Experience the Daimler corporate brochure interactively – with augmented reality technologies. You need a smartphone or tablet to install the Daimler Experience app. And then you can simply set off – into the future of mobility. Get to know the world of Daimler in videos, pictures, information graphics, and 3D models. On the following page you can see how to do this in only a few steps.

Digital brochure – with augmented reality

The Daimler Experience

Videos, graphics, animations, and more – a new experience of Daimler with augmented reality

Go digital!

More than a brochure! A new experience of Daimler with augmented reality - digital content from videos to 3D!
The future needs great ideas. Let’s extend the possibilities with augmented reality.

People everywhere are enthusiastic about the vehicles and mobility solutions from Daimler. One of the main drivers of this success is innovation. We combine know-how with speed; we inform and communicate in a new way – as we’re doing here. With our new corporate brochure, we’re taking the step from print to digital – and are combining it into a new experience. Augmented reality technologies get content moving and illuminate ideas from a new perspective. And they give you new inspiration.

Our visionary ideas are the pacemakers for innovation. To ensure that you find out more quickly what’s happening and what is to come, we’ll be updating our interactive brochure several times a year. We’re on the move in a multimedia way in a multimedial era. And we’re taking you along on the ride.

1,888 ideas were submitted by Daimler in 2017 as patent applications.
When will you be developing a car that I don't have to steer or accelerate?

Dieter Zetsche: We're already developing such a car today, and we're taking the lead here. (...) Not too long ago, this was all science fiction!

How will people be working at Daimler in 20 years’ time?

Michael Brecht: It’s our shared responsibility that we provide for the future and create sufficient jobs. We’re playing an important role for society.

What are your plans for the future?

Cities without cars?

Dieter Zetsche: That’s not really our vision. But what we are aiming for is that cars can be used much more effectively in cities – for example with self-driving “Robotaxis”. These cars would be almost constantly on the move, so they wouldn’t need parking spots nearly as often. Fewer vehicles would provide the same level of mobility. And they could be excellently networked with other road users.

Cultural change at Daimler

“We need people that are impatient.”

When a CEO and employees share a car, their ideas and even their glasses – that’s CARTalk.

CARTalk in the new S-Class – that’s the coolest employee dialog this side of Silicon Valley. On the seats are Dieter Zetsche, Chairman of the Board of Management, and Michael Brecht, Chairman of the General Works Council. And then there’s an employee chosen by the workforce in an online ballot. On this CARTalk drive, they all get a turn at the wheel – and the chance to talk about whatever is on their mind.

For example Leadership 2020 – a big topic! This is a Group-wide initiative that we at Daimler are now using to radically transform our corporate culture. We’re changing our style of leadership and the way we work with each other, provide information, and communicate. Digital, open, agile. This flexibility is made possible by CARTalk, along with many other activities. They demonstrate that our organization is changing at the places that count – namely at all levels, from the Board of Management to the individual employee.

Change is not an end in itself. It’s not about wearing sneakers or dispensing with a necktie. It’s all about showing the way ahead in the automotive industry – just as we’ve always been doing over the past 130 years. And the pace of transformation is getting faster all the time, since it’s fired by megatrends such as globalization, digitalization, and urbanization. With our corporate culture, we’re moving processes forward in our own way. For everyone at Daimler, for investors, for society, for you.

Those who speak of change must also deliver change. And that’s why this brochure is completely different from all those before it. Have fun reading it!

Your Daimler team
Making an impression all-round. 
The Mercedes-Benz A-Class
The city is us

Electric, flexible, cool - on the move in the cities of tomorrow.

Intelligent mobility

A strong basis, rapid digital change, agile culture - we are changing so that we stay what we are: the Number 1 for individual mobility.

CASE

Moving into a great future with CASE - intuitive mobility is networked, autonomous, flexible, and electric.

Rewrite the rules

Setting the world in motion - and the future first of all: Welcome to Daimler.

A speedboat on tour

New ways of thinking, networking worldwide, shaping the future. Let's launch into a new era.
The megacity of tomorrow

Small town, metropolis, megacity. In the 21st century, more than 50 percent of the world’s population are living in cities for the first time. How can we remain mobile in the urban space of tomorrow? Let’s network, share – and drive electro-intelligently.

The city is us
The concept cars from the EQ brand.
New drive technologies.
Facts and figures on the electrification of our fleet.

