



Mercedes-Benz

November 5, 2010

Mercedes-Benz USA, LLC

Alan J. McLaren

Vice President
Customer Services

As a valued Mercedes-Benz customer, we would like to inform you about an enhancement to our Roadside Assistance Program, as well as some changes to eligibility that will impact a small percentage of Mercedes-Benz owners.

As you know, our unmatched 24-Hour Roadside Assistance program directly connects you with our own employees should you have a flat, need a jump start, or even require a couple of gallons of fuel to get you going when you accidentally run out. All it takes is a call to our Roadside Assistance 800 number or a push of the "Wrench" button in your vehicle and service personnel are dispatched to your location.

The peace of mind that comes not only from driving a Mercedes-Benz, but from having "on-call" help available 24 hours a day, has long set us apart from other luxury car makers. Because we are constantly striving to make our "best-in-class" Roadside Assistance even better:

Effective January 1, 2011, we're expanding our program (which currently provides free towing for repairs covered under warranty) to include free towing to the nearest authorized Mercedes-Benz dealership for all eligible Mercedes-Benz customers (even out of warranty) who experience a mechanical issue or are involved in an accident.*

Revised Eligibility Requirements: If your vehicle is within its warranty period, it is automatically eligible for the full complement of Mercedes-Benz 24-Hour Roadside Assistance services. If your vehicle is beyond its warranty period, it will still qualify for these services (including the expanded coverage) **provided that your vehicle has been regularly serviced at an authorized Mercedes-Benz dealership prior to your Roadside Assistance request.** This expanded coverage is yet another reason to service your vehicle with the experts at your authorized Mercedes-Benz dealership, where it's in the hands of the people who know it best.

As you can see from the attached chart, most Mercedes-Benz owners will be able to take advantage of the enhanced program. For owners who have not purchased or regularly serviced their vehicle at an authorized Mercedes-Benz dealership, the chart will explain how you can become eligible for Roadside Assistance services.

If you have additional questions regarding the enhanced Roadside Assistance services, please visit www.MercedesRoadside.com or call our program information hotline, at 1-888-454-9907.

Once again, thank you for choosing Mercedes-Benz. We hope these changes demonstrate the high value we place on your business and our commitment to providing you with the very best ownership experience.

Sincerely,

Alan J. McLaren
Vice President, Customer Services

*In certain unique circumstances, additional charges may apply.



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Mercedes-Benz Roadside Assistance Eligibility Chart

	If your vehicle:	Then:
1	<ul style="list-style-type: none">■ Is under any Mercedes-Benz warranty (New Vehicle Limited Warranty, Extended Limited Warranty, Certified Pre-owned Warranty)	You are eligible for Mercedes-Benz Roadside Assistance*
2	<ul style="list-style-type: none">■ Is out of warranty, and is regularly serviced at an authorized Mercedes-Benz dealership (a single transaction of at least \$100 in the 18 months prior to the Roadside call)	You are eligible for Mercedes-Benz Roadside Assistance*
3	<ul style="list-style-type: none">■ Was purchased directly from an authorized Mercedes-Benz dealership prior to January 4, 2011 and you still own the vehicle	You are eligible for Mercedes-Benz Roadside Assistance*
4	<ul style="list-style-type: none">■ Is out of warranty■ Not regularly serviced at an authorized Mercedes-Benz dealership■ Not purchased directly from an authorized Mercedes-Benz dealership	Please visit an authorized Mercedes-Benz dealership for service to qualify for Roadside Assistance. Or, you may purchase each individual service through the Mercedes-Benz Customer Assistance Center at the time of service

*As of January 1, 2011, Mercedes-Benz Roadside Assistance will offer the following complimentary services for eligible vehicles:

- Sign & Drive
 - Replace a flat tire with a spare
 - Jump start
 - Small amount of fuel, should the vehicle run out
- Towing to the nearest authorized Mercedes-Benz dealership

Please note that in certain unique circumstances, additional charges may apply to Sign & Drive and towing.