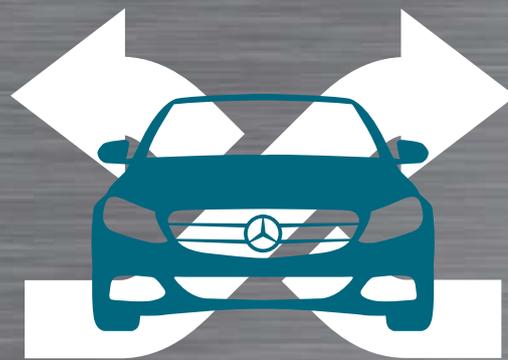
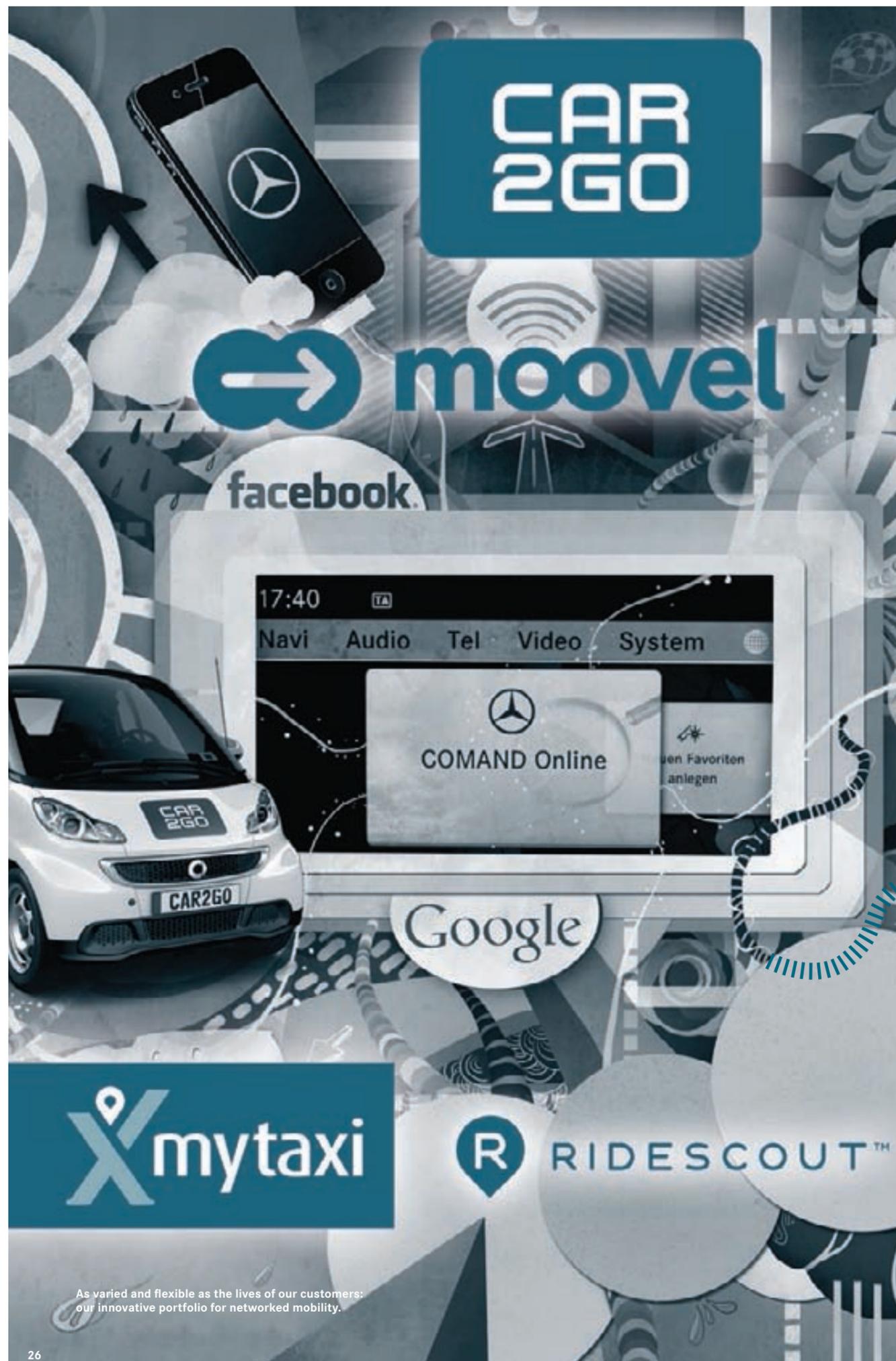


# Connected.



Networked mobility. Life and the working world are becoming more mobile and more digital. At the same time, flexible and economical forms of mobility are needed. Daimler is meeting the requirements of its customers and defining a new digital driving culture with state-of-the-art information technologies, online communication systems and automotive services.



