



Mercedes-Benz

Press Information

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Design No.5 - Creating Iconic Luxury

Contents

Design No.5 - “Creating Iconic Luxury”: the key facts at a glance	2
“An icon must be something truly novel, beautiful and timeless - and have that magical ‘x-factor’”	3
Mercedes-Benz Vision One-Eleven: progressive interpretation of a 70s brand icon.....	6
MANUFAKTUR- the label for individualisation	11
Night Series: a new extravagant look for Mercedes-Maybach.....	13
Mercedes-Benz collaborates with digital artist Harm van den Dorpel to offer blockchain-based art.....	14
PROJECT MONDO G: unique art piece merges the characteristic G-Class features with Moncler’s style-defining puffer jacket	16

The descriptions and data in this press kit apply to the international model range of Mercedes-Benz. They may vary from country to country. Further, country-specific information about the vehicles offered, including the WLTP values, can be found at www.mercedes-benz.com.

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Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the “Guide to Fuel Consumption, CO₂ Emissions and Electricity Consumption” for new passenger cars, which is available free of charge at all sales outlets and from Deutsche Automobil Treuhand GmbH at www.dat.de.

Design No.5 - “Creating Iconic Luxury”: the key facts at a glance

#CreatingIconicLuxury: The Mercedes-Benz brand history is a source of inspiration for the future. From the three-pointed star to gullwing doors and cab-forward design: over the decades, the Mercedes-Benz design teams have created and established iconic elements. These are unmistakably associated with the brand, shaping the Mercedes-Benz myth and creating desire. The Mercedes-Benz design team will continue to develop the brand's iconic style to further strengthen this heritage and carry it into the future.

#PinnacleOfExclusivity: Exceptional customisation options, one-offs from collaborations, limited collector's and special editions, pioneering show cars and research and concept vehicles are the epitome of exclusivity for Mercedes-Benz.

#IDCCarlsbad: The Mercedes-Benz Design Centers provide important impetus for the continuous development of the design philosophy of sensual purity and for setting trends with new design ideas. At the International Design Center Carlsbad, the Mercedes-Benz design Team creates show car exteriors, vehicle studies and mobility concepts for tomorrow and beyond. It does this by picking up on stylistic trends on site, then analysing and creatively implementing them. The Californian lifestyle influences the site just as much as its proximity to Mercedes-Benz Research & Development North America. A very special form of creativity flourishes in Carlsbad, leaving its mark on Mercedes-Benz design and opening up new perspectives.

#VisionOneEleven: With the Mercedes-Benz Vision One-Eleven, the brand presents a concept sports car that progressively reinterprets the C 111, a brand icon of the 1970s. Much like its historic predecessor, it combines stunning design with the most innovative drive technology. The Vision One-Eleven makes use of axial flux motors from YASA, which have an unmatched power density far beyond comparable radial motors, while being extremely lightweight.

#ExclusiveCollection: Mercedes-Benz is launching the “LIMITED EDITION 1 OF 111” collection along with the Mercedes-Benz Vision One-Eleven. This is the first time that an iconic design study has been accompanied by a lifestyle collection consisting of five exclusive pieces. In addition to the striking colour of the concept sports car, the individual accessories also reflect the vehicle's characteristic design elements.

#AugmentedReality: The Mercedes-Benz design team used augmented reality (AR) to create a visionary user experience for the premiere of the Mercedes-Benz Vision One-Eleven and integrated it into a virtual test model of the Vision One-Eleven interior. The physical vehicle interior and the digital interface merge seamlessly, so that virtually the entire car becomes a user interface.

#MANUFAKTUR: With the MANUFAKTUR individualisation programme, Mercedes-Benz offers an ever-greater degree of exclusive design options at the highest level of craftsmanship. From a choice of bespoke colours to a wide range of exclusive interior fittings a Mercedes can be tailored exactly to one's personal taste. With the Vision of MANUFAKTUR, Mercedes-Benz gives a glimpse of potential future hyper-exclusive design possibilities for the customisation programme.

#MercedesMaybachNightSeries: With the Night Series, Mercedes-Maybach is presenting the next chapter in the brand's mission to further develop its curated portfolio. The most progressive design package from the tradition-steeped brand takes Maybach design to a new level. Unexpected and exquisite in its design, the Night Series defies convention and appeals to new target groups.

#NFT: Digital collectibles in the form of NFTs (Non-Fungible Token) allow Mercedes-Benz to support new strategic dimensions of digital brand and business development. Through NFTs, Mercedes-Benz is creating connections and experiences with new audiences. The brand with the star is teaming up with the artist Harm van den Dorpel to create blockchain-based digital art. A new in-car app that makes it possible to experience digital artworks in the vehicle will be tested for the first time in the new Mercedes-Benz E-Class.

“An icon must be something truly novel, beautiful and timeless - and have that magical ‘x-factor’”

Interview with Gorden Wagener

Gorden Wagener, one of the most influential automotive designers of our time, has headed the global design division of Mercedes-Benz and its brands – Mercedes-Maybach, Mercedes-AMG and Mercedes-EQ – since 2008. Wagener has served as the company’s Chief Design Officer since 2016. His goal is to create the most desirable cars in the world. The basis for this is his design philosophy of sensual purity, which defines the specific hallmarks of luxury for each respective brand in the Mercedes-Benz Group. Wagener’s creations establish new impulses in the luxury segment and stand for beauty and the extraordinary. At this year’s Design Essentials in Carlsbad, California, Wagener and his team will be showcasing exciting new products and visions for the future – both physical and digital.

The now well-established Mercedes-Benz Design event is taking place for the fifth time this year, this time with the theme of “Design No.5: Creating Iconic Luxury”. What defines this year’s event?

Last year, we presented our new strategy and explained how we want to build the world’s most desirable cars. At “Design No.5”, our purpose is about showing how we’re bringing it to life. That’s why we’re providing insights into both current projects and taking a look ahead at future design trends. And, of course, we’re also featuring the newest show cars with which we’re creating new impulses for the future of Mercedes-Benz design. For us, it’s all about continuously evolving our unique design language based on the Mercedes DNA. At “Design No.5”, we’ll be sharing what inspires us, how our creations come to life, and how we define iconic luxury at Mercedes-Benz.

What is the focus of “Design No.5”?

