

The New 2014 CLA



Mercedes-Benz

Unleashed.

Here it is. The 2014 CLA: a next generation Mercedes-Benz, designed for the next generation Mercedes-Benz owner. The CLA is style, performance – and yes, a touch of attitude.

THE NEW 2014 CLA

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Style, unleashed.

The first thing the CLA unleashes is style: the CLA presents aggressively. There's a sleek ferocity to striking air intakes, chiselled hood, and upswept headlamps. (Optional Bi-Xenon projection lamps for low and high beam are available.) Its diamond-studded grille with central star exudes confidence. 17" alloy wheels and CLS-style frameless doors impart slip-through-the-wind sleekness.



Stop and stare.

The CLA rewards the eye from any angle. Observe the athletic contours of the rear bumper, with its twin chrome rectangular exhausts. Note how strips of LEDs define the contours of the tail lamps. Check out the sloping curve of the coupe roofline, emphasized by chrome trim. Even from behind, the CLA turns heads.







Turn up the heat.

How? Add the optional Sport Package to your CLA 250: a sport brake system with perforated rotors and Mercedes-Benz inscribed calipers; an AMG-style front bumper with enlarged, diamond mesh air inlets; and the glint of silver-chromed studs in the front grille. Some cars are hot. The CLA sizzles.







Forward style.

Inside matches out in the CLA: a form-hugging, 12-way power-adjustable with memory sport seat cradles the driver. A sporty, 3-spoke Nappa leather steering wheel puts 12 multifunction buttons and shift paddles to hand. A 4.5" full-colour display adds a forward touch to the instrument cluster. And standard SOLAR orange ambient lighting bathes it all in a contemporary glow.



((SiriusXM))

Sound, unbound.

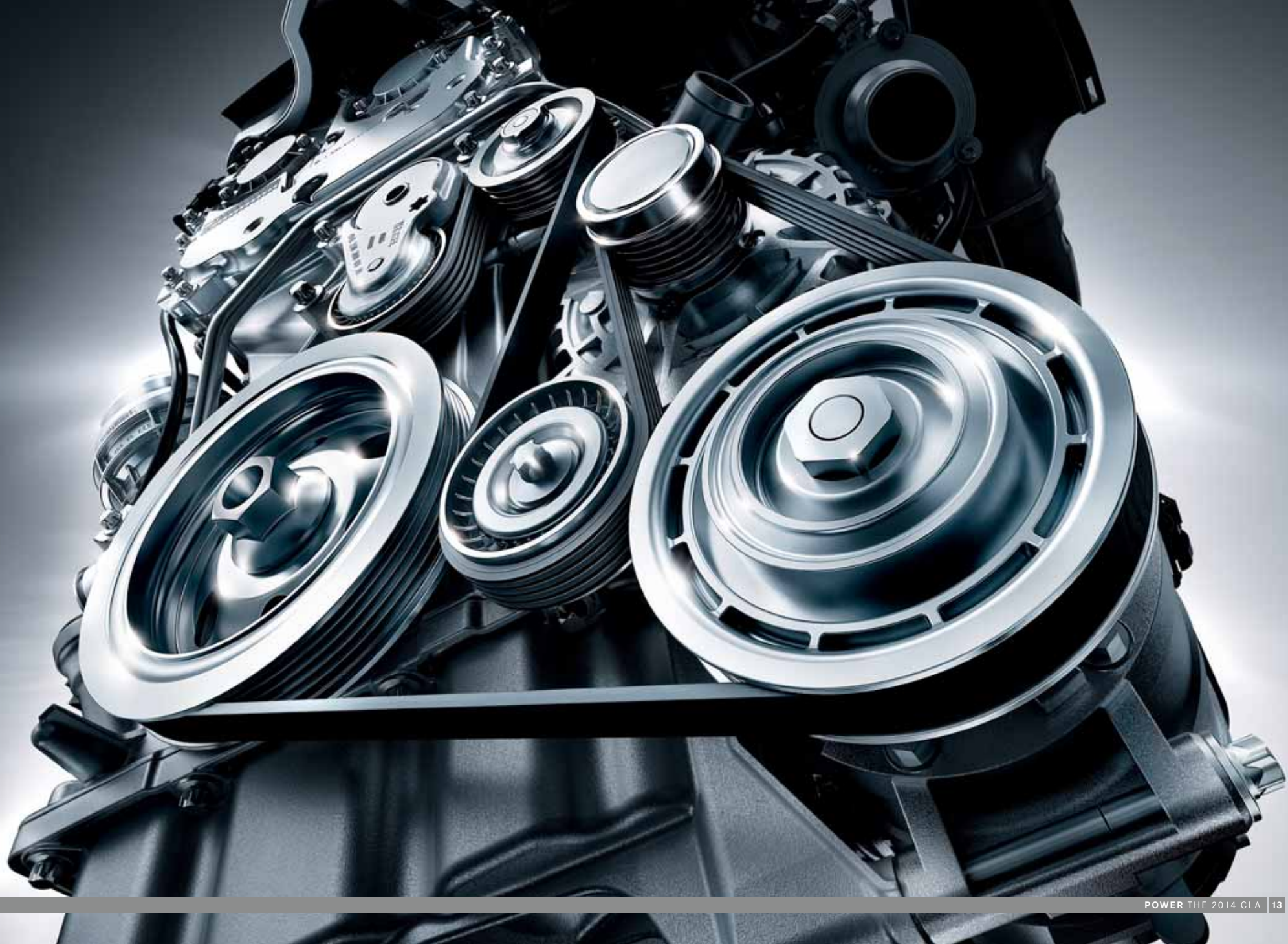
The CLA offers Bluetooth connectivity for hands-free calling, and music streaming from your device. Or blast available Sirius XM satellite radio through the optional harman/kardon® 450 watt surround sound system. An optional voice-controlled COMAND system, with HDD Navigation and 3D maps, comes with a 7" full-colour screen, which is also your display for a 10 GB music register, SMS, and a 6-disc DVD changer, so you can watch while parked. In the CLA, there's never a dull moment.



