



BENEFITS:

- ▶ Peace of mind
- ▶ mbrace can detect suspicious activity long before it is reported to authorities

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Active customer email address or phone number associated with customer account to receive alerts
- ▶ Vehicle cellular service
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ The customer can specify how he or she would like to be contacted, including email, text message or phone call

Service description:

Automatic Alarm Notification provides the customer with real-time alerts when the anti-theft alarm in their parked vehicle has been triggered. This gives the customer the extra measure of peace of mind by not having to worry about the vehicle's safety when they are away from it.

Should the alarm trigger, the in-vehicle Telematics Control Unit (TCU) sends a signal to the Mercedes-Benz mbrace[®] Response Center. Upon receipt of the signal, the mbrace Response Center automatically alerts the customer via his or her preferred communication method: email, text message or phone call.

How it works:

STEP 1: The alarm system senses that someone is tampering with the parked vehicle.

STEP 2: The TCU sends a signal to the Mercedes-Benz mbrace Response Center that the anti-theft alarm has been triggered.

STEP 3: The mbrace Response Center notifies the customer via his or her preferred method of communication.





BENEFITS:

- ▶ Peace of mind
- ▶ mbrace Customer Specialists can take action even if vehicle occupants cannot summon help themselves
- ▶ Ability to identify and locate both the vehicle and the customer

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location

UNIQUE FEATURES:

- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of service request to Mercedes-Benz Emergency Response Center
- ▶ mbrace Customer Specialists are APCO and NENA certified and have direct public safety experience either as Emergency Dispatchers or First Responders
- ▶ Close working relationship with all Public Safety Answering Points, ensuring a priority response from appropriate lifesaving authorities

Service description:

Automatic Collision Notification automatically summons a Mercedes-Benz mbrace® Customer Specialist in the event of an accident, providing the customer the peace of mind that emergency assistance will be dispatched quickly to their exact location.

When airbag or crash sensors in an mbrace-equipped vehicle are triggered, the Telematics Control Unit (TCU) instantly receives a signal that the vehicle has been in an accident. A tone is heard in the vehicle confirming that a collision notification call is being placed. The TCU immediately relays the vehicle position to the Mercedes-Benz Emergency Response Center to initiate the appropriate response to the incident. Not all accidents are severe enough to automatically trigger a collision notification call. In such a case, a manual push of the SOS Button is required.

As critical data is being transmitted, an mbrace Customer Specialist from the Mercedes-Benz Emergency Response Center will speak with the customer to assure him or her that help is available. These highly trained personnel link the customer to the appropriate Public Safety Answering Point (9-1-1 center) and remain on the line with the customer until emergency responders arrive.

How it works:

STEP 1: In-vehicle collision sensors detect an accident and instantly signal the TCU.

STEP 2: The following data is transmitted from the in-vehicle TCU to the Mercedes-Benz Emergency Response Center:

- ▶ A signal indicating a collision has occurred
- ▶ Current vehicle location provided from the in-vehicle Global Positioning System (GPS) component
- ▶ VIN, which serves as the means of customer identification for the Mercedes-Benz Emergency Response Center
- ▶ Time of service request

STEP 3: The mbrace Customer Specialist establishes voice communication with the customer to assure that help is available.

STEP 4: The mbrace Customer Specialist contacts the appropriate emergency service responder and provides the vehicle information, location, status of occupant(s) and other relevant accident details.

STEP 5: The emergency service responder then dispatches appropriate public safety personnel to the exact location of the customer.



**BENEFITS:**

- ▶ Peace of mind
- ▶ Real-time, critical support in the event of a natural disaster or other crisis
- ▶ Ability to identify active emergencies in the area and provide shelter locations if necessary

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of incident to the mbrace Response Center
- ▶ mbrace Customer Specialists with APCO and NENA certification and direct public safety experience either as Emergency Dispatchers or First Responders
- ▶ Close working relationship with all Public Safety Answering Points, ensuring a priority response from appropriate lifesaving authorities
- ▶ Service is available whether ignition is on or off

Service description:

Crisis Assist provides critical, real-time guidance and support to customers in the event of a disaster. Crisis Assist will provide support to the customer during evacuations prior to a major storm (e.g., evacuation information, shelter information, emergency support information) as well as after the event (e.g., aid station locations, contacting family, contacting insurance carriers).

Mercedes-Benz mbrace® maintains a national monitoring system and call center staffed 24 hours a day, seven days a week. The monitoring system includes severe weather (hurricanes, tornadoes, wild fire, flooding) and other types of disasters (dam failure, nuclear power plant failure, terrorism). The system tracks the impacted area by state and county.

When a customer presses the *i*-Button in the vehicle, the vehicle's location information (GPS location, direction) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. As the call is being transmitted to the Mercedes-Benz mbrace Response Center, the current database of active emergency areas is verified against the current location. The mbrace Customer Specialist can then provide specific, relevant, actionable emergency information while speaking to the customer.

