

Two's

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CELEBRATING

5

YEARS OF SHE'S
MERCEDES!

Sophia Bendz
Jessica von
Bredow-Werndl
Carla Buzasi
Virgil Abloh

LISTEN TO YOURSELF

DJ Honey Dijon uses her beats to encourage others to be their true selves



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CRUISES

Issue 3.2020

Dear Readers,

Let's celebrate together: She's Mercedes is turning five! We could not be more proud of what we have achieved with this initiative. She's Mercedes is currently active in more than 70 countries and reaches 1.2 million people worldwide through its social media channels, all with the goal of connecting, empowering and inspiring women around the world. We have pulled together the highlights in our special.

In addition to looking back, we also want to take a look into the future in our latest issue – a particularly exciting undertaking from a current perspective. We spoke with three pioneers in their field about visions and what the coming years have in store for us. Mercedes-Benz AG also treads forward-looking paths: vehicle production is fully automated in the recently opened trailblazing Factory 56. Ulrike Graze, the former plant manager, explains exactly how this happens during a tour of the innovative factory.

Our cover woman, Honey Dijon, is all about good vibes. Music producer, DJ and designer, she felt like an outsider for a long time as a transgender woman. Today, she wants to help others free themselves from fear with her beats and, at the same time, strengthen her community.

And last but not least, we should mention – because we are living in special times – all stories in this booklet were, of course, created while strictly complying with hygiene measures required to contain Covid-19.

Happy reading,
Your Editorial Team



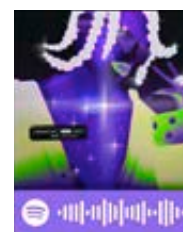
Travel companion
Protagonist Honey Dijon is not only a DJ, but also a fashion designer. The travel bag is from her own label, available at doverstreetmarket.com



Nature lover
Suitable for any route, from sustainable materials: dress partially made from recycled cotton. By Tommy Hilfiger. tommy.com



Hansdampf
Reading and sipping: settle in while you're enjoying your read and let the "Sowden" kettle provide refreshments. hay.dk



Cerebral cinema
Curious about the new song from rapper Kelvyn Colt? Simply scan the above code with the Spotify app and enjoy!

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mbmag.me/shesmercedesWEB
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 LinkedIn:
mbmag.me/shesmercedesLI

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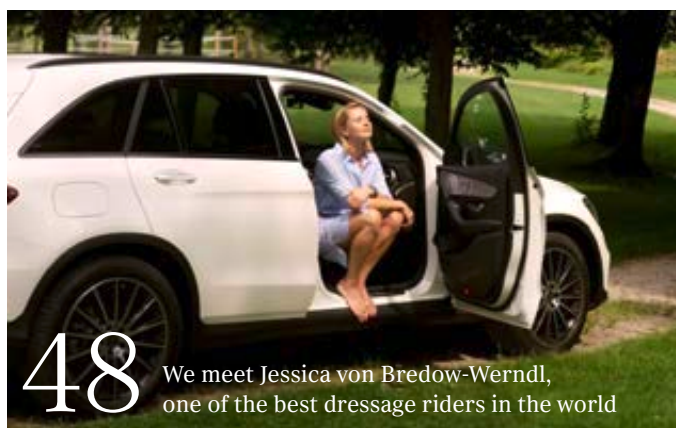
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***Mercedes-Benz model EQC 400 4MATIC**
Combined power consumption (kWh/100 km)¹: **21.3-20.2**
Combined CO₂ emissions (g/km)¹: **0**

¹ You can find further information on page 8.

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How mentoring benefits both sides – and entire industries



① **Jelena Pecic – author, Ostermünchen**

At six in the morning, Jelena Pecic met dressage rider Jessica von Bredow-Werndl together with photographer Regina Recht to spend the day with her, the Mercedes GLC and Zaire, her horse. The team got along so famously together that Zaire surprised our author with a farewell kiss at the end.



③ **Hans Bussert – author, Berlin**

Hans Bussert mainly writes about fashion and culture. He also owns the “Ex Libris No News News” email magazine. He went on a photo shoot for us with rapper Kelvyn Colt. The mood? Relaxed and musical: a street musician just happened to be playing Pink Floyd variations on his electric guitar nearby.



② **Ayhan Belge – art director, Hamburg**

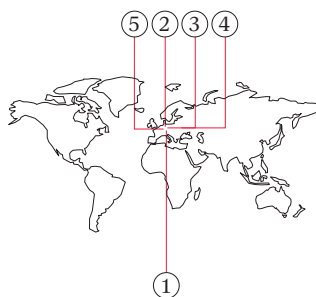
You may have noticed that some small layout details of our magazine have changed in some areas. Our new art director Ayhan has gone about subtly changing our look. “I wanted to bring in a little more lightness without losing the clarity of the magazine,” he says. And we think he’s done just that!



④ **Julia Praschma – illustrator, Berlin**

“I love discovering the essence of a complex subject,” she says about her work. “I also like bringing colour into it – and with it a certain lightness.” The Berliner-by-choice, who has illustrated herself here, also used this approach creating this issue’s collages in the interviews with the three visionaries.

Introducing...
The authors
and photographers
of this issue



**PIONEERING ROLE
IN DIVERSITY**

In 2018, Daimler AG became the first company to join the United Nations initiative to combat discrimination against lesbian and gay, bi-, transgender and intersexual people (LGBTI+). Daimler AG is sending out a clear signal with this – internally to colleagues, and externally to customers, clients and society as a whole.



**SPORT
- F O R -
GOOD**

**Mercedes-Benz is one of
the founding partners
of the Laureus Sport for
Good Foundation**

The foundation was established in 2000 and promotes socially disadvantaged children and young people, using worldwide sports projects, supporting these young people in strengthening their values, self-esteem and personal skills. The aim is for them to take personal responsibility and make a better life for themselves through their own efforts.



⑤ **Sporty spirit – Mannheim, Stuttgart**

Strengthening self-esteem and promoting young people’s social skills: these are the beliefs that the “move&do” project is all about. Existing structures and mindsets are broken down during joint sports activities as a class, new relationships are established, and a better atmosphere is fostered. **laureus.com**



It's up to You. Decide yourself how good your vision is

Our eyes are the gate to the world. A healthy eye helps to perceive impressions and experiences in all their facets. Nevertheless, poor eyesight is often simply taken „for granted“. We will show which opportunities modern ophthalmology offers to optimize your vision and how to preserve this important good until old age.

You want to enjoy carefree vision too? We will find a solution for you in our sehkraft eye centres in Berlin, Cologne and Vienna. Simply arrange an appointment with us online or by telephone.

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Did you know?

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That cataracts can be treated in a way that glasses are no longer required?

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That you can also get rid of dry eye in the long term?

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That annoying floaters can be removed without surgery?

The floater laser achieves this within minutes in a particularly gentle way.

That age-related macular degeneration can best be stopped early?

The 2RT laser stops AMD at an early stage and can also be used prophylactically. If you have a case of AMD in your family, you should therefore be examined as early as possible.



She's Mercedes is also available in the App Store and on Google Play: mbmag.me/ios mbmag.me/android

We use the innovative navigation software [what3words](http://what3words.com) to pinpoint our visitor tips. The app can be downloaded from the App Store and Google Play. You can learn more here: what3words.com



Cover

Honey Dijon gave us an impressively open interview. This and all other stories were produced in strict compliance with the hygiene measures to contain Covid-19.

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In its fifth year, She's Mercedes magazine reaches readers in 15 different countries worldwide with the current twelfth issue

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The values specified are the determined 'NEDC CO₂ values' pursuant to Art. 2 No. 1 of the Implementing Regulation (EU) 2017/1153. Fuel consumption was calculated on the basis of these values. Electric energy consumption was determined on the basis of Commission Regulation (EC) No. 692/2008. The basis of assessment for the motor vehicle tax may be a higher value. The range was determined on the basis of Commission Regulation (EC) No. 692/2008. The basis of assessment under German electromobility law (EmoG) is determined by another value. The information provided does not relate to one individual vehicle and does not form part of our offer, but is intended to facilitate comparison between different vehicle types.

Further information

on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Guide to fuel consumption, CO₂ emissions and electricity consumption of all new passenger car models", which is available free of charge at all sales outlets and from Deutsche Automobil Treuhand GmbH at www.dat.de.

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START



“I want to find beauty in uncertainty”

Sougwen Chung paints using robots. Why does she combine technology and art?

“Technology and art have always been in my life in equal parts: my mother is a programmer, my father is an opera singer. Five years ago I asked myself what the future of painting could look like. I wanted to challenge myself by working with a robot arm as an artistic collaborator and started programming the system to draw with me. Today, when I’m creating with the robotic “Drawing Operations Unit: Generation 1-2-3” (D.O.U.G.), the technology evolves as the drawing takes form. D.O.U.G. mimics my movements, I mimic the robot’s. The work is spontaneous. I never know what is going to happen. Ultimately, however, it’s not about creating perfect lines. It’s about finding beauty in the imperfect, in the uncertain. That goes for both art and life.”

PHOTOS MICHAEL GEORGE, BRYAN BEDDER/GETTY IMAGES TEXT ROXANA WELBROCK







The keys to the future

Jasmin Eichler is the head of Mercedes-Benz Future Technologies division, where she researches new mobility

Interview by Roxana Wellbrock

Ms Eichler, you are responsible for futurology at Mercedes-Benz AG. How far down the road do you try to look?

We feel that, particularly when it comes to assessing global future scenarios and conducting basic research, we can realistically look 30 to 35 years into the future. There is always a fine line between “too crazy” and “not crazy enough”. The Vision AVTR show car, which was inspired by the film “Avatar”, is an extreme example of pushing the boundaries of our technical knowledge using creative, yet research-based speculative approaches.

What do you consider when looking into the future?

Our team's aspiration is to inspire our company. For example, personally, I'm a big science-fiction fan. Simply pondering the question “How could all this work in the future?” really appeals to me. But as the corporation's research division, we must always also consider whether an idea is really feasible. This is a question I always keep in mind. Pure pie in the sky at

Jasmin Eichler is director of Future Technologies at Mercedes-Benz AG. She was previously responsible for the development of the MBUX entertainment platform. A video of the Vision AVTR show car that Jasmin Eichler mentions in the interview can be found at mbmag.me/visionavtr. More information on Daimler's principles concerning the use of artificial intelligence can be found in the **2/20 Mercedes me magazine**.

this point is just not enough. We must keep an eye on the benefits, measuring technology and innovation by our product improvement and ultimately by the added value we offer our customers.

It is also important not to miss any pivotal trends. How do you go about that?

We have a global network of researchers who have their finger on the pulse: here in Germany, in Europe, in Silicon Valley in the USA, in India, Israel and above all, in China. We also collaborate intensively with university researchers, cooperative partners and start-ups. Our philosophy is to keep far enough ahead of the trends because trends that are almost mainstream are no longer the future.

Even given the most meticulous preparation, how big is the risk of getting it wrong nonetheless?

I feel we have to look at two aspects here: First, fear of embarrassment. There is simply no room for this if we are to move forward boldly. There are so many developments, innovations, and political influences today that are completely out of my control. Errors of judgement can never be completely avoided. Second, we must make the best possible informed decisions. In any given situation, I believe in the wisdom of the many people in our network. Generally, though, it's better to get something wrong once than to miss out on ten opportunities.

One of your projects is called “The Next Green Thing”. What can you tell us about that?

We are working hard on the Ambition 2039 sustainable business strategy, which aspires to a completely climate-neutral new car fleet by 2039. Through our The Next Green Thing initiative, we are now looking for outside impetus that can help us in our efforts to achieve CO₂ neutrality and digitise our products.

The automotive industry is changing. How does Mercedes-Benz deal with the subject of artificial intelligence?

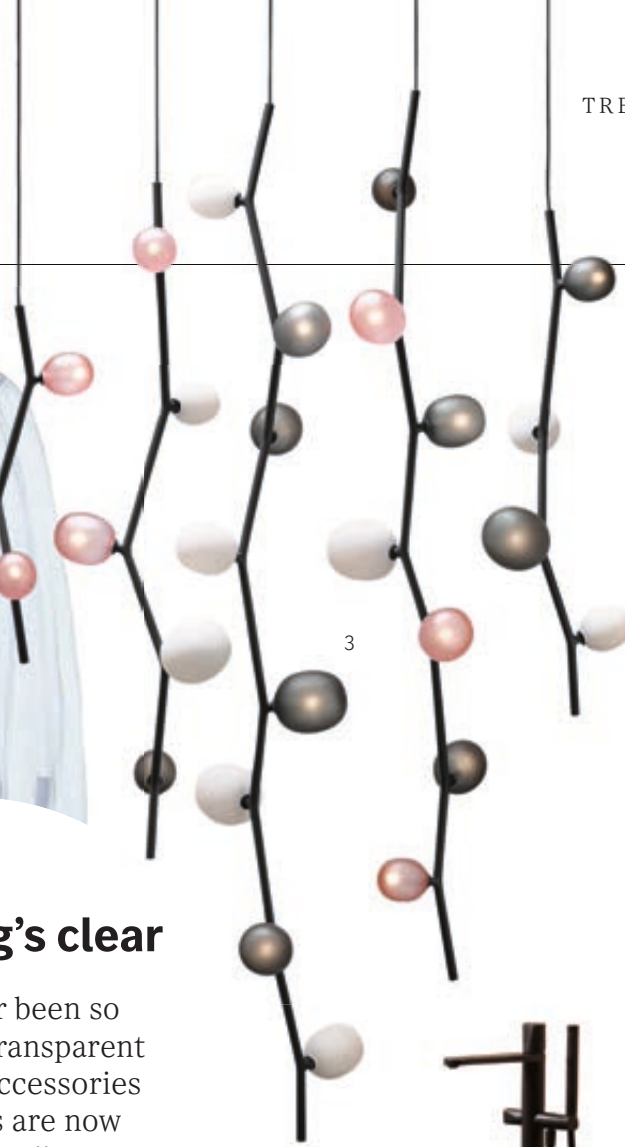
We were the first car manufacturer to adopt AI principles. Because one thing is clear: AI is not an end in itself. If we do use it, then this has to be because it provides real added value. And we need to offer a high degree of transparency in order to promote trust in AI. A lot of this will involve explaining artificial intelligence. As a company founded by engineers, we believe that innovation is the key to a better future. This is why we are so passionate about being innovative and about continuing to have a pioneering role. <



1



2



3



4

Everything's clear

There's never been so much clarity: transparent clothing and accessories made of glass are now enriching our lives



6



7



5

1 The transparent loud speaker made of aluminium and tempered glass will take you back to the heyday of the mixtape, transparentspeaker.com **2** Très chic: the silk blouse by Saint Laurent, mytheresa.com **3** Curtain or light? Lucie Koldova designed the "Ivy" variable light made of smoked glass, brokis.cz **4** Sugar sweet: the "Bon Bon" collection of hand-blown vases and containers by Helle Mardahl, theodeto.com **5** Spa feeling at home: relax in style in the transparent "Reflex" bathtub, antoniolupi.it **6** Chessboard to snuggle up to: the semi-transparent pattern of this cashmere blanket has added hand-cut fringes, oyuna.com **7** Delight in mystical scenes inside this "Nebl" frosted-glass planter, gejst.com

“We’re showing that recycling can be so much more”

Canadians Miranda Wang and Jeanny Yao run the upcycling company BioCellection in Menlo Park, in California’s Silicon Valley. The two 26-year-old entrepreneurs make use of a radically new recycling technology: a method that processes plastics previously considered non-recyclable. How are they able to do this?