Unleash the power.

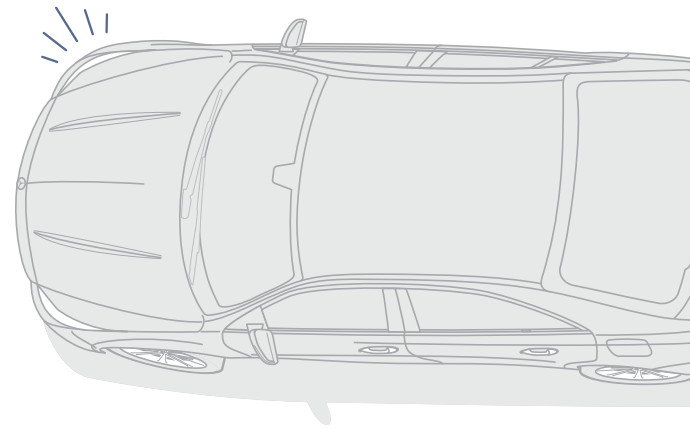
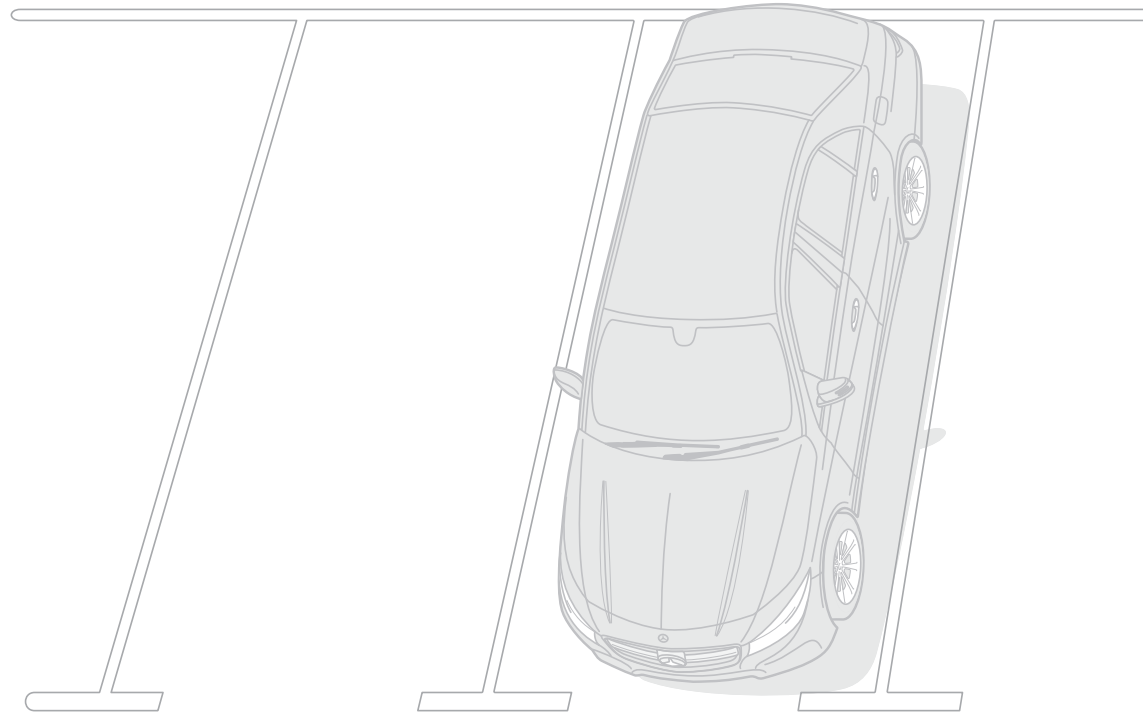
A brawny 2.0L turbocharged engine with 208 horsepower and 258 lb-ft of torque is the heart of the CLA 250. The three modes of the 7 speed dual clutch transmission – Economy, Sport, and Manual – allows you to dictate how that power is unleashed, at the touch of a steering wheel shift paddle. While ECO Start/Stop technology, standard in the CLA, means fuel is conserved.

