



Mercedes-Benz

Press Information

December 21, 2020

An impressive start to the new year: Mercedes-Benz unveils the MBUX Hyperscreen

World premiere of the MBUX Hyperscreen on January 7th on Mercedes me media

Stuttgart. For Mercedes-Benz, 2021 marks the beginning of the next chapter in interaction between vehicle and user: the MBUX Hyperscreen takes the operation, infotainment display, comfort and vehicle functions to a new level thanks to artificial intelligence (AI). The large, curved screen unit lends the interior a unique aesthetic and extends along the entire width of the vehicle in front of the driver and front passenger – resulting in the digital experience being as emotional as it is intuitive and effortless. The MBUX (Mercedes-Benz User Experience) Hyperscreen, which is for the first time is optionally available in the fully electric luxury sedan EQS, is representative of the emotional intelligence of the entire vehicle and is highly capable of learning.

The world premiere of the MBUX Hyperscreen grants insights into the MBUX Hyperscreen's role as the digital core of Mercedes-EQ's top model, the progressive luxury sedan EQS. The digital communication format addresses journalists and influencers and can be joined live on Mercedes me media. The world premiere will be broadcast on **Thursday, January 7th at 8:00 a.m. (EST)** in a media special at <https://media.mercedes-benz.com/MBUXhyperscreen> and will be available afterwards as an on-demand video.

In addition, Mercedes-Benz will showcase the MBUX Hyperscreen at the first-ever digital 2021 Consumer Electronics Show (CES), which takes place from January 11th to 14th. The Mercedes-Benz Press Conference starts on January 11th, 2021 at 5:00 p.m. (CET)/8:00 a.m. (PST, local Las Vegas time). Media representatives can register on the [CES Website](#) to watch the Mercedes-Benz Press Conference. The link is also available in the media special.

Ola Källenius, Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG, Vera Schmidt, Head of Mercedes-Benz Advanced Digital Design, and Sajjad Khan, CTO and Member of the Board of Management Mercedes-Benz AG, will together present the MBUX Hyperscreen and its numerous facets. From control over functionality to material and design to technical details – the viewers gain interesting insights into the system, its unique features and its development.

Next to the world premiere, Mercedes-Benz will also provide additional information in form of videos, graphics, press releases and images for download on Mercedes me media.

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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 CO₂ emissions of new passenger cars can be found in the EU guide 'Information on the fuel consumption, CO₂ 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.



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About Mercedes-Benz USA

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 15 model lines ranging from the sporty A-Class Sedan to the flagship S-Class and the Mercedes-AMG GT R. 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 www.media.mbusa.com.

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