

URBAN MOBILITY

DAIMLER'S VISION FOR THE FUTURE



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CHAIRMAN OF THE DAIMLER FINANCIAL SERVICES BOARD OF MANAGEMENT

Stuttgart, June 18, 2018

DAIMLER

Daimler Financial Services

DAIMLER FINANCIAL SERVICES

A DIVISION OF DAIMLER



MERCEDES-BENZ
CARS

MERCEDES-BENZ
VANS

DAIMLER FINANCIAL
SERVICES

DAIMLER
TRUCKS

DAIMLER
BUSES



OUR SUCCESS IS BUILT ON **TWO STRONG PILLARS**

FINANCIAL
SERVICES

&

MOBILITY
SERVICES

WE OFFER A BROAD VARIETY OF **FINANCIAL** AND **MOBILITY** SERVICES



0.4 MN
VEHICLES IN FLEET
MANAGEMENT



0.4 MN
BANKING CUSTOMERS



4.7 MN
INSURANCE
POLICIES



5.0 MN
FINANCED OR
LEASED VEHICLES



3.1 MN
CAR2GO
CUSTOMERS



13.8 MN
MYTAXI CUSTOMERS



4.4 MN
MOOVEL CUSTOMERS

Q1 RESULTS

SATISFIED EMPLOYEES
CREATE
BEST CUSTOMER EXPERIENCES



Daimler Financial Services

**FINANCIER OF EVERY SECOND
VEHICLE** SOLD BY DAIMLER

**WORLDWIDE LARGEST
FINANCIER**
OF TRUCKS & BUSES

SINCE 2012
MEMBER OF THE

**WORLD
BUSINESS
COUNCIL FOR
SUSTAINABLE
DEVELOPMENT**





VARIOUS TRENDS CHANGE **THE WAY WE MOVE** IN OUR CITIES

PURCHASING POWER

MOVES INTO URBAN
AREAS

TRAFFIC REGULATION

IN CITIES BECOMES
TIGHTER

SOCIETAL CHANGE:

USAGE IS THE NEW
OWNERSHIP

CONNECTIVITY & AI

TRANSFORM THE
WORLD

AUTONOMOUS CARS

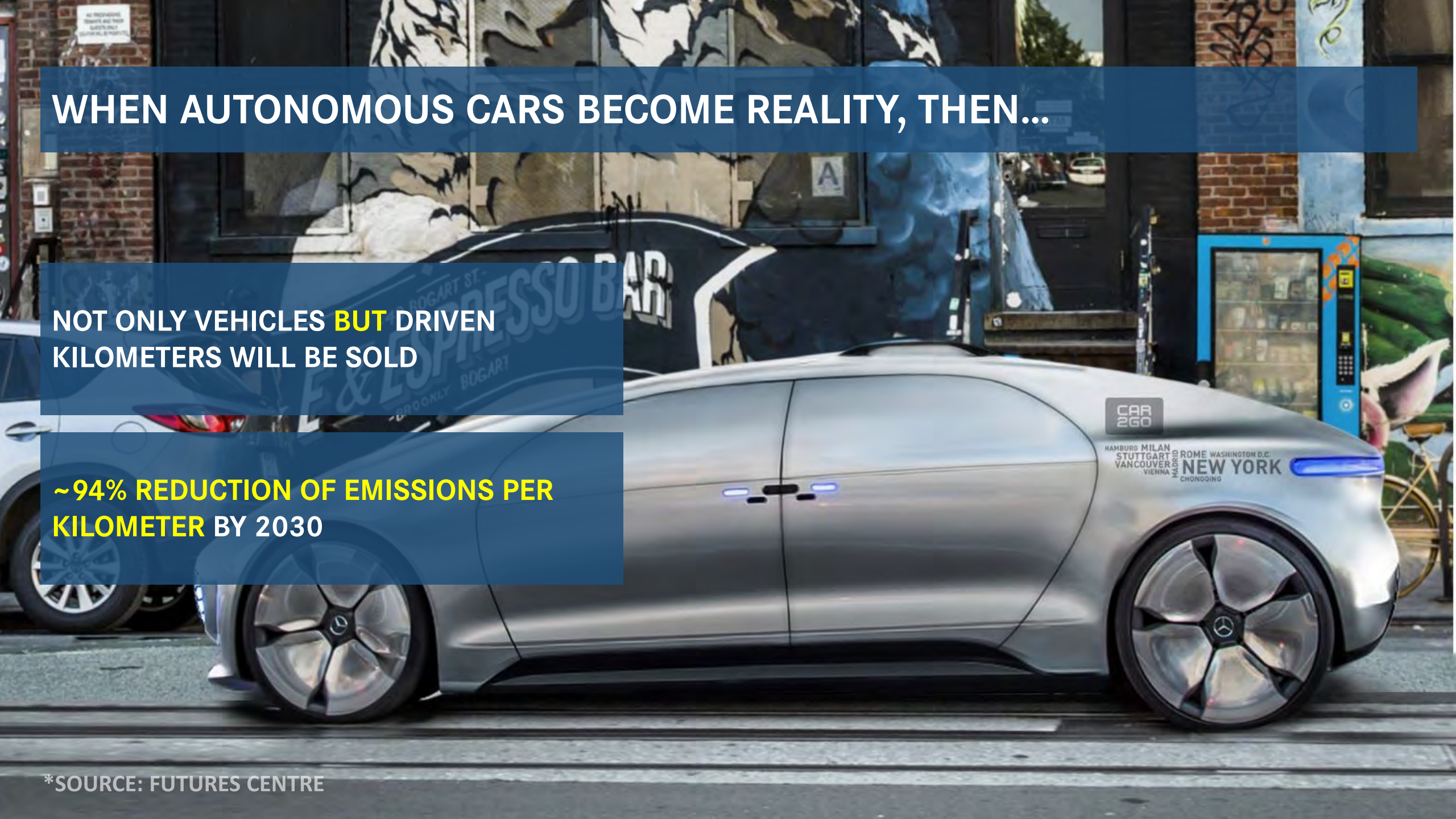
TURN FROM FICTION
INTO SCIENCE

LACK OF PARKING SPACES | ENVIRONMENTAL POLLUTION | TRAFFIC JAMS

WHEN AUTONOMOUS CARS BECOME REALITY, THEN...

NOT ONLY VEHICLES **BUT** DRIVEN
KILOMETERS WILL BE SOLD

**~94% REDUCTION OF EMISSIONS PER
KILOMETER BY 2030**



OUR ANSWER – **OUR APPROACH**



OUR AIM IS CLEAR:
**EMISSION-FREE
MOBILITY**



**10 BILLION EUROS
EMISSION-FREE
MOBILITY**

BY 2022, EVERY SERIES WILL
GET ONE ELECTRIFIED VERSION

**1 BILLION EUROS
BATTERY PRODUCTION**



WE HAVE BUILT A LEADING MOBILITY SERVICES PORTFOLIO

CAR SHARING



CAR2GO



TURO
(SHAREHOLDER)

RIDE-HAILING/ RIDE-SHARING



MYTAXI



CLEVERTAXI



BEAT



CHAUFFEUR
PRIVÉ



FLIXBUS
(SHAREHOLDER)



BLACKLANE
(SHAREHOLDER)



VIA
(SHAREHOLDER)



CAREEM
(SHAREHOLDER)



TAXIFY

MULTI-MODAL



MOOVEL



AND NOW WE'RE TAKING IT TO THE **NEXT LEVEL!**

WE ARE INTENDING TO
FORM A
**MOBILITY
POWERHOUSE**
WITH BMW



DAIMLER

WE'RE BRINGING TOGETHER COMPLEMENTARY PIECES



FREE-FLOATING CAR SHARING IN EU



CAR-AS-A-SERVICE OFFERING IN NA



ELECTRIC CHARGING SERVICES



MOBILE PARKING SOLUTIONS

WORLD LEADER IN FREE-FLOATING CAR SHARING



LEADING RIDE-HAILING APP IN EUROPE




INNOVATIVE SOLUTIONS FOR URBAN MOBILITY

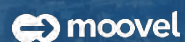


THE JOINT VENTURE CONSISTS OF **FIVE VERTICALS**




CAR-SHARING

 DriveNow




MULTIMODAL

 ReachNow



RIDE-HAILING

CHARGING

 ChargeNow

PARKING

 ParkNow



THREE MAIN PILLARS OF OUR MOBILITY BUSINESS



> 21.4 MN
CUSTOMERS

> 37.5 MN
INTERACTIONS

> EUR 1.4 BN
GMV RUN-RATE



CAR2GO IS
**THE GLOBAL LEADER
IN FLEXIBLE
CAR-SHARING**

3.1 MILLION
CUSTOMERS

14,000
CARS

26
CITIES

Q1 RESULTS



**EVERYDAY, OVER 10,000
RIDES ARE ALREADY
ELECTRIC.**

3 EV LOCATIONS

STUTTGART, AMSTERDAM AND
MADRID (MORE TO COME)

