

TREATMENT

PROJECT	DAIMLER AG_DE_BMG50GL006_PM_20201103
COMPANY	Daimler AG
SHOOT DATE(S)	TBC
LOCATION	Mercedes-Benz Museum, Daimler HQ, Factory 56

PROJECT OVERVIEW

NARRATIVE SYNOPSIS

This film will portray Mercedes-Benz as a company on a mission to “first move the world” by reinventing its original invention of the automobile.

Context: What is the Issue?

The products of the automotive industry have been a complete fascination to human beings ever since the year of their inception. Since the end of the 19th century, “coaches without horses” gave us freedom, growth and well-being through individual mobility, and changed the world. As the experience of the Covid-19 pandemic proved yet again: Personal mobility will always be a fundamental need, just like the transportation of people and goods. At the same time, the world is constantly changing. Climate change has become a pressing issue, while digitization drives a wide range of both challenges and opportunities. What does this mean for the inventor of the automobile, the creator of countless model icons ever since? How is the world’s most valuable luxury car brand going to advance a new era of personal high-end mobility: carbon-neutral, fully connected and sustainably fascinating?

Company: Introducing Mercedes-Benz to the audience – Mercedes-Benz, a promise

The film will introduce Mercedes-Benz as a company passionate about pathbreaking technology and innovation. Pioneering spirit is at the heart of Mercedes-Benz, combined with an attitude of progress and optimism, and a strong commitment to sustainability as a guiding principle of its business. Interviewees will establish the company’s status as an iconic brand through briefly talking about Mercedes Benz’ heritage. They will use Carl Benz’ invention of the car to establish their overall legacy and the purpose the company was born with: to first move the world. Mercedes-Benz has always implied and will continue to imply the promise of a better future. At the end of the day, it’s about shaping a better world through innovative products and technologies. Interviewees will then focus on the present, stressing how Mercedes-Benz will strive to eliminate its carbon footprint and contribute to a sustainable, inclusive and prosperous society. Logically, they will ascertain that to Mercedes, sustainability is not an option, but a must. Their goal to fully close the loop ‘from value chain to value cycle’ should also be made clear here. After exploring the brand promise, the film will move to exploring the company’s work in more detail using the examples of practical case studies.

Case Study 1: CO2 Neutrality, Electrification of Vehicles; Ambition2039 Mercedes-Benz AG; Ambition2022 DMO

Here, the film will explore Mercedes-Benz’ important ambition to be a significant part of a new, CO2-neutral era. Interviewees will talk about the fact that they are fully committed to the goals of the Paris Climate Agreement and have defined a roadmap to get there even ahead of the Paris schedule (“10 years early”). They will discuss achieving CO2 neutrality as one of the company’s most important sustainability goals. They will discuss the milestone of the premiere of their EQS this year, will fully explain the meaning and aims behind “Ambition 2039”, and of course, their ambitions to electrify the entire Mercedes portfolio. Through this, they will ultimately make it clear that they are intently focusing on the entire lifecycle of their vehicles: from their development to the extraction of raw materials, to production and use, and to their disassembling and recycling. And that’s more than just having the eco-balance of raw material and resources in mind. It’s also about social factors like human rights: We want our products to be free of human rights violation. They will discuss how sustainability is key to all Corporate Business strategies, stating proof points like the transformation (and complete electrification) of AMG, the sporting spearhead of the Group. They will finish by looking to the future of the next 20 years, delving into Ambition 2039 they have in place in more detail; with the company’s goal to offer a CO2-neutral fleet of new passenger cars worldwide by 2039 discussed in depth and thereby securing them as a role model for sustainability.

Wider Leadership:

Interviewees will discuss their commitment to creating shared value: economic, ecological, and social. This would be a good time for Interviewees to mention that no single player can master SpurWechsel alone. It actually takes a coo; therefore they are involved in strong partnerships and inter-company initiatives aiming for CO₂ neutrality ten years earlier than Paris actually plans – e.g. The Climate Pledge/Amazon, Transform to Net Zero/Microsoft etc.

