

DAIMLER

Growth through Innovation - February 6th, 2014



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From Babybenz to Bestseller

8.5 Million units worldwide since 1982



201 series | from 1982

202 series | from 1993

203 series | from 2000

204 series | from 2007

From Babybenz to Bestseller 8.5 Million units worldwide since 1982

205 series – 2014 | Success Story to be continued



201 series | from 1982

202 series | from 1993

203 series | from 2000

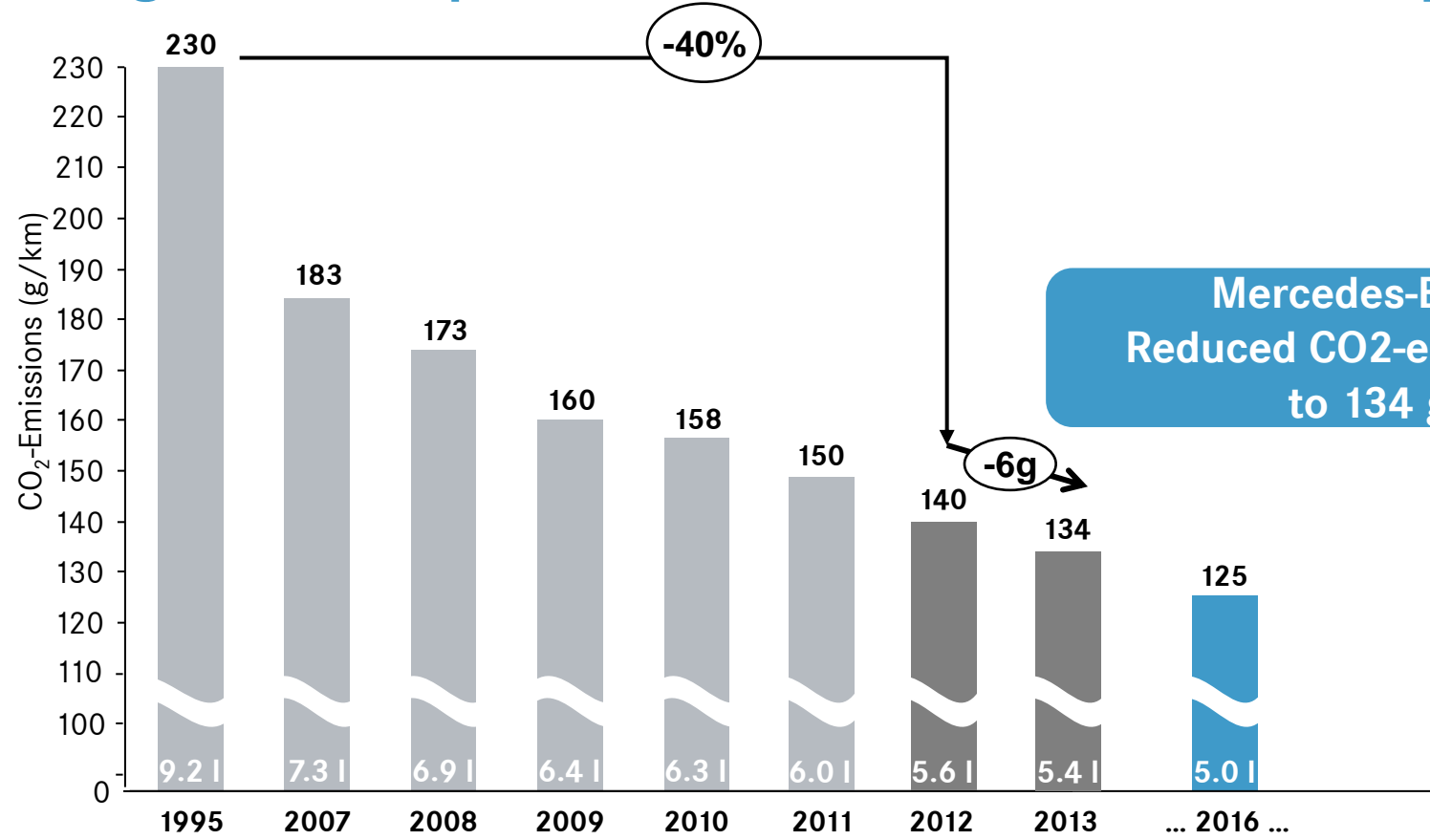
204 series | from 2007

The new C-Class – representing our brand values like never before



Holistic Sustainability

Significant improvements of our fleet fuel consumption