1,400 ELECTRIC CARS

OUT OF 14,000 IN THE FLEET

60MN KILOMETERS

EVERY 10TH DRIVEN KM IS ELECTRIC

LARGEST

ALL-ELECTRIC

FLEXIBLE

CAR-SHARING FLEET

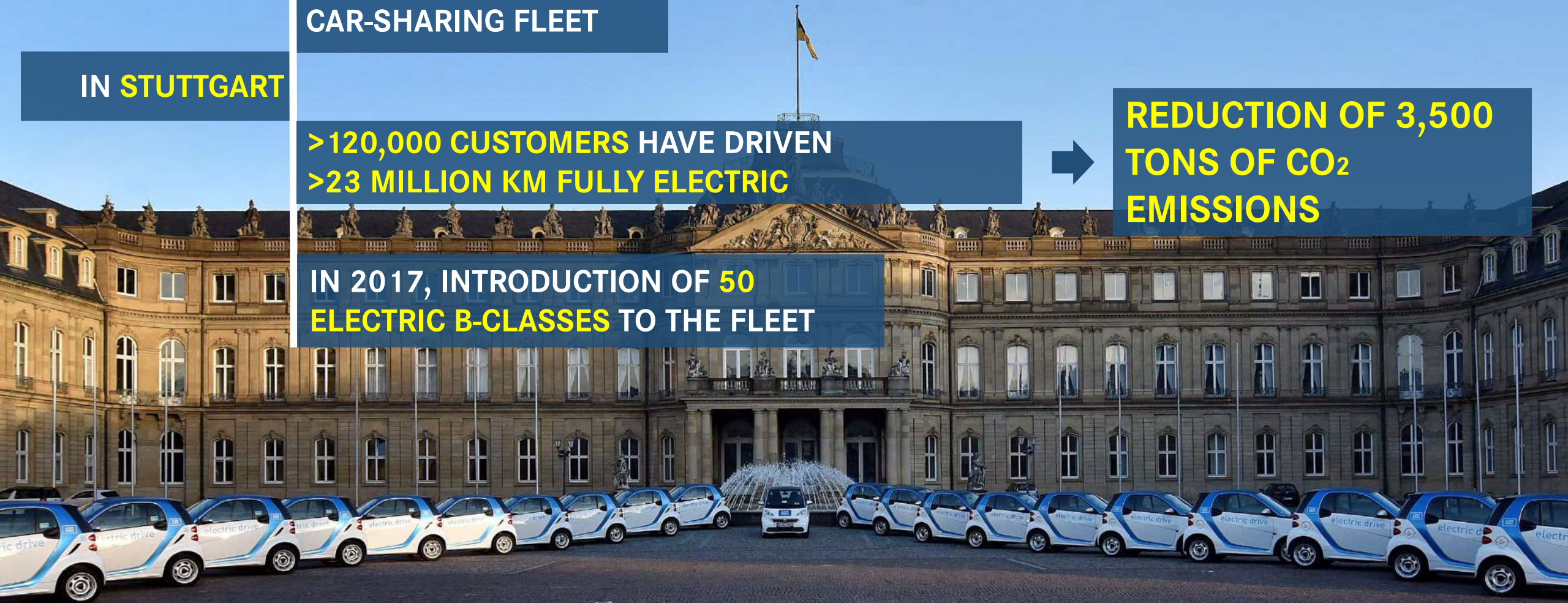
IN STUTTGART

**>120,000 CUSTOMERS HAVE DRIVEN
>23 MILLION KM FULLY ELECTRIC**



**REDUCTION OF 3,500
TONS OF CO₂
EMISSIONS**

**IN 2017, INTRODUCTION OF 50
ELECTRIC B-CLASSES TO THE FLEET**





13.8 MILLION
CUSTOMERS

177,300
DRIVERS

>70
CITIES

MYTAXI
**IS THE LEADING
EUROPEAN TAXI-
HAILING APP**



**EUROPE'S
FIRST TAXI-SHARING
SERVICE**

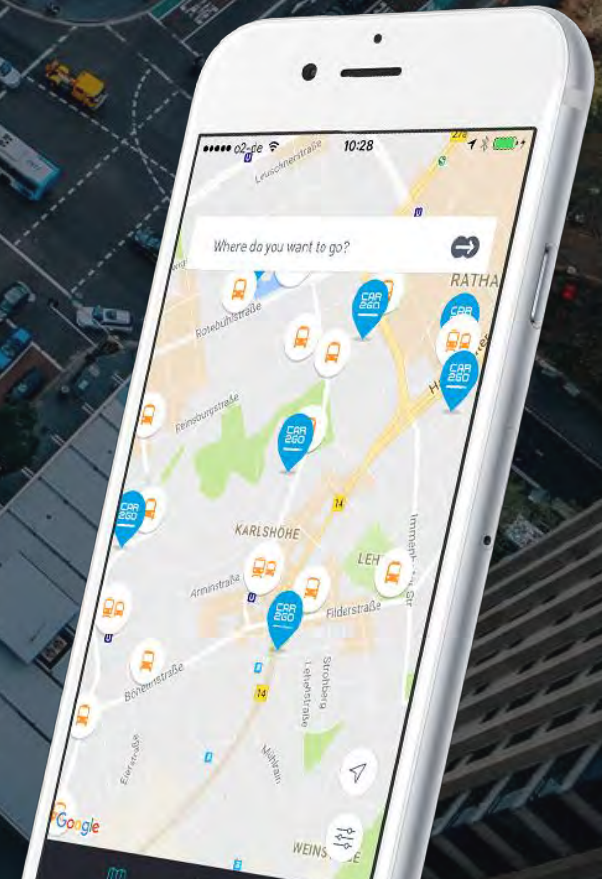
**LIVE IN BERLIN, HAMBURG &
WARSAW**

 **moovel IS MAKING CITIES SMARTER**

4.4 MILLION CUSTOMERS

SINCE LAUNCH,
1,200,000 VVS TICKETS SOLD IN STUTTGART

ON FINE-DUST ALERT DAYS,
RECORD AMOUNTS **>5,700 TICKETS A DAY** WERE SOLD

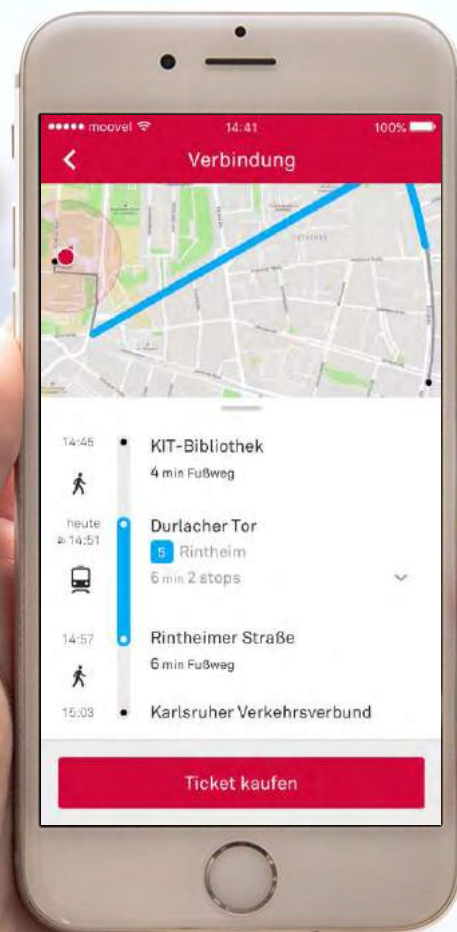


