



Mercedes-Benz

Press Information

July 6, 2020

Meet the S-Class DIGITAL – first insights into the new luxury sedan

Mercedes-Benz launches the new S-Class communication with digital specials on Mercedes me media

Stuttgart. Mercedes-Benz is expanding its digital platform with an additional news format to showcase the new S-Class, which celebrates its digital world premiere in September. Through three unique episodes starting July 8, 2020, Meet the S-Class DIGITAL will provide the first insights into some of the groundbreaking innovations that will ensure the new luxury sedan further cements its leading position. 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, kicks off the new series on the Mercedes me media digital platform with a glimpse of the exterior and interior of the new S-Class. The video is now available in a media special on media.mercedes-benz.com/s-class, all three episodes of Meet the S-Class DIGITAL and its associated content will be published on this site. To avoid missing any of the episodes, media representatives can register for push messages on the Mercedes me media site.

“The new S-Class is packed with groundbreaking innovations and takes individual mobility in the luxury segment to a whole new level. We developed the Meet the S-Class DIGITAL series to provide media representatives with information on the key highlights in advance of the world premiere,” says Katja Bott Head of Global Communications Mercedes-Benz Cars & Vans. “It enhances the successfully established Meet Mercedes DIGITAL news format, which will present other new products and company developments in further episodes published in parallel.”

The Meet the S-Class DIGITAL news format consists of moderated shows with studio interviews 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.

The first show airs July 8th with Sajjad Khan and Gorden Wagener

The first episode, “Meet the S-Class DIGITAL: My MBUX” on July 8, 2020 at 5:30 a.m. EST, covers the new generation of the Mercedes-Benz User Experience (MBUX). Sajjad Khan, Member of the Board of Management

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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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of Mercedes-Benz AG, responsible for CASE, and Gorden Wagener, Chief Design Officer of Daimler AG, present in detail the new possibilities for interaction and personalization.

The focus of the second episode, “Meet the S-Class DIGITAL: Innovation by intelligence”, which airs on July 29 2020, is on safety and comfort. And the third episode, “Meet the S-Class DIGITAL: Luxury and well-being” on August 12, 2020, focuses on the new luxurious comfort in the interior.

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.