**Mercedes-Benz Cars:
Reduced CO₂-emission/fleet
to 134 g/km**

„3D-Body Engineering“ @ Mercedes-Benz

A new level of efficiency

Aero engineering



Hybrid lightweight engineering



Safety Engineering

Key to success: Benchmark Aerodynamics

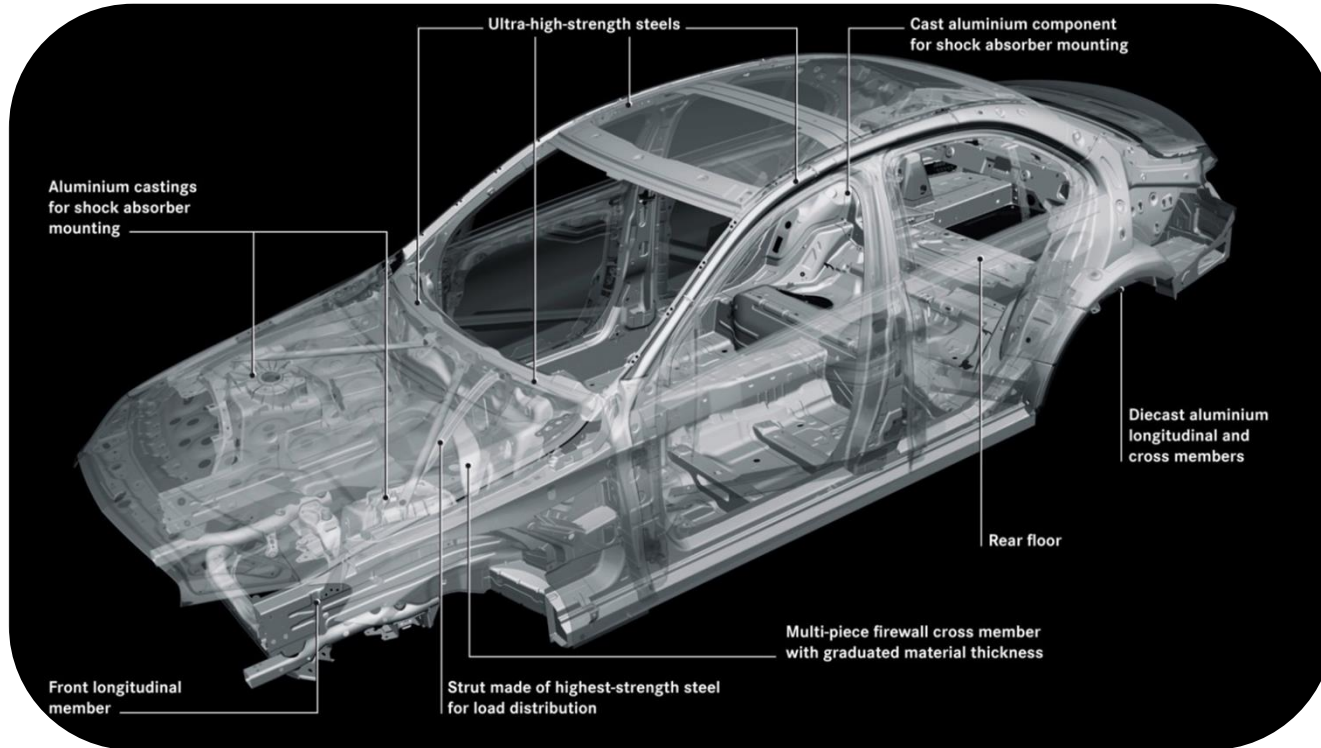
C-Class $c_w = 0,24$



Real life fuel savings:
1%-point \cong 0,1liters
or 2,5 g CO2

Intelligent lightweight engineering

Up to 100 kg lighter



DAIMLER

High-Tech engines and transmissions Up to 20 percent better fuel economy



We will offer two C-Class Models below 100 g CO₂/km



Hybridization

Premium performance with just 3 liters per 100 km

150 + 20kW
500 + 250 Nm
4,4 l/100km
115 g CO₂/km

Fuel Economy /
Efficiency Label:



S 300 BlueTEC HYBRID



S 500 PLUG-IN-HYBRID

245 + 80 kW
480 + 340 Nm
30 km electrical range
3 l/100km 69 g CO₂

The new C-Class – innovative in every aspect

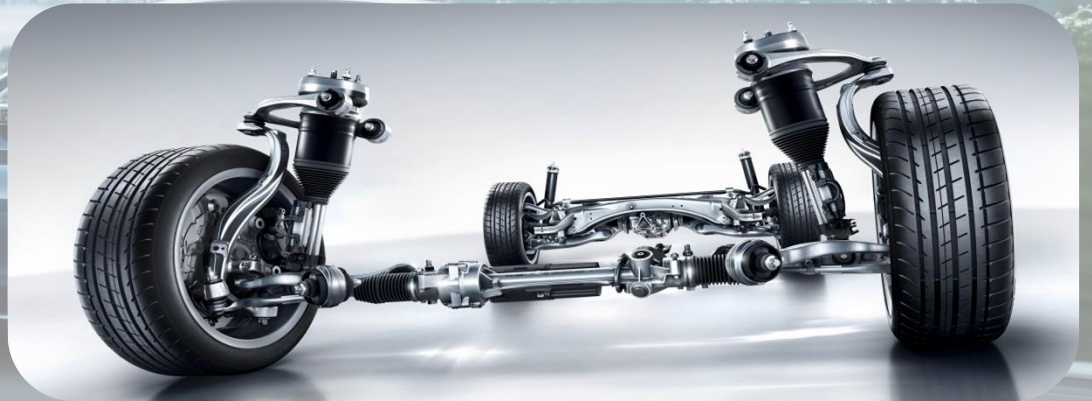


Refined Sportiness

The new C-Class – Sporty but comfortable



- Maximum comfort and driving dynamics
- Choice between different characteristics Comfort, ECO, Sport, Sport+ and individual
- First car with air suspension in its segment



A detailed view of the Mercedes-Benz C-Class interior, focusing on the driver's side. The steering wheel is black with the Mercedes-Benz logo in the center and control buttons on the spokes. The instrument cluster features two analog gauges (speedometer and tachometer) and a central digital display showing radio information. The center console has a large infotainment screen displaying a map, with a touchpad below it. The dashboard and center console are finished with wood trim. The overall lighting is bright, highlighting the car's interior details.

Head-up-Display

Brilliant Displays

COMAND online

Ambient Lighting

Touchpad

The new C-Class - Upgrade inside

CES Las Vegas - There is still more to come... Cars learn and become digital companions



Augmented Reality



“Internet of Things”