Electromobility

Charged up with intelligence

The whole world is making the change. Electromobility is the future – and we’re in on it!

EQ stands for “electric intelligence” and is more than just an electric vehicle. EQ offers an integral ecosystem that’s charged up with intelligence and emotion. It ranges from battery-powered vehicles, through charging technologies and services, up to domestic energy storage media – a world that opens up intuitive mobility for customers. All this is EQ.

With our Concept EQ study vehicle, we’re giving a preview of a whole generation of electric vehicles that will kick off with the EQC in 2019. By 2022 the range will have extended to more than 50 electrified vehicles, including ten purely electrical models from the smart to the SUV. Our plug-in hybrid campaign is also picking up speed. In future, Mercedes-Benz will offer its customers at least one electrified alternative in each segment. smart customers can already experience this today: All three smart models are already available as electric variants.¹)

City-dwellers want clean air and less noise. This is why we also set store by sustainable drive units for trucks, buses, and vans. The new Mercedes-Benz eVito electric van and the electric variant of our Citaro city bus will go into series production in 2018. As an e-pioneer among the light trucks, the new FUSO eCanter will relieve urban traffic. And when the first fully electric Mercedes-Benz truck with a permissible GVW of up to 26 tonnes for heavy distributor traffic hits the roads in 2018, we’ll hear hardly anything at all. It’s quiet as a whisper and locally emission-free.

We’re reaching further milestones along the road to zero-emission driving. With the Mercedes-Benz GLC F-Cell, we presented a fuel cell vehicle with plug-in hybrid technology as a pre-series model at the IAA in 2017. At the same time, the development of the corresponding infrastructure is already in full swing: As a partner in the H2 Mobility joint venture, Daimler is supporting the extension of the H2 filling station network in Germany to as many as 400 locations by 2023.

¹)smart EQ fortwo – combined power consumption: 12.4 kWh/100 km; combined CO₂ emissions: 0 g/km.
smart EQ fortwo cabrio – combined power consumption: 13.0 kWh/100 km; combined CO₂ emissions: 0 g/km.

The concept cars from the EQ brand.
New drive technologies.
Facts and figures on the electrification of our fleet.
The future of transportation

Do we still need a car?

In the intelligent city, it will be taken for granted that people and objects network with each other. Robot-driven transport media will be on the move – in the air, on roads, and in dedicated lanes. Experience mobility from a new perspective.

The Volocopter. Reach new heights on your way to work
Daimler is taking off. In future, the Volocopter will transport passengers locally emission-free, quietly, and autonomously through the inner-city airspace.

Vans & robots. Parcel courier 2.0
Our vision of transportation: A large Mercedes-Benz Van with small autonomous robots on board. They have the same aim: delivering more quickly, comfortably, and efficiently.

Vans & drones. Delivery from the sky
A mobile landing place for parcels: The van with an integrated drone landing platform could serve as a mobile parcel hub in future.

Bus Rapid Transit. Local transportation on the go
BRT buses travel on dedicated routes already today, with their own traffic light sequences – and in future without a driver.

mytaxi. The world’s first taxi app
Already possible today: Order a taxi by app, monitor its approach, and pay conveniently. Never before has traveling by taxi been so convenient.
Sharing & Services

Flexible options for the road

Sharing is fun. This is demonstrated by the sharing services from Daimler. Whether in the city or on long drives – it’s never been so easy to stay mobile.

The smart is the perfect car for the city. If you don’t own one, you can simply rent one from the dealership with smart ready to rent. Perhaps you’d like to make your own car available to others? Then share your smart with your friends and family with the smart ready to share app. Or you can simply open up the trunk for your DHL parcel courier: With smart ready to drop you can authorize them to load your parcels into your smart.

More and more mobile opportunities are being opened up. Every 1.2 seconds, someone orders a vehicle from car2go by smartphone and app, drives off, and parks it at the destination – for it to be rented by the next user. Besides this, the moovel app compiles the ideal route for the urban traffic mix. Transportation media can be reserved and paid for – from bus and train, through car2go, to a rented bicycle or taxi. The mytaximatch app searches for users who want to ride in the taxi in the same direction. It pays off: You can save up to 50 percent on a shared journey.

Transportation is now departing from fixed routes in favor of a dynamic network. One of these is being forged by Daimler together with the New York-based start-up Via. Passengers can request a ride by mobile app. They are then assigned in real time to one of numerous vans on the move between flexible stopping points. The partners also want to establish this service in Europe under the name ViaVan. Similarly, the moovel on-demand platform groups together destination requests, so that several passengers can share a vehicle.

