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Mercedes-Benz Thailand. Company Profile

Mercedes-Benz
The best or nothing.





Introduction

Company's vision and direction



The company's founders **Gottlieb Daimler and Carl Benz**

made history with the invention of the automobile in the year 1886.

As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal and fascinate. Daimler consequently invests in the development of alternative drive trains with the long-term goal of emission-free driving: from hybrid vehicles to electric vehicles powered by battery or fuel cell. Furthermore, the company follows a consistent path towards accident free driving and intelligent connectivity all the way to autonomous driving. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa.

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance, financial investments, credit cards, and innovative mobility services. Our claim is to develop the safest, most comfortable and most efficient vehicles in the world for our customers and to manufacture them in top quality in our worldwide manufacturing plants. We adapt the design and specification of our vehicles as needed to specific customer requirements in different markets.

At the same time, we continue to conduct research that underpins our claim to leadership in the automotive industry with constantly new innovations. As the inventor of the automobile, Mercedes-Benz invests, for example, in the development of alternative drive systems such as electric vehicles or plug-in hybrid technology. In addition, we are advancing the research into autonomous driving cars significantly.

CEO's Speech



"The Best" is the philosophy and main principle of Mercedes-Benz (Thailand) Co., Ltd. For delivering only the best to its customers today and tomorrow. This philosophy has guided the company with grace through its first century and into the next, as it upholds world-class standards and continues the development of innovations and eco-friendly technologies. Under the renowned three-pointed star logo, Mercedes-Benz (Thailand) still adheres to this philosophy, delivering automobiles to the market according to three core values:

"Perfection": As a leader in the premium vehicle market, Mercedes-Benz has gained global trust through its flawless design, technological advancements, innovations and safety systems. Mercedes-Benz has continued to offer the best to its customers. Importantly, all taking into account practicality and suitability for use on Thailand's roads.

"Fascination": Over the last ten years, all Mercedes-Benz models have been masterfully designed to stand out both in quality and appearance, ultimately leading to driving pleasure. Each model has been developed to suit the varied needs of different car users. This includes redesigning automobiles to exude a more contemporary, sportier look to respond to the desires of a new generation of customers, while keeping the marque's classic identity in the contemporary luxury segment intact.

"Responsibilities" to customers, community and environment: social responsibility has always been an important issue for Mercedes-Benz. Utilizing alternative energy and optimizing environmentally-responsible driving performance have thus been key concepts in engine design. The use of the hybrid engine is a prime example. As the first automobile manufacturer in Thailand to use the Euro 6 Diesel Engine in conjunction with an electric motor, Mercedes-Benz (Thailand) is also an inventor of the optimum safety system "Mercedes-Benz Intelligent Drive" and other built-in safety systems in Mercedes-Benz vehicles.

Our continuing success story in Thailand would not have been possible without the support of our customers, our authorized dealers, our suppliers and business partners, and the relevant government ministries.

We look forward into an even more successful future together.

Michael Grewe
President & CEO



Years of Innovation

Mercedes-Benz is the leader in green innovations. More than 600 patent applicants for electric powertrains have been made since 1960. The source of Mercedes-Benz's profusion of innovations is its global R&D network of more than 18,800 experts from a wide range of disciplines. The researchers work hard to contribute to improvements in efficiency and safety, and decrease the environmental impacts of all new vehicles from the marque. The advanced and environmentally friendly innovation and technologies are the offspring of its engineering team's inexorable and unrelenting development. Looking back, each year has seen a memorable step of our determination to invent the best for the future. Mercedes-Benz's Years of Innovation can possibly be divided into 3 different categories: Emission-free Driving, Accident-free Driving and Powertrain Technology.

Emission-free Driving

1. Emission-free Driving

As an automobile manufacturer, Mercedes-Benz engineers are also committed to developing eco-friendly innovations for a sustainable future, aiming to minimize both fuel consumption and exhaust emissions levels.

1900



In 1902, hybrid drive is a pioneering technology that scores its first success when the Mercedes Simplex 28 hp with a series hybrid drive wins the Exelberg Hill Climb near Vienna. At the wheel is Ferdinand Porsche, later a chief designer for Daimler, the man behind the development of electric wheel drive.

1906

In 1906, Mercedes-Benz is the first European automobile manufacturer to use hybrid and the first model was produced this year. It used a petrol engine and a dynamo that drove two rear wheel hub motors. Hybrid technology developments at Mercedes-Benz aim to improve fuel consumption and reduce CO₂ emissions. The ultimate goal is to have a zero-emission vehicle.

1960



In 1969, Mercedes-Benz resumes its systematic research into electric drive technology with the OE 302 electric bus.

1971



In 1971, the OG 305 is unveiled – a bus that runs on natural gas, significantly reducing CO₂ emission

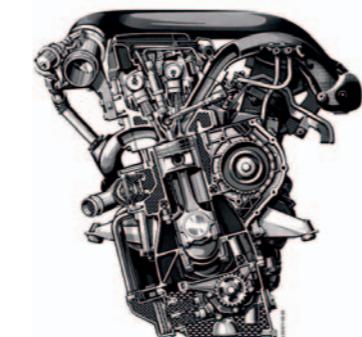
1980



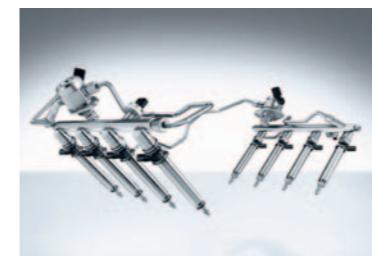
In 1982, the first Mercedes-Benz hybrid passenger car is produced, in which the battery-powered electric was supported by a two-cylinder engine. Continuous development followed.

1993

In 1993, diesel and four-valve technology: a duo that scores with plenty of torque and lower consumption is created.



2000



In 2006, Mercedes-Benz unveiled its sensational innovation that stirs the world's innovation: piezo direct injection for reduced fuel consumption.

2009

In 2009, the first hybrid automobile with Li-ion batteries is produced. The Mercedes-Benz S 400 HYBRID was a petrol luxury saloon with 7.9 L/100 Km fuel consumption and a CO₂ emission rate of 186 g/Km, the best for a premium automobile at the time. More than 20,000 S 400 HYBRIDS were sold around the world, far outstripping any competitors in its class.

CO₂
emissions rate of
186 g/Km

2010



In 2010, an Electric Drive with a fuel cell or a combustion engine, bundled with a high-performance hybrid module: the F 800 Style by Mercedes-Benz presents a platform for a range of alternative drive systems. Without compromising on space, the new concept allows the transportation of enough hydrogen for up to 600 km. (370 miles) with zero local emissions. Alternatively, the F 800 can accommodate a next-generation 200 kW -6 gasoline direct-injection engine with an 80 kW hybrid module and lithium-ion battery. The combination posts emissions of just 68 grams per kilometer (42 g/mi).

