



The future of mobility at MBC: Emission-free, connected and autonomous

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Mercedes-Benz

Key factors that shape the *mobility of the future*

Urbanization/ Growth



'Green' attitude



CO₂-Regulations



Individualization



Digitalization



Sharing Economy

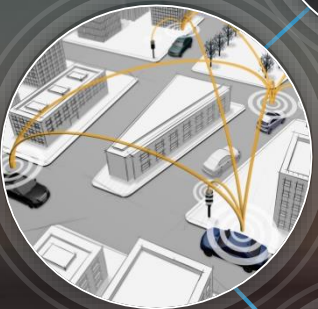


Individual mobility stays important
But: It will be *different*

Our job:
to re-invent the car!



Emission-free



Connected

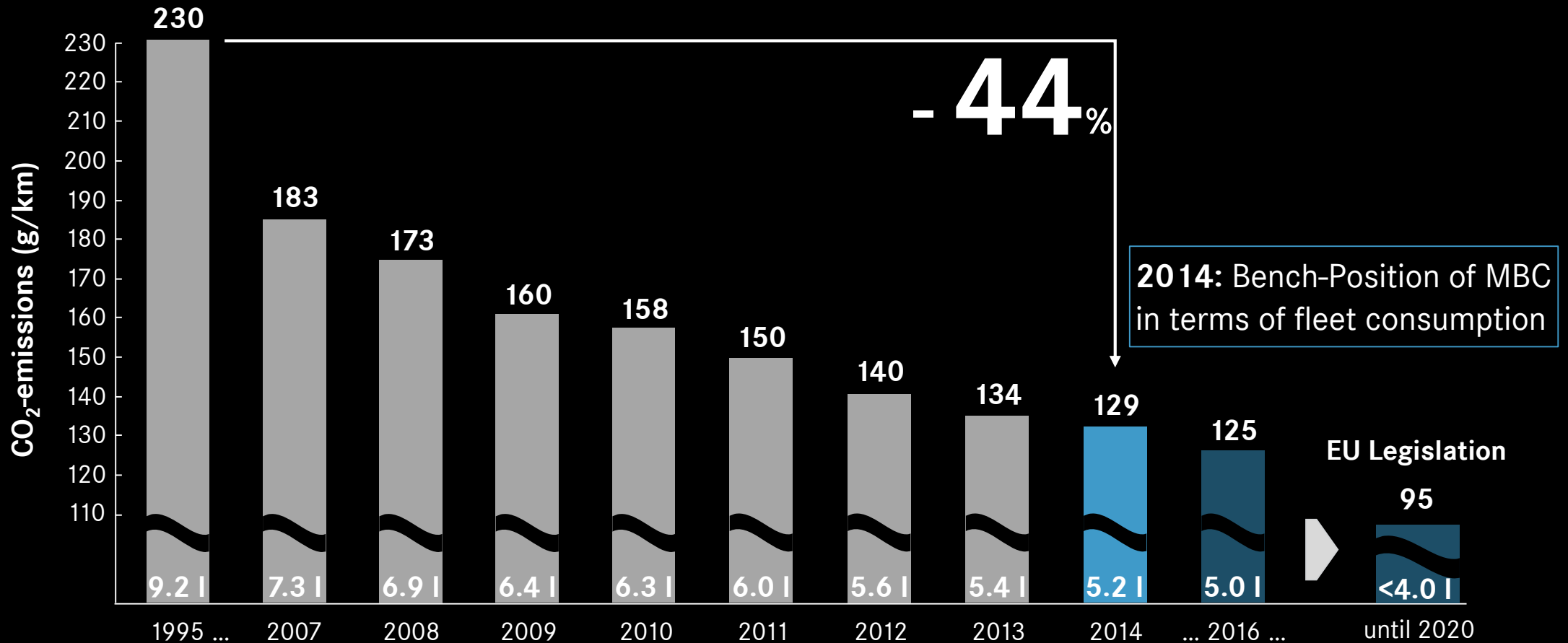


Safe & autonomous



We are on our way to *emission-free driving*

Example: *Europe*



Success factor: Our roadmap for sustainable mobility

What we need for the future:

- Global modular powertrain strategy
- CO₂ cutting innovations
- Further cost reduction

High-tech
combustion engines



Plug-in
hybrids



Electric vehicles
with battery or fuel-cell



HYBRID

electric
drive

Plug-in hybrid technology – What is our *ambition*?
More *driving fun* and *less consumption* for our customers

