



electric electric

Concept EQ

Harbinger of a new era of mobility: The visionary Concept EQ makes a fascinating impression with its innovative electro-style look. The concept car offers a detailed preview of our new generation of vehicles equipped with battery-electric drive systems.

O pages 22 f

ar2016.daimler.com/electric

connected







Mercedes-Benz Urban eTruck

Innovations on board: The locally emission-free and extremely quiet, connected and fully electric Urban eTruck demonstrates how heavy-duty distribution transportation will be taken to a whole new level in the cities of tomorrow.

• pages 42 f

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connected



Mercedes-Benz Future Bus

Hop on, please: Autonomously driving city buses will make local public transportation faster, safer and more comfortable. The Future Bus with CityPilot has already demonstrated this on a drive along Europe's longest Bus Rapid Transit route.

• pages 38ff

mar ar 2016.daimler.com/autonomous

We are and will remain pioneers. As the inventor of the automobile, we are also shaping the future of mobility.

Connected, autonomous, integrated into mobility or service concepts and powered by electricity — this is our vision of the vehicles of tomorrow.

Many of our innovations are already on the road, and our visionary ideas continue to set the pace for future developments. That's why we are transforming ourselves from an automobile manufacturer into a provider of mobility services, meeting changed customer requirements and venturing into new markets. Our digital transformation is well under way along the entire value chain. With the start-up spirit of our founders, a new culture of cooperation, efficient processes and our commitment to integrity, Daimler is continuing on its course of profitable growth and creating long-term value.

CASE: Connected. Autonomous. Shared & Services. Electric. We are fundamentally redefining mobility with an intelligent mix of technologies and services.



connected

Vehicle connectivity generates added value for our customers. Adaptable systems and networked services support drivers and communicate with the vehicle's surroundings. Digital formats offer access to services, enable users to remotely obtain vehicle information and facilitate the efficient organization of delivery operations.



autonomous

Autonomous driving represents the biggest mobility revolution since the invention of the automobile — and it's already a reality at Daimler. In the autonomous mode, self-driving vehicles can manage various situations on their own without a driver's intervention. This will make it possible to improve traffic flows, implement flexible logistics processes and enjoy a relaxing driving experience.



shared & services

Today, destinations can be chosen spontaneously and reached flexibly by car or any other mode of transport. Renting vehicles on the spur of the moment, sharing parking spaces, booking long-distance bus trips, determining the best route from point A to point B, and using cars as service platforms — just about anything is possible with a smartphone and our mobility concepts.



electric

Electric mobility is the future. And we're on board! We already offer numerous electric vehicles today, and the first EQ production vehicle will be launched in the medium term. We are electrifying vans, trucks and buses and establishing a service system with batteries, stationary energy-storage devices, charging technologies and recycling programs. We are also optimizing combustion engines, which continue to be important for mobility.