Whether it be for a day or for a few months – when you hire a car from Mercedes-Benz Rent or a van from Van Rental, you can drive it for as long as you need. For commercial vehicles, this concept has already proved successful for over 25 years with Charter Way ServiceLeasing. The joint venture with Athlon Car Lease International and Daimler Financial Services also provides increased efficiency with an extended offer for vehicle fleet leasing and management.

You can share not only vehicles, but experiences too: On the online platforms She’s Mercedes and Mercedes me, or in person at one of our Mercedes me stores, you can take part in the inspiring exchange among the large Mercedes-Benz community.

Over 3 mill. customers with car2go.
Intelligent mobility

Daimler is transforming itself from the leading vehicle manufacturer to the leading supplier of mobility solutions—a big step, with numerous innovations. We are reinforcing our basis and are continuing to grow in the automotive core business. At the same time, our digital transformation is also going full speed ahead. We are guided in this by an agile culture based on integrity, which puts the customer at the center of attention. We are changing so that we stay what we are: the Number 1 for individual mobility.
Cars and vans

Efficiency – our driving force

Electromobility is coming – this much is for certain. But it's just as certain that we'll still need the internal combustion engine for many more years as a bridging technology.

From the smart to AMG - the brands from Mercedes-Benz Cars offer the right automobile for every requirement and the right engine for every application. A four-cylinder gasoline engine is just as much part of our current engine range as an inline six-cylinder. A recent addition is a biturbo V8 gasoline engine: This is one of the world's most efficient V8 gasoline engines, and four of its cylinders can be cut off under part load. In the premium diesel family, the four-cylinder OM 654 and the six-cylinder OM 656 mark the beginning of a trendsetting drive campaign with exemplary emission levels. Thanks to their lower CO₂ emissions in comparison with gasoline engines, the new diesels are at the same time a highly effective lever for meeting ambitious climate targets.

The plug-in hybrids are further successful drive units. They combine the best of two technologies: In city centers they only run on electricity, while on long journeys they benefit from the long operating range of the combustion engine. The latest generation powers the current E-Class and S-Class models, in which a 48-volt onboard electrical supply makes for increased output. The Mercedes-AMG Project ONE, which for the first time introduces highly efficient state-of-the-art Formula 1 hybrid technology to road traffic, is a hybrid from another star. With an overall power output of more than 1,000 hp, this two-seater super sports showcar will offer a breathtaking driving experience in future.

Rough gravel tracks, narrow lanes, dense forests: These are all part of the natural environment of the Mercedes-Benz X-Class. The Mercedes among the pickups works its way dynamically through terrain and glides with stylish poise through the town. While it can shoulder a euro-pallet on its load space, it also offers a high-value interior for five passengers. A companion through life - whether as a sturdy, all-terrain pickup or perhaps as an urban lifestyle and family vehicle.

Our vans are also setting off for the future. The city delivery truck Citan, the professional all-rounder Vito, and our successful global player in its third generation - the Sprinter - are all in top form. For the coming years, Mercedes-Benz Vans is planning to electrify all its commercial vehicle series and is transforming itself into a supplier of integral mobility solutions – for unprecedented service in the transportation of goods and people.
Trucks and buses

We deliver.
So that you can transport.

Whether it be goods or people: We’re in for a radical change in the transportation sector. Not only drivers, forwarding agents, and bus operators benefit from this, but in fact everyone. Many of our innovations are already showing the way ahead.

For the future of transportation, our engineers are drawing on all their power of innovation. They are optimizing and electrifying the drivetrains of trucks and buses. They are accelerating the networking of vehicles with all participants in the transportation process. And they are developing safety innovations such as Sideguard Assist or Active Brake Assist 4 with pedestrian recognition – systems that help prevent accidents.

Especially in long-distance truck operation, networking is the key to sustainable capacity utilization. By exchanging data in real time, vehicles can react more quickly to disturbances and for example avoid traffic jams. And that’s only the beginning. Pure efficiency is demonstrated in so-called “platooning,” in which trucks driving along expressways and highways are digitally joined up like pearls on a string. This electronically networked convoy driving in a closely packed formation helps reduce fuel consumption and enhances safety. It is currently being tested on selected highways in the USA.