Information can range from providing directions to the nearest emergency shelter before and during an emergency to assisting the customer in contacting family or locating emergency services after the event.

How it works:

- STEP 1:** Customer presses the *i*-Button in the vehicle to initiate Crisis Assist.
- STEP 2:** The Interactive Voice Response (IVR) system presents an audible menu of options.
- STEP 3:** Customer selects "Agent" to be connected to an mbrace Customer Specialist.
- STEP 4:** The mbrace Customer Specialist verifies the vehicle is located in an area where a crisis is reported.
- STEP 5:** If the vehicle is located in an active area, the mbrace Customer Specialist verbally relays important information about the event and associated action messages.
- STEP 6:** If needed, the mbrace Customer Specialist will remain on the line with the customer to answer any questions and provide further assistance.



**BENEFITS:**

- ▶ The convenience of getting in touch with the customer's preferred dealer via information stored in the mbrace system
- ▶ The ability to locate the nearest dealer to the customer's current location
- ▶ The convenience of scheduling all dealership needs with the touch of a button

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off

Service description:

Dealer Connect enables the customer to contact his or her preferred dealer by pressing the *i*-Button in the vehicle. The service is supported by the mbrace[®] Customer Specialist who has access to the Mercedes-Benz dealer database (including the customer's selling or preferred dealer).

Once the customer presses the *i*-Button in the vehicle, the vehicle's location information is sent from the Telematics Control Unit (TCU) embedded within the vehicle. The Interactive Voice Response (IVR) system audibly presents a menu of options. Once the subscriber makes the selection "Dealer Connect," the call, along with the vehicle location information, will be delivered to the Mercedes-Benz mbrace Response Center, where an mbrace Customer Specialist will ascertain the specific needs (e.g., a specific person at dealership, service department, finance department, sales department). With the customer on the line, the mbrace Customer Specialist will dial the dealer, interface with any automated attendant and then drop from the call to permit a private conversation between the customer and the dealer representative.

How it works:

STEP 1: The customer presses the *i*-Button in the vehicle to initiate Dealer Connect.

STEP 2: The IVR system presents an audible menu of options.

STEP 3: The customer selects "Dealer Connect."

STEP 4: The customer is connected to the mbrace Response Center, where an mbrace Customer Specialist will ascertain the specific dealer needs.

STEP 5: With the customer on the line, the mbrace Customer Specialist dials the dealer, interfaces with any automated attendant and then drops from the call to permit a private conversation between the customer and the dealer representative.





BENEFITS:

- ▶ Online access to vehicle location
- ▶ Access to historical information displaying vehicle trips
- ▶ Increased driver behavior awareness

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace2
- ▶ Active Subscriber agreement with mbrace PLUS
- ▶ Vehicle Cellular coverage

UNIQUE FEATURES:

- ▶ Customer can personalize their Driving Journal with pictures and nicknames
- ▶ Interactive online map display

Service Description:

Driving Journal gives the customer online access to vehicle location and a journal of past vehicle trips. On the mbrace[®] website, the customer can view a day-by-day snapshot of all routes the vehicle has traveled. Driving Journal also lets the customer personalize the experience by loading a profile picture and assigning a nickname.

How it works:

- STEP 1:** The customer logs in to the mbrace website and selects “Online Tools.”
- STEP 2:** The customer selects the Location-Based Services button, which will open a new browser window.
- STEP 3:** To begin building the Driving Journal, the customer selects to “turn on Driving Journal,” and can select to activate the Driving Journal for 12 or 24 hours. (A message is sent to the vehicle, and on the next vehicle ignition, the customer will see a notification on the dashboard display that Driving Journal has been activated.)
- STEP 4:** The customer can then choose to view the vehicle’s real-time location on the online map, or simply allow the vehicle to build its Driving Journal history automatically during trips.
- STEP 5:** After the 12 or 24 hour period, the vehicle’s Driving Journal session stops recording vehicle location, and the information is stored for the customer to review online.
- STEP 6:** When the customer revisits the website, they can view the trip history; hide Driving Journal results or also have the option to turn Driving Journal back on.



**BENEFITS:**

- ▶ Traffic and real-time alerts available on-demand in the vehicle to keep the customer well informed
- ▶ Real-time traffic monitoring allows the customer to save time by adjusting his or her routes based on relevant traffic information available by route, street or metro area
- ▶ Customer can set and change preferences in-vehicle or via the mbrace Web portal through Mercedes-Benz Owners Online

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Active mbrace PLUS Package subscription
- ▶ Active customer email address or phone number associated with the customer account required to receive alerts

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Customer chooses communications preferences for alerts (email, text message or voice call to cell phone)
- ▶ Pre-define up to 20 traffic routes including daily preferred route
- ▶ Web access for the latest maps

Service description:

Location-Based Traffic provides the customer with real-time awareness of traffic in the vehicle's vicinity, along a pre-defined route and in a metropolitan area. The customer pre-determines the preferred method of communication and can choose to receive the traffic alerts through the off-board Interactive Voice Response (IVR) system, text message, email or mobile phone. The Location-Based Traffic service also includes a Web site traffic portal that customers use to define their daily routes, alert message preferences and alert thresholds.

