

Shaping future mobility



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The background is a deep blue gradient, darker at the edges and lighter in the center. It is filled with numerous glowing blue particles of various sizes, some appearing as sharp points of light while others are soft, out-of-focus bokeh. Several thin, curved lines of light sweep across the frame, primarily from the left side, creating a sense of motion and flow. The overall effect is futuristic and ethereal.

A new era ahead



Transformation

Megatrends are changing our lives



1900: 5th Ave, New York City.
Find the car



1913: 5th Ave, New York City.
Find the horse

Urbanisation

Digitalisation

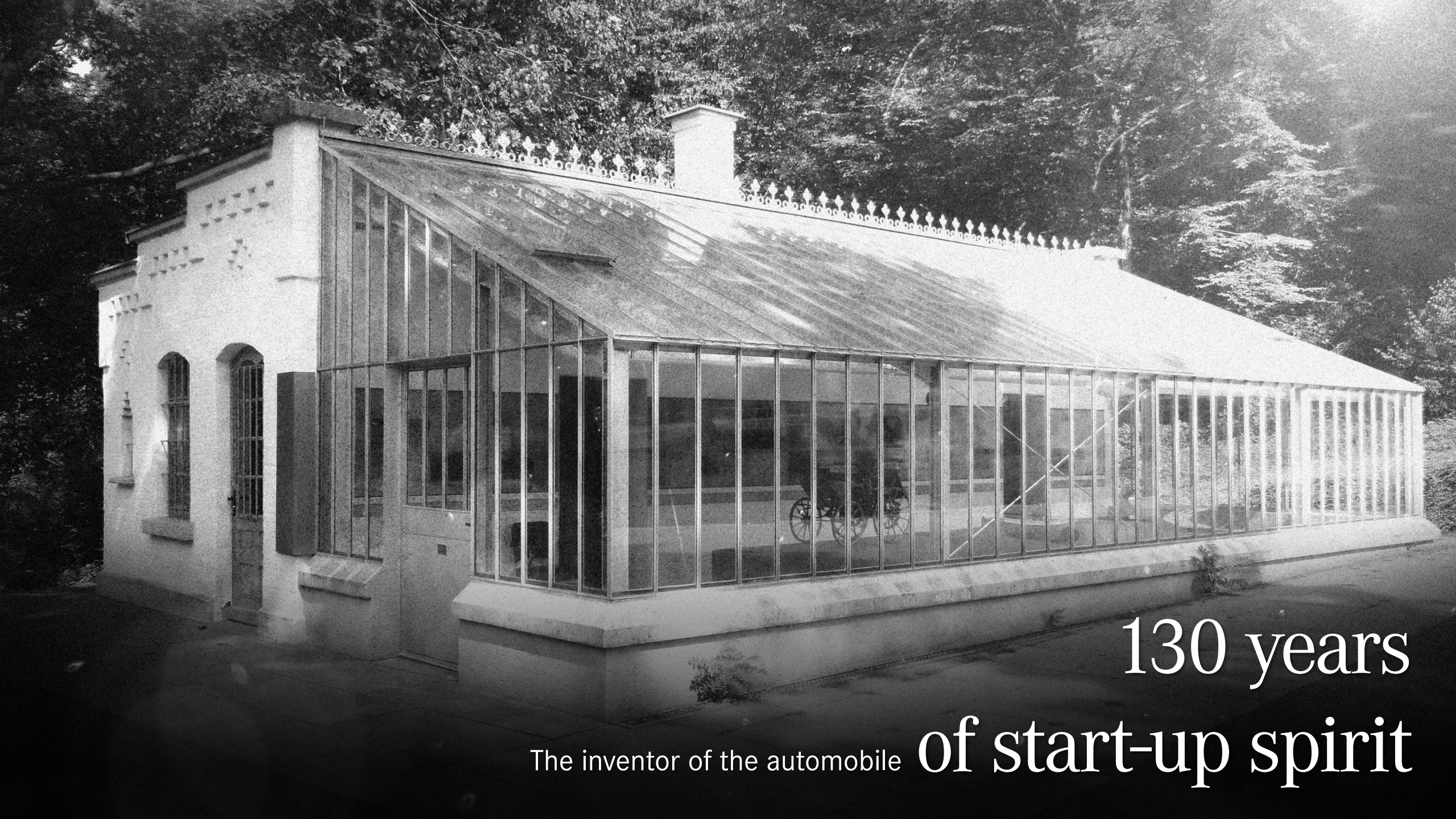
Individualisation

Sustainability

A new era

Our world is constantly
on the move





The inventor of the automobile

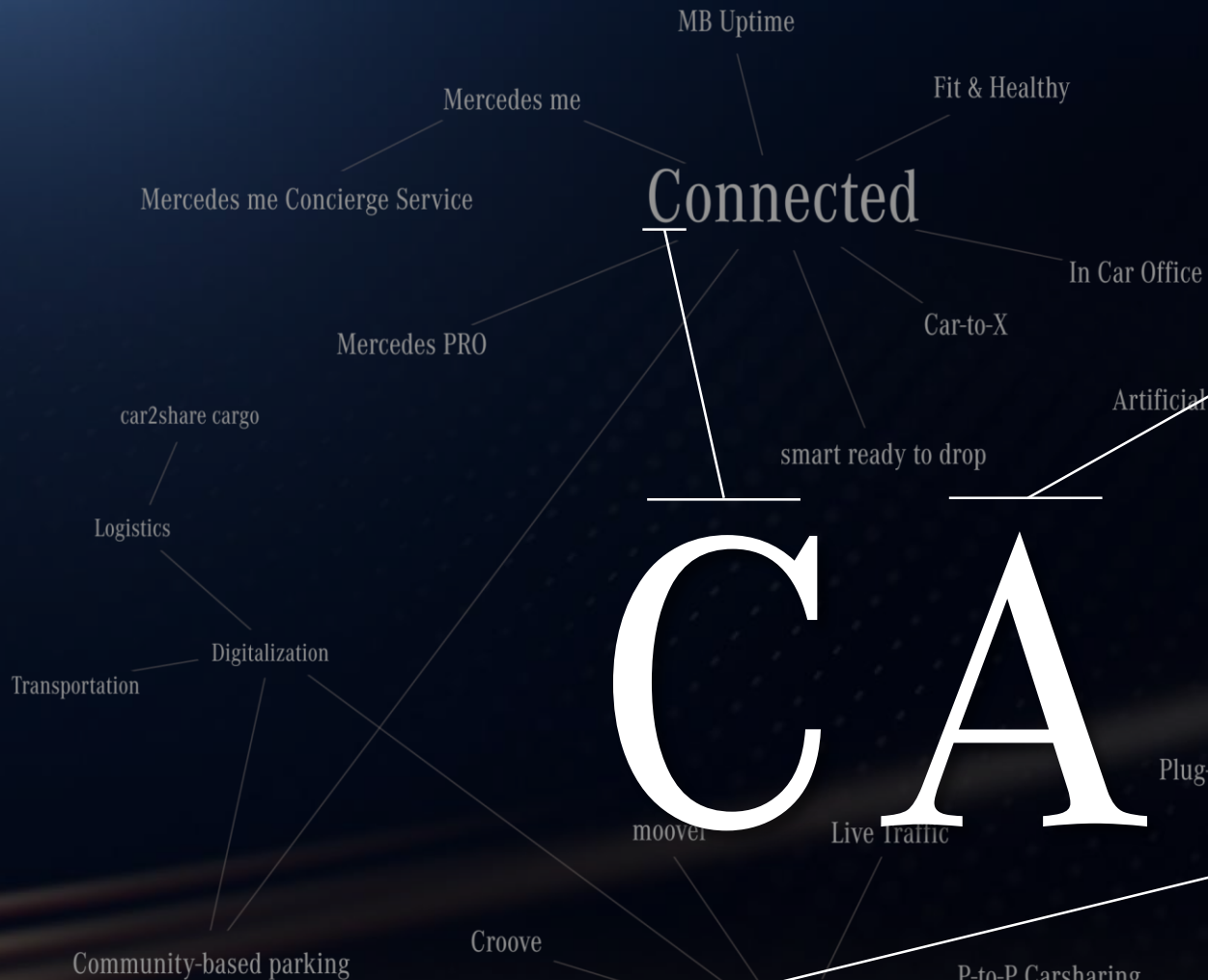
130 years
of start-up spirit

The background is a deep blue gradient. It features several bright, out-of-focus circular light spots (bokeh) of varying sizes. There are also thin, curved lines of light that sweep across the frame, creating a sense of motion and depth. The overall effect is futuristic and high-tech.

