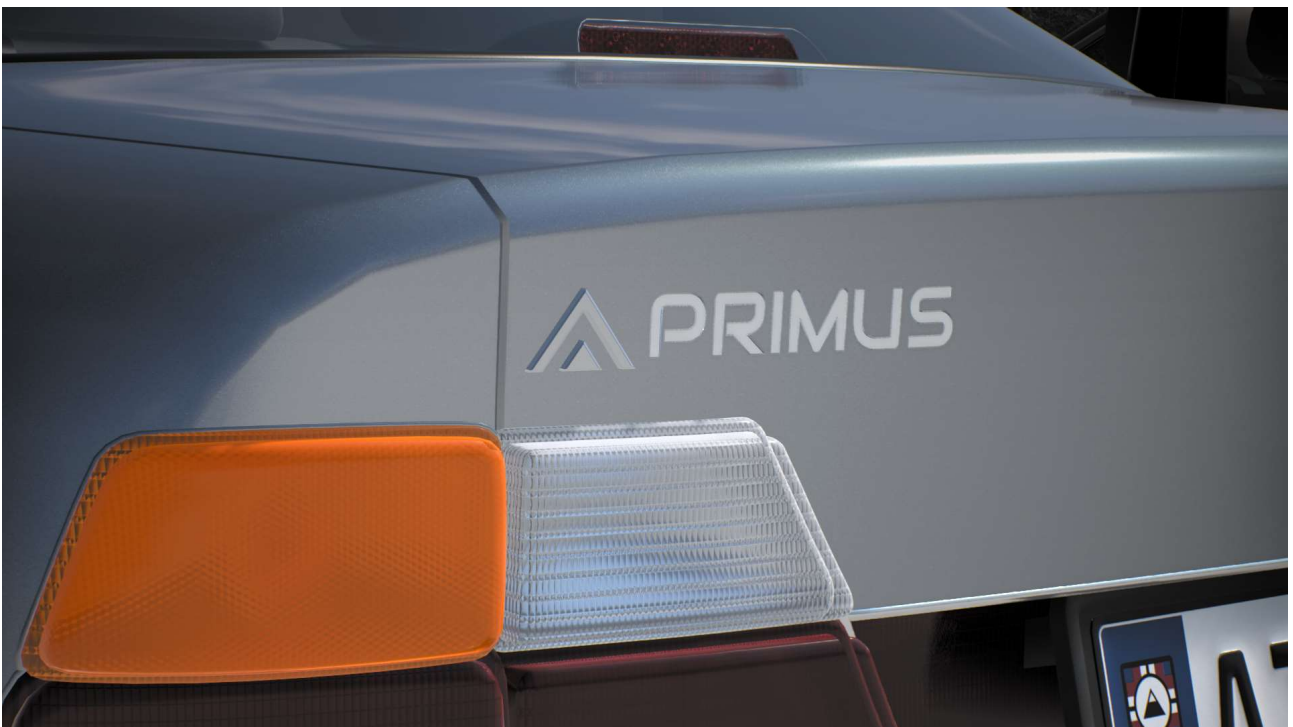




IT IS YOUR MERIT.



„Evolution is vital, but revolution might be necessary“.

Siegmar Cunold, Hetvesian chancellor, 1955

The Merit breaks with it`s predecessors, but not with it`s ancestors. We returned to rear wheel drive and six-cylinder engines because we understood that besides all rational thinking and efficiency, there is still emotion and subjective feelings, and for a sport sedan, these might be even more important than we thought.

For the first time, our midsize sedan offers different body styles. A three-door hatchback, the classic four-door sedan and a wagon as well as a two-door coupé and even a convertible.



MERIT AGAINST MERIT?

Of course not, what you see here, is our understanding of premium. Otherwise a marketing word without meaning, we go beyond design, quality, and feelings. The Merit is a car developed to suit you like it has been tailored just to your figure, premium means that you get exactly that what makes you happy and fulfils your wishes. Every Merit is a reflection of it`s owner`s character.

„You are an unique individual, just like anybody else!“

Giuseppina Moreno, Frunian artist, 1990

The Merit offers an impressive range of engines and trim levels. No matter for which you decide, it will become a perfect representation of your lifestyle.