To initiate the service, the customer presses the i-Button in the vehicle. The vehicle's location information (GPS location, direction, speed) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The IVR audibly presents a menu of options. The customer makes the selection "Traffic," and the call, with the location information, is delivered to the mbrace[®] Traffic management IVR system.

If the customer is in a traffic alert window (e.g., specified route, day of week, and time of day) the traffic information for that route will be provided. The customer can adjust these alert settings online at the mbrace Web portal. While in the portal, the customer has the option of configuring up to 20 routes. Each route can be saved and re-named – for example, "Work" or "Home." Traffic alerts can also be sent via email, text message or phone call when the traffic on a chosen route reaches a set threshold so the customer can plan their day before even getting into the vehicle.

How it works:

- STEP 1:** The customer presses the i-Button within the vehicle to initiate Location-Based Traffic.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Traffic."
- STEP 4:** Utilizing the IVR system, the customer requests traffic reports by specified routes, streets or metro areas.
- STEP 5:** The system responds with the appropriate traffic information.
- STEP 6:** The customer can define traffic alerts within the system, and is notified via his or her preferred communication method when congestion thresholds for a specified route are exceeded.



**BENEFITS:**

- ▶ Access to weather conditions in the customer's area at any time of the day
- ▶ Notifications of severe weather conditions that may affect driving

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Active mbrace PLUS Package subscription

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ IVR allows for ease of use and eliminates driver distraction

Service description:

The Location-Based Weather service enables the customer to access current weather conditions, current weather alerts and a short-term weather forecast for the vehicle's location utilizing the Interactive Voice Response (IVR) system.

To access Location-Based Weather, the customer presses the i-Button in the vehicle and chooses the "Weather" option. The vehicle's location information is transmitted from the embedded Telematics Control Unit (TCU) to the Mercedes-Benz mbrace[®] Response Center's computer system where the location is matched with the current weather situation for that area. The IVR system then reads the weather report including current conditions, a 12-hour weather forecast and any severe weather warnings for the county where the vehicle is located.

How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Location-Based Weather.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Weather."
- STEP 4:** The vehicle location information is requested from the embedded TCU and transmitted to the Mercedes-Benz mbrace Response Center.
- STEP 5:** The IVR system reads the weather report based on the location details of the vehicle.



**BENEFITS:**

- ▶ Convenient and safe access to the internet
- ▶ Personalized information and settings
- ▶ Access to Google's database of millions of POI's
- ▶ Send routes and destinations to the vehicle from home
- ▶ Access to Yelp's database of millions of businesses

REQUIREMENTS:

- ▶ COMAND head unit, NTG 4.5 with navigation
- ▶ Vehicle equipped with mbrace2
- ▶ Active subscriber agreement with Mercedes-Benz Apps option
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ COMAND Online navigation system embedded in vehicle's head unit

Service Description:

Mercedes-Benz Apps provides safe and convenient access to in-vehicle apps, connecting customers and vehicles to the information they need. The platform will continue to expand with enhancements and new apps introduced throughout the life of the vehicle.

Mercedes-Benz Apps includes the following:

Google™ Local Search

The Google™ Local Search App enables the customer to access Google's database of millions of POIs (points of interest) near their current location or a future destination, along a route or at other specific locations. This app provides the customer with the ability to view detailed POI search results, save search results, call POI phone numbers (if available), use the POI location as a navigation destination, and view POIs via Google Street View and Panoramio.

To use Google Local Search, the customer accesses Mercedes-Benz Apps by selecting the globe icon on the in-dash screen and then clicking on the Google Local Search App icon on the Main Screen. From there, the customer can select from pre-defined popular searches, search history, or type in a new query. The customer can also select to search vicinity (current position, destination, along route or other location). After making their selections, search results from Google are presented and can be used.

Destination/Route Download

The Destination/Route Download App offers the customer the convenient option of at-home route planning and destination research, providing the ability to send POIs and entire routes to the vehicle from a personal computer.

From a computer, the customer simply navigates to www.maps.google.com in the web browser to search for POIs or an address, or to create routes (driving directions). The customer can then click the Send icon above the map, select Mercedes-Benz, enter their mbrace email ID and click Send to transmit their destination or route directly to the vehicle. Once in their Mercedes-Benz, the customer simply clicks on the Dest/Route Download App icon on the Main Screen. A list with destinations and routes is then presented and can be used.

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Facebook

The Facebook App provides the customer with convenient access to their Facebook service, including the ability to locate and navigate to friends' locations, check-in at specific locations, access and manage friends' lists and events, display and make wall postings, view news feeds, and more.

From the in-dash screen, the customer selects the globe icon and then clicks on the Facebook App icon on the main screen. The Facebook App will then open and features can be used; however, certain features are only available when the vehicle is not moving.

