

# DAIMLER



Corporate profile 2015.

# DAIMLER



Daimler im Überblick.  
Ausgabe 2015.

Wherever we compete, we want to be out front.

**Summarizing Daimler in a brochure** is not an easy task – in light of more than 100 products, a global presence, and almost 130 years of company history. But the one common thread that runs through our company is our leadership claim: wherever we compete, we want to be out front.

**We have been highly successful in that regard in Formula 1 racing lately.** Winning the drivers' and the constructors' championships is a great success for our brand – and this also helps us in our core business. We transfer the new hybrid technology from motor racing to our production vehicles: for example, to the S 500 PLUG-IN HYBRID, the world's most economical luxury sedan. In 2017, we will have ten new plug-in hybrids in our product range. And our fleet of electric cars is growing as well: most recently by the B-Class Electric Drive and DENZA, the first electric vehicle built in and for China. But in the years ahead, the efficient internal-combustion engine will remain the most important lever for lowering fuel consumption and emissions.

**All in all, our passenger car fleet in Europe today achieves an average fuel consumption of 5.1 liters per 100 kilometers.** We lowered CO<sub>2</sub> emissions by another five grams to 129 grams per kilometer in the past year. That is about 28 percent less than in 2007. Fuel efficiency is also a tangible competitive advantage in the trucks business – after all, over the life of a truck, transport companies spend three times the cost of a new truck on diesel fuel.

**Autonomous driving will entail more efficiency, but above all more safety and comfort.** This technology is comparable to the leap from the horse-drawn carriage to the motorized vehicle. Since its invention by Carl Benz and Gottlieb Daimler, the car has been advanced continuously. But this change is unparalleled. With the S 500 INTELLIGENT DRIVE, we have demonstrated that, thanks to intelligent assistance systems, autonomous driving is already possible today. The Future Truck 2025 transfers autonomous driving to freight transport. With the F015 Luxury in Motion research vehicle, we look even further into the future and show what driving may look like in the year 2030.

**All of that is only possible with a highly motivated team.** Some 280,000 employees work for Daimler. Together we market vehicles in nearly all countries of the world. Our integrated production network is also becoming increasingly global: we are building the C-Class on four continents already. Furthermore, our procurement division is giving itself an increasingly international footprint. The latest example: with almost 500 highly qualified engineers, our research and development center in Beijing will ensure that regional market requirements will be taken into account during the development process in the future. Our employees' skills, different talents, and outstanding commitment are the reason why our leadership claim is already a reality today – not only in Formula 1 racing, but also in many other areas.

**Dieter Zetsche**  
Chairman of the Board of Management at Daimler AG  
and Head of Mercedes-Benz Cars

Daimler at a glance.  
Our brands and business divisions.

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**Autonomous driving will entail more efficiency, but above all more safety and comfort.** From the invention by Carl Benz and Gottlieb Daimler, the car has been advanced ever since. This change is unparalleled. With the S 500 INTELLIGENT DRIVE, we have shown that, thanks to intelligent assistance systems, autonomous driving is already a reality. The Future Truck 2025 transfers autonomous driving to freight transport. In the luxury in Motion research vehicle, we look even further into the future and show what cars will look like in the year 2030.

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Ola Källenius  
Chairman of the Board of Management at Daimler AG  
of Mercedes-Benz Cars

Mercedes-Benz Cars	 Mercedes-Benz		MAYBACH
			
Daimler Trucks	 Mercedes-Benz		
			
Mercedes-Benz Vans	 Mercedes-Benz		
Daimler Buses	 Mercedes-Benz		
Daimler Financial Services			
			







### Innovative.

**Innovating drives us forward.** Our aim is to shape the mobility of tomorrow, both actively and responsibly.



### Leading.

For us, **leading the way** means combining the highest quality and engineering standards with a broad range of products.



### Global.

**Operating globally** for us means making the most of skills, ideas, and inspiration from every corner of the globe.

## We move people.

**Daimler is one of the world's leading and most innovative automotive companies. Find out what it means to be the inventor of the automobile.**



### Clean.

**Clean mobility** requires an intelligent combination of internal-combustion engines, hybrid, and all-electric drive.



### Safe.

**Comprehensive protection** in all situations is the objective of our integral safety philosophy.



### Networked.

**Networked mobility** requires innovative ideas that merge future technologies and customer needs.

## We think further.

**Daimler thrives on the ideas, passion, and skills of its employees. Find out how we are fashioning the future of mobility.**



### Diversity.

**Diversity** is a self-evident fact at Daimler and makes us more successful.



### Integrity.

**Acting with integrity** for us means doing the right thing out of conviction.



### Responsibility.

**Acting responsibly** for us means committing to the future of our society and our environment.

## We point the way.

**Our aim is to shape the future and act responsibly. See our social commitment for yourself.**

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# The revolution of mobility. The Mercedes-Benz F 015 Luxury in Motion.

**The exterior:** very futuristic – the hallmark Mercedes interpretation of modern luxury, emotion, and intelligence.

**The vision:** time and space will be tomorrow's luxury. Autonomous driving will be a matter of fact. The car will surpass itself.

**The interior:** four swiveling lounge chairs to provide the front and rear passengers with conference seating during the trip.

**Interaction of vehicle and surroundings:** with the Extended Sense sensor system, the research vehicle monitors its surroundings in a 360° radius.

**The drive technology:** an innovative electric hybrid system with battery and electricity from the fuel cell. Range: 1,100 kilometers.

**Interaction of vehicle and passengers:** for example, through gesture control, eye tracking, or touch-sensitive high-resolution screens.

**Body shell and safety:** hybrid lightweight construction for maximum strength and crash safety with optimized weight.





We  
move people.  
Experiencing  
the future of  
mobility together.

Innovative.  
Leading.  
Global.



Innovative.



Leading.



Global.

We are Daimler.

## We move people.

**Innovative in our approach.** Our business is driven by ideas. It is only with new ideas that we are able to meet the challenges presented by the mobility of the future. We feel as much commitment to protecting the climate and the environment as we do to the safety of our vehicles. Every year, we launch new vehicle models that demonstrate our power of innovation on the road to accident-free and emission-free driving. In terms of active safety, we are developing a number of systems based on cameras and radar, for example. To help protect the environment, Daimler has for years been systematically investing in the development of alternative drive systems. As a result, Daimler offers not only hybrid vehicles but also the largest range of locally emission-free electric vehicles powered by batteries and fuel cells. We just love to keep on raising the bar for ourselves. For example, the new climatic wind tunnels at the Mercedes-Benz Technology Center in Sindelfingen set global standards for environmentally friendly, efficient development of vehicles.

**Leading in what we fashion.** We are one of the world's leading automotive companies. It is with passion that we create sustainable solutions for the mobility of today and tomorrow. Our standard is to produce safe, comfortable, and efficient vehicles that become more economical and more environmentally friendly from generation to generation. Daimler embodies strong brands and innovative products. We focus on what we do best, which is build premium passenger cars and high-quality trucks, vans, and buses with maximum utility and offer tailor-made services related to these products. It is becoming increasingly important to have local production facilities, and we are making targeted investments in local markets and new production capacities to enable us to meet the global demand. On the sales and marketing side of the business, we always get as close as we possibly can to the customer. Since 2011, China's motorists have been able to experience the magic of Mercedes up close in our newly opened Mercedes-Benz Center in Beijing – one of the largest Mercedes-Benz flagship stores in Asia.

**Global in how we act.** We help to generate global growth. We enjoy success throughout the world thanks to good ideas and our ability to consistently produce new and improved solutions. Our brands move people and goods around the globe. In so doing, we rely on skills and stimuli from all over the world. As Daimler grows to meet the challenges, so do its business numbers, both in its core markets of Europe and the United States as well as in the emerging markets. This is ensured by new brands and products, not to mention engineering and production networks. Within a very short time, the BRIC countries (Brazil, Russia, India, and China) have become the engines of growth for the world's automotive industry. The passenger car markets of these four countries will soon be in the top ten globally. Demand for medium-duty and heavy-duty trucks will also increase significantly in the medium term. All this is very gratifying for us, because we still have plenty of ideas.



# Innovative.



**Innovating** drives us forward.  
Our aim is to shape the mobility of tomorrow,  
both actively and responsibly.

# 001

## The future drives Mercedes-Benz.

For almost 130 years, we have been a driving force in the development of road transport. We invented the car – now we are shaping its future.



**We are pioneers in the construction of automobiles and we see it as both an incentive and an obligation to repeatedly put our innovative capabilities to the test in a quest for groundbreaking technologies and products that are second to none.**

**The first car**, the first production automobile with a diesel engine, the first safety body ever – these and many other milestones demonstrate our efforts to help shape the mobility of the future. Nowadays however, our innovative drive is not focused solely on our cars. We are also working on solutions to further enhance the safety and efficiency of our vehicles. Sustainable mobility shapes our thought and actions.

**A current example** is the climatic wind tunnel facility at the Mercedes-Benz Technology Center in Sindelfingen. This facility recreates extreme weather conditions indoors and enables us to develop new vehicles and components efficiently and in an environmentally friendly manner. There is no replacement for road testing, but the need for it can be significantly reduced. This is an investment that helps us in putting our vehicles on the road even faster. And it is an innovation that illustrates the difference between Daimler and many others. The precision in forward thinking.

**The extent of this forward thinking** is impressively demonstrated by the Mercedes-Benz S 500 Intelligent Drive in

particular: this technology platform with autopilot system is able to autonomously merge into flowing traffic, safely cross intersections, and also detect obstacles.

**In freight transport**, the interaction of connectivity, fuel consumption, and safety entails decisive advantages. The Mercedes-Benz Future Truck 2025, the first autonomously driving truck in the world, has everything it needs to change the future of the transport industry in a positive way: traffic will flow more smoothly and be more predictable and safer. Transport companies will operate more profitably and more flexibly. Truckers will turn into transport managers with considerably more responsibility.



## 002 We invest in cutting-edge technology.

**Driving without taking to the road:** 1,700 hp, weighing in excess of 300 tons, and a representing total value of about 25 million euros: these are the key figures of the world's most powerful driving simulator in the Mercedes-Benz Technology Center in Sindelfingen. What looks like a dancing UFO from the outside is highly realistic

in every last detail on the inside. The test chamber sits on six moving supports. Inside is a complete Mercedes model as well as a 360° projection wall that displays a realistic image of road traffic with moving pedestrians, oncoming vehicles, and buildings. Its fast electric drive system and a 12-meter rail for transverse motions

provide optimal conditions for testing components for future models in all phases of development. It allows ordinary drivers as test subjects to safely approach the limits of the physics of driving. It delivers a deceptively realistic experience of extreme situations such as fast evasive maneuvers. The reactions of the test subjects

provide the engineers with information about the acceptance and operation of new safety systems. The computer calculates the vehicle's handling more than 1,000 times a second. High-tech research for the car of the future.





# Leading.



For us, **leading the way** means combining the highest quality and engineering standards with a broad range of products.

## 003

### Products that excite.

Daimler is one of the most successful automakers. We delight customers in almost all countries of the world with strong brands and innovative products.



**Daimler is one of the world's leading automotive companies. Our name stands for brands with the highest standards of quality and a wide range of high-end products. We are not only one of the largest manufacturers of premium passenger cars, we are also the number-one producer of commercial vehicles in general.**

**Daimler AG comprises five business divisions:** Mercedes-Benz Cars offers innovative cars ranging from trendsetters in urban mobility to premium luxury sedans. Daimler Trucks focuses on the heavy tasks with six strong brands manufacturing trucks and school buses. Mercedes-Benz Vans produces various vans between 1.9 and

7.5 tons primarily aimed at commercial users. Daimler Buses is the world's leading producer of buses over 8 tons, its products comprising city buses, intercity buses, and touring coaches, as well as vehicle chassis. Finally, Daimler Financial Services offers a range of financial services, optimally coordinated to support sales of products from the Daimler Group throughout the world. The product lineup ranges from leasing and financing offers for private and business customers to insurance policies, banking services, and innovative mobility services.

**Mercedes-Benz is one of the world's leading premium automotive brands.** The name Mercedes-Benz is synonymous with top quality. With great love of detail,

our engineers develop new Mercedes-Benz models, and in the process, time and again bridge the gap between fascination, perfection, and responsibility. This is above all based on our standard of measuring everything we do by our credo "the best or nothing."

All our strength and passion at Daimler is dedicated to developing outstanding and lasting ideas, manufacturing exciting, sustainable products, offering customer-oriented services, and at all times delivering exceptional performance.



# 004 The best is just good enough for our customers.

Those who make a difference in the world and demand the most of themselves can also expect the same from the things that surround them and help them to grow personally. On the job and in their spare time. These are the extraordinary people for whom we build automobiles of the Mercedes-Benz brand, in keeping with

the guiding principle that Gottlieb Daimler passed on to the brand: the best or nothing. This standard determines the thinking and the actions of each one of us. With great love of detail, our engineers develop new Mercedes-Benz models and, in the process, time and again bridge the gap between fascination, perfection, and respon-

sibility. We invented the car! And as a driving force of innovation, we have advanced it continuously. Many technologies that are taken for granted in cars today were developed at Mercedes-Benz. The S-Class is the innovation leader, the world's best-selling luxury sedan, and has always been the flagship of the Mercedes-Benz brand.

With the new S-Class Coupe, Mercedes-Benz continues the long and successful tradition of the grand coupes and, in so doing, once again defines the state of the art in modern luxury at the top of the model range. Sensuous, clear, and charismatic: luxurious sportiness in a tailored suit.





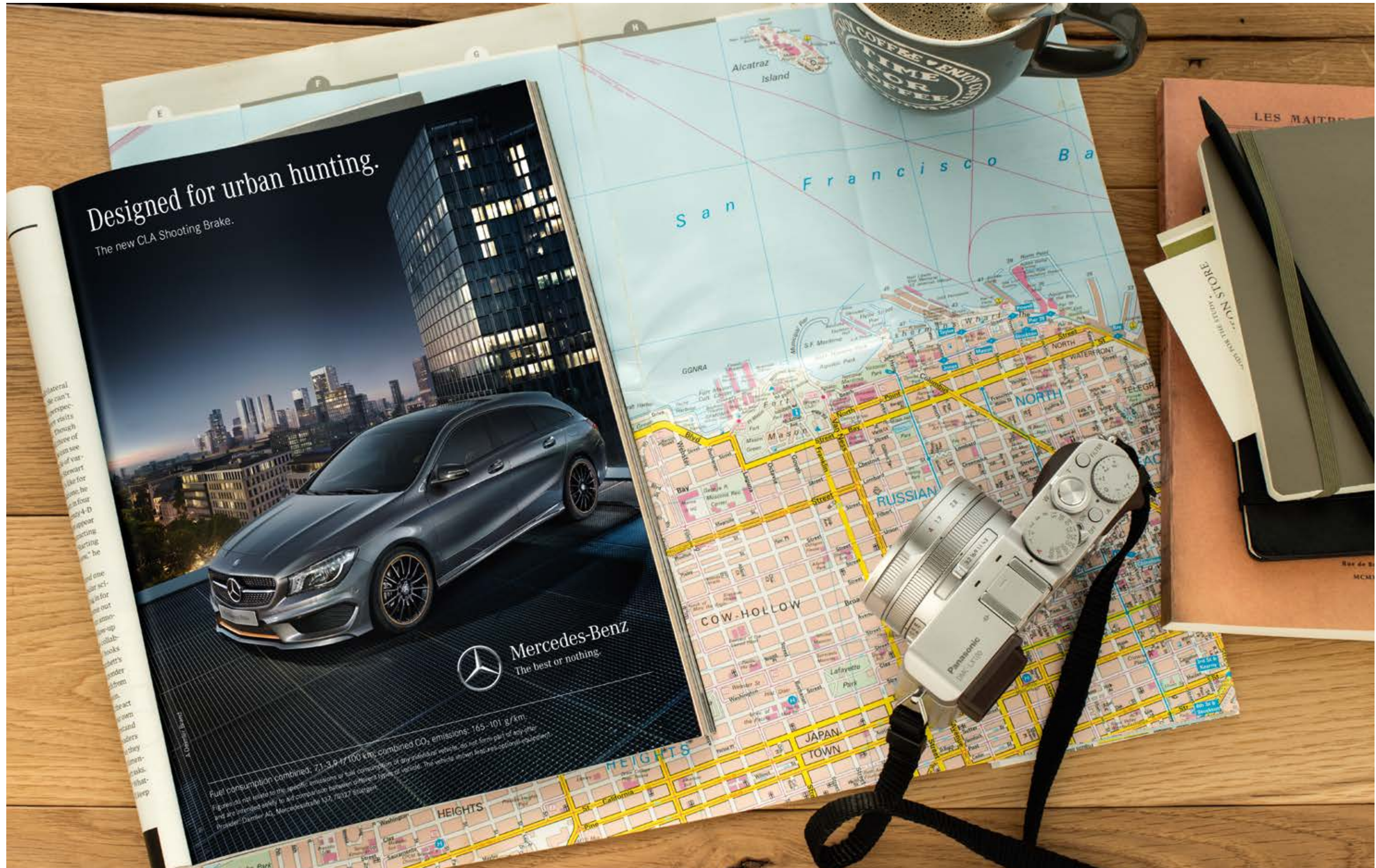
# 005 Our new shooting star.