Possible combinations for the Merit sedan and wagon.

X means standard, O means optional, - means that this combination is not offered.

	180	200td	200	250tds	250	300
Classic	X	X	-	-	-	-
Comfort	O	O	X	X	-	-
Sport	O	O	O	O	-	-
Business*	O	O	O	O	O	O
Elegance	-	-	O	O	X	X
Avance	-	-	O	O	O	O

* Only available for fleet customers. Not applicable for privately ordered cars.

Possible combinations for the Merit coupé and convertible:

	250	300	350
Elegance	X	X	-
Avance	O	O	X

Possible combinations for the Merit compact:

	180	200	250
Classic	X	-	-
Comfort	O	-	-
Sport	-	X	X

Now, you had to choose one out of 38 possibilities. But this is not where individualization ends. You now need to choose from up to 14 exterior and 5 interior colors. As a result, your choice will be one out of 2660 – and you did not even look at the list of factory extras, including rims, electronic gadgets and more.



The Merit Classic is the perfect match for people that have a soft spot for simplicity without frugality. The Classic features many standard features, such as ABS, Aircondition and four power windows as well as power mirrors. The dictionary defines classic as:

„a work of art of recognized and established value“.





The Merit Comfort proves that small gestures have great value by adding foglamps, better dampers, a CD stereo system with 20 Watt and leather steering wheel and gear shifter / selector. The dictionnary defines comfort as:

„a state of physical ease and freedom“.





The Merit Sport increases the fun factor by a noticeable amount: Youthful special fabric designs as no-cost choice, partly leather interior, aluminium accents in the interior, a subtle but attractive bodykit and aluminium wheels as well as a lowered and firmer suspension. Tinted taillights and white indicators underline the appearance of this model. The dictionary defines sport as:

„an activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment“.





The Merit Business is available for commercial customers only, aiming at fleets or self-employed people. The Business allows for an even better personalization by being based on the Classic trim, but having the possibility to select every single additional feature separately, no matter what it is, in order to have at a lower list price, which is often the base for the taxation of the pecuniary advantage. The dictionary defines business as:

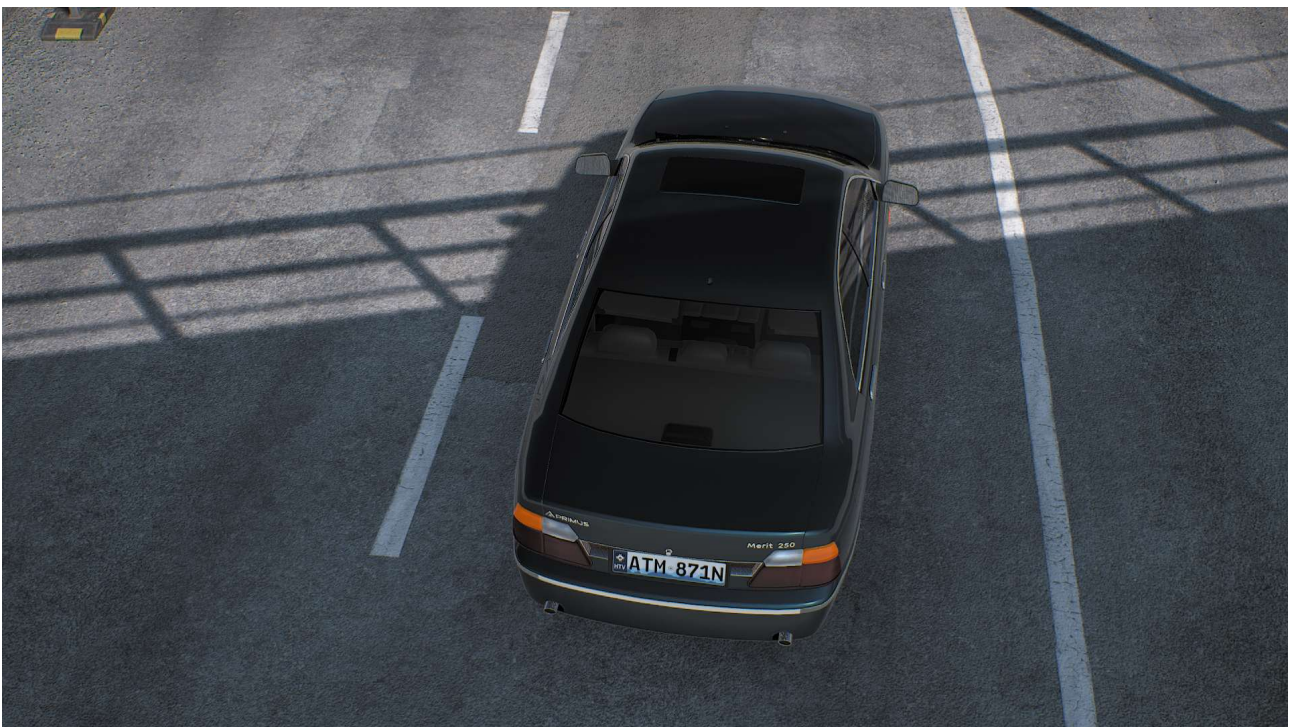
„a person's regular occupation, profession, or trade“.