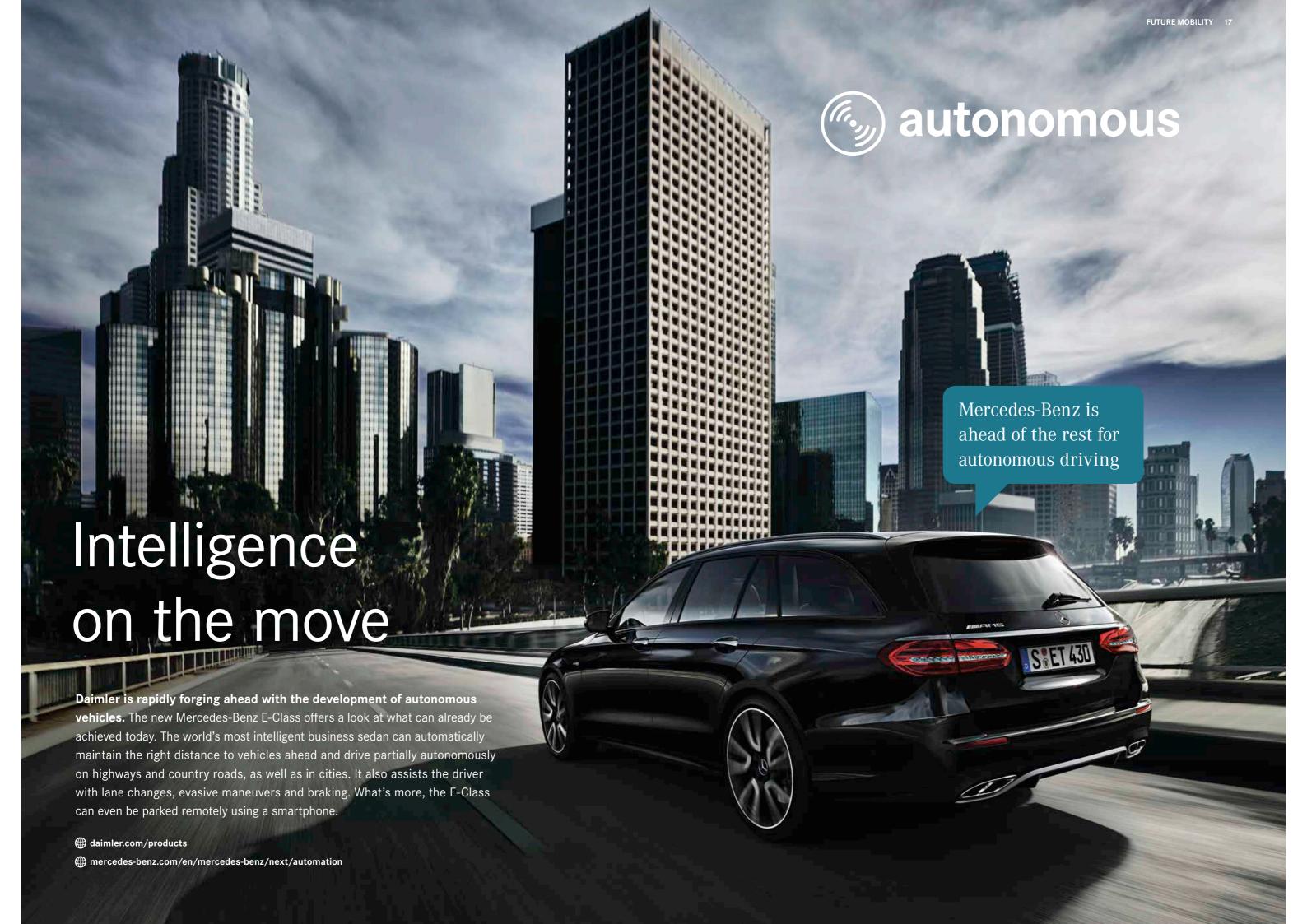
Automobile next level

More than just a car

Dynamic and vibrant cities are becoming more and more crowded. The people who live in such cities have a growing need for more privacy, time and individuality. They would like to have a type of infrastructure that provides greater personal freedom and mobility. Daimler is addressing all of these needs as a pioneer of mobility. We are creating new possibilities with electric drive systems and efficient combustion engines, autonomous and connected vehicles, shared mobility concepts and personalized services.

The automobile is set to take its place beside the home and the office as the exclusive third realm for living and working. Efficient traffic flows will improve air quality and road safety — thus ensuring a better quality of life in urban areas. We are on the road to a new age of mobility.





More efficient traffic infrastructure and greater safety: Urban areas benefit from autonomous vehicles. And drivers can enjoy greater comfort because there's less for them to do. All of this may sound like science fiction, but the automated E-Class has already made it a reality in everyday driving situations.

Partially autonomous driving and automated parking at the highest level of sophistication: Mercedes-Benz is setting standards for autonomous driving with the new E-Class. The model is equipped with numerous intelligent assistance systems that support drivers in a way that's never been done before. This support reduces drivers' stress levels. It makes driving more enjoyable and increases driver attentiveness, thus benefiting everyone on the road.

Innovative assistance systems are at the heart of the automated E-Class. This enables the car to automatically maintain an appropriate distance from vehicles ahead at a speed of up to 210 km/h. It also automatically recognizes speed limits. Drivers no longer need to operate the brake or gas pedals, and they also receive steering support. However, due to legal and other requirements, drivers must keep their hands on the steering wheel during all automated maneuvers.

Swarm organization reduces stress. Like a swarm, the E-Class takes surrounding vehicles and parallel structures into account. Electronic assistants can actively intervene even if road markings are unclear or nonexistent. The system therefore makes things easier on drivers, especially in heavy congestion and traffic jams.

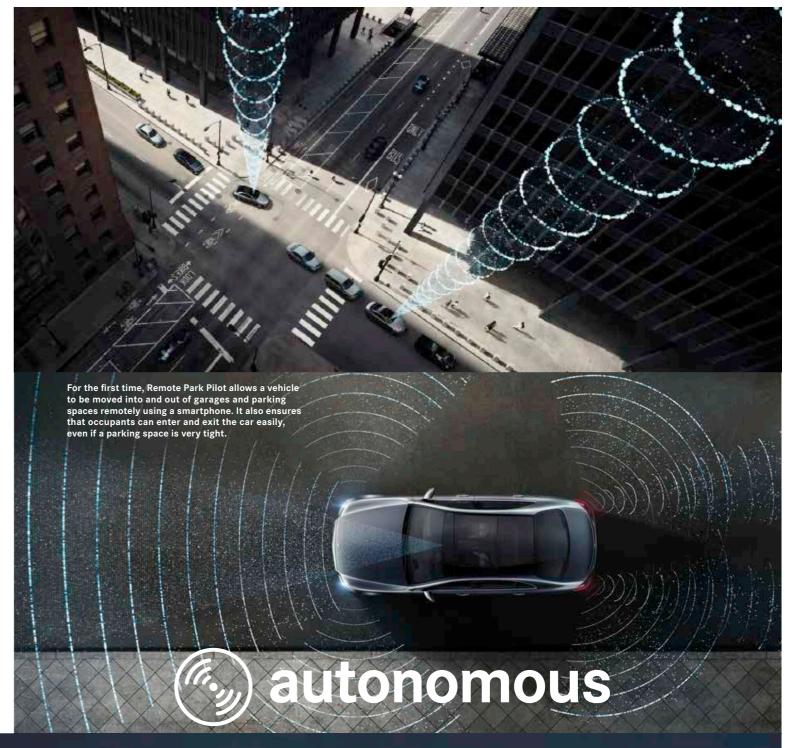
Active Brake Assist issues a warning when pedestrians cross the road. It also assists the driver with braking and can even brake on its own if necessary. Evasive Steering Assist helps the driver avoid obstacles in a controlled manner and then drive past them safely.

Lane changes made easy. The new E-Class uses state-of-the-art radar and camera technology to assist the driver when changing lanes on multi-lane roads — when overtaking, for example. Once the driver has activated the turn indicator for at least two seconds, the system helps steer the vehicle into the desired adjacent lane, provided it detects that the lane isn't occupied.