Interview by Julia Mengeler



Ms Wang, Ms Yao, what exactly does BioCellection do?

Miranda Wang: We buy and recycle plastic that is considered non-recyclable, opening up a whole new market for the trade in plastic waste – just like the trade you see in glass, paper or metal. By doing this, we create multiple incentives for recycling companies to invest more in their collection and sorting infrastructure, and to increase landfill diversion rate. We are then able to reuse all this plastic that was once thought to be worthless.

How does your technology work?

Jeanny Yao: It works using an oxidation process. We are able to decompose this disposable plastic into chemical components. We then recombine these recycled monomers into performance polymers that have similar properties to petroleum-based ones. This is how we have managed to develop thermoplastic polyurethane, which is a highly elastic material. It can replace leather, rubber and silicone, and is also used for various finishes and surfaces in car

Close friends

Miranda Wang (left) and Jeanny Yao met in high school. They have been working together on their innovative recycling solution for five years now. They have already received awards for their commitment to the environment and a more sustainable future.

manufacturing. We’re showing that recycling can be so much more.

Just how sustainable is it?

JY: Our new material consists of up to 48 per cent of recycled content and achieves a 46 per cent lower carbon footprint than conventional plastics.

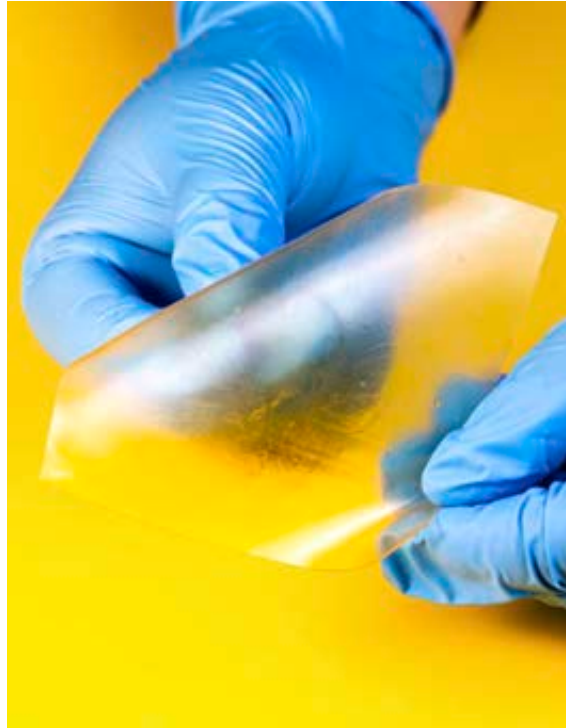
What prompted you to tackle the global problem of increasingly more plastic?

MW: We once visited a waste-transfer station in Vancouver with our high-school class a few years ago, and that was where we realised just how enormous the scale of the problem really is. We stood there in front of these gigantic mountains of plastics. It is difficult to reverse this dynamic, too, since landfills continue to be filled with unusable waste materials as we continue to consume.

Many experts are hunting for solutions.

Did the challenge not seem huge to you?

MW: Yes, it did at first. As we began to do the research,



Recycling evolution

Only around nine per cent of all plastic waste worldwide is recycled. The rest ends up in landfills many metres high – or drifts around in the oceans as “garbage patches”. BioCellection starts well before that point: a chemical process that transforms disposable plastic into a new, elastic form in which it can be processed into new products. The thing that is so unique about this is that while the innovative material has similar properties to freshly produced petroleum-based plastics, it is much more sustainable.

we had to develop the confidence we needed to follow this path – to where we are today. We are 26 years old. Our technology is based on a highly complex chemical process. A ten-person team of engineers and scientists is continually working to make it even more productive.

Where does BioCellection get its plastic from?

JY: From consumer waste. Garbage collection companies transport the waste to materials recovery facilities, which separate out the recyclable materials and resell them. However, recovered packaging plastics have no markets. In the USA, they just end up in landfills. Now, we aim to intervene before that happens. Instead of offloading plastic refuse at a garbage dump, garbage companies would bring it to us for the same price as the disposal fee they would have paid anyway. We clearly add value as well, with an opportunity to turn their waste into attractive, sustainable new items.

What about all the plastic floating in the oceans?

JY: That plastic originally came from land. It was not

simply thrown into the oceans contrary to what most people seem to believe. It gets lost during transport or washes from landfills into rivers, which then carry it out into the oceans. So, as far as we are concerned, we are tackling the problem of marine pollution very effectively and at its roots, albeit in a different way than people would expect – and without needing excavators to fish the waste out of the oceans.

How do you yourself master the balancing act between sustainability and commercial success?

MW: Our business model and technology are designed to solve the plastic problem. The more commercially successful we are, the more plastic waste we will divert and more virgin petroleum we will displace. Consumers are also increasingly demanding sustainability, which can definitely help green technology companies like us to capture larger markets and deliver more sustainable impact. Such pressure from consumers is also forcing traditional manufacturers and other businesses to adopt more sustainable practices.

SALON

Once an outsider, Honey Dijon is now a DJ with worldwide success. She wants her beats to make dance floors a safe place for people who feel different. And to empower them to be themselves

Text by Christine Kruttschnitt

Photos by Robert Rieger

***“The best thing
I’ve done for myself?
Loving myself”***

MUSIC



“First, I had to find out what kind of woman I wanted to be”

Honey has decided to call the time spent in the comfort of her own four walls as a result of the pandemic “home wellness”. “We don’t want to let ourselves get dragged down,” she says in her thoughtful tone, which is as equally suited to reflecting on gender politics and the coronavirus crisis as it is to mocking Berlin cuisine. The very cuisine that led the American DJ celebrity to learn to cook. Before the pandemic, she roamed the world non-stop, entertaining the masses; now she rides her bicycle through Berlin’s leafy woodland district of Grunewald, meditating and swapping the turntable for her dining table in the hip Kreuzberg district.

But she swears she will continue being creative. Honey Redmond, known as Honey Dijon, is an exceptional phenomenon in the international music and culture industry, but not just because as a woman in a young man’s world she regularly caused dance-floor mayhem with her sets. The DJ is also one of the few black music producers in the house-music scene. And: Honey Dijon – who does not like to reveal her age, but often reminds us of her youth in the soul- and disco-crazy ‘70s – is a transgender woman. “Yes, I’m an all-round outsider,” she says with a sigh. She sits in her Berlin apartment (“Where else?”) and admits that despite meditation and a well-stocked bookcase, she sometimes goes up the wall.

Because normally she is on the road doing up to 15 gigs a month. She either spins the turntables in her Berlin home club, the Berghain techno temple, or fills the dance floors in her home town of Chicago, or in New York, Bali, Ibiza, Tel Aviv and London. She loves pressure; her daily routine has to pulsate in four-on-the-floor electro beats, and when she enters her expectant vibrant workplace at night, where thousands of people wait for her signal to dance and party, it feels “like my birthday”. For instance, she would now normally be thinking about her next gig, planning

what she is going to play, how she will get that perfect transition from house to techno. But no. Parties are on hold and home wellness is now the order of the day. And so she talks about what all these hypnotic vibes are based on: nothing less than her very own life. Born the son of a middle-class couple on Chicago’s notorious South Side, Honey – who does not disclose the name she had as a boy – found her sound in the nightclubs of Chicago and New York. Her father was an ardent Marvin Gaye fan, and every Friday, the family invited their friends over to have pizza and enjoy some dancing in their party basement. Honey was allowed to put on the records even as a small child: soul, disco – and then Chicago practically invented house music.

After that, Honey remembers, all hell broke loose in the clubs. Everyone who was not mainstream – and even those who were – went to the clubs and paraded in designer clothes. Back then, everyone added their mix to the party, whether it was their own look, their own way of dancing or their own ideas. For an adolescent who had been teased at school for being different, the club was a magical place, a free space where heterosexual white-majority rules had no place. As an adult, the fascination with going out was, for Honey, being able to come out of her shell. That community experience when everyone is dancing, she explains, makes nationalities just as insignificant as status, money or background. In the club, she muses, your inhibitions disappear and you become the person you have to keep hidden during the day. “Just be yourself! Be a freak, don’t be shy about it.”

As a DJ she tries to do just that: offer her audience a safe place. She plays music that makes people feel comfortable. In the midst of this booming carpet of sounds, it is all about human closeness for her. “Spiritual connection through sound, that’s the greatest thing,” she says. “I want to be a bee in a beehive, >

The DJ used to be on the road a lot, playing up to 15 gigs a week. Now she is often at home, meditating or riding her bike through the Berlin countryside.





“The greatest thing is to connect to others through sound”

where we all hum and groove together.” The fact that she was able to go grooving in nightclubs when she was just twelve was down to her parents’ trust of her. They turned a blind eye as long as Honey stayed at the top of the class. As a child, she collected singles records like a professional, met famous DJs, and learned their tricks and techniques. Although her parents found their daughter’s career goal unconventional, it was no more unconventional than her wish to no longer be addressed as a boy. They were very loving, says Honey. “This is how it is,” said her father.

She definitely does not want to be reduced to the sense she had in her childhood of feeling she was different. She is not a “professional trans woman,” she says ironically; it’s more about her talent at the mixer and her creativity. And yet at the same time, she tries to use her growing stature in the scene and in the media for the benefit of her community. Because trans men and women urgently need to be made visible in everyday life. For example, in her home country of the USA, the transgender community – estimated to be 1.4 million strong – is subject to intense political and physical attacks.

When the DJ steps on stage, she likes to wear leather jackets and plain, distinctly unfeminine outfits; nothing in her appearance or behaviour indicates a desire to pass for a “completely normal” woman, to present herself as “ultra” feminine. She has no time for heteronormative beauty ideals, which trans women in particular often try to live up to. No skin-tight clothes, no high heels. “They are so uncomfortable. I’m on the road all the time so I really do not have time for high heels.”

As a trans woman, she had to reconstruct herself – it was a matter of finding out “what kind of a woman I am and want to be”. She smiles. “Although, don’t we all have to do that?” Deep down, though, she says she knew who she really was. “Don’t listen to other people,” she always said to herself. “Just because someone tells

you something doesn’t necessarily make it the truth.” She just needs to be herself. No matter what other people think.

Last year, the DJ star, already celebrated as a style icon, made her debut as a fashion designer. “I would never have dreamt that a trans woman of colour would get such a platform, it’s huge!” She is bursting with joy. Her label, in collaboration with Japanese avant-garde designer Rei Kawakubo (better known as Comme des Garçons), is called Honey Fucking Dijon. It sounds rude, but actually hardly anyone uses the F-word as casually as Honey.

The leap to the runway was made possible by British designer Kim Jones, who asked her to create the soundtrack for his Louis Vuitton presentations. Since then, Honey has been producing music for Kim Jones’ runway events as well as for many of his colleagues. She has also been sitting in the front row – preferably at the Paris shows, because that is one of her favourite cities.

She has been commuting between New York and Berlin for twelve years. Nevertheless, she cannot bring herself to learn German. Her boyfriend keeps asking her why she doesn’t bother with the language any more. She just laughs. Honey’s expression speaks louder than words as she grins from ear to ear. “My tongue is just not made for these words!”

Sometimes she thinks about the little kid on the South Side of Chicago. At the time, that child had no term for what they were feeling inside; no one knew in those days what “trans” meant. “I never knew anyone like me,” says the great Honey today. “No role models, no mirror images. I was alone.” Today, she wants to take away from all the lonely boys and girls out there that fear of letting go and just being themselves. She is proud to have learnt to accept and love herself in the meantime – “the best thing I have ever done for myself”. <

Honey Dijon wants to hum and groove together with everyone. In the meantime, she expresses herself not only as a music producer but also as a fashion designer.

New sounds

Honey Dijon is one of the most sought-after house DJs. She is currently working on new beats and is in the studio to finish her next album, which will be released in January 2021. She couldn’t have picked a more apt title: “Black Girl Magic”.





Interviews by Verena Richter
Illustrations by Julia Praschma

A good tomorrow

More start-ups by women for women, a different way of working together, more self-determination for children – we spoke about the future, changes and visions with three experts: a trend researcher, an angel investor and a pioneer for a radically new school system



“We will be increasingly focusing on personalised medicine”

Ms Bendz, how do you manage to keep your finger on the pulse of the times?

I often meet up with scientists and founders and continue to educate myself. Science is generating start-ups all the time. This is important, because research findings need to be carried into the world, not filed away somewhere.

And this is exactly what your work supports. What motivated you to become a business angel and help young companies get started?

I was one of the first employees at Spotify. The founders of the music platform hired me as the global marketing director. My task was to make the brand known worldwide. I learned a great deal in that time. I know how to grow a start-up, I can motivate people, and I have a huge network – to recommend employees, for example.

What did Spotify set out to do?

