



380SE.

The high-performance saloon as defined by Mercedes-Benz.

The Mercedes-Benz 380SE is new to the legendary "S-Class" range of saloons. With it comes exhilarating performance in the form of the alloy V8 3.8 litre engine that until now has been reserved for the larger, longer wheelbase "S-Class" Mercedes saloons in Australia. This quite remarkable power plant produces an incomparable 145 kw and 295 Nm of torque. It is very much an *engine of today*. You can feel its urgency and responsiveness through the accelerator. Its engine block is not the usual cast iron, but silicon impregnated light alloy for a superb power to weight ratio. It features a single overhead camshaft for each bank of four cylinders and state-of-the-art Bosch continuous fuel injection teamed with contact-less transistorised ignition. Of course, the 380SE engine has a plug-in provision for engine testing and computerized tuning adjustment. It will not surprise you to learn that most Formula One racing drivers choose a Mercedes-Benz "S-Class" as their personal road car. The reasons stretch far beyond straight-line performance.

The 380SE offers unequalled *driving* satisfaction because of its integrity of design.

Its outstanding handling and cornering ability are enhanced by the revolutionary anti-skid ABS braking system.

No detail has been overlooked. The 380SE has automatic cruise control with precise fingertip over-ride. The independent rear suspension system is self-levelling. The headlamps can be adjusted for vehicle load by using an indexing wheel on the dashboard.

"S-Class" drivers cover more kilometres per year than other drivers. Their "S-Class" is a rewarding business partner. Inside, you relax and

enjoy bi-level climate control which maintains your chosen temperature. The seats are the product of the orthopaedic science-firm and supporting so that even after hours at the wheel you will step out fresh and ready for business. Engine noise is muted to a faint whisper behind a double firewall. The spacious interior is a sweep of ergonomically correct design-clean and uncluttered. A fire extinguisher is standard equipment. A first-aid kit is built into the rear parcel shelf. Even the sun visors are recessed into the headlining for added safety-and a *third* sun visor protects your eyes from dazzle around the rear vision mirror.

Many cars, even the most expensive, depreciate rapidly in value and can prove unreliable in the medium term. This is not the case with a Mercedes-Benz, a fact proven by Mercedes-Benz retained value figures which are higher than for any competitive saloon car.*

The Mercedes-Benz 380SE combines the power and the computer technology of the 1980's with traditional Mercedes-Benz rationality and integrity. It bristles with technology. It is immensely strong and safe. It is highly desirable.

*Based on November '83 Glass's Dealer Guide.

