

DAIMLER

FUTURE INSIDE



FuturClement

**Go digital!**

More than a brochure! A new experience of Daimler with augmented reality – digital content from videos to 3D!

Digital brochure –
with augmented reality

The Daimler Experience

Videos, graphics, animations, and more – a new experience of Daimler with augmented reality

Experience the Daimler corporate brochure interactively – with augmented reality technologies. You need a smartphone or tablet to install the Daimler Experience app. And then you can simply set off – into the future of mobility. Get to know the world of Daimler in videos, pictures, information graphics, and 3D models. On the following page you can see how to do this in only a few steps.

Step 1

Step 2

Scan the QR code

Scan the QR code
to download the app.



iOS Android

Install the app

Install and start the app
on your mobile device.

Experience more – like this!

Toward digital – with icons

These symbols guide you to
the extended content. Simply
hold your mobile device over
the page and experience
topics in photo galleries, as
audio clips, or as videos.



Toward the website –
on the digital content hub

From here, a link will take
you directly to a topic on
daimler.com – the interna-
tional Daimler website.



[Find out more](#)

Future. Intelligent.

The future needs great ideas. Let's extend the
possibilities with augmented reality.

People everywhere are enthusiastic about the vehicles and mobility solutions from Daimler. One of the main drivers of this success is innovation. We combine know-how with speed; we inform and communicate in a new way – as we're doing here. With our new corporate brochure we're taking the step from print to digital – and are combining them into a new experience. Augmented reality technologies get content moving and illuminate ideas from a new perspective. And they give you new inspiration.

Our visionary ideas are the pacemakers for innovation. To ensure that you find out more quickly what's happening and what is to come, we'll be updating our interactive brochure several times a year. We're on the move in a multimedial way in a multimobile era. And we're taking you along on the ride.

Step 3

Scan the marker

Follow the instructions for the Daimler
Experience (DXP). Hold your device
horizontally over the entire double page
of the brochure.



DXP

Experience augmented reality –
from videos to 3D.

1,888

ideas were submitted by Daimler
in 2017 as patent applications.



DXP | Experience Daimler – like this!





When will you be developing a car that I don't have to steer or accelerate?

Dieter Zetsche: We're already developing such a car today, and we're taking the lead here. (...) Not too long ago, this was all science fiction!



How will people be working at Daimler in 20 years' time?

Michael Brecht: It's our shared responsibility that we provide for the future and create sufficient jobs. We're playing an important role for society.



**What are your plans for the future?
Cities without cars?**

Dieter Zetsche: That's not really our vision. But what we are aiming for is that cars can be used much more effectively in cities – for example with self-driving "Robotaxis". These cars would be almost constantly on the move, so they wouldn't need parking spaces nearly as often. Fewer vehicles would provide the same level of mobility. And they could be excellently networked with other road users.

Cultural change at Daimler

"We need people that are impatient."

When a CEO and employees share a car, their ideas and even their glasses – that's CARTalk.

CARTalk in the new S-Class – that's the coolest employee dialog this side of Silicon Valley. On the seats are Dieter Zetsche, Chairman of the Board of Management, and Michael Brecht, Chairman of the General Works Council. And then there's an employee chosen by the workforce in an online ballot. On this CARTalk drive, they all get a turn at the wheel – and the chance to talk about whatever is on their mind.

For example Leadership 2020 – a big topic! This is a Group-wide initiative that we at Daimler are now using to radically transform our corporate culture. We're changing our style of leadership and the way we work with each other, provide information, and communicate. Digital, open, agile. This flexibility is made possible by CARTalk, along with many other activities. They demonstrate that our organization is changing at the places that count – namely at all levels, from the Board of Management to the individual employee.

Change is not an end in itself. It's not about wearing sneakers or dispensing with a necktie. It's all about showing the way ahead in the automotive industry – just as we've always been doing over the past 130 years. And the pace of transformation is getting faster all the time, since it's fired by megatrends such as globalization, digitalization, and urbanization. With our corporate culture, we're moving processes forward in our own way. For everyone at Daimler, for investors, for society, for you.

Those who speak of change must also deliver change. And that's why this brochure is completely different from all those before it. Have fun reading it!

Your Daimler team



Video: Best of CARTalk.



Making an impression all-round. The Mercedes-Benz A-Class



The new A-Class in 3D.
Further product highlights in 2017/18.



The New A-Class

A-Class

360° Experience

Dynamism that you can feel.
Inside and out. The seductive
design of the A-Class.

Front

Interior

Rear