**What is good design? Design that endures.** For people who actively shape their life and leave nothing to chance, Mercedes-Benz produces very special cars that have the potential to become design classics. This also includes the CLA Shooting Brake, the fifth member of the compact-car family from Mercedes-Benz.

A dynamic design idiom with sensuously modeled surfaces gives the CLA an unmistakable appearance as a four-door coupe. Now comes the CLA Shooting Brake, another design icon. The compact-car family from Mercedes-Benz is highly successful. In 2014, sales of more than 463,000 vehicles of the A-, B-, CLA-, and GLA-Class

represented a new company record for compact cars. More than one in five compact cars from Mercedes-Benz remains in the brand's domestic market, followed by the next largest markets, Great Britain and Italy. With the launch of the new compact car models, the Mercedes-Benz brand has grown noticeably younger –

the average age of the customers has dropped worldwide. More than 900,000 vehicles of the new compact-car generation are already in customer hands around the world – especially the CLA models excite young performance-oriented trendsetters in search of their personal vehicle shape.





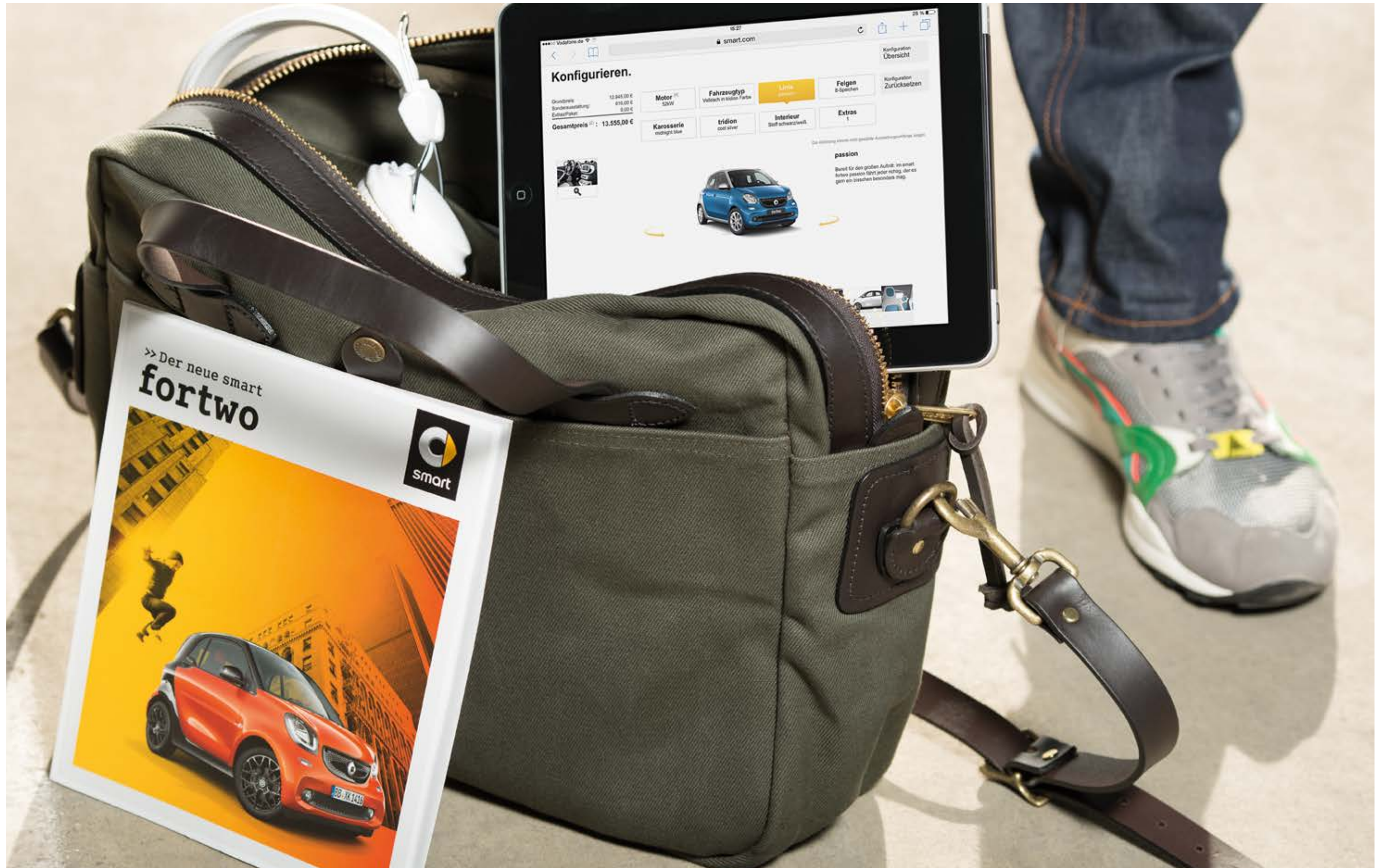
# 006 He has everything he needs. Except the smart.

**The smart is far more than just a car.** The smart embodies urban lifestyle, innovation, functionality, and fun. Where others still think in terms of kilometers per hour, smart owners are already further along. After all, the city values completely different traits than the freeway: high agility, a small turning radius, lots of comfort, and

clever functions – and, last but not least, the ability to park virtually anywhere without stress. That makes the smart brand an ideal companion and the product the ultimate city car. smart mobilizes not just urban life. The smart fortwo is also the originator of the microcar segment and a pioneer in terms of the environment and

safety standards: for example, the tridion safety cell is considered a safety milestone in the subcompact category. In 2015, smart will pick up steam. After the successful model initiative with the new smart fortwo and smart forfour in Europe, smart will lay the groundwork for sustainable growth in the overseas markets in 2015.

In the United States, the smart fortwo electric drive is becoming increasingly popular. And just five years after smart started competing there, China has already become the second most important market. smart is the brand that advances urban mobility and sets standards in the process – and that includes in terms of excitement.





# 007 The second home for transport managers.

**Professional driver is not a job, it's a calling.** Being immersed again and again in new cultures, assuming responsibility while being pressed for time, total concentration on traffic day and night – we at Daimler do everything in our power to ensure that the “transport managers” feel comfortable in our vehicles and always

get the support they need. And not only since yesterday. For more than 100 years, the Mercedes-Benz Trucks division as part of the Daimler Trucks business division has guaranteed trucks of the highest quality. Our trucks not only embody reliability and economic efficiency, but also top-class product and service quality

as well as comprehensive expertise in the area of customer-oriented transport solutions. Hundreds of comparison tests such as the ‘Fuel Duel’ or the ‘Record Run’ prove: Mercedes-Benz trucks with their efficient and low-emission high-tech engines are in an optimal position in terms of fuel consumption and environmental protection.

Our product range also includes special-purpose vehicles such as the Econic or the legendary Unimog. Our trucks dispose of garbage, extinguish fires, and bring in the harvest. A complete product portfolio from the light-duty to the heavy-duty segment, all equipped with Euro VI emission control technology.





# 008 Freightliner Trucks – “run smart.”

**On the road again** – North American truckers are just as tired after a grueling day as German truckers. You’ll meet them at truck stop restaurants or in diners: eating real food, coming down, talking to the family on the phone, or discussing the latest football results with colleagues. Increasingly often, the trucks they drive on the

highway the next morning are Freightliner trucks. Freightliner is the largest business division of Daimler Trucks North America. The company manufactures medium-duty and heavy-duty trucks for a wide range of commercial vehicle applications at its production locations in the United States and Mexico. With a large selection

of natural gas and hybrid trucks, Freightliner Trucks is considered the innovative brand for trucks with alternative drive technologies in the United States. The robust models are predominantly used in construction and municipal and heavy-duty transport. Freightliner attaches great importance to maximum efficiency, for example

through aerodynamic measures. The brand is known in the truck industry for its fuel-saving models. Under the motto “run smart,” Freightliner relies on innovation, technology, and customer-focused actions and offers a service that goes far beyond technical services and repairs.





# 009 The ideal recipe: efficiency up, emissions down.

The FUSO brand is a synonym for trucks not only in its home country of Japan. The trucks are produced by Mitsubishi Fuso Truck and Bus Corporation (MFTBC), an integral component of Daimler Trucks. MFTBC can look back on more than 80 years experience as a truck and bus manufacturer. As one of Asia's

leading commercial-vehicle manufacturers, MFTBC produces light-duty, medium-duty, and heavy-duty trucks for a wide range of applications. The models developed by FUSO are distinguished by their robustness and high economic efficiency. With the center of competence for light-duty commercial vehicles and the Global

Hybrid Center for advanced hybrid technology, FUSO makes a valuable contribution at Daimler Trucks to the knowledge about future technologies. Furthermore, FUSO is one of the driving forces of technology – not only in the Asian region. For example, the DUONIC is the first fully automated dual-clutch transmission to be

installed in light-duty trucks. FUSO trucks are pros in terms of fuel efficiency. The FUSO Canter Hybrid was developed specifically for the stop-and-go traffic in densely populated Asian countries such as Japan and was honored with the “Car of the Year Special Award” for its total cost of ownership in 2012.





# 010 Complete mission readiness, no matter what.

**For many of our customers their job is their business.** For their business to be successful, they need a strong partner and tools that work – at  $-20^{\circ}\text{C}$  below and at  $40^{\circ}\text{C}$  in the shade. Breakdowns cost nerves and slow down operations. This applies particularly to your vans. They must be flawless and extremely resilient. These

are the people for whom Daimler builds light-duty commercial vehicles – able to take a beating and optionally available with intelligent technical solutions and on-demand all-wheel drive. The product range of Mercedes-Benz Vans comprises private and commercial vans, people movers, and recreational vehicles. All of

them outstanding products with high resale value and maximum availability. Thanks to the great product variety, individual bodies, and our fleet solutions, we offer the right vehicle for any requirement. These are complemented by highly economical engines and innovative safety technology that can help prevent accidents.

A strong service network ensures maximum mobility. Our customers can rely on our employees. They are there for them and provide fast and unbureaucratic help with professional and personal skills – around the clock. Vans from Mercedes-Benz help drive the economy.





# 011 About the top flight of bus construction.

**Long walks on the beach in the early morning**, swimming in the ocean, or finally visiting the Louvre before stopping at a nice small bistro: traveling is fun – at least before the trip. Because the best part of a vacation actually is the joyful anticipation. This has been scientifically proven. This joyful anticipation is even stronger when

you know the means of transport. Daimler Buses is the market leader in its key markets in the segment over 8 tons with its Mercedes-Benz and Setra brands. The Setra brand has stood for excellence in bus construction for more than 60 years. The special perfection and aesthetics are already tangible upon boarding. As the leading premium

vendor, Setra meets the highest requirements on comfort and individuality and sets its own standards in terms of technology, equipment features, and design. Mercedes-Benz buses are the benchmark with regard to safety, quality, and groundbreaking technologies. The focus is on attractive total cost of ownership, sustainability, eco-

nomical efficiency, and professional business partnership. The product portfolio comprises city buses, intercity buses, touring coaches, and chassis. Additionally, in OMNIplus Mercedes-Benz has the densest service network for buses in Europe. It offers accessories, spare parts, and services for smooth operations around the clock.





# 012 BharatBenz – a new truck brand conquers India.

**India is a world in its own right.** Only about half of the country's 3.3 million kilometers of roads is paved. Many roads have just a single lane and require dodging oncoming traffic by quickly pulling off the road. It is customary to severely overload vehicles in total disregard of permissible payloads. Every local mechanic should be

able to fix any malfunction without an electronic diagnostics system. This – and a lot more – results in a special requirements profile for Indian trucks. BharatBenz trucks are built specifically for the Indian market by Daimler India Commercial Vehicles (DICV). The technical features and quality are far above the usual market standards.

Companies in the construction and transport industries appreciate BharatBenz trucks for their significantly lower fuel consumption, better performance, and higher reliability in the competitive comparison. Our strategy is to develop tailor-made products based on proven Daimler technology. At the same time, we rely on a high

level of localization. Eighty-five percent of the parts are produced locally. As a result, after putting the first BharatBenz vehicles on the road as recently as in 2012, we are now already in fourth place in the segment of medium-duty and heavy-duty trucks in India.

A Daimler Brand

## “Productivity se badkar, de munafa.”

**“Work that requires 100 other trucks, requires just 80 BharatBenz trucks. This has increased my profitability by 20%.”**

“Normally other vehicles can transport 14 CuM while BharatBenz transports up to 16 CuM, for the same amount of diesel consumption. Therefore, I am able to do more work with BharatBenz tippers. No wonder it is a truck known for superior performance.

Service is extremely critical for our business. And BharatBenz has phenomenal services facilities. They are the first ones to introduce the concept of mobile workshops. In this van they have every facility required to service the truck, even the engine. I was amazed on seeing this. It is very easy to sell vehicles, but to give the right service is a must and BharatBenz has perfected this aspect.

Tonnage, kilometres travelled and diesel consumption, these are details we as fleet owners only see on paper. In reality it is the drivers who actually know and experience these. After having driven BharatBenz, my drivers insist that hence forth I should only invest in BharatBenz trucks. Because, not only are they high on performance but are equally comfortable to drive. Taking all this into account, I feel that BharatBenz is the king of trucks.”

*S. Arumugasamy*  
**– Mr. Arumugasamy,**  
 Arupadai Group, Tamil Nadu

**BHARATBENZ**  
 Power Ahead

Daimler India Commercial Vehicle Pvt. Ltd. SIPCOT Industrial Growth Centre, Oragadam, Mathur Post, Sriperumbudur Taluk, Kancheepuram District - 602105, Tamil Nadu, India. **For trade enquiries call toll free no. 1800-300-8888**

Website: [www.bharatbenz.com](http://www.bharatbenz.com); Email: [sales\\_dicv@daimler.com](mailto:sales_dicv@daimler.com)  
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# 013 Easy going with Daimler Financial Services.

**car2go is in the city:** register, find a vehicle via app, get in, take off, and enjoy the freedom – Daimler Financial Services (DFS) makes this a reality. We introduce our customers to a new dimension of mobility with modern, smartphone-based services and elevate the notion of flexibility to a new level. With the car2go brand,

moovel GmbH is already one of the leading car-sharing providers today. And we are working on more solutions for tomorrow's mobility. But DFS has much more to offer. The product lineup ranges from leasing and financing offers and financial services for dealers to the management of commercial fleets and the brokering of

vehicle-related insurance policies and banking services. The head office is in Stuttgart, but the company operates globally. In more than 40 countries, the first-class services offered by DFS add value for customers, dealers, and brands and thus represent a valuable component of the successful financial performance of Daimler.

The prospects for the future are excellent: demand for commercial fleet management is growing and, especially in Asia, we are seeing a rapid rise in the demand for automotive financial services – and Daimler Financial Services is offering optimum solutions.





# Global.



For us, **operating globally** means making the most of skills, ideas, and stimuli from every corner of the globe.

## 014

### Global stimuli.

We are a global company. The dynamic growth in the emerging markets will provide excellent prospects for Daimler in the coming years.



**Around the globe, the automobile forms part of everyday life for the human race. It is part of its past, its present, and its future. The automobile must keep pace with the changes in the world and be able to satisfy the diverse range of human needs convincingly.**

In other words, global thinking is required to take the automobile forward – and that is exactly what we do at Daimler. We would not be one of the most successful companies in the history of the automotive industry if we did not rely on know-how, ideas, and other stimuli from the four corners of the earth to bring about continuous advancement of our brands and products. A total of 279,972 employees work for Daimler around

the world, of which 168,909 are in Germany, 22,833 in the United States and 12,313 in Brazil. Our production facilities are spread over five continents and 19 countries. Even research and development at Daimler is on a global basis – with sites in Europe, the United States, and Asia.

Around the globe, we also have around 8,500 sales outlets, and our products and services can therefore be found in almost all countries of the world. We attach particular importance to a sustainable global network of research and development activities as well as of our production facilities and sales outlets. This not only provides us with considerable potential for enhancing our efficiency, it also gives us an advantage

in the international competitive environment.

The Internet shapes the world. Consequently, demand is rising for innovative, customer-oriented services and mobility offers that can be accessed online worldwide: Mercedes me shows how it's done – and far beyond the product “car” itself.

Countless innovations from Daimler have shaped the automotive industry in the past. We intend to continue to play this role in the future, seeking progress conceived on a global scale and thereby living up to our reputation as an innovation leader worldwide.