Digital DriveStyle made by Daimler: mobile and online.

# Welcome to the digital lifestyle.

Mobility means personal freedom and a good quality of life. More and more people, especially in rapidly growing cities and regions, want to be able to move around comfortably in a climate-friendly manner. Customizable transport solutions that can be compared and accessed via the Internet are very much in demand. And drivers also want to be “always on” while on the road – so that they can call up traffic information in real-time or communicate with friends and business partners, for example.

Because Daimler aims to actively shape the mobility of the future, we align our forward-looking technologies with the needs of our customers.

Among other things, we are working to connect vehicles with one another, with traffic infrastructure, with the services we offer and with other mobility service providers. Together with well-known partners, we are also looking to establish the infrastructure necessary for efficient networked mobility. As an industry trailblazer, we are opening up new perspectives for mobility and helping people reach their destinations as efficiently and conveniently as possible.

As varied and flexible as the lives of our customers:  
our innovative portfolio for networked mobility.

# This is my way! Seamless mobility.



## 7:45 a.m.

My B-Class is being serviced today. **Mercedes assist me** has ensured that the whole process will run smoothly from the beginning. The dealership has reminded me of my appointment – just one more thing I don't have to worry about remembering.

## 10:15 a.m.

An employee from the dealership picks up the car at my office. I'll still be able to get to my meeting with customers without any problems, though.



## 10:30 a.m.

The smart that I booked with **car2go** is already waiting for me a block away. As a registered user, I can simply get in and go. The best thing about all this is that I can use a smartphone app to open the blue-and-white smart fortwo that's waiting for me.

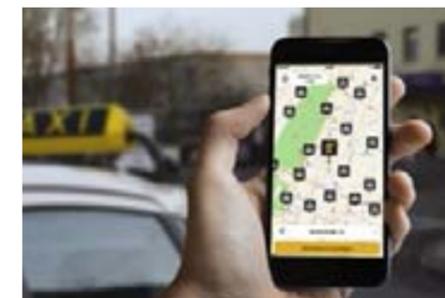


## 11:10 a.m.

I park my **car2go** at a charging station right near my business partner's office. That's it – I'm done! The station will recharge the battery for the next user – without me having to pay anything. I walk the rest of the way, enjoy the sunshine and call a friend I'd like to meet this evening.

## 5:00 p.m.

After the meeting, I decide on the spur of the moment to take a taxi so that I can look through some documents again in peace and quiet. I use the **moovel** smartphone app to order a car from **mytaxi**, and I can also pay for the trip with my phone afterwards.



## 5:45 p.m.

I arrive back at my office and shortly afterwards someone from the dealership shows up to bring my car back. Now I can leave the office in my freshly serviced **B-Class**.

## 6:15 p.m.

I get into the car, plug in my iPhone, put on my favorite songs and take off! **COMAND online** tells me there's a minor traffic jam at the train station, so I'm able to avoid it.



## 7:30 p.m.

My **B-Class** shows me the way to a parking space near a popular shopping area. I'm meeting a friend and we're going for a stroll.

## Making the mobile lifestyle even better: Mercedes me.

In an effort to meet the individual requirements of our customers, we develop innovative services that make access to the fascinating world of Mercedes even more personal and attractive. For example, Mercedes me brings together all current and future services related to our automobiles – everything from vehicle purchases and financing to maintenance and flexible mobility solutions. All of these services can be accessed via a digital platform on the Internet or physically in our unconventional Mercedes me stores.



The best for me. Mercedes me is dedicated to this principle and therefore links a unique range of customized services and thrilling experiences with the private and working worlds of our customers.