We wanted to democratise music and show that you don't have to own things to be able to enjoy them.

A thought that is gaining more and more traction...

Yes, the younger generation in particular has already tuned in to the sharing principle. That goes for cars, clothes and garden tools.

So, if you were going to start a company today, what would it do?

Something around artificial intelligence, climate change or femtech.

What exactly is meant by femtech?

It's a contraction of the words “female technology”. It covers technology products and applications that specifically address women's health and well-being. One of the best-known examples of these kinds of applications today is the cycle-tracking app.



Sophia Bendz was part of Spotify's founding team. Today, the 40-year-old Swede is one of the most influential female business angels and a partner at venture capitalist firm Cherry Ventures. Her vision for the future? A world that finally is also being created by and for women. A sign on her desk is a constant reminder: “The future is female”.

This sector is growing. Why is that?

We are only now realising how diagnoses for men and women differ. We have designed our health systems predominantly based on the male body. There has been far too little research on the female body. For example, heart attacks are often detected later in women than in men – and this is largely due to a lack of data.

What do you think brought about this imbalance have come about?

The female body was simply not considered as informative as the male body because of its hormone balance. In addition, researchers have historically mostly been men, who, it could be argued, clearly prefer to explore those topics that concern them most personally. How else can it possibly be explained that the speculum – a metal instrument used by gynaecologists and others to examine their women patients – is still in its original design from the 1860s, even though it is unpleasant, hard and cold? There is no reason at all not to make it out of a warmer, softer material. There has also been precious little research on abdominal pain during menstruation. But the good news is that's all changing now.

In what way?

There are start-ups you can find out there that deal with precisely these issues, Daye being a case in point. One of their many innovations is a tampon that contains a locally-acting painkiller. I invested in this as an angel.

Is femtech the future of medicine?

It's certainly a step along the way toward such a future. I do believe our focus will increasingly be on personalised medicine. The start-up Oura, for example, produces a ring with sensors on the inside that monitor our body functions. This function has proven to be very useful during the current pandemic because you can check whether your temperature was raised at night and thus be able to spot possible signs of infection very early.

You are one of only a very few active female investors.

Just three per cent of us are women. This starves far too many start-ups of support in addressing topics relevant to women.

What can we do about it?

Well, one thing would be to make sure that programming becomes a matter of course in school curricula.

What do you want to see for the future?

More female role models and a change in the image of power: a 30-year-old trainer-wearing woman can be an influencer too.

“We will spend our money more consciously and more cautiously”

Ms Buzasi, you are researching things to come. What is the trend that has come as a surprise – even to you?

That cycling shorts made it into our wardrobes! You wear them for the office with a long jacket, in your free time with a crop top.

What about the high-waist jeans that have been popular lately?

That's on ice. Too few are comfortable enough to sit down in for long periods of time, which doesn't make them suitable for working from home. Generally, fewer jeans are being bought at the moment, but jogging bottoms are selling in their place; styles that can also be worn casually and elegantly. Incidentally, we predicted this trend two years ago. Because even before Covid-19, it was clear that working from home would play an increasingly important role in many people's lives and we would need a comfortable working environment and wardrobe as a consequence. Covid-19 has just accelerated and reinforced this development.

That means you take changes in one area and use them to predict future trends in another?

Exactly. We observe social, technical, economic, political, industrial and cultural developments. For example, back in 2015 when President Obama announced a relaxation of travel restrictions for US citizens wanting to visit Cuba, it was clear that the food and design scene in the USA would change. As a general rule: the more data you interrogate, the more accurate the forecast. We comb through social media, research results, advertising, new developments, markdown calculations, consumer opinions and much more. We use a lot of experts in different areas such as interiors, fashion, technology, food, beauty and more to do this.

And do you also talk directly to consumers?

Yes, some of my colleagues were present at the



Carla Buzasi is CEO of WGSN (World's Global Style Network). The global company researches the future and advises companies around the world on the products they should be manufacturing in the coming years. She predicted years ago that working from home would prevail. Maybe that's why she made her home office look so beautiful.

Women's March protest movement rallies to ask women there how they see the future. We learned that the fight against sexism and racism has indeed become a day-to-day issue for us. Here too, Covid-19 acted like a magnifying glass. The Black Lives Matter movement would not have become so huge without the pandemic.

What role do influencers actually play in predicting the future?

All our research shows that influencers do not start trends, but they can help accelerate or push them into the mainstream. Take turmeric: this amazing spice has been used for centuries in certain cultures but has much more recently been adopted by the West as a health-giving superfood. It looks beautiful in Instagram photos and the modern-day hype associated with it is in part due to influencers including it in their posts - especially artfully shot turmeric lattes! It's also a great example of a food trend traversing into the beauty industry with turmeric now used in everything from face masks to foundations. There are also moisturisers with avocado or foundations with kombucha.

You just said it was foreseeable two years ago that working from home would prevail. What else did you predict two years ago?

That we will buy more and more things online. And it is becoming starkly apparent during the pandemic that businesses which previously neglected their online presence now have little chance of survival. So we see large furniture stores gradually disappearing. Instead, we research online, try the furniture out in the showroom and go back online to order it.

The right colour is a clinching factor. What can we expect there?

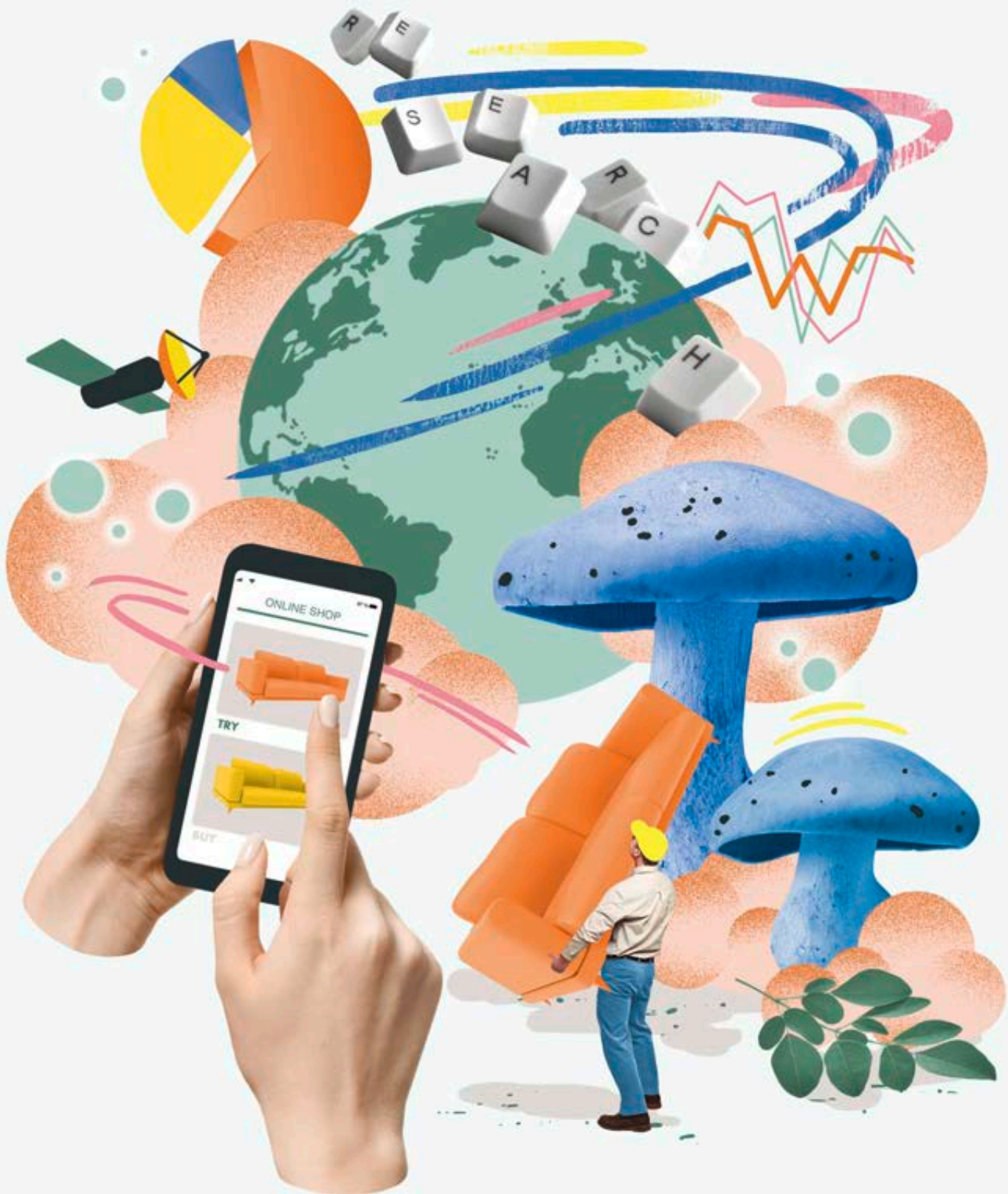
Pastel shades are on the rise because we associate them with calm and balance. Warm terracotta colours are replacing classic beige and bright, light tones such as cobalt blue serve to brighten the mood.

We talked about the turmeric trend – what's the next thing in terms of nutrition?

Foods that strengthen the immune system. Tartar buckwheat from the Himalayas, for example, the African moringa tree leaves and certain mushrooms, which up to now have mainly been used in Chinese medicine because they are effective against inflammation and stress.

What is your general prediction for the future?

We will spend our money more consciously and cautiously, rely on local products, support our community and realise just how much impact an individual can have on the bigger picture, and how much responsibility every person has for their fellow human beings. More consequences of Covid-19, but this time, positive ones.





“Schools will teach children how to become who they really are”

Ms Wilson, what is your vision of teaching in the future?

Working in interdisciplinary projects such as those already carried out at the California school High Tech Middle. The year sevens – twelve-year-olds – built their own playground there. They measured the building site and analysed the statistics. That is their maths course. They worked with architects and Google Sketch and developed 3D models. That is art and computer science. And finally, they delivered their own presentation to an audience. More instructive than any essay.

That sounds impressive. Do you have any other examples?

When a house in the neighbourhood burned down, the children at Columbus Signature Academy decided to rewire it. This was a lesson in empathy, project planning, electrical skills and engineering.

How can you evaluate, for example, “performing” empathy?

We need a new structure for evaluation. We value what we assess. We don't assess what we value. This means: while we want our children to be curious, empathetic, independent and able to deal with conflict, we also want them to be able to deal with their own problems. They don't learn this at school though, they learn content – even if they will never consciously apply this knowledge.

What else bothers you about our education system?

That it doesn't change, even though the world does. That it is still designed as if it had a monopoly on content. But the truth is, it doesn't. Google does. And that academic achievement still consists largely of language, logic and memorising. As a result, children who have other skills and strengths often leave school with the stamp of failure.



Julie Wilson completed her Master in Education at Harvard, focusing on technology and innovation. She has worked as a management coach for over 20 years developing learning programmes, and founded the Institute for the Future of Learning. “The Little Engine That Could” was her favourite book as a child. The message: together, anything is possible.

What needs to change?

It is all about nurturing the child's curiosity. To help them learn in a more self-determined way and to remove restrictions through standardised tests. We also need to reassess the role of the teacher, away from knowledge multiplier to learning coach. Nevertheless, we still hold on to old patterns of thinking: go to school, work hard, get good grades, and you'll go to college. When you're in college, keep working hard and you'll get a good job. However, this model is outdated. It simply does not work for many children and young adults.

This means that we learn to fit in, but not to develop our own personality.

A 14-year-old girl once asked me when she would finally be allowed to do what she wanted. My reply was that I get asked this question over and over again – by 30-, 40- and 50-year-olds. And that no matter how old we get, we all too often put our own lives off until later.

Why do we do this?

Because we are products of an educational system that separates and selects. Play by the rules at school, and you're more likely to be successful. Those who don't already have the odds stacked against them.

What can we do to improve the system?

Strangely, perhaps the current pandemic will actually help us. It demonstrates that our education system is not fit for future purpose. School 2019-style will no longer function for some years to come. And why should we, say in 2023, regress to how we were four years earlier? My hope is that by then a great deal will have changed and developed further for the better.

In what way?

Some schools are already taking other paths, showing what the lessons of the future might look like. The Acton Academy in Austin is one such example. They help children become who they really are. Their mission is to inspire each student to find a calling that will change the world.

What is the teacher's role in this?

They are there to guide the children to become independent. That is why they are not called teachers, but guides. They guide children to solve their problems themselves – instead of providing the answers for them. Studies on 20-year-olds who have grown up with helicopter parents also demonstrate the importance of this. Many are very anxious and do not feel equipped to tackle life.

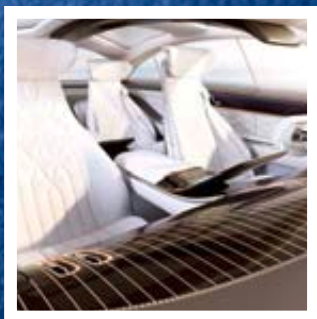
Your wish for the future?

That children learn how important their own thoughts are, and that they really can make the world a better place – even at such a young age.

THE ART OF CREATING SOMETHING NEW

Companies, start-ups and artists are combining fabric with algorithms and using waste to develop innovative materials. Mercedes-Benz already uses some of these versatile materials in its vehicles

Text by Andrea Bierle and Hendrik Lakeberg



SOFT FABRICS MADE OF BOTTLES

What you see here is not leather. Rather, it's sustainable Dinamica® microfibre fabric from the Italian company Miko. Among other things, it is made from shredded PET bottles and recycled polyester. The material is already an established fitting option in Mercedes-Benz vehicles, and is currently being further developed: in future, more than 70 per cent will be from recycling processes – what is known as recyclates. From 2021, the sustainably improved Dinamica® will also be used in select Mercedes-Benz vehicles (small image: interior of the Vision EQS show car).