# 015 We are global.

**Active throughout the world:** as a global enterprise through and through, we attach great importance to integrating know-how from different parts of the world into our processes so that we can continuously produce the best possible results. Just as we have a worldwide presence with our products, we therefore also have a

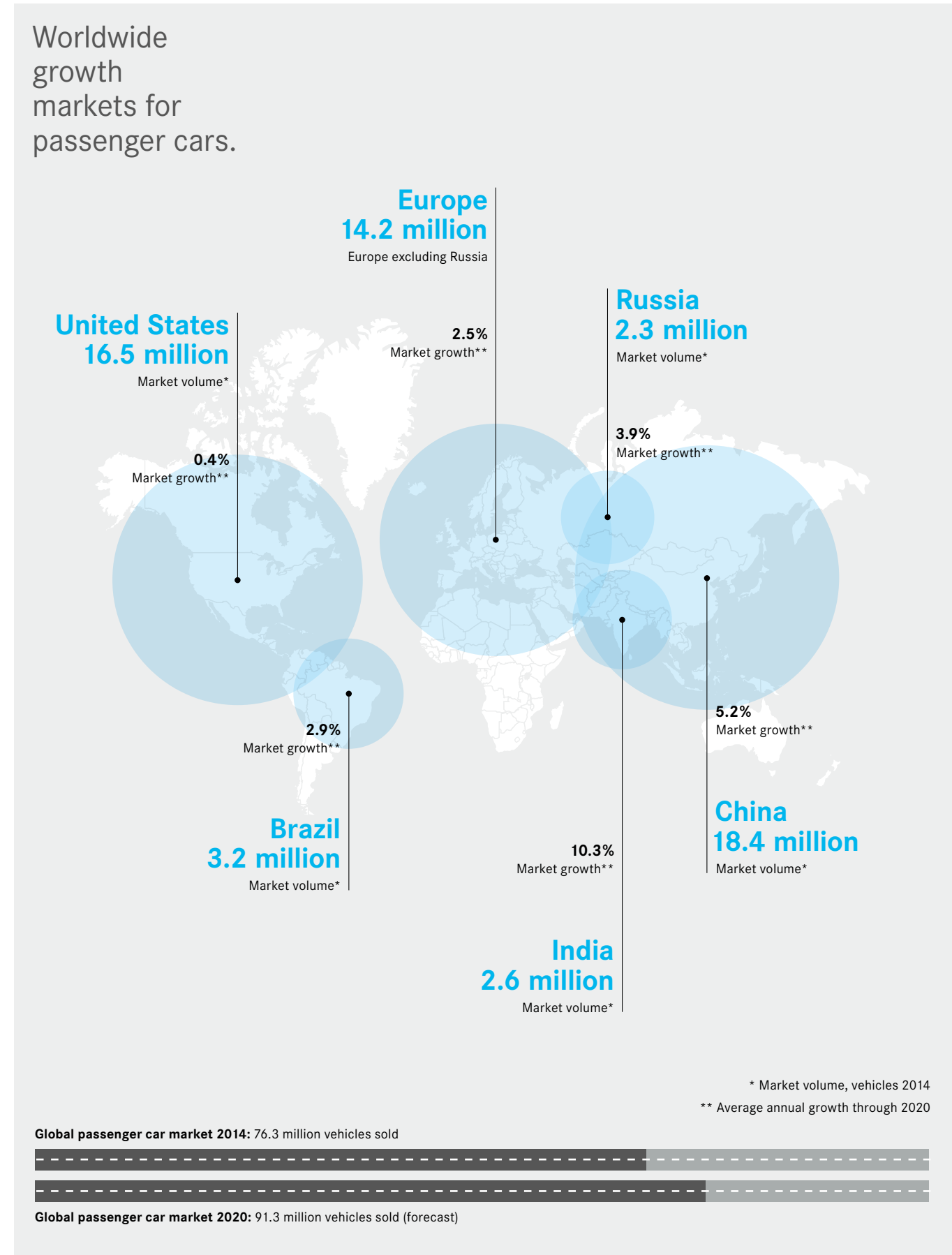
global presence in terms of design centers, production facilities, and research and development sites. We fly our flag in our key markets and in the emerging markets of the future. The strategic expansion of the international integrated production network is an important building block in our "Mercedes-Benz 2020" growth strategy.



# 016 We create growth.

**The future in our sights:** at Daimler, we are forward thinking – and not just regarding our innovations, but in relation to our markets too. Our objective is to continue to have sustainable success. For this reason, our aim is not only to remain strong in our traditional markets, but also to exploit and step up our presence in today's

growth markets. This applies, for example, to Brazil, Russia, India, and China – the so-called BRIC states. Where feasible, we cooperate with local partners. We are wherever our customers are.





# 017 We capture the hearts and minds of our customers.

**Mercedes me is the entrance to the personalized world of Mercedes-Benz.** The integrated ecosystem offers customers extensive solutions related to their vehicle, premium mobility solutions, and additional subjects such as lifestyle, traveling, and entertainment. With the standard of focusing even more strongly on the

customer than before, the platform will provide constantly new, ever improving tailor-made services and content that enrich life and make it easier. Open for the dialogue between equals, Mercedes me invites customers to actively contribute their ideas and interact with the brand. Customers can enter the digital Mercedes me portal, which

is easy to access and always available. But Mercedes me is more than a mere online portal. We opened the first Mercedes me store in Hamburg in June 2014. Customers and prospective buyers can use touch screens, configuration tools, or personal conversations to learn about the Mercedes-Benz brand, the vehicles, and all services.

A lounge and bistro area as well as exhibition space for art exhibitions, author readings, or concerts round out the brand experience. [www.mercedes.me](http://www.mercedes.me)



Mercedes *me*

- » Mobility
- » Connectivity
- » Service
- » Financing
- » Inspiration



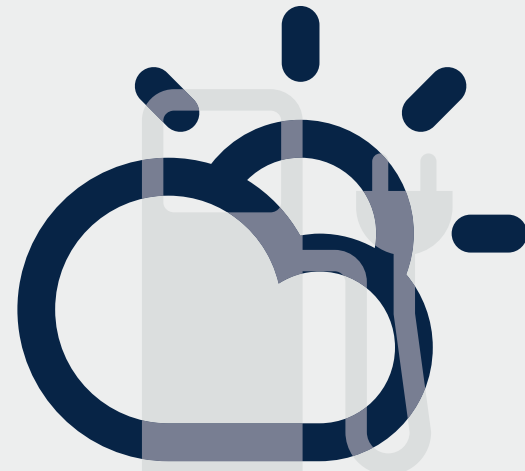


[www.youtube.com/daimler](http://www.youtube.com/daimler)

We  
think further.  
Experiencing  
the future of  
mobility together.

Clean.  
Safe.  
Networked.





Clean.



Safe.



Networked.

We are Daimler.

## We think further.

**Clean mobility.** Daimler is on the “road to emission-free driving.” Our objective is to achieve significant reductions in the fuel consumption and emissions of our vehicles today and avoid both altogether in the long term. There is no silver bullet. That is why we are developing a broad range of cutting-edge drive technologies that meet the specific mobility requirements, both now and in the future, for all sectors of road transport. To this end, Daimler has created an environmental road map. The first priority is to continue optimizing the energy efficiency of vehicles with internal-combustion engines. Even in the future, these vehicles will form the backbone of mobility. The second priority is to focus on tailored hybridization, i.e. the high-efficiency combination of internal-combustion engines and electric motors. Thirdly, and finally, “zero emissions, maximum emotion” – locally emission-free driving with electric vehicles powered by batteries and fuel cells. Electric vehicles from Daimler are not only particularly clean and quiet, but they are also a lot of fun to drive.

**Safe mobility.** Billions of people around the world are involved in traffic every day. Our aim is to make the mobility of the future as safe as possible for everyone. As safety pioneers, we pursue our “road to accident-free driving” strategy. Daimler engineers have frequently been ahead of their time in the development of vehicle safety. Our most important goal is to prevent accidents from happening in the first place. Our integral safety concept is in line with real traffic and real accidents. The cornerstones of our “road to accident-free driving” strategy are to eliminate driver strain, actively support the driver in difficult situations, and provide optimum protection for all road users. The individual vehicle safety components in our passenger cars and trucks are interconnected and dovetailed.

**Networked mobility.** Population growth, the increasing population density, and a simultaneous rise in the requirement for mobility call for innovative mobility solutions that are eco-friendly, economical, and socially acceptable. This involves making people and metro areas mobile in an intelligent way. The key levers for Daimler are a systematic expansion of the infrastructure and Web-based ride-share communities. In this context, Daimler sets store by the path of networked mobility. One example in this regard is moovel. The mobility platform shows its users the best way to get from point A to point B. moovel bundles offers from various private and public mobility providers and displays suitable trip options via app and mobile Web site. And with the mobility concept car2go, Daimler provides more than 12,500 vehicles that can be rented on the spot around the clock in Europe and North America.



# Clean.



Clean mobility requires an intelligent combination of internal-combustion engines, hybrid, and all-electric drive.

## 018

### Our ecological road map.

To ensure sustainable mobility in the long term, we put different vehicle concepts with tailor-made drive system solutions on the road.



**Daimler is on the road to creating emission-free driving. The key to environmentally friendly mobility is an intelligent mix of drive systems.**

**The biggest lever for reducing fuel consumption and emissions is the energy-efficient internal-combustion engine.** Such engines will continue to form the backbone of our mobility systems for many years to come. In the case of diesel engines, Daimler's range includes a clean technology in the form of BLUETEC. In addition to reducing emissions, BLUETEC also lowers fuel consumption: for trucks by up to 2,000 liters a year. For the gasoline engines in Mercedes-Benz cars, the most environmentally friendly technology is called

BlueDIRECT. The innovative BlueDIRECT direct-injection system feeds the optimum amount of gasoline into the combustion chamber at precisely the right moment – for more efficient combustion and more power with reduced fuel consumption.

**A milestone on the road to further efficiency enhancements is requirements-based hybridization.** Daimler has developed a modular hybrid system for passenger cars and commercial vehicles. This allows Daimler to realize all the variants of a hybrid drive: from drives known as mild hybrids to drives that are purely electric. A further option is the plug-in hybrid, in which the battery can be charged from a power outlet in order to increase the vehicle's electrical

range. Daimler is the global market leader for hybrid drives in commercial vehicles.

**The third development priority is locally emission-free driving with all-electric vehicles.** A large number of battery-powered vehicles are already proving themselves on the road: two examples are the smart fortwo electric drive and the new B-Class Electric Drive. As the Mercedes of electric vehicles in the compact class, they set high standards in terms of comfort, quality, and safety for up to five people. The B-Class Electric Drive was launched in the United States in the summer of 2014. Customers in Europe have been treated to the innovative drive system since November.

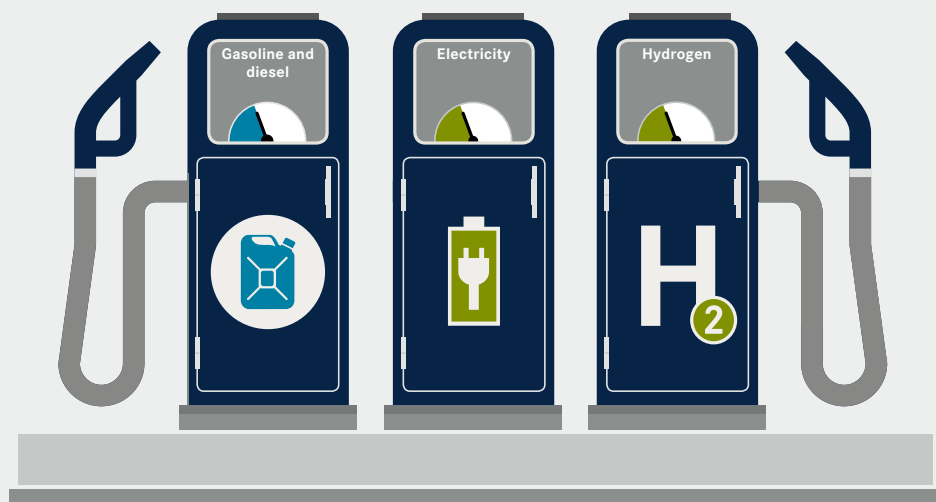


# 019 We are working on the best mix of drive systems.

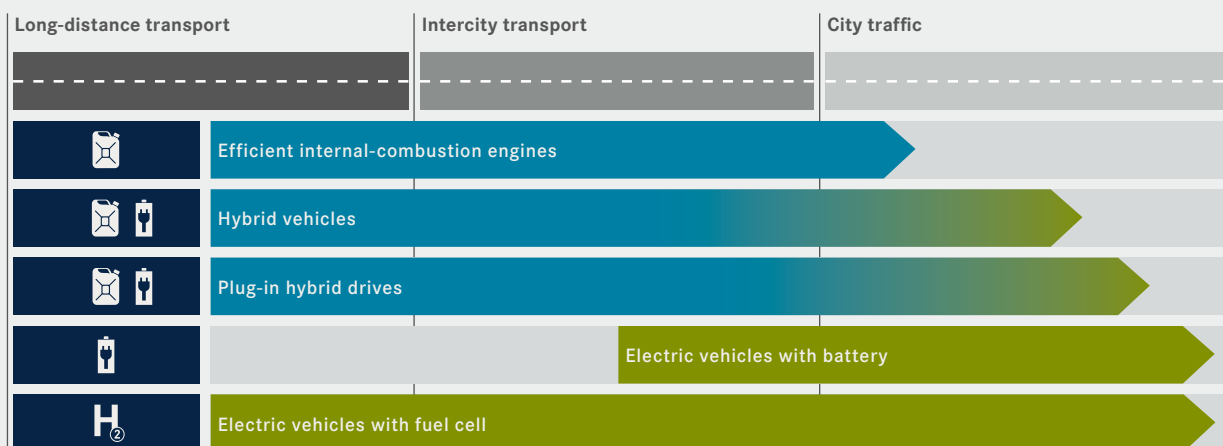
**The future is variety:** our product mix with different drive concepts offers customer-friendly and environmentally friendly mobility solutions for every requirement. Our activities are focused on optimizing the internal-combustion engine, continuing to enhance efficiency through customized hybridization, and developing locally

emission-free driving options using electric vehicles with batteries and fuel cells. Different mobility requirements call for different drive system technologies. We offer them for long-distance driving, intercity transportation, or city traffic.

Environmentally friendly mobility from Daimler.



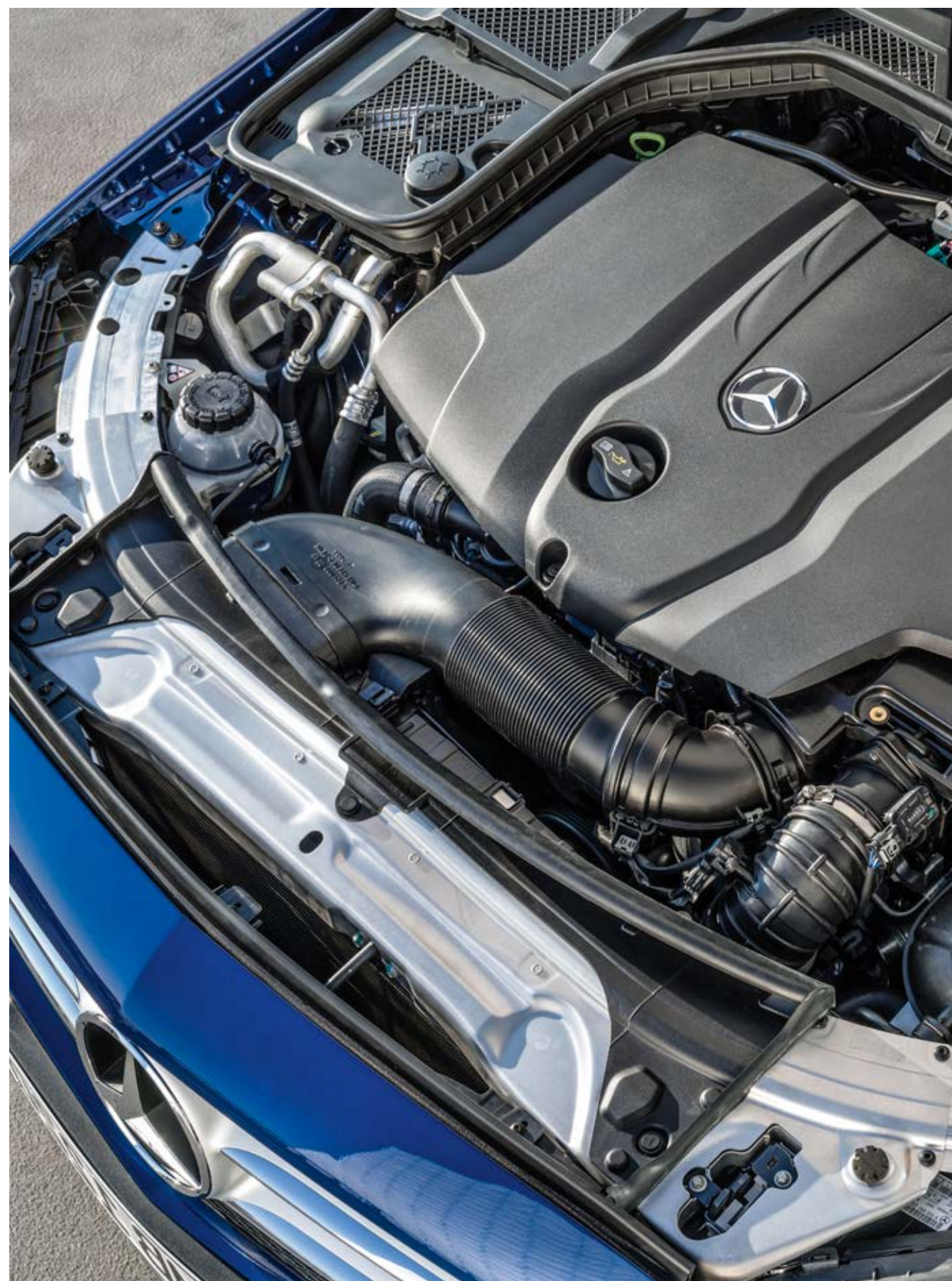
- Internal-combustion engine
- Electric drive (emission-free driving)



# 020 We optimize internal-combustion technology.

**We optimize internal-combustion technology.** The quality and advances in our internal-combustion engines will be critical in determining how efficient and environmentally friendly vehicles will actually be in the next 20 years. In the medium term, diesel and gasoline engines – with or without hybrid options – will continue to

be the driving force of automobiles. Our state-of-the-art BlueDIRECT gasoline car engines achieve even better combustion efficiency. The amount of gasoline required for each particular driving situation is metered precisely and injected into the cylinders. This lowers fuel consumption and consequently also CO<sub>2</sub> emissions.