2011



In 2011, BlueTEC HYBRID – a combination that signals a further stage in the evolution of the diesel drive. With the E 300 BlueTEC HYBRID, due out at the end of 2011, Mercedes-Benz is set to launch an E-Class with a 150 kW four-cylinder diesel which, backed by a 15 kW electric motor, will get by on just 4.1 liters of fuel per 100 km. (57 mpg). The BlueTEC exhaust treatment system, meanwhile, will eliminate up to 80 percent of nitrogen oxides in the exhaust.

BLUETEC

Emission-free Driving

2016 - Now

2013

In 2013 – 2014, the new S-Class is already lining up in the starting blocks, ready to mark the debut of an innovative plug-in hybrid drive system. The S 500 Plug-in HYBRID showcased at the 2009 Frankfurt Motor Show already gave a taster of what we can expect of a “three-liter luxury-class car”: an S-Class with a 44 kW hybrid module featuring a rechargeable lithium-ion battery that can be plugged into an electric power point to give a range of 30 km. (over 18 miles).



2016

Concept EQ – Mobility revisited

Electric mobility: Mercedes-Benz flips the switch



EQ: The new brand for electric mobility.

At the Paris Motor Show, Mercedes-Benz unveiled its new product brand for electric mobility: EQ. The name EQ stands for “Electric Intelligence” and is derived from the Mercedes-Benz brand values of “Emotion and Intelligence”. The new brand encompasses all key aspects for customer-focused electric mobility and extends beyond the vehicle itself. EQ offers a comprehensive electric mobility ecosystem of products, services, technologies and innovations. The spectrum ranges from electric vehicles to wallboxes and charging services to home energy storage units.

The new brand is heralded by the close-to-production concept vehicle “Concept EQ”, which celebrated its world premiere in Paris. The first series-produced EQ model will be launched in the SUV segment before the end of this decade.

EQ: Clear orientation for customers.

The EQ portfolio will encompass all future battery-electric cars as well as the associated products and services from Mercedes-Benz. In this way, the inventor of the motorcar is providing a simple and transparent means of orientation for customers within its ever expanding portfolio. The EQ brand is therefore the next logical step in the sales and marketing strategy “Best Customer Experience”.

Mercedes-Benz already offers a suitable charging infrastructure for electric cars, including a wallbox as a fast-charging station for the home, the free app “Charge&Pay” for convenient recharging at public charging stations as well as – for home-owners and businesses – stationary energy storage units for power generated by photovoltaic or solar systems. All these products and services will in the future be bundled under EQ. In this way, Mercedes-Benz is creating a consistent and clear image for sustainable products and services with the star.



Design with new electro-look.

“Concept EQ is hot and cool,” says Gorden Wagener, Head of Design at Daimler AG. “Its fascination lies in a reinterpretation of our design philosophy of sensual purity, the aim being to create an avant-garde, contemporary and distinctive electro-look. At the same time, the design of the visionary show car, which has been reduced to the essentials, reveals an alluring progressivity.” The monolithic basic form of “Concept EQ” unites the genes of an SUV with the dynamic character of a coupé and a dash of shooting brake at the rear end.



The monolithic basic form of “Concept EQ”

The Zero-emission

The Zero-emission Driving automobiles are developed to be driven by electric power obtained from a chemical reaction without combustion that generates clean energy and emits water from the exhaust pipe. Vehicles driven by such an environmentally-friendly system are divided into the following two types:

E-Cell vehicle is a type of vehicle powered by electricity under the concept of environmental conservation. Mercedes-Benz 'BlueZERO' is a series of plug-in hybrid vehicles for future generations, which uses pure energy driven by the zero-emission drive system

F-Cell or Fuel Cell vehicle uses electric power derived from the chemical reaction between hydrogen and oxygen that emits water and heat from the exhaust pipe. Mercedes-Benz has made continued efforts to produce and develop F-Cell vehicles – some of which have already been used commercially, such as the A-Class, B-Class and Mercedes-Benz Citaro. No doubt this zero-emission driving technology will be another way to spell 'efficiency' for future vehicles.



2

. Accident-free Driving

Mercedes-Benz is the pioneer of automotive safety. No other car manufacturer carries out such intensive research in this field and has brought so many crucial innovations onto the market. Ever since the invention of the motor car in 1886 Mercedes-Benz, together with its precursor brands, has been instrumental in the development of active and passive safety, setting one new benchmark after another in the process.

1900

1920

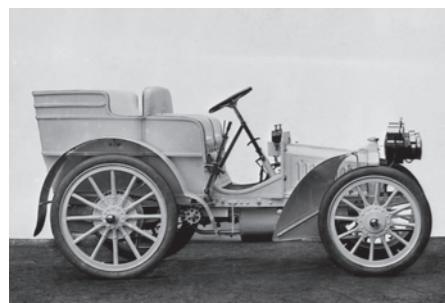
1930

1940

1950

1900

In 1900, Wilhelm Maybach develops the Mercedes 35 HP as a vehicle with exemplary road safety. Contributing factors are the long wheelbase, low centre of gravity, the engine bolted to the frame and the wide track.



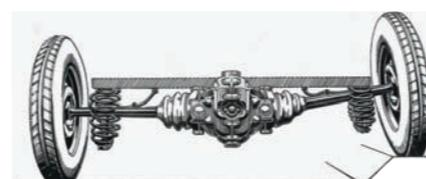
1921

In 1921, the Mercedes 28/95 HP is equipped with front-wheel brakes. The other passenger car models from DMG (Daimler Motoren Gesellschaft) and Benz & Cie. follow suit in 1923/24.

Front-wheel Brakes

1931

In 1931, the Mercedes-Benz 170 (W 15) is the first series production automobile with hydraulic braking system and independent front and rear suspension with swing axles.



1941

In 1941, patent No. 742 977 of 23 February 1941 for the platform frame developed by Béla Barényi.



1952

In 1952, patent No. 854 157 of 28 February 1952 for the safety body with rigid passenger cell and crumple zones. Implemented in series production in the Mercedes-Benz W 111 model series in 1959.



1958

In 1958, patent No. 1 089 664 of 2 July 1958 for the wedge-pin door lock. Market launch as standard equipment in the "Fintail" models in 1959.



1945

In 1945, Béla Barényi develops the vehicle studies "Concadoro" and "Terracruiser" in this and the following years. Both studies are among the most important works leading up to the safety body with cell construction.

1954

In 1954, single-joint pendulum axle with low pivot point in the Mercedes-Benz 220 a from the W 180 model series



1949

In 1949, patent No. 827 905 of 23 April 1949 for the conical-pin safety door lock.



Accident-free Driving

1960

1970

1980

1990

1961

In 1961, gradual introduction of disc brakes and dual-circuit braking system in the passenger car range.

Introduction of Disc Brakes

1966

In 1966, Hans Scherenberg and Béla Barényi draft the classification into active and passive safety that will remain valid until the introduction of PRE-SAFE®.

