



Mercedes-Benz

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## Let's talk Mercedes - Episode 6: Driving with ease in the new S-Class - Luxury & Well-being

**Abstract: Sarah Elsser meets Gudrun Schoenherr, Project Lead Future Fit & Health, and Belinda Guenther, Head of Color & Trim**

The S-Class has always been the luxury flagship of Mercedes-Benz because it combines innovation and timelessness. For classic three-box limousines and beyond, the S-Class is the automobile benchmark for the industry in general, particularly also with regard to luxury and well-being. In the latest episode, podcast host Sarah Elsser meets Gudrun Schoenherr, Project Lead Future Fit & Health, and Belinda Guenther, Head of Color & Trim. They talk about how Mercedes-Benz has managed to raise the bar for automotive luxury even higher and turn the new S-Class into a personal space for well-being on four wheels. The following contains some key take-aways of the talk, which have been edited for readability:

- Gudrun Schoenherr on the Energizing Coach in the new S-Class: “The fitness coach is our Energizing Coach. You can measure the quality of your sleep; you can measure your heart rate and it measures the stress level for you. We bring all this information together in an algorithm in our back end. And from there you get recommendations for the right program, the right energizing program that really helps you to stay fit. This is one aspect. And the other aspect is that we really name two massage programs, workout programs. It's a workout for your back and another work out for your lower back, because we realized that you can work or press against these massage bubbles and strengthen your abdominal muscles, or strengthen your back muscles, or even strengthen your muscles around your lower back.”
- Gudrun Schoenherr about the completely new generation of S-Class seats with their massage functions: “The tactile information is important with these wonderful massage programs. We thought, how can we go further and had a look at all the spas that we find in great hotels. Some amazing experiences come from vibrations via all kinds of techniques. So, we tried to integrate different motors or possibilities of vibration in the seat and thought at sound, but then discovered that if we integrate vibration motors in the seat cushions, it brings us an effect on the muscles that really help, because if you sit for a longer time on the long ride, then the seat can be as good as it can be, but you're sit on the same spot. It's like an energizing effect on the cells and on the muscles.”
- Gudrun Schoenherr on the topic of health and safety in the car: “We know that people spend more and more time in the car. And it's also a third place. It's a safe place. I mean, if you even look at our NVH (noise,

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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).

vibration, harshness) - I've never been in a car that is noiseless, so quiet. And we know from research that being in a quiet environment really helps you to relax. The customer can do a lot more in the car and take advantage of so many different functions and therefore we added so many functions to different needs. We added a heated cushion so that sitting in the backseat is much more comfortable. It helps you in many ways to have this wonderful warm neck area. And you are surrounded with light and the structure and the material.”

- Belinda Guenther on the importance of the interior design of a car: “The new S-Class interior is a big step forward exactly into the direction of the interior becoming more essential. The traditional way of looking at cars is, the exterior is the first element you see, and either it catches you or doesn't. In a segment like the S-Class where the passengers or the rear passengers with their chauffeurs in front, spend a lot more time and expect much more than in the past, we have to fulfil these needs. With all these features that we're going to offer, we are pretty close, if not already on that point, where exterior and interior needs to be looked at equally.”

- Belinda Guenther on sustainability in the S-Class: “Sustainability a very big topic and we are working on the development of sustainable materials that are, of course, automotive feasible. I mean, you know, the complete industry is challenged regarding that topic and it's a very wide field and truly deeply interesting area where you basically get on a daily basis new information, and you learn a lot more about also new technologies that are offered and that are new to markets. So, it's a big challenge, but it's a purely positive element.”

- Belinda Guenther on the harmony between tradition and innovation: “With the new S-Class interior, we achieved to combine these two poles. I mean, the aesthetic soul, everything we do is based on our design philosophy, "Sensual Purity", and in a way, you know, you have a hot and a cool pole, and you might think it's impossible to bring them together, but you can in a, let's say, harmonious tension. And this aesthetic soul, this is what we breathe, and this is the fundament of everything we do. And this guides us to bring also like innovation, but also the timelessness.”

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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.