Sustainable drive systems and innovative safety technologies are the mainstays of our vision of mobility for the future.

Some of the most important milestones on our way to sustainable mobility are already reached and technologies were implemented in the past few years.

Examples are Diesel and gasoline engines with direct injection and sophisticated exhaust aftertreatment systems (BlueTEC) now supplemented with an automatic start/stop system for further improvements of urban emissions and fuel economy.

The first step of the electrification was managed with the market launch of two Mercedes-Benz Hybrid vehicles last year, the S 400 Hybrid and ML 450 Hybrid. Soon we will launch the E300 BlueTEC Hybrid vehicle.

Another step in our approach to electrifying our fleets is the pure electric smart vehicle, launched two years ago in Europe as well as the A-Class E-CELL and B-Class F-CELL launched last year as the first Mercedes-Benz electric vehicles.

On our journey to environmental friendly mobility, we rely on strong partners in both, government and energy providers to industrialize our product by providing the infrastructure for electric charging stations and thus enabling day to day usability future electrified vehicles.

Some adjustments in the consumer habits are expected when it comes to the process of filling up the energy storage system or when dealing with a varying range of operation with a considerable smaller storage system compared to a conventional gas tank. Some of these challenges for our customers can be managed with intelligent HV-Energy Management Systems.