1990

9.0 l/100 km

7.6 s from 0 - 100 km/h

245 Nm | 235 hp



Mercedes-Benz 190 E 2.5-16 Evo II

2015

2.1 l/100 km

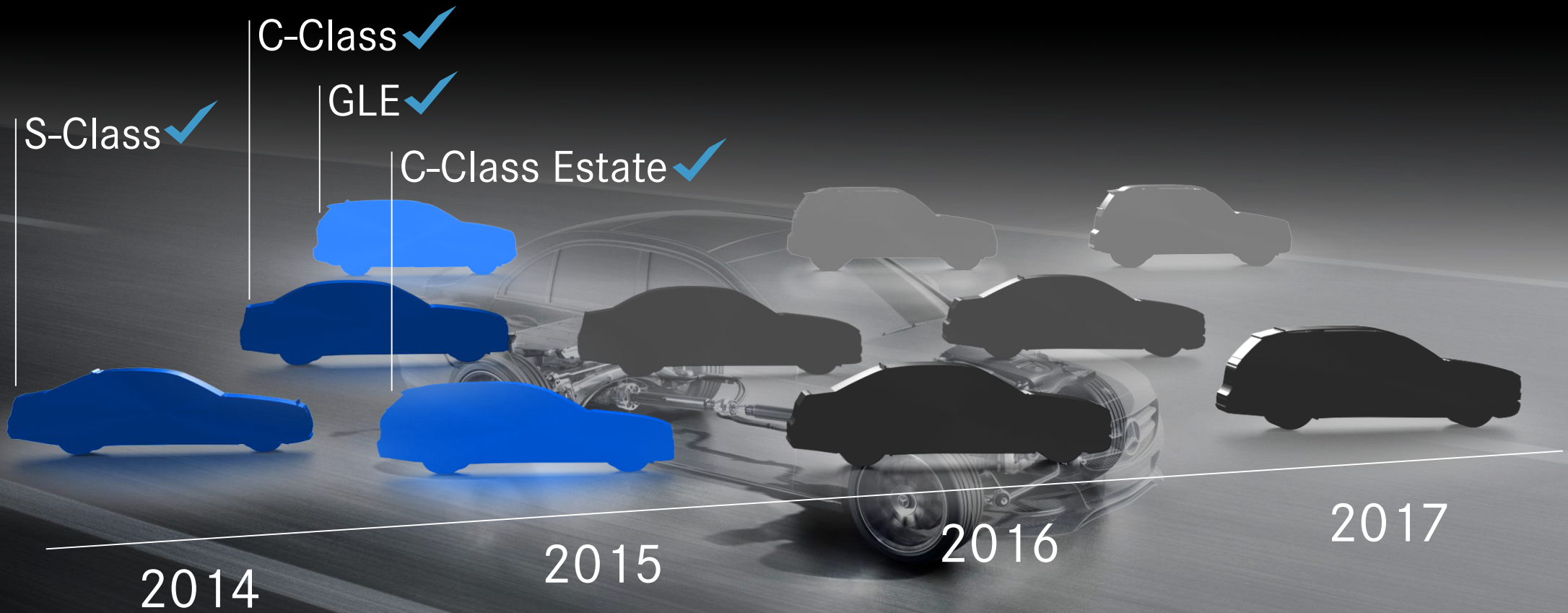
5.9 s from 0 - 100 km/h

600 Nm | 279 hp



Mercedes-Benz C 350 e

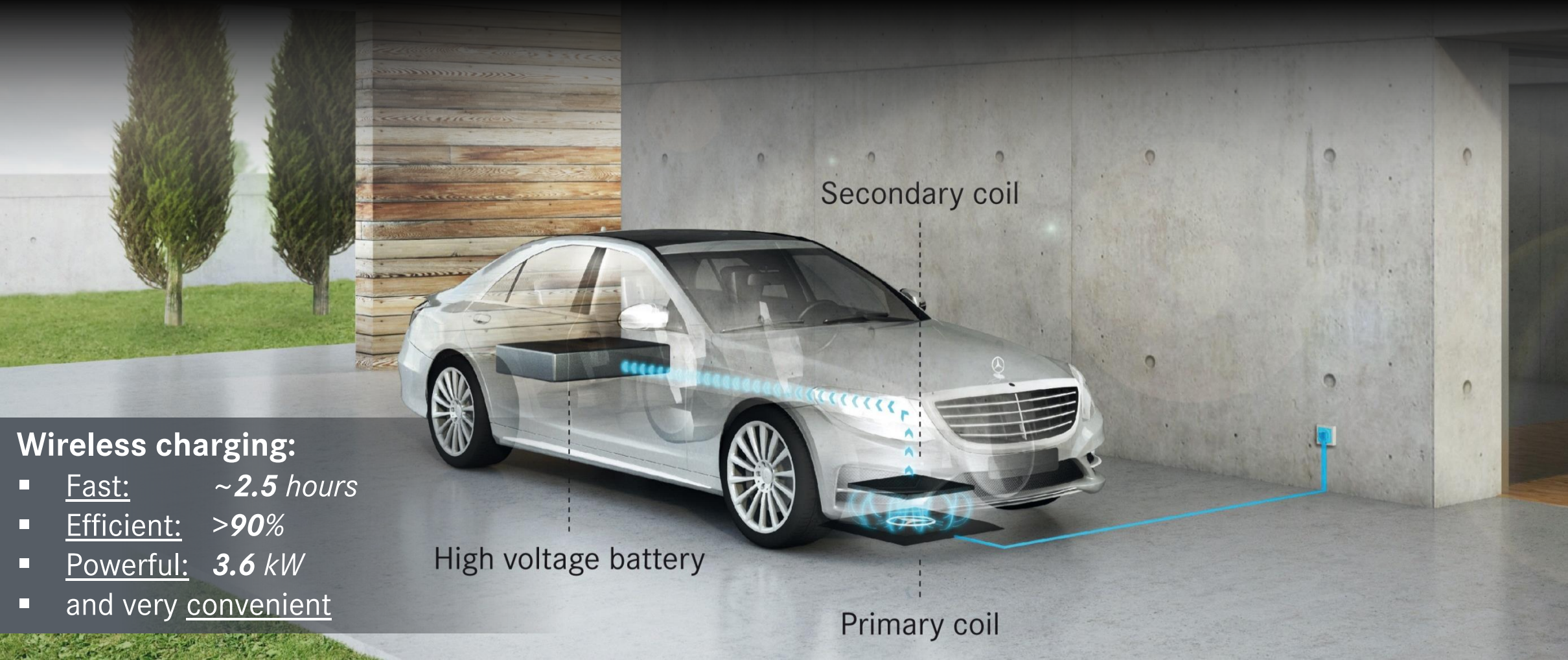
We will offer *10 plug-in hybrids* by 2017
Success factor: Our *modular hybrid strategy*



Take away COST-EFFICIENT CUSTOMIZATION allows tailor-made hybrid vehicles for our customers

Is the focus on
powertrain
enough?

