

## World Premiere of the all new Mercedes-Benz S-Class

### Flexible and intelligent Production in the new „Factory 56“

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Footage from the world premiere of the new Mercedes-Benz S-Class and the opening of the new „Factory 56“

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## A luxury sedan of superlatives



The 11<sup>th</sup> generation of the new Mercedes-Benz S-Class is setting a new standard through groundbreaking innovation in the class of top-notch luxury vehicles. . The new S-Class can be experienced with all the senses – seeing, feeling, hearing and smelling – while offering numerous innovations in the areas of driver assistance, protection and interaction. Mercedes-Benz is shaping the next generation of individual mobility for our times with innovations that place the focus on people. The new S-Class uses digitisation for a car that responds empathetically to the needs and wishes of its driver and passengers.

### Intelligent „Factory 56“ guarantees sustainability

The flexibility and the highly individualized features the new flagship from Mercedes-Benz offers, demand a completely new production line, digitally organized and highly sustainable. Therefore coinciding with the world premiere Mercedes-Benz will open a new kind of factory called “Factory 56” in Stuttgart, Germany. Driverless transport systems, a local 5G network for industrial data transfers will optimize the production process resulting in the highest level of efficiency. The new factory will use 25% less energy than common production lines. A green roof balances out the lost green space that the factory was built on and solar collectors will provide electricity for the production unit.

## Some Highlights of the new S-Class

The second generation of **MBUX** (Mercedes-Benz User Experience) débuts in the new S-Class. Another milestone as the interface between the driver, passengers and vehicle: there are up to five screens on board, some with **OLED technology**. At the touch of a button, the new **3D driver** display for the first time allows spatial perception of the scene with a real 3D effect thanks to eye-tracking. A similarly impressive feature is the very large head-up display with augmented reality content. When navigating, for example, animated turn-off arrows ("fishbones") are virtually and precisely projected onto the road lane.

The **MBUX Interior Assist** recognises and anticipates the wishes and intentions of the occupants. It does this by interpreting head direction, hand movements and body language, and responds with corresponding vehicle functions. For example, if the driver looks over his/her shoulder towards the rear window, Interior Assist automatically opens the sunblind.

The latest generation of **the Driving Assistance Package** has new and numerous improved functions. One example is predictive compliance with speed limits.

During severe frontal collisions, the **rear airbag** (optional extra for the S-Class with long wheelbase) can considerably reduce the loads acting on the head and neck area of the seat-belt-wearing occupants in the outer rear seats.

Thanks to **rear-axle steering** (optional), the S-Class is as manoeuvrable as a compact car in the city. The steering angle at the rear axle is up to ten degrees. Even for the S-Class with a long wheelbase and all-wheel drive, the turning circle is reduced by 1.9 metres to less than 10.9 metres.

When a side impact with another vehicle threatens, the vehicle body can be raised by the **E-ACTIVE BODY CONTROL** suspension (optional) within a few tenths of a second. This is a new function of PRE-SAFE<sup>®</sup> Impulse Side: It can reduce the loads acting on the occupants because it directs the impact forces towards particularly resistant structures in the lower area of the vehicle.

It is expected that from the second half of 2021 the S-Class will be able to drive in conditionally automated mode with the new **DRIVE PILOT** (optional extra), in situations where traffic density is high or in tailbacks, on suitable motorway sections in Germany.

### The Material includes Interviews with:

- Ola Källenius**, Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG.
- Britta Seeger**, Member of the Board of Management of Daimler AG and Mercedes-Benz AG, responsible for Marketing & Sales.
- Markus Schäfer**, Member of the Board of Management of Daimler AG and Mercedes-Benz AG, responsible for Group Research and Mercedes-Benz Cars Development, Procurement and Supplier Quality
- Sajjad Khan**, Member of the Board of Mercedes-Benz AG, responsible for CASE and EVA Organization
- Gordon Wagener**, Chief Design Officer Daimler AG