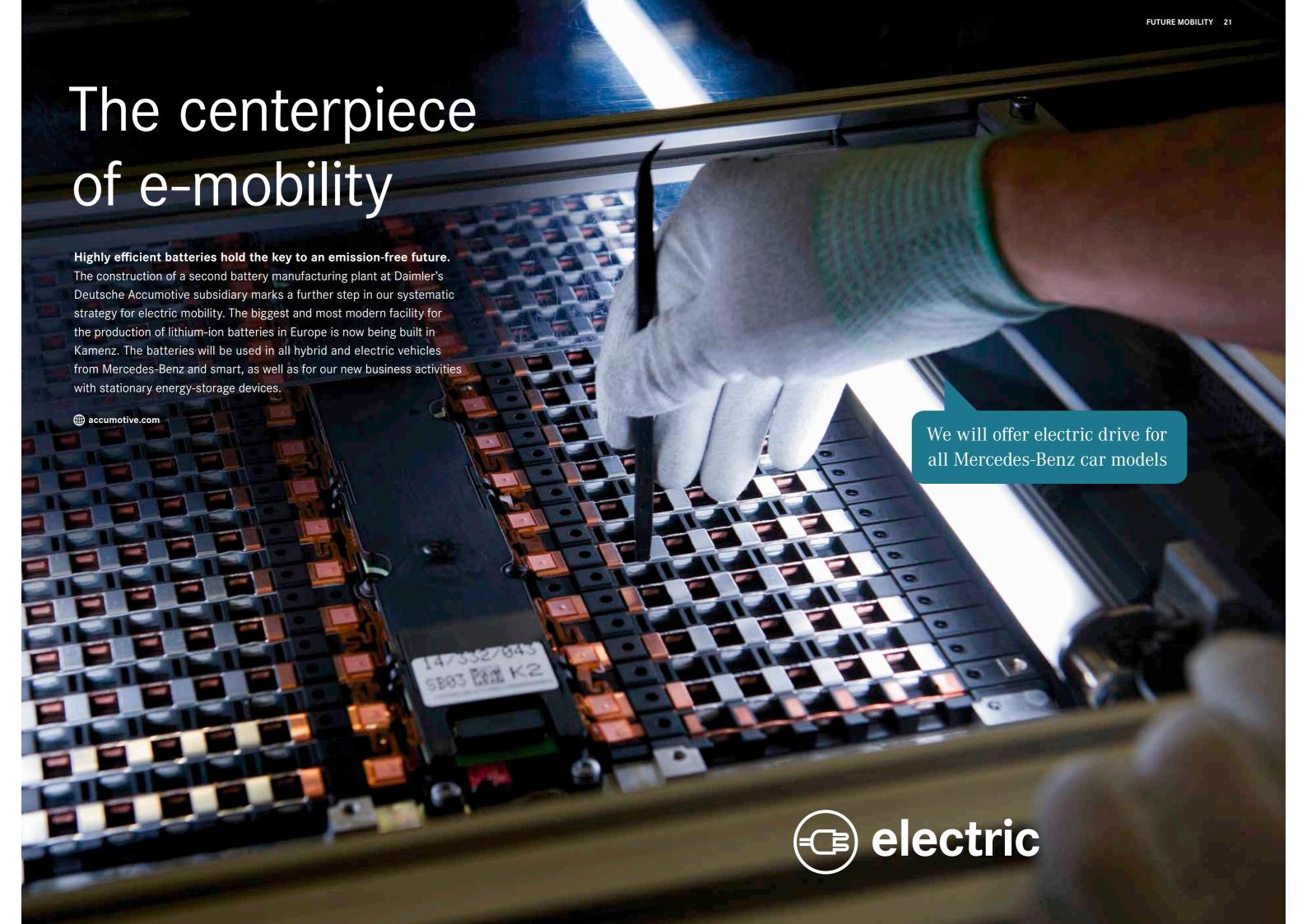
A further step on the road to autonomous driving. The new E-Class is the world's first production car to be issued a test license for autonomous driving in Nevada in the United States without having to undergo a hardware modification — only the software has been slightly changed.

mercedes-benz.com

Cautious autonomous driving in cities brings greater safety for all







It's electric!

Daimler is putting sustainable mobility on the road. It is doing so on a large scale and at a fast pace with efficient high-tech combustion engines, a plug-in hybrid offensive, electric vehicles powered by batteries and fuel cells — and our new EQ product brand.

EQ, which is a fundamental component of our strategy for the mobility of the future, stands for "Electric Intelligence." The brand's portfolio includes all the battery-electric automobiles from Mercedes-Benz. We're also taking things a step further by establishing a holistic system of electric mobility products, technologies, innovations and services. We're turning up the power. Many of our customers today already use the Mercedes-Benz charging infrastructure, which will be operated and further expanded under the EQ brand name in the future. This infrastructure includes wallboxes for the fast charging of electric vehicles, the Stromtank app for public charging stations, and stationary energy-storage devices for private and industrial applications.

Fine tuning the trailblazing fast-charging technology for our electric models.





A scalable vehicle architecture for all model types serves as the basis for all battery-electric EQ models — i.e. SUVs, sedans and coupes.