Future success factors beside the powertrain *Infrastructure* and *charging* technology



Wireless charging:

- Fast: ~2.5 hours
- Efficient: >90%
- Powerful: 3.6 kW
- and very convenient

Intelligent connected cars offer *additional benefits*

Mercedes connect me



Connected Services



Mercedes

connect *me*



Navigation Live Traffic



Remote Online

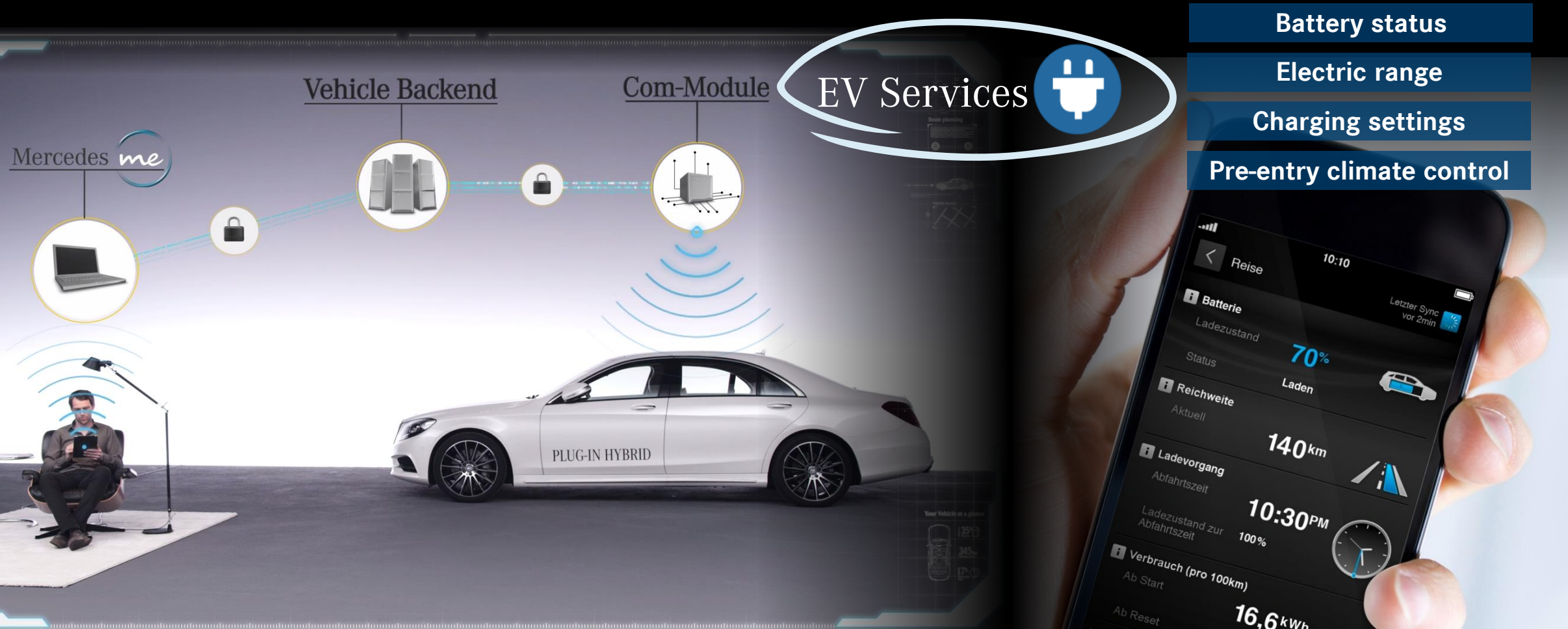
EV Services



Take away

Status global rollout: More than **1 MILLION CONNECTED CARS** with Mercedes-Benz IP-nodes

Intelligent EV services for our customers



Seamless integration of wearable devices

MB Companion App for C- and S-Class starting in September



1.



2.



3.



4.



Last mile navigation +



- Fuel tank status
- Service interval
- Air pressure

Structural changes in our R&D organization

Bundling of all 'Connected Car' functions in a new department



Integration of all relevant functions in one department

User Interaction

Telematics



Connected Car

R&D

SALES

IT

AFTER-SALES

Silicon Valley R&D Center also part of new department



Connectivity as *'enabling technology'* is the core of...

