

DIMO UNVEILS THE NEW MERCEDES-BENZ: A-CLASS SEDAN

Posted on

The latest introduction to the Mercedes-Benz luxury vehicles in the country by Diesel & Motor Engineering (DIMO), the A-Class Sedan premiered in an engaging event.



The Mercedes-Benz A-Class Sedan that premiered at the event.



(L-R): Dr Harsha Cabral, Independent Non-Executive Director, DIMO; Ranjith Pandithage, Chairman and Managing Director, DIMO; Wijith Pushpawela, Director, DIMO; and Asanga Ranasinghe, Executive Director and Chief Marketing Officer, DIMO at the event.



A host of Mercedes-Benz merchandise were on site.

The A-Class Sedan that premiered at the 'Taste of Europe' Food Festival was well received by the automobile enthusiasts. They were seen eagerly examining the luxurious interiors and appreciating the novel features. The new A-Class Sedan is produced with the latest luxury features Mercedes-Benz has to offer, including the Burmester sound system and a wireless phone charging docket. The vehicle features a 1.4-liter turbo-charged engine, together with 163 horsepower and seven Speed Automatic Transmission. The Sedan also guarantees a high level of safety, incorporating seven airbags, state-of-the-art driving assistance and safety systems with Mercedes engineering and strenuous quality testing. Built with key Mercedes features, the A-Class Sedan incorporates keyless go hands-free access, panoramic

sliding roof, memory seats, semi-automatic driving assistance and LED headlamps with integrated LED daytime running lamps. The Sedan is at the top of its class in rear headroom and also has the lowest aerodynamic drag of all production vehicles worldwide. Speaking on the unveiling of the A-Class sedan, Rajeev Pandithage, General Manager (Mercedes-Benz), DIMO said, “The premier of the A-Class heralds a new generation of sedans for the brand, incorporating MBUX Infotainment system, with a host of other modern high-tech features in clear pitch to millennial luxury buyers. We would like to sincerely thank all our customers who have expressed an interest and dropped by to get an exclusive first look at the new A-Class Sedan. We have been overwhelmed with interest and are delighted that the introduction of the new A-Class Sedan has been such a success.” DIMO, as the home for Mercedes-Benz and the nation’s premier purveyor of automobiles and automobile solutions, ensures fullest customer satisfaction at every touch point from sales to service. ‘DIMO 800’ – the dedicated Mercedes-Benz center is the largest facility in the country, confirming the trust that customers have placed on DIMO as the Authorized General Distributor for Mercedes-Benz in Sri Lanka.