Concept EQ: Electric mobility redefined. The Concept EQ is a show car with an SUV coupe design that points the way forward to ultramodern electric mobility and offers a preview of an all-new generation of electric vehicles. The near-production vehicle study is equipped with two electric motors with an output of up to 300 kW. It also has permanent all-wheel drive and a range of up to 500 kilometers. As a result, it offers extremely dynamic handling and loads of driving pleasure.

Ready for the electric mobility offensive, from compacts to the luxury class. The first series-produced EQ model will be based on the SUV concept and launched near the end of the decade. It will be built at the Mercedes-Benz plant in Bremen. Preparations are already well under way. All other electric vehicles from Mercedes-Benz will also be manufactured in the brand's global production network.

Fuel cell plus plug-in. Fuel cells are another key component of our electrification strategy. We've already demonstrated the market maturity of fuel cells with the B-Class F-CELL (H₂ consumption in kg/100 km: 0.97; CO₂ emissions in g/km: 0.0). This year, we will also present a new generation of fuel-cell vehicles based on the Mercedes-Benz GLC and equipped with innovative plug-in technology. Our compact fuel-cell system now fits into normal engine compartments for the first time. We have also introduced a supplementary energy source for the electric motor in the form of an additional lithium-ion battery that can be easily recharged externally.

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Welcome to the third dimension of living

Spending time on the road in a whole new way

A quality-time machine. Data fusion is transforming the automobile into a mobile place of retreat that supplements both the home and the office. Time spent on the road will take on a new quality, as drivers will also be able to relax or work in their cars. We demonstrated such future possibilities in Daimler's F 015 research vehicle. Many of the revolutionary technologies have long since been implemented in our production vehicles, where they relieve drivers of certain tasks. The systems can find parking spaces and make office functions available. Soon they'll also offer smart health solutions such as "motion seating" for greater comfort on long journeys.

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(a) connected

Car-to-X safety net

What if a driver could see potential hazards around the next bend? Car-to-X communication is transforming this vision of intelligent mobility into reality. Daimler is the world's first automaker to put this innovation on the road.

Car-to-X technology enables vehicles to communicate with each other and with the traffic infrastructure so that they can share information about a sudden traffic jam over a hill, for example, as well as about black ice on the road or a construction site just ahead. This safety net is based on a clever principle, namely that every vehicle equipped with Car-to-X technology can both send and receive such warnings. Car-to-X technology premiered in the new Mercedes-Benz E-Class and will be gradually introduced to more models in the future.

Efficient mobility through communication. If a vehicle approaches a potentially dangerous area and receives a warning, the driver will be alerted by a visual signal and an alarm. The driver can then adjust his or her driving style and thus avoid an accident or circumvent a traffic jam. In this manner, Car-to-X communication not only makes driving safer, it also improves traffic flows.

- daimler.com/innovation/connectivity
- daimler.com/products/specials/new-e-class/car-to-x.html

Detecting hazards in advance, preventing accidents

The more extensive the information network, the greater the benefits for road users. The goal is therefore to have all automakers jointly operate Car-to-X communication systems.



Community-based parking is now making parking faster and easier with the help of the Remote Park Pilot system in the Mercedes-Benz E-Class.

Community-based Parking

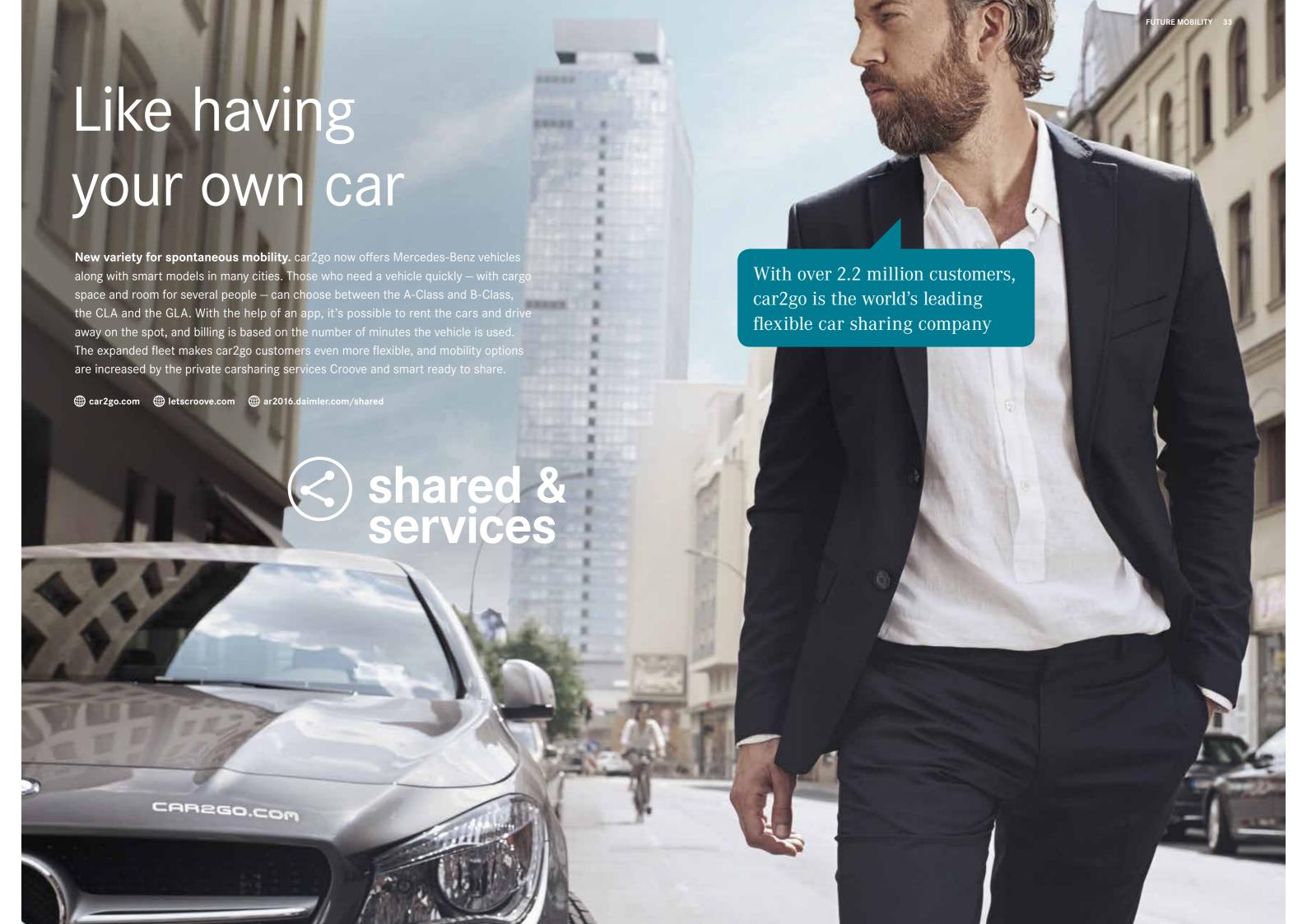
Searching for a parking space often takes time and can be very annoying. And while some people are looking for spaces, others who don't need a space drive by vacant ones. A new service from Mercedes-Benz now makes it possible for the first time to provide drivers with information about available parking spaces.

