



Mercedes-Benz

Mercedes-Benz at the Mobile World Congress 2018

Press Information

Focus on artificial intelligence

15 February 2018

Stuttgart. At the Mobile World Congress in Barcelona (MWC; 26 February to 1 March) Mercedes-Benz is presenting innovations and initiatives from a variety of fields as part of its overarching digitisation strategy. The press conference is to be held on 26 February from 11 a.m. to 11.20 a.m. at the Mercedes-Benz stand in Hall 6.

The focus here is on systems with artificial intelligence (AI), such as the multimedia system MBUX - Mercedes-Benz User Experience. The new A-Class with the intuitive, teachable MBUX is celebrating its show premiere in Barcelona. MBUX can be individualised and adapts to suit the user. Map display supplemented by augmented reality is a new feature.

For Daimler the use of artificial intelligence is a central future topic, be it in Development, Production or the use of vehicles and in mobility services.

The start-up fair "Four Years From Now" (4YFN) takes place in parallel to the MWC in Barcelona, and Mercedes-Benz also has its own stand there too. As a conclusion to the Hackathon series "DigitalLife Campus", which enjoyed global success, Hack.IAA, Hack.Singapore, Hack.Berlin, Hack.TechCrunch and Hack.Bangalore teams can present their ideas there and chat to the experts.

Up-to-date information about the presence of Mercedes-Benz at the WMC can be found under the hashtag #MBmwc18.

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Further information about Mercedes-Benz is available online:

www.media.daimler.com, <https://media.mercedes-benz.com> and

www.mercedes-benz.com

**About CASE:**

CASE - these letters are shaping the future of mobility. They stand for the fields of networking (Connected), autonomous driving (Autonomous), flexible use (Shared & Services) and electric drive systems (Electric). The four CASE fields are an integral part of the corporate strategy of Daimler AG. The aim is to shape intuitive mobility for our customers through intelligent dovetailing of the CASE topics.

Mercedes-Benz Cars already plays a leading role in all four areas today. For example, all activities in the area of connectivity are focused on the digital brand Mercedes me, which gives customers access to an extensive and personalised range of services by app, website or straight from their car.

On the way to autonomous driving, Mercedes-Benz has for years been a key driver of development and has repeatedly set the benchmark. To this end, the Mercedes engineers use what is known as sensor fusion. The data from different sensors, such as cameras, ultrasound and radar, are intelligently combined and analysed. With smart vision EQ fortwo, the smart brand is also demonstrating what driving without a steering wheel could look like in the future of carsharing.

The inventor of the car is already playing a leading role in the field of Sharing & Services. The mobility services used by over 18 million people range from free-floating carsharing (car2go), through ride-hailing (mytaxi) to the mobility platform (moovel).

Mercedes-Benz is pursuing a holistic approach to powertrain electrification. Apart from the EQ brand with a family of vehicles, Mercedes-Benz is also developing a holistic ecosystem, which, alongside the vehicle itself, also comprises a comprehensive electric mobility offering. This extends from intelligent services and energy storage units for private and commercial customers to charging technologies and sustainable recycling. On the road to emission-free driving Daimler is systematically pursuing a three-lane drive system strategy in order to implement maximum environmental compatibility across all vehicle classes (incl. commercial vehicles, vans) - with an intelligent mix of the latest combustion engines and partial electrification through 48-volt technology, tailor-made EQ Power plug-in hybrids and electric vehicles with battery or fuel cell drive systems.

By focussing on CASE Daimler is preparing for the intuitive mobility of the future.

More at: <https://www.daimler.com/case/en/>