1967

In 1967, safety steering system with telescopic steering column and impact absorber across the entire Mercedes-Benz passenger car range.

1971

In 1971, an entire package of active and passive safety measures premieres in the Mercedes-Benz SL of the 107 model series: collision-safe fuel tank above the rear axle, thickly padded instrument panel, deformable or recessed switches and levers, four-spoke safety steering wheel with impact absorber and wide padded boss, newly developed wind deflector profiles on the A-pillars, large tail lamps with ribbed surface profile for extensive resistance to soiling.



1978

In 1978, the second generation of the ABS anti-lock braking system debuts in the S-Class of the W 116 model series. Mercedes-Benz presented a first version not yet ready for series production as early as 1970. Starting in 1980 ABS is present in all model series.



1981

In 1981, the world's first driver airbag in the S-Class. Mercedes-Benz has been engaged since 1968 in research into this supplementary restraint system. Starting in 1982 the driver airbag is available in all model series, the passenger airbag follows in 1987, the side airbag in 1995.

First Airbag

1982

In 1982, multi-link rear suspension in the Mercedes-Benz 190 (W 201).

1989

In 1989, the new SL Roadster models (R 129) make their debut with a belt system integrated into the seats, plus a rollover bar that pops up automatically if the vehicle appears to be on the verge of overturning.

1995

In 1995, rain sensor and xenon lights in the Mercedes-Benz E-Class of the 210 model series along with series introduction of the Electronic Stability Program ESP® in the S-Class Coupé of the 140 model series.

1996

In 1996, Mercedes-Benz introduces the world's first BAS Brake Assist system into series production.



1997

In 1997, the sandwich floor of the W 168 model series A-Class causes the engine to glide under the passenger cell in a front-end collision.

1998

In 1998, the windowbag premieres as an optional extra in the Mercedes-Benz S-Class.



1999

In 1999, premiere of DISTRONIC proximity control and the debut of ABC (Active Body Control) active suspension in the CL coupé of the C 215 model series. Bi-xenon headlamps has become a standard equipment in the CL coupé of the 215 model series.

1976

In 1976, the "safety steering shaft for motor vehicles" patented by Béla Barényi in 1963 debuts in the Mercedes-Benz W 123 model series designed as a collapsible steering column.

1979

In 1979, the Mercedes-Benz S-Class of the W 126 model series takes account of asymmetric frontal collisions with a forked-member structure of the front end.

Accident-free Driving

2000

2001

In 2001, head/thorax side airbags in the SL Roadsters from Mercedes-Benz.

2002

In 2002, PRE-SAFE® preventive occupant protection system in the Mercedes-Benz S-Class, subsequently gradually introduced in the other model series.

2003

In 2003, active light function with bi-xenon headlamps (E-Class 211 model series).



2005

In 2005, the Integral Safety Concept of Mercedes-Benz combines the various systems of active and passive safety. Mercedes-Benz also introduces various safety systems in the S-Class of the W 211 model series, for example, DISTRONIC PLUS, Brake Assist BAS PLUS and Night View Assist.

2006

In 2006, the Intelligent Light System ensures perfect light distribution on the road in line with the driving situation (in the E-Class of the 211 model series). Premiere of the PRE-SAFE® brake as an optional extra in the CL coupé of the 216 model series.

2009

In 2009, premiere of ATTENTION ASSIST in the Mercedes-Benz E-Class of the 212 model series. Crosswind stabilisation debuts in the revised Mercedes-Benz S-Class of the 221 model series as an additional function of Active Body Control (ABC). The torque vectoring brake also premieres in series production.



2010

2010

In 2010, world premiere of Active Blind Spot Assist and Active Lane Keeping Assist in the CL (C 216) and S-Class (W 221).

2011

In 2011, introduction of the radar-based assistance system COLLISION PREVENTION ASSIST in the B-Class (as standard).

2013

In 2013, new assistance systems and systems with several new key functions (DISTRONIC PLUS with Steering Assist and Stop&Go Pilot, BAS PLUS with Cross-Traffic Assist, Active Lane Keeping Assist, Adaptive Highbeam Assist Plus, Night View Assist Plus, ATTENTION ASSIST) in the S-Class. New PRE-SAFE® functions (PRE-SAFE® Brake, PRE-SAFE® PLUS, PRE-SAFE® Impulse), improved protection in the rear compartment (seat belt buckle extender, belt bag). Mercedes-Benz puts Car-to-X communication on the road.

2014

In 2014, the QR code sticker, which gives the emergency services direct access to a vehicle-specific rescue card becomes available as a retrofit option for older Mercedes-Benz models as well. The enhanced assistance system COLLISION PREVENTION ASSIST PLUS system is introduced in the compact class model family. This extends the functionality of COLLISION PREVENTION ASSIST by the addition of autonomous braking to reduce the risk of rear-end collisions.



Active Safety

Mercedes-Benz engineers use the results from the company's in-house accident research, which delivers important findings. Several combined validation methods guarantee that all systems function reliably at any critical moment. Company philosophy insists on validation to go considerably farther than required by regulatory standards. When it comes to passive safety, Mercedes-Benz internal crash test requirements go well beyond meeting public crash test standards.

The combination of computer simulations and real-life crash tests ensures passive safety to Mercedes-Benz standards. Mercedes-Benz also makes use of state-of-the-art, networked test methods when it comes to active safety. Drive simulator tests combined with simulation procedures deliver a faster and more reliable development process and complement test drives under real-life conditions.



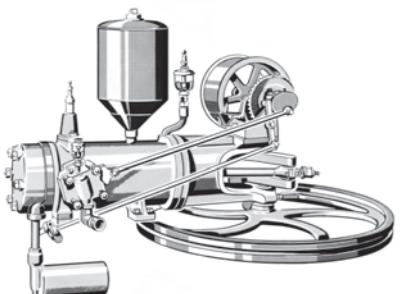
3. Engine and Transmission Technology

Engine and Transmission

1880 1910 1930 1950 1970

1886

In 1886, Carl Benz applies for a patent for what is arguably the most famous three-wheeler in history. Its single-cylinder four-stroke engine with displacement of just 0.954 liters may be no match for the ubiquitous horse-drawn carriages, but this vehicle is nonetheless ahead of its time – as Bertha Benz resoundingly proves on her long-distance drive from Mannheim to Pforzheim and back in 1888. In the absence of filling stations, fuel has to be purchased from the pharmacy.



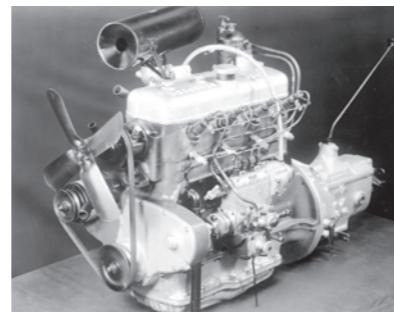
1911

In 1911, a Leap In Efficiency in automotive history is achieved by the Type 8/18 hp spawned by a design competition run by the Benz company. The word “downsizing” has not yet entered the vocabulary, but the new four-cylinder with displacement reduced by almost 40 percent boasts output on a par with the 18 hp gasoline model of 1905. That makes the Type 8/18 hp more economical and puts it in a far more favorable tax band, since the luxury tax introduced in 1906 is calculated on the basis of engine capacity.



