



Mercedes-Benz

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## Let's talk Mercedes - Episode 3: Happiness begins where your comfort zone ends

**Abstract: Sarah Elsser meets Jan Frodeno, Ironman world champion and Mercedes-Benz brand ambassador**

Jan Frodeno must challenge his own mental and physical limits every day in order to sustain his level of competitiveness as one of the world's best triathletes. Most recently, he undertook this challenge under completely new circumstances and turned heads as he completed an Ironman triathlon in his own home during the shutdown period. In the latest episode of Let's Talk Mercedes, the Mercedes-Benz podcast, show host Sarah Elsser meets this exceptional athlete who has not only raised his awareness far beyond his familiar fanbase - the German-born winner of three Ironman triathlons also managed to collect more than 200,000 euros for healthcare projects in his adopted home of Spain. In this podcast episode, the audience gets to know much more about Jan Frodeno, a brand ambassador of Mercedes-Benz, as Sarah Elsser talks with him about mobility, motivation and dealing with failures or success. The podcast was recorded prior to the shutdown and before Jan completed his Ironman at home challenge.

The following part contains some of the talk's key takeaways, which have been edited for readability:

- Jan Frodeno about the future and the character traits necessary to stay open towards it: "In five years, there will be a different champion. There will be a different world record. All these things shift all the time. And therefore, I think a certain level of openness, of flexibility, of realizing that things will change, but they can also change for the better. It doesn't necessarily mean that they will change for the worst. And I think that's the important thing: you realize that you have a small part, but generally your mind is the one that tells you whether a situation is good or bad. So, you can influence what your thoughts are. And that sounds a lot easier than it is [...]. But we are all unique and our thoughts are unique. And that's why we all have to invest time into really figuring out who we are, where we come from, and where we can go."
- Jan Frodeno about the challenges of preparing a triathlon: "The toughest part is getting to the starting line healthy. That's the toughest part because it's a lot of preparation. We do very little racing and it's one chance on one day. So, there's a lot in there. You have to play with the limit more or less every single day to improve at a certain stage. And when you're playing with the limit, you're bound to find it and you're bound to break something, which in this case is your body. But I think the answer you're looking for is generally about kilometre 35, where things get sticky in the marathon. It just seems to be a physiological kind of boundary

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\* The figures are provided in accordance with the German regulation 'PKW-EnVKV' and apply to the German market only. Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the EU guide 'Information on the fuel consumption, CO<sub>2</sub> emissions and energy consumption of new cars', which is available free of charge at all sales dealerships, from DAT Deutsche Automobil Treuhand GmbH and at [www.dat.de](http://www.dat.de).

where things just get particularly tough. But that again is one of the things that makes a good athlete great – being able to formulate the worst situation into something positive.”

- Jan Frodeno about dealing with failures and success: “There are various parts to this. And the one thing I've had to realize is that success after failure is worth far more than straightforward success. Somehow in society, we seem to seek out the failed ones that have done a comeback. A comeback seems to be so much more – so much worth; so much more than just a straight-line success. So that's one thing to realize is that it can actually help you somewhere down the line. The other thing is having kids – I've got two kids and my son couldn't care less what happens on the racecourse. You know, everything we tend to take ourselves to be so important. [...] But the reality is that our influences is quite little. And if we don't take ourselves to be that important, then I think everything falls into place pretty quickly.”

- Jan Frodeno about the comfort zone: “Realize that your comfort zone is an illusion. It really is a privilege. Your life, your everyday life is a privilege. And the problem is that we have a culture of expectation of things continuing and somehow our culture of entitlement, even that we think that the comforts that we have in our world, especially where we are currently living to be taken for granted. A kind of minimalism shows us that we have so many luxuries and so many beautiful things around that are exactly that. Our life will be no poorer without it. And that I think is a simple thing for people to lose fear... to lose fear of losing their status quo. [...] Everything presents an opportunity, but we will be just fine without a third mobile phone and all these things, all these luxuries we have that actually very few people need.”

- Jan Frodeno about the comparison between the role of a top athlete and a quality brand: “It comes back to looking for improvement. I think Mercedes-Benz is a world leader in car manufacturing, in developing cars and in developing technologies. And that goes all the way through from the sustainability aspect to the F1 team that's looking for the highest performance. And really that's something that I see within myself, that I look for and then I'm very proud to be associated with because I think, it's again, trying to be the best in the world and I think that's what Mercedes is striving for and that's certainly what I'm striving for.”

- Jan Frodeno about mobility: “Mobility means freedom. It really boils down to that; the ability to go anywhere. I think this is highlighted the most when you are coming into your late teenage years and you really... you're bound by mobility and the ability to go from places. And I remember my first car was definitely that freedom of being able to travel places that I couldn't go with my bike.”

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#### Mercedes-Benz AG at a glance

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans with over 173,000 employees worldwide. 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 services. Furthermore, the company aspires to be leading in the fields of connectivity, automated driving and alternative drives with its forward-looking innovations. The product portfolio comprises the Mercedes-Benz brand with the sub-brands Mercedes-AMG, Mercedes-Maybach and Mercedes me – as well as the smart brand, and the EQ product and technology brand for electric mobility. Mercedes-Benz AG is one of the largest manufacturers of premium passenger cars. In 2019 it sold nearly 2.4 million cars and more than 438,000 vans. In its two business divisions, Mercedes-Benz AG is continually expanding its worldwide production network with over 40 production sites on four continents, while aligning itself to meet the requirements of electric mobility. At the same time, the company is developing its global battery production network on three continents. Sustainable actions play a decisive role in both business divisions. To the company, sustainability means creating value for all stakeholders on a lasting basis: customers, employees, investors, business partners and the society as a whole. The basis for this is the sustainable business strategy of Daimler in which the company takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.