CREATING DESIRE
GORDEN WAGENER CHIEF DESIGN OFFICER MERCEDES-BENZ GROUP AG
The following presentation contains forward-looking statements that reflect management's current views with respect to future events. Such statements are subject to many risks and uncertainties. If the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. For further details, please refer to the disclaimer at the end of the presentation.
CREATING DESIRE IS KEY TO "THE MYTHOS OF MERCEDES-BENZ"
AS A LUXURY COMPANY WE HAVE A DISTINCTIVE STYLE

SENSUAL PURITY
IT IS ABOUT BEAUTY
BUT ALSO ABOUT THE EXTRAORDINARY
LUXURY DIMENSIONS

PHYSICAL  DIGITAL
EASE OF USE

Are you with me
Invers - it begin...
EXTRAORDINARY
MANIFESTATIONS OF LUXURY

Mercedes-Benz
G-Class
MERCEDES-EQ
MAYBACH
AMG

MODERN LUXURY
ADVENTUROUS LUXURY
PROGRESSIVE LUXURY
SOPHISTICATED LUXURY
PERFORMANCE LUXURY
BEAUTY
EXTRAORDINARY
MANIFESTATIONS OF LUXURY

Mercedes-Benz
G-Class
MERCEDES-EQ
MAYBACH
AMG

MODERN LUXURY
ADVENTUROUS LUXURY
PROGRESSIVE LUXURY
SOPHISTICATED LUXURY
PERFORMANCE LUXURY
BEAUTY
MANIFESTATIONS OF LUXURY

Mercedes-Benz  G-Class  MERCEDES-EQ  MAYBACH  AMG

MODERN LUXURY  ADVENTUROUS LUXURY  PROGRESSIVE LUXURY  SOPHISTICATED LUXURY  PERFORMANCE LUXURY
BEAUTY
EXTRAORDINARY
NOT JUST CARS, BUT COLLECTIBLES
MANIFESTATIONS OF LUXURY

Mercedes-Benz - MODERN LUXURY
G-Class - ADVENTUROUS LUXURY
MERCEDES-EQ - PROGRESSIVE LUXURY
MAYBACH - SOPHISTICATED LUXURY
AMG - PERFORMANCE LUXURY
BEAUTY
EXTRAORDINARY
WE CREATE
"MERCEDES-BENZ MYTHOS"
Disclaimer

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, pandemics, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates, customs and foreign trade provisions; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel or raw materials; disruption of production due to shortages of materials, labour strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental investigations or of investigations requested by governments and the outcome of pending or threatened future legal proceedings; and other risks and uncertainties, some of which are described under the heading “Risk and Opportunity Report” in the current Annual Report or in the current Interim Report. If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.