News

The News App allows the customer to access customized on-the-go news information from the vehicle, with the option of sharing news through email or Facebook. The customer selects the globe icon on the in-dash screen and then simply clicks on the News App icon on the Main Screen to access news, which can be read, sent to an email address, or even posted to Facebook.

Yelp

The Yelp App provides research to local restaurants, bars, cafes, and other POIs near the vehicle's current location, a future destination, or a specific location. Additionally, this app gives the customer access to detailed POI information including hours of operation, user reviews and ratings, and phone numbers (if available). The customer selects the globe icon on the in-dash screen and then clicks on the Yelp App icon on the Main Screen. The customer can access the app to search for businesses, read reviews, call or navigate to a POI.

Internet Browse

The Internet Browse App gives the customer access to the World Wide Web from the vehicle system's built-in browser, including control of web pages for free browsing. This app is only accessible when the vehicle is stopped.

How it works:

- STEP 1:** Access Mercedes-Benz Apps by selecting the globe icon on the in-dash screen.
- STEP 2:** Establish Internet connection if needed
- STEP 3:** Click on the desired App icon on the Main Screen. The selected App will then open on the Main Screen and features can be used.



**BENEFITS:**

- ▶ Access to high-quality, personal VIP service at any time of the day or night
- ▶ The customer's personal preferences are stored for future concierge reference
- ▶ Unlimited use at no additional charge

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Active mbrace PLUS Package subscription
- ▶ mbrace Mobile Application to access service outside vehicle

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Convenient access from a smartphone with mbrace Mobile Application

Service description:

The Mercedes-Benz Concierge service can help a customer plan ahead, including making dinner reservations, securing tickets to events, making travel related accommodations and much more. The service provides an extra measure of luxury and convenience, with personal assistance available at the touch of a button 24 hours a day, seven days a week.

The customer presses the *i*-Button in the vehicle to initiate Concierge service. The Interactive Voice Response (IVR) audibly presents a menu of options. Once the customer selects "Concierge," the customer and location data is delivered to the Mercedes-Benz mbrace Response Center where a specially-trained mbrace Customer Specialist can complete the customer's request. Mercedes-Benz Concierge can also be accessed via the Mobile Application, available on iPhone and Android devices. This service is not available online or via the toll-free number.

The Concierge can provide a broad range of services such as:

- ▶ Airline reservations and ticket purchase
- ▶ Car rental reservations
- ▶ Hotel recommendations, reservations and directions
- ▶ Dining recommendations, reservations and directions
- ▶ Movie and theater tickets and directions
- ▶ Sporting event tickets and directions
- ▶ Concert tickets and directions
- ▶ Unique requests and gift purchases such as flowers, gift cards, etc.
- ▶ Medical Help and Safety Support (e.g., locating a physician while on vacation, or assistance in filling prescriptions)
- ▶ Assistance gaining access to sought-after events and restaurants
- ▶ Lost baggage assistance
- ▶ Assistance wiring cash
- ▶ Research and answer questions

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Service description, *continued*

Requested services are fulfilled by the mbrace Customer Specialist and billed directly to the customer's credit card by the merchant used in the transaction. The mbrace Customer Specialist has access to the customer's credit card on file and will verify an mbrace four digit Personal Identification Number (PIN) for security reasons.

To enhance the concierge experience, the customer has the ability to add data to their account while speaking with an mbrace Customer Specialist. Such data could include frequent flyer numbers and hotel club memberships which can be used during the transaction and stored for future requests. If a customer's request is expected to take a significant amount of time for the mbrace Customer Specialist to process, the Customer Specialist will end the call and contact the customer by phone after the service has been completed.

How it works:

- STEP 1:** The customer contacts an mbrace Customer Specialist for Concierge service via the *i*-Button inside the vehicle or logs into the Mobile Application, selects the Assistance screen and initiates a call to M-B Concierge. Customers with mbrace2-equipped vehicles select the Concierge tab in the mbrace Mobile Application.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Concierge."
- STEP 4:** The mbrace Customer Specialist works with the customer to determine what concierge services are needed, and fulfills them as appropriate.





BENEFITS:

- ▶ Ability to access select mbrace services 24/7 via smartphone
- ▶ Simple to download and use with intuitive user interfaces

REQUIREMENTS:

- ▶ Apple iPhone (models running OS 4.2 or later), Android-based phones (OS 2.1 or later)
- ▶ Door Lock is available on MY 2007 and later S-Class; MY 2007 and later CL-Class; MY 2008 and later C-Class; MY 2010 and later GLK-Class; MY 2010 and later E-Class; and MY 2012 and later CLS, M-Class, SLK, SLS.
- ▶ Remote Door Unlock is available on all vehicles MY 2005 and later, except for MY 2011 and later SLS-Class
- ▶ Mercedes-Benz Concierge is available for mbrace PLUS subscribers.
- ▶ Send2Benz is available on vehicles equipped with the COMAND navigation system
- ▶ Some services require the customer to give the application permission to access the mobile device's GPS location
- ▶ Remote Horn & Lights and Valet Protect require a vehicle equipped with mbrace2

Service Description:

To access the Mobile Application, the customer must first download the application from the iTunes App Store or Google™ Play onto a supported mobile device. The customer can then log into the application using his or her 8-digit mbrace® account number and secure 4-digit Personal Identification Number (PIN), which is established during the mbrace activation process. The Mobile Application login process verifies the user is an active subscriber and matches the specific application with the customer's account and vehicle. With the latest version of the mbrace Mobile Application, available on the Apple iPhone and Android-based phones, customers can save multiple account numbers on the log in screen and assign nicknames to them.

