



280SE.

The shrewd, responsible and far-sighted business decision.

Anticipation is an attribute that cannot be too highly prized in either the driver or the car. As a member of the 'New S-Class' series, the Mercedes-Benz 280SE serves as a clear demonstration of the degree to which a car can anticipate not only the personal and immediate needs of the driver, but also the future demands of a changing world economy.

In the 280SE, energy consumption is reduced while performance, safety, reliability and comfort are enhanced. The car is more exciting, yet less demanding to drive. It is more personally desirable, yet more socially responsible than any comparable car has ever been.

The body of the car is unitary and honey-combed with aluminium and a lighter, stronger steel. New light alloy developed from aero-space technology actually increases structural strength while providing significant weight savings. The car has a feeling of solidity that is unmistakably Mercedes-Benz.

The six cylinder twin overhead camshaft engine comes with fuel injection, this remarkable engine is surrounded by the equally significant engineering of the 'New S-Class' cars.

This is, above all, a state-of-the-art motor car. The total balance of active and passive safety, driveability, and performance is unique. The 280SE has a drag coefficient of 0.36—one of the lowest for any production saloon in the world, regardless of size. It uses aluminium, high tensile and light alloy steels extensively to reduce weight while increasing strength. It incorporates the ABS braking system—the computer that takes the responsibility for emergency stopping out of the hands of the driver...the system that applies and releases the

four-wheel disc brakes throughout the most dramatic situations.

As well, the 280SE incorporates all the major design advantages of the 'New S-Class'. The glass area has been increased for greater visibility, the pillars have been made thinner yet more rigid. The body offers controlled deformation in front-end collisions, side impact, and rollover situations.

Doors are designed with a centre mass-balancing moment to prevent centrifugal force acting on the door brackets on impact, and forcing them open.

The laminated windscreen is glued into

place, to reduce the wind noise factors around the body joins. The windscreen wipers are recessed; there is a flexible knee guard connecting the dash to the floor to guard against knee injuries on impact.

However, in considering the 280SE one must also add all the other carefully-considered design innovations that have been listed for the 380SE and 380SEL. While equipment levels and engine/drive train specifications differ slightly, the principle remains unchanged.

This is still the unrelenting pursuit of absolute excellence.