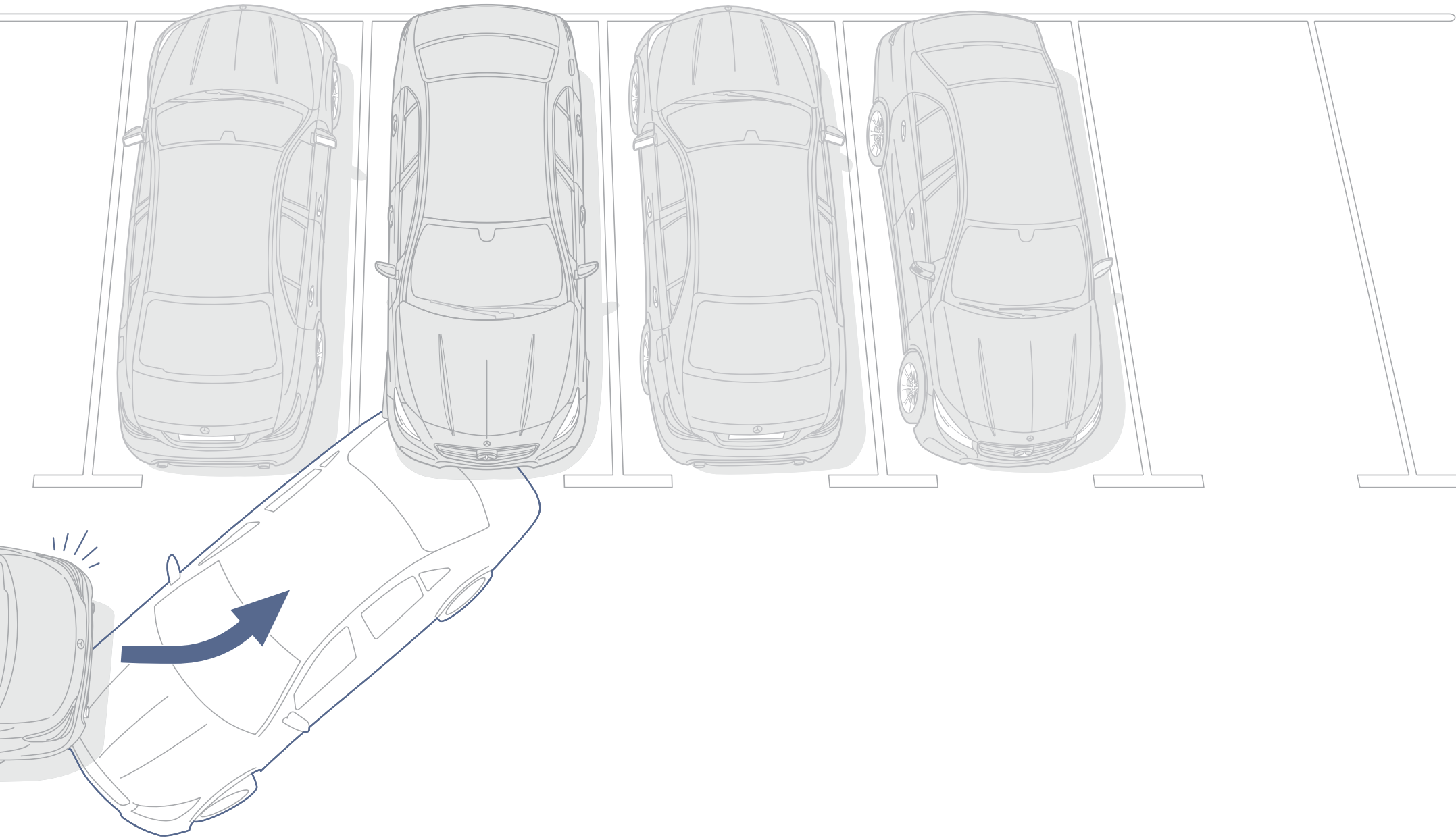




Innovation for safety. And convenience.

