



Mercedes-Benz

**Excerpts from the statement  
at the occasion of the  
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**Prof. Dr. Thomas Weber, Member of the Board of Management of  
Daimler AG, responsible for Group Research & Mercedes-Benz Cars  
Development**

It's getting crowded among the automakers at the CES. Why? Simple answer: Because drivers want to use the communication options offered by their mobile devices "on the road" as well. More and more people want to be "connected" in their cars. At Mercedes-Benz we go one step further: we connect you with the car and even with the environment. And let's not forget that our cars today already come with loads of computing power and intelligence. That's why we say that at Mercedes it's all about the intelligent and connected car.

No coincidence: Our three show stars at our booth this year are the main players in a new, intelligent generation of vehicles. Even their names fit perfectly to the show: C, E, S@CES. Together, the C-, E- and S-Class represent the youngest premium lineup ever – not just at Mercedes, but worldwide. And – as the Chief-Engineer of the company - I'd like to add that they also stand for the fastest pace of innovation in the entire automotive industry.

For us at Mercedes-Benz, the speed of innovation is the key to success. And thanks to our modular architecture and component strategy, we have been able to increase this speed tremendously. For example: we now already have made innovations and technologies from the S-Class very quickly available in

other ranges like the E- and C-Class. And – as a positive side-effect - this all-time speed makes high-end technology available to almost everyone: The new “stuff” from the luxury class becomes very quickly attainable for a larger and more diverse group of customers around the world. Let’s look back to CES 2012: What did we promise? The answer is freedom - but what kind of freedoms exactly? Mainly these four: freedom of information, energy, access and time. And did we keep our promise? Yes, we did.

The first keyword is “Freedom of information”. Today we want to get and send information - wherever and whenever. Our answer is to make the car an important part of this flow of information. As first OEM we introduced in 2013 car2x communication into the car. Thanks to this direct communication between cars and the infrastructure drivers are much faster informed about accidents, traffic jams or other dangers on the road.

With the Digital DriveStyle App we integrated the iPhone into our car lineup. And this means, you can use the services and apps you use outside the car also when you are behind the wheel: you can talk to Siri, you can listen to your favorite online radio station, and via Social networks like facebook, twitter or Glympse - you stay connected.

But Mercedes-Benz is not only iOS friendly, we also have a long lasting successful cooperation with Google: Today, we are first-to-market with Google+ in the car that is one of our world premieres we show here at the CES. By the way with AMG we were the first premium OEM already in 2011 to bring Android as an Operating System platform into our cars. Within the next months we will offer our DriveStyle App also for Android devices. Our Philosophy is to support all devices and their operating systems in our cars and not to put all eggs into one basket.

And we also take great care to make user experiences inside and outside our vehicles as seamless, emotional and easy to use as possible. With “freedom of information” we also want to make life easier for drivers when they are not in their car, for example by connecting wearable devices with the car’s systems.

First Example: As the first automotive OEM we developed a true door-to-door navigation with Google Glass - another proof of our close cooperation with Google and our innovative spirit in our unique Silicon Valley R&D Center. With Google Glass for example I find my way to the chosen restaurant after I parked my car. The navigation from the car “hands over” the destination seamlessly to the glasses.

Second Example: As another “first-to-market” we integrated the Pebble Smartwatch with the car. With this smartwatch I can see all relevant data from my car for example the current fuel status. And what’s more? My Pebble Smartwatch also tells me where I parked my car and whether it is locked – just in case I might have forgotten it. All this information about my car can also be monitored via its Vehicle Home website from any device connected to the net. At our booth at the CES we showcase how the Mercedes-Benz “Vehicle Home 2.0” will look like.

“Home” is another good keyword for our idea of freedom of information. Let me introduce another world premiere here in Las Vegas to you: the intelligent connectivity of our vehicles to your smart home equipped with Nest’s Technology. Imagine you’re coming back from a skiing trip. You get into your Mercedes and set its navigation to “home”. The car sends an estimated time of arrival and Nest turns on the heating at home precisely at the right time so that it’s the perfect temperature when you arrive. And that is only a starting point, many other functions are possible. You don’t have to remember to adjust the heat, or turn off the lights, turn on the cleaning robot, or remember if you locked the front door. It can all happen automatically as you leave the driveway. And with that “in-time” preparation of your home you gain safety, convenience and save energy.

And that brings me to the second keyword – “Freedom of energy”, because energy remains a major topic in our days. Therefore Mercedes-Benz focusses on e-mobility with a number of offerings already, like the smart electric drive as well as the electric B-Class and the SLS Electric Drive. At the same time we have achieved a relentless reduction of fleet consumption with conventionally

driven vehicles that consume less and less energy. Our CO<sub>2</sub> emissions have reached an all-time low in 2013 and already we have agreed to reach the strict goals set here in the US and in Europe for the year 2020.