LEADING DISRUPTOR IN MOBILE TICKETING

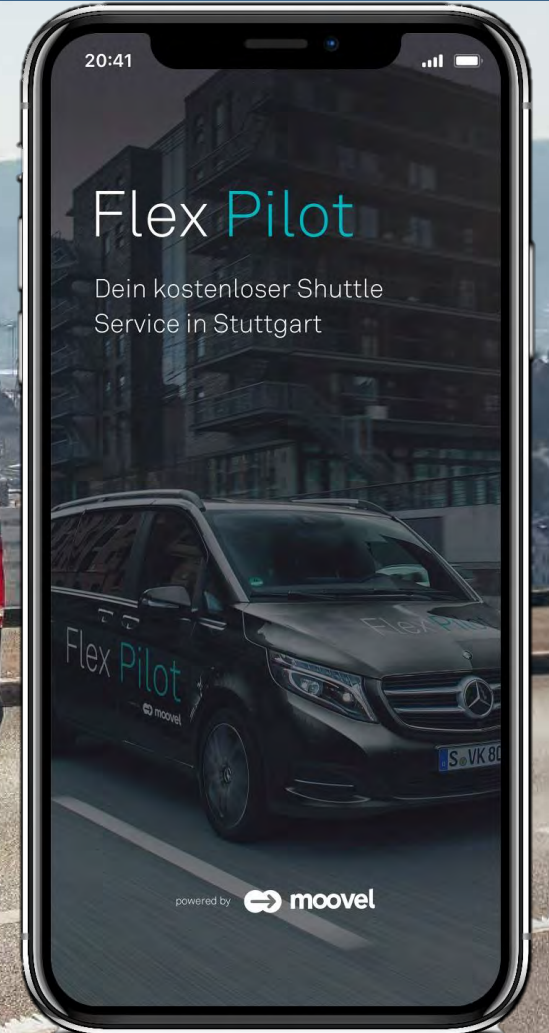




WHITE LABEL APP



moovel HAD OPERATED **A PILOT PROJECT**



WHICH THEN HAS BECOME **PART OF THE SSB OFFERS**

SSBFlex



SSB BESTPREIS APP: DETERMINES THE CHEAPEST TICKET

**Best
Preis**

SSB



DAIMLER'S CURRENT MOBILITY OFFERS WILL BECOME TOMORROW'S CUSTOMER ACCESS POINT FOR **AUTONOMOUS CAR SERVICES**

 mytaxi

 moovel

 CAR
2GO



HENCE, WE ARE PREPARING OURSELVES FOR THE MOBILITY OF TOMORROW



VEHICLE MANUFACTURER

“SOMEBODY NEEDS TO
**DEVELOP, PRODUCE &
SELL** THE VEHICLE”

DAIMLER




Mercedes-Benz

ASSET PROVIDER

“SOMEBODY NEEDS
TO **PAY FOR** AND
OWN THE VEHICLE”

DAIMLER
Daimler Financial Services

Mercedes-Benz Financial

Daimler Truck Financial

Mercedes-Benz Insurance

CharterWay
 AUTOGRAVITY

FLEET OPERATOR

“SOMEBODY NEEDS
TO **TAKE CARE OF**
THE VEHICLES”

ATHLON

