



Mercedes-Benz

Mercedes-Benz Gold Coast

MERCEDES NEWS

AUTUMN 2012



Heralding a New Era in the Compact Class

"No model change in the history of Mercedes-Benz has ever seen so many new developments introduced in one fell swoop," stresses Dr. Thomas Weber, Member of the Board of Management responsible for Group Research and Head of Development, Mercedes-Benz Cars. "Future B-Class customers will benefit from this quantum leap in terms of exemplary low fuel consumption combined with driving pleasure, plenty of space and the highest standard of safety that has ever been available in this class."

Launched in 2011, the new B-Class is substantially more agile and efficient, but as comfortable and spacious as ever. The vehicle's lower height and more upright seat position

provide for a first impression that hints at the compact sports tourer's dynamic credentials.

With a new four-cylinder petrol engine featuring direct injection and turbocharging, a new diesel engine, a new dual clutch transmission, a new manual transmission and new assistance systems, the front-wheel-drive car also rings in a new technological era for compact cars from Mercedes-Benz.

Internally it features high-quality materials and finely structured surfaces, stylish details and precision workmanship.

The characteristic lines of the exterior displays front and rear sport width-emphasizing design, with a

wide, prominent grille and headlamps extending along the sides at the front while the rear end features a wide rear window, two-piece tail lights with horizontally offset meander and a large tailgate with low loading sill. The all new B-Class positions itself once again at the forefront of its class. **To see for yourself, please contact the team at Mercedes-Benz Gold Coast today.**

Merchandise Offer

Receive 10% off The Mercedes-Benz Collections Range when you mention this newsletter at Mercedes-Benz Gold Coast. To take advantage of this offer call us today on 07 5558 6555.



Welcome to the first newsletter for the year. 2012 promises to be an exciting one at Mercedes-Benz Gold Coast, with the imminent release of the all new B-Class and M-Class models. Keep an eye on your emails for invitations to model launches and other exciting events we have planned.

In 2012 we have redefined our customer experience with a finely-tuned personal service where our complete focus is satisfying your motoring needs. Over the past six months we have built an energetic, passionate and dynamic team of individuals who are all working together to achieve one goal: customer satisfaction. I am thrilled to be part of such a fantastic team here at Mercedes-Benz Gold Coast.

We hope to see you soon, whether it is to take advantage of our newsletter specials, visit for your next service, or to experience the magnificent line up of new Mercedes-Benz vehicles.

Until next time, safe motoring,

Robert Tucker
Dealer Principal

Our commitment is you at Mercedes-Benz Gold Coast.

At Mercedes-Benz Gold Coast we are the only Authorised Mercedes-Benz Service Centre on the Gold Coast. Servicing your Mercedes-Benz at an Authorised Service

Centre will offer you peace of mind and ensures your vehicle's integrity is maintained so it will run to its full potential for its entire life.

Our Service Centre has specifically designed software available only to Authorised Mercedes-Benz workshops and our team of factory-trained Mercedes-Benz certified technicians are equipped with the right diagnostic tools to eliminate guesswork, which sets us apart from independent

workshops. Our Technicians use Mercedes-Benz Genuine Parts and are skilled at every aspect of service from complex repair to regular maintenance and warranty service, and receive full Mercedes-Benz factory support - something independent workshops cannot offer.

We guarantee our work with a 12-month factory warranty on all labour and parts and offer the latest software upgrades for your vehicle. In addition,

only an Authorised Mercedes-Benz Dealer can check for and carry-out any outstanding manufacturer service measures.

We also offer complimentary loan cars, a dedicated chauffer service and a pick up and delivery service of your vehicle - all of this makes our Authorised Service Centre the right choice for you and your vehicle. **Contact our team to book your next service.**



MERCEDDES NEWS



New star shines bright

2011 was a changing year for Mercedes-Benz Gold Coast. Not only did the dealership re-launch as Mercedes-Benz Gold Coast, in July the dealership welcomed a new face to our key management group.

Mercedes-Benz Gold Coast welcomed Robert Tucker as the new Dealer Principal who has brought a wealth of experience and a passion for growth.