1936

In 1936, a Milestone in diesel engine history comes in the form of the Mercedes-Benz 260 D. Bearing the internal code-name W 138, it marks the first volume-built diesel passenger car. At the Berlin Motor Show it proves a crowd-puller – and for good reason. This vehicle with displacement of approximately 2.6 liters gets by on around 30 percent less fuel than its gasoline counterpart.



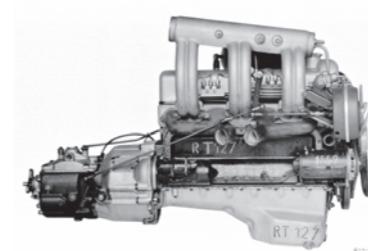
1951

In 1951, economical and robust were the hallmark attributes of the legendary Unimog agricultural vehicle developed by former Daimler-Benz engineers. It was powered by the 1.7-liter diesel engine from the 170 D.



1958

In 1958, INJECTION TECHNOLOGY in place of a carburetor is the idea behind the raised engine of the 220 SE, a six-cylinder boasting mechanical port injection. However, the resulting boost in output of around seen kilowatts and slightly lower fuel consumption compared to the carburetor model brings with it a price hike of 1,900 deutschmarks.



1978

In 1978, the 300 SD is the world's first production car with a turbo diesel engine. The 86 kW model is only available in the USA.



1980

In 1980, Mercedes-Benz launches its first gasoline-injection four-cylinder onto the market.



1954

In 1954, in the early 50s, Mercedes-Benz takes this aircraft engine technology and develops it to production readiness for cars as well. The 300 SL unveiled is the carmaker's first production model to feature a four-stroke engine and gasoline direct injection. Despite its relatively small displacement of three liters, this elegant gullwing-door model delivers 159 kW coupled with moderate consumption.

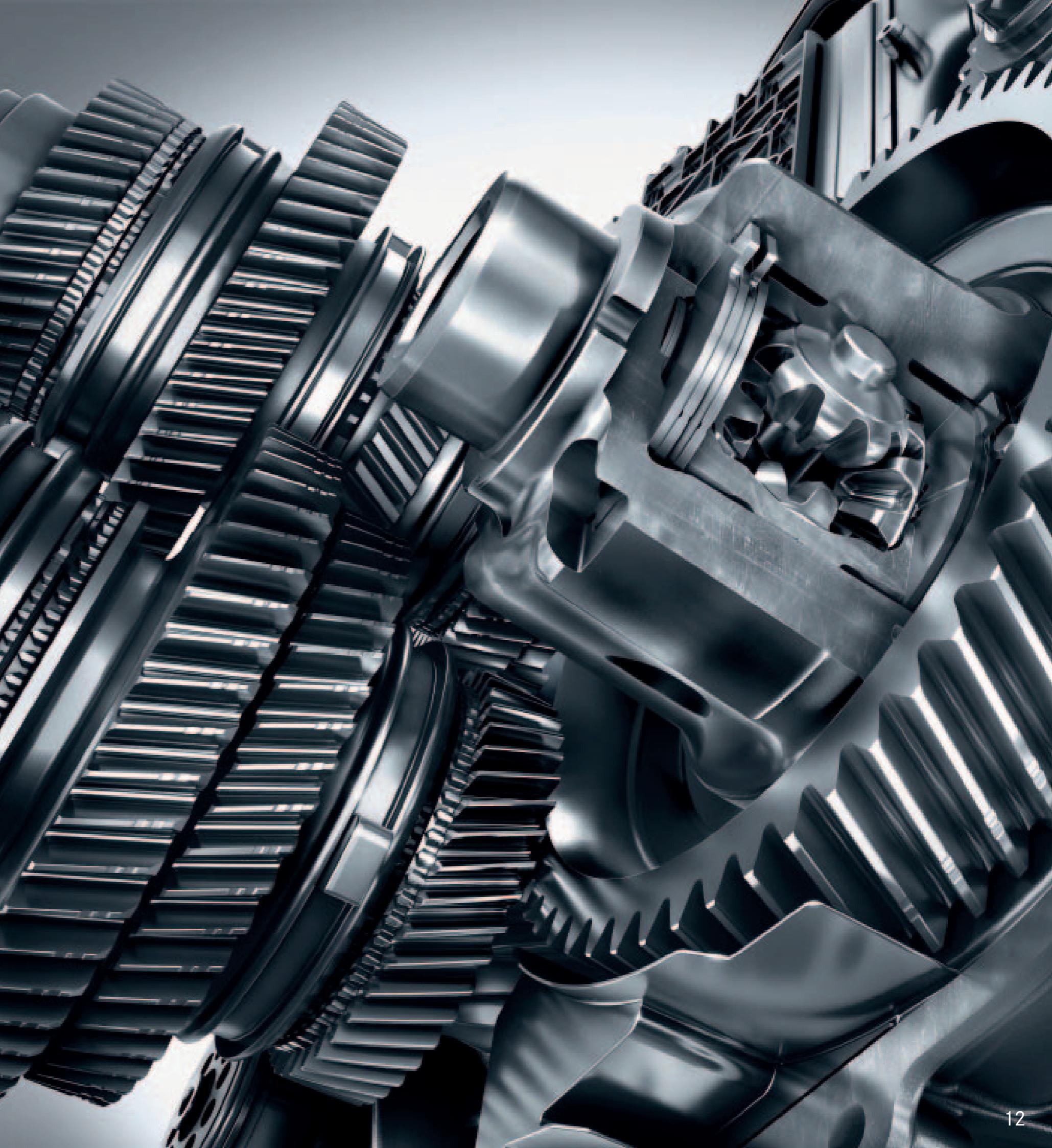
1959

In 1959, the Winner of an efficiency contest in the U.S., the 190 D is powered by a 37 kW four-cylinder diesel engine. Not only did the car master the 5,122-mile stretch with flying colors, its fuel costs averaged a mere six-tenths of a U.S. cent per mile.

Engine Development

Moreover, Mercedes-Benz has been developing and producing high-quality automatic transmissions featuring outstanding ease of shifting, optimum energy efficiency and dependable durability since 1961. To date, a total of around 22 million automatic passenger car transmissions have left the manufacturing plant at Stuttgart-Hedelfingen, close to the Group's headquarters in Stuttgart-Untertürkheim. The world's first nine-speed automatic transmission for premium vehicles with rear-wheel, all-wheel, hybrid or plug-in hybrid drive impresses with its excellently smooth operation and scarcely perceptible gearshifts, which has a particularly beneficial effect on efficiency and noise levels. At its launch, the 9G-TRONIC was initially available in the E 350 BlueTEC. The GLE Coupé (C 292) was the first model series to be equipped from the outset with this innovative automatic transmission. All new E-Class drive variations available at market launch are now equipped as standard with the new 9G-TRONIC nine-speed automatic transmission. In the coming years, the 9G-TRONIC will be used in almost all model series with a longitudinally mounted engine.