The CLA boasts active safety features. COLLISION PREVENTION ASSIST identifies the threat of imminent rear-end collision, notifies you, and ensures that available braking distance is used to maximum effect. ATTENTION ASSIST notices if you're drowsy, and warns you. And optional PARKTRONIC with Active Parking Assist makes parking a snap – identifying spaces, and parking into them, hands-free.







Roll in style.

Make a statement. The standard and optional wheels available for the CLA are muscular alloy sculptures, as you can see. And they're particularly adept in corners. The CLA has ESP – Electronic Stability Program with Dynamic Cornering Assist, which means less steering requirement when cornering briskly, and agile acceleration out of corners.



17" Bi-Colour 5-Spoke
– 02R Design¹



18" AMG Twin 5-Spoke
– 794 Design²



18" AMG Multi-Spoke
– 646 Design³



18" AMG 5-Twin-Spoke
– 649 Design⁴



19" AMG Multi-Spoke
– 780 Design⁵



19" AMG Multi-Spoke
– 787 Design⁵

¹Standard on the CLA 250. ²Included as part of the Sports Package on the CLA 250. ³Optional on the CLA 250.
⁴Standard on the CLA 45 AMG 4MATIC™. ⁵Optional on the CLA 45 AMG 4MATIC™.

Untamed.

In one word, that's the CLA 45 AMG 4MATIC™. And it looks it. The hungry, aggressive, diamond mesh AMG air inlets; the Turbo AMG badging on the fenders; the distinctive, signature twin-blade AMG radiator grille in *designo* Alanite Grey MAGNO – the untamed AMG style gives reference to untamed AMG performance.





AMG

S MA 4505

AMG
DRIVING PERFORMANCE

Performance: the inside view.

The cockpit of the CLA 45 AMG 4MATIC™ is your seat of power. An AMG instrument cluster feeds you the information you need to perform. Stainless steel sport pedals transmit your instructions to the powerplant and brakes. Your hands on the flat-bottom, 3-spoke Nappa leather wheel take the CLA 45 AMG 4MATIC™ where you want to go. The red contrast stitching on the wheel and the ARTICO/DINAMICA sports seats is a reminder of your CLA 45's untamed spirit. And a nod to yours.





AMG
DRIVING PERFORMANCE

One man. One engine.

The AMG engine in your CLA 45 bears the signature of the one man who built it – a testament to AMG's commitment to performance. The AMG 2.0L turbocharged engine develops 355 horsepower and 332 lb-ft of torque which takes you from 0-100 km/h in 4.6 seconds. Impressive, yes, but what's even more so is that this is the most powerful series production 4 cylinder engine in the world. And it's in your CLA 45 AMG 4MATIC™.





AMG
DRIVING PERFORMANCE

Untamed performance.

The CLA 45 AMG 4MATIC™ is untamed, right from the start – the F1-inspired Race Start mode of the AMG SPEEDSHIFT DCT 7-speed sports transmission manages throttle control and traction, minimizing wheel spin. So you fly off the line. Once underway, innovative AMG 4MATIC™ all-wheel drive optimizes efficiency. The fully variable AMG 4MATIC™ all-wheel drive splits the torque between front and rear axle, up to a 50:50 ratio, for maximum traction and control.





AMG
DRIVING PERFORMANCE

Show your style.

Your CLA is a vehicle for self-expression. So customize it. Choose the colours and finishes that best express your style.