Google+ Integration



Pebble and Google Glass

Wearable Devices



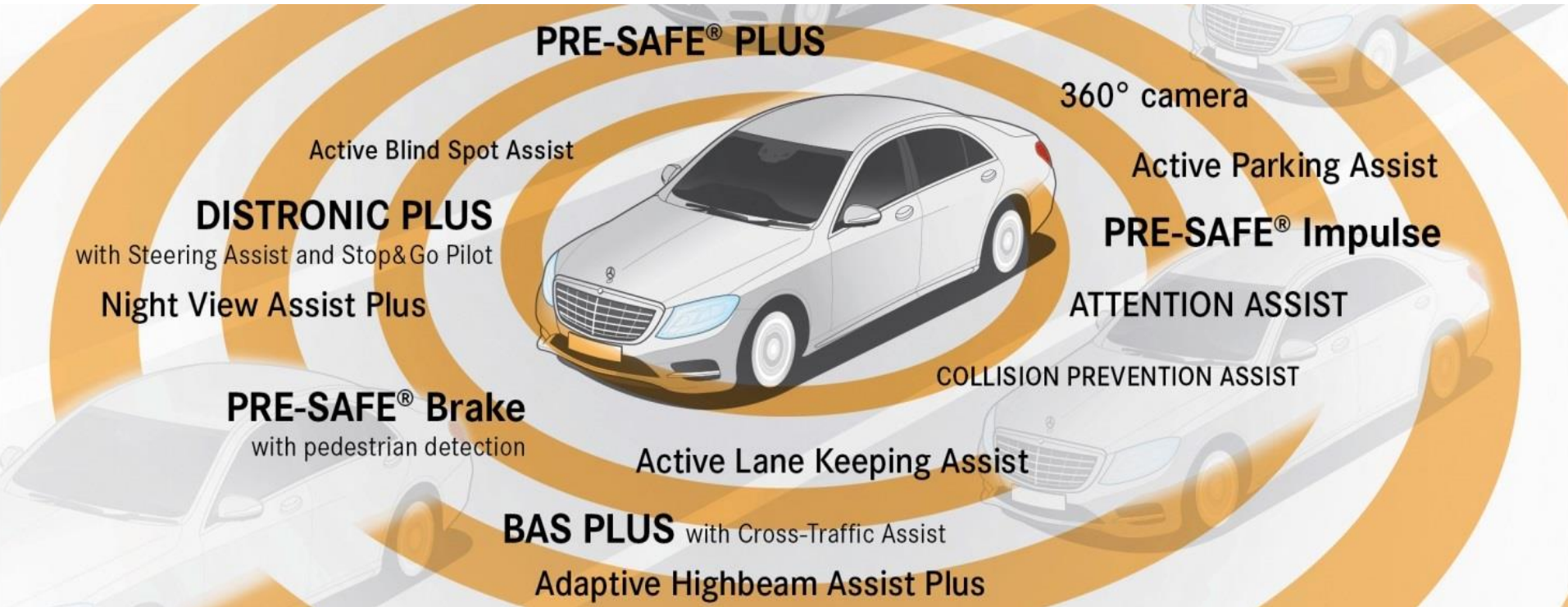
Car-2-X



Predictive User Experience

The intelligent and connected car

Stereo camera, radar and ultrasonic systems for more protection



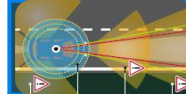
Mercedes-Benz Intelligent Drive



Accident-free driving

Prevent and avoid accidents

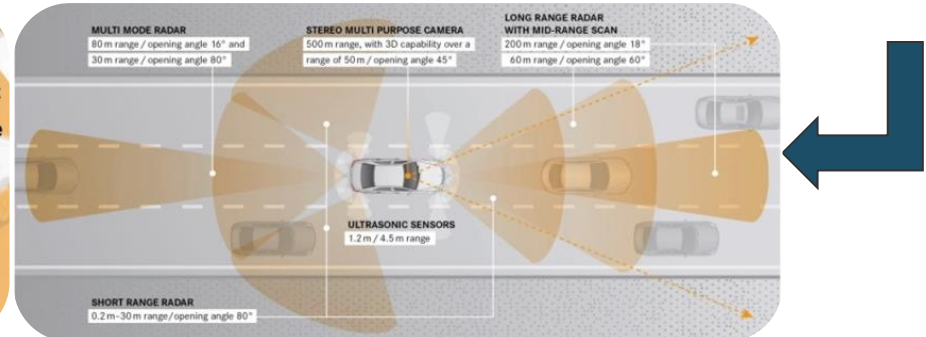
Safety



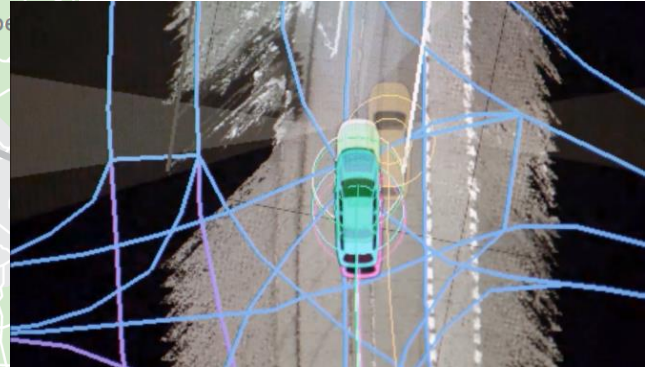
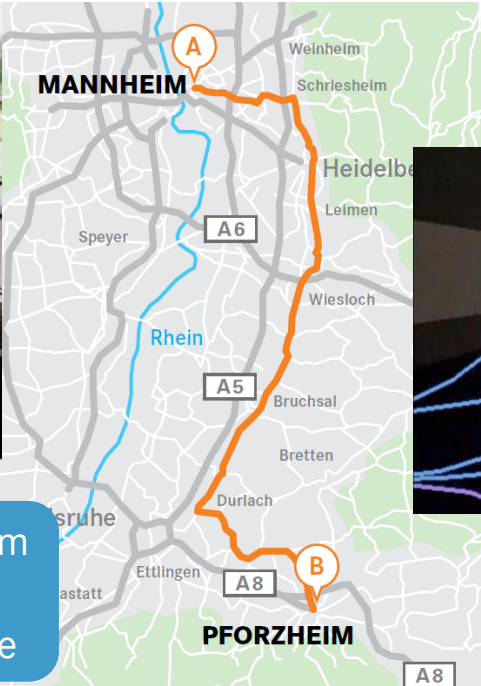
Autonomous driving

