



Mercedes-Benz

The best or nothing.

MARKET

2010 has the makings of a very good year for Mercedes-Benz; on a worldwide basis as well as in Egypt. Much of this growth is attributable to increased sales of the E-Class and S-Class as well as expansion of markets outside of Europe.

In Egypt, Mercedes-Benz continues to lead the market in virtually all segments, with the E and C-Class model ranges constituting the main drive towards overall sales growth. The flagship S-Class continues its competitive supremacy in the luxury large car segment, with the recently introduced facelift, further elevating the presently dominant position in the market. After just over a year since its introduction into the local market, the GLK has already succeeded in establishing its position as the market leader in the luxury mid-size SUV segment and with a very attractive options and performance package launched in quarter four 2010, the GLK is capturing more and more customers and increasing the overall market share.

ACHIEVEMENTS

For Mercedes-Benz, the key achievement for 2011 will be "125 years of the automobile." Carl Benz submitted the patent for his invention of the Benz patent motor car to the German Patent Office in Berlin in 1886, which marked the birth of the automobile. Then in 1921 the first supercharged engine was introduced, in 1954, Daimler AG introduced the first fuel injection engine and in 1971, a patent for the airbag. In 1990 the four wheel Electronic traction system followed by the Electronic stability programme in 1995. In 1998 the ten way air bag protection and the Active Body Control in 1999. At the start of the twentieth century, the Keyless-Go, Pre-Safe, 7-speed automatic transmission and the high output, high efficiency V6 Engine in 2001, 2002, 2003 and 2004 respectively were revealed. In 2006 the BlueTEC technology was introduced which made possible building exceptionally clean and powerful diesel engines.

2009 witnessed the introduction of the first ever Lithium-ion battery, the Splitview technology and Attention Assist system.

The automobile became hugely popular over the ensuing decades, and has gone on to change the world socially, culturally and economically. As the inventor of the automobile, Daimler played a major part in the 125 years of automotive development – and will continue to shape the future of mobility in the next 125 years.



HISTORY

The history of Mercedes is actually the history of the automotive industry. In 1900, Wilhelm Maybach, a talented engineer from the Daimler-Motoren-Gesellschaft (DMG) of Cannstatt near Stuttgart, delivered to Emil Jellinek, an Austrian businessman and honorary consul to Nice, a 35 hp race car. Emil Jellinek named the car Mercedes ('grace' in Spanish) after the first name of his daughter from his previous marriage. Mercedes Adrianna Manuela Ramona Jellinek was born on September 16, 1889 in Vienna as the third child of Emil Jellinek and Rachel Goggman. The 35 hp Mercedes racer came as an outcome of the experiments and inventions of two companies based in southern Germany. Gottlieb Daimler established the Daimler-Motoren Gesellschaft in Cannstatt near Stuttgart in 1890 to produce the first modern combustion engine in history. Karl Benz, who founded the firm Benz & Cie. in 1883, constructed and patented the first motor vehicle in 1886. The two inventors and constructors needed unique trademarks for their products. The engine invented by Gottlieb Daimler was originally named simply the Daimler, while the vehicle of Karl Benz was called just the Benz. It was only Emil Jellinek, a motorization enthusiast, with an inclination to gambling, a passionate automobilist, and a demanding customer of DMG requesting ever faster and stronger cars, who found this beautiful name for his autos. The Nice Week car race held in Nice in March 1901 ended in the sensational victory of the two Jellinek-entered Mercedes which were unbeatable in every discipline. On June 23, 1902, 'Mercedes' was registered as a trade name. In June 1903



Emil Jellinek obtained permission to call himself Jellinek-Mercedes – probably the first time that a father has taken his daughter's name!

When the patented name 'Mercedes' was registered DMG had a successful brand name but still lacked a characteristic trademark. Then the sons of Gottlieb Daimler, Paul and Adolf, remembered that their father had once used a star as a symbol when he had marked a star on a picture postcard above his own house at Deutz near Cologne, and had written to his wife that this star would one day shine as a symbol of the prosperity of the Daimler family. In June 1909 both the three-pointed and four-pointed stars were registered as trademarks, though only the three-pointed star was used which from 1910 onwards began to appear on the radiators of the cars.

In 1924 DMG and Benz & Cie. formed a syndicate in order to standardise their design, production and purchasing. Two years later, in June 1926, the two merged to form Daimler-Benz AG. At this point a new trademark was designed which brought together the main characteristics of both the existing emblems - the world renowned three-pointed star belonging to DMG was surrounded with its trade name 'Mercedes' as well as that of the equally famous name 'Benz,' whose laurel wreath entwined the two names together. This trademark still adorns Mercedes-Benz vehicles and has come to represent quality and safety on roads everywhere. And throughout the world the name Mercedes-Benz is synonymous with tradition, innovation and the future of the automobile.

PRODUCT

With more than 80,000 patent applications in the space of around 125 years, Mercedes-Benz has defined automotive progress more broadly and sustainably than any other vehicle maker. Dedicated processes ensure that many of these ideas are turned into reality at Daimler and Mercedes-Benz. "The passion for inventing never ends," was the guiding principle of Carl Benz. His conviction that it is always possible to make something good even better is fundamental to the work carried out by Mercedes-Benz to this day.