The Merit Elegance is providing you a very special appearance. Tasteful use of leather, wood and chrome revives the glory days when luxury cars had an unmistakeable message: „I am a distinguished high performer.“ Top-level features like automatic aircondition, cruise control and the latest version of the legendary POIC are included at no extra cost. The dictionary defines elegance as:

„the quality of being graceful and stylish in appearance or manner “.





The Merit Avance combines the comfort and exclusivity of a luxury sedan with the agility and briskness of a sports car. Based on the Elegance, it adds the bodykit and suspension of the Merit Sport as well as aluminium interior trim. The dictionary does not define „Avance“. This trim defines itself. We understand it as

„progressive and never ceasing to push forward“.



*„If you want to find the essential in excess, close your eyes
and trust your feelings.“*

Samir Youhabba, Dalluhan entrepreneur, 1993



A flashy design, convenient features – there are many ingredients in the dish of a good car. But it will taste sour without the essentials done right. Engine and chassis make or break a sport sedan.

The chassis of the new Merit is fully galvanized – a long PRIMUS tradition that might not surprise you. Double wishbone suspension in front and rear ensures that directional stability, road feel and manners as well as immediate adaption to sudden events are on the industry`s top level.

The chassis, rigid and resistant to twisting, has improved crumple zones for better safety. The body panels are now – like in the Legacy, Imperator and Ares - partly made of aluminium, since a lighter weight does not only improve agility but also the economy of the car. The Merit is an investment into safety, longevity and convenience, but also into your purse – returning the investment with every driven distance.

The fourth-generation Astrona as the Merit`s direct successor defined new standards for front-wheel drive sedans with transverse engine. The spirit will live on in many vehicles to come, but after all, longitudinal engine and rear wheel drive are the boons enthusiasts ask for. The longitudinal mounting now also allows for AWD drivetrains with moderate increase in service expenses – powering more than two wheels was formerly exclusive to the Turbo top model.

„Your strength will impress your Tsar, but only your manners will persuade his daughter.“

Rasputin Ivanovich Gurski, Archanean general, 1878

A brand-new car featuring the most recent knowledge and experience of one of the top manufacturers deserves to be powered by nothing but the best symbiosis of strength and refinement.

The four-cylinder gasoline engines

The Merit 180 is powered by a brand new unit with 16 Valves – when calling up full power, even a base engine must not disappoint. With 118 well-fed horses, the 1,8 liter full aluminium engine prepares you well for any possible events.

The Merit 200 still carries the spirit of the now-replaced Astrona models – with a further improved variant of its legendary engine. Two camshafts, balance shafts, variable timing of 16 valves, throttle per cylinder configuration and performance intake. Light, efficient, but more powerful than many larger engines, this machine should be taken into consideration when driving is among your hobbies, not just your duties. And if it is not, take the 173 horses for a spin – and it might become not only a, but your favourite hobby.

The five-cylinder turbodiesel engine

By choosing the Merit 200td, you select one of the most common and proven diesel engines. In 1976 our D5A family showed that thrift and pleasure do not need to be a contradiction. Countless units in both family and professional use please their owners every day with outstanding economy and unmatched reliability. The latest D5A descendant with 125 horsepower and 299 nm is the gentle bull that carries you at any place of your choice.