Assist drivers if they want it

Comfort



Pioneering achievement – S 500 Intelligent Drive Autonomous driving with close-to-production technology



- 103 km from Mannheim to Pforzheim
- busy city traffic
- autonomous driving already possible

Distance: 2.3m
Relative Speed: 4 km/h

Object: Car

Object: Car

Superfast innovation rollout from S-, E- to C-Class



Stereo camera



+ Radar and ultrasonic

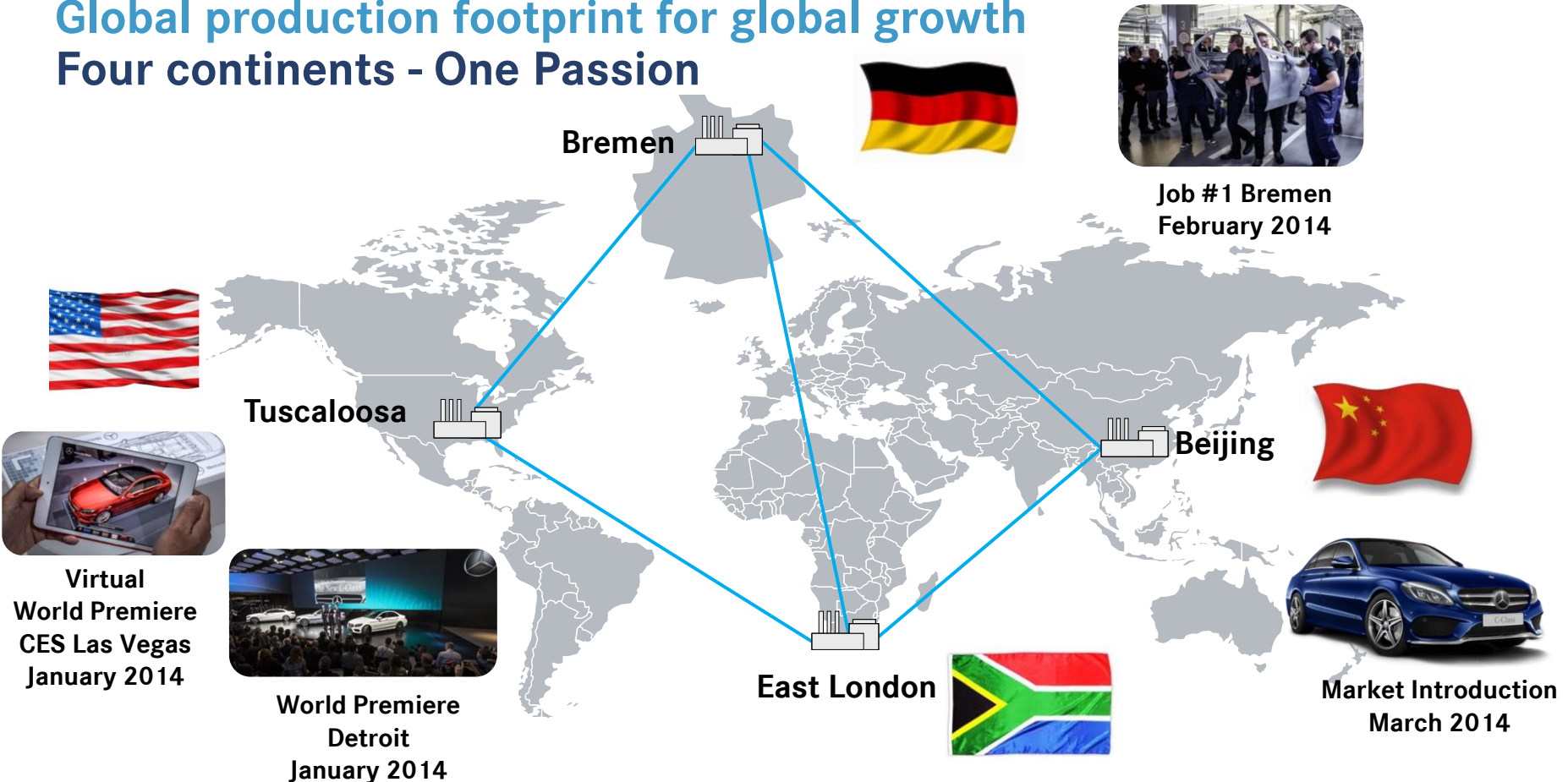
**Modular approach and architecture strategy
allow superfast innovation rollout**