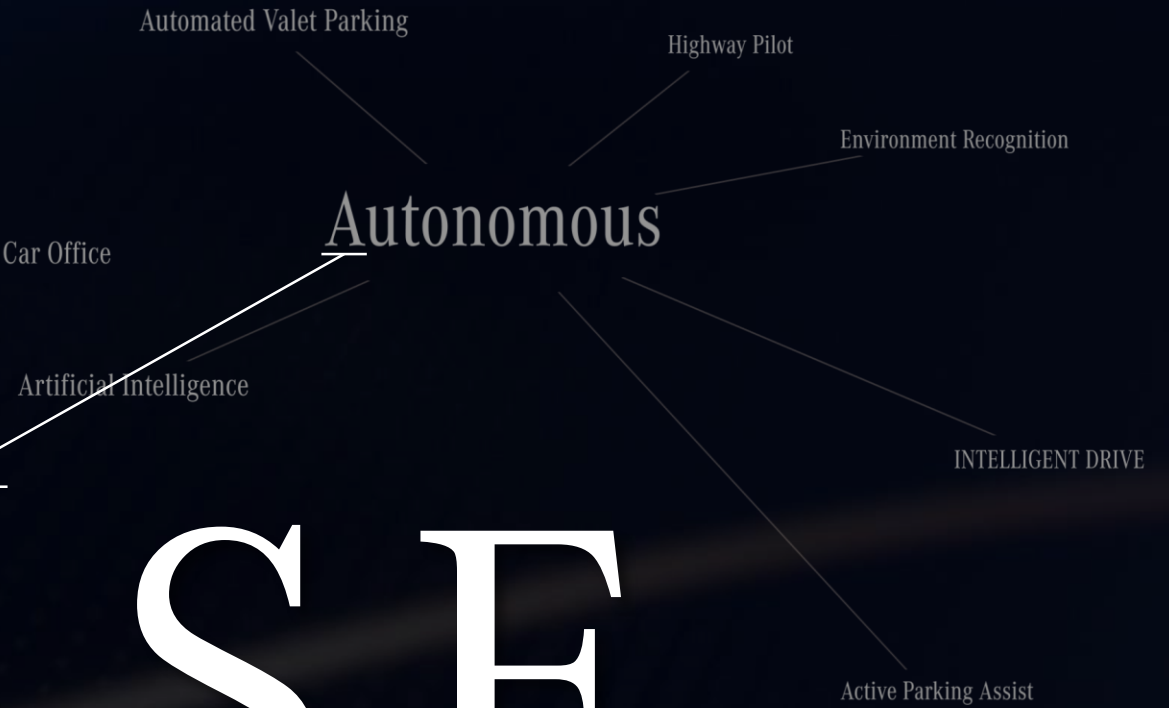
Our intelligent response:
CASE

CASE

Connected



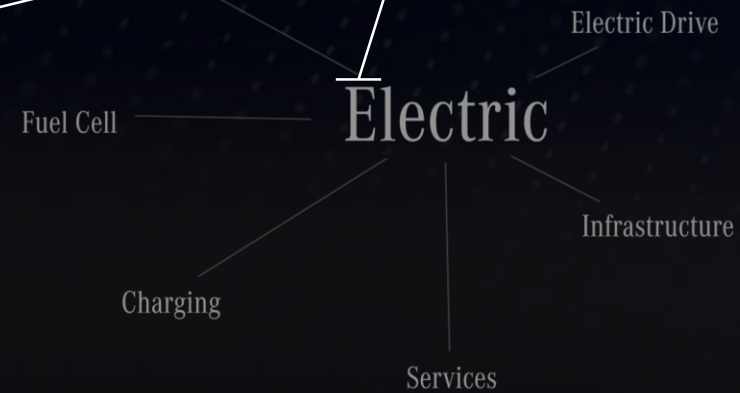
Autonomous



Shared



Electric



A man with a beard, wearing a dark suit and a light blue shirt, is seated in the driver's seat of a futuristic car. He is looking towards the right side of the frame. The car's interior is illuminated with a soft blue and purple glow. The dashboard and side panels feature large, curved screens displaying abstract digital patterns and light trails. The rearview mirror area shows a digital display with the time 7:15 and a cityscape graphic. The overall atmosphere is high-tech and modern.

Connected

Seamless mobility



Autonomous

More safety, more time

Shared & Services

More than just a car



Electric

Locally emission-free mobility



The background is a deep blue gradient, populated with numerous glowing blue particles of varying sizes and brightness. Several thin, curved lines of light sweep across the frame, creating a sense of motion and depth. The overall aesthetic is futuristic and high-tech.

Our vision:
Intuitive mobility



Our vision
Intuitive mobility



The background is a deep blue gradient. It features several glowing blue particles of various sizes, some of which are out of focus, creating a bokeh effect. There are also thin, curved lines of light that sweep across the frame, suggesting motion or a dynamic environment. The overall aesthetic is futuristic and high-tech.

Our path:
Open up the ecosystem







2.7 million
customers that are
“Proud to Share”

Strategic partnerships

Intelligent ways to reinforce competence



The electric team

Strong position in all segments



Concept EQ



Urban eTruck



Vision Van



Future Bus



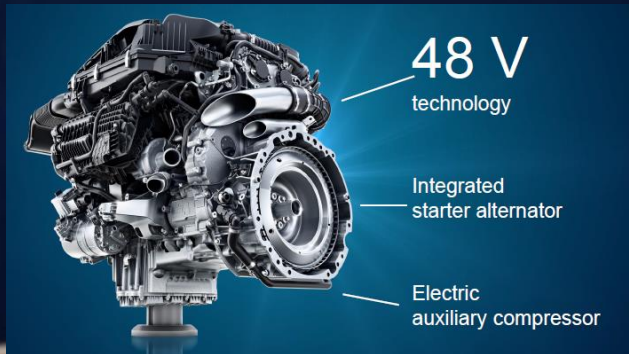
smart electric drive

Full power

10 bn Euro investment and more than ten electric cars in all segments by 2022



Integrated three lane strategy on electrification



Highly efficient
combustion engines
with 48 V – “Mild Hybrids”



Plug-In Hybrids



Battery Electric &
Fuel Cell Electric Vehicles

Electric intelligence – from EQ power to full electric



EQ Power

Plug-in-Hybrid by Mercedes-Benz



EQ Power+

Performance Hybrid by Mercedes-AMG



EQ

Full Electric Mercedes-Benz vehicles