Since the first Mercedes-Benz automobile in 1886, Mercedes-Benz has stood for important automotive innovations. Mercedes-Benz applies for nearly 2,000 patents per year, making the brand the European leader among premium car makers. The Mercedes-Benz premium brand offers loyal customers a wide product portfolio - from compact to luxury vehicles - and the variety continues to grow until today.



Strategy & Goal



Product

Product Variety – We presented a variety of models that serve every possible need and lifestyle of customers.
The company has four categories of Mercedes-Benz Car.



For product variety purpose, we constantly launch new models in Thailand to make sure that customers of ours can choose cars that fit their needs and lifestyles. With many instant communication means, the world today has no communication boundaries and consumers living in every corner of the world can obtain latest information right as it is being unfolded. Mercedes-Benz launched many exciting models both in Germany and in the United States so we are certain that Thailand should follow a similar product launch pattern.

Electric Vehicle



Mercedes-Benz consistently follows its brand claim of “The Best” by always offering new vehicles and state of the art technology to the market. Our customers can rely on this today and in the future. All our cars under the new technology brand for “EQ – Electric Intelligence by Mercedes-Benz” are the result of our determination to develop technologies that demonstrate responsibility for the environment. These products mark the steps on the way to emission free driving and proof that environmental compatibility is not only achieved by small cars, but instead by leading technologies with alternative drive trains. We aim to continuously present “EQ – Electric Intelligence by Mercedes-Benz” models, which will lay the foundation to the goal of zero emission in the future. Mercedes-Benz is already the top-of-mind brand in premium electric cars and is leading the way with the development of products and technologies based on a strategy established well until 2025



Mercedes-Benz is the number one electric vehicle brand with widest portfolio of Plug-in Hybrid vehicles. Therefore, we are proud to unveil our new technology brand for electric mobility, “EQ – Electric Intelligence by Mercedes-Benz”, to Thai people after its world premiere at Paris Motor Show 2016.

The name “EQ” is derived from the Mercedes-Benz brand values of ‘Emotion and Intelligence’. This new brand embraces all key aspects for sustainability and mobility of the future. The EQ portfolio encompasses all electric cars from Mercedes-Benz, including 12 plug-in hybrid models that cover both Contemporary Luxury Sedan and SUV category, namely the C 350 e Avantgarde, C 350 e Exclusive, C 350 e AMG Dynamic, C 350 e Estate AMG Dynamic, E 350 e Avantgarde, E 350 e Exclusive, E 350 e AMG Dynamic, S 500 e Executive, S 500 e Exclusive, S 500 e AMG Premium and the GLE 500 e 4MATIC Exclusive and GLE 500 e 4MATIC AMG Dynamic. We are also planning to set up more wallboxes at 32 authorized dealers, leading department stores and 5-star hotels in Thailand to provide convenience to our customers.



Marketing

Best Customer Experience (BCE)

- To further extend our leadership role we are now starting a new era by implementing 'Mercedes-Benz 2020 – Best Customer Experience' the broad-based sales and marketing strategy of Mercedes-Benz. The goal of 'Best Customer Experience' is to enable individual encounters with the customer – from the initial contact through advice and test drive to the purchase and after-sales service.

With the 'Mercedes-Benz 2020 - Best Customer Experience' sales and marketing growth strategy, Mercedes-Benz is reconfiguring its sales organisation to bring it into line with customers' changing preferences. This strategy is aimed at making the brand even more appealing to new, modern target groups while retaining the loyalty of existing customers. It consolidates numerous new instruments in marketing, sales and after-sales under a central maxim:

offering customers a consistent and more individualized premium-brand experience. The campaign also includes digital elements as well as online activities that reach customers directly and more effectively in their own environment.

Mercedes-Benz 2020 Best Customer Experience



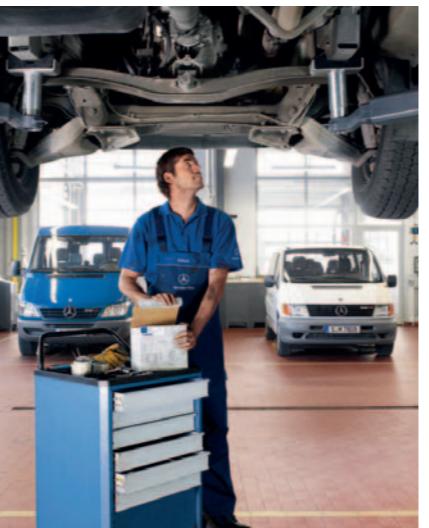
After-Sales Service

Mercedes-Benz (Thailand) Limited stands firmly by our principals to please every single customer with all kinds of service that are satisfaction-guaranteed. With the highest global standard. The company has earned an indisputable reputation as the world's best in automotive industry.



To continue our legacy. The organization implements and practices the following objectives:

- Expand networks with comprehensive services through distributors that are qualified with abilities to meet the company's standard.
- Take great care of all customers and be able to answer and provide solutions to all concerns with professional skills.
- Ensure that every car will be insured with impeccable services according to the terms and conditions with accuracy.
- Encourage staff and distributors to work with higher efficiency and enthusiasm.



CSR

Community responsibilities begin at the local level, and throughout its long history Mercedes-Benz (Thailand) Limited has always been proud to be a proactive member of the Thai community. Mercedes-Benz consistently organises creative activities to return benefits to Thai society. We currently have social contribution campaign in educational area:

Education

- Mercedes-Benz Technical Apprenticeship under German-Thai Dual Excellence Education.
- Yaowawit School partnership.
- ECP Foundation donation.
- Benevolent campaigns for the passing of King Bhumibol Adulyadej



Establishment & Milestones



As the world most prominent, longstanding automobile manufacturer, Daimler AG made history in Thailand, when on December 19th, 1904, one of its Mercedes-Benz automobile became the first to be appointed to Royal Household in the reign of King Chulalongkorn (Rama V). From that date, up to present, Mercedes-Benz automobile have continued to be popular with the Royal Household and also with a whole cross-section of Thai populace. Over the same period, many Mercedes-Benz commercial vans, trucks and buses have provided the means of transporting large number of people and various types of goods throughout the Kingdom, often under difficult circumstances, contributing in great measure to the nation's development and economic growth.