The latest version of the Mobile Application (version 4) is available on the Apple iPhone (iOS 4.2 or later), as well as Android-based phones (OS 2.1 or later).

The Mobile Application supports the following functions:

Remote Horn & Lights

The Remote Horn & Lights service allows the customer to find their vehicle in a dark parking lot or sound the horn as an alarm. The customer launches the Mobile Application, enters their mbrace account number and secure PIN, and presses the Horn & Lights button on the key fob. The Mobile Application then sends a command to the vehicle to honk the horn and flash the lights for five seconds.

Remote Door Unlock/Lock

The Remote Door Unlock/Lock service allows the customer to quickly and easily unlock or lock the vehicle doors. The customer simply launches the Mobile Application, enters their mbrace account number and secure PIN, and presses the Door Unlock or Door Lock button. The Mobile Application then sends a command to the vehicle to Unlock or Lock the vehicle, and a message will appear confirming that the request was completed.

Vehicle Finder

The Vehicle Finder service allows the customer to view their vehicle's current location on a map. Unlike other mobile applications, the customer does not have to remember to mark the current location prior to leaving the vehicle. For Model Year 2012 and earlier vehicles, restrictions apply regarding the maximum distance between the customer and the vehicle location (one mile).

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UNIQUE FEATURES:

- ▶ Vehicle Finder feature allows the customer to locate vehicle on their phone
- ▶ Mercedes-Benz Concierge provides personalized services for mbrace PLUS customers on-the-go
- ▶ Contact Roadside Assistance transmits the customer's current location to the Mercedes-Benz Roadside Assistance Center
- ▶ Send2Benz allows the customer to send destinations remotely to their vehicle navigation system
- ▶ Drive2Friend conveniently connects customers with friends so they can navigate to them
- ▶ Valet Protect provides real-time notification of potentially unauthorized vehicle use
- ▶ Customers will be notified as new versions of the application are released

The customer launches the Mobile Application, enters their mbrace account number and secure PIN and presses the Locate icon. A command is sent from the application to the vehicle, requesting the vehicle's current GPS coordinates. The vehicle coordinates and the mobile device GPS coordinates are collected, and the vehicle's location is rendered on a map on the mobile device. If the GPS coordinates cannot be obtained or the vehicle is too far away, a message will appear on the Mobile Application indicating the vehicle could not be located. If a response back from the server is not received within three minutes of sending the locate request, a timeout message will appear.

Send2Benz™

This feature allows the customer to remotely send a destination to their in-vehicle navigation system. To find a destination, the customer can conduct a search by entering a business name or search category along with a reference location such as "nearby," a zip code or city/state. The customer can also choose to enter an address, send their current location, or find an address in their contact book to send to their Mercedes-Benz. Send2Benz also includes an innovative social networking feature called Drive2Friend™ that allows the customer to request a friend's current location be sent to their navigation system.

To use Send2Benz, the customer launches the Mobile Application, logs in and selects the Send2Benz tab.

Mercedes-Benz Concierge

This feature provides an extra measure of luxury and convenience, with personal assistance available at the touch of a button, 24 hours a day, seven days a week. mbrace PLUS customers can easily make a call directly to Mercedes-Benz Concierge for a broad range of personalized services. Refer to the Mercedes-Benz Concierge product description for a list of available services. As the Concierge call is made from the smartphone, the customer's information and current location are transmitted to the Mercedes-Benz mbrace Response Center, facilitating convenient, personalized assistance. Requested services are fulfilled by the mbrace Customer Specialist and billed directly to the customer's credit card by the merchant used in the transaction. The mbrace Customer Specialist has access to the customer's credit card on file and will verify the mbrace 4-digit PIN for security reasons.

Dealer Features

View Dealer Information: The customer can view information about their preferred and selling dealers (such as street address, phone number and website URL), contact a dealer by pressing the Call button, view a dealer's location on a map by pressing the Map button, or send the dealer's address to their vehicle navigation system by pressing the Send2Benz button. To use this feature, the customer launches the Mobile Application, logs in and selects the Dealer tab.

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Find Local Dealers: The customer can also locate dealerships based on their current location. To use the feature, the customer launches the Mobile Application, logs in, selects the Dealer tab and presses the Search for Local Dealers button. The phone's GPS coordinates are used to search for nearby dealers. A list of up to five of the closest dealers are then sent back to the Mobile Application and displayed on the screen. The customer can select one of the dealers to view more information, select the Map button to view the dealer's location or send the dealer's address to their vehicle navigation system.