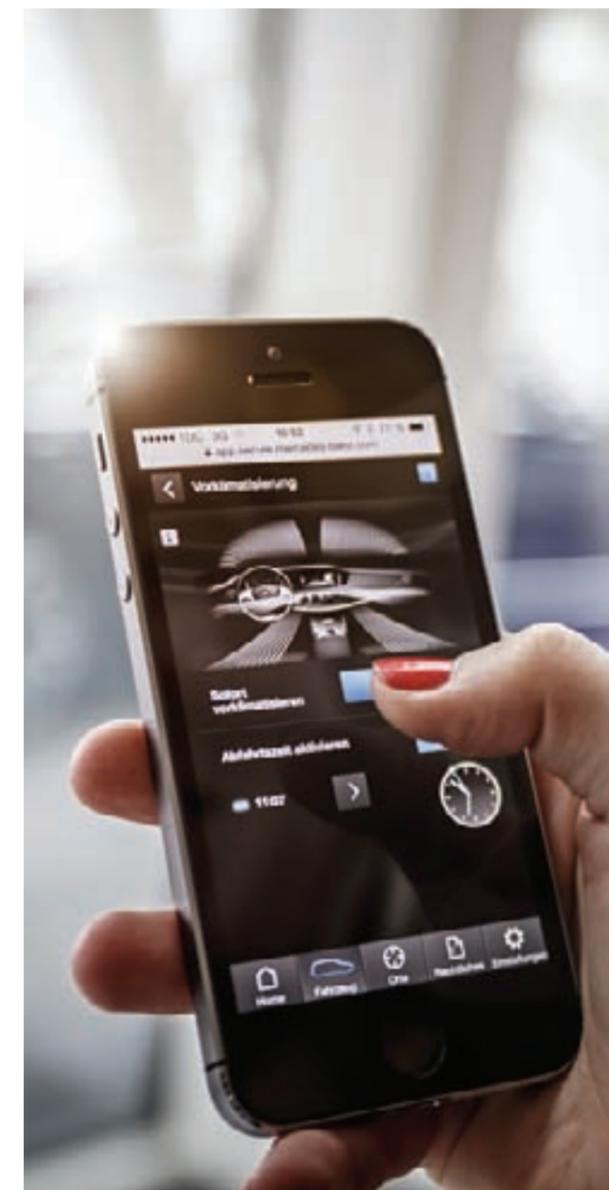
**Mercedes move me** offers access to intelligent mobility solutions. The moovel mobility app links up various mobility options from different service providers and shows customers the best way to get from A to B. Our own services such as car2go, car2go black and the mytaxi ordering service are supplemented by strategic partnerships with other mobility service providers like as the Flixbus long-distance bus company.

**Mercedes connect me** enables people to connect with their own vehicle at any time and from any location. All that's needed is a mobile-phone connection, which is established via an integrated communication module. The module is a standard feature in selected Mercedes-Benz models. The services include accident, maintenance and breakdown management, an emergency call system, and telediagnosis. An optional feature allows a smartphone to be used to turn on the car heater, localize the parked vehicle and display how much fuel there is in the tank.

**Mercedes assist me** is a personalized and customized service for Mercedes-Benz drivers. Among other things, it ensures online access to customer service centers around the clock, and includes an automatic appointment-scheduling feature.

**Mercedes finance me** simplifies access to the tailored automotive financial services provided by Daimler Financial Services. The portfolio offered ranges from flexible financing solutions to personalized leasing plans and the right insurance policy for every customer's dream car.

**Mercedes inspire me** offers an interesting look at research and development at Mercedes-Benz and also presents reports on innovations and mobility solutions. Customers can join a community to learn about new ideas and to formulate their own, and they can also talk with experts or obtain support. More and more services and experiences are being developed for Mercedes inspire me that go beyond traditional vehicle-related issues to include events, travel and lifestyle topics.



[www.mercedes.me/en](http://www.mercedes.me/en)

### First Mercedes me store in Hamburg. Mobility meets lifestyle.

Mercedes me premiered at the 2014 Geneva Motor Show as a completely new type of automotive service. It allows customers and other people interested in the brand to discover the exciting aspects of the personalized Mercedes-Benz world wherever and whenever they want to.