	ARTICO LEATHER ¹	Black	Crystal Grey	Sahara Beige	ARTICO/DINAMICA	Black ²	LEATHER ³	Black	Crystal Grey	Hazelnut Brown	Black RED CUT ⁴
SOLID PAINT											
Jupiter Red	●	●	●	●	●	●	●	●	○	●	●
Calcite White	●	○	●	●	●	●	●	○	●	●	●
Nocturnal Black	●	●	●	●	●	●	●	●	●	●	●
METALLIC PAINT											
Cosmos Black	●	●	●	●	●	●	●	●	●	●	●
Polar Silver	●	●	○	●	●	●	●	●	●	●	●
Mountain Grey	●	●	●	●	●	●	●	●	●	●	●
Universe Blue	●	●	●	●	●	●	●	●	●	●	●
Northern Lights Violet	●	●	●	●	●	●	●	●	●	●	●

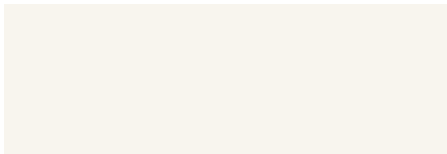
● Recommended combination ○ Possible combination

¹Man-made leather. Standard on the CLA 250. ²Standard on the CLA 45 AMG 4MATIC™. ³Optional on all models. ⁴Included with CLA 45 AMG 4MATIC™ Exclusive Package.

SOLID PAINT



589 Jupiter Red

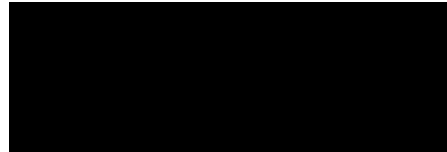


650 Calcite White

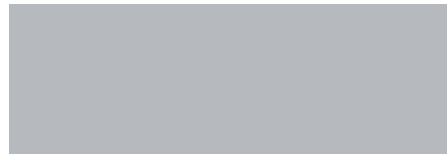


696 Nocturnal Black

METALLIC PAINTS



191 Cosmos Black



761 Polar Silver



787 Mountain Grey



894 Universe Blue



592 Northern Lights Violet

UPHOLSTERY



Black



151 ARTICO Leather¹



801 Leather³



Crystal Grey/Black



158 ARTICO Leather²



808 Leather³



Sahara Beige/Black



155 ARTICO Leather²



Hazelnut Brown/Black



804 Leather³

AMG UPHOLSTERY



Black



651 ARTICO/DINAMICA⁴



Black RED CUT



811 Leather⁵



Black RED CUT



555 Leather⁶

TRIM



739 Aluminium (Structured Surface)⁷



736 Dark Ash Wood⁷



H14 Burl Walnut Wood⁷



H50 Silver Wave⁸



H51 Anthracite Wave⁷



H73 AMG Carbon Fibre⁹



H79 Aluminium (Longitudinal Grain)¹⁰

¹Man-made leather. Standard on the CLA 250. ²Man-made leather. Optional on the CLA 250. ³Only available as part of the CLA 250 Exclusive package. ⁴Standard on the CLA 45 AMG 4MATIC™. ⁵Included with CLA 45 AMG 4MATIC™ Exclusive Package. ⁶Included with AMG Performance Seat. ⁷Optional on the CLA 250. Not available on the CLA 45 AMG 4MATIC™. ⁸Standard on the CLA 250. Not available on the CLA 45 AMG 4MATIC™. ⁹Optional on the CLA 45 AMG 4MATIC™. Not available on the CLA 250. ¹⁰Standard on the CLA 45 AMG 4MATIC™. Optional on the CLA 250.

Choose your accessories.

You can accessorize your CLA in a number of ways – for practical purposes, or to refine its style. Take your pick.



Rear Spoiler

Underlines the CLA's dynamic looks.
Highly durable, with a precision-fit.



Aluminium Carrier Bars

Precision-tailored to the body of the CLA – the perfect basis for a range of Mercedes Benz transport solutions: ski and snowboard rack, bicycle rack or roof boxes.



Bicycle Rack

Add the bicycle rack for carrying various types of road bikes or trekking bikes. Fully pre-assembled and ready to use. Extremely lightweight, thanks to use of aluminum/steel: just 2.5 kg



Drive Kit Plus for the iPhone®

Comprehensively integrates the iPhone® 4/4S into the vehicle. Integration is based on the combination of the Mercedes-Benz “Digital DriveStyle” app and the “Drive Kit Plus for the iPhone®” – the on-board interface to which the iPhone® is connected and via which it is charged.



Triple 5-spoke wheel,

18" 7.5X18 ET 52, Tremolite Metallic
Mercedes-Benz Light-Light Alloy Wheels combine state of the art technology with breathtaking style. They have been designed and engineered to meet the highest standards for strength, durability, and safety.

Unleashed, but assured.