This year is first and foremost about providing an insight into the future of our Top-End segment. In line with our “Pinnacle of Exclusivity” principle, we’re presenting specific examples arising from our strategy. There are three focal points. The first is our “MANUFAKTUR” individualisation programme with which we want to offer our customers an increasing breadth of design options. At “Design No.5”, we offer a perspective on potential future MANUFAKTUR specs. The second focal point is collectibles. By that, I mean vehicles built in limited numbers for collectors and special models as well as products and exclusive design options created through collaborations. And a third focus is on one-offs, i.e. unique vehicles such as vision cars, concept cars and art pieces. In particular, I’m referring to the Vision One-Eleven, which is a modern, avant-garde interpretation of the C 111.

How exactly do you define and set the stage for iconic luxury?

Let’s stay with the keyword “icon” for a moment. Every designer strives to create something new and unique and, in so doing, make a statement that resonates long into the future. But whether or not a designer’s work actually becomes an icon only becomes apparent with the passage of time. However, it’s icons that count. They define luxury and embody specific characteristics. They are original and unmistakable, pursue a clear aim, are timeless, based on a powerful idea and, therefore, can also be polarising. Products, brands, people or also a style can be iconic. In this respect, we have the greatest possible potential here at Mercedes – for instance, with our iconic Mercedes, AMG and Maybach brands or outstanding individuals such as Carl Benz or Gottlieb Daimler. Beyond that, we have developed our own distinctive style. And Mercedes has created many iconic vehicles, including the 300 SL, the S-Class and the G-Class, for example – all of which are automotive legends. They’re cars with a very long pedigree. Our job is to continue this success story – or even to reimagine it.

My team and I have designed many sports cars for Mercedes. And I personally feel that some of these cars have already become icons: an SLR or a GT, for example. The new SL also has the potential to achieve cult status. Of course, there are certain standards for extraordinary design. The most important one is that a vehicle must be something truly novel when it comes onto the market. Beyond that, it needs that magical

“x-factor”: that unexpected, extraordinary flair that generates lasting fascination. Something that wasn't there before, like a 300 SL Gullwing, for example – an “über-car” that almost seemed like a UFO when it first came out. Aesthetics are also very important. An icon must, by definition, be beautiful and, moreover, timeless. It doesn't just capture and surpass the current trends or zeitgeist, it sets them – and it's not a fashion or fad. It would literally go out of fashion before it had a chance to achieve icon status. I always urge and embolden my team to be visionary and unconventional! It's only by breaking the rules here and there can you create great things. Perhaps even something iconic.

Let's look first at the exterior. Which features here are typical of iconic design?

Mercedes-Benz design has always featured numerous iconic elements. Think of the gullwing doors of the 300 SL, or the so-called “shark nose” from the 1950s and the 1960s, which we're still reinterpreting today. Shark nose describes a front-end design that has a strong forward lean, which gives the vehicle a distinctively dynamic appearance. As the saying goes – they look fast, even standing still. Another iconic element is our “signature graphic”, also at the front – in the case of AMG, for instance, the typical AMG grille with vertical struts, the widest part of which hovers close above the road. This A-shape contour markedly shifts the visual centre of gravity lower to the ground – evocative of a predator ready to pounce. In Carlsbad, we're providing an insight into a new and equally sporty grille variant for Mercedes-Benz. It looks super cool. Another new element is the modified daytime running lights, the so-called eyebrow above the headlights, which we've further enhanced with a stylised star. We will successively introduce these features into all model lines. Together they will comprise the new sporty “face” of Mercedes-Benz – the look of the future. And because we always take a holistic approach to design, we're also working in parallel to develop corresponding elements around the rear lights.

Keyword “holistic” – what does iconic design mean for the interior?

For us, it's the overall experience of a Mercedes-Benz that counts. Meaning – conveying the uniqueness of a Mercedes-Benz from the inside out. In other words, giving our cars a strong and unmistakable design identity throughout. Our aim is to give our customers an interior experience that seamlessly unites aesthetics and beauty, one that's achieved through exceptional design and materials. The so-called “cocooning effect” plays a central role here. A car's interior should lend an ambience of luxury and security, one that offers maximum comfort combined with bespoke details and touches of the highest quality. We combine traditional materials such as wood and leather – created with genuine craftsmanship – with the latest high-tech features such as the Hyperscreen. The result is a thoroughly unique and distinctively Mercedes overall composition of analogue and digital elements. The exquisite details and the interplay of contrasts in the interior contribute to the iconic design.

For quite some time now, we're seeing many luxury brands making a clear break with the past, starting with the move away from traditional colour combinations. We're a driver of this trend – and in some cases, taking an approach that's deliberately polarising. For example, through the use of unusual colour combinations such as sunny yellow interiors that contrast sharply with dark/black metallic exteriors. Maybach shows this from a completely new perspective – one that's far more extroverted than before. At the same time, we are shifting to a more generous and expansive surface design language – with screens being a prime example. We've developed a new touch architecture for these that is emphatically personal and haptic. All of this makes for a very dynamic change in design in the Top-End segment.

What other innovations can we expect at this year's Design Essentials?

We will be presenting some spectacular design studies and near-production models at “Design No.5”, including the Mercedes-Benz Vision One-Eleven as a highlight. This super sports car follows in the tradition of the legendary C 111 experimental cars from the 1970s, reborn as an icon of the modern era. Much like its historic predecessor, the Vision One-Eleven combines stunning design with ground-breaking powertrain technology that explores new avenues for the future of sporting performance. For its world premiere, we used augmented reality (AR) to create a visionary user experience, which we integrated into a virtual test model of

the vehicle's interior. With the help of AR glasses, the driver's field of vision is enriched with high-resolution graphics all around. The physical vehicle interior and the digital interface merge seamlessly, in effect turning the entire car into a user interface.

Another highlight at "Design No.5" is our vision for MANUFAKTUR, the individualisation programme at Mercedes-Benz. For over a year and a half, the MANUFAKTUR label has served as a complement to our existing product portfolio by offering an additional level of exclusivity and luxury in a selected range of our Top-End vehicles. Thanks to the huge resonance it's enjoyed with customers, we will be expanding MANUFAKTUR over the next few years to transform it into a cross-brand individualisation programme available for all Top-End models. With our vision for MANUFAKTUR, we are giving customers an exciting preview of how we envision the future of vehicle individualisation.

