

Tural Mammadli  
E23011005

Business English Presentation  
Topic: Mercedes and its tech innovations

# MERCEDES-BENZ: PIONEERING AUTOMOTIVE TECHNOLOGY



An Insight into Innovation and Excellence

## How did it start?

- The name "Mercedes" comes from Mercedes Jellinek, the daughter of Emil Jellinek, an Austrian automobile entrepreneur who worked with DMG. In 1900, Emil Jellinek made a deal with DMG to sell a new line of cars bearing his daughter's name, Mercedes. He was convinced that these cars needed a more appealing and marketable name to stand out and be successful



## History of the company:

- Mercedes-Benz has always been at the top of automotive innovation. It introduced the 770 model in the 1930s, which included innovative development such a supercharged engine. The Mercedes-Benz 300 SL, a first for passenger automobiles with its unique gull-wing doors and direct fuel injection, was introduced in the 1950s.
- Apart from that, Mercedes was the first to introduce systems like the Electronic Stability Program (ESP) in the 1990s and the anti-lock braking system (ABS) in the 1970s. It was among the first to introduce Pre-Safe in 2002. This system tightens seat belts and closes windows in anticipation of potential collisions.

## Mercedes in Tech Industry.

- As we all know Mercedes outpowers BMW(I just wanted to include this),it also has been one of the top car brand investing in Tech. Such as Hybrid cars, Autonomous Driving Technologies and a fully active suspension system that can control spring and damping forces individually at each wheel.

# Hybrid models and future plans

- Mercedes-Benz has shown its dedication to sustainable mobility by rapidly growing its collection of electric and hybrid vehicles. The company's electric cars (EVs) are sold under the EQ brand; with its 2019 launch, the EQC, the company's first fully electric SUV, has set the standard. Mercedes-Benz entered a new era in electric mobility with the EQC, which offered luxurious features, zero emissions, and cutting-edge technology.
- Mercedes-Benz has added more electric vehicles to its lineup after the EQC, such as the EQA, a compact SUV, and the EQS, a high-end sedan with an amazing range and state-of-the-art technology that competes in the high-end market. Other noteworthy additions to Mercedes-Benz's electric lineup are the EQB and EQV, which provide choices for both business and family use
- Additionally, Mercedes-Benz is investing in the development of solid-state batteries and other advanced technologies to increase range, reduce charging times, and improve overall performance and sustainability of electric vehicles. The company is also focusing on expanding its charging infrastructure, making electric vehicle ownership more convenient and accessible for customers worldwide.

## What are the outcomes and challenges of Mercedes in the future?

- First things first BMW is not one of them. However, there are few more.
- The main challenge is to keep track of the company's renovation and improvement with high development cost such as electric drivetrains, autonomous driving systems.
- Competition and Innovation Pace: The automotive industry is highly competitive, with traditional manufacturers and new entrants like Tesla pushing rapid innovation. Keeping pace requires continuous investment and agility in product development.

## In conclusion:

- Mercedes-Benz's advanced technology has improved its market position and had a big impact on industry norms, forcing rivals to change and innovate and wants to build a whole ecosystem that maximizes the driving comfort. Thus, company mainly focuses on the usage of AI in its environment.





THANK  
YOU!