Community-based parking speeds up the process of finding a space. Daimler developed this intelligent technology with Bosch, and it's now being tested in Stuttgart. Mercedes-Benz cars are serving as pilot vehicles that send and receive information about available parking spaces.

Faster parking. The new E-Class from Mercedes-Benz is a connected vehicle that continually scans the sides of streets. The data especially collected for community-based parking is made available to all drivers of vehicles equipped with a community-based parking system. The information is displayed in the vehicle as a digital parking space map and can also be viewed using the Mercedes me app. The car's navigation system uses the data to direct the driver to the nearest available space.

Cars are becoming parking space search engines





Shared happiness

Being flexibly mobile without having to get behind the wheel. Heading to a club with friends or to the airport with business partners: Daimler's innovative mobility services get people where they need to go, while mytaxi makes grabbing a cab a cinch. Cars are also making life easier in new ways — for example, by transforming the trunk into a parcel delivery box!

Getting a taxi without having to make a phone call: mytaxi. This innovative app enables taxis and customers to find each other, and that makes ordering and paying for a taxi easier and more efficient. Back in 2009, mytaxi revolutionized the taxi business. With more than ten million downloads, it quickly became the leading taxi-ordering app and a brand icon in Europe. mytaxi has been continually refined since then, and it now offers everything from advance ordering and payment to systems for setting preferred drivers and rating drivers. mytaxi's merger with the Hailo taxi app in 2016 underscores Daimler's position as a leading provider of mobility services. The two companies complement each other perfectly with their combined geographic coverage. The merger has created Europe's biggest company in this sector, with six million passengers and 100,000 registered taxi drivers in more than 50 cities in nine European countries.

Professional chauffeur service: Blacklane. More and more people are interested in urban chauffeur services for trips to airports, business meetings and various events. Customers can book the Blacklane chauffeured limousine service quickly and easily with an app. Blacklane is present in 250 cities and 500 airports in more than 50 countries worldwide.

Mobility searches, bookings and payments: moovel.