Then there's our PROJECT MONDO G, which we designed exclusively for our collaboration with Moncler. It premiered earlier this year at the Moncler live show, "The Art of Genius" at London Fashion Week and is likewise on show in Carlsbad. Last but not least, we are presenting the Mercedes-Maybach Night Series, which embodies the most progressive design package of this prestigious brand. Here, too, guests will get to experience the Mercedes-Benz "x-factor" first hand – in the form of unexpected and progressive elements that deliberately defy convention. In this way, we will be creating an exciting new style that takes the iconic Maybach design to a new level.

But we've got more in store above and beyond our new vehicle designs. Together with artist Harm van den Dorpel, we will be creating NFTs live on site. A non-fungible token has its own unique value, much like a painting, sculpture or even a digital artwork. This NFT is unique, verifiable, tradable and programmable, meaning it can serve as a digital certificate for genuine ownership. For us, NFTs represent an important element in our efforts to further develop the customer experience and enhance it with unexpected digital features – both in car and beyond. And together with the Vision One-Eleven, we are also launching a new collection: "LIMITED EDITION 1 OF 111". This marks the first time that an iconic design study will be accompanied by a lifestyle collection consisting of five exclusive items. In addition to echoing the distinctive colours of the sports car study, each individual accessory in the collection will also reflect the characteristic design elements of the vehicle.

Is there a timeline for the goal of building the "world's most desirable cars"?

I think we're already creating the world's most desirable cars. The latest proof of this is the new E-Class, which I feel is an outstanding combination of innovative technology and iconic design. The W 214 E-Class is currently the most intelligent business sedan on the market; it embodies digital and physical luxury in the purest form. And its design makes that clear at first glance. However, with regard to the goal of building the world's most desirable cars, I would also like to make it absolutely clear that this is a continuous process that starts anew with each future model generation.

But that also means that your team is permanently working under high pressure – how do you manage that?

First of all, delivering top performance is an expectation we have of anyone who is at the top of their game – whether it's an artist, an elite athlete – or the Mercedes-Benz design team. What counts is how you deal with this. And regardless of what you're doing or which field you're working in, there's really only one approach that makes sense: having a clearly defined concept with a coherent strategy. Together with a highly motivated and competent team, this is the foundation. At "Design No.5", we're showcasing how this works for us – how it all comes together. And the venue – this year at our Design Center in Carlsbad, California – plays a central role in this. It's part of our global Design Center network, with which we are present in every key market. This network allows us to pick up on regional trends around the globe and work together in an interdisciplinary and intercultural fashion. The Design Centers function as our creative melting pots, where we forge ideas for the luxury automobiles of the future. Each Center's respective environment – such as California, for example – serves as an incredible and inexhaustible source of inspiration for our work.

Mercedes-Benz Vision One-Eleven: progressive interpretation of a 70s brand icon

- Design and technology pioneer in the tradition of legendary C 111 experimental vehicles
- Exterior: sporty interpretation of One-Bow design with high-tech references
- Interior: fuses lounge-like feel with super sportscar minimalism
- YASA axial-flux motor signals the future of performance electric drive
- Battery with high-performance liquid-cooled cylindrical cells

Stuttgart/Carlsbad. Mercedes-Benz presents a new sports car study. The Vision One-Eleven combines a highly dynamic design language with innovative all-electric powertrain technology. The supercar silhouette is characterised by skilful execution of the signature Mercedes-Benz One-Bow design that is a marker of its 21st-century style. The development of this design underscores the positioning of the Mercedes-Benz brand, which stands for ICONIC LUXURY. Its technical highlights include the extremely powerful and highly efficient axial-flux motor developed by electric motor specialist YASA. The British company has been a 100-percent subsidiary of Mercedes-Benz AG since July 2021.

The Mercedes-Benz Vision One-Eleven is inspired by the tradition of the legendary C 111 experimental vehicles from the 1960s and 70s, which were used to test revolutionary Wankel and turbodiesel engines. They were also prototypes for testing polymer-based bodyshells. The extremely (aero)dynamic mid-engine sports cars are considered design icons of their era, not least due to their distinctive gullwing doors and eye-catching orange-and-black paintwork.

“Our goal at Mercedes-Benz is not to do styling – our goal is to create icons. To me, that makes the difference between mainstream design and luxury. Design icons like the Type 300 SL and C 111 – both with gullwing doors – are part of our DNA. These legendary vehicles were major inspirations for the iconic design of the Mercedes-Benz Vision One-Eleven. This is beauty and the extraordinary united in one vision of the future. Our all-electric vision show car is the modern-day interpretation of the C 111, which was avant-garde at the time. The element of surprise comes from its exceptionally clean, purist and, at the same time, extremely muscular proportions. This iconic clarity is also reflected in the interior. The equally sensual but minimalist design language stands for ICONIC LUXURY by Mercedes-Benz.”

Gorden Wagener, Chief Design Officer, Mercedes-Benz Group AG

“The Mercedes-Benz Vision One-Eleven combines breathtaking design with groundbreaking powertrain technology. Like its historical namesake, it explores new paths for the future of sporting performance. At the heart of the compact and extremely efficient powertrain is the innovative YASA axial-flux high-tech electric motor. It offers a motorsport-like power output from a considerably smaller package. This makes the YASA axial-flux motor ideal for electric high-performance vehicles. Combined with the liquid-cooled cylindrical-cell battery with Formula-1 inspired cell chemistry, the Mercedes-Benz Vision One-Eleven is yet another proof point for the broad performance spectrum encompassed by our four-pronged development strategy for electric drive.”

Markus Schäfer, Member of the Board of Management of Mercedes-Benz Group AG, Chief Technology Officer

The exterior – One-Bow design in its most athletic form

The body of the Mercedes-Benz Vision One-Eleven centres on skilful execution of the One-Bow design. From the low-slung front end to the muscular hind quarters, it runs in a smooth bow that endows the just 1,170 mm-high vehicle silhouette with an extremely sculptural feel. This harmonises perfectly with the copper-orange alubeam paintwork. It provides an unmistakable reference to the distinctive colour of the C 111 without adopting it one-to-one. The colour of the Mercedes-Benz Vision One-Eleven is considerably more powerful than that of the C 111 and also changes with the light. It conveys not only a sense of quality but also a certain extravagance.

