MOBILITY OF THE FUTURE - CONNECTED, AUTONOMOUS, SHARED, ELECTRIC

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The Mobility of tomorrow will be fundamentally different. We see four major trends radically changing the automotive industry: Connectivity (C),Autonomous driving (A), Shared & Services (S) and Electric Mobility (E). They are summarized under the acronym CASE. We are using our earning power to shape the radical transformation of the automobile industry. To this end, we’re investing in the future-oriented CASE fields in order to become the leader in all fields. All four letters revolve around one theme: how can we ease the lives of our customers and make products and mobility services as comfortable, as efficient and as intuitive as possible. CASE is not a matter of passenger cars alone, it is also pursued for vans, trucks, buses and financial services.

We are convinced electrification is the future. Thus we are electrifying our cars, trucks, vans and buses. On our way to locally emission-free mobility we follow three paths. For our first path, highly efficient combustion engines, the roll-out of our new engine generation is well under way. Introduced in 2016, the 4- to 6-cylinder gasoline-/ and diesel engines of the new engine generation technically already meet the new RDE-requirements (step 1). The electrification of the combustion engines with EQ Boost based on the additional 48 volt onboard network with a starter/alternator will by rolled out step by step. Hybridization with EQ Power and EQ Power Plus will reach the next level with the latest lithium-ion technology and intelligent battery operating system. The new Mercedes-Benz Plug-in Hybrid S 660 e will reach a pure electric range of more than 50 km (NEFZ). Finally leading to our third path: locally emission-free powertrains with battery electric vehicles and fuel cell vehicles. The new smart EQ fortwo and forfour are already in the market, the EQC will be introduced this year. At the passenger car division alone, we intend to launch at least ten fully electric models, ranging from the smart to the SUV, by 2022. We are developing an independent and scalable platform for electric vehicles in a modular design offering great variance and model flexibility. Both vehicles and services for Mercedes-Benz Cars customers centered on electric mobility will be offered under the new brand EQ, standing for “Electric Intelligence”. However EQ is not only an electric drivetrain, it is a whole ecosystem of products, services, charging solutions, etc. At the same time we are setting up our production network in a way as to allow us to manufacture electric vehicles at all major production sites worldwide and in combination with our main platform partners. Only by doing so can we ensure that we have the flexibility to respond to changing demand in electric vehicles.

However, electro mobility can only work with connected and intuitive systems. Connectivity and permanent access to the internet already represent key purchasing factors for our customers when buying a car. Our vehicles are part of the “Internet of Things” and offer the driver many services that make life easier and more comfortable. With the Car2X technology, it is possible to interlink current location data and warnings from vehicle to vehicle as a standard feature. Our digital service brand Mercedes-me offers customers comfortable and personalized access via app to the holistic brand and service world of Mercedes-Benz and related partners. At Daimler Trucks and Mercedes-Benz Vans, connectivity also creates a substantial added value and improves efficiency in the transport chain through, for instance, higher uptimes, reduced workshop costs, improved freight utilization and loadability. Daimler Financial Services supplements our business as a sales representative and allows the customers to make full digital use of the services through the digitization of the financing and leasing offers. InScore, a new offer by Daimler Financial Services in car insurance, allows for distinctly cheaper insurance depending on the way of driving.

Connected systems are one of the main requirements for the next important strategic field: Autonomous driving. We will safeguard our leading position in safety and assistant systems and make autonomous driving in passenger cars and commercial vehicles ready for series production. We are developing fully automated systems without a driver, which can be used exclusively or shared with others. With our research vehicle Mercedes-Benz F 015 Luxury in Motion, we demonstrated at an early stage the kinds of technological and social changes that this will bring about. The vehicle’s fully connected digital interior concept shows how people can use the additional time that autonomous driving will make available to them. Our smart Vision EQ concept car offers another preview of the future of shared and fully automated mobility.

In addition, the future field of Shared & Services will distinctly grow. We already have a broad basis in mobility services at Daimler Mobility Services: with car2go, the world’s largest free-floating car sharing company, the moovel and Ridescout platforms as a
marketplace for mobility services, with ridehailing services like mytaxi, Blacklane, Flixbus or with Athlon in fleet management. We are enlarging our customer base by expanding existing services and creating additional services for new mobility segments also with additional partners.

Considering all four CASE-fields, the impact on our company, its environment and especially the customers is enormous. By pursuing these future-fields we will transform our company from a leading automaker to a leading provider of mobility services. Each one of the CASE topics has the potential to turn our industry upside down. However, the real revolution lies in intelligently linking all of them together.