## 021 We cut fuel consumption and emissions.

**Clean performance:** we are on the road to emission-free driving. Our basis is the systematic improvement of internal-combustion engines. The results are impressive: between 1990 and 2015, we were able to cut fuel consumption in our passenger cars by more than 50 percent. Thanks to continuous improvements and new

developments, the diesel and gasoline engines not only became more powerful, but above all also cleaner and more efficient. The chart below illustrates the development of CO<sub>2</sub> emissions of the C-Class, E-Class, and S-Class with gasoline and diesel engines.

### Gasoline

Change in CO<sub>2</sub> emissions 1990–2015  
C-Class C 180

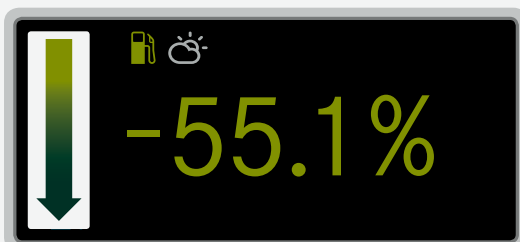


### Diesel

Change in CO<sub>2</sub> emissions 1990–2015  
C-Class C 300 BlueTEC HYBRID



Change in CO<sub>2</sub> emissions 1990–2015  
E-Class E 250



Change in CO<sub>2</sub> emissions 1990–2015  
E-Class E 300 BlueTEC HYBRID



Change in CO<sub>2</sub> emissions 1990–2015  
S-Class S 400 HYBRID



Change in CO<sub>2</sub> emissions 1990–2015  
S-Class S 300 BlueTEC HYBRID



\* Almost 80% on S 500 PLUG-IN HYBRID

## 022 We are writing truck history.

**Our Euro VI–certified commercial vehicles are extremely efficient.** Proof lies in the Actros Record Run: 10,000 km and fuel consumption of 25 l/100 km – this is how the result of the record run from Holland through Germany to Poland and back could be summarized. The result was also clear in the latest “Fuel Duel,” the

comparison in the daily operations of transport companies. For two weeks, drivers in 22 European countries swapped their trucks for the new Actros with Predictive Powertrain Control (PPC) and FleetBoard. The outcome was a fuel consumption advantage of more than 11% on average compared with the competitors’ vehicles.



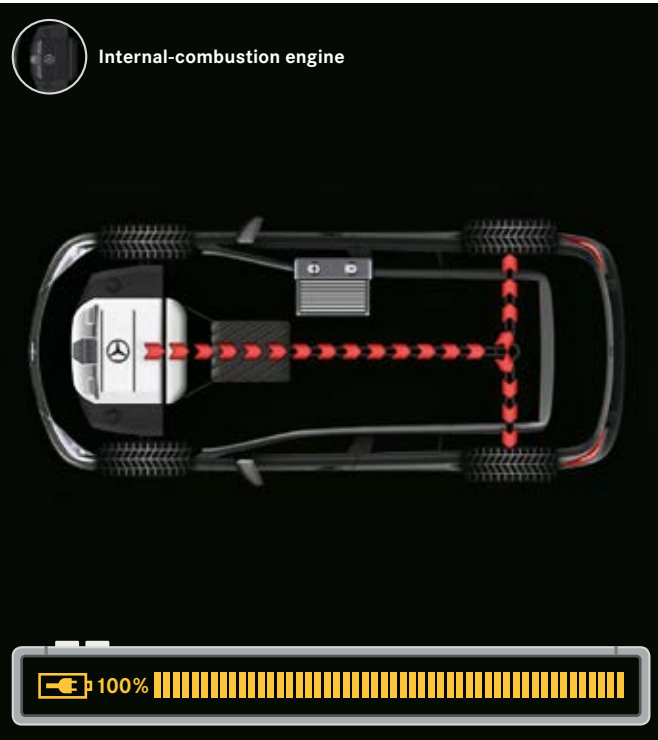


# 023 We bring together different worlds.

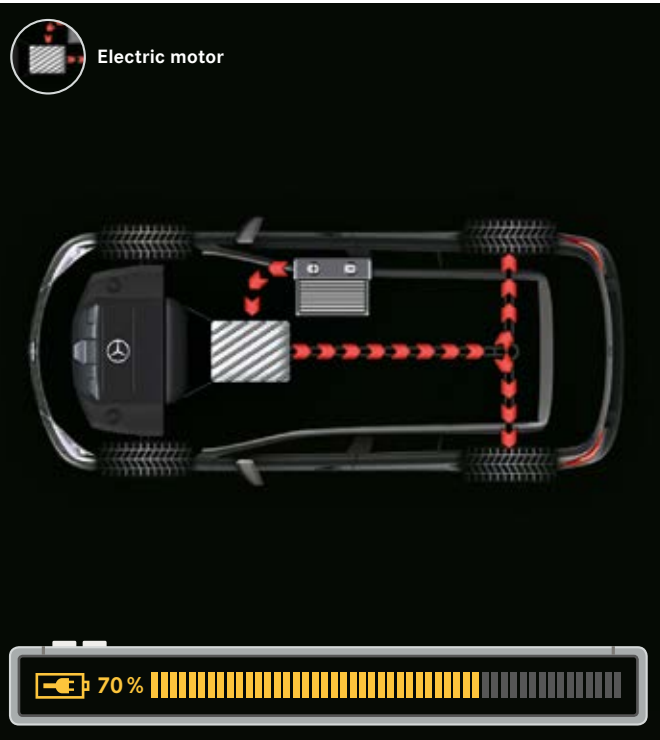
A hybrid drive is a combination of internal-combustion engine and electric motor. A control system determines which power unit will be used at what time. The electric motor is triggered for starting off and slow city driving with lots of stop and go. This reduces noise and exhaust emissions. The internal-combustion

engine is called into action at cruising speeds. The combination of both engines generates additional power. The advantages are lower fuel consumption and fewer emissions. The recovery of braking energy supplies the electricity for recharging the battery. In addition, the battery can be recharged from the power grid.

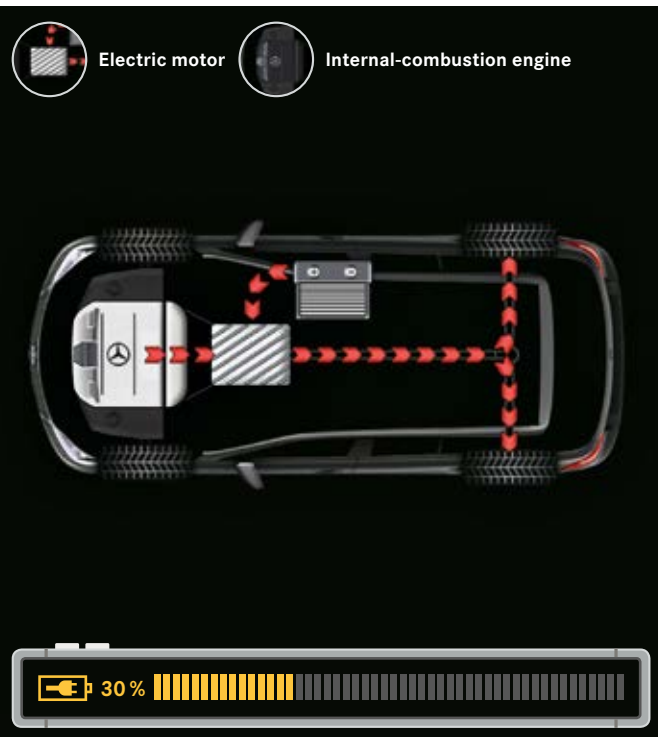
① Driving with internal-combustion engine and full battery.



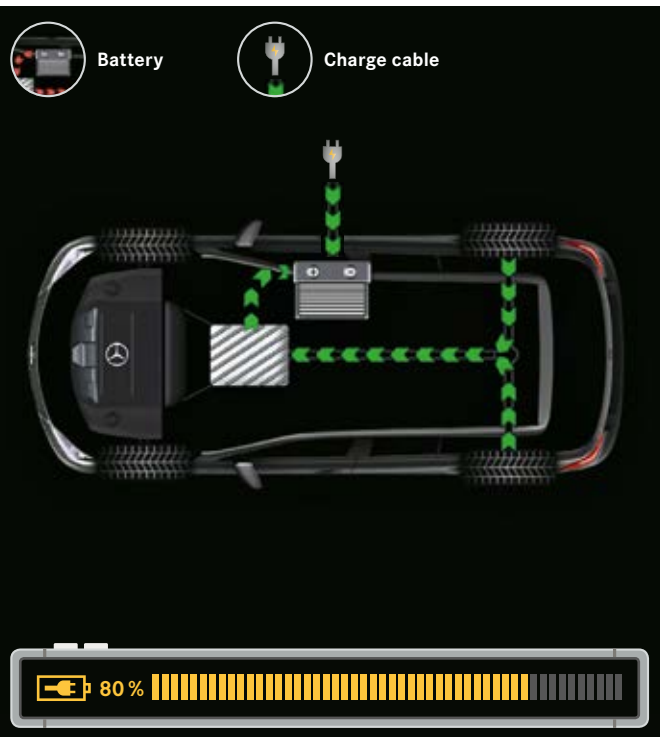
② Starting off solely with electric motor.



③ The combination of internal-combustion engine and electric motor generates additional power.



④ The recovery of braking energy supplies the electricity for recharging the battery, which can also be recharged from an external source.



# 024 We are starting the plug-in hybrid initiative.

**Second-generation hybrid drive:** with the S 500 PLUG-IN HYBRID, the first plug-in of this model series, Daimler starts its plug-in hybrid initiative. Ten models are on the drawing boards by 2017. In a first step, these include the C- and E-Class, followed by the large off-roaders. Coupes and cabriolets are also ready for this

battery drive system. The S 500 PLUG-IN HYBRID sets a new fuel economy benchmark for luxury sedans. Its high-voltage lithium-ion battery can be recharged from an external source via a charging socket.



Fuel economy data can be found on page 111.



## 025 We manufacture hybrid buses.

**This is sustainable mobility:** hybrid technology is the solution to use to make public transit by bus environmentally friendly and therefore sustainable. This is demonstrated by Mercedes-Benz with its Citaro G BlueTec Hybrid. This bus can travel for up to ten kilometers using just its electric drive – and therefore makes urban traffic a

little bit greener. The bus is driven by four electric in-wheel motors, which draw their power from one of the largest lithium-ion batteries currently in mobile use. Electricity is generated during braking, for example on downhill stretches or by an alternator if needed.



## 026 We build the FUSO Canter Eco Hybrid.

**The second generation of the FUSO Canter Eco Hybrid** reinforces the reputation of Daimler's Japanese subsidiary Mitsubishi Fuso Truck and Bus Corporation as a pioneer in sustainable mobility. The hybrid truck is highly efficient and one of the cleanest vehicles in its class – an innovation from the Global Hybrid Center in Kawasaki,

which manages the hybrid activities for all Daimler truck brands. The Fuso Canter Hybrid won the 2014 European Transport Award for Sustainability from Transport, the journal for freight transport, by a large margin in the category of distribution trucks up to 12 tons.





# 027 We have electric vehicles for everyone.

**Driving with zero local emissions:** you can already do this with electric vehicles now. And if you do so, you will be making a large contribution to today's sustainable mobility. Our electric vehicle fleet highlights the range of available electric mobility and demonstrates that vehicles with electric drives are not only clean and

quiet, but they are also a lot of fun to drive. Because, thanks to the electric motor, the peak torque is available right from the start, allowing powerful acceleration. And the same applies to all Daimler electric vehicles – now and in the future: from city speedsters and city buses to the superlative in terms of performance, drive

technology, and design – the SLS AMG Coupe Electric Drive. Our electric vehicles offer high efficiency, low noise emissions, and the same level of safety, protection, and space as conventionally powered vehicles. But there are still a number of challenges that result in electric cars not quite dominating everyday life just yet.

Future smooth and convenient operation still demands meeting requirements calling for a longer range, better performance, lower system costs, and expanded infrastructure.





# 028 We showcase clean progress.

**Ambassador for a new era:** a B-Class F-CELL from the current fuel-cell fleet of Mercedes-Benz has set an endurance record of 300,000 km under totally normal, everyday conditions. The B-Class F-CELL is the first fuel-cell-powered vehicle created at Daimler under series-production conditions. Fuel cells generate electricity

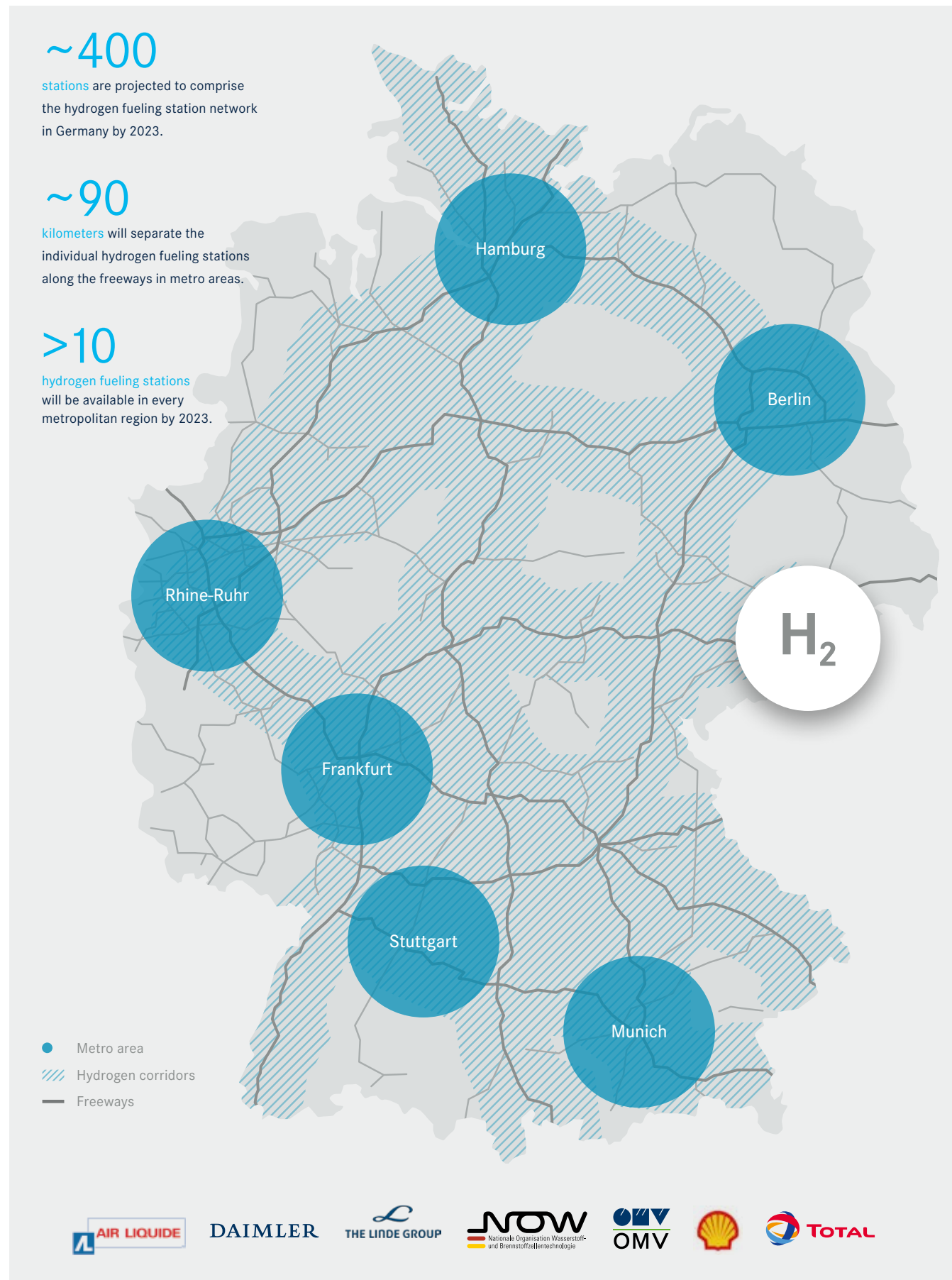
from hydrogen and oxygen. The chemical reaction produces water instead of CO<sub>2</sub> – clean progress whose suitability for daily use has now been proven. Daimler AG was honored with the 2014 f-cell award for the record.



