

The legend continues...

# Mercedes-Benz creates a new generation of automobile. Introducing the new 280E; the Practical Sports Sedan.



The look and feel of a sports car... the long-lasting practicality of a Mercedes-Benz. The new 280E, the Practical Sports Sedan.

Here's a wholly new Mercedes-Benz. A car that mates the practicality of a true 5-passenger sedan with the nimble handling of a sports car. The new 280E. The Practical Sports Sedan.

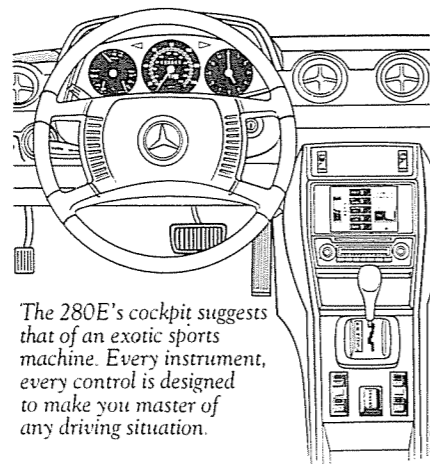
A select team of engineers devoted six years to the conception, construction, and refinement of the 280E. More years were given to the testing of "final" prototypes. As what follows suggests, the new 280E represents a worthy new chapter in the Mercedes-Benz legend.

### The ultimate challenge

Probably the ultimate design challenge is the appropriate proportioning of a car's size, weight, and usable space. In the new 280E the Mercedes-Benz engineers demonstrate an exquisite sense of proportion. Inside, there is ample space for five adults. And the trunk is a full 17.7 cubic feet—all of it usable.

The new 280E's power plant is a refined version of the sophisticated Mercedes-Benz double overhead cam-

shaft six, and its performance has been enhanced with the new C.I.S. constant flow fuel injection system.



The 280E's cockpit suggests that of an exotic sports machine. Every instrument, every control is designed to make you master of any driving situation.

The improved "zero-offset" front suspension alone is, quite possibly, an engineering masterpiece, providing uncanny directional stability and braking.

Operating in conjunction with the Mercedes-Benz recirculating-ball power steering, it produces a quick

maneuvering response and an incredibly tight 37-foot turning circle. And the 280E features a fully independent suspension system for each wheel to increase the automobile's stability and dampen road shock.

### Safety x 100

A host of Mercedes-Benz engineering achievements have contributed to the unusual safety systems of the new 280E.

Each wheel has its own servo-assisted disc brake. The steering column is designed to telescope three ways. Front and rear bumpers are self-regenerative. All told, over 100 separate elements and systems are combined in the new 280E.

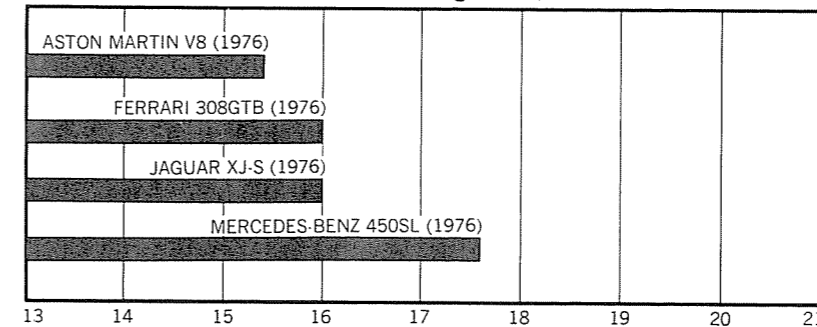
See your Mercedes-Benz Dealer for a unique experience. The experience of driving the new 280E—the Practical Sports Sedan.