Whether it be city and interurban buses or touring coaches: With each new generation we’re increasing comfort and lowering emissions. With its highly efficient diesel and gas engines, the Citaro hybrid city bus makes for even further reductions in fuel consumption in comparison with the predecessor models. The fully electric Citaro will follow at the end of 2018, thereby reducing local emissions to zero. In addition, with the OMNIplus and BusStore brands we have a worldwide service network at our disposal along with a comprehensive service network, even including trade in used buses.
Get in and let go: We’re intensifying our developments along the road to autonomous driving. Thanks to “Intelligent Drive,” Mercedes-Benz vehicles can recognize many hazardous situations in road traffic already today and react appropriately. The radar-supported COLLISION PREVENTION ASSIST PLUS for example warns drivers of danger of collision and automatically initiates braking maneuvers when necessary. Moreover, vehicles equipped with the active cruise control system DISTRONIC PLUS with steering assistant have already mastered partly automated driving in traffic jams. In just a few years’ time, further important forerunners to autonomous driving will become available: precise, high-resolution maps. Connected live to the Cloud, they will constantly provide up-to-date information.

On the move in a truck: The ideal companion, who is wide awake and reacts quickly – this is the Highway Pilot system for trucks. It combines numerous assistance and connectivity solutions and represents the basis technology for partly automated trucks. We’ve already driven the partly automated Freightliner Inspiration Truck on roads in Nevada, USA. And with the Mercedes-Benz Actros with Highway Pilot, we’re testing the world’s first partly automated series-production truck on German autobahns. With these pioneering achievements we’re ushering in a new era for the logistics industry.

Let’s take the bus: The partly automated Mercedes-Benz Future Bus with CityPilot shows us what local public transportation will look like in the future. The road and the vehicle’s surroundings are monitored by almost a dozen cameras, with radar systems permanently scanning the stretch of road ahead. In combination with a GPS system, these data enable the bus to be positioned with centimeter precision: The CityPilot can identify obstacles and pedestrians and communicate with traffic lights. Here too, we’re defining the parameters and are making driving safer and more comfortable.

At the destination: Remote-controlled parking with the Remote Park Pilot is only the beginning. With the innovative “Automated Valet Parking” service, vehicles can be compactly parked without a driver in a specially equipped car park. This pilot project from Mercedes-Benz and Bosch is now being tested in Stuttgart. And then there’s the so-called Robotaxi: Within the coming decade, the smart vision EQ fortwo concept vehicle will pick up its passengers from a requested location and convey them to their destination – without a driver. Urban luxury en miniature.

How will we want to drive in future – if we still want to drive ourselves? Thanks to intelligent technologies, vehicles are becoming assistants to an increasing extent. They relieve and support us. But just how much – that’s up to us to decide.

Autonomous driving

In the fast lane to the future
An entirely new user experience is about to be provided by the intuitive multimedia system MBUX (Mercedes-Benz User Experience), to be introduced in the new A-Class in 2018. It can learn by means of artificial intelligence and adapts itself to the user. The highlight is its integral operation concept - a triad of touchscreen, touchpad on the central console, and touch-control buttons on the steering wheel. It also enables contact-free operation: To activate the intelligent voice control, two keywords suffice: "Hey Mercedes."

Connective systems like this intensify the relationship between a driver and a vehicle – in many different situations. Do you want to be informed of upcoming servicing appointments – or lock your car from a distance? This is all made possible by the Mercedes me portal. It groups together all digital services and provides direct access to all Infotainment services from Mercedes-Benz. Good to know: Mercedes me is available with every new Mercedes car. And COMAND Online provides direct connection to the Internet in the new S-Class and E-Class: This Infotainment system comprises a browser along with audio, telephone, and navigation functions. New dimensions in comfort are provided by two wide, high-resolution displays and voice control with LINGUATRONIC.

Some of our vehicles have long been communicating with each other – and in future also with the infrastructure. Vehicles equipped with Car-to-Car technology can anticipate, warn following vehicles of danger, and avoid accidents. The next step will be Car-to-X communication: Vehicles will then be able to communicate with roadworks sites and traffic lights, and identify free parking spaces via the Internet Cloud.

