



Extra efficiency and comfort. The new aero-acoustic wind tunnel at the Mercedes-Benz development center in Sindelfingen allows us to aerodynamically fine-tune our vehicles, such as the new S-Class shown here.

Our goal: emission-free and accident-free – but full of emotion! We not only look ahead for our customers with safety technologies and green drive system concepts, but also put innovations and driving pleasure on the road.

Innovation and Technology Leadership.
Clean, safe and connected.



“The extension of our lead with regard to efficient drive systems and innovative safety concepts is a top priority of our growth strategy.”

We believe that variety is the key to sustainable mobility. Daimler therefore offers a customer-friendly range of drive systems, which we are systematically making even more efficient and environmentally friendly. We already occupy an outstanding position in the field of electric mobility today. As illustrated by the new Mercedes-Benz C-Class, we utilize lightweight design concepts to further reduce fuel consumption as well. Our efforts also focus on aerodynamic improvements. In fact, nearly all Mercedes-Benz models are currently the world champions for aerodynamics.

Shaping future mobility with pioneering innovations.

The networking of sensors and vehicle systems to create the INTELLIGENT DRIVE concept is a new milestone on the road to accident-free driving. INTELLIGENT DRIVE brings together all of the Mercedes-Benz assistance systems that transform vehicles into thinking and far-seeing partners. Such innovative technologies from the pioneer of automotive safety are already

enabling partially autonomous driving in the new E-Class and S-Class. At the end of 2013, the S-Class was voted "Connected Car of the Year" by the readers of "Auto Bild" and "Computer Bild" magazines. As a pioneer in this field, we have plenty more to offer in the future as well. We proved that in August 2013 with our test drive of the Mercedes-Benz S 500 INTELLIGENT DRIVE research car, which puts driverless mobility within reach.

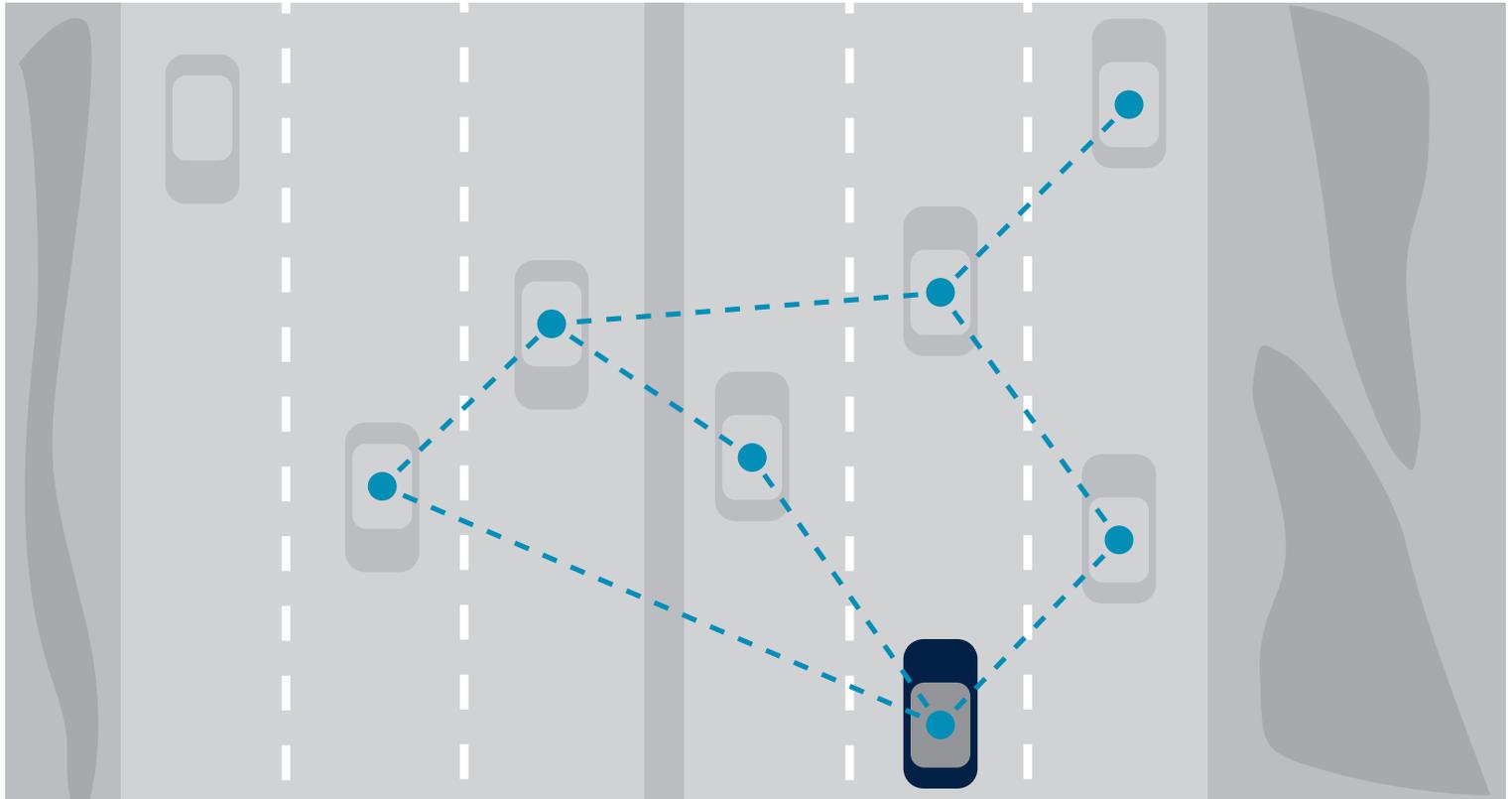
Much of the technology needed for autonomous driving is already on the road today in Daimler vehicles, or is nearly ready for series production.

