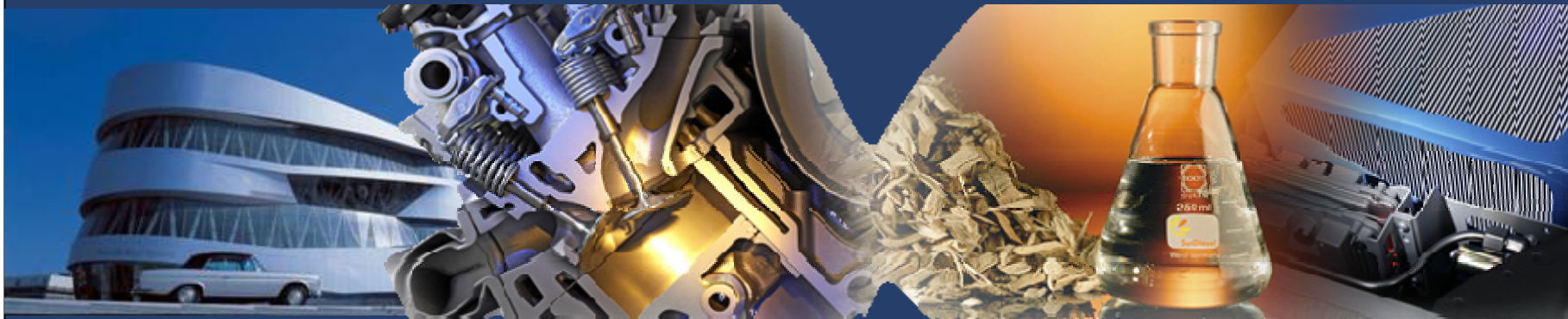


# DAIMLER

February 23, 2012 - Energy politics and climate protection



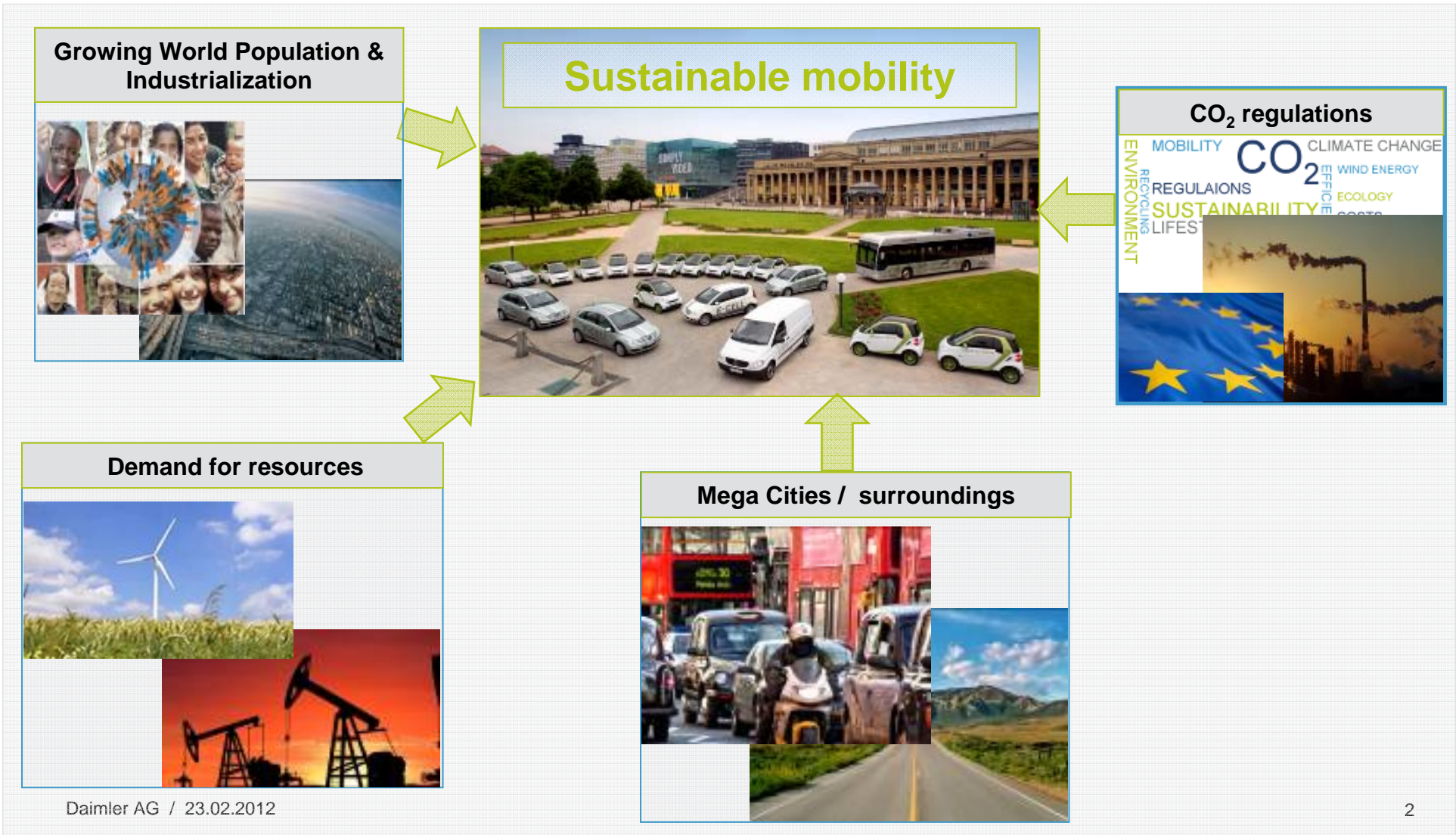
## The future of mobility

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**Dr. Nicola zur Nieden**

External Affairs and Public Policy – Automotive Issues

# Why do we need sustainable mobility- Global influencing factors for future mobility

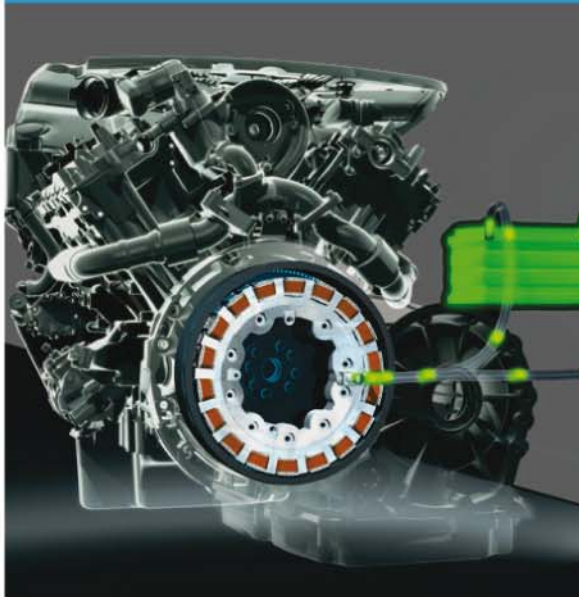


# Innovative powertrain systems towards sustainable mobility for the future

Further optimization of combustion engine



Increase efficiency with hybridization

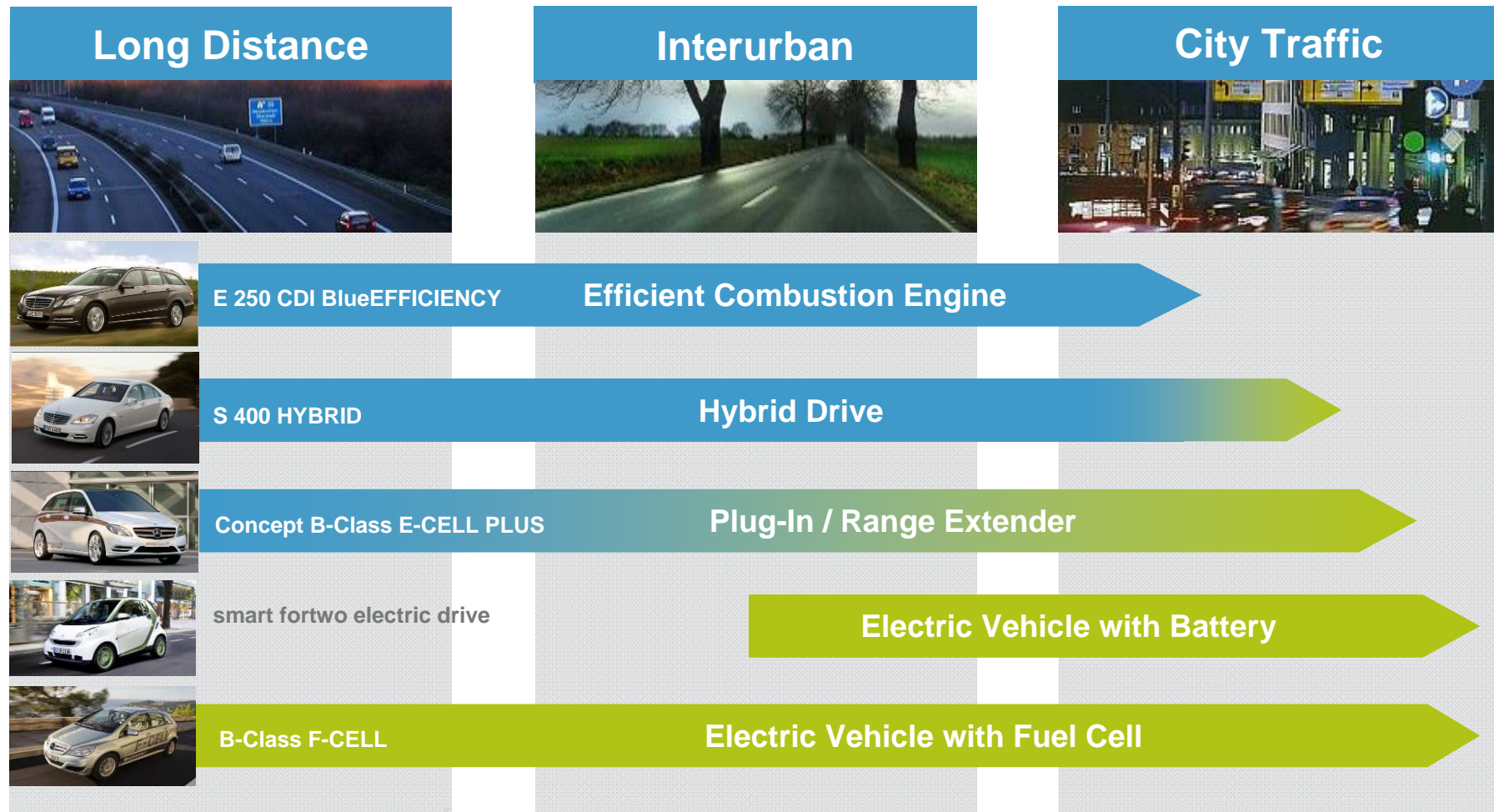


Emission-free driving (battery-electric./fuel cell)