Drive your CLA with assurance. Mercedes-Benz enhances your CLA ownership experience with these benefits:

24-hour Roadside Assistance

For the duration of the basic warranty coverage period of 48 months, (and the duration of the Extended Limited Warranty, if you've opted for it) Mercedes-Benz Roadside Assistance will be at your service. We'll bring you gas, replace a flat tire with your spare, or jumpstart your car. In the event of a mechanical breakdown – if attempts by our Roadside Assistance technician have not made your vehicle safely operable – towing service will be provided to the nearest Mercedes-Benz dealership. Assistance is available 24 hours a day, every day, to anyone driving a Mercedes-Benz anywhere in Canada or the continental U.S.¹

Wear and tear period

These parts are covered for wear and tear during the first 24 months or 40,000 km, whichever comes first: brake pads, brake discs, brake pad wear sensors and light bulbs.

Mercedes-Benz warranties

The Mercedes-Benz New Vehicle Limited Warranty covers defects in materials or workmanship for 48 months or 80,000 km, whichever comes first. For enhanced confidence, you can opt for a Mercedes-Benz Extended Limited Warranty.²

Customer service

Owning a CLA is unquestionably an inspiration to any driver. But should you have a question, we're here to help. Customer Service is open from 9 a.m. to 5 p.m. EST, Monday through Friday. Knowledgeable Mercedes-Benz experts can advise you on all matters CLA. From the finer points of your car's audio system, to the location of our nearest dealership. Just call 1-800-387-0100.

Trip interruption reimbursement

If a breakdown covered by your New Vehicle Limited Warranty or optional Extended Limited Warranty occurs more than 80 km from your home, leaves your Mercedes-Benz vehicle inoperable or unsafe to drive, and requires overnight repairs, you're covered. You will be reimbursed up to \$500 for hotel accommodations and up to \$600 for alternative travel expenses per incident while your car is being repaired at an authorized Mercedes-Benz dealership.

¹Vehicle must be accessible from main roads. Roadside Assistance may involve charges for parts, service and towing. Depending on the circumstances, these services may be provided by an outside service provider, courtesy of Mercedes-Benz Roadside Assistance. For full details of the Roadside Assistance Program, please see your dealer. ²Please see your dealer for warranty details as well as for terms, conditions and pricing for extended warranty options.



Unleash a CLA online. Or on the road.
Join the conversation. #Unleash.

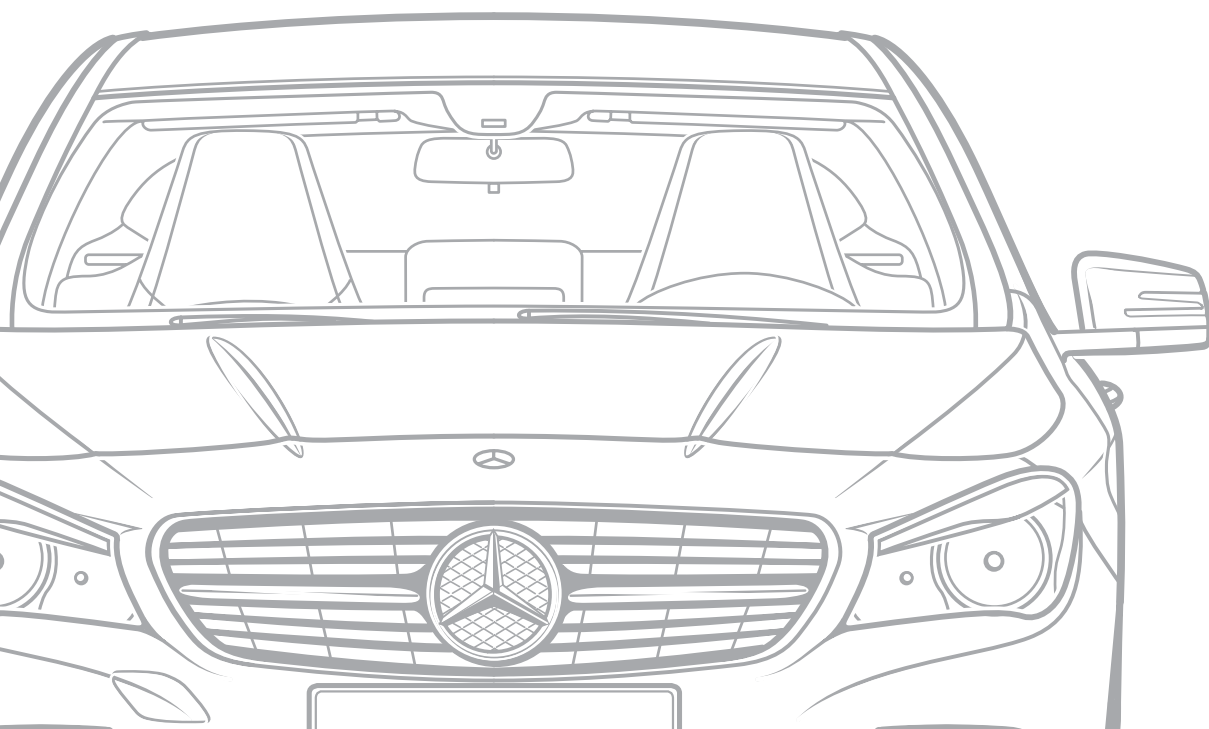
Visit mercedes-benz.ca/CLA for even more of the CLA experience.
Or to book a test drive with your dealer.