# 029 We are promoting mobility based on hydrogen.

**The potential offered by hydrogen as a source of energy is huge.** But we can only utilize it under the right conditions. That is why Daimler advocates the installation of hydrogen fueling stations in Germany. Together with industrial gases and engineering company Linde and other partners, we want to significantly increase the

number of hydrogen fueling stations. Thirteen new fueling station locations are planned by the end of 2015. The clear objective is to be able to reach any place in Germany on hydrogen power in the foreseeable future. Because with a comprehensive fueling infrastructure, we can ensure that the future will be now.





# Safe.



Comprehensive protection in all situations is the objective of our integral safety philosophy.

## 030

### Safety taken further.

The number of motor vehicles is increasing, presenting a challenge for road safety. Our safety concept is prevent, react, protect, and save lives.



**We do not simply construct vehicles; we also work continuously to refine and improve vehicle safety systems. This is guided by our integral safety philosophy, in which our objective is to protect and support road users in all situations.**

**We aim to eliminate driver strain.** Intelligent systems support drivers in their driving tasks and act as an extension of their senses. At the Mind Lab research laboratory, scientists investigate driver behavior patterns in order to further improve assistance systems. This led, for example, to the introduction of the ATTENTION ASSIST drowsiness detection system in passenger cars, which identifies the first indications

of drowsiness and is able to warn the driver at an early stage. A driver in top form is a prerequisite of accident avoidance.

**How can the vehicle be used to actively cope with difficult situations?** Assistance systems are able to identify hazardous situations at an early stage and inform the driver accordingly. They are also capable of intervening to help avoid accidents or mitigate the consequences. The vehicle becomes a proactive partner. We are working on ensuring that, in the future, intelligent assistance systems will be better and better at spotting other road users, pedestrians, cyclists, or other vehicles, predicting their likely behavior and direction, and initiating appropriate actions.

**Ultimately, it is our responsibility to provide optimum protection for road users.** For over 50 years, innovative vehicle concepts and intelligent protection systems have helped to minimize the consequences of accidents for all road users. Airbags, inertia seat belts, belt tensioners, belt force limiters, and PRE-SAFE® have elevated Daimler passenger cars and commercial vehicles to a high level of safety. The safety of other road users is being improved, for example, by bodywork components that yield on impact and by under-ride guards on trucks.



# 031 We take an integral perspective.

**Safety, from a new perspective.** Our integral safety concept is in line with real traffic and real accidents. It involves everything of relevance to the safety of the occupants and other road users. This safety philosophy comprises four areas: prevent means avoiding hazards and providing timely warning and assistance.

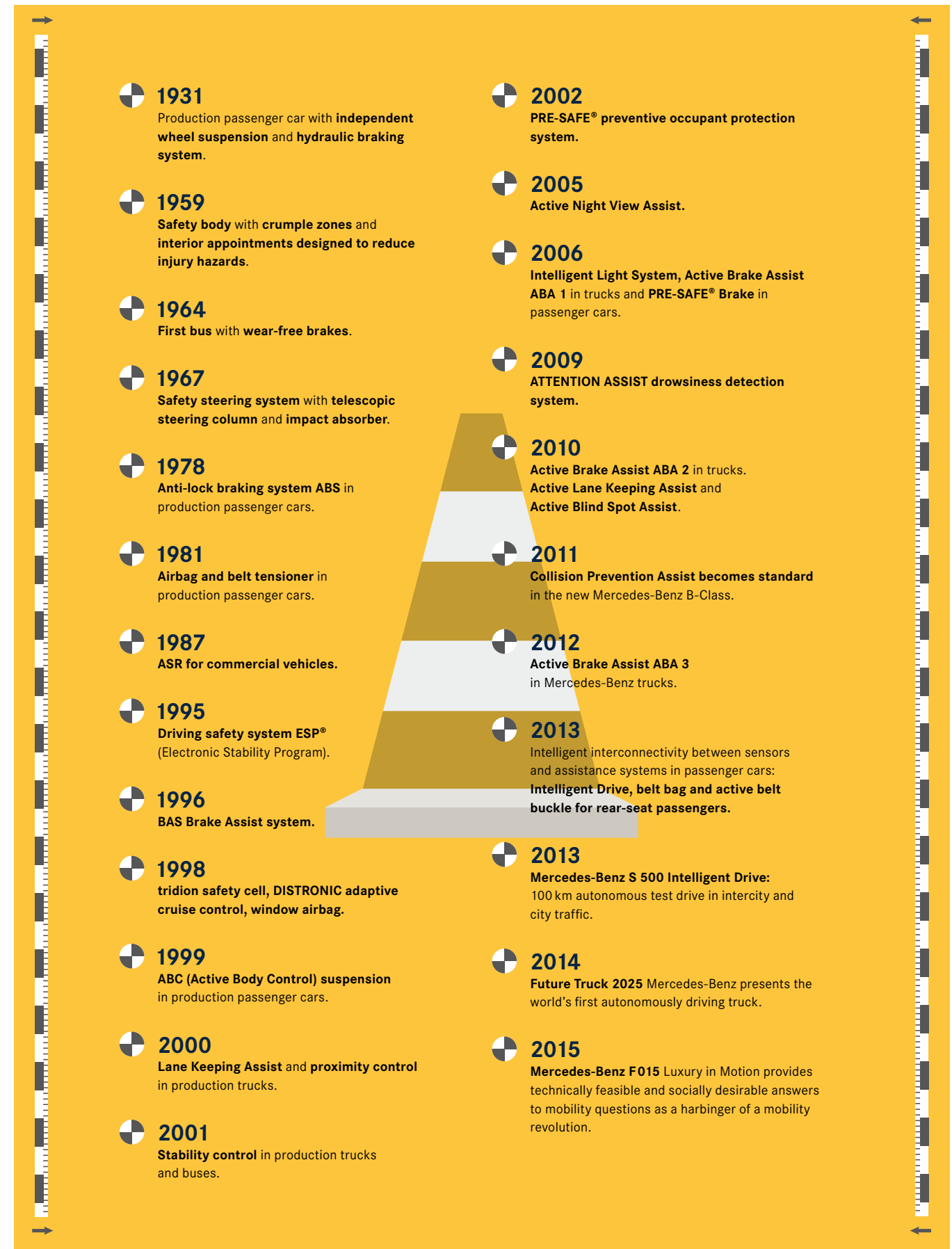
React comprises the preventive occupant protection in passenger cars afforded by PRE-SAFE®. Protect refers to mitigating the consequences of accidents and rescue to making fast rescues possible and avoiding the worst.



# 032 We write safety history.

**On the road to accident-free driving:** numerous achievements by Daimler have repeatedly advanced automotive safety over the decades and set standards worldwide. For example, the first anti-lock braking system (ABS) for passenger cars and for commercial vehicles debuted at Daimler. Airbags and belt tensioners

first became available in a Mercedes-Benz production car. Most recently, Intelligent Drive in the S-Class demonstrates what it means to be able to react to virtually any danger in traffic as the result of the perfect networking of assistance systems.





# 033 We build cars that can save lives.

**The objective of passive safety is to minimize the consequences of accidents.** Beside restraint systems such as safety belts and airbags, the structure of the body shell and the passenger cell are crucial factors in this regard. Daimler pioneered the first rigid passenger cell and crumple zones more than 50 years ago. Today,

we prefer using high-strength and ultra-high-strength steel alloys because they offer maximum strength with minimum weight. To keep improving safety constantly, Daimler relies on numerous crash tests in the development of every car, whose requirements to some extent go far beyond what is specified by law.



# 034 We connect our cars to their environment.

**Mobility: intelligent as never before.** A crucial prerequisite for avoiding accidents is recognizing moments of danger early. Should things get dicey, the integrated anticipatory safety systems provide help to prevent the worst and to mitigate the consequences of an accident as much as possible. The vehicles turn into quasi proactive

partners that can “see,” “feel,” and if necessary even take independent action. Mercedes-Benz bundles all driver assistance systems in Intelligent Drive. Fusing safety and comfort – the future is now.

<p>Eight times active safety</p>	<p>Active Parking Assist <b>Automatic entering and leaving</b> parallel or perpendicular parking spaces.</p>	<p>Active Lane Keeping Assist <b>Avoids collisions</b> in the event of unintended lane departures.</p>
<p>BAS PLUS and PRE-SAFE® Brake With <b>pedestrian protection</b> and <b>autonomous emergency braking function</b>.</p>	<p>DTR PLUS with STEER CONTROL and Stop&amp;Go Pilot Convenient assistance for <b>longitudinal and lateral guidance</b>.</p>	<p>Adaptive Highbeam Assist <b>Permanent high beam</b> thanks to <b>masking-out</b> of other vehicles.</p>
<p>BAS PLUS with Cross-Traffic Assist <b>Braking assistance</b> including for crossing traffic.</p>	<p>Traffic Sign Assist Now also identifies <b>no passing and no entry signs</b>.</p>	<p>Night View Assist Plus <b>Alerts the driver</b> to people and animals.</p>

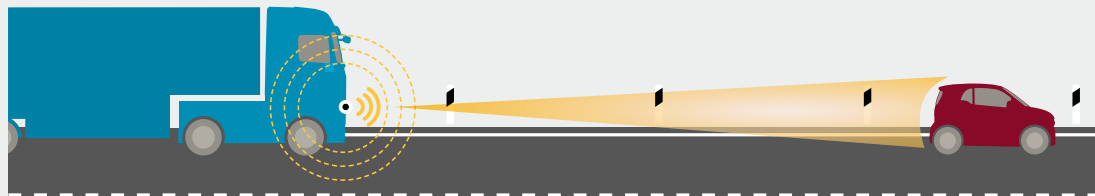


# 035 We are developing active safety.

Active safety comprises systems and technologies that help to avoid accidents or minimize the consequences of accidents. Daimler is setting the standards in this regard with a variety of advanced developments. Whether they involve camera-based assistance systems, Lane Keeping Assist or Cross-Traffic Assist, radar-based

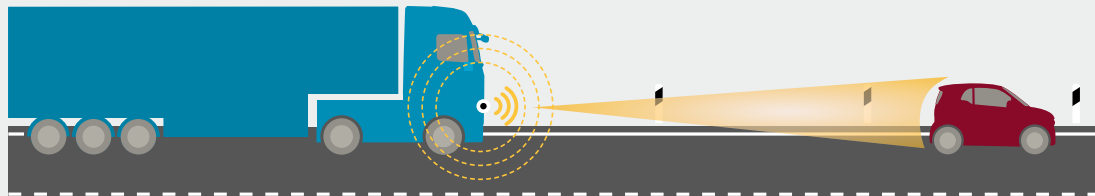
systems such as adaptive cruise control, or intelligent analysis of the condition of the driver, our innovations are redefining safe driving. For example, Active Brake Assist is able to prevent an impending collision with a stationary obstacle or significantly reduce the impact speed by means of autonomous emergency braking.

This is how Active Brake Assist (ABA 3) works.



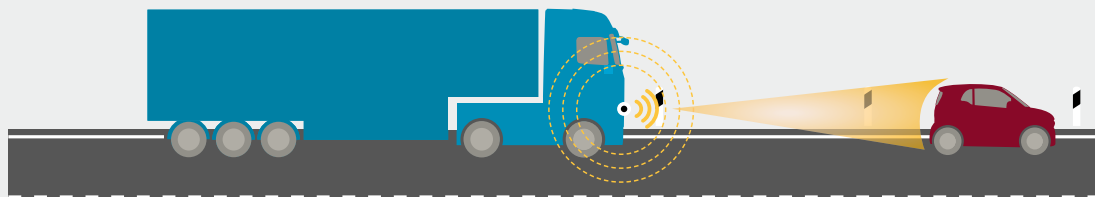
### Warning indicator

A warning signal sounds if the vehicle is too close to the vehicle in front.



### Automatic partial braking

If the driver fails to respond, the system initiates automatic partial braking (30%).



### Automatic full braking

If the vehicle continues to approach the vehicle in front, full braking pressure is applied by the vehicle independently.

Illustration not to scale

# 036 We are building the intelligent automobile.

## The intelligent automobile keeps an eye on everything.

Intelligent assistance systems analyze complex situations and, thanks to improved monitoring sensors, are able to detect potential hazards in traffic. Metaphorically speaking, the intelligent automobile not only has eyes at the front, but a 360° all-round view.

Mercedes-Benz continuously enhances the performance of the assistance systems. The objective is not only comprehensive protection for the vehicle occupants, but for all other partners on the road.

360°:  
sensor field  
of vision.

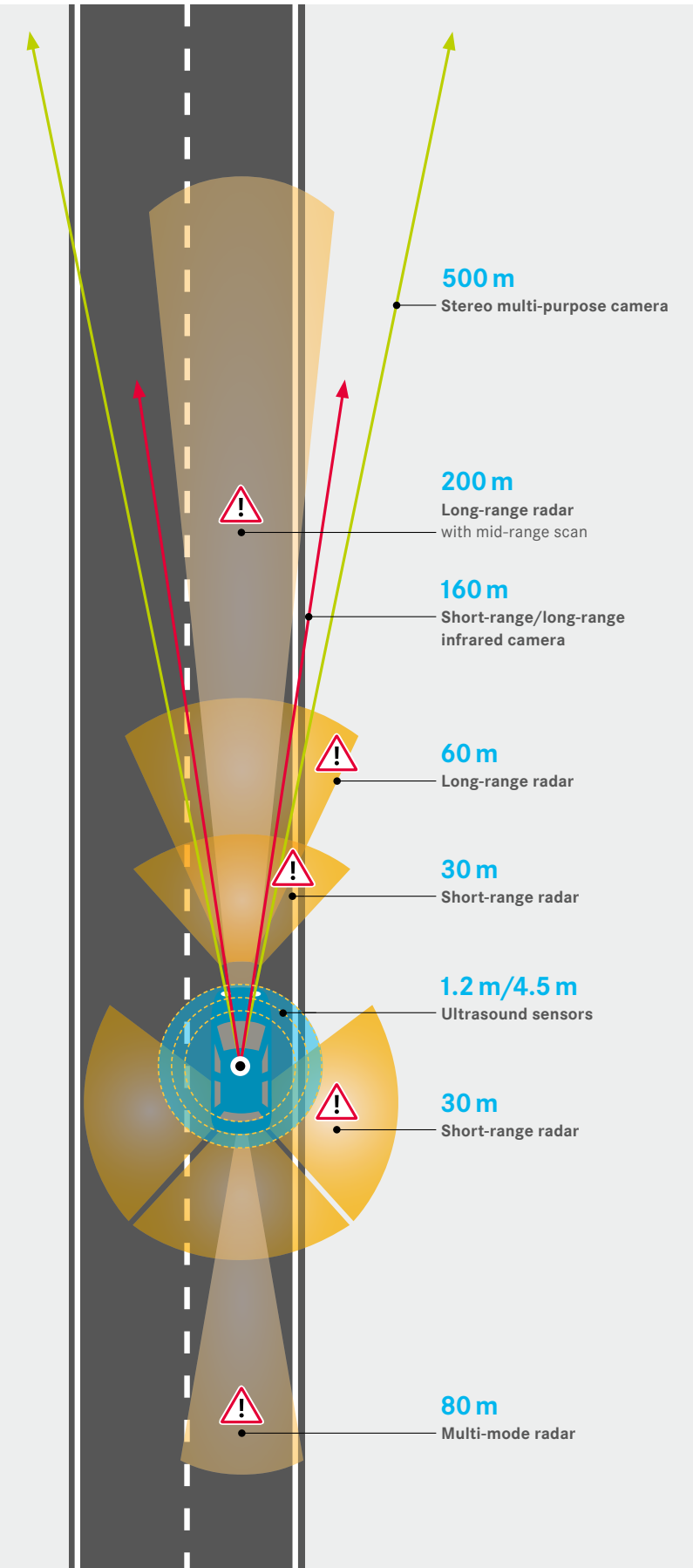


Illustration not to scale



## 037 We define autonomous driving.

**Autonomous long-distance drive:** with the S 500 INTELLIGENT DRIVE research vehicle, Mercedes-Benz demonstrated that autonomous driving is also possible in city and intercity traffic. The 2013 journey from Mannheim to Pforzheim covered a distance of around 100 kilometers and followed the route taken by pioneer Bertha Benz

when she attempted the first long-distance car trip 125 years previously. In the heavy traffic of the 21st century, the autonomously driving S-Class had to independently master highly complex situations using near-production technology – situations that included traffic lights, roundabouts, pedestrians, cyclists, and streetcars.