NEW PERSPECTIVES

are opened up by the alternative materials and innovative techniques, a selection of which we show you here. Some have been tried and tested, even to the extent that Mercedes-Benz already uses them

All round the world, ideas for a more resource-efficient approach to the environment are being tested with more intensity than ever before. The fundamental questions are: How can ecology and economy work in better harmony? How can fossil resources be efficiently replaced by renewable raw materials? Mercedes-Benz has made a clear statement of commitment to becoming climate-neutral by 2039 with its sustainable corporate strategy – Ambition 2039. The brand's vehicles already have a potential recycling ratio of 85 per cent for each passenger car produced – and in that respect, the value-added chain is increasingly turning into a value-added cycle. The quest is on for even more forward-looking solutions; much is happening in the global start-up scene in particular (see also the interview in our “Pole position” on page 14).

Some time ago, as part of its STARTUP AUTOBAHN initiative, Mercedes-Benz Group Research networked with the start-up UBQ from Tel Aviv. In Israel's high-tech metropolis, UBQ has succeeded in converting non-recyclable household waste into a bio-based thermoplastic, a patented material by the name UBQ™. “Our process replaces oil-based plastic resins with a climate-positive thermoplastic composite material,” explains Tato Bigio, co-founder and CEO of UBQ Israel. “It's a kind of super glue that can bond to all materials.”

To his four-year-old son, though, the whole process is nothing short of “magic” – transforming broken toys, leftover food and dirty packaging into a brand-new kitchen table at home. This is how it works: Rather than being dumped in a landfill, the waste makes its way to the UBQ factory. Metals and glass are removed and recycled, while the rest of the waste stream is dried and chopped into a sort of trash confetti. At this point, the UBQ Materials team takes the organic waste and breaks it down to its smallest components, which are then reassembled and bound together with the mixed plastic waste to create the novel UBQ™ material. This climate-positive material can be used

in the manufacturing of thousands of durable products such as flower pots, shopping carts, chairs or car parts, for example. This 100 per cent recycled and recyclable granulate is currently being tested by engineers at Mercedes-Benz AG for potential use in its series production vehicles. Initial results have been very promising.

A fabric called Dinamica® from the Italian company Miko is also made from recycled materials: specifically, from polyester and PET bottles. The bottles are first shredded, then processed into granulate, and finally spun into a thread to produce the fabric. It can produce covers for car seats, for example, which have a suede optic and are used in various Mercedes-Benz models such as the EQC 400 4MATIC*.

Ying Gao's creations look like fashion from another planet. The designer and professor from Montreal combines textiles with technology and also makes garments from PVDF, a particularly durable thermoplastic fluoroplastic which helps save resources. Her designs are programmed to flow when they encounter something foreign, using algorithms from the field of fingerprint recognition.

“Sometimes a fabric looks so light, it is like a visible form of air; sometimes the sound of a voice can bring the garment to life,” says Ying Gao, emphasising the notion that her work is anything but science-fiction fashion. Rather, her chameleon-like garments are intended to reflect the myriad issues and uncertainties of the modern world. She decided to call her last collection “Possible Tomorrows”.

The range of possibilities to make products more sustainable is rapidly growing. And it's already clear: aesthetics and quality are not being compromised.

* Model: Mercedes-Benz EQC 400 4MATIC

Combined electricity consumption (kWh/100 km)**: **21.3-20.2**

Combined CO₂ emissions (g/km)**: **0**

** Further information on page 8



WASTE CAN BE SO CHIC

Where do these granules come from? Leftover food, broken toys and other everyday things that find their way into the household waste. The Israeli start-up UBQ uses these to form a bioplastic UBQ™ in granulate form. This material can be used to make a wide range of things – from flower pots to chairs (see small picture) or even car parts.

TEXTILE MEETS TECHNOLOGY

Ying Gao approaches the fashion of the future in an artistic way. Along with other materials, she worked with PVDF – a thermoplastic fluoroplastic that is considered to be particularly durable – for her “Standing Time” project. It is connected to algorithms and moves as soon as it encounters something foreign. The project explores the limits of what is possible.



WHAT DO YOU ASPIRE TO WHEN LOOKING FOR MATERIALS FOR MERCEDES-BENZ DESIGN, MS GÜNTHER?



“Our goal is to combine sustainability with our design and quality standards”

BELINDA GÜNTHER

designs the surfaces in Mercedes-Benz vehicles as head of Colour & Trim

“Every new Mercedes-Benz model gets a distinctive interior look. This not only includes the formal content, such as the shape of the seats or the position of operating units, but also the materials and compositions with which they are covered or textured. We are talking about surfaces that can be experienced. These can and must differ in feel and appearance, so we can achieve contrasts and exciting looks. An important part of my team’s work is to carefully select them.

Sustainable materials are a very big issue for us. We are constantly developing our expertise, because fortunately a lot is happening in this area. We are seeing opportunities – both in technologies and materials – that are radically new and open up new perspectives. These inspire us as designers, and the fundamental question is: What are the possibilities that these materials offer for our future models?

The high value of sustainability challenges us to rethink things in many ways and to approach developments differently. Mercedes-Benz AG’s decisive goal is to use materials that combine sustainability with our design and quality standards.” <

WHAT DOES MERCEDES-BENZ AG WANT TO ACHIEVE IN TERMS OF SUSTAINABILITY, MS KRÄGENBRING-NOOR?



“We are doing everything in our power to reconcile individual mobility with society and the environment”

JANA KRÄGENBRING-NOOR

is responsible for sustainability, environmental protection and energy management at Mercedes-Benz Cars

“Sustainability is essential for us as a company for many reasons. We are doing everything in our power to reconcile individual mobility with society and the environment. We will reduce carbon dioxide emissions to achieve this, and this is why we are so determined to pursue Ambition 2039: we aim to achieve CO₂ neutrality for our own Mercedes-Benz plants worldwide by 2022, and by 2039 our new car fleet will be climate-neutral. In doing so, we are looking at the entire value chain – from the supply chain and production to the use phase and disposal of the vehicles. We are examining how we can use more natural fibres and recycled materials throughout the vehicle to reduce the primary resource consumption in our vehicles. We have, for example, been making constant progress for many years in the field of recycled and recyclable plastics. Already today, some of our vehicles are fitted with over 100 parts made from recycled materials.

We are also working on resource-efficient technologies and manufacturing processes for batteries, as well as on battery recycling and re-manufacturing concepts, and their reuse in stationary energy storage systems. And we are keeping a close eye on the start-up scene. The goal: to make Mercedes-Benz vehicles as sustainable as possible.” <


Project Geländewagen

Fashion, music, furniture: almost no other recent designer has influenced a young generation like Virgil Abloh. Now, with Gorden Wagener, Chief Design Officer Daimler Group, he has transformed a G-Class into an art piece

Text by Hendrik Lakeberg Photos by Mercedes-Benz AG

< In the reinterpretation of the G-Class, the designer has thought through every detail right down to the tyres.

> Virgil Abloh has a special sense for the needs of our time – both analogue and digital.

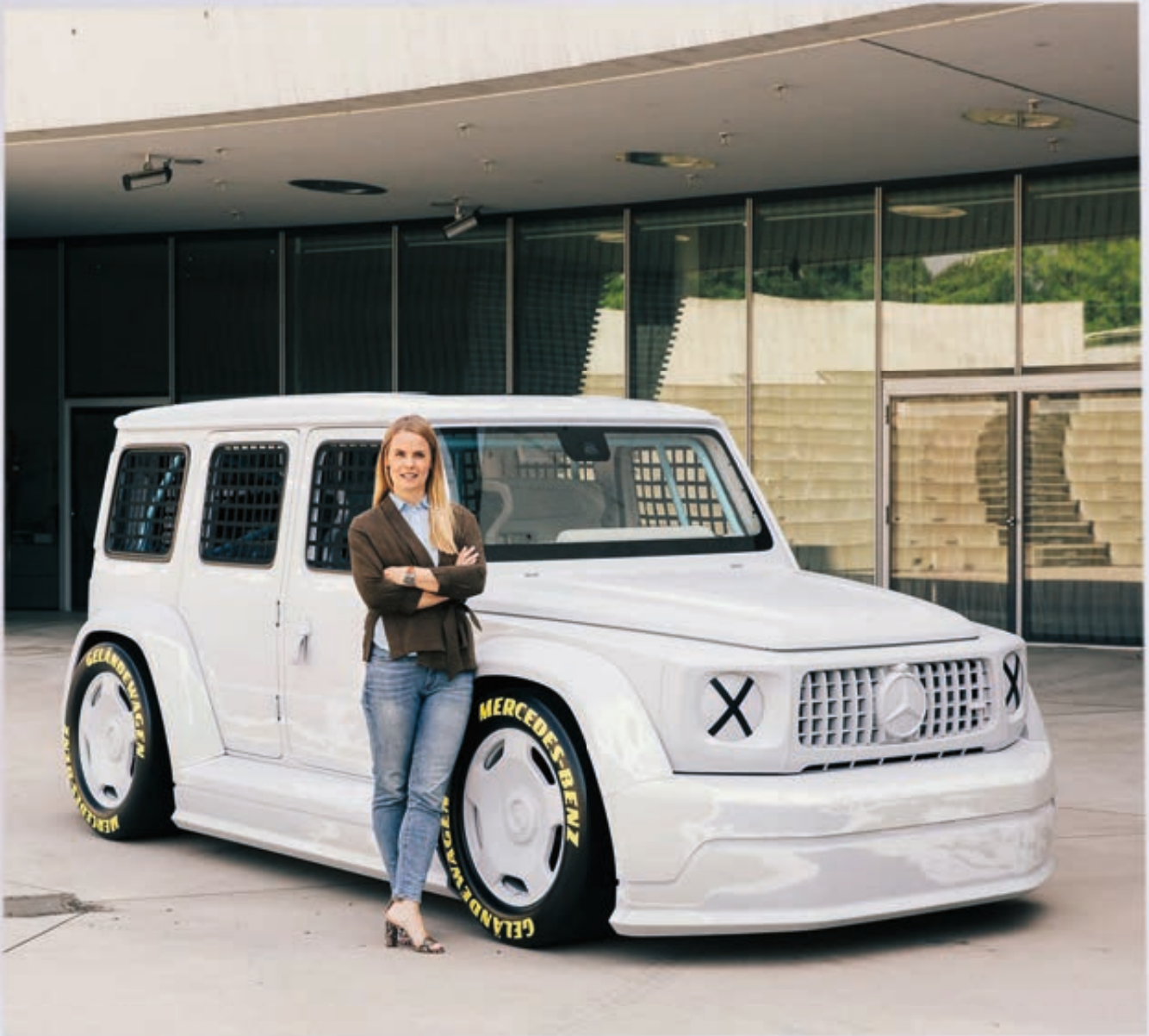


**“For me, the G-Class has always
been the epitome of iconic design and
the result of an impressive
engineering achievement. That’s
the very reason why we decided
to reinterpret this icon”**

Virgil Abloh, designer, artistic director of Louis Vuitton's
Men's collection and CEO of the Off-White fashion label

“Mercedes-Benz is driven by outstanding design, as seen within our products, but it is our passion for culture and capturing the zeitgeist that has enabled us become one of the most instantly recognisable and desired luxury brands today.”

Bettina Fetzner, Vice President Marketing at Mercedes-Benz AG



Virgil Abloh understands just how to go about getting a young generation excited about products. Let's start by taking the example of a small collection of sneakers that first came onto the market in 2017: "The Ten" was the name of the collaboration with a major sports goods manufacturer, for whom Abloh remixed past models that the company had produced. The result: based on the "silhouette", as the shape of sneakers is called in the scene, he modified the original versions in a particular, immediately recognisable way. The shoes were in the characteristic white, combined now with striking typographic elements. The shoes were sold as limited editions, which made them even more sought-after – consumers even had to apply to be able to buy them. The prices when first sold were around €200 per pair. And their value since then has only increased, as Virgil Abloh's sneakers sold out in no time. Their resale value soon well exceeded €1,000, with selected models going for even higher prices.

Collaboration with Mercedes-Benz

Virgil Abloh seemed to crack a certain kind of a code, where he rekindled the passion of an entire generation for sneakers. Above all, though, he recognised just how valuable an iconic product can be for a brand, and how it can become a cultural symbol beyond its initial function. To wear or own them is a mark of connoisseurship and of style. Like a Mercedes-Benz vehicle, Abloh's products are the expression of an attitude. They represent a commitment to quality, good design and the history of the product or brand. This harmony only feeds the desire. And loyalty from customers who have been won over.

The designer understood the principle of how brands work so well that he became a brand himself – with over five million followers on Instagram. He became one of the main exponents of a new form of luxury, which is not only defined by quality and exclusivity, but also by an awareness of the importance of the products – a knowledge of their cultural power to move people. Virgil Abloh successfully used his intuition and skills to found his own label, Off-White, but also cooperated with different brands such as Nike, Vitra and Ikea. He is also artistic director of Louis Vuitton's Men's collection.

Mercedes-Benz AG presented the results of their cooperation with Abloh at a digital launch event on 8 September, which was hosted by Bettina Fetzter, Vice President Marketing at Mercedes-Benz AG. Gorden Wagener, Chief Design Officer Daimler Group, and Virgil Abloh presented a truly extraordinary design sculpture based on a



< Bettina Fetzter, Vice President Marketing at Mercedes-Benz, was with the project from the very beginning.

> The steering wheel looks like a cross between a racing cockpit and game console.

> The colour filler grey dominates both inside and outside. The design is broken up by playful yet strong graphic elements such as red crosses.



G-Class. The model, which has a pronounced, tough exterior that has hardly changed in decades, perhaps still enjoys its great popularity for this very reason. “For me, the G-Class has always been the very epitome of iconic design and the result of impressive engineering achievement,” explains Virgil Abloh. “The vehicle is deeply rooted in our culture – exactly the reason why we decided to reinterpret this icon.”

The result of the design process indeed has much in common with a sculpture. The scratch marks and dents as part of the bodywork are a hallmark of the robust character of this off-road vehicle, but they also refer to the traces the vehicle has left behind in the brand's history. Its name is then also suitably apt: “Project Off-Road Vehicle”. As far as Gorden Wagener is concerned, “a unique work of art” has been created, a vehicle that “represents future interpretations of luxury and a desire for something of beauty, something extraordinary.”