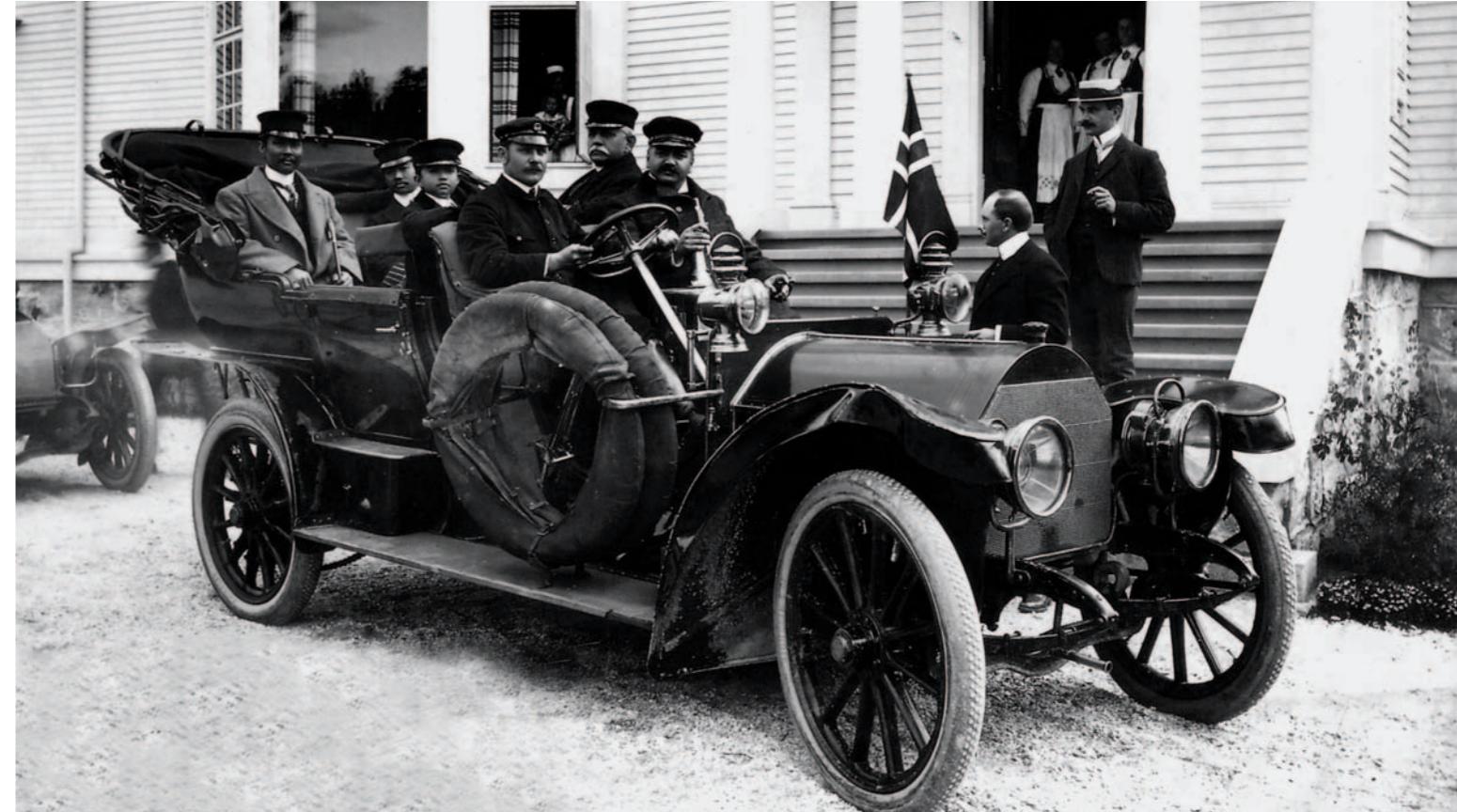
The Legendary Star in Siam



Nearly every type produced by Mercedes-Benz found its way to Thailand. Along with models that are more ordinary, even the most coveted types are included, for example, the supercharged models of the 1930s, the postwar Types 300 and 220, including rare convertible versions of both, the 300 SL sport cars in coupe form, and so on. Because of Mercedes-Benz' rich history in Thailand, the firm has naturally had a close relationship with the country. Import demand is strong. Furthermore, several Mercedes-Benz models assembled in Thailand today. Each example must meet the marque's strict quality standard. In the contested segments, Mercedes-Benz enjoys a strong market share of more than 30 percent in Thailand.



By the Grace of His Majesty



In 1863, King Rama IV ordered the construction of the first modern paved road in Bangkok. The road was created specifically for carriages and rickshaws. Later, King Rama V ordered the construction of more road. The King had a keen interest in automobiles. In 1904, Prince Ratchaburi Direkrit went to Paris to receive therapy, and during his visit, he ordered a German company in Paris to assemble an automobile. The automobile was a Mercedes, considered the top automobile at the time. The order entry for the Mercedes in this case, dated 19 December 1904, recorded the Siamese ambassador in Paris as the purchaser. The finished automobile was to be delivered to the King of Siam. It was a 28 hp. model with 4-cylinder 35 horsepower engine, chassis number 2397 and engine number 4290.

The King Rama V liked his automobile very much, for its convenience and speed, which was faster than the royal carriage. When free of royal duties, he would often visit places with this automobile. The automobile became popular with the royal household that the King saw the inadequacy of having only one automobile and decided to acquire another. The new automobile was a red 1905, 4-cylinder Mercedes 28 hp. with top speed of 73 kph which was very fast.

After the use of automobiles had become widespread among the royal family and wealthy citizens, King Rama V thought it was the right time to have a celebration. He set 7 October 1905 as the date for the first automobile rally in the capital. In 1908, the year of King Rama V's 56th birthday, the King ordered 10 additional automobiles from France as gifts to members of the royal family and high-ranking civil servants for use on state business.

The First
automobile rally
in the capital.

Modernity on Every Road



When more roads had been built in Bangkok, the automobile became the vehicle of convenience. The number of all types of automobiles – private cars and public buses – on the roads increased steadily. With increasing automobile usage, many foreign companies opened their businesses in Bangkok. It was the time when new signs announcing automobile dealerships went up in front of shops almost weekly in the capital city. New and secondhand automobiles were imported from France, Germany, and USA. A survey in 1931 showed 3,222 registered automobiles in the country.



Mercedes-Benz's Shining Marque

B. Grimm & Co. was the sole distributor for Mercedes-Benz from the early 1900s until 1962. Some of the cars used by Mr. Adolf Link, Managing Partner of B. Grimm and grandfather of the current Managing Partner, in the 1920s are still in use, as are many of the cars sold by B. Grimm during the following decades. B. Grimm also supplied the armed forces and many government branches with utility vehicles to fulfill their various duties.

In 1941, Thonburi Phanich Company Limited was founded. The company imported high quality products from Europe and America including top German automobiles by Mercedes-Benz. The early Mercedes-Benz imports were trucks for military or cargo use. Thus, Thai people became familiar with Mercedes-Benz trucks and buses.

When the commercial vehicle market was well acquainted with the marque, Thonburi Phanich sought to expand the passenger vehicle market since Mercedes-Benz passenger vehicle were not yet sold in Thailand. The company made direct contact with the German company for authorization to be the first official Mercedes-Benz dealer in Thailand.