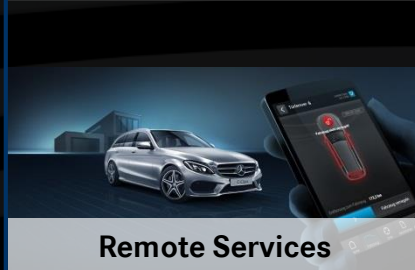
Infotainment

Examples



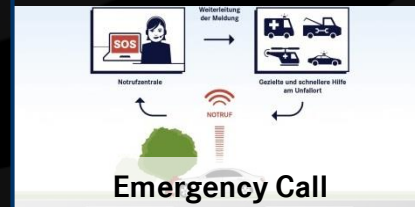
EVs

Examples



Safety

Examples



Autonomous Driving

Examples



Take away → **CONNECTIVITY, BACKEND and DATA** as enabling technologies for various disciplines of the future

Autonomous driving with the S 500 Intelligent Drive *We early demonstrated* the technical feasibility



AUGUST 2013: Pioneering achievement

- First autonomous drive by a car manufacturer
- About 100 kilometers from Mannheim to Pforzheim

S 500 Intelligent Drive

- Highly complex traffic situations in cities
- Close-to-Production technology

Technology transfer within Daimler

The first autonomous driving trucks in the world



JULY 2014: Mercedes-Benz Future Truck 2025

- Highway-pilot at 80 km/h
- More safety, efficiency and connectivity



MAY 2015: Freightliner Inspiration Truck

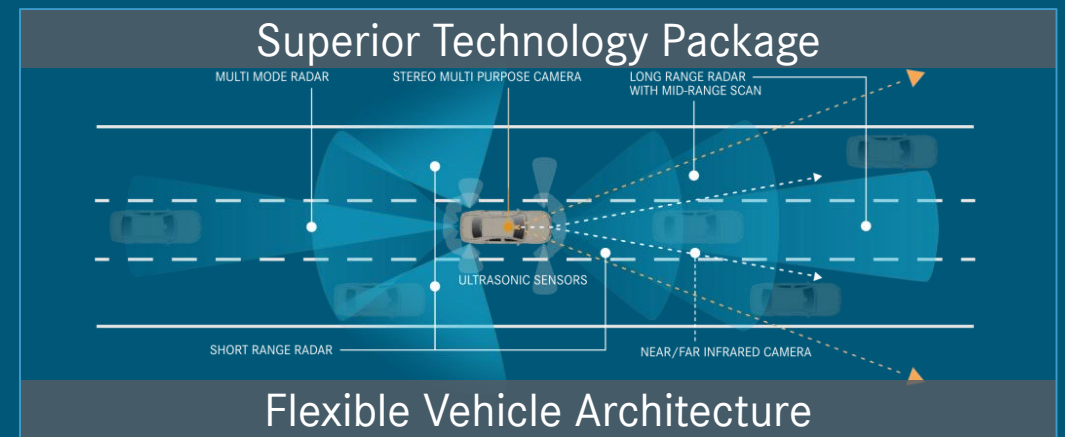
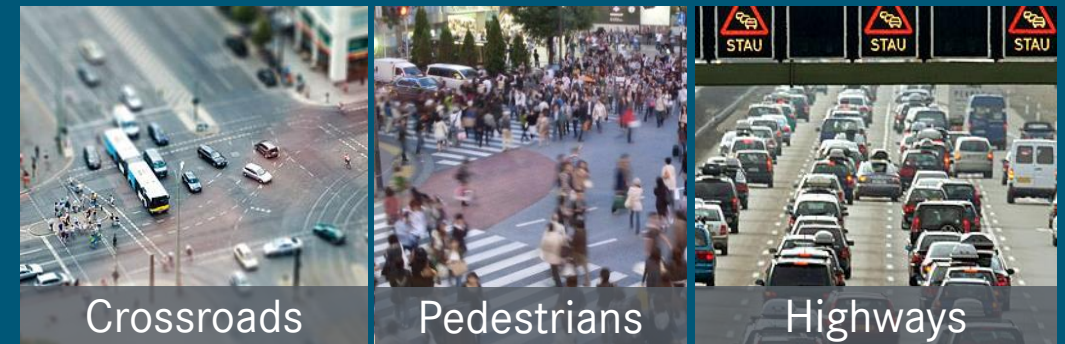
- First licensed autonomous driving truck in the US
- Intelligent sensors and stereo camera

Autonomous driving: We keep the pedal to the metal *Further functions in upcoming models*

Autonomous driving shown by Mercedes-Benz



Next step: New functions in new E-Class

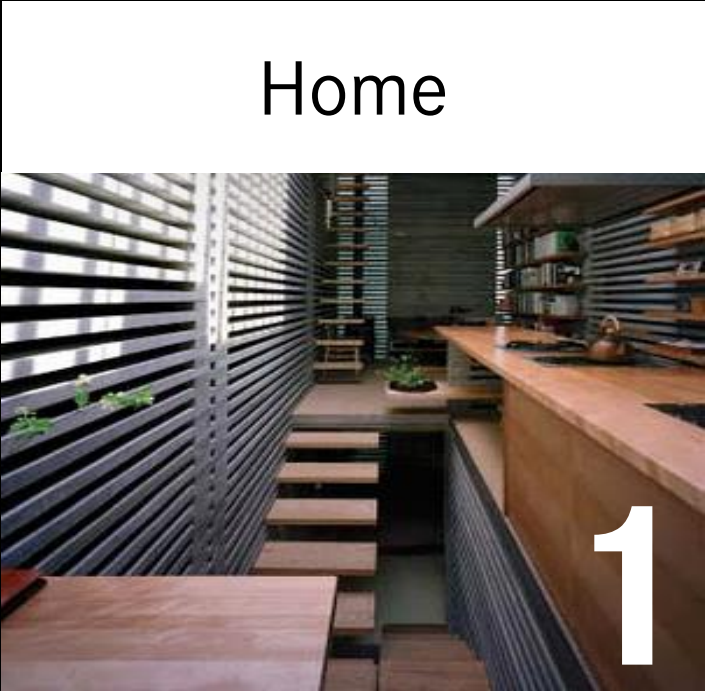


Take away Once again **MERCEDES-BENZ WILL SET THE BAR HIGHER** regarding autonomous driving functions

Is that
what our customers
want?