The first Mercedes me store opened in the summer of 2014 in the vibrant Inner Alster Lake section of Hamburg. The store presents interactive brand and product experiences on an area of 550 square meters. Visitors can obtain

information about the Mercedes-Benz brand, vehicle models and services by using touchscreens and configuration tools or through conversations with staff members. The store's centerpiece is a lounge and bistro area, and the facility also features an exhibition space for art exhibits, readings and concerts.

Plans call for the number of such Mercedes-Benz stores in exclusive inner-city locations to be significantly increased between now and 2020.



Augmented reality is transforming windshields into intelligently networked displays that provide additional digital information about actual conditions on the route ahead of the vehicle. Drivers can focus on other important matters and arrive at their destination in a more relaxed state.

Seeing, hearing, getting one's bearings: Our vehicles are already linked to the digital world in a manner that lends them senses, leading to noticeably greater comfort and safety and a better quality of life. Our first step here was Intelligent Drive, which brings all of our assistance systems together. The pioneering autonomous journeys made by the S 500 INTELLIGENT DRIVE and the Future Truck 2025 were further milestones in networked mobility. The use of augmented reality will enable Daimler to open up new dimensions in driving in the future as well.

**Augmented reality provides drivers with more information in the right place and at the right time.** Directional arrow signs that appear in front of the vehicle, superimposed house numbers, information about available parking spaces or local places of interest – navigation can be easy and fun, even if you're in an unfamiliar city. Augmented reality (AR) opens up new possibilities for reducing the strain on drivers even further while also offering them a more enjoyable driving experience.

Onboard computers and sensors use ge positioning and Internet data to enhance the driver's field of vision by projecting relevant digital information onto the windshield in real-time. Networked assistance systems are one component of AR that is already available in Mercedes-Benz production cars.

## Trailblazer for a new era of intelligent mobility.

**Car-to-X expands drivers' horizons – and makes overall traffic flows smoother and safer.** Daimler recognized the enormous potential of Car-to-X communication at an early stage and has been a driving force behind the development of this technology for some years. As a result, we have launched various research projects and are participating in the important Car-to-X communication projects worldwide. As a founder member of the Car 2 Car Communication Consortium, we are working to create a car-to-car communication system standardized throughout Europe. In addition, we are a project leader in field tests of car-to-X communication in practical use, and thus a pioneer of complete-coverage data exchange systems.

