

*As seen in the middle of just about every VIP convoy.*



# The S-Class

For people of eminence, a car of distinction.

Mercedes-Benz

On the way to a G8 summit.



To open the World Economic Forum.



To negotiate for land rights in China.



To broker a global merger.



## Where are you heading?

The S-Class has always occupied a place at the top of the hierarchy, and the same holds true for its distinguished occupants. As you move towards yet another milestone, it's only natural that your automobile perfectly reflects your status in life.

You are invited to a one-night-only Master Class with the renowned Michelin-starred chef, Heston Blumenthal. Experience a degustation dinner featuring the world's finest cuisine, themed around the S-Class, in the company of other business leaders at XXXXXX. Naturally, you will be chauffeured to this event, from your home or office, in an S-Class.

Date: 8 December, 2008

Time: 7.30pm

Place: XXXXXX

RSVP: Jane Tan on 12345568.

## Leading the way from the beginning.



The S-Class has embodied luxury motoring since the very first model conquered the road 50 years ago. Since then, it has gone from strength to strength; an icon that represents the past, present and future of automotive sophistication. Just some of the accolades garnered by the S-Class include 'Car of the Year' in 2007 for the seventh time and 'Luxury Car of the Year' for five consecutive years.

**The driver may not realize the danger. But the S-Class will.** At the heart of the S-Class is the Integral Safety Concept, a system designed to address potential risks at the earliest stage, provide early warning of critical situations, and provide the most beneficial assistance. Just one of many systems designed to enhance driver and passenger safety is Night View Assist, which uses an infrared camera to 'see' obstacles ahead that your eyes can't.

**Take comfort in over 50 years of craftsmanship.** Mercedes-Benz has gone to great lengths to set a benchmark in the luxury class. Interior features are the result of meticulous attention to detail, selected to meet the highest expectations. To make

even the longest journey in the S-Class an experience to savour, ergonomic seats are designed to follow the contours of your body, while individual climate control lets passengers set the exact temperature they desire.

**The platinum standard for power.** The S-Class is the benchmark for refined performance, with V12, V8 and V6 engines, along with 7G-TRONIC 7-speed transmission, to give you a powerful, yet effortless driving experience. Thanks to its AIRMATIC suspension, a ride in the S-Class will almost feel like you're floating on air. By automatically compensating for changes in the road surface, it seamlessly irons out imperfections.

