



Mercedes-Benz

Press Information

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Mercedes-Benz, Audible, and Amazon Music write next exciting chapter of in-car audio in Dolby Atmos at CES 2024

- Groundbreaking collaboration to deliver premium audio storytelling in Dolby Atmos
- A new era of immersive listening will elevate audio storytelling and music to an unprecedented level
- Available in selected models via over-the-air (OTA) update starting in Q3 2024

Stuttgart/Las Vegas. At CES 2024, Mercedes-Benz, Audible, and Amazon Music announced a unique collaboration that ushers in a new and exciting chapter of in-car storytelling and music listening. Mercedes-Benz customers will soon be able to use Dolby Atmos to immerse themselves in audio storytelling in addition to music. This new dimension of listening pleasure marks another first for Mercedes-Benz in-car entertainment. The riders will be wrapped in multi-dimensional sound of exceptional clarity that places them in the center of the story.

“This collaboration with Audible and Amazon Music is another important facet of digital experience in a Mercedes-Benz. Immersive audio storytelling enables our customers to benefit fully from the advanced sound technology in our vehicles. For us, unparalleled in-car entertainment is a further dimension of the hyper-personalized user experience.”

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

The basis for the collaboration is the integration of the immersive Dolby Atmos audio experience in the Burmester 4D and 3D Surround Sound System. Both are available as options in Mercedes-Benz vehicles with the latest MBUX infotainment system. The incorporation of the Audible and Amazon Music apps in MBUX grants customers who have a subscription to these providers immediate access to a continuously growing choice of audiobooks, Originals, podcasts and music in Dolby Atmos. Audible and Amazon subscribers will also have access to the entire catalogue of each respective streaming service. Imagine listening to your favorite author, podcast host or musician in a fully immersive way that feels like they are in the car with you. This is a new kind of in-car audio storytelling like never experienced before.

“Mercedes-Benz is an ideal innovative industry leader for Audible and Amazon Music to work with on evolving in-car entertainment. Vehicles are one of the places people spend the most time listening to audio storytelling and music. Bringing our brands together allows us to innovate the audio experience for customers, transforming it into something more emotional, immersive and unexpected.”

Steve Boom, Amazon VP for Audio, Twitch and Games

With more than 850,000 audiobooks, podcasts and Audible Originals in its global catalogue, Audible is the leading producer and provider of premium audio storytelling and the go-to ‘storyteller’ for millions of people around the world. Audible offers dozens of titles in Dolby Atmos and with a growing global catalogue, listeners can feel the stories surrounding them in next-level detail, depth and clarity, from cinematic blockbusters narrated by a stellar cast of actors like *The Sandman Act III*, to original reimagining of classics like *David Copperfield*, and immersive natural soundscapes found in *The Healing Power of Nature*.

Global rollout is anticipated to begin in Q3 2024 via an over-the-air (OTA) update for customers of the new Mercedes-Benz E-Class and CLE Coupe and Cabriolet with 3rd-generation MBUX. A further rollout is planned for successive models in the future. Amazon Music in Dolby Atmos is planned to be available in select models produced starting in December 2023 onward with 2nd generation MBUX. Customers with Audible and Amazon Music accounts can access both apps and their respective content available in Dolby Atmos.

Visitors at the Mercedes-Benz CES booth are invited to join a series of entertaining and informative talks about class-defining tech. On January 9, Magnus Östberg, Chief Software Officer at Mercedes-Benz AG, will share the stage with Amazon VP for Audio, Twitch and Games, Steve Boom, and award-winning audio storytelling producer, Dirk Maggs. Together, they will look at how the new collaboration is going to change storytelling on the road and beyond. Visitors can also experience the unparalleled Mercedes-Benz in-car sound experience in a Dolby Atmos-equipped E-Class at the booth.

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About Mercedes Benz

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Michael Minielly	michael.minielly@mbusa.com
Cathleen Decker	cathleen.decker@mbusa.com

About Amazon Music

Amazon Music is an immersive audio entertainment service that connects fans, artists, and creators through music, podcasts, and culture. Amazon Music brings fans closer to what they love, with curated and personalized playlists, artist livestreams, artist merch, and Amazon Exclusive podcasts. Prime members get access to over 100 million songs in shuffle mode, All-Access playlists, plus the largest

catalogue of top ad-free podcasts, included with their membership. Customers can upgrade to Amazon Music Unlimited for full, on-demand access to 100 million songs in HD and a growing catalogue of Ultra HD and Spatial audio. Anyone can listen to Amazon Music by downloading the free Amazon Music app, or wherever they listen to music including Alexa-enabled devices. Learn more at www.amazonmusic.com.

About Audible

Audible, Inc., an Amazon.com, Inc. subsidiary (NASDAQ:AMZN), is the leading creator and provider of premium audio storytelling, offering global audiences a powerful way to enhance and enrich their lives through extraordinary content. Audible's catalogue includes more than 850,000 audio titles, including Audible Originals as well as audiobooks and podcasts from leading studios, print, audio and magazine publishers and world-renowned entertainers.