Further notable features of the side view include the flush-fit gullwing doors and the side windows, which are opaque from the outside and camouflaged by a pixelated pattern. Yet another is the large-diameter wheels inserted seamlessly into the wheel arches beneath voluminous flared wings. This reinforces the impression of an uncompromisingly sporty and aerodynamically refined driving machine. The wheel design incorporates powerfully structured elements evocative of electric motor windings – a clear indicator of the state-of-the-art, all-electric powertrain underpinning the Mercedes-Benz Vision One-Eleven. They stand in spirited contrast to the vehicle's iconic, minimalist and smooth surface design, which is more akin to a sculptural art piece. This contrast is typical of the X-factors the brand applies to its design thinking and a distinctive feature of the Vision One-Eleven.

Another striking contrast arises through the very low-slung front and rear skirts finished in matte black. The two deeply scooped aerodynamic elements are visually connected by two blade profiles in the same colour running along the flanks beneath the sills. These profiles feature piercings that are backlit in blue. The functional aerodynamic elements also serve as a further design reference to the C 111, which is painted black on the lower portion of its bodyshell. The dark “keel line” of the Mercedes-Benz Vision One-Eleven generates an impression of seamless transition between the vehicle and the ground beneath it that is even more powerful than that of the C 111. The form of the car appears fused with the road surface.

The front-end design – iconic high-tech look with historical reference

From the frontal aspect, too, the Mercedes-Benz Vision One-Eleven is powerfully evocative of the C 111. In detail, however, there are striking differences: One stand-out example is the distinctive front end, which on both vehicles consists of a low-lying rectangular element with rounded ends left and right. On the C 111, this is a closed plastic element with a honeycomb structure, fitted with round foglamps. The corresponding part on the Vision One-Eleven appears very similar at first glance. However, upon closer inspection, it reveals itself as a high-tech feature. The panel is a flexible external display with a 3D pixelated look. It interprets the C 111's characteristic round lights in digitised form and can also convey messages to other road users.

In contrast to the C 111, the Mercedes-Benz Vision One-Eleven bears a U-shaped and strongly profiled front apron. Above the slender light band, both forefather and descendant show further similarities, most notably the black air intakes on the bonnet.

The rear-end design – aerodynamic features and digital elements

The rear-end of the Mercedes-Benz Vision One-Eleven is likewise dominated by a powerfully profiled diffuser. Spanning the breadth above it is a display that echoes the shape of its counterpart at the front end and features the same pixelated structure in the red taillights. Similar to the blade profiles along the sides, blue lighting effects are also visible at the rear. The inner face of the wheels is fitted with circular lighting elements.

The interior design – first sports car interior with a lounge concept

Inside, the Mercedes-Benz Vision One-Eleven presents the first sports car interior with a lounge concept. It reflects the paradigm shift from self-driven sports car to autonomous electric vehicle within the super sportscar segment and unites two completely different states of being. In race mode with the backrest upright and the compact driver-oriented touchscreen, the interior becomes that of a minimalist driving machine. Conversely, in lounge mode, the seats are fully integrated into the interior sculpture, which merges sills, centre tunnel and luggage compartment into a single unit.

This creates a whole new, exceptionally airy spatial concept. In contrast to previous mid-engine sports cars, it takes advantage of the compact proportions of electric motors to extend the interior rearwards.

Consequently, the lounge-like interior invites occupants to take their time and relax – a completely new approach for the sports car of the future.

Futuristic and luxurious ambience with contrasting colours

The interior design of the Vision One-Eleven reflects future luxury based on a progressive colour concept and extraordinary material combinations. The richly contrasting colours and materials attract attention at first glance: Large surfaces such as the dashboard are upholstered in white fabric displaying a tech-look honeycomb structure. The material is made from 100-percent recycled polyester. Other elements such as the armrests on the sills and centre console, as well as the rear parcel shelf beneath the expansive rear windscreen, are clad in bright orange leather. This creates a smooth transition from interior to luggage compartment. The sustainably processed leather was tanned using coffee bean husks. Polished aluminium in the steering-wheel spokes and inlaid as straps across the armrests underscore the tech look and feel. The same applies to the brake and accelerator pedals, both of which are made from polished aluminium and floor mounted.

Otherwise, the interior equipment in the Mercedes-Benz Vision One-Eleven has been reduced to a minimum. Like the exterior, the task here too was to keep the number of add-on features to a bare minimum. The seats are good examples as they don't follow the classic format. Instead, the seat cushions are integrated flush-fit into the floor. This creates the initial impression of the bucket seat in a Formula 1 race car. The orange four-point harness and its high-gloss polished buckle further reinforce the sporting character.

Nevertheless, the innovative seats combine this sporting feel with luxurious comfort because, unlike in a Formula 1 race car, the angle of the backrest can be adjusted. The silver shimmer of their diamond-quilted upholstery is another eyecatcher that underscores the first-class interior ambience. Between the seats is a compact centre console, freestanding in space like a work of art.

The only highly complex feature in the interior is the leather-clad steering wheel, which is fitted with various functional controls and state-of-the-art touch elements. This is complemented by a compact touchscreen with high-resolution display mounted to the side of the steering wheel and angled towards the driver. It shows all relevant vehicle information as required.

Fusion of analogue and digital – UI/UX with retro-futuristic pixel-look

The contrast to the modern interior is provided by the slender pixel display spanning the entire breadth of the dashboard, picking up on the form of the front and rear light bands. Here too, the pixel structure is intentionally coarse, which gives the information displayed – such as the current speed – a strikingly bold appearance. Moreover, the 3D pixel display shows digital art pieces as a coarsely rasterised stream of QR codes in the style of “early digital” news tickers. This is done with the help of glass pixels that show a changing colour gradient depending on the viewing angle. The corresponding real image then appears razor sharp on the high-resolution screen next to the steering wheel.

This combination of vastly differing representations of the same image embodies a further interpretation of the MBUX Hyperscreen with a focus on flexible interfaces. The retro-futuristic, 8-bit look thus creates an additional X-factor. The development in the Mercedes-Benz Vision One-Eleven reinforces the increasing fusion of physical and digital.

Creating an experimental spatial user interface – augmented reality takes the user experience to a new level

For the premiere of the Vision One-Eleven, Mercedes-Benz designers have created a visionary user experience with the aid of augmented reality (AR), setting it inside a virtual prototype of the Vision One-Eleven interior. As soon as the driver dons the Magic Leap 2 augmented reality headset, their experience is enriched with high-definition digital content that is contextually integrated into their surroundings. It creates a seamless spatial blend of physical interior and digital user interface beyond the screen. In effect, the entire car becomes the user interface.