Our vision of *future mobility*

We expect the car to become the *'third place'* for our customers

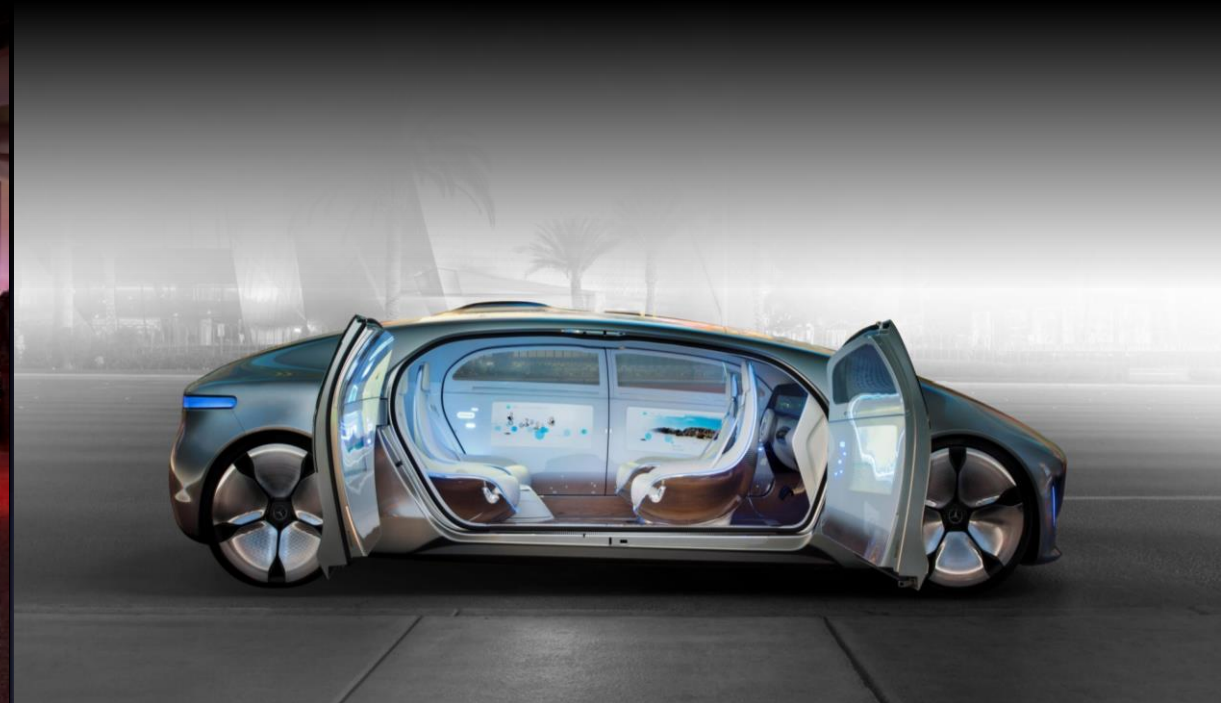


Our idea of the *autonomous luxury sedan* A revolutionary exterior and interior concept



JANUARY 2015: F 015 Luxury in Motion

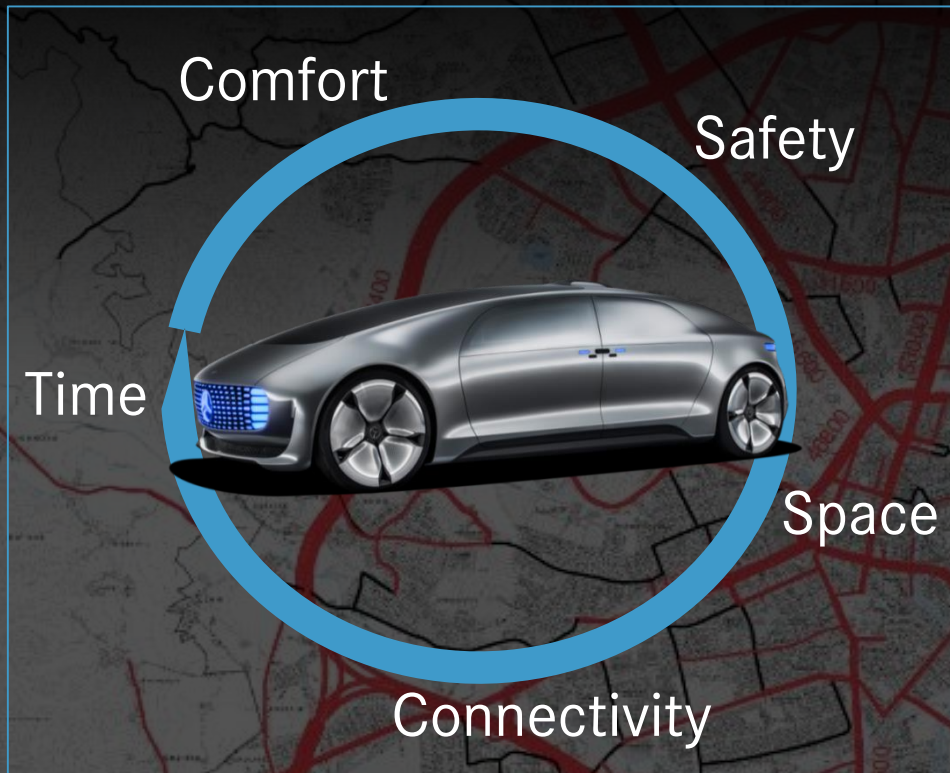
- Large interactive LED fields front and rear
- Communication and interaction with other road users