Inspiration in uncertain times

The design project serves as a starting point for what is the exploration of new ways to break up our established notions of luxury. This includes the design, but also the form taken by this collaborative work: being creative together paves the way for new ideas and enables completely new formats and approaches. This is how brands can create unique, unforgettable moments and experiences, something that many people today more than ever associate with the idea of luxury. To give something back to the creative community in these difficult times marked by Covid-19, Mercedes-Benz AG together with Virgil Abloh decided to have a 1:3 scale replica of the design sculpture auctioned by Sotheby's to promote the arts. The framework is provided by the renowned “Sotheby's Contemporary Curated” auction series, which is co-designed by trendsetters.

But it is not only in the design of the G-Class that the human component of the art piece comes shining through – far from it, in fact. “Project Geländewagen is so much more than just a design project,” explains Bettina Fetzter. “We hope it will inspire creativity and cooperation in these uncertain times.” Counted among Virgil Abloh's favourite elements of the car are the car's raw surfaces, which look as if the paint has been sanded. “Our goal was to bring back an awareness for the human touch,” he says. “For the handmade.”

And that, too, is inspiring. Because that which is imperfect not only bears its traces of use, traces of its history; it often also awakens in us the desire to make it whole. Perhaps in the beholder's imagination – or perhaps even as a driver.

< Creative collaboration: Gorden Wagener (left) in exchange with Virgil Abloh

< What's in it is on it: striking typographic elements are typical of Virgil Abloh.

MERCEDES

Mercedes

Celebrating 5 years

Women on the move

She's Mercedes' goal: to **inspire**, bring together and encourage women. And also to exchange information about mobility with them in a variety of ways



Kerstin Heiligenstetter

Head of the She's Mercedes Initiative

"Five years of She's Mercedes – I can say I am enormously proud of that accomplishment. I still remember exactly how everything started in autumn 2015. The excitement of bringing about something new, but also the uncertainty around how our initiative would develop.

Our goal was clear from the outset: to inspire, connect and empower women. We want to introduce the beginner to the entrepreneur, the executive to the creative. Because as an initiative – and also as a company – we firmly believe in the ideal that people of different

ages and backgrounds can move forwards by engaging with each other. And you can make more progress together, either in a team or a network.

What would I wish for the future? For our initiative: that it continues to grow so we can use it to get even more women worldwide excited about mobility and our brand. And personally: that everyone finds the courage in their everyday life to never stop, to keep asking themselves and others questions, not to settle for the status quo. For that is what it takes to keep improving and to bring forth the new."



A holistic initiative

Mercedes-Benz has been engaged in an intensive dialogue with women worldwide since 2015 through the She's Mercedes Initiative: In more than 70 countries, women can network in online communities and at networking events and take advantage of mentoring opportunities. They find inspiration and information in the She's Mercedes magazine, on the website and social media channels. The initiative also organises training for sales staff, promotes female sales professionals and drives the development of services and mobility services.

We love learning!

Dubrovnik, Croatia

Ibiza, Spain

Dresden, Germany

What is particularly important to women when buying a car or visiting the workshop? Just how important are their individual needs when buying products and services? One of the She's Mercedes central objectives is to sensitise Mercedes-Benz's international sales and service experts to issues such as these. To set about doing this, the initiative has attended the global Mercedes-Benz Global Training Experience once a year every year since 2015. Participants from around 70 countries have the chance to expand their current knowledge of various brands, products and the retail industry here in workshops that last several days. The organisers use interactive training formats in conjunction with individualised training sessions to focus on the topic of "Women and Cars" in the sales organisation's qualifications.



Britta Seeger

Member of the Board of Management of Daimler AG and Mercedes-Benz AG, responsible for Marketing and Sales

“She’s Mercedes aims to inspire and network women and enable them to exchange experiences across industries and cultures. As a company, we learn through dialogue what customers expect from mobility and can respond to their wishes in a targeted way. Congratulations to the team on their fifth anniversary!”



Britta Seeger was on the cover of She's Mercedes magazine in 2017. We were able to interview her as a newly appointed board member.



What a driving experience!

Brescia, Italy

More than 400 classic cars hit the road once a year to drive from Brescia to Rome and then back again. She's Mercedes took part in the fun with a ten-woman team in the Mercedes-Benz Mille Miglia Challenge. The drivers, in a total of five G-Classes, completed the 1,600 kilometres through Lombardy, Emilia-Romagna, Tuscany and Umbria within four days. One of the highlights of the adventure was the evening procession through Rome, accompanied by attentive carabinieri and cheering residents. But far and away the most important thing to the team members was this: the message that motorsport is not primarily about winning. It is more about the shared experience as a group.

Global cohesion

Over the years, She's Mercedes has grown into a global community. One of this initiative's main objectives is to **connect** women with different backgrounds

Tradition and modernity

Beijing, China

China is one of the most active countries in the She's Mercedes community. One of the initiative's most special events was the trip to the world heritage sites in the Yunnan and Guizhou provinces. Designers and fashion bloggers from the big cities visited women in rural areas.

The objective was to swap ideas regarding working with textiles technology and traditional handicrafts. The women from the provinces were able to demonstrate their amazing skills. The meeting is part of the "Female Dream" programme as part of the World Heritage Site Sustainable Livelihood Project, which Mercedes-Benz founded in partnership with Unesco to mark International Women's Day 2019. It is intended to encourage the female inhabitants around World Heritage sites to become even more independent.



"Visionary future topics, courage and self-esteem"

Bettina Fetzter is Vice President Marketing Mercedes-Benz AG

"She's Mercedes offers women the opportunity to get to know the Mercedes-Benz brand in a completely different way. We enable an open and creative exchange on visionary future topics, courage and self-esteem in the form of a community. In this way, we are also promoting discussion regarding our claim to develop Mercedes-Benz into an approachable and luxurious 'love brand' that is attractive to men and women in equal measure."

The whole world of She's Mercedes

The initiative's achievements so far: five years in five figures



1,202,000

people reached by the initiative through its social media channels

75

countries where She's Mercedes offers events and more

1,000

events organised around the world since 2015

12

editions of our magazine have already been published

125,000

members belong to the She's Mercedes community in China alone

Connect with us

We are also celebrating our birthday online. Follow us on our social media channels and check out the She's Mercedes website for more highlights and a wide range of exciting new formats.

Website:

mbmag.me/shesmercedesWEB

Instagram:

mbmag.me/shesmercedesIG

LinkedIn:

mbmag.me/shesmercedesLI



Hej me Convention!

Austin, USA
Stockholm, Sweden
Frankfurt, Germany

She's Mercedes proudly supported the me Convention – the annual Future Lab, which is a result of the cooperation between Mercedes-Benz and South by Southwest® (SXSW®) – by organising its own events every year. The me Convention has a strong dedication to providing a stage for ground-breaking ideas for society and business as well as the future of our planet. In 2019, one of the events that She's Mercedes hosted was a panel talk, the members of which were science-fiction author Sheree Renée Thomas (1, centre) and Bettina Fetzter, Vice President Marketing at Mercedes-Benz AG (4, standing). Together they discussed the topics of the future of mobility, social sustainability and female leadership.

Ola Källenius

Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG

“Strong women have shaped our brand right from the start: the very name ‘Mercedes’ is traced back to a woman. And it was Bertha, the wife of Carl Benz, who made the first long-distance ride in an automobile. Following this tradition, equality and diversity are still firm pillars of our corporate strategy today – and an important ingredient in our recipe for success in the future. I am delighted that She's Mercedes has grown into a global network and wish them a very happy fifth birthday”



Together for more independence

She's Mercedes offers women a space that opens new perspectives and **strengthens** them in their ambitions – with coaching offers and mentoring sessions

Find out what you are made of

Taipei, Taiwan

“Challenge Days” – what exactly lies behind this name? The focus of the event was all about challenging yourself. Approximately half of all women in Taiwan have a driving licence – and 30 per cent are afraid to drive themselves anywhere. One reason for this is the adverse public perception. That's why She's Mercedes brought novice drivers together

with female racing professionals as well as influencers and let the 20 participants explore the city while enjoying a completely new feeling of safety – in Mercedes-Benz models. The objective? To finally overcome the fear of driving a car, to discover inner strengths and, in doing so, to ultimately become even more independent.



Encounters in the desert

Marrakech, Morocco

Intercultural understanding strengthens solidarity and develops potential. With this conviction, the initiative went to Marrakech with the Abury Foundation. As well as in-depth presentations, e.g. by the Olympic champion Nawal El Moutawakel (left), the 15-or-so participants from different cultural backgrounds also visited the Abury Foundation School in the Atlas Mountains. A very special experience!



Women, start your businesses!

Berlin, Germany

There are still far fewer companies founded by women than by men, although it has been shown that women-led start-ups are more profitable. The Grace programme, in which She's Mercedes has been involved since its launch in 2018, is aimed at future female entrepreneurs. They learn over the course of a two-week summer camp exactly what they need to do – from brainstorming to getting the perfect pitch. Experienced coaches, mentors and experts give them feedback. Female founders share their personal experiences and founding stories during the She's Mercedes Inspiration Journey. This year, 15 ideas in all were further developed and then presented to the jury at the Grace Demo Day. The winner of the Grace Summer Camp 2020 is Luise Walter, who presented her product LUI, a mobile application for neuro-centred training.

Renata Jungo Brüngger

Member of the Board of Management of Daimler AG and Mercedes-Benz AG, responsible for Integrity and Legal Affairs

“She’s Mercedes inspires women to dare more and take on new challenges. I personally like to take the time to share my experiences, because I think it is important to encourage others – in the business world and beyond. I look forward to seeing what new directions She’s Mercedes will embark on next. Happy anniversary!”



Renata Jungo Brüngger spoke in 2019 in She’s Mercedes magazine about the opportunities and challenges of new mobility and about courage at work.



PHOTOS MERCEDES-BENZ AG

Sporty fun

Augusta, USA

How do you overcome borders? What can experiences in sport teach us that applies to our professional life and in society as a whole? Sarah Thomas (left), the first female referee in the NFL, and sports reporters Charissa Thompson (middle) and Michele Tafoya (right) talked about this and more – obviously having fun despite the rather serious topics. The She’s Mercedes Initiative invited the three experts along with numerous guests to the Augusta National Women’s Amateur Championship. The 72 best amateur female golfers in the world battled it out in the competition in the US state of Georgia. The initiative often uses such sporting events as these to hold panel discussions that address matters of performance, passion, fairness and the position of women in sport.

GLC

Infectiously cheery: Jessica von Bredow-Werndl at the wheel of a GLC

> Firmly in the saddle: she has dedicated herself to horses both as an athlete and a businesswoman.

Discipline and commitment

Jessica von Bredow-Werndl is among the best dressage riders in the world. The businesswoman trains her horses herself and has a clear concept of leadership: instead of simply having the animals obey, she wants them to develop their strengths. We paid Bredow-Werndl a visit with the new GLC

Text by Jelena Pecic Photos by Regina Recht

Model
Mercedes-Benz
GLC 300 e
4MATIC

Weighted CO₂
emissions (g/km)*:

56.0-50.0

Weighted fuel
consumption
(l/100 km):

2.4-2.2

Weighted electricity
consumption
(kWh/100 km)*:

16.7-16.5

Engine size (cc):

1,991

Gearbox:

automatic

System performance
(kW):

235

Maximum speed
(km/h):

230

Acceleration
(0-100 km/h):

5.7 s

* For further information,
please see page 8



For further infor-
mation about the
car, please scan
the QR code.
mbmag.me/glc





Things are hustling and bustling at the Aubenhausen estate, located just under an hour's drive from Munich. We see hay being pitched into wheelbarrows, horses being led out to pasture. We pass a dressage arena and a race track. And everywhere there are stables, with horses peering curiously out from them. The sun is warm, and the Alps are in full view: a scene almost too good to be true. The woman who created it all parks her polar-white GLC 300 e plug-in hybrid and greets us cheerfully through the car's open window.

Dressage rider Jessica von Bredow-Werndl and her brother Benjamin Werndl, also a dressage rider, took over the estate from their parents ten years ago. Von Bredow-Werndl is clearly proud of her parents' achievements, proud of her employees, and of her

50 horses, some of which boast world-class dressage credentials. The Aubenhausen estate is very much a family project. And the sense of cohesion that abounds here is among the keys to its success.

"I feel deep appreciation for all that I have here," says von Bredow-Werndl as she shows us around, introducing the horses to us by name and stopping occasionally to discuss an urgent task with an employee. Though she is known in equestrian circles as an accomplished dressage rider, the Aubenhausen estate is clear proof that von Bredow-Werndl is also a successful businesswoman. In addition to training dressage horses and riders all the way up to Grand Prix level, she has 18 employees to supervise. And she is also a mum. Her daily life is intense, she explains, "but I love it that way." She then goes on to tell us: "Once >

With the GLC in quiet electric mode, she takes us on a tour of the idyllic countryside surrounding Aubenhausen estate.

< "Riding is my true passion," explains Jessica von Bredow-Werndl.

Mercedes *me*

**Out and about with
the Mercedes me
App and Mercedes
me Charge**

The **Mercedes me App** tells you about all the charging stations located in your area, offering you even more efficient route planning including charging stops via navigation with Electric Intelligence.

Mercedes me Charge gives you access to one of the largest public charging networks in Europe. Invoices are sent monthly – automatically and transparently.

The **Mercedes me App** also lets you set a comfortable temperature in your Mercedes on departure; set the program for air conditioning in summer and the parking heater in winter – conveniently via the app. Curious? Find out more at: **mercedes.me**



Scan the QR code
to learn more.
**mbmag.me/
mercedesme**

GLC 300 e 4MATIC: THE VERSATILE PREMIUM SUV

The GLC is in its element in almost any kind of terrain. The mid-size SUV intelligently combines functionality and agility with cutting-edge design. Its spacious interior provides utmost comfort and functionality. An all-rounder at heart, the GLC 300 e 4MATIC is the ideal choice for those who want to

drive a versatile premium SUV but are at the same time keen to promote sustainability. Its combined fuel consumption of 2.4 to 2.2 litres and low CO₂ emissions of only 56 to 50 g/km speak for themselves.

mbmag.me/glc



I have put my son to bed in the evenings, I go out to my horses to put them to bed too, so to speak.”

