



Mercedes-Benz

Press Information

August 26, 2020

"Meet the S-Class DIGITAL" finale: World premiere on Mercedes me media

The new Mercedes-Benz S-Class offers a completely new automotive luxury experience

Stuttgart. Mercedes-Benz shapes the next generation of contemporary and individual mobility with people-focused innovations. The S-Class represents the allure of the Mercedes-Benz brand and defines the automotive luxury segment. The new luxury sedan can be experienced with four senses – sight, touch, hearing and smell. At the same time, it offers a multitude of innovations, for example in terms of support, protection and interaction. Mercedes-Benz has already presented selected highlights of the new S-Class in three episodes of “Meet the S-Class DIGITAL” in recent weeks. The finale of the digital format allows journalists and multipliers to experience the world premiere on [me media](https://media.mercedes-benz.com/s-class). Representatives from top management will present innovations of the top-of-the-range model in detail: Ola Källenius, Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG, takes the viewers on an exclusive test drive. Gorden Wagener, Chief Design Officer of Daimler AG, explains the details of the design philosophy. Britta Seeger, Member of the Board of Management of Daimler AG and Mercedes-Benz AG, responsible for Sales, shows which innovations define the customer experience, and Markus Schäfer, Member of the Board of Management of Daimler AG and Mercedes-Benz AG, responsible for Daimler Group Research and Mercedes-Benz Cars COO, discusses the advanced safety technologies. Insights into the ultra-modern production facility of the new S-Class will also be provided. This will be the first production vehicle to be built at “Factory 56”. In addition, celebrities will describe their very personal impressions of the new S-Class. The world premiere will be broadcast in the form of a media special on Wednesday, September 2nd, 2020 at 8:00 a.m. (EDT) on the digital platform Mercedes me media at <https://media.mercedes-benz.com/s-class> and will then be available as a video on demand.

The new Mercedes-Benz S-Class redefines the automotive luxury segment with numerous innovations. Not only does it become much more intelligent, it also takes the driving experience to a new level. The focus here is on the individual, who is able to experience the luxury sedan with all of their senses. The new generation of Mercedes-Benz User Experience (MBUX), for example, offers drivers and passengers innovative possibilities for interaction and personalization. More than ever before, the interior fulfils the claim of a “third place,” a private refuge between home and work. The new S-Class also sets new standards in terms of safety – for example, it is the first series-produced passenger car to feature rear-seat airbags to protect rear passengers in the event of a frontal collision. These and many other innovations underscore Mercedes-Benz's claim that the S-Class is the best automobile in the world. And, it's built in one of the most modern automobile production facilities in the world: with “Factory 56”, Mercedes-Benz opens the car factory of the future on the same day as the world premiere. The

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innovative production technologies and processes of the factory can also be seen at the digital world premiere of the S-Class. Thus, viewers will gain a comprehensive picture of the new luxury sedan and its place of origin with informative and entertaining insights. In addition, Mercedes-Benz is making extensive in-depth information available for download in the form of videos, graphics, press releases and images on Mercedes me media. There is also opportunity for dialogue with experts from Mercedes-Benz.

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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 products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

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