Conclusion:

As the film moves towards a natural conclusion, it becomes apparent that this is not a time for gloom and doom but the dawn of a decarbonized and increasingly sustainable chapter in history. Interviewees will reflect upon the fact that, while the challenges are manifold, so are opportunities. They will discuss how Mercedes is striving for leadership in electric mobility and car software. They will talk about the fact that they are creating outstanding, desirable products directly contributing climate protection, while continuing to inspire and positively influence their customers. Through this point, they will establish that the company is advancing an era where luxury is increasingly becoming defined by sustainability. Interviewees will finish by establishing that as the fossil era is coming to an end, they are at the forefront of shaping a new era of CO₂-neutral vehicles: powered by outstanding engineering and technical progress.

STYLE

The film will consist of:

- Contributor interviews
- B-roll footage
- Client library/archive footage (Where available and relevant)
- Music

COMPANY/ORGANISATION INFORMATION

Mercedes-Benz is a German multinational automotive corporation headquartered in Stuttgart, Baden-Württemberg. It is one of the world's leading car manufacturers.

INTERVIEWEE/TESTIMONIAL INFORMATION

INTERVIEWEE 1		INTERVIEWEE 2	
NAME	Ola Källenius	NAME	Renata Jungo Brüngger
SPOKEN LANGUAGE	English (TBC)	SPOKEN LANGUAGE	English (TBC)
POSITION	Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG.	POSITION	Member of the Board of Management of Daimler AG and Mercedes-Benz AG responsible for Integrity and Legal Affairs.
BRIEF BIOGRAPHY		BRIEF BIOGRAPHY	
INTERVIEWEE 3		INTERVIEWEE 4	
NAME	Britta Seeger	NAME	Markus Schäfer
SPOKEN LANGUAGE	English (TBC)	SPOKEN LANGUAGE	English (TBC)
POSITION	Member of the Board of Management of Daimler AG	POSITION	Member of the Board of Management of Daimler AG and Mercedes-Benz AG responsi-

	and Mercedes-Benz AG responsible for Marketing and Sales.		ble for Daimler Group Research and Mercedes-Benz Cars COO.
BRIEF BIOGRAPHY		BRIEF BIOGRAPHY	

INTERVIEW 1

NAME	Ola Källenius
LOCATION	Mercedes-Benz Museum, Brand Space

AUDIO/QUESTIONS

- **Statements for recording:**
- I can tell all of my colleagues take great pride in Mercedes – and that holds true worldwide. You like to think of yourself as working for the inventor of the car and the truck, as a custodian of our great brand. Each one of us is another torch bearer in the long history of our company. And this mindset helps us to build the most desirable cars in the world.
- Mercedes has become an iconic by leading change – not by resisting it. And we will be on the forefront again when it comes to carbon neutral mobility.
- Going CO2 neutral is not just our responsibility, it is our commitment. In fact, it is at the heart of our business plan. The fact is: We do not even have a “sustainability strategy”; we have a sustainable business strategy for each of our divisions.
- The need for individual mobility will remain – that’s one lesson we’ve learned from the Covid-19-pandemic. People want and need cars to maintain their freedom to move independently. But they need to do it sustainably. It’s our company’s job to help them do so – and we will.
- At Mercedes-Benz, fascinating individual mobility is the purpose of our work and the legacy of our founding fathers. Our mission for the future is to preserve this asset. That’s why a lane change toward carbon neutral mobility is necessary. We are working on it with all our efforts.
- This message is important to me: We stand by the existing CO2 targets. The fight against the Covid-19-pandemic must not be an excuse in the fight against climate change. For future vehicle architectures that means: electric first! We will electrify the entire Mercedes-Benz Cars & Vans portfolio.
- Make no mistake: This is the biggest transformation of the industry since Carl Benz and Gottlieb Daimler invented the car 135 years ago.
- I’m more than confident that our highly qualified and motivated team will deliver. Our goal is clear: We want to enter a new era, sustainable high-end mobility for a sustainable world.
- We are also involved in inter-company initiatives which aim for CO₂ neutrality ten years earlier than the Paris agreement demands (The Climate Pledge/Amazon, Transform to Net Zero/Microsoft). We strongly believe that together we can master this transformation.