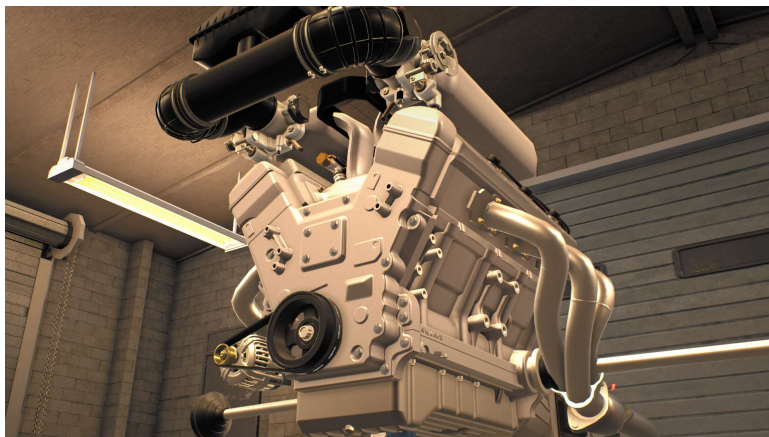
The six-cylinder turbodiesel sport engine

Our first tds model debuted in 1989 in the facelifted Astrona. Our objective was, after we combined thrift and a pleasant driving experience, that also an exciting experience should be possible with a diesel. The inline configuration of the engine and light-built high quality internals guarantee a smoothness that is even better than most competitors gasoline engines. Response and noise are on par with many gasoline-fueled vehicles as well. The Merit 250tds sedan with manual transmission consumes less than 7 liter for 100 km, while returning impressive 414 nm and 163 horsepower, being the most powerful midsize diesel sedan available at the moment.



The six-cylinder gasoline V-engine

Available in three variants, our new all-alloy V6 with 24 valves offers the perfect counterpart for every driver personality. As 2,5 liter with 168 horsepower and VVT, offering six-cylinder prestige and power for an attractive price, or, if you put an emphasis on „sport“ in your demand for a sport sedan, a three-liter with 211 horsepower, supported by a dual-throttle configuration and a performance intake. Exclusively available for the coupé and convertible is the 3,5 liter used in the Aventura, delivering 240 horsepower. No matter which of them becomes your option – they are light, efficient, reliable and a joy to own.



	180	200td	200	250tds	250	300	350
displacement in ccm	1798	1998	1998	2498	2498	2998	3498
cylinder count	4	5	4	6	6	6	6
cam	OHC	OHC	DOHC	OHC	OHC	OHC	OHC
valves	16	15	16	12	24	24	24
horsepower	118@5900	125@3600	173@6400	163@3500	168@6100	211@6300	240@5700
torque	161@4300	299@2300	233@4700	414@2100	228@4400	293@4700	338@4200
material	alu/alu	iron/iron	alu/alu	iron/iron	alu/alu	alu/alu	alu/alu
perf. intake			X			X	
VVT	X		X	X	X	X	X
turbo		X		X			
consumption*	8	7,2 D	7,5	6,9 D	9,7	9,8	10,4

*the consumption has been measured with manual transmission in comparable cars (except 350 it has been a Merit sedan). All gasoline engines run on regular gas.



„If the sky is the limit, you made a mistake. The limits should be defined by yourself, not your environment.“

Akira Yamato, Ariyan Samurai, 1986



The optional features



PRIMUS offers almost any imaginable feature for the new Merit. Although the base features are already impressive, we want your car limited by your own modesty, and not our offering. The Onboard Information Center not only monitors all relevant vehicle data and gives you the access to useful and fascinating settings, it also calculates maintenance intervals according to the wear of your car. While a passionate driver contributes to the long-term value and reliability of his car, a calm-tempered person might save money by avoiding precautionary service. The POIC is optional for six-cylinder models as Sport, Business and Elegance, a Merit Avance even has it as standard feature.