View Account Information

The View Account Information feature allows the customer to view mbrace account information (such as account number, alarm notification method, emergency contact information and vehicle information). To use the feature, the customer launches the Mobile Application, logs in, selects the More tab, and then selects the Account icon.

Contact Assistance

The customer can connect to several assistance options:

Mercedes-Benz Roadside Assistance: This feature allows the customer to easily make a call to Mercedes-Benz Roadside Assistance for help. To use the feature, the customer launches the Mobile Application, logs in, and presses the More tab. The customer selects the Assistance icon and then the call button for Mercedes-Benz Roadside Assistance. As the call is made, the customer's identity information and current location are transmitted to the Roadside Assistance Center, facilitating accurate and efficient assistance for the customer in a time of need.

Mercedes-Benz mbrace[®] Response Center: The Contact Assistance feature also allows the customer to easily make a call to the Mercedes-Benz mbrace Response Center. To use the feature, the customer launches the Mobile Application, logs in, presses the More tab, selects the Assistance icon and presses the call button for the mbrace Response Center.

Mercedes-Benz Financial Services Client Care Center: This feature allows the customer to easily make a call directly to the Mercedes-Benz Financial Services Client Care Center for account inquiries, to make a payment, obtain lease information or ask general questions. To use the feature, the customer launches the Mobile Application, logs in, presses the More tab, selects the Assistance icon and then selects the call button for Mercedes-Benz Financial Services.

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Valet Protect

The Valet Protect feature sends alerts and helps prevent unauthorized use of the vehicle. Upon activation, Valet Protect sets a virtual fence around the customer's current vehicle location. If the vehicle exits this virtual fence area, a text message is sent to the customer notifying them that the vehicle has crossed the Valet Protect boundary. To use this feature, the customer launches the Mobile Application, logs in, selects the More tab and selects the Valet Protect icon. The customer can configure when the alert should be sent and the radius of the virtual fence.

How it works:

- STEP 1:** Download the Mobile Application to the phone from the phone's application store.
(This step is only completed one time.)
- STEP 2:** Launch the application on the mobile device
- STEP 3:** Log in by entering the 8-digit mbrace account number and a secure 4-digit PIN.
(This is the same PIN that is established during the mbrace activation process.)
- STEP 4:** Access the functions by selecting the desired icon.





BENEFITS:

- ▶ On-the-go route planning
- ▶ Especially useful in unfamiliar areas
- ▶ Quick access to mbrace's database of millions of POIs including restaurants, gas stations, rest areas, campgrounds, churches, malls, etc.
- ▶ COMAND navigation system will calculate directions

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ COMAND navigation system embedded in vehicle's head unit
- ▶ Service is available up to four days after last engine activity
- ▶ Service is available on Model Year 2007 and later S-Class and CL-Class; Model Year 2008 and later C-Class and Model Year 2009 and later vehicles except Maybach, SLR-Class and CLK-Class

UNIQUE FEATURES:

- ▶ In-vehicle link to mbrace's database of more than 15 million POIs
- ▶ COMAND navigation system will calculate directions
- ▶ Personal service from a live mbrace Customer Specialist ensures the most efficient search results

Service description:

Point of Interest Destination Download allows the customer to plan routes on-the-go, transmitting accurate directions to any of the more than 15 million Points of Interest (POIs) in the mbrace® database.

When a customer would like directions to a specific POI – such as a fast food restaurant or gas station – he or she can press the *i*-Button in the vehicle. This button connects them with a Mercedes-Benz mbrace Customer Specialist who can assist in selecting the specific POI that best meets the customer's needs. Once the POI has been determined, the mbrace Customer Specialist will send the address of the chosen destination to the vehicle's COMAND navigation system. Upon customer action the navigation system will calculate directions to the destination based on the vehicle's current location.

How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Point of Interest Destination Download.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Agent."
- STEP 4:** The customer requests a specific POI from the mbrace Customer Specialist.
- STEP 5:** The POI address is sent to the customer's in-vehicle COMAND navigation system.
- STEP 6:** The COMAND navigation system calculates the directions from the customer's current location to the requested POI.





BENEFITS:

- ▶ Peace of mind that the vehicle can be securely locked when in doubt
- ▶ Simple and secure process that protects customers and their vehicles

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Door Lock is available on Model Year 2007 and later S-Class, Model Year 2007 and later CL-Class, Model Year 2008 and later C-Class, Model Year 2010 and later GLK-Class and Model Year 2010 and later E-Class Coupe and Sedan
- ▶ Service is available up to four days after last engine activity

Unique features:

- ▶ Self-service through mbrace online account, mbrace Mobile Application and mbrace Customer Specialist
- ▶ Plausibility checks help ensure legitimacy of requests

Service description:

Remote Door Lock is a unique mbrace® service that allows the customer to lock his or her vehicle from any location without the use of keys. The Remote Door Lock service may be used only when the vehicle's ignition is off. The customer has the option of initiating a lock service either by dialing the Mercedes-Benz mbrace Response Center at 1-866-990-9007 and speaking to an mbrace Customer Specialist, logging into his or her online account or using the mbrace Mobile Application.