Revolutionary interior

- High-resolution displays installed throughout
- Gestures, eye-tracking and touch function

Autonomous cars do not only affect *comfort*
But also *higher efficiency* and *better traffic flow*

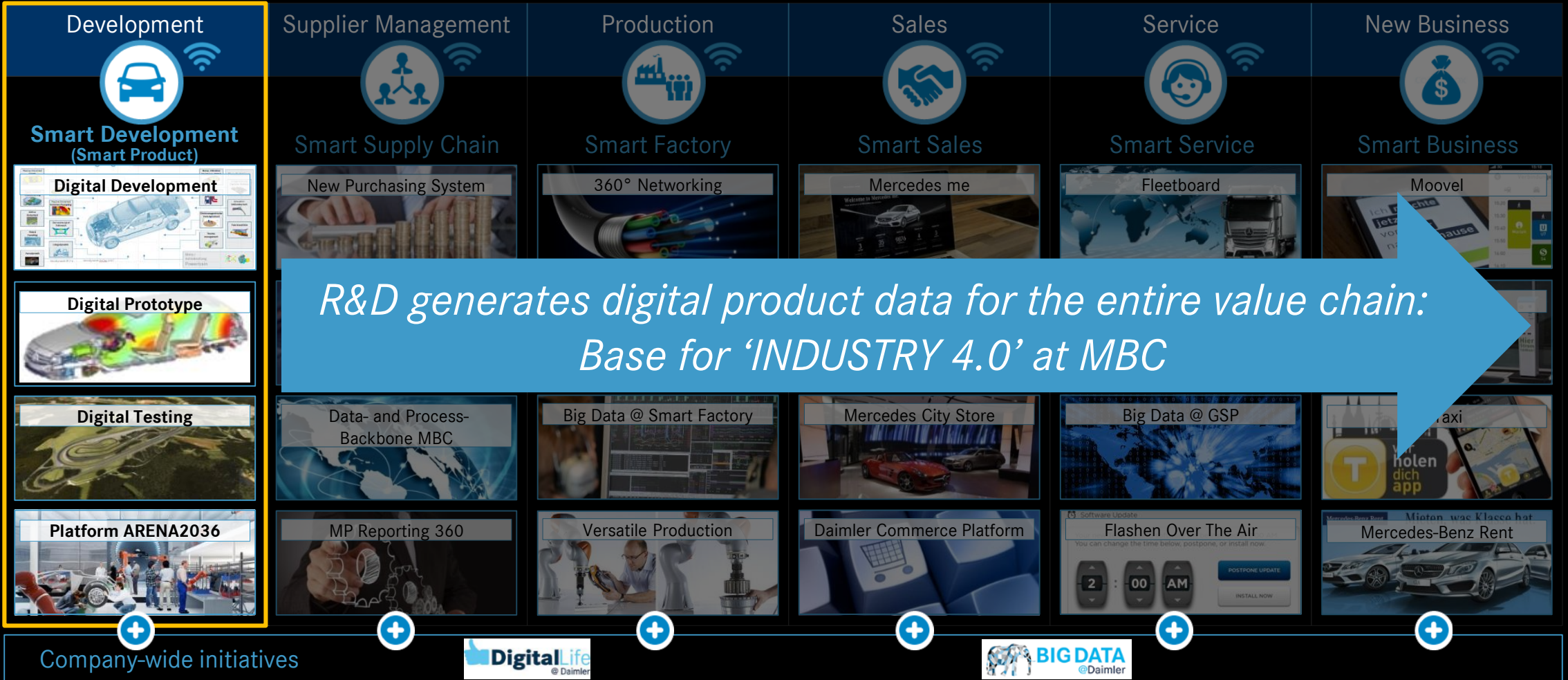


Additional effects on future traffic through intelligence and prediction

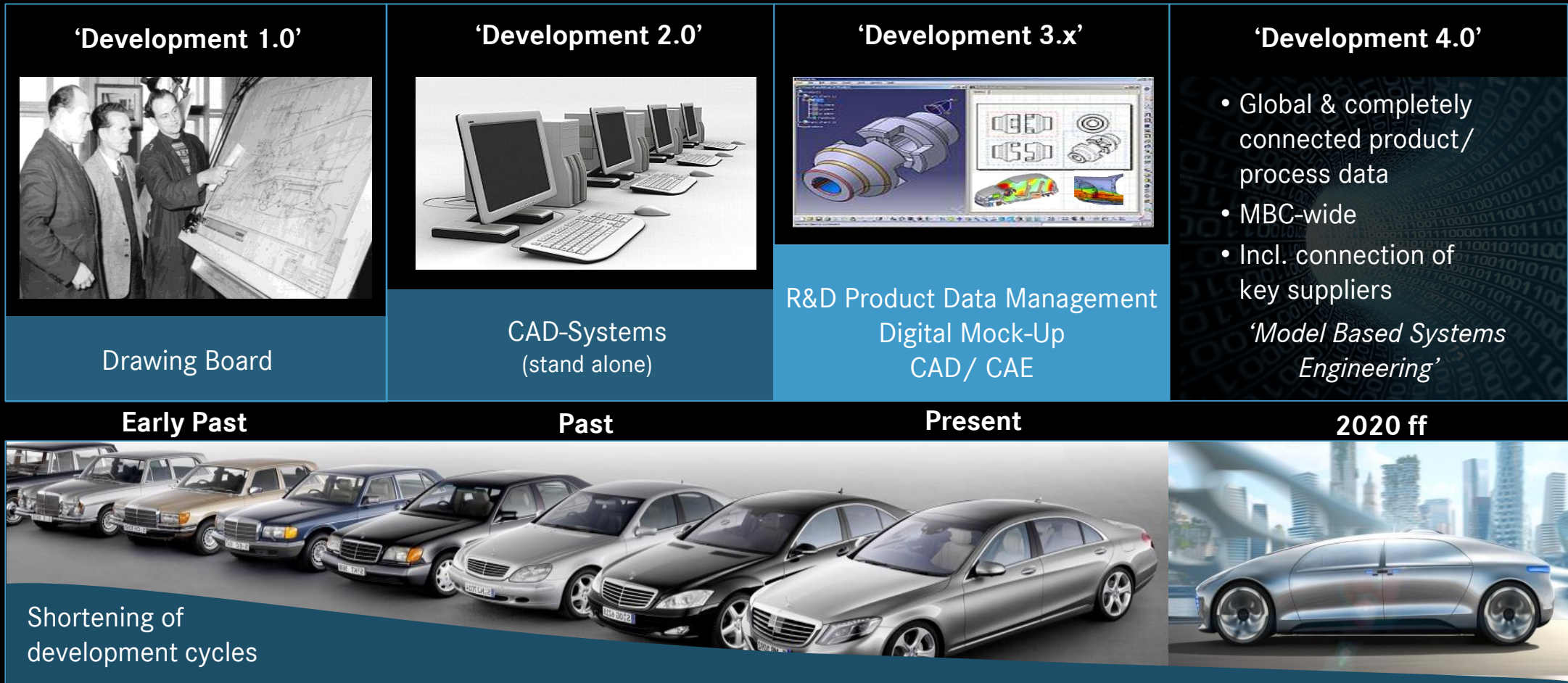
- Intelligent connected cars
- More efficiency
- Less fuel consumption
- Higher capacity on given infrastructure possible

How does R&D
manage these future
challenges?

R&D as an *integral part* of Daimler's 'Industry 4.0' offensive



