The new Mercedes-Benz E-Class

All-round safety, maximum comfort, and up to 23 percent higher fuel economy – the new E-Class is further extending Mercedes-Benz's leading position in the luxury passenger car segment.

DETROIT – On the occasion of the Mercedes-Benz New Year’s Reception in Detroit, Daimler Chairman Dieter Zetsche presented the new Mercedes-Benz E-Class to more than 650 journalists.

With over 1.3 million units sold, the predecessor model is Europe’s most successful business sedan. The new model, which will become available this spring, will set new standards with a large number of technical innovations. “The new E-Class is the safest, most comfortable, and cleanest E-Class ever to be produced. With this automobile, we are demonstrating once more that fascination and responsibility go hand in hand at Mercedes,” said Dieter Zetsche at the presentation.

No less significant than the safety and comfort of the E-Class are its environmental compatibility and economy: The four- and six-cylinder engines are direct-injection units that make do with up to 23 percent less fuel than before. On the New European Driving Cycle, the new CDI diesel engines get by with only 5.3 liters per 100 kilometers (combined figure), corresponding to 139 grams of CO₂ per kilometer. All the engines for the new E-Class comply with EU5 exhaust legislation; in the E 350 BlueTEC, emissions remain under the EU6 limits envisaged for 2014.

In addition to the new engines, the BlueEFFICIENCY package for the E-Class also enhances fuel economy. Engineers from all fields of development have optimized numerous assemblies and components to save fuel by means of weight reductions, new exterior contours, improved functions, and efficient energy management. The investigations in the wind tunnel have proved particularly effective: With a drag coefficient injection units that make do with up to 23 percent less fuel than before. On the New European Driving Cycle, the new CDI diesel engines get by with only 5.3 liters per 100 kilometers (combined figure), corresponding to 139 grams of CO₂ per kilometer. All the engines for the new E-Class comply with EU5 exhaust legislation; in the E 350 BlueTEC, emissions remain under the EU6 limits envisaged for 2014.

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Media premiere of the new E-Class: (from l.) Thomas Weber (Board member responsible for Group Research and Mercedes-Benz Cars Development), Dieter Zetsche (Daimler Chairman and Head of Mercedes-Benz Cars), and Klaus Maier (Head of Sales and Marketing, Mercedes-Benz Cars)

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(Cd figure) of just 0.25, the new E-Class is the world’s most efficiently streamlined luxury-class sedan. It thus undercuts the predecessor model’s already excellent Cd figure by a further four percent; in expressway driving at 130 km/h this corresponds to fuel savings of around 0.25 liters per 100 kilometers.

Further BlueEFFICIENCY measures include newly developed tires with up to 17 percent lower rolling resistance; energy-saving control of the generator, fuel pump, air conditioner compressor, and power steering; and the ECO start-stop function, for example in the E 200 CGI.

THE E-CLASS: TECHNICAL DATA

<table>
<thead>
<tr>
<th>Engine/ cylinders</th>
<th>Rated output kW</th>
<th>Rated torque Nm at 1/min.</th>
<th>Fuel consumption** l/100 km (combined)</th>
<th>CO₂ emission g/km</th>
<th>Exhaust standard</th>
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<tbody>
<tr>
<td>E 200 CDI BlueEFFICIENCY* Diesel/R4</td>
<td>100</td>
<td>330 (360)/1,400–2,800</td>
<td>5.3 (5.3)</td>
<td>139 (139)</td>
<td>EU 5</td>
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<tr>
<td>E 220 CDI BlueEFFICIENCY Diesel/R4</td>
<td>125</td>
<td>400/1,400–2,800</td>
<td>5.3* (6.0–6.2)</td>
<td>139* (159–164)</td>
<td>EU 5</td>
</tr>
<tr>
<td>E 250 CDI BlueEFFICIENCY Diesel/R4</td>
<td>150</td>
<td>500/1,600–2,800</td>
<td>5.3-5.5 (6.0-6.2)</td>
<td>139–144 (159–164)</td>
<td>EU 5</td>
</tr>
<tr>
<td>E 350 CDI BlueEFFICIENCY Diesel/V6</td>
<td>170</td>
<td>540/1,600–2,400</td>
<td>(6.8-7.1)</td>
<td>(179–186)</td>
<td>EU 5</td>
</tr>
<tr>
<td>E 350 BlueTEC* Diesel/V6</td>
<td>155</td>
<td>540/1,600–2,400</td>
<td>(6.8)</td>
<td>(179)</td>
<td>EU 6</td>
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<tr>
<td>E 200 CGI BlueEFFICIENCY* Gasoline/R4</td>
<td>135</td>
<td>270/1,800–4,600</td>
<td>6.9</td>
<td>159</td>
<td>EU 5</td>
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<tr>
<td>E 250 CGI BlueEFFICIENCY* Gasoline/R4</td>
<td>150</td>
<td>310/2,000–4,300</td>
<td>(7.4)</td>
<td>(175)</td>
<td>EU 5</td>
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<tr>
<td>E 250 CGI BlueEFFICIENCY* Gasoline/V6</td>
<td>215</td>
<td>365/3,000–5,100</td>
<td>(8.5-8.8)</td>
<td>(199–205)</td>
<td>EU 5</td>
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<tr>
<td>E 500 Gasoline/V8</td>
<td>285</td>
<td>530/2,800–4,800</td>
<td>(10.9–11.2)</td>
<td>(256–261)</td>
<td>EU 5</td>
</tr>
</tbody>
</table>