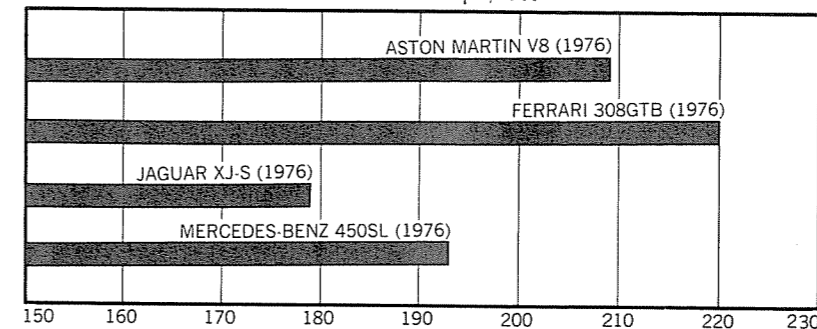
**Mercedes-Benz**  
Engineered like no other car  
in the world.

© 1977 Mercedes-Benz

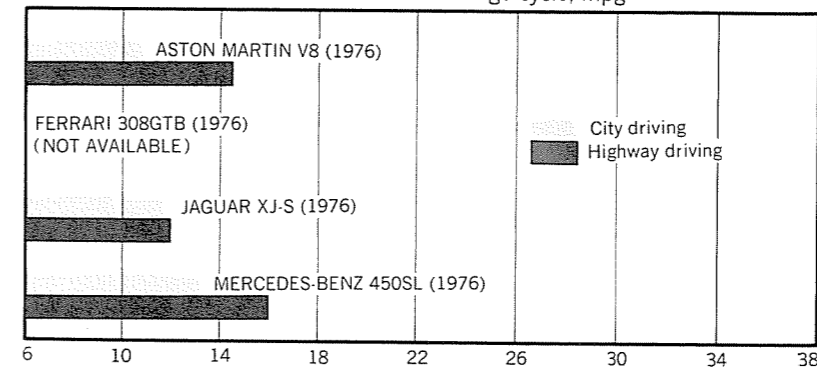
### ACCELERATION standing 1/4 mile, seconds



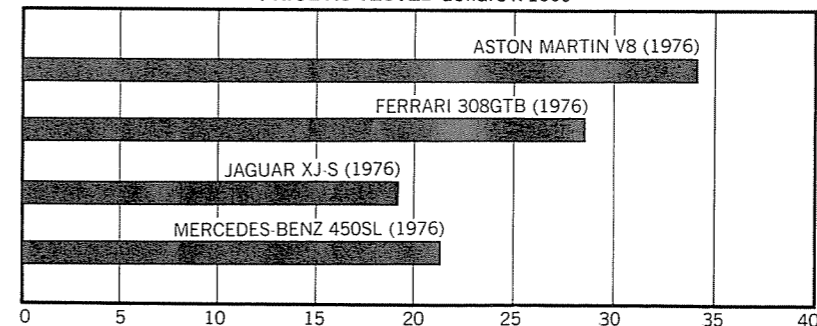
### BRAKING 70-0 mph, feet



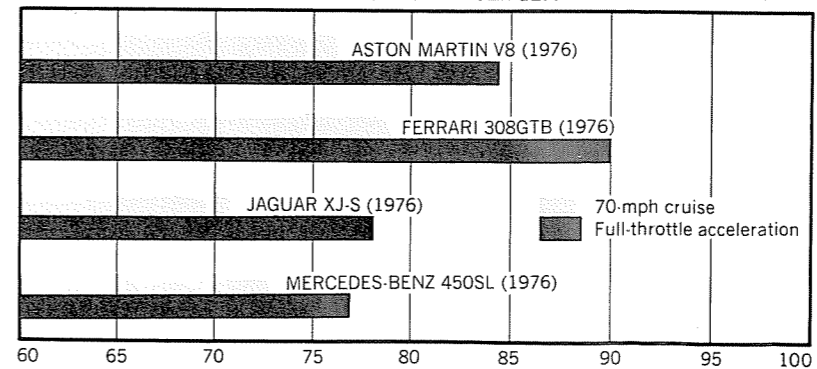
### FUEL ECONOMY C/D mileage cycle, mpg



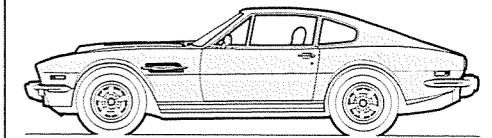
### PRICE AS TESTED dollars x 1000



### INTERIOR SOUND LEVEL dBA



HEINZ MAURER



### ASTON MARTIN V-8

Importer: Aston Martin Lagonda Inc.  
650 Clark Avenue  
King of Prussia, Pennsylvania 19406