Mercedes-Benz has been exploring the benefits of AR since the launch of the F015 concept car in 2015. The AR UI in this new car presents a vision of the future that works on two levels: the information attached to the dashboard and information placed in the environment inside and outside the car. This marks the next step from screen-based UI with Mercedes-Benz intuitive zero-layer technology to an AR UI that arranges zero-layer elements around the user in space. Elements include modules, 3D icons and the navigation map. The control interface around the dashboard and steering wheel is also augmented with additional contextualised information attached to actual objects such as buttons or switches.

The 180-degree AR view incorporates the world outside the virtual prototype – fusing the car effortlessly with its surroundings and placing the driver at the centre. Map elements are projected into the environment, which is enriched with further information such as places of interests or hidden hazards such as roadworks beyond a bend. With this X-ray view, the system enhances situational awareness by blending out unimportant details to create an uncluttered image of relevant input. Elements that obstruct the driver’s line of sight – such as the A-pillar, doors or even the bonnet – then appear “transparent”. Mercedes-Benz designers and experts worked with the technical specialists at Magic Leap to develop and refine the AR experience showcased in the Vision One-Eleven using the highly advanced Magic Leap 2 AR glasses.

The spatial user interface is a beacon for a Mercedes-Benz user experience that is unencumbered by technology. It is part of a wider vision that looks towards extended reality, whereby technology and hardware cease to be the focal point; instead becoming fully integrated and seamless facilitators of user needs and wishes.

Innovative electric powertrain – high-performance axial-flux motor and all-new battery technology

Technology highlights include a new battery concept featuring high-performance liquid-cooled cylindrical cells with a novel cell chemistry. Once more, the extensive knowledge of the motorsport experts from Mercedes-AMG High Performance Powertrain in Brixworth found its way into this promising concept for future performance-oriented batteries. Aside from that, the Vision One-Eleven features two exceptionally powerful and advanced axial-flux motors from YASA. Mercedes-Benz is developing this technology together with YASA to large scale production maturity for its next-generation electric drives. YASA is a British electric-motor specialist based in Oxford and has been a 100-percent subsidiary of Mercedes-Benz AG since July 2021. The company has thus secured access to a unique future technology that has the potential to take electric mobility to a new level of performance.

“Axial-flux motors are significantly lighter and more compact, yet more powerful than comparable radial-flux motors currently used in 99 percent of all electric cars. In an axial-flux motor, the electromagnetic flow runs parallel to the motor’s rotational axis, which is highly efficient. In a radial-flux motor, the flow runs perpendicular to the rotational axis. Compared to radial-flux motors, they have considerably higher and more enduring power reserves, which delivers a whole new level of performance.”

Tim Woolmer, Founder and Chief Technology Officer of YASA

Alongside its power and torque density, another major benefit is the narrow package, which reduces both its weight and dimensions. The weight of an axial-flux motor is just one third of that of current electric motors with the same power output. At the same time, it requires just one-third of the space occupied by a radial-flux motor. This opens up completely new options for engineers as well as new freedoms in the design of an electric vehicle as demonstrated by the Vision One-Eleven.

The future generation of YASA axial-flux motors will be produced at the Mercedes-Benz Berlin-Marienfelde plant. The motors manufactured there will be at the heart of the forthcoming powertrain for the performance segment.

High-quality products from the Mercedes-Benz Collection: The "LIMITED EDITION 1 OF 111"

Together with the presentation of the sports car study, Mercedes-Benz is launching the "LIMITED EDITION 1 OF 111" collection. For the first time, an iconic design study is accompanied by an exclusive lifestyle collection. This translates the zeitgeist of the 1970s into the here and now, and combines casual sportiness with lavish attention to detail. In addition to the distinctive colouring of the Vision One-Eleven, the individual accessories also invoke the vehicle's hallmark design elements. The five articles are each limited to 111 pieces and thus offer admirers of this fascinating study an exclusive opportunity to take its style home with them. All products bear "LIMITED EDITION 1 OF 111" lettering – either embossed, printed or engraved. The high-quality packaging, also in orange, is embossed on the top with the Mercedes star and "LIMITED EDITION 1 OF 111" lettering.

The **weekender bag** in silver, orange and black is a luxurious holdall made of high-quality cowhide with a striking diamond pattern. The two embossed leather badges on the left and right show the Mercedes-Benz logo on one side and the Limited Edition labelling on the other. In addition, there is a pendant made of black leather embossed with "Vision One-Eleven". In addition to the two leather carrying handles, the travel bag has a shoulder strap with leather shoulder padding. The weekender bag (dimensions: approx. 50 x 30 x 28.5 cm) can carry approx. 40 litres.

In addition to the Carl Zeiss Vision N2020 lenses in orange, eye-catching design features of the **sunglasses** include the striking, slightly upwards offset double bridge. The 19-gram classic aviator sunglasses with retro flair are "made by ic! berlin for Mercedes-Benz". "Limited Edition" is engraved on the inside of the side piece, the Star Pattern on the outside. Another highlight of the frame made of highly polished stainless steel is the familiar screwless joint system from ic! berlin.

The modern-fit **sweat hoody** in orange and grey has a hood, pocket and drawstring with black flat-belt cord, printed in white with the label "LIMITED EDITION 1 OF 111". The back features an embossed 3D star with a diameter of approx. 20 cm, and the raglan sleeves have a grey insert with a tonal diamond pattern.

The orange cotton **cap** with a metal buckle has a tonal embroidered star at front centre, and the "Limited Edition" label is printed in white on the left side. The Mercedes-Benz lettering can be found on the inner straps, which are also orange.

The **cover for the iPhone 14 Pro**, orange on the outside, lining in grey microfibre on the inside, is made of liquid silicone with rubber soft-touch finish. The lettering "LIMITED EDITION 1 OF 111" is printed in white on the front, tonal grey on the inside, and the Mercedes-Benz star is printed in tonal orange on the front and tonal grey on the inside.

