



Mercedes-Benz

Press Information

June 4, 2020

Meet Mercedes DIGITAL #3: The Sprinter - 25 years of transportation

The Mercedes-Benz Sprinter - 25 years of pioneering its segment

Stuttgart. The third episode of the news format Meet Mercedes DIGITAL is all about the 25th global anniversary of the Mercedes-Benz Sprinter. It is traveling back in time through the success story of the van whose predecessor was already on the road in 1955 and whose name became synonymous with the light commercial vehicle segment. Norbert Kunz, Head of Marketing Mercedes-Benz Sprinter, and Benjamin Kaehler, Head of eDrive@VANS, present the large van's development and the highlights of the current Sprinter generation which is once again setting new standards. "Meet Mercedes DIGITAL #3: The Sprinter - 25 years of transportation" will be broadcast on Friday, June 5, 2020 at 8:00 a.m. EDT in a media special on the digital platform Mercedes me media at <https://media.mercedes-benz.com/meetmercedesdigital> and will be available afterwards as video on demand.

In 1995, the Mercedes-Benz Sprinter defined a vehicle segment and contributed to the transition to e-commerce. At a time when hardly anyone could have imagined the dimension of online commerce we have today, the brand from Stuttgart presented a state-of-the-art van, perfect for the soon-to-come logistical challenges. As a benchmark in its class, the Sprinter has been on-sale in the United States since 2001. Since that time, the U.S. has become the second largest market for Mercedes-Benz commercial vans outside of Germany. To meet the needs of this thriving market, Mercedes-Benz established a separate Vans division in the USA in early 2014, dedicated to serving the needs of the core commercial customer. In 2018, Mercedes-Benz Vans opened a new Sprinter plant in North Charleston just in time for the market launch of the third generation of the Mercedes-Benz Sprinter.

Since its introduction, the Mercedes-Benz Sprinter has been the pioneer in its vehicle class. It has repeatedly set new standards – especially in terms of safety, ergonomics, efficiency and comfort. For example, Mercedes-Benz was the first van manufacturer to introduce the anti-lock braking system ABS in 1995, the Electronic Stability Program ESP in 2002, and the Automatic Crosswind Assist in 2013. The current Sprinter generation offers new possibilities for fleet management with Mercedes PRO services and the Mercedes-Benz User Experience (MBUX) multimedia system.

The new series Meet Mercedes DIGITAL is an innovative news format on Mercedes me media. Similar to a news program, it regularly presents a current topic, illuminates background stories and lets experts have their say. The

Mercedes-Benz AG | 70546 Stuttgart | Deutschland
Telefon +49 711 17 – 0 | Fax +49 711 17 – 22244, dialog.mb@daimler.com | www.mercedes-benz.com
Registered Office and Court of Registry: Stuttgart; HRB No. 762873 | Chairman of the Supervisory Board: Manfred Bischoff
Board of Management: Ola Källenius (Chairman)
Jörg Burzer, Renata Jungo Brüngger, Sajjad Khan, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Harald Wilhelm



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hosted episodes feature talks in a studio setting and reports from production plants or test tracks. In addition, in-depth information on each topic is available for download in the form of videos, graphics, press releases and pictures.

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