The first passenger automobile that Thonburi Phanich imported was the 170 V. The first 4 cars were put on display at the company showroom. Thonburi Phanich's sales and workforce has grown many times as Thai people have come to know and trust the quality of Mercedes-Benz truck and passenger vehicles.



Later, the Thonburi Automotive Assembly Plant Company Limited has been established to assemble trucks in the Yotse area, before expanding to Lumphini. Thonburi's groups marketing and manufacturing businesses became well known for their high quality and superior services. More showroom were opened by new Mercedes-Benz dealers.

In 1979, a new car and truck assembly plant has been established in Samutprakan. The Lumphini plant was wholly turned into a spare parts department. The showroom and headquarter remained on Ratchadamnoen Klang.



B.Grimm & Co.

Staking the Mercedes-Benz Name in Thailand

Because of the development potential of the Thai automotive industry, DaimlerChrysler (Thailand) Company Limited was set up in 1998. The company was renamed Mercedes-Benz (Thailand) Co., Ltd. in 2007. The company's businesses comprise automobile imports, automobile assembly, distribution of mass transport vehicles and commercial vehicles carrying the Mercedes-Benz, Chrysler and Jeep logos. Full after-sales services are also provided. The company is determined to stay at the top as the manufacturer of uniquely designed luxury automobiles and provider of services that guarantee the greatest customer satisfaction.

The three-pointed star has shone on the roads of Thailand for well over 100 years. Mercedes-Benz automobiles have for long been admired as the leading quality automobiles that have carried Thais safely to their destinations. Nowadays, more than 100,000 elegant Mercedes-Benz automobiles serve the country's people. Mercedes-Benz will move forward increasingly and will always truly be the top luxury automobile in Thailand.

DaimlerChrysler (Thailand) Company Limited
was set up in 1998



Assembly & Production



- To answer all customers' demands and satisfy our own unceasing enthusiasm for improvement, Mercedes-Benz (Thailand) Limited has continually developed state-of-the-art technology to maintain our position as the front-runner in the automotive industry. Every new model of Mercedes-Benz vehicles has featured groundbreaking innovations that give proof to the company's commitment for cutting-edge technologies, and modern processes in production.

- Our worldwide assembly network takes advantage of local expertise and the logistical advantages of domestic assembly, while rigorously maintaining the global standards that define a true Mercedes-Benz vehicle. Our local assembly industries provide jobs and economic development, while our uncompromising standards assure the customers German-level quality and excellence that is promised by Mercedes-Benz. All according to the slogan of our network: "We trust in People, Network and handcrafted Production."

- During the ramp-up of every car in all classes, every part has been systematically passed by our German engineers from the parent plants of the company, directly in Thailand. This ensures efficiency and accuracy for every further vehicle produced. At the end of the assembly line, according to the German quality processes the staff meticulously check all parts with the most modern test equipment to guarantee that all vehicles meet the highest standards of Mercedes-Benz.

- Since 2013 we promote the introduction of new hybrid technologies to reduce emissions and support the government policies on this aim. According to this, we empower all engineers and manufacturing employees with knowledge about innovative technologies. Currently we are producing four models with Full Plug - In Hybrid drive.



After-sales Service & Genuine Parts



Customer Contact Center (CCC)

Customer Contact Center (CCC) has started operating since August 2016 to enhance communication through various channels both offline and online. Key objectives are to support the growing in numbers of valuable customer in order to communicate with them more effectively with the ultimate goal to create the best customer experience.

Customers can contact CCC at 1250 during business hours Monday - Saturday 08.00 am. – 07.00 pm.

Maximum Satisfaction is the Best KPIs

To provide maximum satisfaction, Mercedes-Benz (Thailand) has continuously increased both sales and after-sales services efficiently. An annual training course is held with the aim of educating sales

personnel throughout the country. In 2013, a training course titled "Professional Handling of Customer Complaints" was provided to sales managers, sales consultants and service centre managers, sales representatives

and customer service executives. The course helped our staffs to develop their full potential and be able to offer impressive services to customers.



After-sales Service & Genuine Parts

Mercedes-Benz Service Excellent Award to improve Customer Satisfaction

At Mercedes-Benz, the secret of being the world's best producer and distributor in automobile is not just about making luxurious and stunning cars, but also bringing smiles to all customers with special care and great service. We believe that in order to form trust and strong bonds with all Mercedes-Benz's owners, the company must be able to deliver complete and continual services to the customers.

Every year, the company participates at the Mercedes-Benz Service Excellent Award, to stimulate further development in services and to maintain our high standards. This special project spawns from a harmonized participation of networks of Mercedes-Benz services' providers in eight countries throughout Southeast Asia. In first semester 2016 Mercedes-Benz Thailand has won Competitor Benchmark Study (CBS) and is ranked number 1 in Customer Satisfaction which emphasize our satisfactory services provided in every showroom.



Mercedes-Benz Genuine Parts add up to a whole experience of worry-free motoring

Every Mercedes-Benz automobile is assembled out of thousands of precisely engineered, meticulously integrated Genuine Parts. The assurance of the smooth with top performance and unique luxury of driving a Mercedes-Benz automobile requires easy access to these genuine parts throughout the lifetime of car.

Genuine Parts

- Every one of our Mercedes-Benz Genuine Parts must earn its title. All parts must pass exhaustive performance and quality tests before approval. This way, we earn guarantee maximum quality, verified safety and true longevity for each of the Mercedes-Benz Genuine Parts installed with 2 years warranty.
- Genuine Parts are available for the entire lifecycle of Mercedes-Benz automobile and high availability and nationwide coverage is secured by our authorized dealers. In most cases, Mercedes-Benz Genuine Parts can be delivered within a few hours in the Bangkok area, the next morning throughout Thailand.
- Mercedes-Benz Genuine Parts maintain automobile's pristine running condition and preserve its high resale value.
- Remanufactured Parts is also an alternative Genuine Parts for customers with the assurance of Mercedes-Benz Standard quality and 2 years warranty.



Dealer Network

The success of Mercedes-Benz (Thailand) Limited has always depended on its strong dealer network and its successful relationship with its member dealers. At present, Mercedes-Benz (Thailand) has a nationwide network of 32 authorized dealers – 17 in Bangkok and another 15 in the provinces. This is to ensure paralleled services for all customers of the three-pointed star, wherever they are in the country.

Our dealers' passion for excellence was recently elevated even further with "Best Customer Experience" initiatives. Each and every authorized Mercedes-Benz outlet does not only offer the best-in-class "Mobility", but trustful consultation and services through top-notch physical and digital experiences. Just like what we have always shaped today's and future of the car, we, together with our authorized dealers, are passionate on keep delivering unrivalled services for you. The initiatives range, but not limited to, from ensuring modern luxury showroom ambience, comprehensive tailor-made service programmes, real-time information via your convenient touch points, and qualified and professional team.