The items in the "LIMITED EDITION 1 OF 111" collection will be available from August 2023 at www.1of111.com

MANUFAKTUR- the label for individualisation

- MANUFAKTUR customisation programme very well received by customers
- Current MANUFAKTUR programme will be expanded to new models and levels of individual craftsmanship
- Vision of MANUFAKTUR: Mercedes-Benz offers a glimpse of the hyper-exclusive possibilities unleashed by individualisation programme

Stuttgart/Carlsbad. Mercedes-Benz has always made it possible for customers to give their vehicles a personalised touch. From many different shades of paint to a host of cutting-edge options to choose from, it's easy to tailor a Mercedes to a specific taste or liking. But a little over a year-and-a-half ago Mercedes-Benz took this a step further and rolled out its "MANUFAKTUR" programme, allowing customers to attain an even higher level of individual craftsmanship when ordering their vehicles.

As the programme has been highly popular with customers, it will be continuously expanded. Over the next few years, the goal of the MANUFAKTUR customisation programme is to become the ultimate enabler of customer self-expression at Mercedes-Benz, available on all top-end luxury models. Customers will gain access to features such as hues of leather new to Mercedes-Benz, along with custom seat graphics and leather embossing. They will also get access to new styles of interior trim – for example, trim pieces painted in special, eye-catching colours and bespoke finishes. With MANUFAKTUR, customers already receive a car of special value – built according to their personal ideas and wishes from a wide selection of options.

All this has been made possible by a combination of several factors. First, close exchange with customers was crucial in order to best understand – and meet – almost any need or desire when it came to their vehicles. Much investment also went into in the training of employees selected to work on this programme. The results can be seen in unmatched levels of quality, individualisation and exclusivity.

“When it comes to choosing a car, our customers expect a desirable vehicle with the latest automotive technology and highest quality craftsmanship, produced in a responsible and sustainable way. This is what the MANUFAKTUR at our German production site in Sindelfingen delivers. The dedicated team of hand-picked specialists are trained to tailor vehicles to the personal tastes of our clients, using the finest materials and craftsmanship at Mercedes-Benz.”

Jörg Burzer, Member of the Board of Management of Mercedes-Benz Group AG, Production & Supply Chain Management

Individuality hand-crafted by highly trained experts

MANUFAKTUR comprises a range of custom, personalised elements not normally found in the order books – options such as magno paint finishes and interior touches like custom upholstery combined with wood or piano-lacquer dashboard and door trim parts, for example. It is currently available on such exclusive vehicles as the GT 4-Door Coupé and SL from Mercedes-AMG, the Mercedes-Benz EQS Saloon, the S-Class – including its Maybach and AMG counterparts – and, of course, the G-Class. With MANUFAKTUR, stunning compositions of colour, texture, materials and surface finishes are made possible. Ensuring a flawless application of these materials and finishes are a team of dedicated hand-finishing specialists who have been specially trained in a three-year programme or longer. This commitment to the craft is expressed in a level of workmanship which is second to none.

A wide array of different options

Numerous solid colours as well as metallic and magno paints are available for the MANUFAKTUR exterior. For example, customers can choose from around 30 MANUFAKTUR paints for the G-Class and up to 13 MANUFAKTUR paints for the S-Class. For the Mercedes-Maybach S-Class, numerous two-tone paint finishes are also available.

The MANUFAKTUR interior package available for all S-Class models includes the front and rear seats finished in MANUFAKTUR exclusive nappa leather, and they feature intricate diamond quilting. Nappa leather in MANUFAKTUR colours is also used for the armrests and centre panels in the doors, the centre console including armrests, and the lower section of the instrument panel. This level of MANUFAKTUR gives customers all the benefits of personalisation without any additional production time.

In addition to the MANUFAKTUR offer, specific, individual customer requirements can be met through even more bespoke individualisation. For this application, the customer consultants at the Mercedes-Benz Center of Excellence in Sindelfingen or at the Maybach Atelier in Shanghai are available for consultation.

Vision of MANUFAKTUR – the future of desire through ultimate individualisation

The Vision of MANUFAKTUR show car gives a tantalising glimpse of the hyper-exclusive possibilities unleashed by the company's individualisation programme. Exquisitely showcased on a Mercedes-Maybach S-Class, the exterior and interior customisation provides a taste of what might be. The subtle sparkle of the exterior delivers the overture to a sumptuously distinctive interior, complete with never-before-seen detailing.

Sparkling clear coat brings added finesse and mystique to the exterior

Containing actual glass flakes, the sparkling clear coat over the colour base coat augments the powerful presence of the Mercedes-Maybach S-Class with a subtle hint of stardust. The resulting elegant shimmer varies slightly with the time of day and intensity of ambient light. The same effect applied to the mighty 20-inch wheels, with their forged five-hole design, completes the overall look. The expressive paintwork contrasts with the gleaming chrome exterior trim and distinctive Mercedes-Maybach grille as well as the Mercedes-Maybach emblem on the C-pillar.

Stylish colour and trim elements explore new expression of hand-crafted excellence

Resplendent in the new corn yellow colourway, the executive seats in the Vision of MANUFAKTUR are upholstered in the finest sustainably processed nappa leather and feature a new kaleidoscope pattern. The bold geometric curves make a progressive statement of comfort. The seats boast highly crafted seams which frame the extraordinary seat graphics and centre console. The fully adjustable rear seats nestle their occupants in a wraparound cocoon clad in black or white nappa leather, while the trim section flowing behind the shoulders and downward between the seats is finished in the same deep sparkling clear coat as the exterior. The corn yellow nappa leather upholstery also features on the door panels, centre tunnel and armrests. This use of new, daring colours and patterns creates an innovative visual experience for Mercedes-Maybach vehicles, with the goal of opening up the brand to new target groups.

Night Series: a new extravagant look for Mercedes-Maybach

- **Night Series package brings a new and dark look to the Maybach portfolio with extravagant exterior and interior elements**
- **The progressive Night Series package is available for all Mercedes-Maybach series-production models**
- **Exclusive two-tone paint finish in the combination onyx black/Mojave silver for the Mercedes-Maybach S-Class**

Carlsbad/Stuttgart. Mercedes-Maybach presents Night Series – the next chapter in the brand’s mission of evolving its curated portfolio and creating moments in which magic is born. It comes with details such as dark chrome elements, surfaces that catch the light like a cut jewel and interiors that take Maybach design to a new level. Through an unexpected and progressive storyline, Night Series defies convention to spark new brand desire amongst new audiences. Rebellious moments or “flashes of unorthodoxy” play out in both the interior and exterior design details of the Mercedes-Maybach series-production models. The Night Series package provides both style and substance with a bold appearance, reflecting the vehicle’s progressive character.