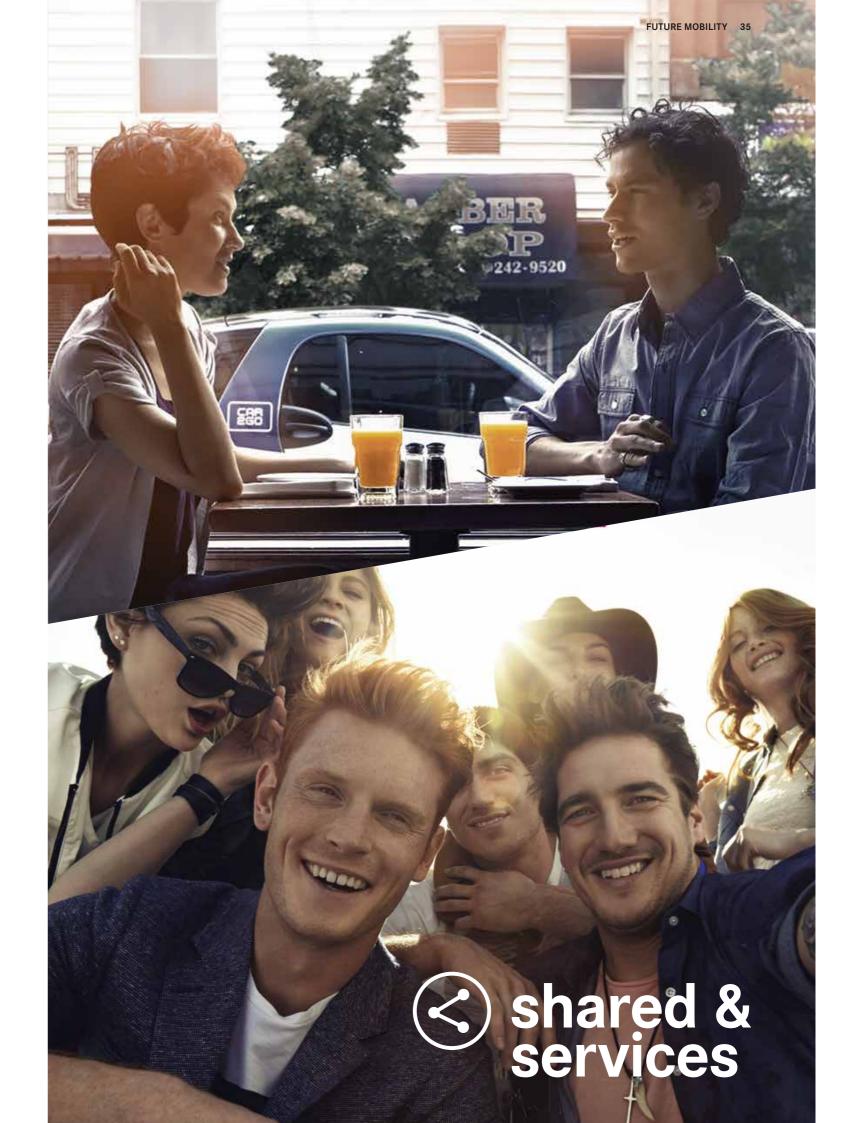
moovel is the first mobility app that makes it possible to search for, book and pay for a variety of mobility services. moovel can be used all over Germany to book and pay for trips with car2go, mytaxi and the Deutsche Bahn rail company. In Stuttgart and Hamburg, it can also be used to directly purchase tickets for the local public transportation systems in those cities. In the United States moovel transit is the leading provider of mobile ticket solutions for public transportation apps. In addition, moovel offers online assistants for Facebook and Slack messenger services.

Ordered online and delivered to your car: smart ready to drop. Cars can do more than just move people. Innovative services from Daimler also let them make daily life easier — and smart ready to drop is the first example. Together with DHL and online retailers, smart enables parcels to be delivered directly to a smart car's trunk. Beta tests are now under way in several German cities.

Digital loading assistant: pactris. A creative idea from the smart lab transforms vehicles into service platforms: The pactris app checks whether all purchased products will fit in the trunk and shows how they should be arranged — before the user has even finished shopping.

- mytaxi.com
- m blacklane.com
- moovel.com
- smart.com





Transportation next level

More than just commercial vehicles

More and more people, vehicles and goods are now on the move in cities. While the destinations and reasons for traveling differ, there is one overriding goal: to achieve maximum safety, efficiency and environmental compatibility. To this end, Daimler offers future-oriented buses, trucks and vans. Our electric drive systems, vehicle-sharing services, autonomous driving options and vehicle connectivity systems offer solutions for current and future requirements of passenger and goods transportation.

We are transforming our commercial vehicles into digital logistics centers on wheels, while our intelligent mobility concepts are supplementing local public transportation systems and reducing congestion during rush hours. We are upping the pace in all areas.



Getting passengers to their destinations comfortably and on time.

Daimler's Highway Pilot system has shown that long-distance road haulage can be made safer and more efficient with autonomous trucks. We extensively enhanced the technology for use in city buses. Last year, the Mercedes-Benz Future Bus with CityPilot demonstrated on its partially automated maiden journey in Amsterdam that local public transportation, urban spaces and the people who live in them can all benefit from the greater efficiency, safety and comfort offered by autonomous buses.

ar2016.daimler.com/connected

Revolutionary design in motion



autonomous

Smooth-flowing traffic in Amsterdam

Better traffic flows literally offer a breath of fresh air in large cities. This vision is now within reach, because Daimler is already designing the bus system of tomorrow. A preview is provided by the Future Bus with CityPilot, which passed its first practical test on a BRT (Bus Rapid Transit) route with flying colors last year.



LAST MILE INTRACITY INTERCITY

FUTURE MOBILITY 41

INTER CITY

FUTURE BUS

Concept and analysis of the second seco

The Future Bus from Mercedes-Benz is perfect for high-performance BRT systems. These express bus lines with dedicated lanes are making traffic flows smoother and more efficient in large cities and metropolitan areas around the world.

The Future Bus from Mercedes-Benz made its first-ever trip on a section of Europe's longest BRT (Bus Rapid Transit) route between Amsterdam's Schiphol Airport and the city of Haarlem. The 20-kilometer segment has many curves as well as several tunnels and traffic lights — but none of that was a problem for the Future Bus with CityPilot, which drove at speeds of up to 70 km/h and braked and stopped on its own for pedestrians and other obstacles on the road. The driver didn't need to use either the brakes or the

CityPilot handles everything. CityPilot in the Future Bus is based on the Highway Pilot system used in the Mercedes-Benz Actros heavy-duty truck. The technology was refined specifically for use with a city bus. As a result, the Future Bus can automatically stay in its lane, recognize traffic lights, stop at bus stops, drive through tunnels and react autonomously to obstacles and pedestrians. Sophisticated camera and radar technologies, as well as a GPS system, provide the Future Bus with an extremely precise "view" of its surroundings and position.