## 038 We present the future of transport.

**The truck safely coasts on the freeway.** The tractor/trailer combination brakes and accelerates precisely and drives centered in the right-hand lane in flowing traffic – without assistance from the driver. Science fiction? Not at all. In July 2014, Mercedes-Benz presented the first autonomously driving truck in the Future Truck

2025. Its Highway Pilot system makes autonomous driving at a speed of 80 kilometers per hour possible. This relieves the burden on the driver. Behind this is the intelligent networking of preexisting safety systems, supplemented with cameras, radar sensors, and vehicle-to-vehicle communication.





## 039 We help save lives.

Our comprehensive safety approach is not limited just to the vehicle and driver. We also believe we have an important responsibility to provide information about our vehicles and their safety systems to the emergency services. For many of its models, Daimler therefore provides vehicle-specific rescue cards that can

be accessed using a QR code, online or offline via an app. This lets rescuers see immediately where airbags, battery, tanks, electrical wires, pressure cylinders, and other components critical to the rescue are located. This gives rescuers at the accident site a decisive advantage in the race against time.



## 040 We train for safety.

Assistance systems are there to provide support, but not to relieve the driver of all decision-making responsibility. Daimler therefore also attaches great importance to training for safe driving, a key additional component in the strategy for preventing accidents. Daimler offers special safe-driving classes for drivers of all its

vehicles, whether passenger car, truck, van, or bus: each year, our driving instructors show tens of thousands of drivers how they can deal with hazardous situations and recognize or avoid risks. For drivers of passenger cars, the options range from winter training courses to off-road, ECO and professional driver-training classes.





# Networked.



Networked mobility requires innovative ideas that bring together groundbreaking technologies and customer needs.

## 041

### The mobility of the future.

Modern technologies make new types of networking possible. This creates new perspectives for innovative mobility concepts, safety, and information.



**Demand for climate-friendly, convenient, and affordable mobility options is growing in the world's rapidly growing cities and regions. We are already designing the solutions today. To this end, we take advantage of our lead and the options of the digital world.**

**We are applying innovative ideas** to satisfy customer requests for flexible, urban mobility. The moovel mobility platform helps users to efficiently get from point A to point B. To this end, moovel combines the offers from car2go, mytaxi, the German rail operator, rental bicycles, and ride-sharing options in a simple app or an a mobile website. Our goal is to make mobility easier. Other services such as

Park2gether and RideScout also support this endeavor. With the car-sharing offers on car2go and car2go black, Daimler provides more than 12,500 vehicles at 29 locations in Europe, the USA, Canada, and soon also in China, which can be rented around the clock after a one-time registration or via an app.

**If cities and urban areas are to maintain their appeal,** traffic must flow smoothly and be eco-friendly. Daimler supports this objective with groundbreaking products and solutions. Bus Rapid Transit (BRT) is an intelligent concept aimed at booming megacities and urban areas. State-of-the-art buses travel at frequent intervals in dedicated priority lanes with their own traffic lights. Passengers arrive at their desti-

nations quicker – and at the same time, emissions per passenger kilometer are significantly reduced.

**However, Daimler's commitment goes even further.** As a company, we also have a responsibility to develop a suitable framework for our mobility strategies. In many places, we are actively involved in promoting and developing charging stations or hydrogen fueling stations, intelligent traffic management systems, or telematics. However, the establishment of a customer-friendly, practical and affordable infrastructure is a matter that must be jointly addressed by policymakers, energy providers, and the automotive industry.



## 042 We are investing in networked mobility.

**Our aspiration is not limited to fashioning the future of the automobile.** We also want to be actively involved in shaping the mobility of tomorrow and see ourselves as an innovation leader. We are working in close collaboration with numerous partners to create the infrastructure for an efficient, networked form of

mobility, helping to ensure that, in the future, everyone gets to their destination by the best possible route. Daimler is involved in numerous research and cooperation projects for the future of networked mobility and is a pioneer and market leader of location-independent car sharing with car2go.

Where  
do I want  
to go?



## 043 We are bringing about advances in mobility.

**Networked mobility for all – moovel makes it possible.** The mobility platform shows its users the best way to get from point A to point B online. moovel bundles offers from various private and public mobility providers and displays suitable trip options via app and mobile website. To this end, moovel cooperates with various

partners. The magic word is integration: public transit, German Railway, taxis, rental bicycles, and car sharing complement each other seamlessly. The car2go car-sharing offer blankets cities with vehicles that can be rented and dropped off on the spot 24 hours a day.

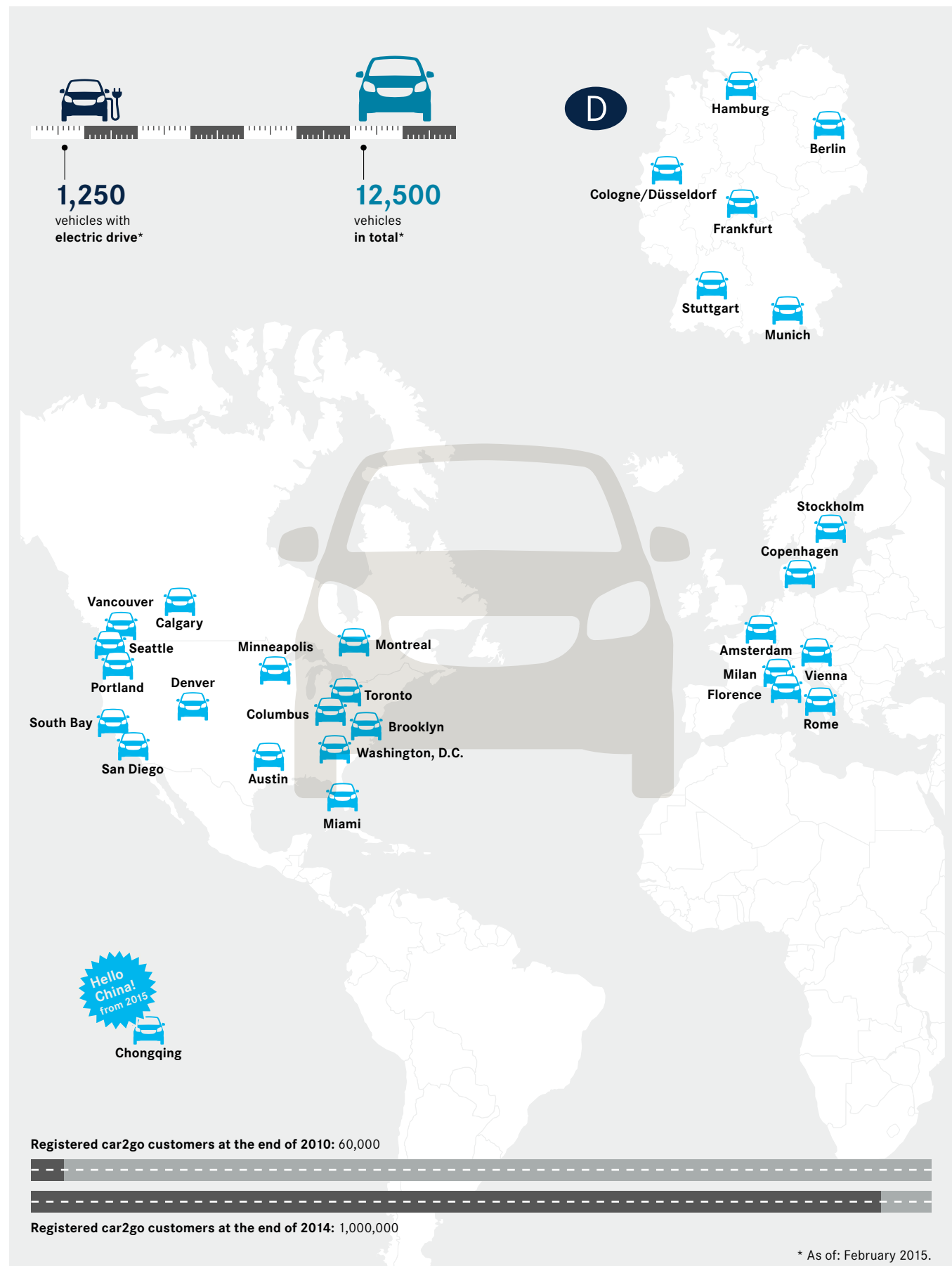




# 044 We offer cars to go.

**An idea is taking over the world:** the car2go mobility concept started in 2008. It offers flexible urban mobility and consequently is on the road to success. By now, car2go is established not only in European metropolises such as Berlin and Amsterdam – the concept also captivates and moves people in the USA and Canada. With more

than one million customers at 29 locations in Europe and North America, car2go is the clear market leader in the segment of flexible station-independent short-term car rental models. In Stuttgart and Amsterdam, our customers are delighted by more than 1,250 smart fortwo electric drive cars: affordable electric mobility for everyone.



# 045 We make driving smarter.

**In cities where car2go operates,** smart fortwo models are available at all locations. Once registered, users can rent one of these vehicles spontaneously around the clock. When they are done, they simply drop it off at any public or specially designated parking lot – without a rental agreement, minimum rental period, or basic fees.

The vehicles are located and booked via smartphone and internet. Customers can unlock the vehicle with their member card. The rental is processed via a telematics unit in the vehicle. car2go thus makes driving a car in the city as easy and flexible as never before: this is how modern mobility works.



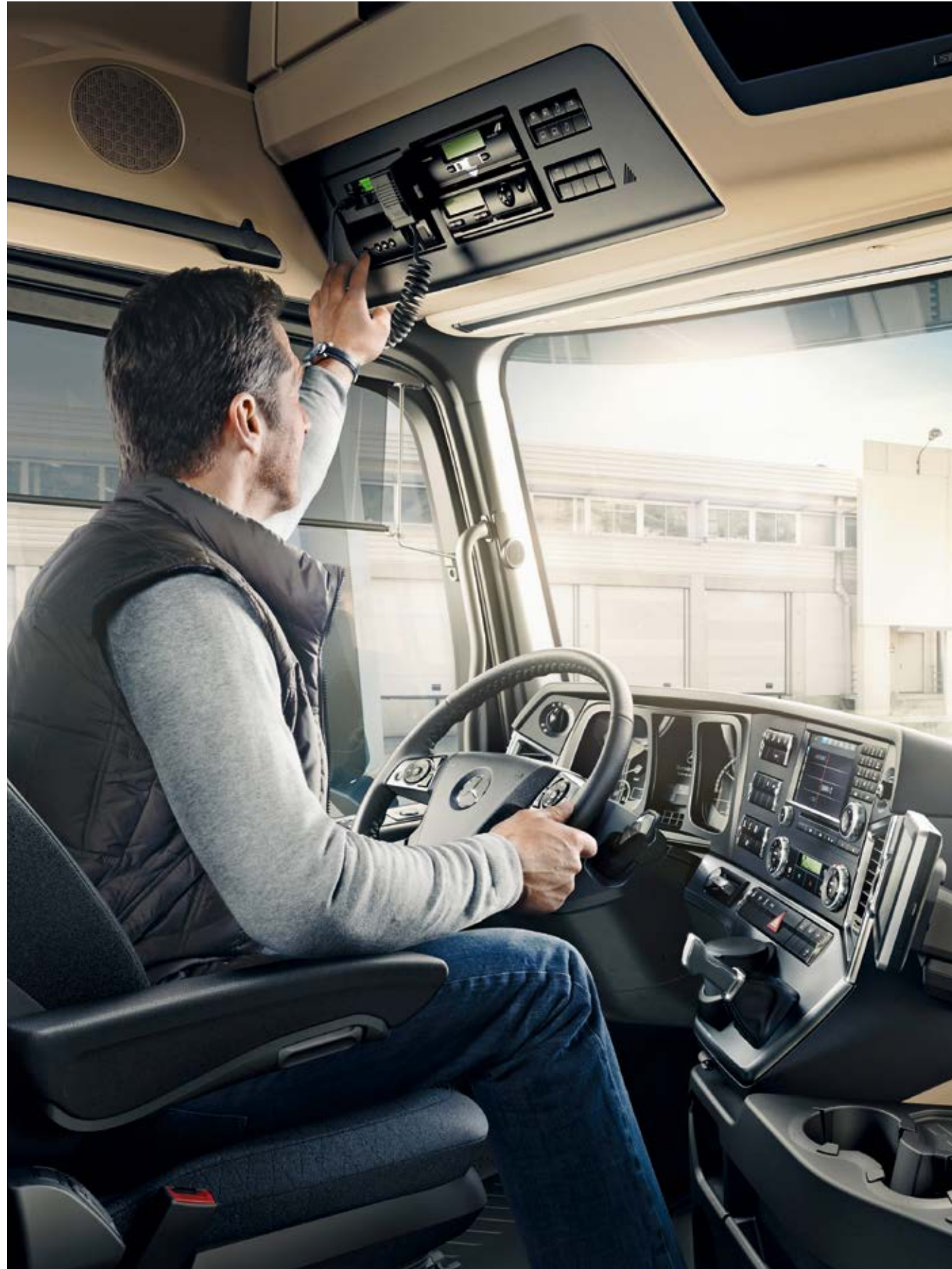
Fuel economy data can be found on page 111.



## 046 We are automating the cockpit.

**FleetBoard: keeping a close eye on everything.** The telematics system supports the automation of transport processes and the recording of driver working hours. It also reduces maintenance and fuel costs. Fleets of any size can benefit from FleetBoard: from the networking of drivers and dispatchers to efficiency increases

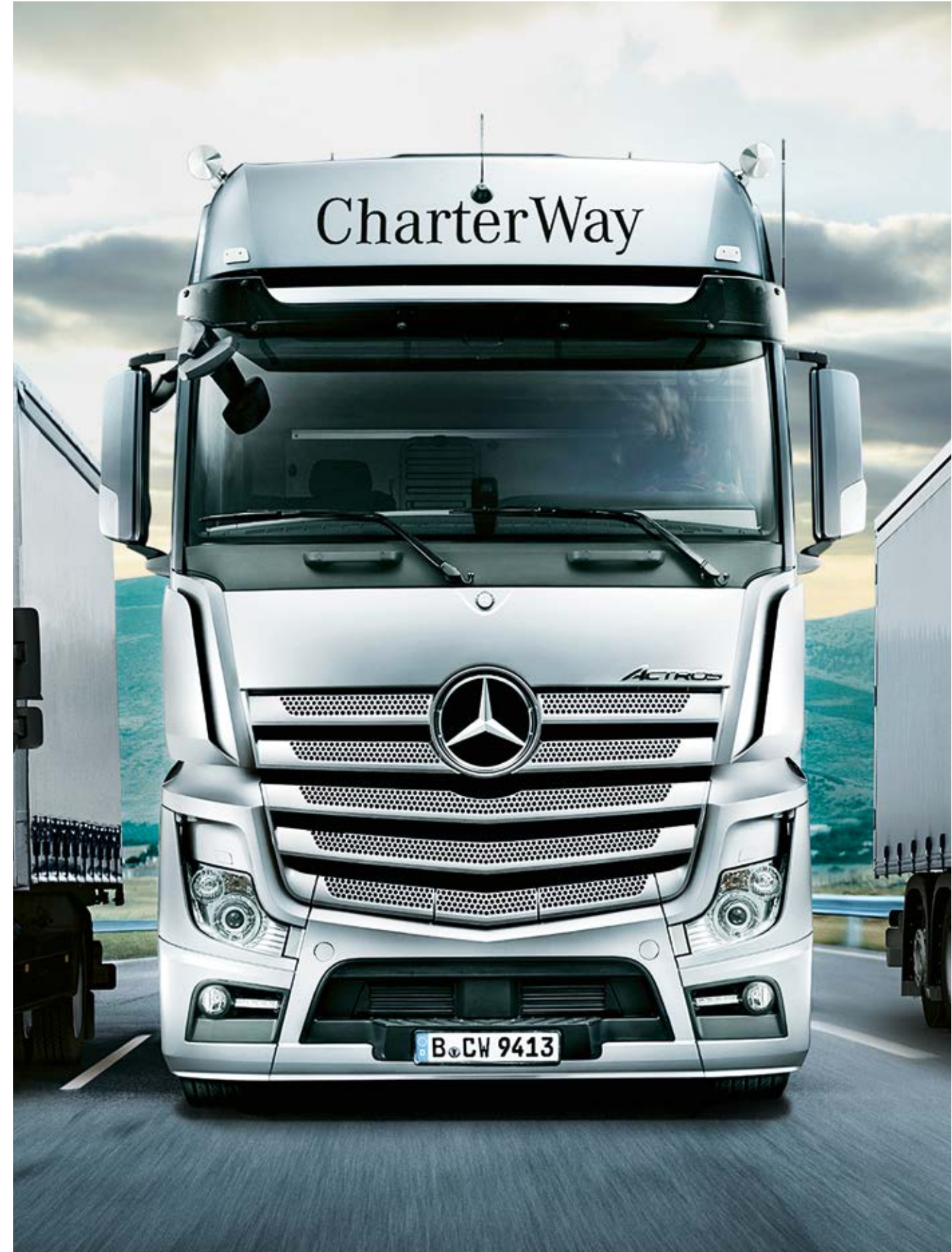
through a reduction in the number of empty truck movements. Now bus operators can also increase their profitability with telematics solutions from FleetBoard. Transparent work processes and easy communication between driver and home office ensure more efficiency.



