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Mercedes Launches SLS Roadster, Showcases New M-Class



Mercedes Benz, the luxury car maker based out of Germany today utilized the 2012 Auto Expo to launch their new brand initiative, “mb. Inspired”. mb. Inspired, is not something specifically related to the automobile world. The mb. Inspired on the other hand, is a platform launched by the company to recognize people especially the youth population with rising aspirations and fearless about taking risks. Mercedes-Benz also commemorates these young youth inspirational icons through mb. Inspired.

“As India readies itself for globalization, the young India seeks recognition for their talent & uncompromising attitude which have made many stand up and get recognition in their respective fields. mb Inspired is once such platform which shall recognize these individuals & collaborate with them to spread inspiration. This helps us in communicating our brand values of Best or Nothing seamlessly to the Indian consumers”, Peter Honegg, Managing Director and CEO, Mercedes-Benz India, said.

Apart from this, Mercedes Benz also launched its powerful open top roaster, the SLS AMG Roadster. The SLS AMG Roadster convertible is powered by a 6.3 litre V8 engine that produces 420 KW of power @ 6800 RPM and a torque of 650 Nm @ 4750 RPM. The car can accelerate from 0 to 100 kmph at a mind numbing time of 3.8 secs and can go all the way to a top speed of 317 kmph. Fuel consumption stands at 13.2 litre/100 km with CO2 emission figure of 308 /km. Mercedes also launched the third generation M class SUV at the Auto Expo. The M class is powered by a 2987cc V^ engine that produces 190 KW of power @ 3600 RPM and 620 Nm @ 1600-2400 RPM. 0 to 100 kmph acceleration timing stands at 7.4 secs with a top speed of 224 kmph. It consumes an approximate 7.4 to 6.8 litre per 100 km with CO2 emission at 194- 179g/km. The car carries features like automatic transmission, anti-lock braking system (ABS), Electronic Stability Program (ESP) and Electronic Traction System all at the touch of the off-button on the console. Other features like PARKTRONIC and ATTNETION ASSIST are also features in the car. The vehicle has been built with the ECO start-stop function, which reduces fuel consumption and emissions- by automatically switching off the engine during traffic jams or traffic signals.



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