



Mercedes-Benz

Press Information

August 7, 2020

Meet the S-Class DIGITAL #3: Luxury & Well-being

A feel-good interior: The new S-Class combines comfort, ergonomics and aesthetics

Stuttgart. The third and final episode of the "Meet the S-Class DIGITAL" special provides insights into the holistic interior concept of the new Mercedes-Benz S-Class before its world premiere in September. Optimal ergonomics, high-tech materials and top-quality workmanship, combined with an aesthetically pleasing design and careful attention down to the smallest details. In the new S-Class, "Sensual Purity" reaches a new level as it takes noise and vibration insulation into consideration. This is the result from the sum of many measures and features, ensuring that journeys in the S-Class are a luxurious and satisfying experience for its passengers. Hartmut Sinkwitz, Head of Interior Design, Belinda Günther, Senior Manager Color & Trim, and Dirk Fetzner, Head of Product Management S-Class & Maybach, will give our host, Yasmine Blair, insights into numerous coordinated details – from the coloring of the high-quality leather and the seat adjusters, to noise and vibration insulation that minimize the feeling of uneven roads for the occupants. The news format "Meet the S-Class DIGITAL #3: Luxury & Well-being" will be broadcast on Wednesday, August 12, 2020 at 8:00 a.m. (EST) in a media special on the digital platform Mercedes me media at <https://media.mercedes-benz.com/s-class> and will be available afterwards as video on demand.

In the last of three "Meet the S-Class DIGITAL" episodes, and before Mercedes-Benz presents the new S-Class to the world on September 2, the manufacturer will, for the first time, show details of its holistic interior concept which significantly contributes to luxury, comfort and the well-being of the passengers. The luxury sedan combines a revolutionary new design language with digital technologies, ease of use and optimal ergonomics. The passengers' experience was one of the major focuses during the development. The holistic approach ranges from the implementation of numerous practical detail solutions – from Comfort Headrests – to ENERGIZING functions that support the mental and physical fitness of the drivers and their companions. The AIR BALANCE package with its three functions – fragrance, ionization and filtering – also contributes to increasing the well-being of the passengers, regardless of the outside air quality.

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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.

The news format "Meet the S-Class DIGITAL" consists of hosted talks in the studio as well as reports from outdoor locations and test tracks. In addition, in-depth information in the form of videos, graphics, press releases and images are made available for download.

The first episode, "Meet the S-Class DIGITAL: My MBUX," has been available as a video on demand since July 8, 2020 and introduces the new generation of the Mercedes-Benz User Experience (MBUX). The second episode entitled "Meet the S-Class DIGITAL: Innovation by intelligence," which has been available for download since July 29, 2020, focuses on safety and driving comfort.

Further information about **Mercedes-Benz** is available at www.mercedes-benz.com. Press information and digital services for journalists and multipliers can be found on our **Mercedes me media online platform** at media.mercedes-benz.com as well as on our **Daimler global media site** at media.daimler.com. Learn more about current topics and events related to Mercedes-Benz Cars & Vans on our **@MB_Press Twitter channel** at www.twitter.com/MB_Press.

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.