## 047 We are breaking new ground.

**Mercedes-Benz CharterWay** is a specialist provider of services in connection with purchasing, servicing, and managing Mercedes-Benz commercial vehicles. It is ideal for everyone wishing to keep fleet expenses under control. CharterWay provides rapid and efficient transport solutions such as CharterWay rental: customers can make

use of vehicles from the CharterWay rental fleet, which comprises more than 7,000 vehicles in Germany alone. CharterWay Service-Leasing offers tailor-made vehicle procurement and safeguarding of mission readiness. Including custom bodies and detachable equipment.





# 048 We define digital mobility.

New information technologies make new ways of networking between vehicles, with the transport infrastructure, and with other mobility providers possible. Online communication and services in and related to the vehicle offer fascinating prospects for digital mobility. We combine mobility and connectivity – the best of both

worlds for our customers. As a trailblazer, we are involved in numerous research and cooperation projects for the future of networked mobility. On the basis of our know-how in automotive engineering and automotive system applications, Daimler is intent on capturing the innovation leadership in this regard.

**INNOVATION**  
**CONNECTIVITY**  
**INTERACTION**  
**MOBILITY**  
**INFORMATION**  
**VIRTUALITY**  
**NETWORKING**  
**COMMUNICATION**  
**CONNECTION**  
**DIGITAL DRIVESTYLE**

# 049 We are turning the car into an alarm system.

In car-to-car and car-to-infrastructure communications (Car-to-X communications) the car becomes almost like an alarm system. Car-to-X technology enables the exchange of information between vehicles and between vehicles and the traffic infrastructure. In the event of black ice or fog, warning messages sent to

following vehicles can help to prevent accidents – an innovative approach that Daimler also pursues in its “Safe Intelligent Mobility – Test Field Germany” (sim TD) research project. Together with partners, we shape tomorrow’s networked mobility in this project.

Car-to-X and sim TD prevent accidents.

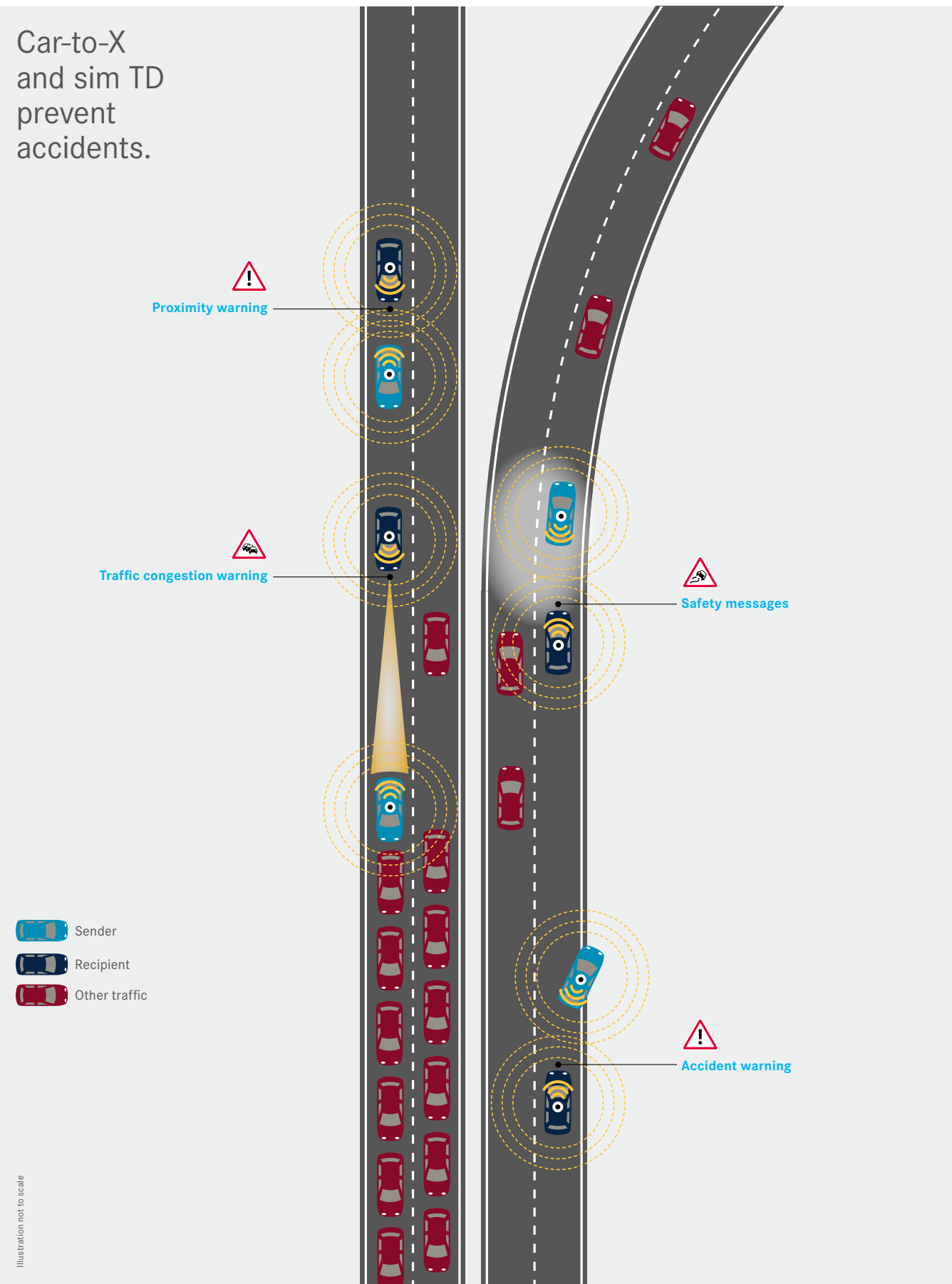


Illustration not to scale





[www.blog.daimler.de](http://www.blog.daimler.de)

We  
point the way.  
Experiencing  
the future of  
mobility together.

Diversity.  
Integrity.  
Responsibility.





Diversity.



Integrity.



Responsibility.

We are Daimler.

## We point the way.

**Making the most of diversity.** Every person is different – and that’s a good thing. At Daimler, we are delighted by the diversity among our employees. We use their talents, experience, and skills around the globe. They are a mirror of our customers, suppliers, and investors. All employees in the Group help to create a respectful, diverse working environment. In the future, we intend to make even more of a conscious effort to put together mixed teams with the aim of generating potential for innovation and creativity. This leads to new requirements, but also to a great number of new opportunities. Diversity continues to shape our thoughts and actions and is an integral component of our corporate culture.

**Acting with integrity.** Acting responsibly is key for sustainable success. For us, integrity is more than just formally complying with laws and rules. It is about an ethical basic attitude, a kind of inner compass, which keeps us on the right path. We anchor integrity firmly in our corporate culture. But ethical principles cannot be simply dictated. That is why Daimler promotes conduct with integrity through a wide variety of initiatives and continuous dialogue. Our employees discuss what integrity means for each individual in daily work routines. The results were incorporated into the Integrity Code. It provides orientation for all employees regarding responsible conduct in everyday business. Daimler once more strikes off in new directions in dealing with the issue of integrity. The online game Monster Mission continues the integrity dialogue with playful means. The game shows typical decision-making situations from the workplace that invite the player to consider specific issues relating to acting with integrity.

**Assuming responsibility.** We act responsibly by being committed to the future of our society and our environment. The whole world is our market. Local commitment is therefore a natural component of our corporate culture. The objective of our commitment in this regard is to provide people with prospects for the future and help them to help themselves. Our employees also put this responsibility into practice themselves and invest time, money, and a great deal of effort in a wide variety of projects for the common good. Our worldwide presence means that we are able to play an active and continuous role in shaping the social environment at our various locations and to promote dialogue between cultures. In doing so, we gather valuable experience that helps to ensure our company becomes even more firmly rooted in its environment.



# Diversity.



For us, **promoting diversity** means achieving the best results in mixed teams.

050

## Diversity and teamwork.

For us, the diversity of our employees is a strategic success factor.



**“Demanding diversity, creating connections, shaping sustainability.”** With this statement from the Board of Management, Daimler expresses a clear commitment to diversity and diversity management.

Since 2005, diversity management has been firmly anchored in the company worldwide. In addition to the diversity organization, this also includes the understanding that diversity management is a leadership task: globally, regionally, and locally. Our diversity program comprises a wide range of internal and external activities. All measures involve joining together the diversity of talents and using existing differences to the fullest. In this way, we

are creating sustainable automotive solutions.

**In order to actively shape diversity**, we focus on different fields of action: gender, internationalization, generations management, and working culture. We set store by the potential of diverse teams.

**In the area of gender diversity**, our ambitious goal is to employ 20 percent women in leading management positions by 2020.

**The internationalization** of our workforce on all levels and in all regions of the world challenges us in terms of language and intercultural skills.

**Generations management** presents us with the challenge of currently having five generations at work.

**Working culture** creates the conditions to meet the diverse requirements of our times.

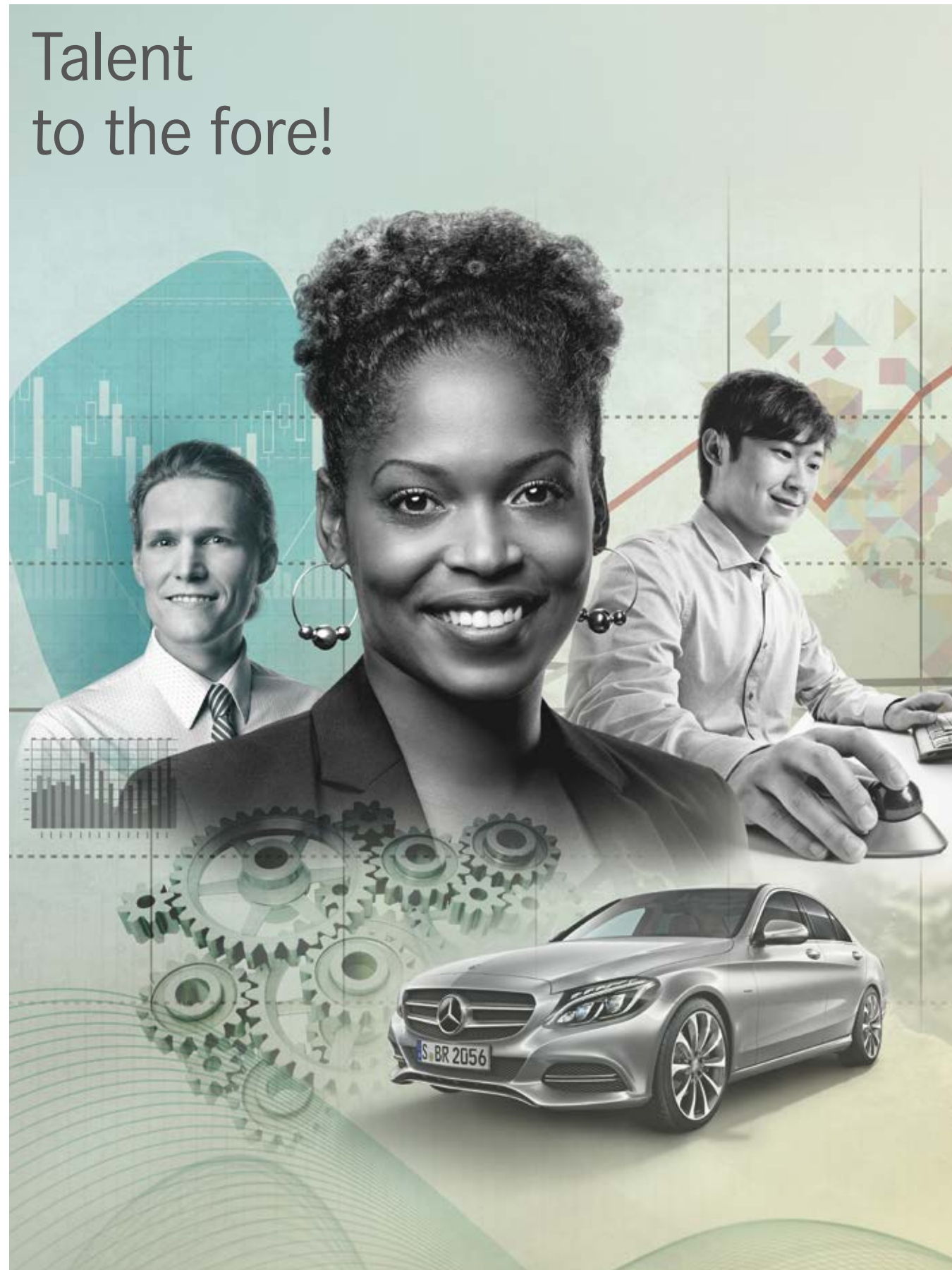
For our global business, we make the most of their talents, points of view, and skills. They mirror the diversity of our customers, suppliers, investors, and of the environment.



## 051 We offer a diverse range of prospects.

**The best performance is only achieved with the best people:** the diversity of the workforce at Daimler is an integral part of the corporate culture. All employees commit to it. And the inherent potential is being utilized actively. Because diversity is not an end in itself – diversity is a crucial component of business success.

With a wide range of entry and qualification programs, we appeal to young talents and offer them manifold development prospects.



## 052 We offer flexible working-time models.

**Life balance** is not only an important motivating factor. It also bonds employees and their potential and know-how to our company. We take this issue seriously because we are convinced that life balance is an important value for all of us. And we support our employees actively in personal continuing education, a sabbatical,

or a temporary leave of absence to provide nursing or child care. Several hundred child care spots for children under the age of three are available in our “sternchen” nurseries all across Germany.





## 053 We deliberately establish mixed teams.

**The right mix produces success:** we attach great importance to bringing together employees from different generations, disciplines, cultures, and nations. We are aware that teams with a diverse composition in particular are able to solve tasks and challenges more comprehensively and therefore better. Consequently, the common-

alities and differences of the people in our company are perceived and utilized as the result of various measures.



## 054 We are international and intercultural.

**Ninety locations on five continents,** employees from almost 150 nations – Daimler is a global company. The cultural diversity of our workforce is our strength. It helps us to better understand the regionally different customer requests and tailor our products accordingly. Our customers are also becoming ever more diverse

and international. Among other things, we foster internationalization with worldwide staff assignments, mentoring programs, and training courses as well as a targeted hiring policy. The majority of our managers abroad come from the particular region.

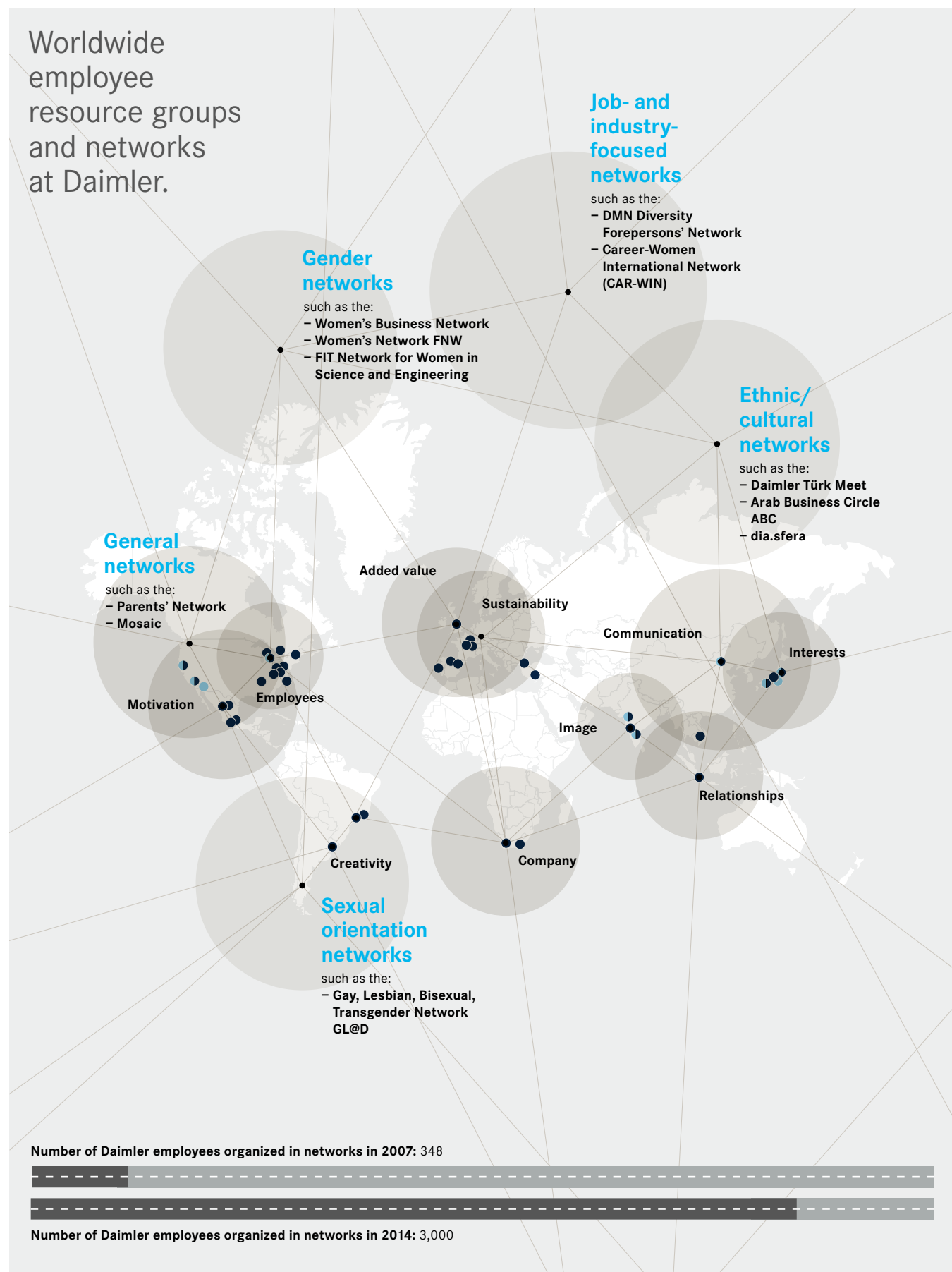




# 055 We have excellent networks.

**Moving forward together:** our culture of diversity is also being lived actively in networks in which male and female employees with shared goals and interests engage. The network culture is an integral component of diversity management. As part of our

diversity activities, we support this commitment and endorse the founding of networks. The exchange of ideas and information across all locations, hierarchies, and disciplines creates sustainable added value for everyone involved and for the company.