Von Bredow-Werndl was only 16 years old when she won her first European Championship. A lot has happened since then. As we sit in the GLC, gliding almost silently through the picturesque Upper Bavarian countryside near Rosenheim (von Bredow-Werndl loves the peace and quiet of the electric drive), she shares some of her memories with us. After completing her degree in marketing and communication, she took over the management of the Quest Club, a sports club belonging to the family company. Until she was 25, she split her days between work and horse riding. But this meant that she could not dedicate herself fully to either and, upon transferring to senior competition, she was unable to continue the international success she had

enjoyed as a junior. “For five years I suffered one failure after another, which eroded my self-confidence.” Von Bredow-Werndl was on the verge of giving up competitive sports when she encountered a coach who helped open her eyes.

“I was good at my job and, unlike in competitive sports, was at no risk of failing at it. I also really enjoyed my work,” she says, “but I knew that riding was my true passion and that I could only excel at it if I gave it my full attention.” So she gave up her studio management role, invested in a few young horses and set about training them herself. “Back then I set myself an ultimatum: I’m going to go all-in with the horses and, when I hit 30, will assess whether it was all worth it.” But she already had her answer at 28, when she was selected to join the German competitive >

A look outside: the businesswoman does her bit to promote environmental protection and sustainability.



① Lake Chiemsee

Prien on Lake Chiemsee is a health resort on the western side of the lake. It is the ideal starting point for hikes and bike tours in the region.

[w3w.co/scram.sculptor.listed](https://www.w3w.co/scram.sculptor.listed)



② Hotel Gut Ising

Hotel Gut Ising, located on the eastern side of the lake, offers its guests a varied and relaxing programme of sports and spa treatments.

[w3w.co/quirky.authors.proposition](https://www.w3w.co/quirky.authors.proposition)



③ Giuseppe e amici

Indulge in Italian cuisine: the Werndl have been friends with restaurateur Giuseppe Tedesco for many years.

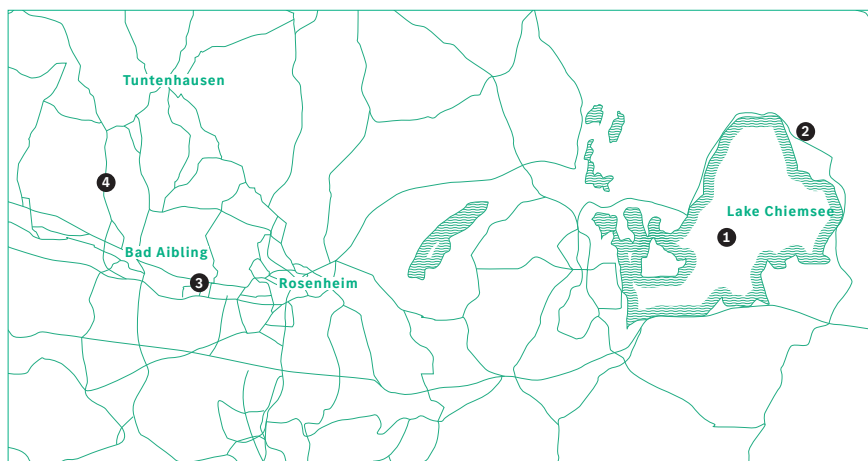
[w3w.co/fellow.curries.trousers](https://www.w3w.co/fellow.curries.trousers)



④ Schloss Maxlrain

This Renaissance castle located close to the Werndl family's estate is like something from a fairytale.

[w3w.co/tops.trims.capable](https://www.w3w.co/tops.trims.capable)



what3words is a simple navigation system that lets you accurately pinpoint any place in the world using just three words. More information on page 8

team. Today, von Bredow-Werndl (34) is a member of the World and European Championship-winning team and, together with her mare Dalera, ranked third in the world.

She sees the holistic approach she takes to horse training as one of the reasons for her success. She describes herself as painstaking and a perfectionist. "Making sure the horses are motivated is what's most important." The horses' well-being clearly has a top priority. The animals are taken out four times a day and spend a lot of time in the fields. They are also allowed to play around during training sessions. "I want the horses to love me, not obey me," explains von Bredow-Werndl. "I want them to want to get things right for me. And this can only happen if I respect them, motivate them and give them enough time to

recover." She compares her horses to children whose talents need to be individually cultivated, whose achievements need to be rewarded.

Back at Aubenhausen, she parks in front of a row of horse trailers and jumps out to quickly discuss the logistics of the next tournament with her brother. The estate and its horses are not her only projects. She was recently part of an initiative to develop vegan riding boots, and has her first book coming out this autumn. She also wants to use her high profile to campaign for animal welfare. And then there are the gold medals that she still has her sights set on.

When competing, von Bredow-Werndl makes dressage look so easy that you forget about the intense physical effort that it involves, and the patience, energy and focus that are necessary.



The magazine is also available in the App Store and on Google Play:
mbmag.me/ios
mbmag.me/android



Mother to a toddler, her daily life is intense. "But I love it that way," she explains. The two like to visit the horses in the stables. Here they are with Zaire.

IN THE RHYTHM OF A NEW ERA

Mercedes-Benz AG is opening one of the most modern car factories in the world – Factory 56. The new production facility in Sindelfingen rewrites the rule book – CO₂-neutral operation and fully networked. A tour of discovery

Text by Hendrik Lakeberg Photos by Mercedes-Benz AG



Factory 56 -
where the new
S-Class is built

Ulrike Graze was closely involved in Factory 56's conception. One of her main priorities was for employees of the future to take centre stage. She has been heading a new project since October 2020.

We are here in the car factory of the future, which at first glance still looks familiar enough. Keeping the required minimum social distance, Ulrike Graze greets an employee who is assembling the cockpit in a new S-Class. A slightly raised screen hanging on the wall shows the current production progress. They both take a look at the display and chat about the state

of production. The employee then turns back to the vehicle. Graze, who was in charge of S-Class assembly until October 2020, approaches us through the high, bright hall with a smile.

"Interaction between colleagues is very important to me," says Ulrike Graze. "I firmly believe that getting along with one another well makes for better results. And it's always exciting to find the solutions

together." All this with vehicle quality in mind.

Best possible working environment

With the new Factory 56, Mercedes-Benz AG is setting new standards for automobile production in the age of Industry 4.0. Production in the ultra-modern factory is digitalized throughout, networked and therefore extremely flexible. State-of-the-art software



PHOTO FAR LEFT ANDREAS REEG

“Focusing on the employee was crucial from the start with Factory 56”

Ulrike Graze, Mercedes-Benz AG

infrastructure and faster data transmission in the 5G mobile network, which some areas of Factory 56 are fitted with, are just some of the innovations that make it all possible. Smart devices and

big-data algorithms mean the intelligent networking of man, machine and industrial processes can happen on an unprecedented scale. This makes vehicle production more dynamic – and gives

employees the best possible working environment.

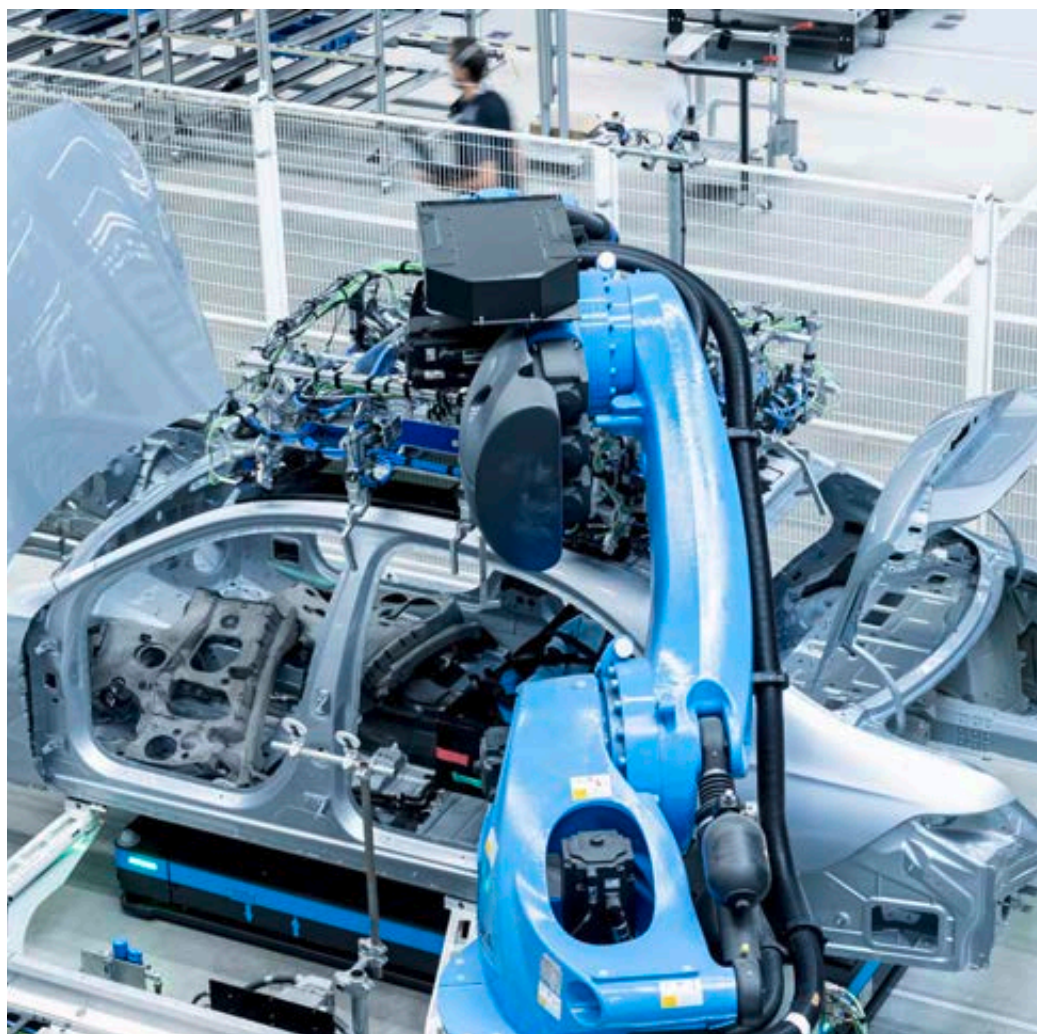
We meet Ulrike Graze just a few days before the opening on 2 September for a sneak preview behind the scenes of Factory 56, the most modern Mercedes-Benz factory in the world. The production lines extend over 220,000 square metres, with 1,500 employees working in two shifts. Among the materials used to construct the building is recycled

concrete. The roof system will in future become a green oasis and has a photovoltaic system that supplies the production hall with self-generated electricity. The factory is CO₂-neutral. “Our Environmental department is on a never-ending quest to come up with creative ways to make even more areas green,” explains Graze, who has been involved in Factory 56’s construction from the very start. The factory >

< A photovoltaic system has been installed on the roof of Factory 56 to supply the factory with electricity.

< The intelligent networking of man and machine means Factory 56 offers employees the best possible working environment.

> A new S-Class has its roof fitted. Just like Factory 56, this luxury saloon also puts digital pioneering spirit in the spotlight.



Dr Jörg Burzer is responsible as a member of the Board of Management for production and supply chain management. The 50-year-old thinks Factory 56 has enormous potential: “We will gradually integrate our learning into our factories around the world.”

“Factory 56 is our most modern automobile production facility anywhere in the world – flexible, digital, efficient and sustainable. Mercedes-Benz is making the factory of the future a reality today”

Dr Jörg Burzer, member of the Board of Management at Mercedes-Benz AG, Production and Supply Chain Management

is a kind of proof-of-concept project for Mercedes-Benz AG. “When we were planning Factory 56, it was crucial right from the outset that employees be the focus of attention,”

emphasises Graze. There are many innovations designed to support them in their work within the factory. Work on the assembly line, for example, has been designed to

promote a healthy life balance among employees.

We walk through the factory together to the soft whirring noises of transport robots driving through



the hall. Controlled via data transmission, they supply the production stations with the precise parts for assembly. They are controlled by MO360 (short for Mercedes-Benz Cars Operations 360) – a digital production ecosystem developed by Mercedes-Benz. “This is the beating heart of Factory 56,” says Jörg Burzer. For example, MO360 optimises production control and also gives

each employee real-time information and guidance on each activity.

Maximum transparency in a highly digitalized automobile production makes for maximum flexibility. “If demand changes, all Mercedes-Benz model series can be integrated into current production at the shortest possible notice,” explains Jörg Burzer. The spectrum ranges from compact vehicles right up to

SUVs, from the latest electric drive to the traditional combustion engine.

On the way back to the main entrance, we watch as car doors glide purposefully through the hall where they are to be mounted at their designated station. It is an elegant rhythm in which people and machines in Factory 56 seem to move together in perfect harmony. The rhythm of a new era. <

Listen now! “Let’s talk Mercedes” – the new podcast from Mercedes-Benz provides insights and background information from the brand’s world and picks up on a wide range of mobility aspects. An interview with Jörg Burzer and Ulrike Graze about Factory 56 is just one example: mbmag.me/letstalkmercedes

<
Employees can exchange on-screen information about the status of the entire production process.

<
Components glide through the halls on transport robots on their way to the correct assembly station.

>
Employees’ needs are central at Factory 56.





With all senses

What does today's automotive luxury really mean? Mercedes-Benz has the answer in the new S-Class. The seamless combination of aesthetics and technology creates a unique ambience that sensitively meets passengers' wishes

Text by Julia Mengeler and Hendrik Lakeberg
Photos by Mercedes-Benz AG



At once opulent and minimalist: the large central display is ergonomic and can be operated intuitively.



Comfort zone for working, thinking or relaxing: the rear seats of the S-Class

Sovereignty, elegance and dynamics: the magnificent exterior of the new S-Class



The newly developed door handles electrically extend out when the driver approaches with the key or swipes it.

The S-Class has always represented the singular fascination of Mercedes-Benz. This luxurious saloon masterfully and deftly combines technical precision with the finest materials available and adds a healthy dose of technological pioneering spirit for good measure. "With the latest generation we want to offer our customers innovation, safety, comfort and quality as never before," explained Ola Källenius, the chairman of the Board of Management of Daimler AG and Mercedes-Benz AG, on the occasion of the digital world premier in the brand-new high-tech Factory 56 (read more on p. 56).