Mercedes-Benz Rent

SERVICE PLATFORM

“SOMEBODY NEEDS TO
OFFER THE INDIVIDUAL
MOBILITY SERVICE
TO CUSTOMERS”

Xmytaxi



chauffeur privé
BLACKLANE *

FLIXBUS *

 TURO *
 Careem *

MULTI-MODAL PLATFORM

“SOMEBODY NEEDS TO
TURN VARIOUS
MOBILITY OPTIONS
INTO **ONE-STOP-
SHOPPING SOLUTIONS**
AND ENSURE
INTEGRATION
INTO **SMART CITY
TRANSPORTATION
SOLUTIONS**”

moovel

FUTURE MOBILITY CUSTOMER

CONSUMING „MOBILITY-
AS-A-SERVICE/
**SELF-DRIVING CAR
SERVICES**“

SCOPE OF **CURRENT DAIMLER FINANCIAL SERVICES BUSINESS**



MOBILITY OF TOMORROW NEEDS PARTNERS **TO ACT JOINTLY**

DEFINE
THE NECESSARY FRAMEWORK

INTENSIFY
THE ENTIRE ELECTRIC INFRASTRUCTURE

HAVE A HOLISTIC VIEW ON
MOBILITY

INDUSTRY

**PUBLIC
TRANSPORTATION**

CITIES



TOGETHER WE WILL

OPTIMIZE
MOBILITY

REDUCE
TRAFFIC JAMS

PROTECT
ENVIRONMENT

THANK YOU!



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