	Classic	Comfort	Sport	Business	Elegance	Avance
gas dampers	-	X	X	X	X	-
foglamps	O	X	X	O	X	X
adaptive d.	-	-	O	O	O	X
sport susp.	-	-	X	-	-	X
pwr. sunroof	-	O	O	O	X	X
cassette radio	X	-	-	-	-	-
CD radio 20W	O	X	X	X	-	-
premium CD radio 50W	-	-	O	O	X	X
POIC*	-	-	O	O	O	X
cruise control	O	O	O	O	X	X
power seats	-	-	-	O	X	X
heated seats	O	O	X	O	X	X
cloth interior	X	X	-	X	-	-
cloth/leather interior	-	-	X	-	-	-
leather int.	-	O	O	O	X	X
interior trim type 1 alu	-	-	X	-	-	-
interior trim type 2 alu	-	-	-	O	-	X
interior trim type 1 wood	-	-	-	O	X	O
auto. A/C	-	-	O	O	X	X
car phone	-	-	-	O	O	O
fire extinguisher	O	O	O	X	O	O
acoustic glass	O	O	X	X	X	X
Adv. proj. headlights	-	-	-	O	O	X
PUR st. wheel	X	-	-	-	-	-
leather st.w.	-	X	X	X	X	X
sport leather st.w.**	-	-	O	-	-	O

*only available for six-cylinder engines. Not standard on Merit 200 Avance.

** standard in two-door models

	180	200td	200	250tds	250	300	350*
five-speed manual	X	X	X	X	X	-	-
six-speed manual	-	-	-	-	-	X	X
five-speed automatic	O	O	O	O	O	O	O
ABS	X	X	X	X	X	X	X
TCS	-	-	X	X	X	X	X
LSD	-	-	-	-	-	O	X
ESC	-	-	-	-	-	O	X
AWD**	-	-	-	O	-	O	-

* only available for two-door models.

** only available for sedan and wagon models.



The all-new PRIMUS five-speed automatic not only provides one more gear. It adapts even better to the driver and his temper, executing calculations so fast that performance losses compared to a manual transmission are no longer measurable. Even the Merit 180 provides brisk acceleration when fitted with it.



The AWD system turns the Merit into an even more versatile vehicle. The slightly rear-biased (45/55) configuration provides you the feel of your usual sport sedan or wagon, but in adverse circumstances and weather conditions there is no doubt that this investment in safety and convenience is one of the best to make. The Merit 250tds and Merit 300 (as sedan and wagon) are optionally available as x models.



THE MERIT COUPÉ AND CONVERTIBLE

We do not think that it needs much words to convince you that a sporty midsize car is even better in a two-door shape. These exclusive machines are only available in Elegance or Avance trim – and as a special gem, the rear quarter windows can be rolled down to 60 percent – Why don't you ask a competitor's dealer about such a finesse? Another standard feature is the sport three-spoke steering wheel.





The convertible is equipped with a cloth roof, multiple layers of finest padded and reinforced material guarantee effective resistance against weather and vandalism. The mechanism is manual, since you might prefer more trunk space, less additional weight and a lower risk of failures. Nevertheless, the folding appliance is well thought out and carefully processed to ensure you will not consider it as less comfortable than an automatic top.



THE MERIT COMPACT

The market for compact cars is saturated, manager magazines were repeating this over and over lately. An increasing number of refined premium offerings by our respected competitors made us doubt a model above the Persua would be necessary. But what lacked, was a compact hatchback with rear wheel drive and the possibility of ordering it with potent six-cylinder engines.



A city car for individualists, exclusive but affordable? A nimble coupé with more usability? A good basic car for motorsports? Whatever you make of it, the Merit Compact will be your companion.

THE PRIMUS QUALITY PROMISE

If you rely on our products, we need to even more. PRIMUS offers a three-year warranty for every car, from the Urbano to the Emperor. Please have a look at our generous offerings. For more details and terms and conditions see our „THE PRIMUS PROMISE“ brochure. Your dealer will provide you with any information available.

General warranty	2 years
corrosion	10 years
mobility	5 years



*„If all components of a car should perfectly work together,
the team behind it must do exactly the same.“*

Wolfgang Jellinek, János Struck, Anne Schmidt, Marlene Kockler, PRIMUS lead engineers of the Merit team

PRIMUS. The First Choice.