The best C-Class ever

On the way to our customers



Global production footprint for global growth Four continents - One Passion



Summary



▶ **Competitive and fascinating Product Portfolio**

- ❖ 12 new models until 2020 with no predecessor
- ❖ C-Class offers high growth potential on a global base

▶ **Technology & Innovation Leadership**

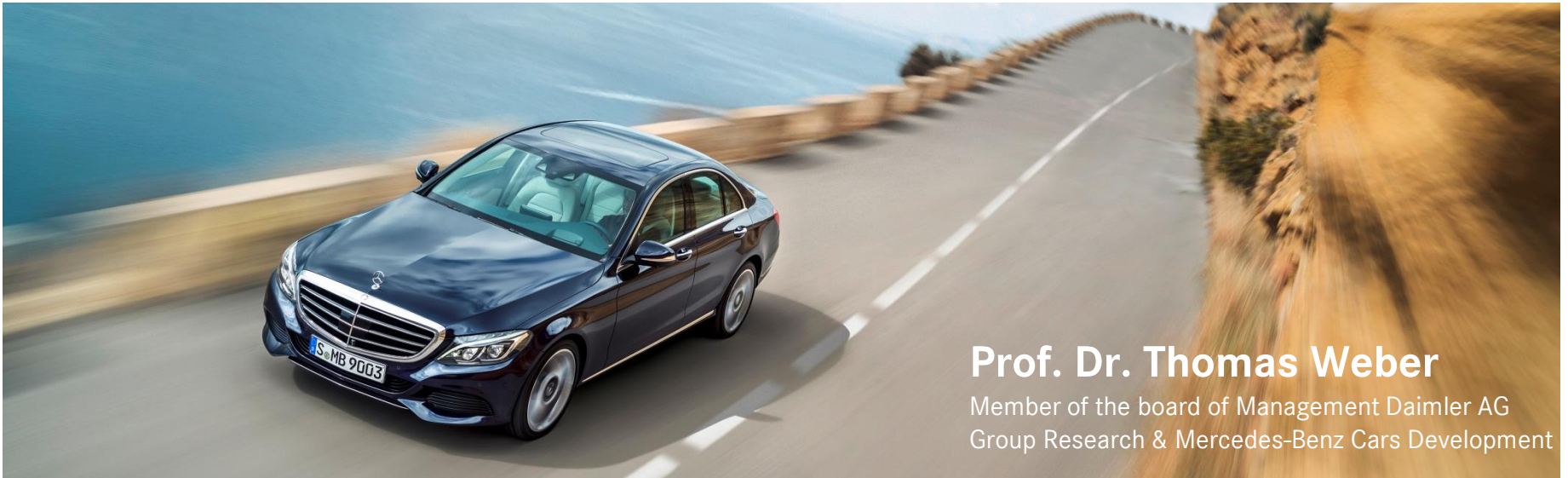
- ❖ C-Class offers cutting edge technology
- ❖ Sets benchmark in terms of fuel efficiency, comfort, sportiness and safety

▶ **Research & Development Strategy**

- ❖ C-Class Pioneer of our Mercedes Rear-Wheel Architecture
- ❖ R&D spending on a high and sustainable level:
securing innovation and technology leadership,
providing top premium products to our customers

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Thank you for your attention!



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