(Figures in brackets refer to vehicles with automatic transmission) *Provisional figures only **The figures shown are calculated on the basis of the prescribed measurement procedure (Directive 80/1268/EEG in its currently valid form). The figures do not apply to any individual vehicle and do not constitute part of an offer, but serve solely for purposes of comparison between the various vehicle types.

Economy

Investment in Kuppenheim: New panel facility for trucks and cars

Panels for Mercedes-Benz trucks and the successor generations of Mercedes-Benz A-Class and B-Class cars will be manufactured at the new stamping facility, to be built in the municipality of Kuppenheim as part of the Mercedes-Benz Gaggenau plant.

STUTTGART/KUPPENHEIM – The total investment in the stamping facility will amount to around 70 million euros. The most important factors that led to the selection of Kuppenheim were the site’s proximity to the plants in Gaggenau, Wörth, and Rastatt, as well as the good infrastructure and road connections and the outstanding qualifications of the skilled workers in the region.

Daimler Trucks boss Andreas Renschler: “This decision clearly illustrates that even in the current difficult economic situation we are investing in future projects, in order to secure our long-term competitiveness. At the same time, this investment is also a clear expression of our commitment to the Gaggenau region and an unmistakable indication of how it safeguards the jobs we offer in Germany.”

Markets

Letter of intent signed for joint venture between Daimler and Beiqi Foton

BERLIN – In the presence of German Chancellor Angela Merkel and Beijing’s Vice Mayor Gou Zhongwen, Beiqi Foton Motor Co., Ltd. and Daimler AG signed a letter of intent to form a 50:50 joint venture for truck production and the exchange of technology in China. This provides the foundation for the next step of the process, which is gaining the approval of the Chinese government.

Rüdiger Grube, Daimler Board member responsible for corporate development, and Ulrich Walker, Chairman and CEO of Daimler Northeast Asia, signed the agreement together with their Chinese partners Heyi Xu, Chairman of BAIC, and Jinyu Wang, President of Beiqi Foton.

Together, the joint venture partners will use Foton’s Auman truck brand as a platform for international growth in the lower-end commercial vehicle segment.
Energy storage media of the future

Evonik and Daimler are establishing a strategic alliance for the development and production of lithium-ion batteries. “Energy storage is at the very heart of vehicle electrification and is thus the key component for sustainable mobility,” said Dieter Zetsche.

DÜSSELDORF/STUTTGART – Based on lithium-ion technology from Evonik and with Daimler’s expertise, the two companies will drive forward the research, development, and production of battery cells and battery systems in Germany.

To this end, on 15 December 2008 Daimler assumed a 49.9-percent share of Li-Tec Vermögensverwaltung GmbH (Li-Tec); Evonik Industries AG holds 50.1 percent. The two partners are now seeking the involvement of a third shareholder in Li-Tec with expertise in the fields of electrical and electronic systems integration. En route to achieving its technological leadership, Evonik has invested around 80 million euros over the past few years.

The outcome is production-ready hi-tech battery cells that are superior to competitor products in several key areas. Furthermore, the companies will also establish a joint venture with a clear focus on the development and production of lithium-ion battery systems for automotive application. Daimler will hold 90 percent of this joint venture, and Evonik 10 percent.

