

⊗ MERCEDES-BENZ
○ [2021]
○ TM EST. 1921



MERCEDES-BENZ 2021
TM EST. 1921

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100 Y. TRADEMARK

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09/25



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Brand Strategy

Mercedes-Benz



Our strategy is based on desire

Our goal: We will build the world's most desirable cars

Think

and act
like a luxury
company

Focus

on
profitable
growth

Expand

customer base
by growing
Top-End
Luxury

Embrace

customers
and grow
recurrent
revenues

Lead

in electric
drive and
car software

Lower

cost base
and improve
industrial
footprint

Driven by a highly qualified and motivated team

Sustainability, integrity and diversity as our foundation

PILLAR 1

Think and act
like a luxury
company



Identity: What is the soul of Mercedes-Benz?



“We provide our customers with an emotional experience based on timeless design, superior technology and attention to detail. A Mercedes-Benz evokes desire and gives our customers the rewarding feeling of belonging to something special.”

Heritage: Mercedes-Benz is built on constant reinvention

The original
and most valuable
luxury car brand



Zeitgeist relevance: There's no luxury without sustainability

Our sustainability goals:

2022

CO₂-neutral
production

2025

Up to
50% xEVs

2030

ready to go all
electric where market
conditions allow

2039

Carbon
neutrality



Developing Desire

Strong Brands
Refined Portfolio



Cutting-edge
Technology



Sensory
Product Experience



Sustainability

Developing Desire

Strong Brands
Refined Portfolio



Cutting-edge
Technology



Sensory
Product Experience



Sustainability

MANIFESTATIONS OF LUXURY

Mercedes-Benz



MODERN
LUXURY

G-Class



ADVENTUROUS
LUXURY

MERCEDES-EQ



PROGRESSIVE
LUXURY

MAYBACH



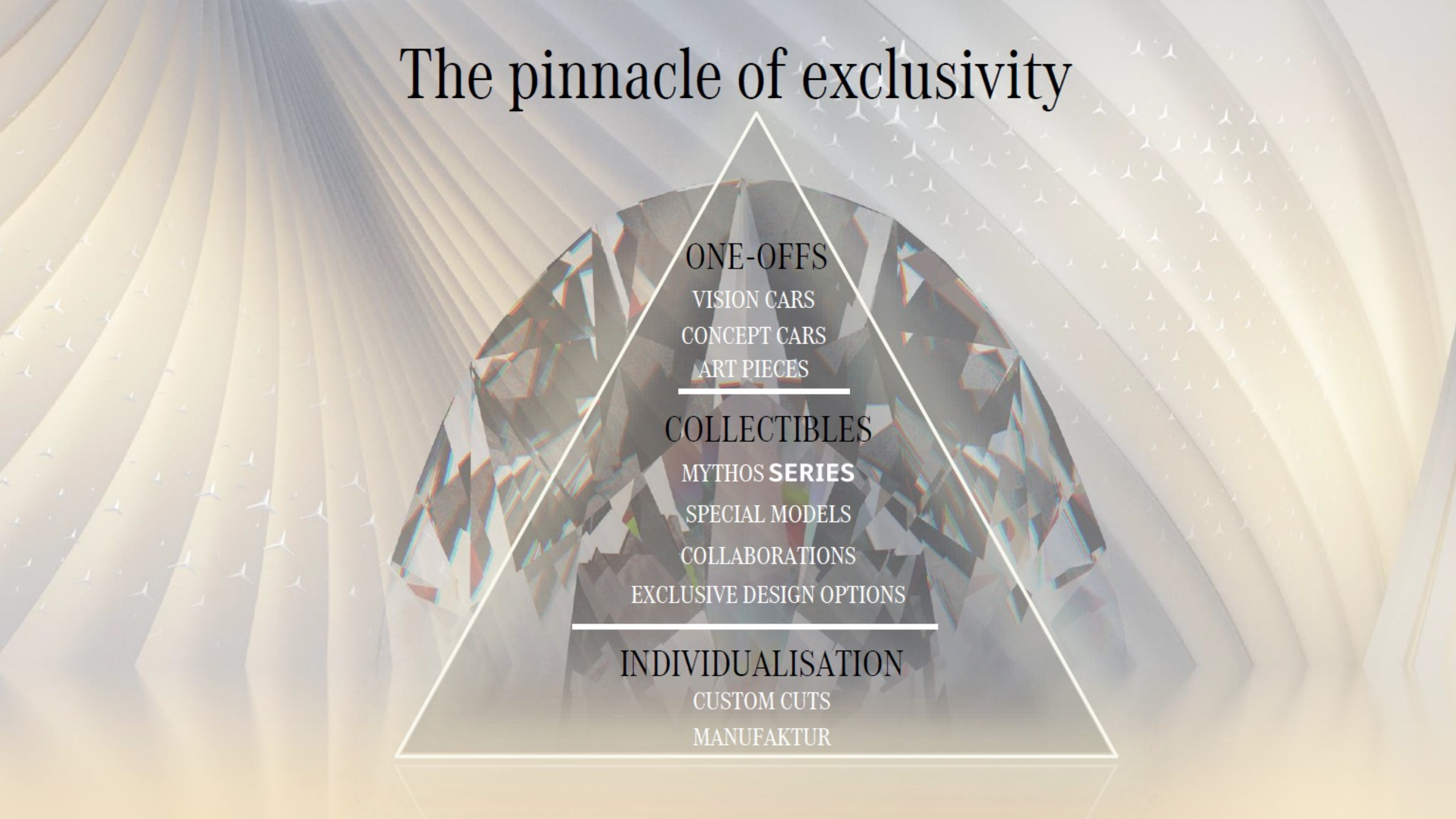
SOPHISTICATED
LUXURY

AMG



PERFORMANCE
LUXURY

The pinnacle of exclusivity



ONE-OFFS

VISION CARS
CONCEPT CARS
ART PIECES

COLLECTIBLES

MYTHOS **SERIES**
SPECIAL MODELS
COLLABORATIONS
EXCLUSIVE DESIGN OPTIONS

INDIVIDUALISATION

CUSTOM CUTS
MANUFAKTUR

Developing Desire

Cutting-edge
Technology

Strong Brands
Refined Portfolio

Sensory
Product Experience



Sustainability

Lead in Electric Drive



Lead in Car Software

MB.OS

Mercedes-Benz Operating System