That is what we as Mercedes-Benz do. But what can the driver do? With the Vehicle Home website we enable a completely new transparency regarding the car's fuel economy and the driver's style of driving. The vehicle gathers various: settings, figures, and statistics in real time and displays them with attractive graphics on its Homepage enabling more efficient driving.

This access to the car via internet brings me to the third keyword - "Freedom of access." This means not only access to mobility with your own car, but also without a car. Of course, as an OEM and one of the leading luxury car brands we still prefer the way "with your own car". This is our motivation to make a Mercedes as attractive as possible so our customers can truly continue their digital lifestyle in their car.

And what about the others? No doubt, there is a large community worldwide without an own car and without the intention to buy one. That goes especially for people who live in big and congested cities. Nevertheless there are many situations where they wish to have access to a car. And for that we invented Car2go. And the success is on our side. Two years ago in January 2012 we registered about 60.000 users in 5 cities. Today, car2go is available in 25 cities worldwide, with more than 500,000 users. And we didn't stop at car2go but developed other new concepts like moovel, car2together or park2gether. And just one month ago we introduced the first online store for new cars from Mercedes-Benz. So buying a Mercedes-Benz gets easier and easier.

But what is it all about having access, saving energy and getting and sending as many information as we want if we do not have time to do so. That brings me to the fourth keyword - "Freedom of time." Last year, we became the first OEM to prove that autonomous driving is also possible in complex situations like cross-country and city traffic. With autonomous driving, we give time back to the driver. Apropos CES: Partially autonomous driving is already

possible in the E and S-Class, and soon in the new C-Class, too. This means that our customers are already able to experience partially autonomous driving today – as long as you are sitting in a new Mercedes with Intelligent Drive on board. This highly complex technology package offers more than 20 intelligent assistance systems. That is our way to bring comfort and safety together. And this is the basis of our next great step for the future of the automobile: autonomous driving, a further milestone on the road to accident-free driving.

In August 2013, on the historic route driven by Bertha Benz from Mannheim to Pforzheim, we demonstrated what is possible already today: 103 km of autonomous driving in complex cross-country and city traffic. And we did it all with close-to-production technology.

What is next? Perhaps in five years, you'll be able to drive up in front of the CES, get out and go straight to accreditation – while your Mercedes drives itself to the parking garage. Obviously, Autonomous Driving won't happen overnight. It will need: legislation, more detailed map data, more computing power and an intensive social debate. The horseless carriage became the automobile. The driverless automobile remains the automobile – finally in the true sense of the meaning. But what happens to the driver when the car can drive autonomously? Will we perhaps have to find a new name for the person behind the wheel? "Ride Supervisor", for example? Whatever happens, he or she will definitely enjoy more comfort and more safety, because a computer doesn't get tired nor needs reaction time.

We are working full speed to introduce autonomous driving functions into the cars that come to the market in the next years. I know that by the standards of the consumer electronics' industry that's a long wait but: we may surprise you by speeding up the process and we have some other breaking news in store to shorten the waiting time. Because again we're going one step further, enabling the car to learn. In 2012 we announced in Las Vegas that we are working on a new generation of vehicles that truly serve as digital companions. We call this: Predictive User Experience. This means that the

car learns, adapts, predicts and interacts with the driver. Imagine this: You get in the car in the morning on a cold winter work-day, and your vehicle already knows that you want to drive to work, and has the fastest route for you based on real time weather and traffic data, and by the way it also turns automatically the seat heating, steering wheel heating and armrest heating on to your preferred settings.

The intelligent car is continuously learning about you to offer you a completely unique and tailor-made Mercedes-Benz user experience by analyzing your behavior, preferences, location, habits, date, time and knowing the overall context. The car becomes aware of your schedule, tastes, moods and even emotions. This means the car is transforming to “an old friend” who knows you and you learn to trust. This relationship moves with you across any Mercedes-Benz vehicle that you travel with.

In short: We are building the intelligent and connected car for our customer that makes life, safe, convenient and delightful. And we are using the know-how and competence of our experts who are based in Sunnyvale and can benefit from this Silicon Valley high-tech neighborhood and creative spirit, and we are fully committed to this innovation acceleration.

To sum it up: Our overall aim is to make the car, driving and time spent in the car as safe and as comfortable as possible. At the same time, we also want to make it as productive and enjoyable as possible. In order to achieve this as early as possible, we are full speed on our way to autonomous driving and the intelligent and connected vehicle.

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