

When the car2go project was launched five years ago, it triggered the car-sharing revolution; it is now a resounding success worldwide. The white-and-blue city cars from the smart brand are now available for spur-of-the-moment rentals also in Toronto.

Intelligently mobility for people and cities. Our pioneering services supplement the existing automobile business and are attracting increasing numbers of new customers.

Pioneering Mobility Concepts.
Redefining the automotive lifestyle.

Today, a wide array of choices is an integral part of individual mobility. Flexible, green and economical transportation solutions that can be compared and accessed online are in high demand, especially in metropolitan areas. This is a growth market in which Daimler offers innovative concepts to serve as additional elements of urban mobility. In 2008, for example, our car2go concept created the segment of spur-of-the-moment car rentals – an area in which we are now the market leader. car2go now has some 10,000 vehicles, which have been rented more than 18 million times to date. And the demand for this service is steadily growing.

Additional drive for metropolitan areas – and for our growth offensive: the concepts from Daimler Mobility Services.

Our moovel mobility platform brings people from A to B in an optimal way by combining the offers of various mobility providers. This allows users to find out about the best way to travel in a city and to compare the offers of public transport, car2go, taxi, ride-sharing and bicycle hire in terms of time and costs. Through the continuous expansion of strategic partnerships such as our acquisition of stakes in the companies Blacklane

and FlixBus in 2013, we can offer our customers an ever growing range of services. We will significantly expand this range also in 2014, integrating even more mobility services and operating moovel in many more cities.

Rapidly growing cities throughout the world are utilizing state-of-the-art BRT systems and the products offered by Daimler Buses.

Bus rapid transit (BRT) systems, in which regular-service buses travel along dedicated lanes, create successful transportation solutions for urban areas. In cooperation with cities including Istanbul, Nantes, Mexico City and Bogotá, Daimler has created numerous BRT concepts for the efficient transportation of passengers. In addition, around 17,500 Mercedes-Benz buses are currently used in more than 25 BRT systems worldwide. Demand is also being boosted by the major sports events that will soon be held in Brazil. For example, the BRT operators in Belo Horizonte are investing in 500 star-brand bus chassis to help the city host the World Cup. In 2013, articulated and non-articulated buses from Mercedes-Benz were also put into operation on BRT routes in many other Latin American countries as well as in South Africa.

- daimler-financialservices.com/dfs/mobility-services
- car2go.com/en/washingtondc
- moovel.com/en
- park2gether.com
- brt.mercedes-benz.com

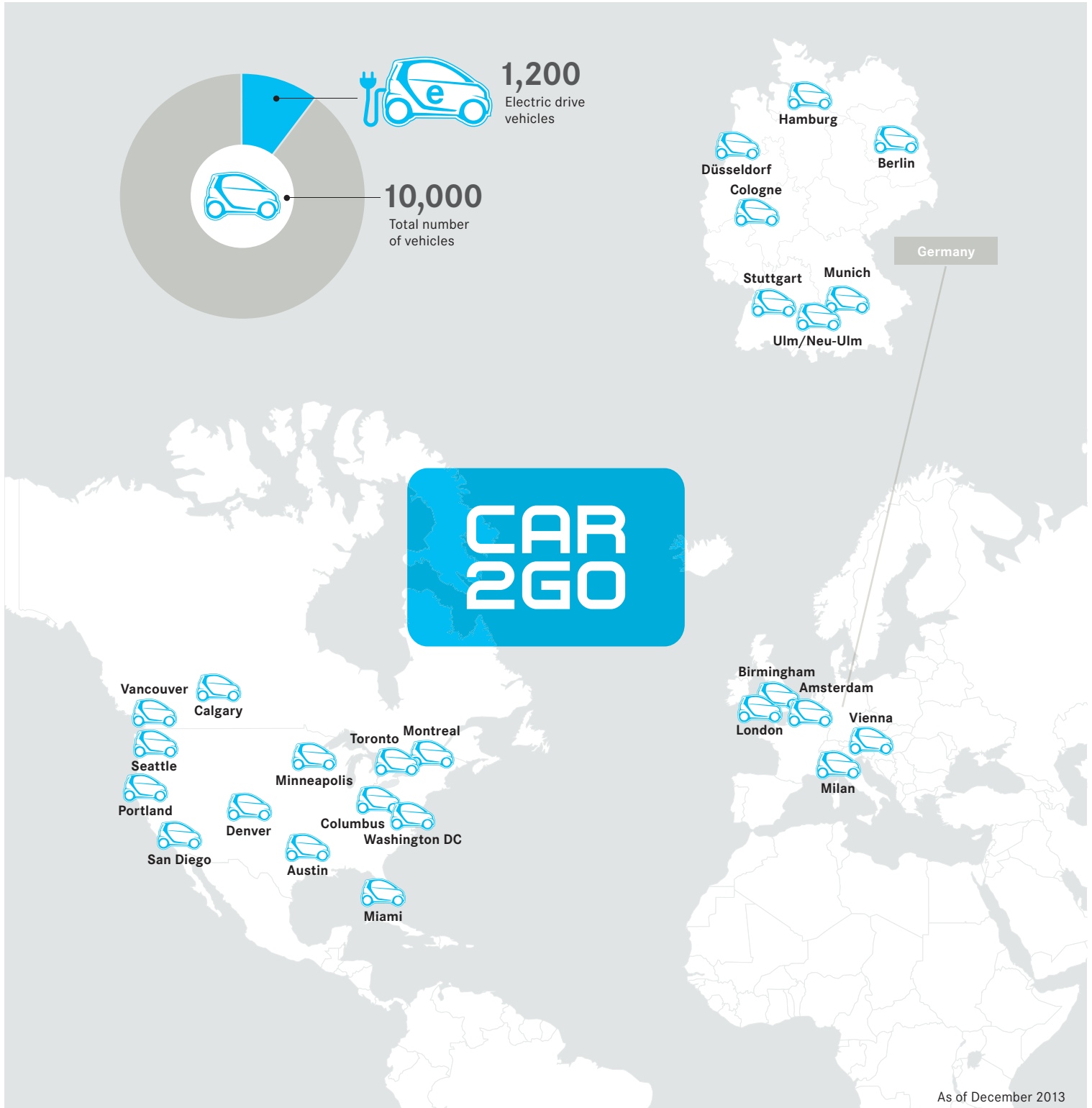


Today, around 70 percent of the city buses used in Brazil's bus rapid transit systems are from Mercedes-Benz.

“From newcomer to market leader! car2go has been a success story for the past five years, and it’s now the world’s fastest-growing car-sharing company.”

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Distribution of car2go



By the end of 2013, almost 600,000 users in 25 cities had registered for car2go - twice as many as a year earlier. car2go plans to add another 40 to 50 locations worldwide by 2020.