## Drive portfolio for the mobility of tomorrow

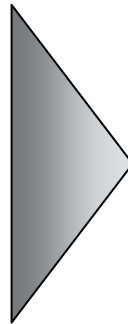
Different mobility scenarios according to our customers' needs



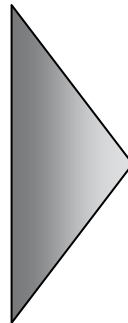
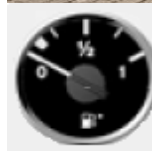
# Infrastructure build-up: necessary in the past - and today



1888 – Lack of gas stations



Lack of public and private charging stations



Lack of H<sub>2</sub>-infrastructure (production and retailing)

Today

## Modern mobility needs intelligent concepts: car2go

- on-demand rental of smart fortwo vehicles- 24h/7d
- not station-based – one way and open-end
- fully automated, easy and convenient rental process
- attractive „by-the-minute“ rates (all-inclusive)
- smart „car2go edition“ – world’s first series-produced carsharing car
- 100% electric fleets in two cities

Location	Start	Vehicles	Details
Ulm / Neu-Ulm	03 / 2009	300	21,000+ customers
Austin, Texas	05 / 2010	300	20,000+ customers
Hamburg	04 / 2011	300	10,000+ customers
Vancouver	06 / 2011	225	9,000+ customers
Amsterdam	11 / 2011	300 (electric drive)	1,000 pre-registrations
San Diego	11 / 2011	300 (electric drive)	First fleet with electric vehicles in North America
Vienna	12 / 2011	500	Largest car2go fleet so far
Lyon	02 / 2012	200	First French city
Duesseldorf	02 / 2012	300	Cooperation with Public Transportation
Stuttgart	H2 / 2012	500 (electric drive)	Largest e-car2go fleet





**Thank you for your attention!**