Robert Tucker had spent over 19 years at a Brisbane-based Mercedes-Benz dealership. Starting as a Sales Consultant in 1992, Robert progressed up the management ladder and for the past eight years, he had successfully filled the Dealer Principal and Managing Director roles at the Brisbane dealership.

Having achieved the pinnacle of three National Dealer of the Year Awards, Robert was ready for a new challenge. "When the opportunity at Mercedes-Benz Gold Coast was presented to me, I proudly accepted with no hesitation. As the only Authorised Mercedes-Benz

dealer on the Gold Coast, I saw huge potential for growth of the brand and massive opportunities to capture the market share," Tucker says.

Working closely with the Marketing Department, one of Robert's goals is to show the dealership's appreciation and support to the Gold Coast community by sponsoring local events, charities and businesses. His aim is to offer our customers the best luxury sales and service experience in the industry.

With impressive facilities and an already outstanding sales team at Mercedes-Benz Gold Coast, the foundations have been made to expand the dealership's horizons into the broader Gold Coast community.

Robert is a huge asset to the Mercedes-Benz Gold Coast family and is looking forward to providing an exceptional experience for every customer.

To meet with Robert or any of his team to discuss your motoring needs, contact Mercedes-Benz Gold Coast on 5558 6555.

Introducing the new M-Class Improved efficiency and an exceptional level of safety

The new Mercedes-Benz M-Class promises relaxed and safe driving in all possible conditions with improved efficiency and an exceptional level of safety.

The new generation is instantly recognisable as an M-Class by its characteristic body design with the hallmark C-pillar shape. It combines high levels of design, appeal and ease of use to create a powerful presence. The interior in particular is even more impressive than in the predecessor models and combines the best of both worlds, boasting a strong off-road heritage at the same time as making its passengers feel as if they are travelling in a luxury premium saloon.

One of the most impressive features of this third generation of the Mercedes-Benz M-Class is its outstanding energy efficiency. The fuel consumption of the new models lies, on average, 25 percent below that of their predecessors.

Further strengths of the premium SUV with permanent all-wheel drive include exceptional safety and well-balanced ride comfort as well as excellent driving dynamics both on and off the road.

Even the standard version of the new M-Class offers a high level of comfort, dynamic on-road handling and outstanding off-road capabilities. The

driver is assisted by electric steering, which ensures the optimum level of steering assistance for the current driving situation. In addition to this, the SUV impresses with the smallest turning circle in its market segment.

In line with the Mercedes-Benz brand philosophy, the new M-Class represents the embodiment of the Mercedes-Benz holistic safety concept of Real Life Safety, which is derived primarily from what happens in a real accident situation. Up to nine airbags, activated on demand in accordance with the accident type and severity, can reduce the loads exerted on the occupants. In addition to active safety systems such as the standard-fit Brake Assist (BAS) which can help to prevent an accident or reduce the severity of an accident, the new M-Class features further enhanced passive-safety measures to help protect pedestrians, including an Active Bonnet as standard. Active assistance systems such as Active Lane Keeping Assist and Active Blind Spot Assist are available as additional equipment options

The new M-Class has the potential to set standards in the SUV world once again. **To book a test drive contact Mercedes-Benz Gold Coast today.**

THE NEW SLS AMG ROADSTER

Perfect proportions and purist lines for an exciting presence: the design of the SLS AMG Roadster stirs the emotions. With the soft top open or closed, the Roadster exudes passionate sportiness and sheer

exclusivity. The new super-sports car reinterprets the breathtaking lines of the iconic Mercedes-Benz 300 SL Roadster from the 1950s, and continues the legend of exciting sports cars bearing the Mercedes star.

Powered by the same muscular engine as the gullwing model. The 6.3-litre V8 with a peak output of 420 kW at 6800 rpm makes the open-top SLS one of the most powerful sports cars in its segment. The open-top SLS AMG accelerates from zero to 100 km/h

in 3.8 seconds, which means that the Roadster has a performance comparable to the coupé variant.

The new, standard Blind Spot Assist further improves active safety. This visual and acoustic warning system uses the short-range sensors of the PARKTRONIC system to detect vehicles in the driver's blind spot.

For more information or to book in a test drive, contact Mercedes-Benz Gold Coast today on 5558 6555.