“Night Series is the most progressive Maybach design package – it’s our already well-known supreme aesthetics, heightened with exquisite, darkened motifs. Our goal was to create an exciting new style, offering a playful sense of rebellion that is an unexpected departure from the norm in a Mercedes-Maybach.”

Gorden Wagener, Chief Design Officer Mercedes-Benz Group AG

The Night Series package is designed for three Mercedes-Maybach models, all of which include elements in dark chrome, rose gold details and innovative wheel design refined with a dark-glossy Maybach pattern, as well as interior herringbone decor. With its “Black labels and backlights” motto, a mystical start-up animation for the user interface compliments the Night Series colour palette. Each model also features its own unique design signatures.

Mercedes-Maybach S-Class: the Night Series version

If the original Mercedes-Maybach S-Class represents a new height of comfort and value, then the special Night Series version brings luxury and refined sportiness to a new level. For the S-Class, the Night Series package includes various paint finishes in grey, black and white hues, as well as an exclusive two-tone paint finish in the combination onyx black/Mojave silver.

Refined details include rose gold in the headlights and dark metallic chrome elements, adding to the design’s elegant, stretched silhouette, which is accentuated by the two visible tailpipe trims in dark chrome and black.

While the already iconic interior of the S-Class takes luxury to the next level, the Night Series expands the exclusivity of the model with two interior variants: black with black pearl nappa leather or MANUFAKTUR deep white/black. An elegant mother-of-pearl effect in the black/black pearl nappa leather option, together with the golden-grey glossy piping, subtly emphasises the interior’s first-class exclusivity.

And that's not all: the partner company MAYBACH Icons of Luxury will soon be presenting a collection inspired by the Night Series. Items will include bags, sneakers and eyewear.

Mercedes-Benz collaborates with digital artist Harm van den Dorpel to offer blockchain-based art

- Mercedes-Benz teams up with Dutch digital artist Harm van den Dorpel and Fingerprints DAO, a renowned art collective, to create the “Maschine” collection
- The “Maschine” collection is the first activity from Mercedes-Benz NXT – the company’s new dedicated home for digital objects
- The collaboration handled by the new creative studio 0xNXT GmbH enables Mercedes-Benz to open up new strategic dimensions of digital business development and create relationships and experiences with and for new customer groups
- First test of a new in-car app that will make it possible to experience digital artworks in the vehicle in the future

Carlsbad/Stuttgart. At Design No.5, Mercedes-Benz is celebrating the work of its new home for digital objects, Mercedes-Benz NXT. In collaboration with one of the world’s leading digital artists, Harm van den Dorpel, and a group of art collectors called Fingerprints DAO, Mercedes-Benz NXT presents the “Maschine” collection – an exclusive series of code-generated NFTs.

Multi-faceted digital artist Harm van den Dorpel has been pioneering the use of blockchain art since 2015. To give this project an automotive flavour, he chose “motion” as the core theme. The inspiration came from the mesmerising movement of a car wheel, but also from the movement the passenger experiences when they are sitting in the vehicle and moving past the landscape. Harm van den Dorpel devised a neural network to create a series of 1,000 unique artworks, each one different in shape, speed and colour. As the algorithm produced randomly generated outputs, the wagon-wheel (or stroboscopic) effect is constantly changing the appearance of the artwork, drawing in the viewer as the spokes rotate.

In addition to the “Maschine” collection, there is also a special live demonstration. Harm van den Dorpel and Gorden Wagener, Chief Design Officer at Mercedes-Benz Group AG, come together to design customised NFTs of the “Maschine” collection in real-time. This will be an iconic moment as it underlines how Mercedes-Benz can combine design and technology to create extraordinary, personalised experiences for its customers.

“At Mercedes-Benz, there is a constant interaction between art and design, each influencing and being influenced by the other. As our cars become more and more digital, the idea of Mercedes-Benz creating its own unique NFTs is an area of particular interest to the design team. Harm van den Dorpel is an excellent partner for the first NFT collection under our new brand Mercedes-Benz NXT. Harm has explored the intersection of technology, art and design, and he understands how to bring together the NFT community with Mercedes-Benz enthusiasts.”

Gorden Wagener, Chief Design Officer, Mercedes-Benz Group AG

Generative art is a technique in which an artist uses algorithms to produce unique, original pieces of art. In the case of the “Maschine” collection, Harm van den Dorpel created a computer program to manipulate a set of parameters – from colour to speed of motion – and produce a design with a degree of randomness. As a result, each piece can be deeply personal to the collector, while simultaneously maintaining a common visual language – something Mercedes-Benz constantly strives to achieve through its vehicles and other products.

“For me, generative art is all about creating exciting and random results. By controlling the algorithm, it’s possible to create artworks of intense visual complexity. In fact, I’m often surprised by the results – and that makes the creative process truly fascinating.”

Harm van den Dorpel, Digital Artist

The use of generative techniques, such as coding, means that artwork of this type is constantly evolving and changing. This aligns perfectly with Mercedes-Benz’s need for a more dynamic and ever-changing experience for all its consumers.

Embracing the digital dimension – creating iconic luxury

Mercedes-Benz's history spans more than 130 years. In that time, collectors have come to enjoy all kinds of physical objects spanning the breadth of the brand portfolio – from the vehicles to model cars and memorabilia. Through Mercedes-Benz NXT, the aim is to bring this collectability to the digital realm and create digital objects that stand the test of time.

Digital collectibles in the form of NFTs enable Mercedes-Benz to support new strategic dimensions of digital business development and create connections and experiences with new customer groups. Furthermore, Mercedes-Benz's desire to enter the NFT space reinforces its ambition to create iconic luxury. To facilitate this, it has established an exclusive partnership with global creative agency network, Omnicom, through its dedicated digital creative studio, OxNXT. This creative studio will exclusively develop and execute NFT projects for Mercedes-Benz under the title, "Mercedes-Benz NXT".

In the future, digital objects from Mercedes-Benz NXT will initially be sold on the website nxt.mercedes-benz.com and later on secondary NFT marketplaces.

Driving digital engagement – why NFTs are collected and traded

An NFT is a non-fungible token, which is a unique digital object with blockchain-managed ownership that is used to represent digital art or digital collections. Such tokens can be either fungible or non-fungible, which refers to how they're exchanged. If a token is fungible, it means its value is fixed to the value of other tokens e.g. banknotes (cryptocurrencies like Bitcoin and Ether are "fungible tokens"). When a token is non-fungible, it means that it has its own unique value, such as a painting, sculpture, or even a digital artwork. This NFT is unique, verifiable, tradable, and programmable, which enables it to serve as a digital certificate of true ownership.