When a customer requests the Remote Door Lock service through an mbrace Customer Specialist, authentication is required in the form of a Personal Identification Number (PIN) to protect both the customer and the vehicle. Once the PIN has been given and the service request has been authenticated, the mbrace Customer Specialist sends a signal to the vehicle to lock the doors, trunk and gas tank cap.

When requesting the Remote Door Lock service through an mbrace online account, the customer logs in through Mercedes-Benz Owners Online and sends the request by clicking on the "Door Lock" button. Mercedes-Benz mbrace will then send a signal to the vehicle to lock the doors, trunk and gas tank cap.

Mercedes-Benz mbrace also allows the customer to lock doors remotely using the mbrace Mobile Application on an iPhone or Android smartphone. After launching the application, the customer must enter an account number and security PIN. Then the vehicle doors can be locked by pressing the "Door Lock" button.

Regardless of the method used, the Mercedes-Benz mbrace Response Center will notify the customer of the completion of the Remote Door Lock service by sending a message via his or her preferred communication method: email, text message or phone call. Along with this added security measure, the mbrace system will also display a Door Lock status message in the vehicle's instrument cluster the next time the ignition is turned on.

To further protect customers and their vehicles, mbrace Customer Specialists will perform plausibility checks to verify the legitimacy of service requests and, if necessary, block the service from further requests. For example, if the Mercedes-Benz mbrace Response Center receives ten Remote Door Lock requests from the same customer within one hour, the service will be blocked from further requests within that hour.

The availability of Remote Door Lock gives customers the peace of mind that their vehicle can be securely locked at all times.

continues ▶





Remote Door Lock

Doors can be locked at the customer's request without the use of keys or a key fob

mbrace[®] Package

How it works:

- STEP 1:** The customer contacts an mbrace Customer Specialist by dialing 1-866-990-9007, logs onto an mbrace online account or the mbrace Mobile Application.
- STEP 2:** Authorization for the service is verified through a security PIN and the request is sent.
- STEP 3:** The vehicle receives the request and locks the doors as requested.
- STEP 4:** Once the doors have been locked, the Mercedes-Benz mbrace Response Center will notify the customer via his or her preferred communication method: email, text message or phone call.
- STEP 5:** The next time the customer turns the vehicle's ignition on, the mbrace system informs the customer of the completion of the Remote Door Lock service with a status displayed in the instrument cluster.





Benefits:

- ▶ Peace of mind that the vehicle can be accessed when needed without a key
- ▶ Simple and secure process that protects the customer and their vehicle
- ▶ Eliminates need for expensive and time-consuming locksmith

Requirements:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Service available on all vehicles Model Year 2005 and later, except for SLS-Class Model Year 2011 and later

Unique Features:

- ▶ Self-service through mbrace online account, mbrace Mobile Application and mbrace Customer Specialist
- ▶ Time delay option allows customer to set a time period which he or she can unlock the doors
- ▶ Trunk latch serves as an enhanced security feature
- ▶ Service is available whether ignition is on or off

Service description:

Remote Door Unlock allows the customer to unlock his or her vehicle without a key. The Remote Door Unlock service is available whether the vehicle is on or off. Customers can initiate an unlock service by dialing the Mercedes-Benz mbrace[®] Response Center number at 1-866-990-9007 to speak to an mbrace Customer Specialist, logging into his or her online account or using the mbrace Mobile Application.

When a customer requests the Remote Door Unlock service, the Mercedes-Benz mbrace Response Center requires authentication in the form of a preset Personal Identification Number (PIN) to protect both the customer and the vehicle. Once the PIN has been confirmed, the customer will specify a time parameter with the mbrace Customer Specialist within which the vehicle will be unlocked.

For model years 2012 and earlier, the customer is required to press and hold the trunk latch for two minutes or less to complete the Remote Door Unlock service request. After the trunk latch has been held, the vehicle accepts the unlock command and unlocks the doors, trunk and gas cap.

If there is a pattern of repeated usage that seems exceptional, the service request will be handled by a Supervisor in the Mercedes-Benz mbrace Response Center who will investigate the extraordinary Remote Door Unlock requests. In the case of Door Unlock/Lock, the most common cause for extraordinary usage would be due to the vehicle not responding to the service request (e.g., vehicle located in a parking deck, dead battery, etc.) and the Supervisor would then help educate the customer. In the case of overt abuse of the service, the Supervisor would counsel the customer to curb the usage and if it continues, not support additional similar service requests.

To request the Remote Door Unlock service through an mbrace online account, the customer logs in through Mercedes-Benz Owners Online and sends the request by clicking on the "Door Unlock" button. Mercedes-Benz mbrace will then send a signal to the vehicle to unlock the doors immediately.