Developing Desire

Strong Brands
Refined Portfolio



Cutting-edge
Technology



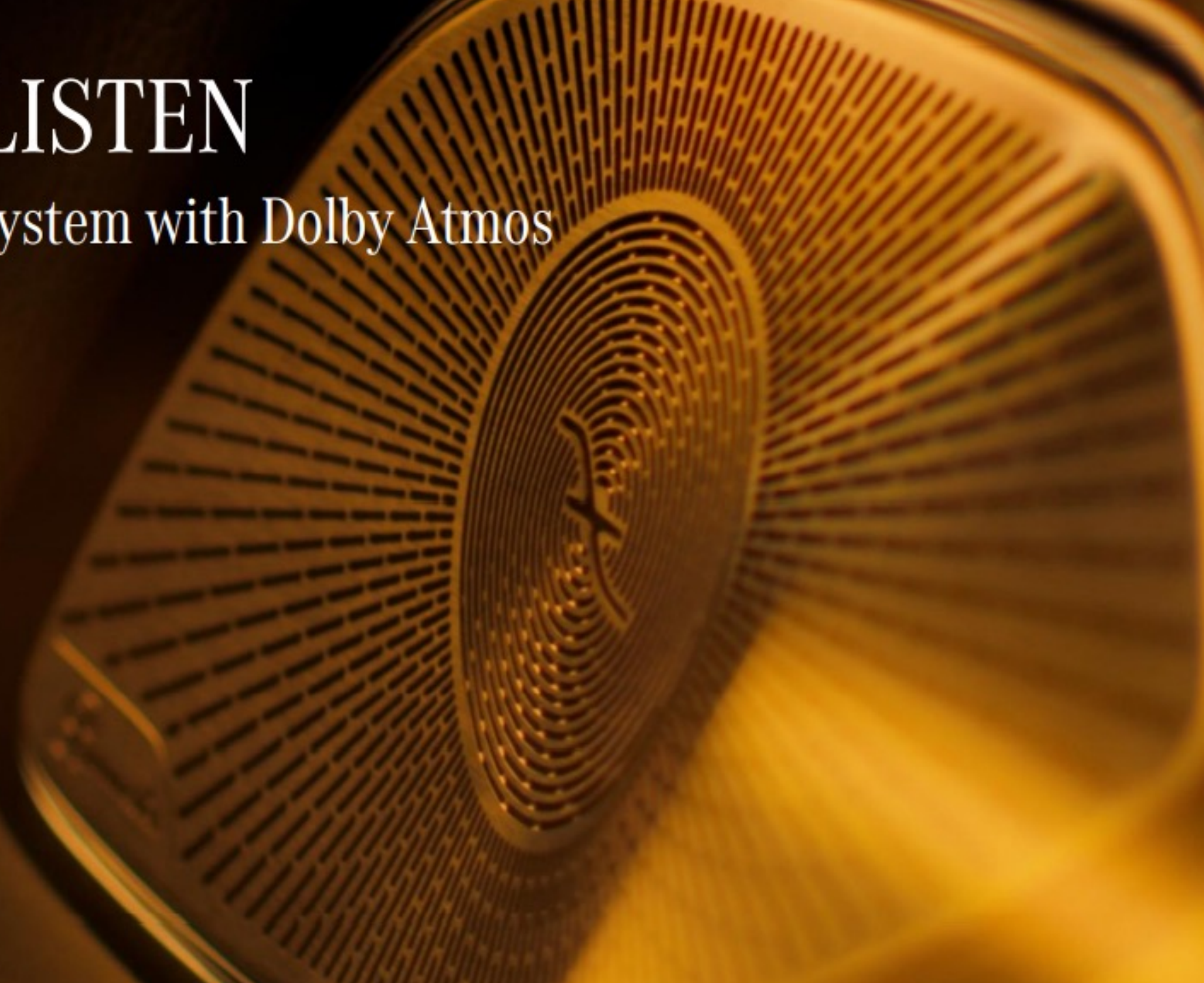
Sensory
Product Experience



Sustainability

Desire to... LISTEN

Burmester sound system with Dolby Atmos



Desire to... BE INDIVIDUAL

Differentiation through personalisation



Wellbeing



Nature



Entertain



Race



CREATING DESIRE
IS KEY TO "THE MYTHOS OF MERCEDES-BENZ"

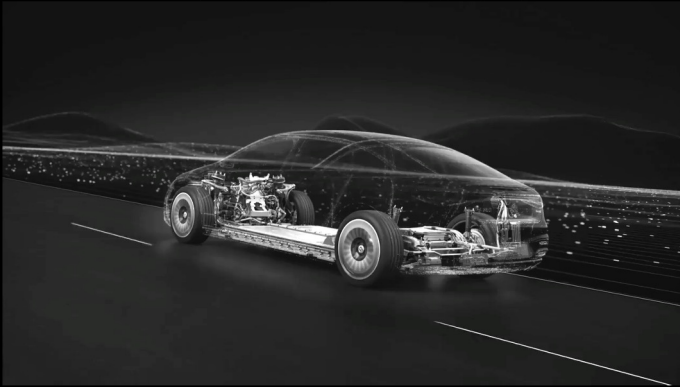


A dark, starry night sky with a silhouette of a person in the foreground. The person is standing on a dark surface, possibly a car, and is looking up at the stars. The sky is filled with numerous small, bright stars, creating a sense of vastness and wonder.

E C O N O M I C S O F D E S I R E

Our strategy focuses on the modern luxury of tomorrow- and tomorrow's luxury is sustainable

TECH



AESTHETICS



SUSTAINABILITY



... and with a luxurious:

CUSTOMER
EXPERIENCE

... along all touchpoints.

Elevate the experience



Understanding our customers



50%

more adults with wealth
above 1 million USD
(2020-2025)

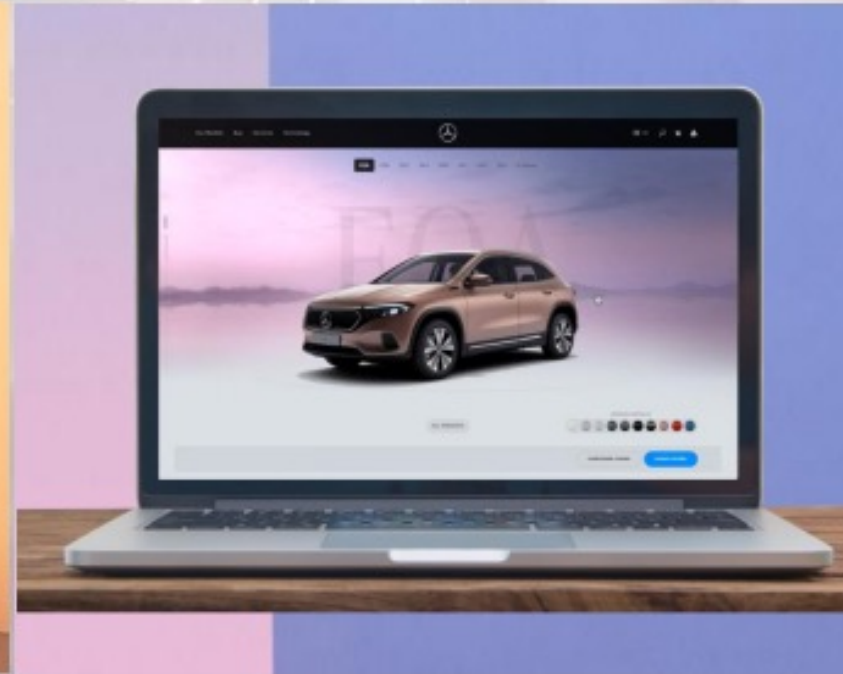
Source: Credit Suisse, "Global Wealth Report 2021"