Networking is also providing fresh impetus for the transportation industry: The Mercedes-Benz Uptime service system for trucks and Mercedes PRO for vans constantly monitor a vehicle’s technical condition. The data and diagnoses are conveyed to Mercedes-Benz Service via connectivity services. Fitted out with modern connectivity hardware and Mercedes PRO connect, the new Sprinter for instance will become part of the Internet of Things.
Intuitive mobility

#CASE
Connectivity

Comfort, safety, and entertainment are reaching new dimensions. By networking our vehicles, we're extending our range of services. For the safety of all road users, vehicles are also communicating with each other - and in future with the infrastructure.

Autonomous

Autonomous driving is expected to enhance safety and comfort. It will also relieve us of many tasks and give us back the time we previously spent driving. The vehicle will become a private retreat that offers us more personal freedom: With autonomous driving we can use the time on our journey for other activities.

Shared & Services

Own, share, or rent - whatever you like. From car2go through mytaxi to the mobility platform moovel, we offer our customers a wide range of shared mobility services already today.

CASE

A holistic view of the future

CASE - those four letters stand for the mobility topics of the future. A future that's networked, autonomous, flexibly utilisable, and electric. But CASE is more than just the sum of these four parts. The real revolution lies in its intelligent combination: mobility that supports customers in their living environments and is of benefit to society. We call it "intuitive mobility."

Electric

Our vision of future mobility is emission-free. In addition to the electrification of internal combustion engines, we intend to launch more than ten electric cars on the market by 2022 - from the smart to the large off-road vehicle.
Rewrite the rules

Never before has developing, producing, and selling vehicles been as exciting as it is today. And never before has Daimler been so successful in these endeavors. We owe this to the people who work for us. They not only build cars, trucks, vans, and buses - they’re rewriting the rules of the game for tomorrow’s transportation. We offer ideal conditions for this: flexible work models, strong values, and a highly diverse team.
Whether you’re a school or university student, a graduate, a career starter, or a seasoned professional: At Daimler, you can shape the future. For yourself and for us. Are you practice-oriented? A traineeship or dual course of study would then be your best starting option. From the very first day, you’ll learn automotive engineering with up-to-date methods. Video data glasses explain the work processes in commercial vehicle production directly at the truck assembly workstation. And with DAS@web we offer a platform that promotes self-organized, cooperative learning – anywhere you like.

The best of specialists from the various disciplines work for Daimler. To ensure that this remains so, we support your technical education and training. Our new international trainee program INspire – The Leaders’ Lab provides young management talents with the basis for their further careers. As a successor program to CAReer, this will further intensify the establishment of a new management culture at Daimler. As an executive, too, you can constantly increase your knowledge – at the Daimler Corporate Academy.

And if you want to see more of the world, why not transfer to an international Daimler location as a Global Assignee? Whether for a short term or a long assignment, in a nearby country or on another continent – you decide.

Whether you’d prefer to flexibly organize your working time, work on the move, or share your job – anything is possible. A sabbatical for your personal further development? Why not! We like flexible, inquisitive people with a penchant for lifelong learning. We of course support our employees in coordinating their careers, family life, and leisure time in the best possible way. You can make use of our in-house childcare facilities at many locations. With our company domestic nursing agreement, we also relieve employees who care for sick relatives.

Those who are healthy have more from life and more from their jobs. To enable you to live life to the fullest, Daimler promotes your health in a number of different ways: from nutritional advice and medical care to individual exercise programs.

Welcome to the world of work
Our best brand: you!

The first automobile, the airbag, PRE-SAFE® – all inventions from Daimler. We’ve long been redefining not only vehicles, but also the way they’re driven. Come aboard. Get the world moving. And set the course for your future.
Responsibility

Conduct, actions, effects

Networking, autonomous driving, sharing, and electromobility – these megatrends are transforming not only the automotive industry, but also our mobility in everyday life. This raises new ethical and legal questions. With our corporate value Integrity, a holistic approach to compliance, and business-oriented legal consultancy we provide our employees and stakeholders with a firm foundation.

To put the transformation in the automotive industry on a secure legal footing, our legal experts and compliance colleagues have been involved in new technologies and business models from the outset and advise the various specialist departments. For autonomous driving, engineers, data protection experts, and jurists for example get together at an early stage to develop solutions together. Moreover, management staff and employees receive intensive training in worldwide programs on the topics of integrity and compliance.