The lithium-ion batteries to be produced by the joint venture will find application in both the passenger car and commercial vehicle sectors. The capacities available at Li-Tec and the joint venture will initially cater for the needs of Daimler. Beyond that, the sale of cells and battery systems to third parties is planned.

Due to their technical concept featuring a ceramic separator from Evonik, today’s Li-Tec cells are the most suitable for electric vehicles. The flat cell, which leads the field in worldwide comparisons, boasts a high energy density combined with compact dimensions and outstanding safety – the issue that must be accorded top priority in the application of high energy-density batteries for automotive application.

First-generation lithium-ion flat cell batteries will soon be used in electric vehicles from Mercedes-Benz Cars.

In brief: Bus Rapid Transit (BRT)
1. On principal transport arteries, large-capacity buses operate at short intervals on dedicated guideways; the system is supported by feeder lines.
2. Bus-stop platforms and exterior entry controls on a uniform level ensure safe, rapid boarding and alighting.
3. Intelligent computer-controlled traffic management makes for versatile systems control.
4. BRT can be implemented much more cost-efficiently and quickly than other transport systems.
5. BRT can rapidly transport a large number of passengers on inner-city routes.
6. BRT can be flexibly adapted to modified circumstances and individually applied to any city.

Bus Rapid Transit

Rampant urban growth, pollution, and the desire for reliable and convenient transport services highlight the limitations of conventional public transport systems in many places. This is one reason why many major cities are turning to versatile omnibus transport systems such as Bus Rapid Transit (BRT).

ISTANBUL – Daimler has already been investigating this versatile bus transport system for 25 years. With dedicated traffic lanes and high transport capacities, it provides solutions to the most pressing traffic-related problems such as traffic jams and pollution. The system can be individually adapted to any city.

For two years, Daimler Buses has had its own separate BRT unit that realizes projects worldwide in cooperation with a BRT expert network – from situation analysis through transport planning to devising an optimal product concept. Daimler Buses also offers advice on operation, financing, and after-sales.

The Stuttgart team is currently working on the BRT Metrobus system in Istanbul. This system commenced operation in September 2007 after a planning and construction period lasting only two years. With the first two construction phases complete, the route now already measures 29 kilometers. The third construction phase will be concluded in March 2009. A further eleven kilome-

> www.mercedes-benz.com
Key technologies for electric mobility of the future

Mercedes-Benz is showing the way ahead in environmentally responsible electromobility by presenting its near-series Concept BlueZERO at the North American International Auto Show in Detroit. Three models with different drive configurations will meet customer requirements in terms of sustainable mobility for the future.

**DETOUR** – All three BlueZERO variants are based on the sandwich-floor architecture of the A- and B-Class series. The modular design allows three different models that share the same key technical components, while the design and vehicle dimensions are identical even though they incorporate different drive principles.

“The modified sandwich-floor platform provides the perfect basis for a wide model range with electric drive systems,” said Thomas Weber, member of the Board of Management responsible for Group Research and Mercedes-Benz Cars Development. “We are currently developing a new, additional platform for future compact models with power units based on optimized internal combustion engines. The intelligent networking of the two architectures enables us to develop our product portfolio extremely flexibly and efficiently,” Weber continued.

**BlueZERO E-CELL**
The BlueZERO E-CELL is powered by a battery that gives it an operating range of up to 200 kilometers. With a charging power rating of 15 kW, the powerful lithium-ion batteries in the BlueZERO E-CELL and the BlueZERO E-CELL PLUS can store enough energy for a range of 50 kilometers within 30 minutes. One or two hours of charging time is needed for a range of 100 and 200 kilometers respectively. The charging times are doubled if the charging rating is 7 kW, as would be the case in a normal household.

**BlueZERO F-CELL**
The BlueZERO F-CELL has an operating range of well over 400 kilometers in zero-emission operation.

**BlueZERO E-CELL PLUS**
In addition to its electric drive unit, the BlueZERO E-CELL PLUS is equipped with an additional internal combustion engine that serves as a range extender by charging the lithium-ion battery when required. The battery components are identical to those of the BlueZERO E-CELL. At the rear, the BlueZERO E-CELL PLUS has the same 1.0-liter turbocharged gasoline engine as the smart fortwo, as an additional range extender. This compact three-cylinder power unit has an output of 50 kW at a constant engine speed of 3,500 rpm. Whenever required, it can recharge the 17.5-kWh lithium-ion battery by means of a similarly rated alternator. An operating range of up to 600 kilometers is possible on a single tank filling, and the purely electrical range is up to 100 kilometers.

