



# Cargossip



Dear Mercedes-Benz Enthusiasts

This edition of Cargossip brings you some interesting facts about the "Sportiest Car of 2010" - the Mercedes-Benz SLS AMG, as well as its predecessor, the Mercedes-Benz 300SL. Find out what earned Mercedes-Benz South Africa the acclaimed International 'Stevie' Business Award and benefit from our current Private Rental offers.

## News Flash

• **New legend with unrivalled performance – the super sports car from Mercedes-Benz and AMG**

The new SLS AMG is nothing short of a masterpiece by Mercedes-AMG GmbH. As the first independently developed vehicle, the super sports car is the highlight in the company's more than 40-year history. It not only takes AMG, the performance brand within Mercedes-Benz Cars, into a new era, but also demonstrates development expertise of the very highest order. The new super sports car from Mercedes-Benz and AMG makes for an alluring proposition with its unrivalled technology package: aluminium spaceframe body with Gullwing doors, AMG 6.3-litre V8 front-mid-engine developing 420 kW peak output, 650 Nm of torque, seven-speed double-declutch transmission in a transaxle configuration, sports suspension with aluminium double wishbones and a kerb weight of 1 620 kilograms – this superlative combination guarantees driving dynamics of the highest order. The SLS AMG accelerates from 0 to 100 km/h in 3.8 seconds, before going on to a top speed of 317 km/h (electronically limited). The fuel consumption of 13.2 litres per 100 kilometres (combined) puts it at the front of the competitive line-up.

The purist design of the new Mercedes-Benz SLS AMG captivates by virtue of its passionate sportiness and its reinterpretation of the Mercedes-Benz 300 SL's breathtaking design lines. The stylistic highlights are the striking gullwing doors, which lend an incomparable charisma to the SLS AMG. The long bonnet, the short rear end with its extendable rear aerofoil stand for





dynamism, as do the long wheelbase, the wide track and large 19 and 20-inch wheels. It is not only the gullwing doors that are reminiscent of the Mercedes-Benz 300 SL, as the wide radiator grille with its large Mercedes-Benz star, the wing-shaped cross fin and the fins on the bonnet and flanks also hark back to the legendary sports car of the 1950s. Mercedes-Benz designers took their inspiration from the aviation world when designing the interior. The stylistic centrepiece is the dashboard, which ensures a visual impression of breadth with its muscular, wing-like profile. The four air vents with adjustable cruciform nozzles are prominently integrated into the dashboard – their shape is reminiscent of a jet engine. The design theme of an aircraft cockpit is also reflected in the long centre console of matt-finished, solid metal. The AMG SPEEDSHIFT DCT 7-speed sports transmission is operated by the E-SELECT lever, which resembles the thrust control of a jet aircraft. Despite the low seating position typical of a sports car, the wide-opening gullwing doors allow easy access and egress. They require less opening space than conventional coupé doors, and can be fully opened in a standard-size garage. The SLS AMG can be ordered from Mercedes-Benz East Rand dealerships at a purchase price of R2 425 000. As with all Mercedes-Benz cars, the SLS AMG comes standard with the MobiloDrive 120 maintenance contract which includes a 2 year/120 000 km full vehicle warranty and free roadside assistance.

## § Mercedes-Benz 300 SL “Gullwing” – voted “Sports Car of the Century” in 1999

The Mercedes-Benz 300SL was introduced in February 1954 in New York as a two-seat, closed sports car with distinctive gull-wing doors – heavily based on the highly successful competition-only sports car of the same name from 1952. Max Hoffman, importer of Mercedes-Benz vehicles to North America, had proposed this series-production version. The road model was intended for customers in the booming post-war American market and was first introduced at the 1954 New York Autoshow.

Like the racing car, the mass-produced 300SL featured a six-cylinder engine, a lightweight tubular space frame and characteristic gullwing doors (required due to the frame design). The M198 engine had direct petrol injection – a first seen in a mass-produced car with four-stroke engine. The 300SL had peak output of 158kW and an impressive top speed of 250 km/h.

Boasting exceptional performance and design, the 300SL soon became an icon of motoring culture. In Germany the car was known as the “Fluegeltuerer” (gullwing), in English and French it was known more poetically as “Gullwing” and “Papillon” (butterfly) respectively. In 1999 the 300SL was selected by an international jury as the “Sports Car of the Century” and its latest successor, the Mercedes-Benz SLS AMG, celebrates victory over some strong competition in the “Sportiest cars of 2010” readers’ poll, organised by the renowned car magazine *sport auto* in Germany. The win – over 13 competitors from Germany, Italy, Japan, Great Britain, the USA, Sweden and France – underlines just how popular the SLS AMG is.



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A Mercedes-Benz East Rand Communication



## Platinum Star Offer

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## People's Torque

- **Mercedes-Benz South Africa wins acclaimed International 'Stevie' Business Award**

Mercedes-Benz South Africa (Pty) Ltd. (MBSA) has just been named the recipient of the 2010 International Business Award – the 'Stevie' Award – in the category 'Corporate Social Responsibility Programme of the Year in the Middle East and Africa'. The Siyakhana project is an international benchmark intervention in which MBSA, the Border-Kei Chamber of Business (BKCOB) and the German development agency, DEG, have established a private public partnership to provide participating small and medium-sized companies with HIV/AIDS awareness, counseling, testing, treatment and impact mitigation services. The MBSA investment in Siyakhana between 2006 and 2012 will total R11 million.

Sixty-five SMEs are supported by the project with over 7 500 employees trained on the basics of HIV/AIDS and TB, and 5 500 taking voluntary HIV tests at on-site VCT services. As at end-September the Siyakhana project was providing comprehensive HIV/AIDS care and treatment to 510 patients via private general practitioners. All health care costs are funded by PEPFAR in the USA.

Organisations and individuals from 28 nations, including first-time winners Israel, Kenya, and the Philippines, have been announced as Stevie® Award winners in the Seventh Annual International Business Awards, the world's only international, all-encompassing business awards programme. Honorees were selected from more than 1 700 entries from 40 countries. Nicknamed the 'Stevies' from the Greek word for 'crowned', the awards will be presented at a ceremony in September in Istanbul, Turkey.

Stay tuned for more news & talk in our next edition of Cargossip – a monthly communication which was first published by Cargo Motors in 1956.

Kind Regards

Franziska Keiser

Marketing Manager

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