



The Tourismo

A sound investment



Mercedes-Benz



TOURISMO



What can you expect from a Mercedes-Benz? More

There are coaches. And then there are Mercedes-Benz coaches. In today's fiercely competitive market, it's the star that makes all the difference, giving you that decisive lead – and the comforting feeling of having done the best for your company's future.

At the cutting edge. Mercedes-Benz has assumed responsibility for the coach like no other coachbuilder. And not simply because Carl Benz built the world's first motorised bus in 1895. But also because Mercedes-Benz has honed it ever since into a high-performance, safe and environmentally friendly mode of transport. And that's why today you'll find Mercedes-Benz coaches come with advanced, practical solutions for tomorrow's challenges – ensuring you remain that vital step ahead of your competitors. After all, we take our responsibility very seriously.

Tourismo highlights

The Turismo will quickly become an indispensable member of your fleet. As a comfortable all-rounder, it provides you with everything you need for successful touring operations, day in, day out.

The all-rounder. It is one of the most successful touring coaches on Europe's roads: the Turismo. The economical all-rounder with its comprehensive appointments delivers outstandingly refined comfort combined with class-beating safety standards. Economical, clean Euro V engines developing between 260 kW and 315 kW with innovative Mercedes-Benz BlueTec[®] diesel technology ensure a superb touring experience throughout Europe.

Travelling Mercedes-style. The choice is yours: depending on your specific application, the Turismo is available in 3 different length variants with 51 to 59 seats offering three-star comfort. The Turismo M is available in a 2- and 3-axle version. But whatever you go for – the Turismo is a genuine Mercedes-Benz. You can look forward to superb quality and first-class workmanship, which will last throughout the coach's entire life. Moreover, the Turismo also looks great. Its contemporary, functional design means your passengers will be able to spot its distinctive Mercedes-Benz traits from afar, underscoring your company's upscale aspirations.







Put a brake on your costs

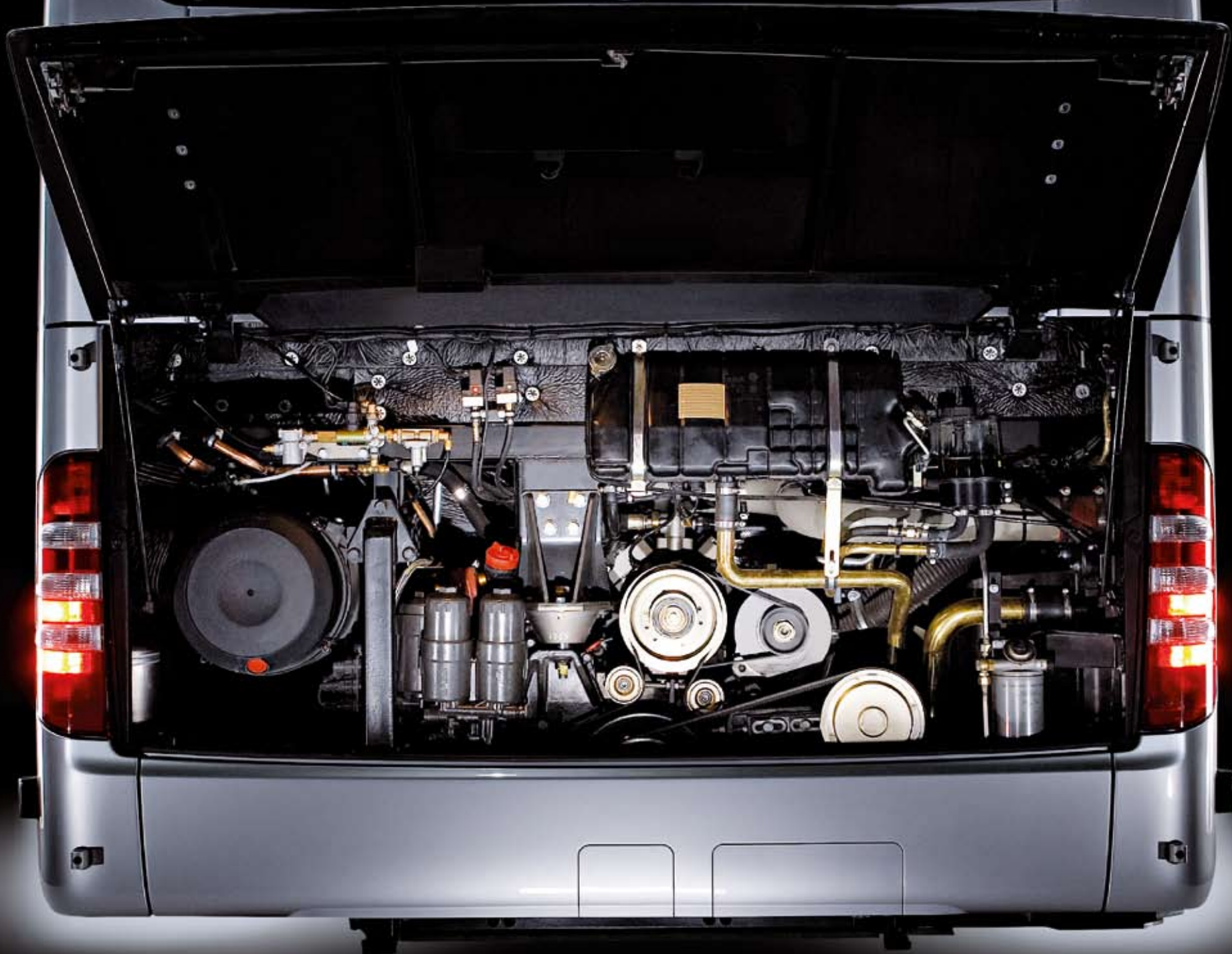
High capacity and low costs are a must if you're going to survive in the cut-throat touring market. And the Turismo has been developed to do just that.