Vehicle type: front-engine, 2 door coupe  
rear-wheel-drive, 4-passenger

Price as tested: \$34,250  
(Manufacturer's suggested retail price, including all options listed below, dealer preparation and delivery charges, does not include state and local taxes, license or freight charges)

Options on test car: Aston Martin V-8, \$33,950; dealer prep, \$300.

### ENGINE

Type: V-8, water-cooled aluminum block and heads, 5 main bearings  
Bore x stroke ..... 3.94 x 3.35 in., 100.0 x 85.0mm  
Displacement ..... 326 cu in, 5340cc  
Compression ratio ..... 8.3 to one  
Carburetion ..... 4x2-bbl Weber  
Valve gear ..... chain-driven double overhead cams  
Power (SAE net) ..... NA  
Torque (SAE net) ..... NA  
Max. recommended engine speed ..... 6000 rpm

### DRIVETRAIN

Transmission ..... 5-speed, all-synchro  
Final drive ratio ..... 3.31 to one  
Gear Ratio Mph/1000 rpm Max. test speed  
I 2.90 7.6 45 mph (6000 rpm)  
II 1.78 12.3 74 mph (6000 rpm)  
III 1.22 18.0 108 mph (6000 rpm)  
IV 1.00 22.0 132 mph (6000 rpm)  
V 0.84 26.0 135 mph (5200 rpm)

### DIMENSIONS AND CAPACITIES

Wheelbase ..... 102.7 in  
Track, F/R ..... 59.0/59.0 in  
Length ..... 183.8 in  
Width ..... 72.0 in  
Height ..... 52.2 in  
Ground clearance ..... 5.5 in  
Curb weight ..... 4100 lbs  
Weight distribution, F/R ..... 51.2/48.8%  
Battery capacity ..... 12 volts, 68 amp-hr  
Alternator capacity ..... 1050 watts  
Fuel capacity ..... 25.2 gal  
Oil capacity ..... 10.8 qts  
Water capacity ..... 19.2 qts

### SUSPENSION

F: ..... ind, unequal-length control arms, coil springs, anti-sway bar  
R: ..... De Dion, 4-trailing links, Watts linkage, coil springs

### STEERING

Type ..... rack and pinion, power-assisted  
Turns lock-to-lock ..... 2.9  
Turning circle curb-to-curb ..... 38.0 ft

### BRAKES

F: ..... 10.8-in dia vented disc, power-assisted  
R: ..... 10.4-in dia vented disc, power-assisted

### WHEELS AND TIRES

Wheel size ..... 7.0x15-in  
Wheel type ..... cast aluminum, 5-bolt  
Tire make and size ..... Avon Radial, GR70VR-15  
Tire type ..... fabric cord, radial ply, tube-type  
Test inflation pressures, F/R ..... 35/35 psi  
Tire load rating ..... 1830 lbs per tire @ 40 psi

### PERFORMANCE

Zero to	Seconds
30 mph	2.7
40 mph	3.9
50 mph	5.5
60 mph	7.7
70 mph	9.6
80 mph	12.8
90 mph	15.9
100 mph	19.6
Standing 1/4-mile	15.4 sec @ 88.9 mph
Top speed (observed)	135 mph
70-0 mph	209 ft (0.78G)
Fuel economy C/D mileage cycle	11.0 mpg, urban driving 14.5 mpg highway driving