The brand with the star has once again raised the bar even higher with the new S-Class model: it is designed to make the lives of drivers and passengers as easy and worry-free as possible. It invites you to turn your focus to what really counts the most – it "cares for what matters", as Mercedes-Benz puts it. The central issue here is without a doubt vehicle digitalization: this is plain to see in the technological architecture and the way the interior of the car is designed to focus on the wishes and needs of both the driver and passengers. Human and machine in close contact with each other by means of touch, speech or with the assistance of gesture control. An elegantly placed touch screen in the cockpit acts as the beating heart of this operating concept.

Vibrating and dynamic

The generous 12.8-inch central display with the particularly energy-efficient OLED technology responds to touch with a gentle vibration. The multifunction steering wheel also reacts to the gentlest of touches. Sensors detect the movements of the fingers. The design language of the central display evokes a waterfall-like dynamic that seems to flow through the entire interior design.

Two further highlights provide digitally enhanced sensory perception in the cockpit: firstly, there is the 3D-capable combination display behind the steering wheel, which can create an optical depth effect of 1.5 metres if desired. The second is the augmented reality head-up display. This AR technology projects direction arrows and lane lines into the real environment and supports the driver with a range of additional information.

Mercedes-Benz is also taking safety standards to the next level: its state-of-the-art driver assistance systems are perfectly matched to the needs of the driver. They work unobtrusively and yet can recognise when the driver really needs assistance.

Exciting feel-good experience

The MBUX infotainment technology almost invisibly adopts the design and architecture of the interior.



“Modern luxury takes a leap to the next level in the interior. The designers have created a feel-good ambience characterised by elegance, high quality and lightness,” says Robin Bittner, S-Class product manager. The digital technologies blend seamlessly with analogue authenticity.

Mercedes-Benz is also focusing in particular on the passenger experience. MBUX makes its debut in the rear seat section of the new S-Class, staging the ENERGIZING comfort programs in a completely new way: ambient lighting, music in 4D sound quality as well as a discreet scenting and massage function

transform each individual seat into a personalised oasis of luxurious well-being. In this way, the new S-Class takes the automotive luxury experience to a whole new level.

Listen in now! “Let’s talk Mercedes” – the new podcast from Mercedes-Benz provides insights and background information from the brand world and picks up on a wide range of topics on mobility. There are three episodes about the new S-Class. The focus is on luxury and well-being, maximum safety and comfort. Subscribe to the “Let’s talk Mercedes” Mercedes-Benz podcast at:
mbmag.me/letstalkmercedes

An elegant performance: the clear design language is also reflected in the exterior of the S-Class.

All-rounder

The new E-Class combines design, comfort and efficiency: the Mercedes-Benz E 300 de T* consumes 1.6 litres of fuel per 100 kilometres. What else makes the E-Class stand out? An overview in figures

Up to

1,660

litres of storage space are available in the T model once the three-way split-folding back seats are collapsed. Even among the latest generation, the E-Class T model is still a space-saver

42

g combined CO₂ emissions per kilometre make the E-Class T model one of the most efficient vehicles in its class

14,000,000

vehicles in this series have taken to the roads since 1946



Private charging station

Charge the E-Class quickly and conveniently: The Mercedes-Benz Wallbox Home is the charging option for your home. This compact electric charging station with attached cable charges plug-in models safely and much faster than household sockets.

mbmag.me/wallbox



* Mercedes-Benz E 300 de T

Weighted combined fuel consumption (l/100km):	1.6
Weighted electricity consumption (kWh/100km):	16.1
Combined CO ₂ emissions (g/km):	42

See page 8 for more information on the measuring process

** Optional fittings

Up to

55

kilometres is the distance the Mercedes-Benz E 300 de T can travel on electricity alone – more than enough for most everyday trips

10.25

inches is the size of the two fully digital displays in the cockpit, making the new generation of MBUX easier to use than ever before

84

individual high-performance MULTIBEAM LED headlights guarantee focused light distribution in many traffic situations**

PHOTOS: MERCEDES-BENZ AG

The most versatile series from Mercedes-Benz

With the newest generation of E-Class models, Mercedes-Benz has added a diesel plug-in hybrid to its product range. In addition to that, the new E-Class is also highly versatile in terms of design: in the AMG or Avantgarde line, the elegant T model is transformed into a sporty go-getter. Lovers of the sophisticated classic design will find it in the Exclusive line.

Which E-Class is right for you?

Find out and discover the versatility of the E-Class for yourself with just a couple of clicks: the Mercedes-Benz configuration tool enables you to put together the exact vehicle you want and need. Go online to find out more about the equipment concepts and lots of interesting extras and packages. Curious? Give it a try: **mbmag.me/e-class-configurator**



Scan QR code for more information.
mbmag.me/e-class

Completely versatile

Text by Jan Wilms

Seven seats, compact dimensions, plenty of high-tech: Mercedes-Benz brings new flexibility to the compact SUV class with its GLB. Entrepreneur and “Miss Germany” Leonie von Hase tries out the model that will be the perfect companion in her everyday life: for her professional obligations, her family – and, of course, some off-road adventures



Model Mercedes-Benz GLB 250 4MATIC

Combined CO₂
emissions (g/km)*:
168-162
Combined
fuel consumption
(l/100 km)*:
7.4-7.1

Engine size (cc):
1,991
Fuel:
Premium petrol
Gearbox:
8G-DCT
(automatic)
Nominal capacity
(kW in rpm):
165/5,500-5,500
Nominal torque
(Nm in rpm):
350/1,800-4,000
Maximum speed
(km/h):
236
Acceleration
(0-100 km/h):
6.9 sec.
Emission class:
EURO 6D-ISC-FCM

*For more information
on the measurement
procedure, please see
page 8

“Does this have four-wheel drive?” asks Leonie von Hase as she approaches the Mercedes-Benz GLB 250 4MATIC. “Oh, that’s perfect. I first learned to drive in off-road vehicles – when I was ten.” This little anecdote makes it clear: Miss Germany 2020 is exceptional in many ways. Leonie von Hase grew up on a sheep farm in Namibia, went on to study in Cape Town, and then moved to Germany in her 20s. Two additional

attributes also make her a very special beauty queen: she is the first mother and, at 35 years old, the oldest winner of the coveted German title. Furthermore, she is also an entrepreneur: her German-based company, The Leonie Store, operates an online vintage fashion shop.

The GLB also embodies a reinterpretation of the traditional. At once highly spacious and elegant **5 8** >



it has larger G-models in its design DNA ❶❷, along with a host of digital technologies ❸ – from the “Hey Mercedes” voice control to its optional navigation with augmented reality.

As the first compact-class SUV to come from Mercedes-Benz, the GLB can be equipped with a third row of seats upon request. This can be folded up from out of the floor of the boot and offers comfortable

seating for passengers up to 1.68 metres tall. The GLB also has two Isofix connections for adding child car seats on the second and the optional third row of seats ❹. And when Leonie von Hase wants to transport her stock, any luggage ❺, or plants for her large garden, she can fold down the rear seat and extend the luggage space to 1,805 litres. The car fits perfectly into her active life with husband, child



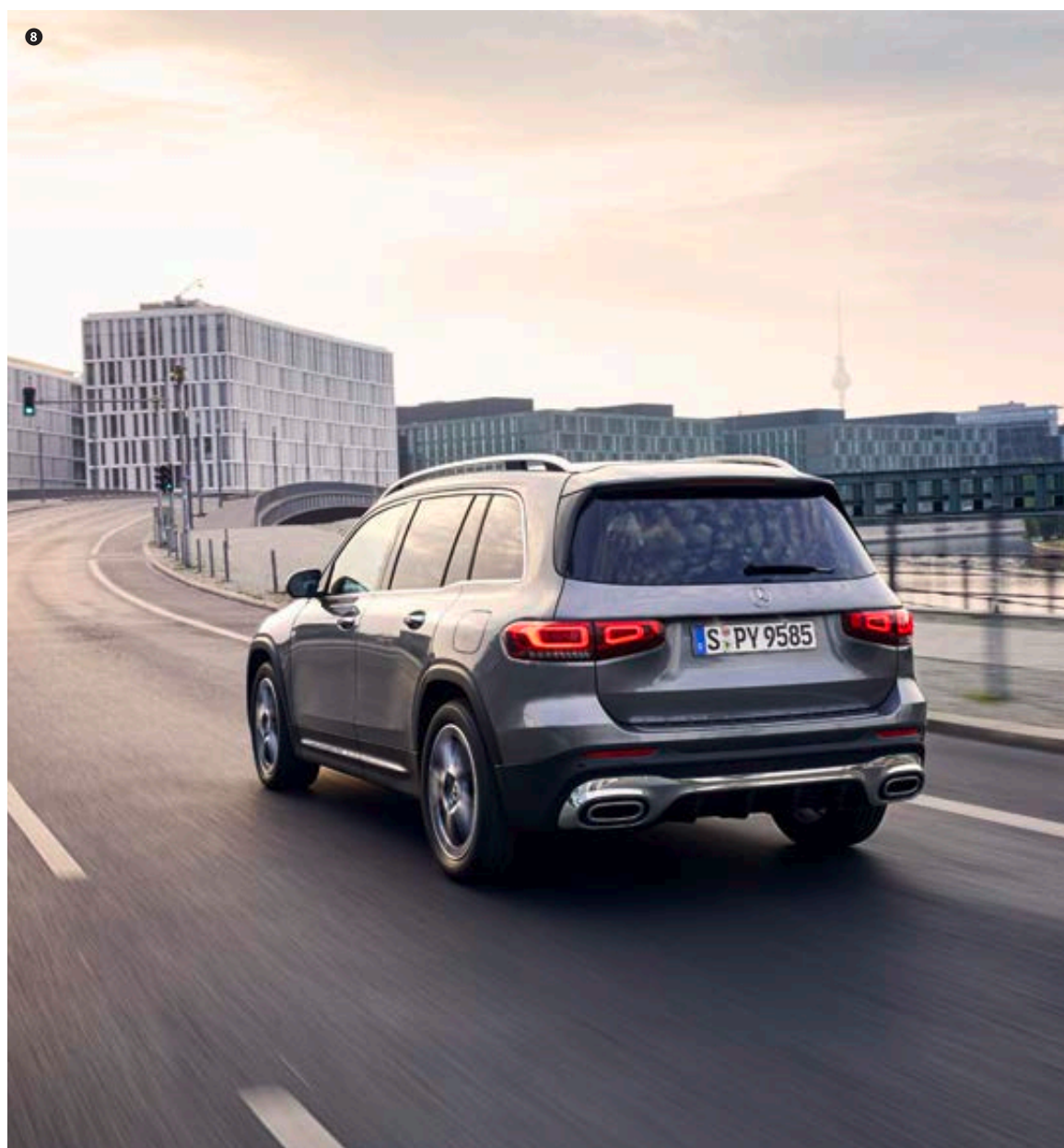
and dog. And at the weekend, it appeals to her sense of adventure. “Of course, I still love off-roading,” she says and activates the off-road driving mode, which allows the GLB to safely navigate snow as well as lighter off-road terrain. “However, none of our 4x4s were ever as chic as this one.” The GLB can do quite a lot more too: its ENERGIZING package refreshes drivers during long trips on hot days with

ten-minute ENERGIZING comfort programs that cool the interior temperature and seat, switch on a seat massage, and set the tone with music and ambient lighting. “The massage function in particular could become my favourite feature,” she says ④. In fact, Leonie von Hase and the GLB are a perfect match for each other. Both are pioneers in their disciplines.



Scan QR code for more information.
mbmag.me/glb

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A new kind of flexibility

Leonie von Hase tests the GLB 250 4MATIC in Berlin city traffic and the surrounding area of Brandenburg. The SUV impresses with its elegant design, compact dimensions, a highly adaptable interior – and an off-road mode for safe driving on light terrain.

DRIVE



EQC

Model: Mercedes-Benz EQC 400 4MATIC

Combined power consumption (kWh/100 km): 21.3–20.2; combined CO₂ emissions (g/km): 0

“My job is my life”

Kelvyn Colt is hailed as the future of German hip-hop. This is also because the 26-year-old artist is planning his career in a sustainable fashion. His incentive – achieving the greatest possible independence – is also reflected in his preference for the electrically driven EQC

Text by Hans Bussert
Pictures by Henrik Alm



Mercedes *me***On the road with
the Mercedes me
App and Mercedes
me Charge**

The **Mercedes me App** tells you about all the charging stations located in your area, offering you even more efficient route planning including charging stops via navigation with Electric Intelligence.

Mercedes me Charge gives you access to one of the largest public charging networks in Europe. Invoices are sent monthly – automatically and transparently.

The **Mercedes me App** also lets you set a comfortable temperature in your Mercedes on departure: set the program for air conditioning in summer and the parking heater in winter – conveniently via the app. Curious? Find out more at **mercedes.me**



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Kelvyn Colt certainly stands out – even on the busy street crossing in Berlin’s Steglitz district. His unusual pastel-coloured outfit, his blonde dreadlocks, his headgear – called a “do-rag”, which is popular in the hip-hop scene: Kelvyn Colt lives hip-hop in a fashionable way too. Both journalists and fans alike regard this 26-year-old as one of the most talented rappers in Germany – a hip-hop prodigy, and someone who many believe is capable of sustaining an international career. The over one million monthly listeners who tune in on the streaming platform Spotify are a testament to this.

Colt was supposed to become a lawyer, but he dropped out of his law studies after only a few days. Colt’s next attempt to study business in London was also just an excuse for him to go abroad: “I knew early on that I wanted to be an artist. I just didn’t want

to disappoint my parents. I thought I owed them a degree,” Colt says.

Career with a purpose

The German-Nigerian from Wiesbaden does not just work hard at university in London to keep the peace at home. He suspects that his courses such as “Entrepreneurship” and “Marketing” might stand him in good stead in the future. The 26-year-old sees himself primarily as a musician, but also as an entrepreneur. Communication with the streaming platforms, advertising strategies, brand cooperations that are so important today: he prefers to do all this himself. Or working with management consisting exclusively of women – a pioneering constellation in this male-dominated hip-hop world. In general, Colt does a lot of things differently to his peers. He is an ambassador >

^ On the road, sustainably: Kelvyn Colt is planning future CO₂-neutral concert tours.

