

125! years of innovation



Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars, Jutta Benz, the great-granddaughter of Carl Benz and Désirée Nosbusch at the 125th Anniversary of the Automobile.



Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars, Chancellor Dr. Angela Merkel and Stefan Mappus, Prime Minister of the federal state of Baden-Württemberg at the 125th Anniversary of the Automobile.

It was on 29 January 1886 that Carl Benz filed an application in Berlin for a patent on his three-wheeled motor car. Ever since, that day has been considered the official birthday of the motor car, which in 2011, celebrates its 125th anniversary. At the same time as Benz, Gottlieb Daimler was developing the first four-wheeled motor car. In this way, working independently of each other, the founding fathers of today's Daimler AG and its globally successful Mercedes-Benz core brand laid the foundation stone for all present-day passenger cars, commercial vehicles and buses. The company that invented the motor car has since that time gone on to shape its development more diversely and enduringly than any other motor vehicle manufacturer - in all relevant areas, from drive technology to comfort and safety through to design.

Selected milestones in the history of Mercedes-Benz safety technology:

- 1939 - Inception of passenger-car safety development
- 1959 - World's first safety body
- 1969 - Establishment of Mercedes-Benz accident research
- 1978 - Electronically controlled anti-lock braking system (ABS)
- 1980 - Pyrotechnic airbag, seat belt tensioner
- 1989 - Automatically raised roll-over bar
- 1995 - Electronic Stability Program (ESP®)
- 1996 - Brake Assist (BAS)
- 1998 - DISTRONIC adaptive cruise control
- 1999 - Active Body Control (ABC), tyre pressure monitor
- 2002 - PRE-SAFE® preventive occupant protection system
- 2003 - Active light function
- 2005 - DISTRONIC PLUS, Brake Assist PLUS, Night View Assist
- 2006 - PRE-SAFE® Brake, Intelligent Light System
- 2009 - Speed Limit Assist, Lane Keeping Assist, Blind Spot Assist, ATTENTION ASSIST drowsiness detection
- 2010 - Active Lane Keeping Assist, Active Blind Spot Assist; LED high-performance headlamps

Mercedes-Benz: the most valuable luxury brand in the world

Thanks to its systematic innovation strategy, Mercedes-Benz occupies a leading position in the league table of the world's most valuable brands. This is backed up by the latest 2010 international studies, which confirm the special position held by the brand with the star in no fewer than three categories: "most valuable German brand", "most valuable global premium car brand" and "most valuable global luxury brand".

"Nothing but the best" – yesterday, today and in future

It was Carl Benz who said: "The love of inventing never dies". And it was Gottlieb Daimler who came up with the famous maxim "The best or nothing". Mercedes-Benz has remained true to these guiding principles for almost 125 years. The spirit of innovation, one of the key driving forces, is firmly rooted in our corporate culture - forever with the goal of guaranteeing personal mobility also for future generations and providing each individual customer with the optimal vehicle for their individual needs. Today, Mercedes-Benz has at its disposal a global knowledge network with some 19,000 researchers and developers around the world – an interdisciplinary think tank, full of pioneering spirit, expertise and motivation, for continuing in future to make the best cars in the world.