Another component of our INTELLIGENT DRIVE strategy is Car-to-X, a system for transmitting information between vehicles and the traffic infrastructure. Daimler is the world's first automaker to introduce this innovation in production vehicles. This once again underscores the way our technology leadership and expertise benefit our customers.

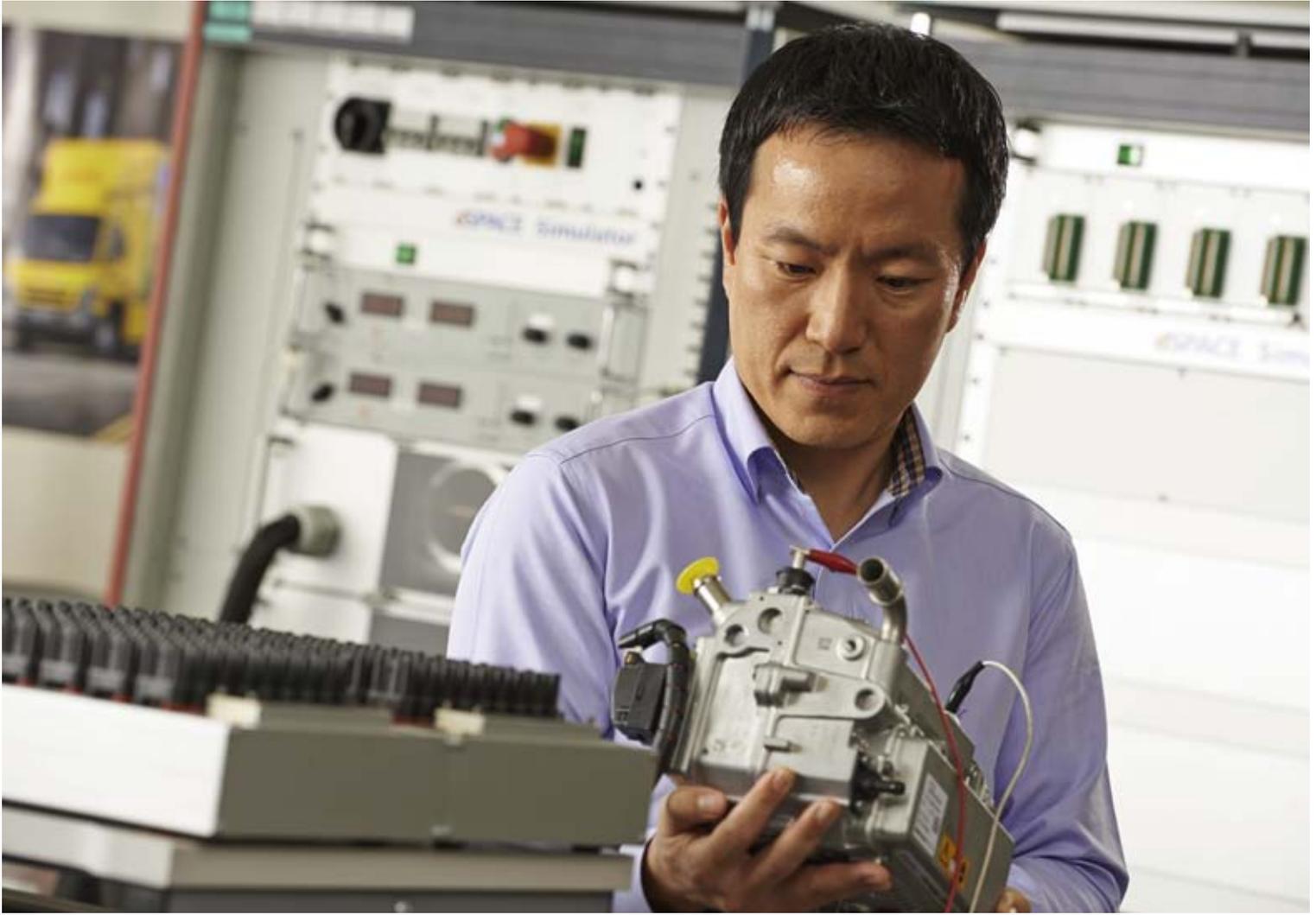
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Car-to-X communication



Real-time warnings ensure that drivers can quickly prepare to deal with critical traffic situations. These warnings can also prevent such situations from occurring to begin with. Car-to-X communication makes this possible.



Upper picture: The Global Hybrid Center in Kawasaki, Japan, is where we develop forward-looking hybrid technologies for Daimler Trucks.
Lower picture: The FUSO Canter Eco Hybrid is the first cost-effective production hybrid truck. About 2,000 of this model are on the road worldwide.

“What will shape the transportation sector of tomorrow? Daimler is pointing the way with advanced commercial vehicle technologies.”



The Freightliner Cascadia Evolution offers fuel savings of seven percent, thanks to aerodynamic improvements and the new Detroit DD15 engine with Daimler BlueTEC exhaust treatment technology.

Daimler is continuing to expand its leadership in the commercial vehicle sector by focusing on innovations that create value for the company and its customers. The focal areas include exemplary drive systems that are continually making our trucks, vans and buses cleaner, more economical and more efficient. For example, Daimler was the first truck manufacturer to make its entire product range Euro VI-compliant before the new emission standard went into effect.

Outstanding next-generation drive system concepts.

The FUSO Canter Eco Hybrid gives Daimler the first cost-effective hybrid truck that pays off for our customers and the environment alike. A total of 2,000 units of this distribution transportation vehicle are already being used by customers around the world. This model was the winner of the 2014 European

Transport Sustainability Prize. Its outstanding cost-efficiency is based on a highly efficient hybrid drive system developed at Daimler Trucks' Global Hybrid Center in Japan.

Perfect positioning with the industry's most economical and innovative products.

The Freightliner Cascadia Evolution from Daimler Trucks North America (DTNA) is also a key component of our successful growth strategy. The new flagship model is DTNA's efficiency champion – a feat made possible by a powertrain manufactured completely by the Detroit brand. The powertrain's components are optimally aligned with one another. This intelligent commercial vehicle technology has met with an extremely positive response from our North American customers.