The New 2014 CLA

EQUIPMENT LISTING AND TECHNICAL SPECIFICATIONS



Mercedes-Benz

INDIVIDUAL EQUIPMENT

TRANSMISSION

7G-DCT automatic transmission

AMG SPEEDSHIFT DCT 7-speed sports transmission (with RACE START function)

ECO Start/Stop function

TRACTION/STABILITY

Sport suspension

DIRECT SELECT steering column shift lever

AMG DRIVE unit with E-GEAR selector lever

AMG Sport suspension

AMG Performance suspension

Dynamic Cornering Assist

Acceleration Skid Control (ASR)

Electronic Stability Program (ESP)

3-stage Electronic Stability Program (ESP)

Electronic Power Steering (EPS)

Sport brake system with Mercedes-Benz inscribed calipers and perforated front rotors

AMG high performance braking system

Anti-Lock Braking System (ABS)

Hill start assist

Brake Assist (BAS)

ADAPTIVE BRAKE incl. Hold function

Electronic Parking Brake

AUDIO/VISUAL/COMMUNICATION

COMAND APS with HDD navigation & DVD changer & 7" display, 10GB MUSIC REGISTER, LINGUATRONIC Voice Control and SD Card Reader

Audio 20 – Radio with single CD, 5.8" display

Bluetooth connectivity (Hands-free calling and audio streaming)

Instrument cluster with 4.5" colour display

AMG instrument cluster with 4.5" colour display

Media interface

SIRIUS Satellite Radio¹

harman/kardon® LOGIC7® surround sound system

USB input in centre console

EXTERIOR

17" 5-spoke wheels

18" AMG 5-spoke titanium grey wheels

CLA 250

CLA 45 AMG
4MATIC™

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INDIVIDUAL EQUIPMENT

EXTERIOR CONTINUED

18" AMG twin 5-spoke wheels

18" AMG multi-spoke matte black wheels

19" AMG multi-spoke wheels

19" AMG multi-spoke matte black wheels

Performance tires²

Run flat tires

Red brake calipers

Black diamond grille

Chrome diamond grille

AMG Twin blade grille in matte grey

AMG Performance exhaust system

AMG styling package with front apron, side skirts and rear bumper

Halogen reflector headlamps

Automatic headlamp activation

Bi-Xenon headlamps

LED daytime running lights

LED tail lights

Auto dimming mirrors (rear view and driver's side)