All three versions of the Concept BlueZERO are front-wheel drive models. They accelerate from 0 to 100 km/h in less than ten seconds. In the interests of optimal range and energy efficiency, the maximum speed is electronically limited to 150 km/h. Five fully-fledged seats, a payload of around 450 kilograms, and a luggage compartment capacity of over 500 liters make for outstanding everyday practicality.

Thomas Weber makes it clear that the three BlueZERO models are not mere show cars for demonstration at trade fairs: “From 2009, we will produce the first Mercedes fuel-cell cars on a small scale; Mercedes-Benz cars with battery-electric drive alone will follow in 2010.”

At the World Mobility Forum held in Stuttgart in late January, Daimler Chairman Dieter Zetsche emphasized the future viability and significance of these drive concepts. In the electrification of the drive unit with batteries or the fuel cell, he sees a technology that aptly illustrates the process of change in the automotive industry. “The flexible BlueZERO concept allows electromobility for every requirement and highlights the fact that Mercedes-Benz is the world’s only manufacturer to already have in place all the key technologies for electric cars offering full everyday practicality.”
Future success calls for specialists and up-and-coming young talent

Eckhard Kressel, Head of Human Relations and Labor Policy, on the current employment situation at Daimler.

What are the impacts of the economic and employment situations at Daimler?
We are in the midst of an economic downswing such as none of us has ever experienced before. We are accommodating the resulting drop in sales by adjusting production capacities. In view of the fall in production, we cannot provide the same amount of work for our employees as before. However, it is important for us to retain our employees in the company. To maintain our success in the future, we still need and are acquiring specialists, as well as up-and-coming young talent in strategic areas.

What measures have you introduced to date?
For a company to be able to retain its permanent staff in times of economic difficulty, Germany has at its disposal the well-established instrument of short-time work. We deploy this instrument to differing extents at various locations. Together with the general works council, we already reached an agreement called “Safeguarding the Future: 2012” in summer 2004. This arrangement entails a multi-stage process for difficult times, extending for example to the use of long-term work time accounts, application of the collective agreement on employment guarantee, and short-time work. The objective at all times is to secure competitiveness for the company, along with employment. We consider today that the diverse instruments at our disposal with “Safeguarding the Future: 2012” will be sufficient.

What is the situation at Daimler’s plants outside Germany?
The crisis in the automotive industry is by no means just a German issue. At Daimler, we are feeling its effects at our foreign locations as well, both in the passenger car and commercial vehicle sectors. The adjustment measures in effect there are frequently different from those in Germany, since in many cases no short-work measures are provided for – such as days of collective shutdown, transfer of unworked shifts, assigning employees to areas with better capacity utilization, or voluntary severance schemes.

Compliance as a basis of corporate success

STUTTGART - Around 18 months after the last compliance training program, Daimler’s Board of Management has once more attended a course of training in strategic compliance, at which the heads of the company discussed the latest developments and trends in the battle against corruption and the special situation applying to growth markets.

For Daimler’s Chairman Dieter Zetsche, it is important that compliance is given more than lip service. “We are rigorously orienting our actions toward regulations and legislation and are having ourselves assessed against the highest ethical standards,” said Zetsche. “We have a ‘zero-tolerance’ approach to violations. Whoever does not accept this cannot work for us.”

To support its workforce, the Group provided training on compliance-relevant topics for over 12,000 employees throughout the world in 2008.

Innovation

29th German Industry Innovation Award
FRANKFURT/MAIN – On the occasion of the “29th German Industry Innovation Award” presentation, Daimler received a special award for its commitment to innovation.
This “Decade Award” is presented every ten years, in recognition of sustainable and successful commitment to concerted innovation strategies. From more than 360 applications submitted by over 300 companies, Daimler was chosen by a jury of experts from industry, science, and politics. The prize is awarded by the association Wirtschaftsclub Rhein-Main e.V. and the business magazine Wirtschaftswoche.

“Yellow Angel” 2009
MUNICH – Daimler AG and its systems partner Continental have been awarded the “Gelber Engel” (Yellow Angel) 2009 in the Innovation & Environment category. ADAC, Europe’s largest automobile association, thereby acknowledged the two companies’ joint development of the lithium-ion battery, which is currently being integrated into a series-production passenger car for the first time: The Mercedes-Benz S 400 BlueHYBRID, which features this groundbreaking technology, will be launched on the market in summer 2009.