Capital Market Day 2017

Group Research and Mercedes-Benz Cars Development

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Mercedes-Benz

The best or nothing.
Future of CORE and CASE Businesses from a R&D Perspective.
Big Picture for **R&D.**

- Emotional Product Leader
- Innovation and Technology Leadership
- Best R&D Team
- Best Premium Product Creation Process
- Intelligent Ressource Management

*Mercedes-Benz*
Design is a key Differentiator.
Focus on the right Technologies.
Thinking Connectivity from our Customers Point of View.
Introducing (artificial) Intelligence into the User Interface.
Sensing, Computing and Intelligence is key for Autonomous Driving.
Driving or being driven by a Mercedes will always be a Pleasure.
Flexible Mercedes Powertrain Architecture as Foundation for Electrification.
S-Class first car with a Combination of beltless Engine and ISG.
In 2025 up to 25 Percent of our Sales will be fully electric.
A **modular Electric Vehicle Architecture** allows us to cover a wide Range of Segments and Performance Levels.
Creating synergies for Electrification across the Group.
Daimler is investing in electric Charging Infrastructure.

Joint Venture for Ultra-Fast, High-Power Charging along major Highways in Europe with Power levels up to 350 kW based on CCS
The Mercedes R&D Network attracts Talent across the World.
The Product Creation Process will be accelerated.
Transformation of Car Industry requires increased R&D spend...
...thus making the right Technical Bets and improving Efficiency will be paramount.
Progress is impossible without Teamwork.
Disclaimer

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