A bus that offers benefits to everyone. The camera and radar system "sees" everything; this makes things easier for drivers in complex traffic situations and also greatly enhances safety. CityPilot improves efficiency as well. The smooth anticipatory driving style it allows reduces component wear, and that increases vehicle availability, lowers maintenance costs and extends the buses' service lives. In addition, the system helps reduce fuel consumption and emissions. Last but not least, the smooth ride ensures greater comfort for passengers.

daimler.com/innovation/autonomous-driving

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Clean, quiet and a range

of 200 kilometers

Green light for emission-free electric trucks.

More and more people are now living in cities.

They want to have cleaner air and less noise around them, but they also want to be able to shop locally. Electric trucks make all three things possible. In the future, such trucks will supply the things people in large cities need every day. With the Urban eTruck, the Vision Van and the FUSO eCanter, Daimler is delivering clean solutions for future logistics systems and a better quality of life in urban areas.

daimler.com/products/trucks/mercedes-benz



Emission-free logistics

The time is ripe for electric trucks. Highly efficient batteries are paving the way for a technological and economic transformation in the near future. Daimler's Urban eTruck ushers in a new age of heavy-duty distribution transport. The Vision Van offers a preview of all-electric last-mile delivery system. And the FUSO eCanter light-duty truck is already "electrifying" cities.

The Urban eTruck from Mercedes-Benz is not only locally emission-free and extremely quiet, it also offers the same payload and performance as a truck with a combustion engine. The three-axle truck with 26 metric tons GVW has an innovative power supply system that makes it extremely economical to operate.

Urban eTruck: The heavy-duty electric truck pioneer.

The Urban eTruck is based on a three-axle distributor truck from Mercedes-Benz. On it is mounted a cutting-edge drive system with an electrically driven rear axle and electric motors mounted near the wheel hubs. This system produces a maximum output of 2 x 125 kW and torque of 2 x 500 Nm. The innovative axle has already proved its worth in the basic version used in Mercedes-Benz buses. Energy is supplied by a package of lithium-ion battery modules. The truck has a range of up to 200 kilometers, which makes it ideal for typical distribution runs.

Economical and connected. The modular battery pack enables perfect interaction between the drive and energy regulation systems. The Predictive Charge Management system, Predictive Powertrain Control and FleetBoard for urban distribution make the Urban eTruck a very practical vehicle that delivers maximum performance.

FUSO eCanter: The electric pioneer for light-duty transport. Daimler has launched small-series production of the third generation of the world's first all-electric light-duty truck. The new model is being offered in Europe, the USA and Japan. The FUSO eCanter represents the systematic further development of the FUSO Canter E-Cell, and it differs from its predecessor model in visual terms and technologically. The small production series is equipped with individual battery packs with three to six sets of batteries each. This allows the eCanter to be adapted to different customer requirements with regard to range, price and weight.

maimler.com/products/trucks



Clever alternatives for emission-free urban logistics

The FUSO eCanter can be charged with either 7.2 kW alternating current or 70 kW direct current via a standard Combo 2 plug (combined charging system — CCS). Rapid charging to 80 percent of battery capacity is possible in only an hour with DC charging; AC charging takes seven hours.



Combined efficiency

Innovations for road freight transport. Some 400,000 commercial vehicles built by Daimler Trucks are digitally connected — and Daimler is now developing a new high-performance logistics network to make transportation processes even safer and more efficient. During the world premiere event for Highway Pilot Connect, three heavyduty trucks were grouped for the first time into a fully automated aerodynamic platoon. The event demonstrated that digitally coupled trucks not only require less road space; they also consume less fuel and produce much lower emissions.

daimler.com/innovation/connectivity/connected-trucks.html

Transforming a convoy of independently driving trucks into a connected transportation system



Solutions for the last mile

Online commerce is booming. That means an increasing number of parcels need to be delivered very quickly — often on the same day they're ordered or on specific dates. To ensure a perfect job, customer service personnel want to be able to order parts and tools at the push of a button and have them delivered directly to their vehicles. With all this in mind, Daimler is connecting vans to the Internet in order to create a flexible delivery system.

Mobile material service: An intelligent system saves time and enables just-in-time parts deliveries. The van of the future will be part of the Internet of Things and thus a key component of the digital value chain. Mercedes-Benz vans will enable much more efficient component and tool management systems in the future — for example, in vehicles used by customer service personnel as mobile workshops. The parts needed for the next job will be ordered automatically via an intelligent inventory management system in the service vehicle. Those parts will then be delivered directly to the van on the very next day.