Exterior power folding mirrors

Power adjustable heated exterior mirrors

Heated windshield washer system with rain sensing wipers

Rear view camera

Metallic paint

INTERIOR

12-way power adjustable seats with memory includes 4-way power lumbar

AMG performance seats

Heated front seats

Rear center armrest with cup holders

Manual climate control

THERMOTRONIC automatic climate control

Illuminated visor vanity mirrors

Interior reading lights

Ambient lighting

Manual tilt & telescoping steering column with memory

Steering wheel shift paddles

CLA 250

CLA 45 AMG
4MATIC™

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INDIVIDUAL EQUIPMENT

INTERIOR CONTINUED

	CLA 250	CLA 45 AMG 4MATIC™
Aluminium front door sills	▲	▲
60/40 Split folding seats	▲	▲
ISOFIX Anchors	▲	▲
Power windows with anti-pinch features and on-touch open & close	▲	▲
IR remote window open/close function on driver door	○	○
Panoramic sunroof	○	○
ARTICO dashboard ³	○	○
AMG Performance steering wheel	–	○
Sport Nappa leather steering wheel	–	▲
Nappa leather steering wheel	▲	–
ARTICO leather upholstery ³	▲	–
Leather upholstery	○	○
ARTICO/DINAMICA Upholstery	–	▲
Silver wave trim	▲	–
Dark ash wood trim	Δ	–
Aluminium trim – Structured surface ⁴	Δ	–
Aluminium trim – Longitudinal grain ⁵	Δ	▲
Burl walnut wood trim	Δ	–
Anthracite wave trim	Δ	–
AMG carbon fibre trim	–	Δ
CONVENIENCE		
Integrated garage door opener	Δ	Δ
SmartKey remote with panic button	▲	▲
Cruise control	▲	▲
PARKTRONIC with active parking assist	Δ	Δ
Electronic compass	○	○
SAFETY		
ATTENTION ASSIST	▲	▲
Dual-stage front and side front airbags, dual side curtain airbags, Dual front knee airbags	▲	▲
COLLISION PREVENTION ASSIST	▲	▲
Anti-theft alarm system	▲	▲
Tire pressure loss warning system	▲	▲
Brake pad wear indicator	▲	▲
Passive blind spot assist	○	○
Passive lane keeping assist	○	○
Seatbelt tensioners with belt force limiters	▲	▲

EQUIPMENT PACKAGES

	CLA 250	CLA 45 AMG 4MATIC™
CLA 250 PREMIUM PACKAGE: Rear view camera, Electronic compass, Auto dimming mirrors (rearview & drivers side), Panoramic sunroof, Exterior power folding mirrors, Dual zone THERMOTRONIC automatic climate control, Heated front seats.	Δ	–
CLA 45 AMG 4MATIC™ PREMIUM PACKAGE: Rear view camera, Electronic compass, Auto dimming mirrors (rearview & drivers side), Panoramic sunroof, Exterior power folding mirrors, Dual zone THERMOTRONIC automatic climate control, Passive blind spot assist, Passive lane keeping assist.	–	Δ
CLA 250 SPORT PACKAGE: Sport brake system, 18" AMG Twin 5-spoke wheels, Performance tires, Aluminium trim, Chrome diamond grille, AMG styling package with front apron, side skirts and rear bumper.	Δ	–
CLA 250 EXCLUSIVE PACKAGE: Leather upholstery, Aluminium trim, ARTICO ³ dashboard, IR remote window open/close function on driver door.	Δ	–
CLA 45 AMG 4MATIC™ EXCLUSIVE PACKAGE: Black RED CUT Leather upholstery, ARTICO ³ dashboard, IR remote window open/close function on driver door.	–	Δ
DRIVING ASSISTANCE PACKAGE: Passive blind spot assist, Passive lane keeping assist.	Δ	–
AMG DRIVER'S PACKAGE: Top speed raised to 270 km/h ⁶ , AMG performance steering wheel, AMG performance suspension.	–	Δ

▲ Standard equipment Δ Optional equipment ○ Optional as part of a package – Not available

¹Complimentary service is comprised of a SIRIUS package for a duration of 6 months. Monthly subscription required for service thereafter. © 2013 Sirius XM Canada Inc. "SiriusXM", the SiriusXM logo, channel names and logos are trademarks of Sirius XM Radio Inc. and are used under licence. ²Not recommended for winter use. ³Man-made leather. ⁴Only with CLA 250 Exclusive package. ⁵Only with CLA 250 Sport package. ⁶Intended for track use only. Please obey all speed laws.

Technical data:

	CLA 250	CLA 45 AMG 4MATIC™
Engine type	16V DOHC Turbo I4	16V DOHC Turbo I4
Total displacement	1,991 cm ³	1,991 cm ³
Net power	208 hp @ 5,500 rpm	355 hp @ 6,000 rpm
Net torque	258 lb-ft @ 1,200-4,000 rpm	332 lb-ft @ 2,250-5,000 rpm
Acceleration ¹ , 0–100 km/h	6.7 seconds	4.6 seconds
Approximate top speed ²	210 km/h	250 km/h
Tires, front rear	225/45 R 17 225/45 R 17	235/40 R 18 235/40 R 18
Fuel economy ³ , city/highway estimate	7.8-5.1 L/100 km	TBD
Fuel tank capacity	50 litres	56 litres
Fuel requirement	Premium unleaded	Premium unleaded
Dimensions ⁴ Wheelbase Overall length Overall height Overall width – Mirrors Extended	2,699 mm 4,630 mm 1,436 mm 1,777 mm	2,699 mm 4,691 mm 1,416 mm 1,777 mm
Curb weight	1,480 kg	1,585 kg
Luggage capacity	470 litres	470 litres

¹Stated rate of acceleration is based on the manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load. ²Electronically limited.

³These estimates are based on Government of Canada testing methods. The actual fuel consumption of these vehicles may vary. Refer to the Government of Canada Fuel Consumption Guide. ⁴With standard equipment.

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