Our retail network is and will always serve as your trustful connection to the best mobility experiences.



Corporate Social Responsibility

Education has always been an issue that Mercedes-Benz (Thailand) deems important. Realising that younger generation will later become an essential member of the society, Mercedes-Benz has consistently organised creative activities to return benefits to Thai youths. We currently have social contribution campaign in educational area with two concentrations:

Supporting the General Education of Young Thai

Yaowawit School Partnership

Mercedes-Benz (Thailand) has been associated with Yaowawit School for almost 13 years since its establishment in the wake of the 2004 tsunami, being not just a sponsor but a long term partner. Mercedes-Benz has been offering ongoing supports in both financial terms and in additional inputs on an annual basis like the donation of 30 sets of computers and a server as learning materials

and hosted an expedition at the Mercedes-Benz assembly plant in Samutprakarn to broaden the students knowledge. All activities are for the students' valuable life experiences in the future and Mercedes-Benz (Thailand) is proud to be a part of the school's transitions after the tsunami. The school is now recognized as a leader in providing opportunities and care for less

privileged children in the community. Consequently, Mercedes-Benz (Thailand) is able to build a platform for the school to profile itself to a broader public, allowing its work to be recognized and paving the way for added external support and funding, while at the same time reinforcing its own commitment and partnership.



Mr. Michael Grewe, President & CEO (middle) and staff of Mercedes-Benz (Thailand) Ltd. join hands in painting the temple's chapel as well as the pupil's dormitory buildings at Yaowawit school.



Yaowawit Students

The Messenger: Pass forward “The Soul of Siam” book set to Thai youth in honour of The King Rama IX



The Messenger:
Pass forward “The Soul of Siam”

The Messenger:
Pass forward “The Soul of Siam”
book set to Thai youth in honour
of The Late King Bhumibol Adulyadej

Mercedes-Benz (Thailand) Limited joined by Mercedes-Benz authorized dealers nationwide and Bangkok International Motor Show honoured His Majesty the King Rama IX on the special occasion of his 84th birthday by supporting the production of 500 sets of the pop-up book “The Soul of Siam”. The books were given to educational institutes under the

Office of Basic Education Commission nationwide in order to provide knowledge and encourage reading habit as well as promoting creativity and creator's skills among young people. The book set also enabled children to learn and acknowledge about HM the King's biography, ingenuity and significant duties. The book set introduces new print media

concept, offering fascinating new reading experience to readers. Mercedes-Benz vehicles lead the road trip to deliver the pop-up book set “The Soul of Siam” to students in 10 educational institutes in Amphoe Kang Krajarn, Petchburi. The book were later delivered to 500 schools.

ECP Foundation

In 2016, Mercedes-Benz (Thailand) Limited delivered fund to Federation of the Thai-German Education and Culture Promotion (ECP). This heartfelt donation truthfully reflected Mercedes-Benz Thailand's core value in "Responsibility" as the company always demonstrates its good corporate citizenship that take responsibility for the society, be a good reliable partners, give friendship back, act ethically correct and support

the communities. The fund will be contributed to the construction of a dormitory for secondary students with mobility needs at the Christian German School in Chiang Mai. Under the respected German international school curriculum, students who are under the care of this school will be able to get educational scholarships and pursue a degree at any German university of their choice.



Benevolent campaign for the passing of King Bhumibol Adulyadej



Mercedes-Benz (Thailand) established two benevolent campaigns for the passing of King Bhumibol Adulyadej. The first "Priceless Menu for Priceless Opportunities" is an initiative through 9 unpriced menus. Customers who enjoyed signature dishes at Mercedes me BOX settled their bills as they pleased. All collected meal costs contributed to an educational fund backing Phra Dabos School in

the Deep South. The school, as a part of a school network initiated by the wish of King Rama IX, is an academy for underprivileged Thais who lack financial support, unable to access compulsory education and do not have adequate skills for labour market. In the second campaign, Mercedes-Benz (Thailand) and generous customers helped complete stationary sets to students

living in remote area Thailand-wide, which consisted of a notebook, a pencil, an eraser and a pencil sharpener, with a number of prepared rubber stamps of Royal guidance by King Bhumibol Adulyadej, that the customers chose the one they liked and imprinted it on the notepad included in the stationary set.

Supporting the Vocational Training

Growing Sprouts, Building Professionals

Dual Vocational Training (Mercedes-Benz Apprentice Training Project)

The promotion of education is one of the social contributions that Mercedes-Benz has carried out continuously. The company acknowledges that the sustainable development of automotive personnel must be conducted in conjunction with laying the foundations for producing professionals for the auto industry on an ongoing basis. In partnership with the Dual Vocational Training Course (Auto Mechanics Program) in 1987, using the same standards as Daimler AG. It is not an overstatement to say that Mercedes-Benz is the leader in Dual Vocational Education. Over the past

30 years, this apprenticeship program has contributed more than 650 individuals from 27 classes to the industry. These qualified technicians have had the opportunity to kick-start their promising career in the after-sales services section of Mercedes-Benz (Thailand) and in its authorized dealer network nationwide. A significant step was taken in 2014, when Mercedes-Benz (Thailand) became allied with the German-Thai Chamber of Commerce in the collaboration "German-Thai Dual Excellent Education (GTDEE)". A Memorandum of Understanding on the campaign of "New Milestone of Mercedes-Benz

Technical Apprenticeship under German-Thai Dual Excellence Education" was signed between Mercedes-Benz (Thailand) and the German-Thai Chamber of Commerce together with Samutprakan Technical College and Eastern College of Technology. Additionally on 28 April 2017, Mercedes-Benz (Thailand) signed a Memorandum of Understanding on the said campaign with Don Bosco Technological College. These MOUs help steer Thai dual vocational education towards excellence in accordance with German standards.



Dual Vocational Training with the German-Thai Chamber of Commerce and 3 Professional Technical Colleges Automotive Mechatronics Technician (AMT)



Mercedes-Benz (Thailand) Limited together with the German-Thai Chamber of Commerce and 3 Professional Technical Colleges: Samutprakan Technical College, Eastern College of Technology and Don Bosco Technological College seek to enrol high qualified students both male and female to join a high certificate degree in Automotive Mechatronics Technician (AMT) for Mercedes-Benz cars. The course

itself usually takes about two and a half years to complete. Students will be well trained by certified trainers from Mercedes-Benz (Thailand) at our facility called "Mercedes-Benz Competence Centre (MBCC)". Apart from the training, during the summer time, all the theories will be taken care of by professors at the College. All the students will be awarded scholarship from the Mercedes-Benz authorized dealers. After graduated,

all the students will automatically be hired to work at the After-Sales workshop of Mercedes-Benz authorized dealers.

Interested applicants can apply at Samutprakan Technical College or Eastern College of Technology or Don Bosco Technological College. Additional enquiry, please contact 02-762-7122 and 02-762-7124.



The best or nothing.