An asset on your balance sheet. The Turismo will pay off for you from day one, thanks to its compelling price and low lifecycle costs. Tried-and-trusted components and long maintenance intervals ensure that your operating costs remain low over the long term, too. The ultra-modern Euro V engines with Mercedes-Benz BlueTec® diesel technology, with their outstandingly low fuel consumption and minimal particulate emissions, also help keep costs in check.

Even if something untoward should happen while you're out on the road, the Turismo cuts your costs. Ease of repair and maintenance coupled with the close-knit network of workshops in Europe help keep downtimes to a minimum. And if you're thinking about selling your Turismo at the end of a long career, its above-average resale value will help boost your bottom line.

The consummate all-rounder. The Turismo is the ideal vehicle when it comes to excellent value for money – particularly in the fiercely competitive touring segment. With its wide range of applications, it is equally suited to excursions, airport shuttle services or for touring. Five different length and axle versions are available to cover these various applications. Its comprehensive appointments cover even the most discerning requirements.

TOURISMO





The A-to-Z of safety

The coach is one of the world's safest modes of transport, thanks in no small part to Mercedes-Benz innovations. See the advantages of the Mercedes-Benz integral safety concept for yourself, simply by taking a look at the Tourismo.

Safety that leaves nothing to chance. Since the invention of the motorised bus by Carl Benz, Mercedes-Benz has been pioneering the further development of bus and coach safety. Many of the innovations that are standard today made their debut in a vehicle bearing the Mercedes star. Mercedes-Benz pursues the vision of accident-free driving, with the Mercedes-Benz integral safety concept contributing substantially to realising this aim. By consistently implementing this safety philosophy, this concept covers all stages of vehicle safety: from handling safety through safety in hazardous situations, protection in the event of an accident to minimising the consequences of an accident. After all, you can never be too safe.

Safety that sets standards. With its comprehensive safety technology, the Tourismo is among the safest touring coaches in its class, helped by its standard-fit electronic guardian angels. For instance, ESP® comes as standard to master critical driving situations. In the event of emergency braking, Brake Assist (BA) aids your driver. And meanwhile the Continuous Braking Limiter (DBL) prevents the driver from exceeding the legal speed limit.

Safety that drivers appreciate. The driver's area is also a key safety factor. The perfectly honed ergonomics reduce the driver's workload while at the wheel. Your driver can comfortably reach all the switches and controls, with the displays and instruments perfectly in view. Here the driver can sit relaxed throughout the working day, giving his undivided attention to the traffic on the road. What better protection for your passengers than a driver able to concentrate fully on the job in hand? As you can see, safety comes first and foremost with the Tourismo.





