



Mercedes-Benz

**Excerpts from the statement  
on the occasion of the  
Sprinter World Premiere  
at Duisburg, 6 February 2018**

(The spoken word is binding)

**Volker Mornhinweg, Head of Mercedes-Benz Vans**

Ladies and gentlemen,  
it's true: our Sprinter is indeed a global vehicle. It has established a unique reputation all over the world as a reliable, economical and extremely flexible van. And it's with good reason that the entire segment is named after it.

The figures speak for themselves: We've sold more than 3.4 million Sprinters since its premiere in 1995. In 2017 alone, unit sales stood at more than 200,000. That's higher than they've ever been, and in its final full year of sales, too.

The Sprinter set the pace for Mercedes-Benz Vans as a whole. In sales terms, 2017 was our fourth record year in a row. Compared to the previous year, we increased sales by 12 percent to more than 400,000 units for the first time. We were also very successful in 2017 in terms of revenue and EBIT, achieving our return-on-sales target of nine percent. And despite record investments in the billions, we maintained the previous year's result level. My sincere thanks go to the entire Mercedes-Benz Vans team for this outstanding performance! Thank you! It all means that our new flagship is being launched with considerable wind in its sales. With today's world premiere, we are once again bringing the Sprinter to a whole new level – and, with it, our entire business.

It's fair to say that the new-generation Sprinter embodies a comprehensive

transformation at Mercedes-Benz Vans. Our customers are facing a new, very different playing field: Urban density is increasing, supply chains are becoming more complex, delivery times shorter and sustainability even more important.

We want to provide our customers with comprehensive support as they navigate this environment: by providing reliable solutions that reach beyond the vehicle itself. We are therefore using our position of strength for fundamental change: from purely a vehicle manufacturer to a provider of holistic transport and mobility solutions.

It is to this end that we launched our adVANce future initiative. adVANce now covers five areas: **digital@vans** is all about connectivity and the digital networking of our vehicles. With **solutions@vans**, we're developing hardware solutions that make our customers' daily business more efficient. The **rental@vans** area is all about innovative rental models with a pay-per-use approach, i.e. "Mobility on Demand". With **sharing@vans**, we're looking at new concepts for people moving. And with **eDrive@vans**, we're developing a holistic approach to electric mobility.

The new Sprinter is the first range of vans to bring all these aspects together from the very start. This makes it the first van of a whole new species. The fully networked total-system solution: For one thing, we've made the Sprinter even better in all its classic strengths. And for another, and this is crucial: We're enhancing it with intelligent products and services. The new Sprinter is thus to conventional vans what the smartphone is to a plain old mobile phone.

So, what do we achieve with that? The new Sprinter becomes an integral part of the value chain. From the customer standpoint, we're thus opening up a whole new level of efficiency, flexibility, connectivity and economy. And we're doing so tailor-made to their respective sectors. It starts with the fact that the Sprinter is more versatile than it has even been. Let's face it: it has to be multitasking. Customers use it to drive sacks of cement to building sites, produce to market, and VIPs to the opera.

The entire vehicle architecture therefore works on the building-block principle – with even more flexible combination options for different types of powertrain, wheelbases, transmission variants, roof heights and engines. This all means we're able to offer the new Sprinter in more than 1,700 basic variants. There has never ever been this much flexibility.

And that's just the start. Let me use four applications to show you the possibilities the new Sprinter opens up for our customers. Let's start with the CEP sector, which is short for "courier, express and package". This is a booming sector, and not just in Germany. More than three billion packages were delivered here in 2016. By 2021, it could be four billion. Despite this, the costs pressures are enormous – because the average revenue per delivery is falling. Our customers therefore need maximum reliability and economy.

One way we're addressing this is with a revised powertrain line-up: The tried-and-tested rear-wheel and all-wheel drive variants are now augmented by front-wheel drive. The benefits are: 50 kilograms more payload and an eight-centimetre lower loading edge, which will make delivery drivers very happy indeed. It also means we can offer our customers a particularly affordable entry price point.

