



Mercedes-Benz

Press Information

February 28, 2020

Mercedes-Benz to show product highlights digitally after cancellation of Geneva International Motor Show:

World premiere of new E-Class and other highlights on Mercedes me media

Stuttgart. After the cancellation of the 2020 Geneva International Motor Show, Mercedes-Benz will digitally present the highlights of its numerous premieres this spring. The scheduled executive talk regarding the world premiere of the new E-Class with Daimler AG board members Ola Källenius, Britta Seeger and Markus Schäfer is being moved to a studio in Stuttgart, Germany. The digital Mercedes-Benz Press Conference will be broadcast on Tuesday, March 3rd at 8:45 a.m. CET (2:45 a.m. EST) on the media platform Mercedes me media.

Beside the comprehensively updated and upgraded E-Class, the focus is on the continuous electrification of Mercedes-Benz models – featuring various new members of the compact car hybrid family as well as new engine variants with integrated starter generator (ISG) and 48-volt technology.

Motorsports and sustainability – talk with Lewis Hamilton, Toto Wolf, Markus Schäfer and Nyck de Vries

As a further digital highlight, the all-star “Motorsports & Sustainability” media talk – also part of the original Geneva Motor Show program – will be held at the studio and can also be seen on Mercedes me media. The talk will feature Markus Schäfer, Member of the Board of Management of Daimler AG and Mercedes-Benz AG responsible for Group Research and Mercedes-Benz Cars Development; Toto Wolf, Team Principal & CEO of Mercedes-AMG Petronas Formula One Team; Lewis Hamilton, six-time Formula 1 world champion from Mercedes-AMG Petronas Formula One; and Nyck de Vries from the Mercedes-Benz EQ Formula E Team, who will discuss sustainability in motorsports as well as the transfer of technology to series development.

Mercedes me media

Both talks can be viewed in full length on Mercedes me media: <https://media.mercedes-benz.com> and can be found after they air at <https://media.mercedes-benz.com/gims2020>. All of the spring 2020 product presentations can be found there as well. All current information is also available on Twitter @MB_Press.

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Further information about Mercedes-Benz is available online at www.mercedes-benz.com. Press releases and digital services for journalists and multipliers are available on our online platform Mercedes me media at media.mercedes-benz.com and on our Daimler Global Media Site at media.daimler.com. You can also learn about current Mercedes-Benz Cars & Vans topics and events on our Twitter channel @MB_Press 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 a leader in the fields of connectivity, autonomous driving and alternative powertrains with its pioneering 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, the company sold nearly 2.4 million cars and over 438,000 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with over 40 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing its global battery production network on three continents. Sustainable actions play a decisive role in both business segments. To the company, sustainability means creating lasting value for all stakeholders: customers, employees, investors, business partners and society as a whole. The basis for this is Daimler's sustainable business strategy. In it, the company takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.