



Digital value chain for sustainable and customer-oriented mobility

Mercedes-Benz



The automotive industry is undergoing a fundamental transformation. The electrification and digitalisation of our vehicles will make mobility more sustainable and customer-oriented. At Mercedes-Benz, digitalisation encompasses the entire value chain. In order to continue to shape the company's strategic orientation towards alternative energy sources effectively and efficiently, reliable regulatory framework conditions are required in addition to modern technologies.

As a pioneer in automotive engineering, it is both a motivation and an obligation for Mercedes-Benz to shape the future of mobility safely and sustainably. Digitalisation along the entire value chain is absolutely necessary for this. The fast pace of technologies, compliance with climate targets and the market ramp-up of electromobility require strategic pioneering thinking and the targeted use of data.

Mercedes-Benz considers the regulatory framework for an innovative and competitive data economy in the European Union (EU) to be particularly critical to success. We therefore support the EU Commission's data strategy (in particular the Digital Markets Act, Digital Services Act and Data Act), which sets the right levers in motion to ensure that the EU plays an international leading role in the data economy.

The following criteria are crucial to the success of Mercedes-Benz for the further design of regulatory initiatives:

- **Fair competition**

The data strategy is intended to create a regulatory framework so that there is a level playing field for all participants in the value chain. All companies contributing to customer-oriented mobility (not just OEMs) should equally support the implementation of the data strategy.

- **Open data exchange**

Established solutions already exist in the area of the provision, electronic transmission and use of vehicle-generated data via a web interface. The Extended Vehicle Concept of the automotive industry, for example, enables protected data access without endangering the safety of the vehicle. Mercedes-Benz considers the involvement of all actors in the value chain (such as insurance companies or mobility providers) to be necessary for data sharing around mobility-related value creation. Data-driven innovations can be better realized if all stakeholders are open to data sharing and usage.

- **No over-regulation**

For the success of the EU data strategy, it is essential that it is designed appropriately and that existing markets are not over-regulated in order not to jeopardise their growth. Accordingly, a possible sectoral regulation should only be initiated once the effects of the

adopted Data Act can be proven in the market and further need for action would be identifiable.

Factory 56 as a lighthouse project for digitalisation and smart production

An outstanding example of the digitalisation of the value chain is [Factory 56](#) at the Mercedes-Benz plant in Sindelfingen, where Mercedes-Benz's vision of smart production was realized. In Factory 56, a digital infrastructure with a high-performance WiFi and 5G mobile network forms the basis for complete digitalisation. State-of-the-art Industry 4.0 applications – from smart devices to big data algorithms – are used here. Digital production technologies were implemented comprehensively.