The feel-good factor

The Turismo touring coach is a pleasure to sit in, with its comprehensive range of comfort and convenience features to meet the wishes and needs of your passengers in many ways.

The wellness oasis. Ample space comes courtesy of the 2.55 m width and 2.01 m standing height. Passengers immediately feel at home in the friendly designed atmosphere of the passenger compartment. Comfortable latest-generation touring coach seats ensure passengers can sit back and relax even on longer journeys. The ultra-modern, practical design of the service sets mean passengers can individually adjust light, ventilation and sound settings from their seat. In addition, tasteful passenger compartment lighting underscores the friendly charm of the interior as soon as it gets dark outside.

The culture of touring. A convector heater for cold days alongside a powerful climate control system provides the ideal temperature. The state-of-the-art on-board entertainment systems also contribute to the pleasant atmosphere. Meanwhile, the optimised suspension noticeably helps make touring in the Turismo a sheer joy for your passengers right from the outset.







TOUR

Mercedes - Benz



TOURISMO

RISMO

nz Omnibusse



A treat for the eyes

Wherever your travels may take you, the Tourismo touring coach is sure to turn heads. Its eye-catching, practical design makes it an appealing advert for your company.

A smiling face. The front end with the double-slotted panel and a Mercedes star as its centrepiece, coupled with the “smiling” effect of the upturned headlamps, create an extremely friendly appearance. Even the most fleet-ing of glances at the Tourismo confirms that this is a true Mercedes-Benz, while the traits of its striking “face” clearly underline its affiliation to the brand’s latest-generation touring coach models.

Out-and-out dynamism. The Tourismo also cuts a fine figure from the side. The harmoniously proportioned surfaces combined with the dynamic sweeping lines are utterly compelling. The rear with its trapezoidal window adds the final touch to this self-assured appearance. However you look at it, the Tourismo looks fantastic. Hallmark Mercedes-Benz.





OMNI*plus* – a partner that keeps your business on the move



Service that's always there for you

Keep moving. OMNI*plus*, the service partner for your Mercedes-Benz bus or coach will help you do just that thanks to the closest-knit bus and coach-specific service network in the whole of Europe, the ServiceCard, 24h SERVICE as well as OMNI*plus*-approved genuine parts and accessories, all with the quality you'd expect from OMNI*plus*. We also offer the OMNI*plus* TireService and, covering all of Germany, the OMNI*plus* BusPool. For the best possible level of assistance in the event of a breakdown.



Choose from a range of options that delivers what it promises

Benefit from extensive workshop expertise. The OMNI*plus* ServiceSelect service contract model provides you with a customised service package for repair and maintenance, allowing you to increase the operational readiness of your fleet – with reliable fixed costs and no nasty surprises. All of which means you can plan your vehicle operating costs more accurately and also benefit from minimal downtime and administrative overheads.



Training camp for professionals

Whether it's safety training, eco-training, technology training or communication training – OMNI*plus* enables you to specifically hone your technical skills and build on your know-how. And, of course, OMNI*plus* driver training courses qualify as continuing education under the Professional Drivers' Qualification Law.



Europe-wide selection of used vehicles

OMNI*plus* offers you a large selection of used vehicles throughout Europe. Our network of 25 used vehicle centres and the numerous online offers on our website make it easy for you to find the right bus or coach. Detailed information and suitable vehicles can be found on the Internet at www.usedvehicles.omniplus.com



Financial services tailored specifically for buses and coaches

Our bus and coach-specific financing, leasing and insurance services provide you with an extremely fair solution to your operating requirements. The experts from Mercedes-Benz Bank will provide you with specific advice and put together a compelling package for you tailored to your personal requirements.



Latest news and in-depth information

We do our utmost to constantly improve and extend the OMNI*plus* service line-up, not least because we are determined to make sure you'll also go away entirely satisfied in future. Take a look on the Internet for the very latest news and detailed information on all our services, simply by going to www.omniplus.com

Further information is available from your bus and coach dealer. Or visit us at: **www.mercedes-benz.com**

The illustrations may show items of optional equipment and accessories which are not part of standard specification. The information contained in this brochure applies to the Federal Republic of Germany. Colours may differ slightly from those shown in the brochure, owing to the limitations of the printing process. Correct as at 01.08.2010. The manufacturer reserves the right to make changes to the product.