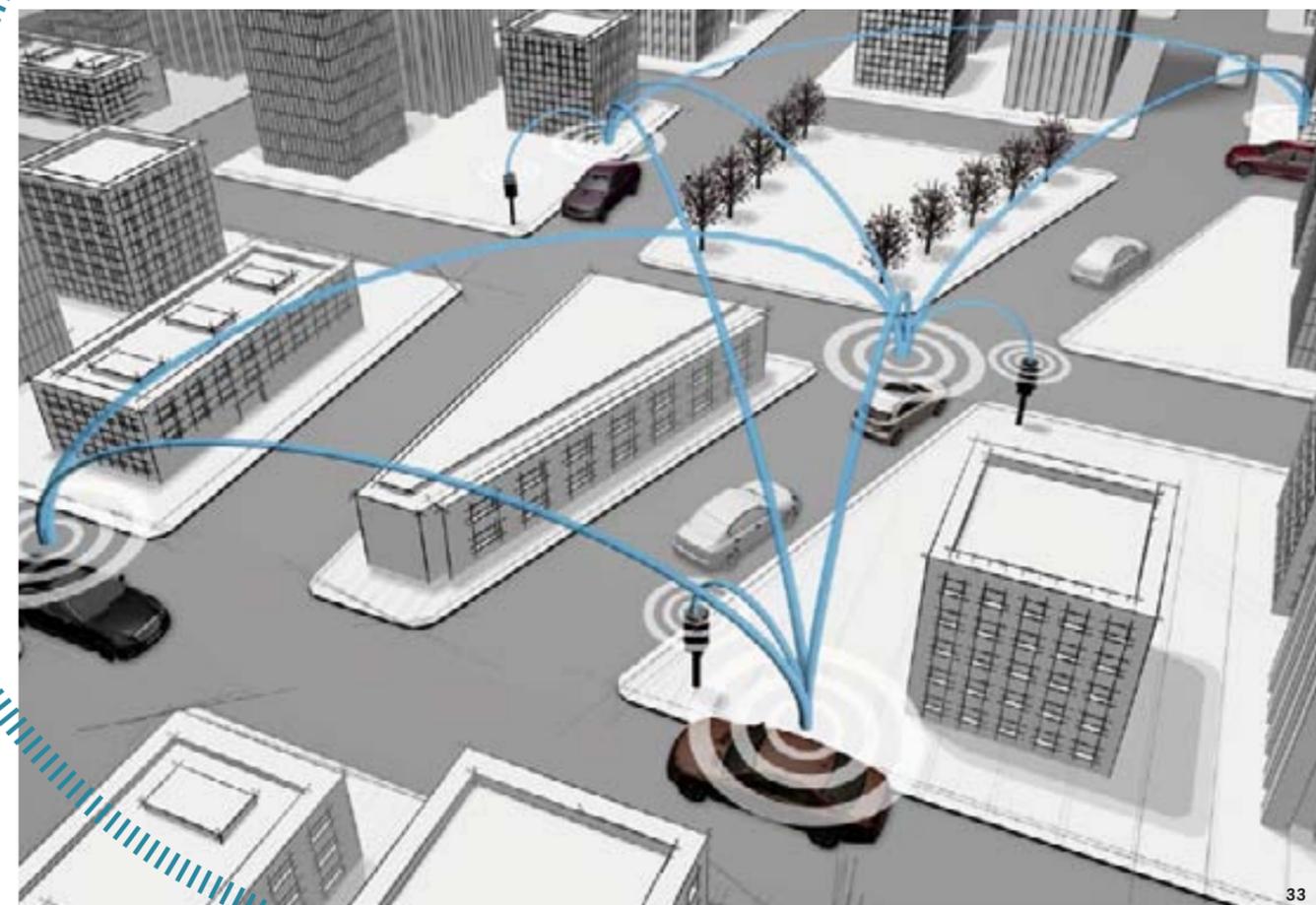
### Top priority: data protection in connected vehicles.

Connected services and intelligent traffic systems use information from the vehicle's surroundings as well as data relating to the road ahead. All of this data has to be protected to ensure the safety of the driver and the vehicle.

In the connected vehicle, we see data protection as customer protection. This is why we prioritize our customers' freedom of decision: We inform customers through various media about which data is used for which purposes, and offer them the possibility to decide for themselves whether to pass on their data or not. Daimler has extremely high standards also with regard to data security: We protect data and vehicle systems against manipulation and misuse at a high level of IT technology in order to keep ahead of all conceivable dangers.

Daimler is leading the way here, for example by organizing the first "Connected Driving and Data Protection" specialist conference, which attracted well-known representatives from business, science, associations and government agencies for an exchange of ideas in the fall of 2014.

Whether it's a traffic jam that appears suddenly behind a curve, or black ice up ahead, Car-to-X systems enable data sharing between vehicles and infrastructure. Drivers thus receive extremely precise information about hazards in their direct vicinity and some distance away.



# Pioneering mobility concepts.

**car2go black** Fully automated, smartphone-based car-sharing system with Mercedes-Benz cars in the pilot cities of Berlin and Hamburg. **mytaxi** The taxi-ordering app enables a direct connection between taxi driver and passenger. **car2go** Flexible urban mobility made by Daimler – now operating at 29 locations worldwide. **moovel** combines the mobility services of various companies in one app.

**Car-to-X communication** Wireless exchange of data among vehicles and between vehicles and traffic infrastructure.

**FleetBoard** Telematics system for managing transport, travel times, costs and fuel consumption. **CharterWay** services for the procurement, servicing and management of commercial vehicles. **COMAND Online**

Integrated multimedia system with Internet access for all audio, telephone, and navigation functions.

## Mobilizing people and cities.

We are shaping the mobility of the future with passion and an innovative spirit to ensure that people can get to their destinations in a convenient, economical and environmentally friendly manner. Our vehicles and mobility concepts skillfully bring together the requirements of our customers with the complete range of options available in the digital world.



[www.daimler.com/technology-and-innovation/  
mobility-services-and-connectivity](http://www.daimler.com/technology-and-innovation/mobility-services-and-connectivity)

Socially connected and always up to date on the road.  
Scan the QR code to learn more about this topic.