Continuous and consequent *digitalization* Central enabler for *efficient global development*



'Industry 4.0' approach in R&D

Optimizing *safety, aerodynamics, design* and *maturity*

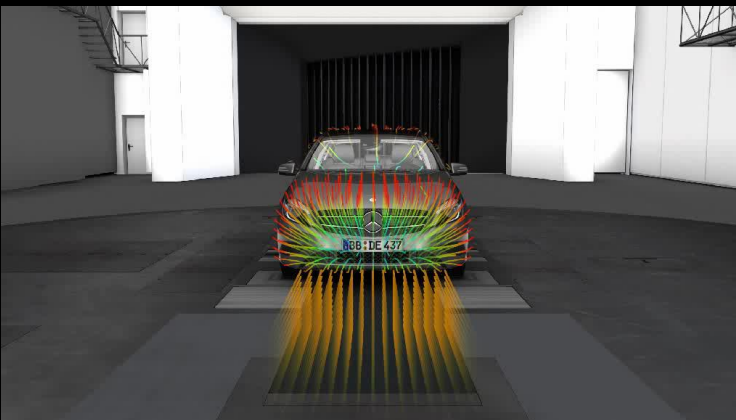
Enhancement and optimization of passive safety



Integration of hardware crash data and CAE-simulation

- High forecast quality in crash-testing, CAE is the base for digital approval
- Basis for efficient enhancement of core value 'Safety'

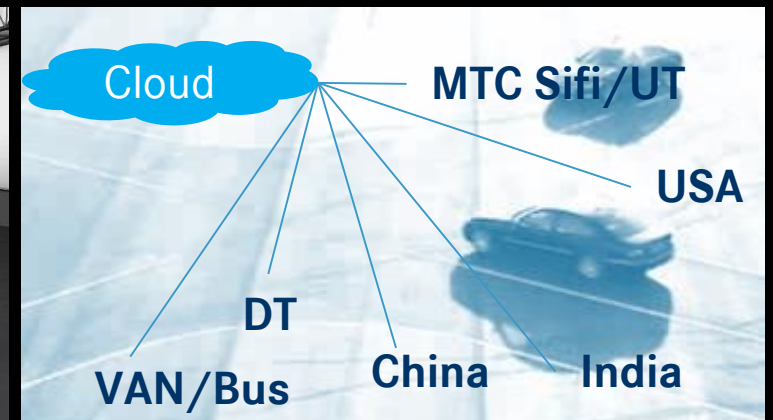
Efficient development for design/ aerodynamics



