

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.

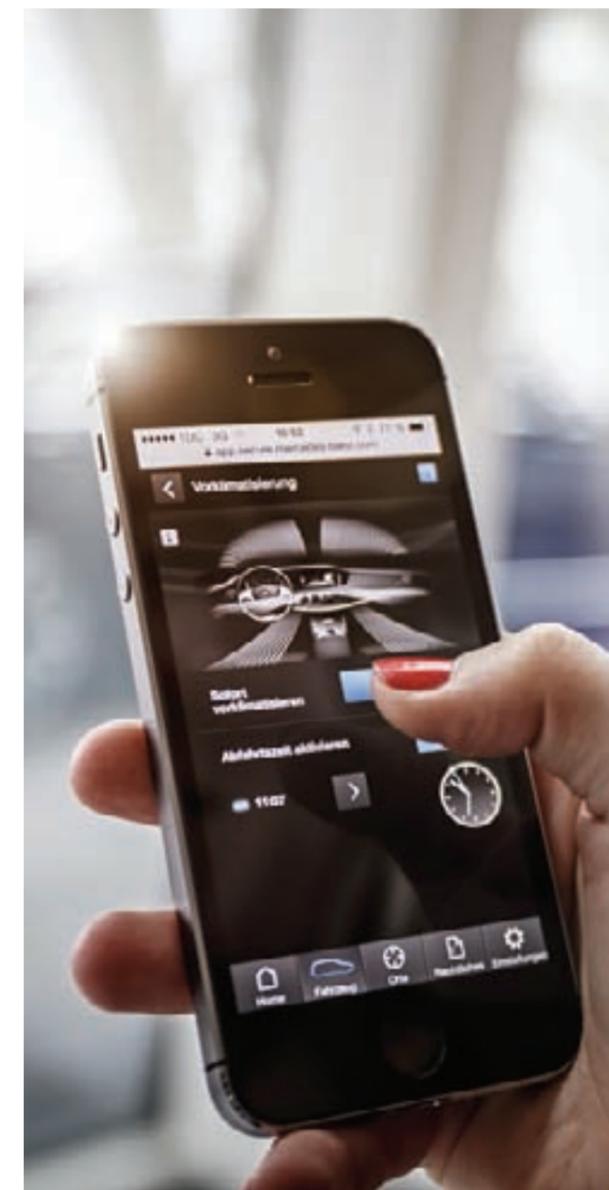
Mercedes move me offers access to intelligent mobility solutions. The moovel mobility app links up various mobility options from different service providers and shows customers the best way to get from A to B. Our own services such as car2go, car2go black and the mytaxi ordering service are supplemented 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

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.