When we founded our Gasmear brand Globus in 1963, we created the slogan „Buy clever, regret never“. But what defines a PRIMUS then? Since „Primus“ can be translated with „The first“, this already defines our claim. Offering our customers a vehicle that aims for a first-class ownership experience. The Merit has been developed with that in mind. Our badge are upward-pointing arrows. That is where we see both our cars and our customers – at the top.

THE WHEEL OPTIONS

The Merit is fitted with different rims depending on the trim level. Alloy wheels are lighter and potentially provide a sportier feel, but steel rims are more durable. We recommend considering steel wheels for winter tires or frequent driving on bad roads, otherwise we would like to encourage you looking at our exciting design alloy rims.

The rims are shown on the picture in the order of the chart to allow for a quick decision which one you like best. More wheels than these can fit. Your dealer will consult you with all additional rims from PRIMUS or aftermarket manufacturers.



	Classic	Comfort	Sport	Business	Elegance	Avance
steel with hubcaps	X	X	-	X	-	-
styling i1	O	O	-	O	-	-
styling A3	-	O	-	O	X	-
styling M1	-	-	X	O	O	X

	180	200td	200	250tds	250	300	350
14 inch	X	X	-	-	-	-	-
15 inch	O	O	X	X	-	-	-
16 inch	O	O	O	O	X	X	X

17 inch	-	-	-	-	-	0	0
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EXTERIOR COLORS

STANDARD

Black, Snow White, Brigade Red, Deep Blue



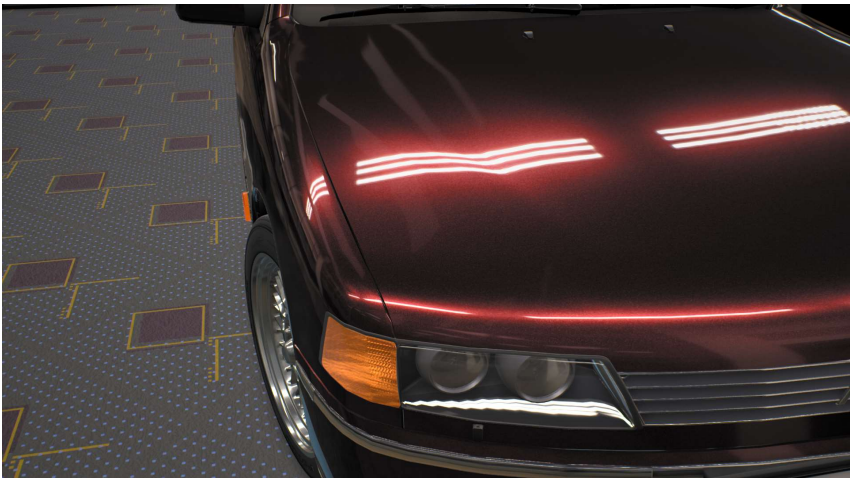


OPTIONAL METALLIC

Light Silver, Moondust Silver, Satin Black, Aqua Blue, Petrol Mica, Forest Green,
Chardonnay Red







PRIMUS ARTCOLOR – available for Sport, Elegance and Avance

Electric Apple, Sunset Bronze, Purple Rain



INTERIOR COLORS

Examples show leather interior.

Anthracite, Blue, Grey, Beige, Cognac





PRIMUS CUSTOMER SERVICE

If a car is chosen for professional use, it needs to return the investment every day. With reliable and economical engines, good environmental resistance and careful craftsmanship, a PRIMUS will serve its owner.

But the return on investment also depends from the service, how good, efficient and fast it is.



No matter if you are a huge taxi company or a small sales business: Any fleet customer can place orders via telephone or telefax, saving valuable time.

PRIMUS is not trying to save every penny in terms of storage management. Most parts are in stock directly at the dealerships – minimizing the time in which your car can not earn any money.

We guarantee 15 years of availability for parts – five more than most other competitors, so if your Merit is seen as a lifetime investment, it will be able to last for a very long time from our side.



THE NEW MERIT.
An offer by PRIMUS MOTORFAHRZEUGE GmbH
a PRIMUS GLOBUS GROUP company

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specifications can be found in the price list attached.

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