Use of design and sampling data for optimization of aerodynamics

- Optimal geometry of the car
- MBC represents the benchmark in Aerodynamics

Automated testing offers a high level of maturity



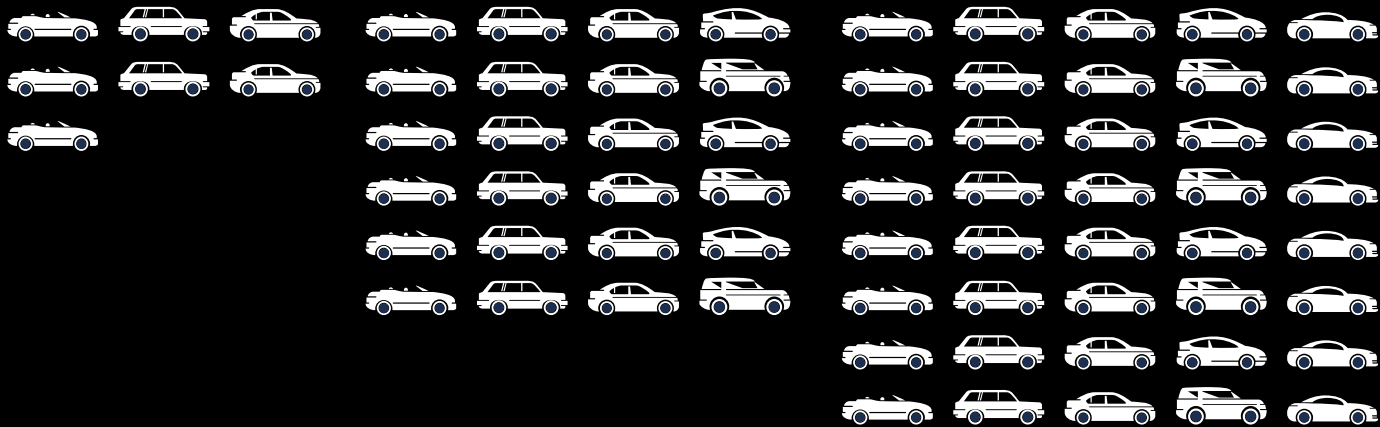
Automated and driverless testing for realistic testing results

- Vision: Online access to experimental results and real-time testing optimization
- Global engineering und testing 24h/7 days

Take away → Improvement of **EFFICIENCY, QUALITY, SPEED** and **TIME-TO-MARKET**

Fast and efficient product development as key for a successful *product- and technology offensive*

1980 — 2010 — 2020

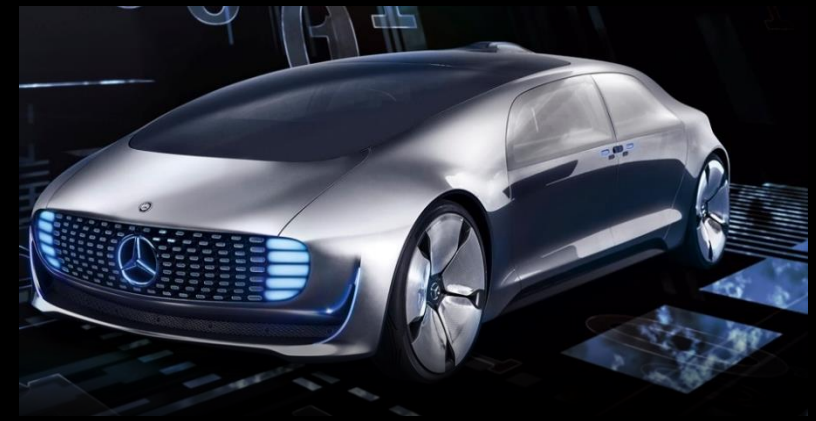
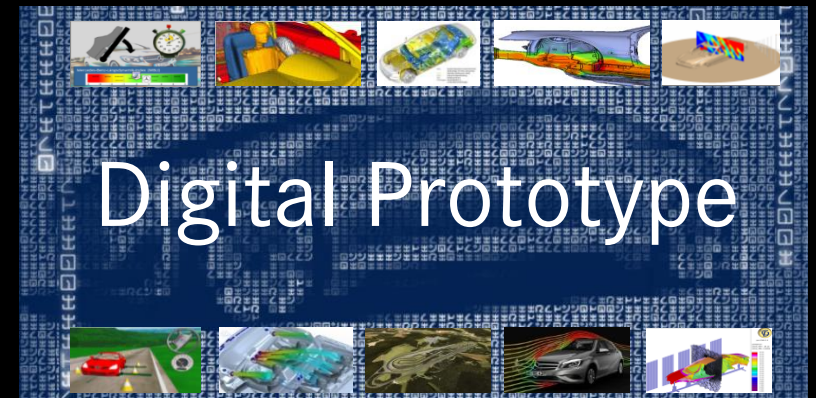


Offering the best to our customers



- Variety of models
- Democratization of technology packages
- Long-wheel-base as well as left/right hand drive
- All-wheel drive
- New HMI and connectivity features

Enabler: 'Digital Transformation' of R&D and Mercedes-Benz



The best time for the automobile is still to come

 Emission-free

 Connected

 Autonomous

and even more fascinating and emotional than today!



Take away Our global R&D Team is **VERY WELL PREPARED** to shape the future of mobility

Our *Disclaimer*



This document contains forward-looking statements that reflect our current views about future events.

The words 'anticipate', 'assume', 'believe', 'estimate', 'expect', 'intend', 'may', 'can', 'could', 'plan', 'project', 'should', and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a worsening of the sovereign-debt crisis in the euro zone; an increase in political tension in Eastern Europe; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, epidemics, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending official investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading 'Risk and Opportunity Report' in the current Annual Report.

If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements.

We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.