Open questions to answer in your own style:

1. Can you briefly state your name and role at your company?
2. In your opinion, what meaning and importance do vehicles have to the individual consumer and society as a whole? How will that develop in the future? (purpose)
3. Could you please discuss the challenges your industry currently faces in relation to issues such as climate change and digitalization? How must the automotive industry adapt to face these challenges?
4. Could you please fully explain the meaning and aims behind Ambition2039?
5. What role does COVID 19 play for the transformation of your industry?

INTERVIEW 2

NAME	Renata Jungo Brüngger
LOCATION	Building 120, Untertürkheim

AUDIO/QUESTIONS

- **Statements for recording:**
- Sustainability is not an option. Sustainability is a “must”.
- Or, to put it bluntly: “It is either “sustainable business” or “out of business”.
- And let me add: As essential as climate protection is, sustainability is about more than just climate protection. Sustainability is quite literally about “the ability to sustain”.
- And what do we need to sustain? The creation of value: economic, ecological and social.
- Some call this a “triple bottom line”, others call it “shared value”. But no matter what you call it: You can’t optimize one at the expense of the other – and certainly not in the long run.
- That’s why the Mercedes-Benz approach is holistic:
 - from decarbonizing mobility
 - to preserving resources
 - to protecting human rights.
- It is my commitment as the company’s “holistic risk and asset manager” to drive the transformation that we need for this holistic perspective. We call this transformation “SpurWechsel”, the German word for ‘changing lanes’. SpurWechsel is our transformation brand, if you will. And let us be honest: It doesn’t happen overnight. It is a cultural change process.
- It requires us to look at the entire lifecycle of our vehicles: from their development to the extraction of raw materials, to production and use, and to their disassembling and recycling. That’s more than the eco-balance of raw materials. It’s also about human rights. We want our products to be free of human rights violations. Period.
- Of course, more and more of our stakeholders are demanding that we act sustainably. But make no mistake: We don’t just do it because we must. We act on sustainability because it is right. We inhabit the same earth, we accept scientific evidence, we’re responsible people.
- And we cannot master this transformation alone. We’re constantly in touch with experts and NGOs from all sorts of areas.
- It’s a Herculean task, but it can be done. Here’s the opportunity to do something right. Create value by growing people, preserving nature and fostering the economy: That’s what our sustainable business strategy is all about. And I find that very inspiring.

Open questions to answer in your own style:

1. Can you briefly state your name and role at your company?
2. You say you want to enter sustainability into the core business. What does that mean exactly? And how far have you already come?
3. The growing electrification of our models also brings another topic into focus – the responsible procurement of raw materials such as cobalt and the sustainable design of global supply chains. How much responsibility can Daimler assume here?
4. How do you make sure Human Rights are respected throughout your company’s actions?
5. Do you rather see risks or opportunities?
6. Which role do employees play in the sustainable transformation of Mercedes-Benz?
7. What does Mercedes do to interact with partners and external stakeholders?

INTERVIEW 3

NAME	Britta Seeger
LOCATION	Mercedes-Benz Museum, Exhibition of Future of Mobility, Museumspassage

AUDIO/QUESTIONS

- **Statements for recording:**
- We’ve had our “Ambition 2039” in place for almost two years now. Since then, we’ve refocused our strategy: Our goal is to build the world’s most desirable cars. We believe such cars are carbon-neutral and fully connected. We are aiming for leadership in electric drives and car software to provide Sustainable Modern Luxury.
- Sustainability must not be exclusive to a few. Yet luxury has to be sustainable to be desirable for the customer.
- Innovation is key. Inventiveness has always been part of the Mercedes-Benz DNA. And innovations developed by us are now standard in all cars worldwide (ABS, ESP, Airbag).