Integrity, compliance, and legal responsibility are an integral part of our corporate culture and mean to us more than complying with rules and legislation. We understand this as an attitude borne along by shared values. We act on this basis to achieve positive economic, ecological, and societal effects. At Daimler, this attitude extends to fairness, responsibility, mutual respect, openness, and tolerance. These values also provide orientation when difficult decisions are to be made. We’ve anchored these principles in our Guidelines for Ethical Conduct and support their implementation with our Compliance Management System. By this means, we can recognize risks at an early stage and initiate countermeasures. The objective is to protect Daimler and its employees from inappropriate and illegal behavior.

We also expect our business partners and suppliers to comply with legal and ethical standards. We oblige our direct suppliers, for example, to adhere to our sustainability standards and to incorporate them into their supply chains. We support our suppliers here with measures such as regular training programs and dialog.

Global presence also means global responsibility. We therefore support various aid projects throughout the world under the umbrella of DaimlerWeCare. The Daimler employees also show strong commitment in countless initiatives. These include the donation project ProCent and so-called Social Days, in which departments of Daimler participate for a day in social benefit projects close to their respective locations. With a great deal of enthusiasm, we also initiate projects that provide children with technical education and road safety awareness – the MINT educational initiative Genius and the MobileKids campaign are just two examples.
Diversity

Inspiring difference

We not only tolerate variety; we actively strive for it: More than 289,000 people from five generations and 160 nations work for Daimler – an enriching blend of cultures and ways of life.

Variety is our driving force of ideas, renewal, and inventiveness. Diversity management has already been anchored in our strategy since 2005. It promotes mixed teams, a multifarious working culture, and an innovative approach to customers. Esteem for each and every person in his or her individuality is the prime consideration.

Many employees make an active contribution here. At the workplace and beyond, they show commitment to a culture of openness and inclusion. A variety of employee networks such as the Arab Business Circle or the Daimler Türk Treff illustrate the variety within the Group. A further Daimler employee network is GL@D (Gay Lesbian Bisexual Transgender at Daimler), which promotes a corporate culture of appreciation and is the point of contact in matters of sexual identity at the workplace.

Differences are a matter of course for Daimler. We value them. We benefit from them. And once a year we celebrate them, too: On Diversity Day, Daimler employees around the world can experience this variety even more consciously – in discussions, at expositions or at cultural and culinary events. Despite all differences, we share the values of Openness, Integrity and Respect. Diversity thus not only promotes integration and solidarity: It also enriches our knowledge and makes us more economically successful in a networked world.

We bring together various perspectives and competencies. And this is rewarded: The Great Place to Work Institute, for example, has listed Daimler Financial Services (DFS) among the world’s 25 best multinational employers – as the first German company to receive this honor. Glassdoor, one of the leading employer assessment websites, has placed Daimler in seventh position in its ranking of the best employers in Germany. And Daimler currently rates sixth in the worldwide employer ranking Forbes Global 2000 – the only German enterprise in the top ten.
A speedboat on tour

We’re one of the world’s leading carmakers – and are number one in the premium segment. Is that enough? Not for us. We keep setting the pace with new ways of thinking; we network worldwide and use intelligent technologies to develop mobility solutions. We, the inventors of the automobile, are now radically and innovatively shaping its future. With a corporate culture that’s undergoing transformation to make working in our global teams even more attractive. We’re shaping the future – right now.

Around the globe, we’re right where our customers need us – very close to them. The international Daimler team leaves no stone unturned in devising innovative products and production technologies for the mobility of the future.

Global value creation

Global electric campaign – investment in transformation

Daimler has six competence centers worldwide for the manufacture of cars with battery-electric drive. These electric vehicles are being integrated into the series assembly systems of existing plants. An important component is the ongoing development of battery manufacture for hybrid and electric vehicles. We’re investing more than a billion euros in a global battery production network and are already planning our fifth battery factory on three continents.

Intelligent production – an important component of digitalization

Component by component, we’re digitalizing the entire automotive value-added chain – from engineering design and development, through production up to sales and service. In this way, we can individualize products to a greater extent and make production even more efficient. The TEC FABRIK at the Mercedes-Benz Sindelfingen plant is the future laboratory for innovative technologies and processes, where we test production concepts for the future such as virtual assembly or human-robot cooperation. We put the most successful technologies from test applications to work at our production plants throughout the world.