In order to protect its assertion of innovative leadership, the company has established a global knowledge network, which sees around 19,000 individuals from the Research and Development function contribute their knowledge and expertise from a wide range of disciplines.

The company is represented around the world where there are centres of competence in relevant fields of expertise – with highly qualified researchers and the associated scientific community. In 1995, for instance, Mercedes-Benz was the first vehicle manufacturer to open an office in Silicon Valley.

In 2009, the company was once again the premium manufacturer with the most patent applications. More than half of the overall total of 2,070 new developments submitted are related to "green" technologies, with 720 of them apportioned to driveline alone. Significant progress was made particularly in the fields of energy efficiency, exhaust gas after-treatment, fuel cell and battery technology. The equally high number of initial patent submissions made in the area of production technology and new materials underscores the leading position held by Mercedes-Benz in "green" technologies.

In order that as many ideas as possible are actually implemented as quickly as possible to the benefit of the customer, Mercedes-Benz has established a process of innovation management which combines creativity and customer benefit. Future research and technology monitoring ensure that new solutions anticipate changing conditions and future customer desires. Customer research such as monitoring product acceptance at the Customer Research Centre guarantee that customer feedback and innovative ideas are fed into the development of new Mercedes-Benz automobiles from the very beginning.

The next phase in the development and testing of vehicles will see the application of a wide range of simulators. With the assistance of "digital prototypes" of a vehicle created by very powerful computers it is now possible to conduct fully integrated testing of a new model in a wide range of driving situations before an actual vehicle has been built.

Today Mercedes-Benz can rely on a global knowledge network consisting of approximately 19,000 researchers and developers all over the world. It is an interdisciplinary think tank full of pioneering spirit, expertise, and the ambition to continue in the future to build the best automobiles in the world.



RECENT DEVELOPMENTS

On October 16th 2008, "EGA" and Mercedes-Benz Egypt celebrated together ten years of excellent achievements and industrial success in Egypt, with a festive event at the Cairo Opera House.

Mercedes-Benz Egypt also gives great attention towards their social responsibility. In 2008 it established Star Care Egypt, a foundation to help children in need, in partnership with Daimler AG and Star Care in Germany.



Mercedes-Benz, has completed the opening of Katameya branch, a full fledged facility for Sales, After Sales and Spare parts. The new branch is the largest of its kind in Egypt, employing 203 people and incorporates the highest of modern technologies with the latest in luxury and comfort for clients.

PROMOTION

Top quality, elegance and advanced technology are long established foundations of Mercedes-Benz in the passenger car market. The dynamic, up-to-date shapes of the Mercedes are a reflection of the new profile and enthusiasm of the cars with the star. The styling of the car and its equipment are an expression of the life style of its owner.

Mercedes-Benz promotes itself through the achievements of its engineers and constructors researching optimum solutions for over a century.

BRAND VALUES

The symbol for Mercedes-Benz is 'The Star'.

The Star needs to live, lead and shine. The Star lives. It shines from within and has its own mythology, which is continually evolving. The Star is the symbol for the core of the brand: the ambition to lead. Mercedes-Benz invented the automobile and will decisively shape its development in the future too. Whoever lays claim to leadership must be

like 'The Star': Mercedes-Benz must live the legend by continually writing history and creating extraordinary, highly emotional brand experiences for everyone. Mercedes-Benz must shine amid the competition by being stronger and better than all other car brands and being present and concise in the perception of the public. Mercedes-Benz must lead the way by occupying central positions in both the automotive industry and society, by being a role model and a pioneer and finally confidently going forward.

- Mercedes-Benz lives the legend through fascination.
- Mercedes-Benz shines amid the competition through perfection.
- Mercedes-Benz leads the way through responsibility.

Each of these brand values covers one facet: Fascination is the way in which they inspire their customers, the heart of the brand. Perfection is their rational claim of always offering the best. Responsibility for the future is their moral obligation. In this way they ensure that the 'Star' always shines anew from the centre outwards. That's how they make it a guiding star. Living. Shining. Leading.

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Things you didn't know about Mercedes-Benz

The world's first automotive advertisement was that of a three-wheeled car of Karl Benz of 1888. It contains a brief description, photo and narration of successes at machines and engines expo in Munich. At those refined times the ad was smartly referred to as 'a business recommendation.'

Mercedes cars are famous throughout the world, but few people are aware of the origin of the name. In 1899 Emil Jellinek, the first general distributor of Daimler cars and a keen racing driver, took part in a car race in Nice driving a Daimler. He named the car after his 11-year-old daughter, Mercedes. The Mercedes went on to win various titles in Nice and the name became the obvious choice for the company's production cars.

The three-pointed star is intended to symbolize the threefold nature of transport motorization on land, sea and in the air. It stands for service and safety, and all over the world the name "Mercedes-Benz" is a symbol of pioneering spirit and tradition.

Mercedes-Benz was the first automobile manufacturer to introduce ABS braking, the airbag and pre-tensioning devices.

Mercedes-Benz patented the passenger safety cell and gave the rights of the patent free to all other automobile manufacturers.

Superbrands