His own boss: the artist founded a label to be as independent as possible.



The artist especially appreciates the resonant sound system of the EQC against its quiet engine.

> He rarely puts his smartphone down. Making phone calls is also part of his job. And this is "my life," Colt says.

for equality and diversity in the industry. These are just some of the issues that Colt also stands for as a member of the EQ community. He has been part of the Mercedes-Benz initiative since September 2019. The common goal: bringing together people who want to make a difference.

At the beginning of the year, Colt even went so far as to buy himself out of his contract with his label and took the courageous leap into artistic and entrepreneurial independence. He was following the example of superstars like Jay-Z, one of Colt's great role models. "If you don't own the rights to your music as an artist, you're really nothing more than an employee of your label."

Now Colt is his own boss. And his own art product – which he consciously markets internationally. In contrast to many other successful German rappers,

it is natural for Colt to rap mainly in English. The level of competition only manages to spur him on. "Of course, I could get nervous about being up against hip-hop greats like Drake, Kanye West and Travis Scott, whose monthly listeners on Spotify and other streaming services far exceed the 10 million mark. But I see that as the inspiring thing about it. It fires up my ambition."

London, Berlin and Paris

His strong will to succeed can also be seen in the fact that he is constantly on the phone. He rarely puts his smartphone down, even when he is posing in front of the camera. The person on the other end of the line knows full well that he will have to interrupt the call briefly because, for example, the photographer needs his full attention. What is astonishing, however, is >



Model
Mercedes-Benz
EQC 400 4MATIC

Combined electricity
 consumption
 (kWh/100 km)*:

21.3-20.2

Combined CO₂
 emissions (g/km):

0

Range

(km, according
 to NEDC**):

up to 429-454

Rated output

(kW/hp):

300/408

Acceleration

(0-100 km/h):

5.1 s

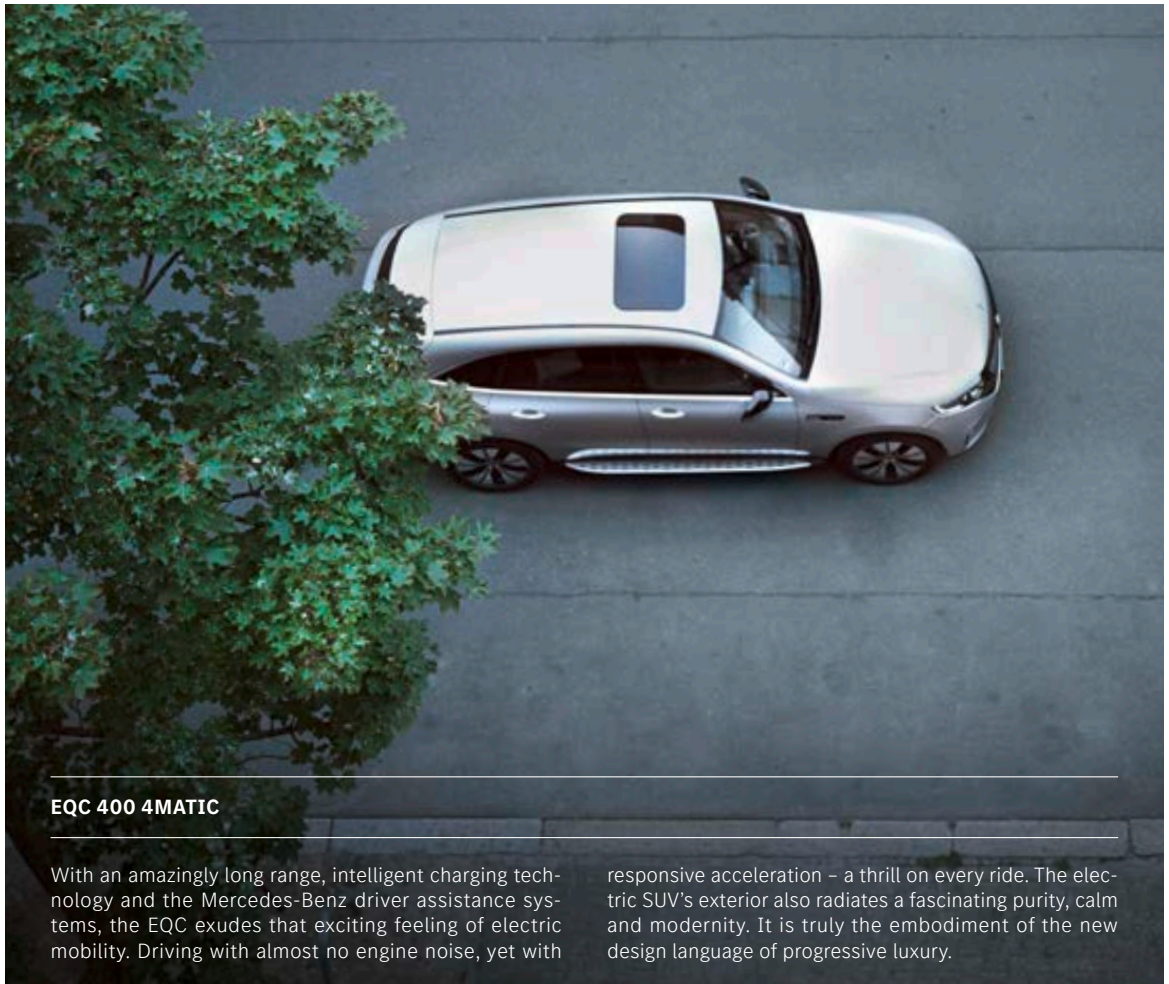
Maximum speed

(km/h):

180 (regulated)

* For more information on
 the measurement method,
 please see page 8

** NEDC: New European
 Driving Cycle, a method
 for measuring
 energy consumption



EQC 400 4MATIC

With an amazingly long range, intelligent charging technology and the Mercedes-Benz driver assistance systems, the EQC exudes that exciting feeling of electric mobility. Driving with almost no engine noise, yet with

responsive acceleration – a thrill on every ride. The electric SUV's exterior also radiates a fascinating purity, calm and modernity. It is truly the embodiment of the new design language of progressive luxury.

that almost no matter what the situation is, the person talking to him from the other end never gets the sense that Colt's only half listening, or would rather be somewhere else. "My job is my life. When I'm not in the studio or writing screenplays, I'm answering emails or on the phone."

Work is not everything to him, though: "I also try to set aside some time for myself." Then he visits his family, walks the dogs. This does not happen very often, though: Colt commutes, circumstances permitting, between London, Berlin, Paris and the USA, sometimes having to live out of suitcases for months on end. He spends what free time he has with his various circles of friends. Colt is well connected. Even as we meet him, a friend who missed a flight is visiting him. He is spending the unexpected free time in Berlin with Kelvyn.


Music sounds instead of engine sound

He also enjoys the lifestyle that his profession allows him. "Travelling in comfort, enjoying good food – these are the things I treat myself to," Colt explains as he puts his smartphone in the pocket of his pastel-green designer outfit. This was designed by Virgil Abloh, the new superstar of the fashion scene, who has just launched a cooperation with Mercedes-Benz (p. 36). Colt knows what a privileged life he has: "A functioning health care system is already an absolute luxury in Nigeria."

His empathy and an ethical, ecological awareness also play a major role in his mobility. He prefers to drive electrically: "The Mercedes-Benz EQC is very practical in the city. I don't need engine noise. It's much more important to me that I can listen to music as clearly as possible."



Scan QR code for
 more information.
mbmag.me/eqc



Grand farewell
gesture: after our
shoot, Kelvyn Colt
went straight to
the studio to work
on new music.



Digital helpers

When you have the right apps on your smartphone, you can keep your eye on the things that are most important to you

No matter what you want to do and when, there are smartphone apps for almost everything: reading emails on the road, answering messages on the go or making online bank transfers. These intelligent, digital helpers make our lives ever more comfortable.

You can experience more of this convenience on all your Mercedes journeys with the Mercedes me apps: **Mercedes me**, **Mercedes me Service** and **Mercedes me Store** have been redesigned completely and now coordinate with each other. This makes it easy for you to take advantage of all the Mercedes-Benz digital offers and services directly on your smartphone. (You can read more about this on the right.)

Although each of the three apps serves a unique purpose, they form a unit. This is

because registration works on the single sign-on principle: users log in just once for all apps, and switch between apps via the main menu.

Each user sets their personal Mercedes me ID when first registering, which is then used for identification within the entire Mercedes-Benz world. This means that Mercedes me customers always have the choice of when they want personal contact on-site at a Mercedes-Benz partner or when they want to use digital services.

Of course, Mercedes-Benz is continuously developing the Mercedes me apps and the digital product range. In future, She's Mercedes issues will have information and news on digital products and the apps.



Enjoy convenience every day

Here we go

With the **Mercedes me App** on your smartphone, you have Mercedes in your pocket and can always get a constant view of your vehicle's current status: check the location, range and tyre pressure of your vehicle from home or on the road, transmit addresses for your route planning directly to your car's navigation system and get started.

Ideal route planning

You can send your next destination from the app to the Mercedes navigation with just a few clicks. The app shows you your electric vehicle's range and will give you the fastest route to the nearest charging station.

Convenience at the press of a button

Operate door locks, windows or the sliding roof conveniently from a distance and program the air conditioning or auxiliary heating of your vehicle for a specific time before the start of the journey.

Model Mercedes-Benz GLC 200 d Coupé

Combined fuel consumption (l/100 km): **5.3–5.1**

Combined CO₂ emissions (g/km): **140–134**



mbmag.me/2020Android
mbmag.me/2020iOS



Easily book appointments

Organisational skills

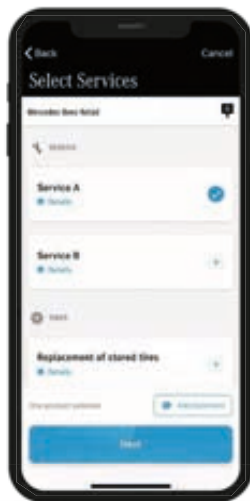
The **Mercedes me Service App** is your digital service partner and gives you reminders in good time when your next workshop appointment is due. Whether you need to book a service, arrange an inspection or schedule some maintenance at your authorized Mercedes-Benz partner, the app does it all for you in just a few steps. And to ensure that you remain mobile during your stay at the workshop, you can easily pre-order a courtesy car or another mobility option.

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Find an authorized Mercedes-Benz dealer in your area quickly and easily, and save your preferred partner in the app.



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Listen. Confide. Motivate

What a wonderful sort of relationship: mentoring makes both sides happy.
Author Christine Kruttschnitt on a particularly wonderful win-win situation



Christine Kruttschnitt

is a writer in L.A. She regularly interviews Hollywood actors and other celebrities. To mark She's Mercedes' fifth anniversary, we asked her to write down her impressions and thoughts on mentoring, one of the initiative's guidelines.

Psychologists say that our desire to help the younger generation is perfectly natural. Especially when we ourselves have outgrown this age, have become a little grey around the edges and are turning our thoughts to the legacy we want to leave to the world. Our experiences, for example. Everything we have learned. The tricks of the trade, the techniques we use to succeed in negotiations. Knowing where to find the best financial advice, how to lead employees and how not to let life get you down. The German-American psychoanalyst Erik Homburger Erikson called this urge to care “generativity”, which is a characteristic held by all mentors: to encourage others – mostly younger people – and to give them a boost on their way.

“The best teacher, failure is,” says the 900-year-old Yoda to his protégé Luke Skywalker; and it is with such wisdom that the Star Wars saga has created perhaps the most famous of all mentors, certainly as far as film history is concerned. Because the green gnome has the one super power that is essential for successful mentors in our world: he listens, confides, motivates. And as you can tell by Yoda’s Zen inner peace, mentoring clearly makes the mentor as happy as the mentee.

What a wonderful sort of relationship. As they say, it’s a win-win! One side gets the direct benefit by having their own personal trainer by their side, who shares advice and valuable contacts with them. And the mentors’ reward for their efforts is an overwhelming sense of pride and self-affirmation: all the hard work they invested in getting where they are today – it was for so much more than just a salary and executive chair.

It was all for the future. Sometimes for their own future, if the junior reporter ends

up in their shoes. Sometimes for others in the company, if the rookie gets to know the ropes in double-quick time. And sometimes even the entire sector benefits, for example, when “WoMentoring” is used to promote up-and-coming female talent in industry and science.

The American media icon Oprah Winfrey emphasises the importance of mentors. About her own role model, the poet Maya Angelou, she mentioned how she had always been there for her. The ideal mentors are first and foremost those who inspire others. They don’t want to turn their charges into mini-me’s, but help them bring out the best in themselves. You only have to think of Michelle Robinson, the brilliant young lawyer who mentored a certain junior lawyer in her firm; without the woman who would later become his wife, Barack Obama says today, he would never have made it into the White House.

The word derives from Greek mythology: Mentor was an old friend of Odysseus, the lost sailor, and took care of his son. His best work was when the goddess Athena took possession of his spirit and – as Mentor – helped the boy find his father. One mystery that remains is why the wise Athena would need an old buffer like him to get the job done.

But to think that within a mentor glows some spark of the divine? That sounds about right.

In the new digital format “She’s your Mentor” from She’s Mercedes, you have the exclusive opportunity to spend 90 minutes in person with a mentor. More information at: mb4.me/about-shes-your-mentor

Role models.

She's
Mercedes



Our global platform from Mercedes-Benz for inspiring personalities and lively discussion.

She's Mercedes is a global initiative from Mercedes-Benz, aimed at inspiring and connecting women, while inviting them to share ideas and view things from a different perspective. Its focus is on strong women from all areas of society who are genuine role models looking to constantly move themselves and others.

This striving for exceptional performance and commitment to playing an active part in shaping the way our society evolves is something that links the Mercedes-Benz brand with all these women. It is our firm conviction that every woman has the desire to find and carve out her own pathway through life – and we support her every step of the way.

Become a part of our community:

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