# 056 We shape the future with diversity.

**Diversity management is a strategic success factor for Daimler.** The diversity of our employees holds great potential in terms of talents, experiences, and skills. We activate this potential through diversity management – and in so doing ensure

our competitiveness. Because diversity opens up new paths for designing our work and our products.









**Multinational companies require universally applicable values and standards of conduct** that provide stability and guidance in complex day-to-day business operations. Binding principles and guidelines act like guardrails – they provide a secure framework and help prevent harm. Beyond mere compliance with rules, Daimler

aims for a corporate culture of integrity where everyone's actions are dictated by shared values. We expect such conduct from all employees, and from our business partners too. For Daimler, acting with integrity is an essential prerequisite for trusting cooperation. Only in collaboration with our business partners can we preserve

# Clear guardrails



our ethical principles and achieve sustainable success. We are guided by the conviction that corporate responsibility does not end at the factory gates. For this reason, our standards are at the same time also benchmarks we apply to our partners. The binding reference framework for us is the United Nations Global Compact.

As a founding member of the LEAD group, we actively promote the United Nations Global Compact and adhere to its principles.

## Our business standards.

- We respect human rights.
- We ensure free choice of employment.
- We condemn child labor.
- We promote equal opportunity.
- We ensure freedom of association.
- We ensure fair wages, working hours, and social benefits.
- We promote health and safety in the workplace.

## Our business relationships.

- We avoid conflicts of interest.
- We ban bribery and corruption.
- We exercise vigilance in the commissioning of partners.
- We apply strict export controls.
- We ensure comprehensive data protection.
- We support fair competition.
- We maintain business confidentiality.

## Responsibility for the environment and safety.

- We ensure environmentally friendly production.
- We produce environmentally friendly products.
- We ensure product safety and quality.



# 059 We promote open dialogue.

**Integrity is based on convictions** and cannot be dictated from above. The Board of Management of Daimler AG has therefore initiated an integrity dialogue throughout the corporate group. This dialogue helps to ensure that integrity is a matter of fact in our daily working lives. The results of this dialogue were incorporated

into our Integrity Code. It applies throughout the corporate group and provides orientation for all employees regarding responsible conduct in everyday business.

Respect for each individual, regardless of the level in the hierarchy.  
Manager, Brazil

For me, integrity is a fundamental moral principle. Integrity helps me to decide what I can and can't do.  
Administrative employee, China

Integrity means you do not go looking for loopholes.  
Manager, Germany

Fairness to employees, suppliers and customers.  
Development employee, Germany

Integrity is part of my personal set of values. I aim to create a working environment that has the effect of strengthening employees.  
Manager, South Africa

Everyone should be a role model.  
Development employee, Germany

Integrity requires responsibility for your own actions.  
Administrative employee, Germany

Trust: the basis for successful collaboration.  
Works council member, production, Germany

Bearing responsibility for regions and the people that live there.  
Works council member, production, Germany

Openness, transparency and honesty is the basis for any collaboration.  
Administrative employee, Germany

Our customers and business partners see us as the model of a fair company.  
Manager, Germany

Integrity is trust in the team.  
Manager, Brazil

Doing what is right, even when no one is looking.  
Administrative employee, USA

# 060 We explore new avenues.

The Monster Mission online game fosters dealing with issues of acting with integrity in an innovative way. The game lets players experience typical decision-making situations from their everyday business routine. The monsters represent conduct that is in violation of our Integrity Code. The goal is to expel the monsters from

the fictitious company by making good decisions while at the same time ensuring the company's growth.





# Responsibility.



For us, **acting responsibly** means working for the future of our society and our environment.

061

## Shape. Help. Promote.

How we take responsibility: Wings on Wheels. The Convoys of Hope have been delivering aid to crisis regions since 2013.



**Nature is the basis for our future and a stable society the basis for a good business environment. For this reason, we fulfill our social responsibility and are committed to supporting a livable environment.**

**Daimler believes that environmental protection is a comprehensive task** to which we must apply ourselves in all areas of the business. As an automotive manufacturer, we believe we have a responsibility to avoid emissions, increase energy efficiency, and press ahead with the development of environmentally friendly drive systems and fuels. However, at Daimler, environmental protection begins much earlier than that and includes the entire

product life cycle: development, production, product use, disposal, and recycling.

**Daimler is involved in aid projects small and large around the globe.** Our sense of responsibility and common desire to open up and support opportunities for those that need our attention and assistance is translated into a vast number of initiatives. One example is the Wings on Wheels project. A joint fund-raising campaign of employees and company made what was already the fourth aid transport possible in January 2015, this time to the crisis region of northern Iraq: 8,000 family tents, winter clothing, food, and much more for people fleeing the ravages of war. Another example is the ProCent development fund: every cent of net salary

donated by the workforce in Germany is doubled by Daimler. As a global company, we are of course also involved in worldwide aid projects. This may involve emergency aid following natural disasters, such as the catastrophic floods in the Balkans, but can also be of a more long-term nature by helping people to help themselves.

**The future belongs to creative minds.** With the genius education initiative, we help to get children and young people interested in subjects such as mobility and technology as early as possible. And the MobileKids initiative is aimed at making children around the world fit for traffic.



## 062 Our production processes are environmentally friendly.

**We set standards – including for environmental protection.** Daimler employs an integrated approach to environmental protection. We use effective environmental management systems and state-of-the-art technologies to reduce our negative impact on the environment. We include the entire development and production

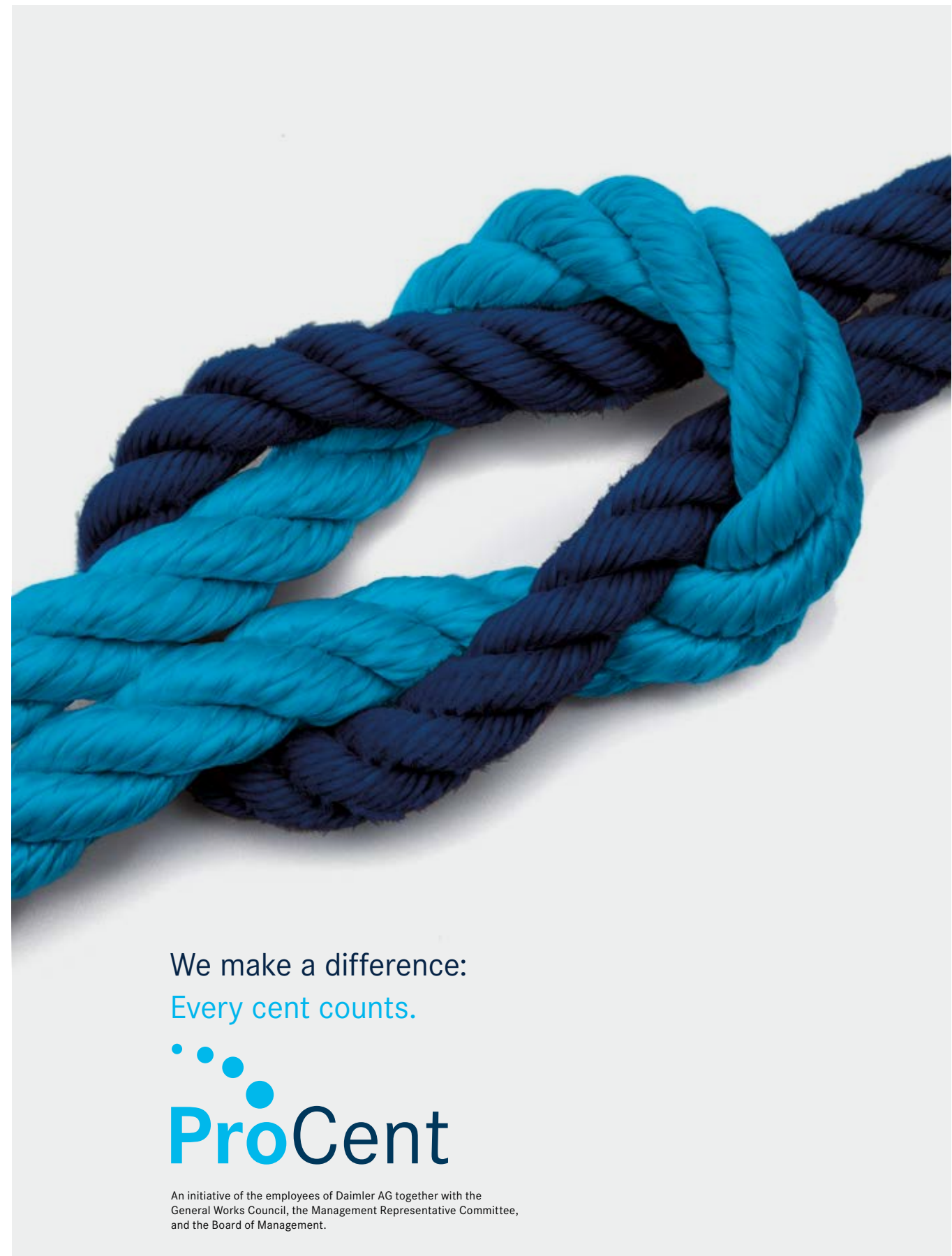
processes, as well as the product life cycle, i.e. the complete process from development to recycling, in our environmental management system. Environmental protection at Daimler many forms, including climate-friendly heat generation, new painting technologies, and the use of renewable energies. And each one pays dividends.



## 063 We make a difference: Every cent counts.

**Simple, fast, and unbureaucratic assistance.** That is the idea behind ProCent. Employees donate money from their net salary every month. The company donates one cent for every cent donated by employees, doubling the donations. Funds raised are used to support nonprofit projects around the world. ProCent is an initiative

of the employees of Daimler AG with the General Works Council, the Management Representative Committee, and the Board of Management. The priorities of the projects lie in the charitable field, in children's aid and youth welfare, help for the disabled, and in environmental protection and nature conservation.



We make a difference:  
Every cent counts.

ProCent

An initiative of the employees of Daimler AG together with the General Works Council, the Management Representative Committee, and the Board of Management.



## 064 We provide road safety training.

**Safety concerns us all!** Children are actively involved in the traffic environment – so it is all the more important that we ensure that children in elementary school can deal with the dangers presented by road traffic. Together with international traffic experts, we therefore launched the international MobileKids initiative. We have been

teaching children about the various aspects of road safety using age-appropriate means since 2001. MobileKids pursues a comprehensive approach: parents and educational institutions are also made aware of the necessity for preventing dangers and supported with comprehensive information and learning materials.



## 065 We generate enthusiasm.

**The genius education initiative** aims to get children and youths excited about natural science and technology at an early stage. We teach knowledge in an exciting and age-appropriate way to arouse interest in future-related topics such as alternative drive systems. In this way, we are making an important social contribution to the

promotion of future young talents in the fields of mathematics, computer science, natural science, and technology (MINT). We are convinced that improved access to education is one of the most sustainable investments in young people – and consequently also in the future of society and of our company.





## 066 We support the arts.

**Art builds bridges between cultures.** Supporting the arts is part of a broad-based commitment to culture by Daimler AG and an expression of our identity. The Daimler Art Collection was founded in 1977 and today is one of the great European corporate collections of international renown. The collection comprises about

2,600 works from around 700 artists. Exhibitions of the works in the company as well as in international museums allow the workforce and the general public to study the concepts of contemporary art.



## 067 We give joy.

**Helping as a team is gratifying.** And there are many possibilities. The name of our Give a Smile initiative says it all. We surprise children who are not on the sunny side of life. Each year since the inception of the program in 2008 by Financial Services, Daimler employees in Stuttgart and Berlin wrap Christmas presents for

children from underprivileged families. In the past year, more than 13,000 packages filled with toys, candy, or clothing put a smile on the faces of the gift recipients and the gift givers.







We  
are Daimler.  
Experiencing  
the future of  
mobility together.





## We are Daimler.

**Daimler AG is one of the world's most successful automotive companies.** With its business divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses, and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global footprint. Daimler Financial Services offers financing, leasing, fleet management, insurance policies, capital investments, credit cards, and innovative mobility services.

**The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in 1886.** As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today. The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate its customers. For many years now, Daimler has been investing continually in the development of alternative drive systems with the goal of making emission-free driving possible in the long term. So in addition to vehicles with hybrid drive, Daimler now has the broadest range of locally emission-free electric vehicles powered by batteries and fuel cells. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility to society and the environment.

**Daimler sells its vehicles and services in nearly all countries of the world and has production facilities on five continents.** In addition to the world's most valuable premium automotive brand, Mercedes-Benz, its current brand portfolio includes the brands smart, Freightliner, Western Star, BharatBenz, Fuso, Setra, Thomas Built Buses, moovel and car2go. The company is listed on the stock exchanges of Frankfurt and Stuttgart (ticker symbol DAI). In 2014, the Group sold 2.5 million vehicles with a workforce of 279,972 employees. Revenue totaled 129.9 billion euros. EBIT amounted to 10.8 billion euros.





## Fuel consumption and CO<sub>2</sub> emissions\*.

	Fuel consumption	CO <sub>2</sub> emissions	Energy efficiency class
	combined l/100 km	combined g/km	
<b>Vehicles<sup>1</sup></b>			
<b>smart</b>			
smart fortwo	4.1	93	B
smart forfour	4.2	97	B
<b>Mercedes-Benz Cars</b>			
B220 CDI 4MATIC	5.0	131–130	B
B250	6.1	143–141	C
CLA 250 Shooting Brake	5.7–5.5	132–128	B
C 220 BlueTEC	4.2–4.0	109–103	A+
S 500 PLUG-IN HYBRID	2.8	65	A+
S 500 Coupe	8.8–8.3	204–193	C

	Energy use	CO <sub>2</sub> emissions (local)	Energy efficiency class
	combined kWh/100 km	combined g/km	
<b>Electric vehicles</b>			
smart fortwo Coupe Electric Drive	15.1	0	A+
smart fortwo Cabrio Brabus Electric Drive	15.1	0	A+
A-Class E-CELL	17.5	0	A+
SLS Coupe Electric Drive	26.8	0	A+
B-Class Electric Drive	16.6	0	A+
B-Class F-CELL	0.97	0	A+

\* The fuel-consumption figures are for the models available at the time of going to print. The stated figures were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC) in the currently applicable version. The figures are not based on an individual model and do not constitute part of the product offer; they are provided solely for purposes of comparison between different vehicle models. The lowest and highest figures for the available models are shown for each vehicle class. Further details of the individual vehicle models are available online. Real-life fuel consumption figures may vary from the test figures, depending on driving style.

<sup>1</sup> Locally emission-free







## The vision of the future car.

An automobile that talks to pedestrians and prompts them to cross the street, an automobile that responds to the driver's gestures?

The F015 Luxury in Motion is able to do so. It is the visionary response of Mercedes-Benz to a rapidly changing world. The key idea of the research vehicle is a continuous exchange of information between vehicle, passengers, and the outside world.

With the autonomously driving luxury sedan, Mercedes-Benz also shows how the car is transformed from a vehicle to a private refuge: with maximum space and lounge character in the interior. But the F015 marks merely the start of a new era of autonomous vehicles. We have lots more ideas. And as the inventor of the automobile, we also shape its future.





We point  
the way.





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