



Mercedes-Benz

Press Information

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## Meet the S-Class DIGITAL #2: Innovation by intelligence

The new S-Class comes with ground-breaking innovations in safety, comfort and driving functions

The second edition of the “Meet the S-Class DIGITAL” special provides information on the technical innovations of the new Mercedes-Benz S-Class, prior to its world premiere in September. The ground-breaking technology in the luxury sedan sets new standards in safety and comfort, while also making driving easier thanks to intelligent functions. Michael Hafner, Vice President Automated Driving, provides moderator Yasmine Blair with insights into highlights such as the world’s first airbag for rear-seat passengers and the combination of the PRE-SAFE® Impulse Side system with the E-ACTIVE BODY CONTROL active suspension. These new innovations allow for active and passive safety systems to be even more closely integrated. The “Meet the S-Class DIGITAL #2: Innovation by intelligence” news format will air in a media special on Wednesday July 29, 2020 at 8:00 am (EST) on the Mercedes me media digital platform at <https://media.mercedes-benz.com/s-class>, after which it will be available as video-on-demand.

Stuttgart. Each generation in the model history of the S-Class has set new safety benchmarks in their respective eras, including milestones such as the airbag and the ESP® electronic stability program. These innovative technologies often became the new standard, not only at Mercedes-Benz but also throughout the entire automotive sector. Once again, the new S-Class, which will celebrate its world premiere on September 2nd, raises safety and ride comfort to a whole new level. It is the first car worldwide to be equipped with optional airbags for rear-seat passengers, protecting them in the event of a frontal impact, an entirely different concept compared to that of front airbags. When deploying, for instance, the airbags must be able to adapt to child seats. Combined with an optional Belt Bag and inflatable seatbelt, the S-Class sets new benchmarks in terms of safety for rear-seat passengers.

Mercedes-Benz develops all safety functions with knowledge gained from its own accident research, which the company has been conducting for more than 50 years. The “Real Life Safety” philosophy often extends beyond legal safety requirements – thus producing innovations that significantly increase the safety of occupants and other road users. One example on the path to a fully integrated safety concept, in which active and passive safety systems merge, is the expansion of the PRE-SAFE® Impulse Side function in the new S-Class. The feature uses radar sensors to identify an imminent side impact. For the first time, it protects the

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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).

occupants not only by using air cushions in the seats to move the driver or front-seat passenger towards the center of the vehicle, but also by simultaneously raising the entire vehicle using the optional E-ACTIVE BODY CONTROL suspension to divert the impact through stiffer structures. PRE-SAFE® Impulse Side thus expands the capabilities of the active suspension, which raises the ride and handling of the new S-Class to an entirely new level.

The “Meet the S-Class DIGITAL” news format consists of a moderated show with a studio interview as well as reports from location and test tracks. Each show is accompanied by in-depth information in the form of videos, graphics, press texts and images for download. There is also the chance to chat with Mercedes-Benz experts.

The first episode of “Meet the S-Class DIGITAL: My MBUX” has been available as video-on-demand since July 8, 2020, and presents the new generation of the Mercedes-Benz User Experience (MBUX). The third episode, “Meet the S-Class DIGITAL: Luxury & well-being” will air on August 12, 2020, focusing on the new and luxurious interior comfort.

Further information about **Mercedes-Benz** is available at [www.mercedes-benz.com](http://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](http://media.mercedes-benz.com) as well as on our **Daimler global media site** at [media.daimler.com](http://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](https://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.