~180%

expected contribution from GenY & GenZ
to total growth in personal luxury goods
market from 2019 to 2025

Source: Bain, "2021 Luxury Goods Worldwide Market Study"



60%

of car buyers under the
age of 45 are likely to purchase
their next car online

Source: McKinsey & Company, "Digitization in automotive retail in 2021 and beyond"

Digitalisation drives the importance of the physical brand experience



Unique emotional experiences





Elevate
the brand

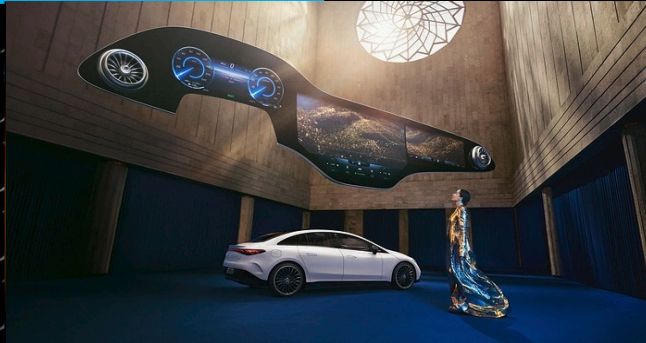
ONE
TEAM

ONE
VOICE

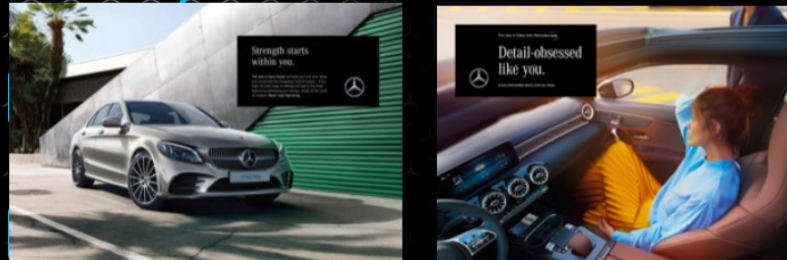


Always on communication with three layers

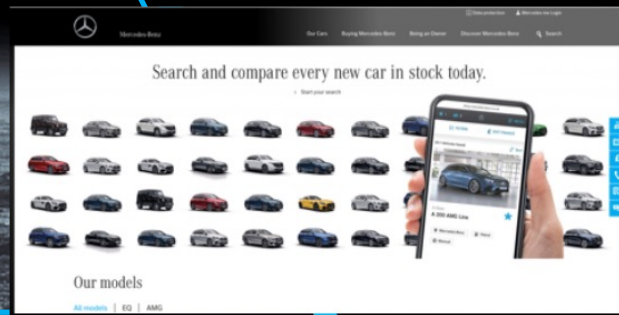
Discover



Explore



Enter



BRAND COMMUNICATION

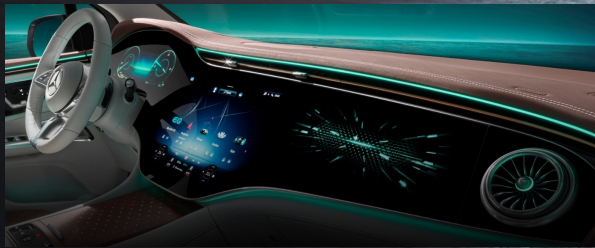
Moments that create desire.
Luxury storytelling.
Mercedes-Maybach
Mercedes-AMG
Mercedes-EQ
G-Class

PERFORMANCE MARKETING

Model campaigns
Driving Leads

PERFORMANCE MARKETING

Always-On activity with digital focus
Harvesting demand
Driving E-commerce



ICONIC

COMMUNICATION





The availability of the features depends on the respective vehicle model, the individual configuration and the respective market.
Availability and use of DRIVE PILOT features on motorways depends on car models, options, countries and capable laws.