

**Why choose a Diesel from a line of cars when you can choose a Mercedes-Benz from a line of Diesels?**

**Mercedes-Benz  
BUILT TODAY WITH TOMORROW IN MIND!**

For 1980, Mercedes-Benz builds 3 Diesel sedans, a Diesel station wagon and a Diesel coupe, 3 different Diesel engines and 2 transmissions—and no other car maker does. Such choice is only one benefit of a Diesel tradition 44 years long, and growing timelier by the day.

Take your time as you carefully examine the unique line of Mercedes-Benz Diesels.

Should it be the extraordinarily efficient four-cylinder 240 D Sedan?

Or is the potent five-cylinder 300 D Sedan more to your liking?

Many minds and hearts have been captured by the charm and utility of the 300 TD Station Wagon.

Those with a taste for the exclusive are much taken with the limited edition 300 CD Coupe.

And in a class by itself is the turbocharged performance Diesel—the 300 SD.

A delicious dilemma. Choose the one that precisely fits your needs. Then prepare to reap the engineering dividends that set Mercedes-Benz Diesels apart from all other Diesels, from all other cars.

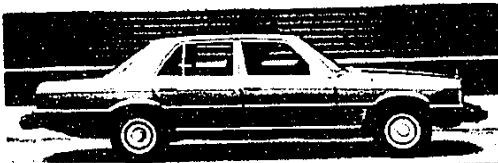
**More power for 1980**

Note that those dividends are enriched for 1980. New pistons, new camshafts and improved precombustion chamber design—fitted to various engines—help give the five Mercedes-Benz Diesels a strong performance boost, without spoiling their famous fuel efficiency.

For 1980, even cold weather performance is improved. An ingenious "pin-type" start device can get a cold engine going—even on a 32°F day—in five to seven seconds, and at 5°F in about eleven seconds. With this timely advance, Diesel cold-weather starting pains should now be a thing of the past.

**Economy a thing of the present**

The 1980 Mercedes-Benz 240 D Sedan is a solid 1.5-ton automobile that happens to outperform every other compact,



Top to bottom: 300 SD, 300 CD, 300 TD, 300 D and 240 D.

mid-size and large car on the road today in fuel mileage as listed in the official EPA fuel economy information for 1980, published Sept. 7, 1979. Figures for every Mercedes-Benz Diesel, in fact, may seem almost too good to be true for such capable, civilized automobiles. But the fuel estimates shown suggest that a car needn't be undersized or underpowered to deliver heartwarming fuel economy. It simply needs to be efficiently engineered.

**1980 EPA fuel economy estimates**

Model	Est. mpg	Est. range
240 D (Man)	28	481.6 mi.
240 D (Auto)	26	447.2 mi.
300 D	23	485.3 mi.
300 CD	23	485.3 mi.
300 TD	23	425.5 mi.
300 SD	21	320.8 mi.

Compare this to other cars. Your mileage may differ depending on speed, weather conditions and trip length. California estimates vary.

**Efficient performance**

Each Mercedes-Benz Diesel for 1980 comes litted with technical features that stamp it more as a performance than a mere economy car: fully independent suspension, for instance. Four-wheel disc brakes. Front and rear anti-sway bars. Gas-pressurized shock absorbers. Recirculating ball steering.

On rain-slicked highways, on rutted back roads, in mountain bends—that thy list comes vividly alive. Economy needn't mean a cheap driving life; first and foremost, a Mercedes-Benz Diesel is a driver's car.

**Above all, safety**

It is also a safety-conscious car. There are 120 safety features between you and the road, every one standard equipment—whether Federal law requires them or not. The fact that more than half are Mercedes-Benz requirements reflects forty-four years of fanatic devotion to the subject of safety.

**Quality service: reaffirmed commitment**

With every new Mercedes-Benz comes a dual commitment: to provide unparalleled engineering in its cars and to provide unparalleled service—through the unstinting efforts of over 400 authorized Mercedes-Benz dealers across the United States.

**Last but not least**

When you think about the Mercedes-Benz Diesel for 1980, you might do well to think ahead to 1983 and consider: historically, a three-year-old Mercedes-Benz Diesel has been shown to retain nearly 80% of its value. A resale performance no domestic luxury car can even approach.

Efficient in fuel mileage, efficient in performance, efficient even in resale value. Remarkable cars, these Diesels. Just what you'd expect from Mercedes-Benz in times like these.



Engineered like no other car in the world

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