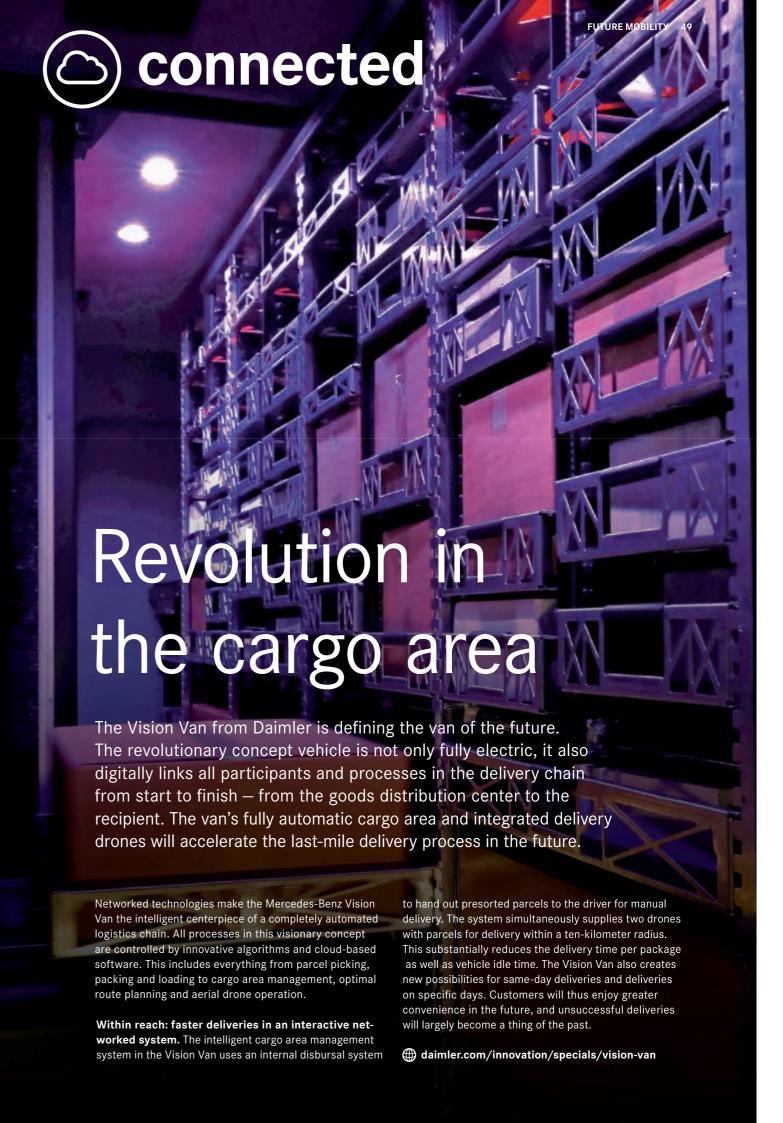
Vans & robots — a perfect combination. The van of the future will be networked with autonomous delivery robots that will enable vehicles to serve as mobile warehouses and transport hubs. A Mercedes-Benz Sprinter prototype is already showing how this can be done. The van serves as a base for parcel deliveries by eight autonomous robots. With its intelligently linked delivery processes, the Sprinter creates new possibilities for significantly increasing the efficiency of last-mile logistics.

Clever robots will allow

Delivery systems in the future: Vans and robots will speed up and simplify the parcel delivery process within the framework of an automated logistics system.

Vans 8 Robots

Mercedes Benz Vans... G STARSHIP





Available 24/7

Economy and round-the-clock availability are a must for fleet managers, whose trucks, vans and buses always have to be ready to roll — without having to make unexpected stops or visits to a repair center. Daimler's customized services ensure maximum reliability and underscore the solid partnership between the company and its customers.

Mercedes-Benz Uptime. The new FleetBoard Truck Data Center continually monitors the status of all vehicle systems in Mercedes-Benz trucks while they're on the move. This ensures that shipping companies can obtain real-time information about critical events or repair and maintenance requirements before a truck breaks down. Vehicle failures and costly downtime can thus be avoided and visits to workshops can be organized more efficiently.

Van ProCenter. Mercedes-Benz has sales outlets and authorized partners certified as Van ProCenters in 11 European countries, thereby ensuring an extensive network of van expertise. The Van ProCenters offer customers a comprehensive range of products and services for vans, including everything from advice and repairs to financial products, mobility services and vehicle body and fleet solutions. The Van ProCenters are staffed by specially trained

van experts, have extra-long opening hours and display a large selection of Mercedes-Benz vans in their showrooms. Periodic inspections are also conducted to ensure that the high standards associated with Van ProCenter certification are complied with at all locations.

OmniPlus. This extended range of services for buses from Mercedes-Benz and Setra offers remote diagnosis with the FleetBoard telematics system. This feature can significantly reduce downtime in the event of a breakdown. In addition, a new Bus Depot Management system enables authorized service points to ensure outstanding fleet operations. OmniPlus also includes a unit that offers specialized services to long-distance bus companies.

mercedes-benz.com/en/ mercedes-benz/next/connectivity

moniplus.com

Perfect teamwork

Transport processes made more efficient. Mercedes-Benz Vans Mobility GmbH offers our customers holistic solutions in the form of innovative mobility services for Mercedes-Benz Vans vehicles.

Mercedes-Benz Vans Mobility. This company, which is part of Daimler Financial Services, will begin providing all-encompassing van-related mobility services in mid-2017. This will enable Daimler to meet the rising demand for flexible and innovative concepts for the utilization of vans. Mercedes-Benz Vans Mobility GmbH will be responsible for all such services in the future. Customers will be able to obtain the right solution for their specific needs from a single source at any time. The portfolio includes new sharing, rental, leasing and fleet management services for vans. These services were developed specifically for the entire model range of Mercedes-Benz Vans and are supplemented by numerous equipment and vehicle body solutions for all business sectors.

CAR2SHARE cargo. The new CAR2SHARE cargo fleet and driver management system is another example of the innovative transport solutions provided by Mercedes-Benz Vans Mobility. The pioneering system, which is being tested in a pilot project, improves efficiency by optimizing everything from assignment planning and route coordination to spur-of-the-moment vehicle rentals in bottleneck situations. CAR2SHARE cargo offers three service modules: Smart Van for flexible rentals of Mercedes-Benz vans via the car2go approach, with app-based management and billing; Courier Assist for fleet management and assignment planning; and Virtual Fleet for the flexible rental of additional vehicles during peak activity periods or seasonal fluctuations, for example.