And there's another type of powertrain that's especially interesting for the CEP sector – and that's electric drive. At the end of the day, cities are the most important operating environment for our vans. The new eSprinter follows the eVito, and will be launched next year.

As part of that, we're working with our customers to develop individual system solutions for their companies. Including an ecosystem, charging stations and digital services. In short: We're making sure the dynamic CEP sector keeps moving.

But this expanded range of powertrains offers new options in another sector, too. Front-wheel drive means we can now also offer the new Sprinter as a cab with engine. Meaning greater freedom for body builders. In the motorhome market, for instance, around 90 percent of new camper vans are driven by their front wheels. Demand for motorhomes has been growing continuously for almost ten years: In Germany alone, new-vehicle revenues grew between 2009 and 2016 from just under two billion to more than four billion euros. And we're going to take full advantage of this market potential.

When it comes to people moving, the new Sprinter benefits from three more Mercedes core competences: comfort, safety and design. For instance, we've optimised the seating configuration and, as well as the driver and passenger seats, also made the rear rows more comfortable: starting with practical cupholders, through to USB sockets and storage space for smartphones. One of the comforts passengers look for these days is connectivity, which is why the new

Sprinter offers a wifi hotspot. This is a big comfort boost, especially on longer journeys.

Furthermore, it's not just the premium feel that's comparable with that of a car. The new Sprinter is also equipped with a whole host of safety and assistance systems. We offer customers: Brake Assist systems, Lane-keeping assistance, Blind Spot Assist and ATTENTION ASSIST. There are also assistance systems for - crosswinds, - windscreen cleaning - and for optimum use of the lights. In addition to that, we have a package for parking assistance, including a 360-degree camera, - and, of course, radar-based DISTRONIC.

Not least, every van is also a business card for its company, which means design is likewise a core aspect - and that applies particularly to shuttle services. Gordon Wagener's team has done some great work in that respect. The new Sprinter cuts a fine figure in every respect.

My fourth example is the service sector, by which I mean tradespeople and other service providers. Many of these vehicles are part of a fleet, which makes efficient fleet management incredibly important.

To that end, we're making the new Sprinter into a piece of smart hardware - into a node in the Internet of Things. The new communications module means the vehicle is constantly connected to the internet. Connectivity is a fundamental part of the Sprinter's DNA.

This is where Mercedes PRO connect comes into play. Mercedes PRO connect is what you might call the "operating system" for our Sprinter hardware. It's a digital ecosystem in which our vehicles and services are all interconnected. Drivers can use a smartphone app to access vehicle functions and additional services quickly and easily.

Here's one example: The controller of a van fleet can check the destination, fuel level and routes of his vehicles from the office - while they are in use. If the job schedule changes at short notice, an algorithm recalculates the routes to fit. The controller can contact his colleague in the vehicle and transmit the new destinations to the navigation system. It saves time, money - and nerves.

Added to that is our MBUX multimedia system, which is even more intuitive to use. Since the premiere on Friday, many of you have already reported on it: A

high-tech revolution from Mercedes-Benz, the best complement for our flagship.

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Mercedes-Benz is also the first OEM in the world to use what3words for navigation. It allows you to navigate to any point on Earth to an accuracy of three metres – without street name or address. This is particularly useful if you're on a large construction site or looking for an electricity pole on open terrain. It's called "what3words" because every navigation square is classified using a unique three-word sequence. It's easy to remember and fast to communicate.

Ladies and gentlemen, as you can see, our new flagship offers a whole arsenal of innovations. And after the reveal, we'd like to show you how all that and more comes together to create a total-system solution for the individual sectors. And we'll do that in the individual sector boxes. But I reckon the bottom line is already pretty clear: The Sprinter will once again be a game changer.

We worked with our customers from the very beginning to develop the Sprinter as part of their value chain and make our new flagship a tailor-made total-system solution. Smart hardware that lifts their segment and our business to the next level. It will begin arriving at European dealers in June at a starting price of around 20,000 euros.

Take a look for yourselves.