Merging the physical and digital

Currently, digital art only takes place on screens in museums or at home, as well as on smartphones and smartwatches. However, Mercedes-Benz plans to expand this "exhibition space" with the new E-Class and, at the same time, reinterpret the definition of an "Art Car".

"Mercedes-Benz is on the path into a digital future. We are consequently pursuing the digitalisation of our cars with software-driven innovations. It is our goal to continuously expand the possibilities for individualisation of the interior: Besides digital art pieces, we also want to integrate our clients' personal NFT art and thus enable an innovative brand experience."

Markus Schäfer, Member of the Board of Management of Mercedes-Benz Group AG, Chief Technology Officer

The new app will allow customers to display contemporary works from the internationally renowned Mercedes-Benz Art Collection. In addition, it will be possible to select one work at a time and display it in full-screen mode. The second focus is a function that will enable customers to link their personal crypto wallet to the Mercedes-Benz and have their own NFT art displayed in the vehicle. This way, customers with a valid Entertainment Package subscription will be able to access even more individualised content on the display while on the move. A first pilot of the app will be available over the course of the coming year. Mercedes-Benz has developed the software application itself.

Digital art will play an important role at Mercedes-Benz in the future as it supports the company's strategic approach of merging physical and digital products.

PROJECT MONDO G: unique art piece merges the characteristic G-Class features with Moncler's style-defining puffer jacket

- As a premier the sculpture from the collaboration was unveiled at the Moncler "The Art of Genius" show during London Fashion Week in February
- Both brands share a passion for innovation, concise design language and a first-mover approach to cross-cultural collaborations
- PROJECT MONDO G marks Moncler's first automotive partnership

Stuttgart/Carlsbad. PROJECT MONDO G is the result of the collaboration between Mercedes-Benz and Moncler, merging the iconic G-Class and the fashion brand's distinctive design elements. The collaborative art piece was shown for the first time at Moncler's "The Art of Genius" show during London Fashion Week in February as the hero showcar of the global campaign "Art of Imagination". The theme is an inspirational message to dream big and to explore their own firsts: breaking new ground, put the impossible in reach, and discover without limits. Mercedes-Benz and Moncler share a passion for innovation, concise design language and a first-mover approach to cross-cultural collaborations. These values and attributes define both partners, who now came together to showcase the creative opportunities and where the merging of the two brands' worlds can take you. The collaborative art piece PROJECT MONDO G marks Moncler's first automotive partnership.

"The collaboration with Moncler inspired us to create a real iconic sculpture on wheels – a very bold design statement: our PROJECT MONDO G. Based on our design philosophy Sensual Purity, this art piece merges extremely contrasting forms and surfaces: spacecraft shiny materials with a used patina look; strong geometry of the G-Class with organic forms of Moncler puffer jackets. Two strong luxury brands offer an extraordinary new experience by combining automotive and fashion world united in one piece. Because of over-dimensional and exaggerated language of forms it's polarizing art to set new impulses and trends."

Gorden Wagener, Chief Design Officer Mercedes-Benz Group AG

PROJECT MONDO G: iconic art

The exclusively for the collaboration of Mercedes-Benz and Moncler designed art piece merges the characteristic features of the iconic Mercedes-Benz off-roader G-Class with the style-defining Moncler puffer jacket. Building a spectacular contrast with the angular design of the G-Class and the soft, flowing lines of the quilted textile. Unmistakable and inimitable with functionality at their core, both functional products have developed into lifestyle items of luxurious value over the past decades. The fusion of opposites gives rise to a sculptural object: PROJECT MONDO G invites to experience the transformation of a formerly pure utility focused object into a design. Its impressive dimensions are: 4.6 m length, 2.8 m height, 3.4 m width (with wheels) and 2.5 tons weight.

A closer look reveals further characteristic features that have a concrete connection to the original products and additionally create exciting contrasts: the rough patina is the visible trace of use, which refer to functionality and practicality. This forms the visual counterpoint to the perfect, high-gloss reflective surfaces that underpin the claim to luxury. Nor is it by chance that the PROJECT MONDO G bears the huge zipper, another deliberately striking and eye-catching element. The zipper is a practical reference to the versatility and variability of both products, vehicle and jacket.

Born in 1979, the Mercedes-Benz G-Class roots are embedded in the exploration of tough terrains and in the industrial or municipal sector. Mercedes-Benz entered uncharted territory in 1979 with the G-Class. The off-road vehicle was designed on the one hand as a means of transport with extreme off-road capabilities and an emphasis on leisure, and on the other for tough everyday use, for example, in the industrial or municipal sector. A continuous advancement process began shortly after its market launch. That is the key to the lasting success of the G – an icon of its own.

About Moncler

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

Mercedes-Benz fashion engagement

Since 1995, Mercedes-Benz has established itself as a major player in the global fashion industry. The luxury company has built authentic relationships across creative fields spanning fashion, photography and art, and uses its initiatives to support emerging design talent, innovative collaborations, fashion week partnerships and live events.

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Press releases and digital services for journalists and multipliers are available on our **online platform Mercedes-Benz Media** at media.mercedes-benz.com. You can also learn about current Mercedes-Benz Cars & Vans topics and events on our **Twitter channel @MB_Press** at www.twitter.com/MB_Press.

Mercedes-Benz AG at a glance

Mercedes-Benz AG is part of the Mercedes-Benz Group AG with a total of around 170,000 employees worldwide and is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and vehicle-related services. Furthermore, the company aspires to be the leader in the fields of electric mobility and vehicle software. The product portfolio comprises the Mercedes-Benz brand with the brands of Mercedes-AMG, Mercedes-Maybach, Mercedes-EQ, G-Class as well as products of the smart brand. The Mercedes me brand offers access to the digital services from Mercedes-Benz. Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars. In 2022 it sold around two million passenger cars and 415,300 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with around 35 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing and extending its global battery production network on three continents. As sustainability is the guiding principle of the Mercedes-Benz strategy and for the company itself, this means creating lasting value for all stakeholders: for customers, employees, investors, business partners and society as a whole. The basis for this is the sustainable business strategy of the Mercedes-Benz Group. The company thus takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.