- We at Mercedes want to take the lead when it comes to electrification. This is what our customers expect from us. And they rightly expect it.
- We want to offer our customers a desirable and preferably CO₂-neutral driving experience. By significantly increasing range and efficiency. And by enabling fast and convenient charging. That sounds confident and yet that is precisely what we need to aspire to.
- As a company, we are doing everything we can to consistently and quickly reduce our carbon footprint. At the end of 2020, there were more than 20 different model variants with alternative drives to choose from. This is another reason why we have achieved the CO₂ targets in the European Union in 2020. And we will achieve them in 2021 as well. No excuses.
- As part of the "Ambition 2039", we are working on offering our customers a CO₂-neutral new car fleet in less than 20 years from now. By 2030, we want electrically powered cars – including all-electric and plug-in hybrid vehicles – to account for more than half of our sales.
- In 2021, we are setting the basis for this ambition. We expect to increase the xEV share in sales of Mercedes-Benz Cars to approximately 13% this year.
- Tripled global deliveries of our xEVs in 2020 show how well the products are received by our customers: More than 160,000 plug-in hybrids and all-electric vehicles were sold by Mercedes-Benz Cars.
- We are introducing four all-electric Mercedes-Benz models: In January we introduced the EQA – the first all-electric Mercedes in the compact segment with an extensive range that ensures its viability in everyday use. The next EV model will be the EQS - which will be the S-Class of electric vehicles. The EQB... and later this year: the EQE. Our sub-brands AMG, Maybach and G are going electric, as well. So, stay tuned, it's going to be really amazing!

Open questions to answer in your own style:

1. Can you briefly state your name and relationship with your company?
2. Can you please discuss the company's current position as a company actively working to meet the challenges of electric mobility and vehicle software?
3. Could you please discuss Mercedes Benz' part in an era where luxury is slowly becoming defined by sustainability?
4. The purpose of Mercedes-Benz is FIRST MOVE THE WORLD – can you describe its role in the context of your company's sustainable transformation, the "SpurWechsel"?
5. You at Mercedes-Benz want to build the world's most desirable cars – what exactly does that mean? And when do you personally find a car desirable?
6. Innovation has been so important for the automotive industry in every time. What are the key areas of innovation of these days? And where do you see the greatest potential?
7. How do you believe the world and the automotive industry will change in the next ten years?

INTERVIEW 4

NAME	Markus Schäfer
LOCATION	Factory 56

AUDIO/QUESTIONS

Statements for recording:

- One of our most important concerns is the reduction of CO₂ emissions. We are fully committed to the goals of the Paris Climate Agreement and defined a roadmap to get there at an early stage with our Ambition2039.
- This includes making our fleet of new cars CO₂-neutral by 2039.
- We're electrifying the entire Mercedes portfolio. One important milestone: the premiere of our EQS. Its range will be around 700 kilometres.
- We're not just decarbonizing our products but also their production. From 2022, our worldwide car and van production will be carbon-neutral. With our new Factory 56, we're showing what that production looks like.
- When it comes to CO₂ neutrality, we're also looking our entire value chain. We are convinced that if we want to make a difference for our planet, we need to work hand in hand with our partners.
- As of today, the suppliers accounting for more than ¾ of our annual purchasing value have already agreed to supply us with CO₂ neutral products by 2039 at the latest. This increases the sustainability of our supply chains significantly.

- Mercedes-Benz Cars & Vans had its climate protection targets scientifically verified by the Science Based Targets Initiative. This makes it clear that our targets are aligned with the Paris Agreement and the latest findings of the scientific community.
- In addition, we are committed to reducing, reusing and recycling. The ultimate goal is to fully close the loop – from value chain to value cycle. The industry needs to decouple volume growth from resource consumption. And at Mercedes-Benz, we will.
- With this, we are focusing on the entire lifecycle of our vehicles – from their development to the extraction of raw materials, to production and use, and to their disposal.

Open questions to answer in your own style:

1. *Can you briefly state your name and relationship with your company?*
2. What do you regard as main driver for the transformation?
3. Why is it important to you that the car industry takes this shift to electric power train?
4. How do you believe the world and the automotive industry will change in the next ten years?
5. Which role does Mercedes take with regards to the sustainable transformation among the automotive industry?