Research & Development – a passion for innovations

The demand for cars, commercial vehicles, and mobility concepts is growing worldwide. At the same time, the demands on the part of customers are becoming increasingly diverse. Over 24,000 employees work for Daimler at 35 locations in 15 countries in Research & Development alone. The researchers from various disciplines have always been a step ahead of their time. They address topics, trends, and demands that our development teams then realize in the form of products ready for series production.
Hack the future! We’re in on it. Whether internally or with external start-ups, in hackathons or competitions: When a mobility idea really takes on, we’ll put it into practice together. Daimler is really moving into the fast lane – for example with STARTUP AUTOBAHN. This innovation platform that we initiated helps starters with space and resources to launch their visions on the road.

But even those who already have products on the market and would like to improve or extend them also need the right contacts. We take care of this with M&A Tech Invest. The Technology & Venture area of Daimler forges networks between start-ups, experts, and the worldwide corporate network. Similarly, Daimler Financial Services promotes partnerships with young enterprises – and supports them financially – with the Startup Intelligence Center.

1886: This is a number for pioneers, as it was the year the automobile was invented. This power of innovation is also demonstrated by Lab1886, where we develop new business models with professional start-up methods within only a few months to establish new companies. It’s the source of our global innovation ecosystem, which has produced successful products such as car2go, moovel, and Mercedes-Benz energy storage media.

The digital transformation is in full swing at Daimler. DigitalLife@Daimler concentrates our wide range of digitalization activities within the Group. And we have clear objectives: We intend to grow profitably in our core business while at the same time opening up new fields of activity. With all this in mind, we’re radically changing our corporate culture. With our Group-wide initiative Leadership 2020 we’re adopting a revolutionary approach to management and to working with each other; we’re breaking with time-honored patterns, revamping working methods, making for lean processes, and streamlining decision-making channels. In this way, we want to become faster, more flexible, and better. And our actions go far beyond the confines of our own company: We seek an exchange of ideas with customers, partners, start-up exponents, and lateral thinkers from all disciplines. After all, we’re living in extremely dynamic times: Topics such as networking, autonomous driving, and artificial intelligence affect all of us. At events like the me Convention staged by Daimler in 2017, the focus is on dialog and discussion – on new ways of thinking, changes in perspective, and wide horizons. There’s never been so much future in store for us. It’s exciting to play a part in shaping it.

Ready to start?

#CHANGE

Ideas, welcome! The automotive sector is undergoing radical change. We’re expediting this process and transforming the industry – and ourselves. Will this move us ahead? And how? Daimler numbered among the best innovation laboratories of the major German corporations in 2017.
Our employees worldwide.

2017

289,321 employees worldwide
Our strategy

We’re the largest producer of premium cars and the world’s largest commercial vehicle manufacturer. From this leading position, we intend to shape the fundamental transformation of mobility by reinforcing our global core business and continuing on our course of profitable growth. We’re thereby establishing the basis for developing new business models centered on the CASE future topics of networking (Connected), autonomous driving (Autonomous), flexible usage (Shared & Services), and electric drives (Electric). We constantly work toward intelligently combining these topics. We’re also promoting digitalization and further developing our corporate culture in order to become even faster, more flexible, and more open to innovation.

Vehicles sold

Facts and figures

The Daimler share (rate with a delay of at least 15 minutes).


The 2017 financial year

The financial strength and robust balance sheet of our Group enable us to forge ahead with our growth strategy. At the same time, we can distribute attractive dividends to our shareholders.

Group unit sales
A new record, with 3.3 million vehicles sold (+9%)

Group turnover
An increase of 7% to €164.3 billion (2016: 153.3 billion)

Group result
An improvement of 24% to €10.9 billion

Group EBIT
A marked rise of 14% to €14.7 billion (2016: €12.9 billion)

135,500 smart
2,238,027 Mercedes-Benz cars
401,025 Mercedes-Benz vans
470,705 Daimler trucks
28,676 Daimler buses

164.3 billion euros in sales for 2017

The Daimler share.

Yearly high
€73.64

Yearly low
€59.01
Intelligent concepts

Vision Van

Delivery vehicle of the future

Cloud-based control software

Central element of a networked, intelligent delivery chain

New algorithms control the ordering and transport of goods, charging management, and route planning for the vehicle and the delivery drones. They also calculate optimal delivery paths for the parcel courier.

Fully automated cargo space plus integrated drones

A revolutionary van study vehicle for the urban space: As an integral system, this vehicle incorporates a variety of innovative technologies for delivery over the last mile. With electric drive, it will cover a range of up to 270 kilometers in future – locally emission-free and as quiet as a whisper.

Our future vehicles
Film: Road to the Future
Our brands and business fields

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