

All-New 2007 Mercedes-Benz S-Class the Prize for Winner of the 2006 Mercedes Championships

PGA TOUR star Stuart Appleby is rapidly building a prized collection of Mercedes-Benz vehicles. For the 2006 tournament he will once again have a chance to add to his fleet of Mercedes-Benz cars as he takes aim at his third-consecutive title in the Mercedes Championships. As back-to-back champion of this prestigious tournament, Stuart has won an SL500 in 2004, and the all-new 2006 CLS500 as the 2005 champion.

This year, Mercedes-Benz will award the winner of the PGA TOUR's season-opening, winners-only tournament an all-new 2007 Mercedes-Benz S550. The S-Class is Mercedes' flagship sedan and it features the ultimate in high-technology, performance, safety and luxury that Mercedes-Benz has to offer.

The new S-Class is powered by a new generation engine from Mercedes-Benz, a 5.5-liter, V8 powerplant that delivers 382 horsepower and 391 lb.-ft. of torque with four-valve-per-cylinder technology and variable valve timing. The new S-Class also comes with the world's first seven-speed automatic, driver-adaptive transmission that maximizes both performance and fuel economy.

Known for luxury and performance, the S-Class also is an industry leader in safety. The S-Class has pioneered technology such as the first ABS anti-lock brakes, the first ESP stability control and the first PRE-SAFE system, which automatically tightens the front seat belts during those valuable seconds just before a possible impact. Moreover, Mercedes' Brake Assist feature further helps drivers avoid accidents.

In heavy traffic, the S-Class really demonstrates its advanced engineering through the Distronic cruise control feature that maintains a pre-set following distance behind the vehicle ahead. For 2007, the Distronic cruise control is enhanced with the "Distronic Plus" system. Integrated with the latest PRE-SAFE, the radar-based system operates at nearly all speeds up to 125 mph.

Another innovative technology making its debut on the 2007 S-Class is infra-red Night View system, a new option that can extend the driver's "visibility" to nearly 500 feet. An industry first, and in contrast to passive systems offered by other auto companies, this active system bathes the road ahead with infra-red light from two projectors mounted in the headlight assemblies. An infra-red camera discreetly mounted

in the windshield receives the reflected images and displays them in a high-resolution display in the instrument cluster. The result is akin to a highly detailed black & white video image.

Keeping vehicle occupants comfortable has always been a strong point for the Mercedes S-Class. For 2007, newly developed front seats are electrically adjustable 14 ways and offer several optional choices of ventilation and ergonomic adjustability. The available Drive Dynamic seats feature 11 individual pneumatic chambers to help the driver find a perfect seating position, and 14 more chambers provide four levels of pulsating massage to relieve fatigue and help keep drivers alert.

All of these tremendously refined features on the all-new S-Class will make Mr. Appleby's pursuit of his third straight Mercedes Championships title just a little sweeter. We'll have to wait and see if he can earn yet another Mercedes-Benz or if a challenger will come along and drive off with this special luxury sedan.