Mercedes-Benz mbrace also allows the customer to unlock doors remotely using the mbrace Mobile Application on an iPhone or Android smartphone. After launching the application, the customer must enter their mbrace account number and secure PIN. Then the vehicle doors can be unlocked by pressing the Door Unlock icon.

continues ▶





Service description, *continued*

Regardless of the method used, the Mercedes-Benz mbrace Response Center will notify the customer of the completion of the Remote Door Unlock service by sending a message via his or her preferred communication method: e-mail, text message or phone call.

Along with this added security measure, the mbrace system will also display a Door Unlock status message in the vehicle's instrument cluster the next time the ignition is turned on.

The availability of Remote Door Unlock gives customers the peace of mind that they may enter their locked vehicle through a simple, quick and secure process. This service also eliminates dependency on locksmith services, which can be costly and time-intensive.

How it works:

- STEP 1:** The customer connects to the Remote Door Unlock service by dialing 1-866-990-9007 to speak with an mbrace Customer Specialist, logging onto their mbrace online account or logging onto the mbrace Mobile Application.
- STEP 2:** The customer authorizes service for the vehicle by giving his or her PIN.
- STEP 3:** The customer sets a time for the remote service activation.
- STEP 4:** The service request is reviewed, verified and then sent to the vehicle.
- STEP 5:** For model years 2012 and earlier the customer is required to hold the trunk latch for 2 minutes or less to complete the service request.
- STEP 6:** After the trunk latch has been held, the vehicle accepts the unlock command and unlocks the doors, trunk and gas cap.
- STEP 7:** Once the doors have been unlocked, the Mercedes-Benz mbrace Response Center will notify the customer via his or her preferred communication method: email, text message or phone call.



**BENEFITS:**

- ▶ The customer has direct access in the vehicle and from the mbrace Mobile Application to call for assistance, even if they are not sure of the vehicle's current location
- ▶ Peace of mind that the customer can receive help, even in a non-emergency

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ Transmission of vehicle location and Vehicle Identification Number (VIN) to Mercedes-Benz Roadside Assistance
- ▶ Service available whether ignition is on or off
- ▶ Convenient access from the mbrace Mobile Application

Service description:

Roadside Assistance Connection provides the customer with a convenient means to summon help for vehicle-related problems such as a vehicle breakdown or a flat tire. A customer can connect to Mercedes-Benz Roadside Assistance by pressing the Wrench Button in the vehicle. Roadside Assistance can also be accessed via the mbrace® Mobile Application. As the call is being placed, the Telematics Control Unit (TCU) relays the vehicle location, Vehicle Identification Number (VIN) and any other relevant vehicle data to Mercedes-Benz Roadside Assistance where they will speak to a Roadside Assistance Representative. The Roadside Assistance Representative will assist the customer in assessing which services are needed and dispatch the appropriate assistance to the customer's location.

The availability of Roadside Assistance Connection gives the customer the peace of mind that help can be sent to the vehicle's exact location to address vehicle problems in times of need. The customer can also elect to use 1-800-FOR-MERC to contact Mercedes-Benz Roadside Assistance.

How it works:

- STEP 1:** The customer presses the Wrench Button in the vehicle to initiate contact with Mercedes-Benz Roadside Assistance or logs into the mbrace Mobile Application, selects the Assistance screen and initiates a call to Mercedes-Benz Roadside Assistance.
- STEP 2:** As the call is being placed, the following information is transmitted from the in-vehicle TCU to Mercedes-Benz Roadside Assistance:
- ▶ Current vehicle location provided from the in-vehicle Global Positioning System (GPS) component
 - ▶ VIN, which serves as the means of customer identification
 - ▶ Time of service request
 - ▶ Vehicle mileage
- STEP 3:** The Mercedes-Benz Roadside Assistance Representative works with the customer to determine what services are needed.
- STEP 4:** The Mercedes-Benz Roadside Assistance Representative dispatches the appropriate roadside assistance services.



**BENEFITS:**

- ▶ Peace of mind for customers who may be lost or need real-time driving directions and 24/7 access to millions of points of interests
- ▶ Available at the touch of a button, even without an embedded navigation system
- ▶ Previous destinations stored for quick and easy look up

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Active mbrace PLUS Package subscription

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Transmission of vehicle location and Vehicle Identification Number (VIN) to Mercedes-Benz mbrace Response Center for quick customer identification

Service description:

Route Assistance is available to help a customer navigate real-time while driving to their destinations. Route Assistance will also guide the customer to local Points of Interest, such as restaurants, retail stores or a particular gas station. In addition, Route Assistance provides the reassurance of a live voice when a person is lost.

The customer presses the *i*-Button in the vehicle to initiate Route Assistance. The vehicle's location information (GPS location, direction, speed) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The Interactive Voice Response (IVR) system will audibly present a menu of options. By selecting "Route Assistance," the vehicle information, including location data, is delivered to the Mercedes-Benz mbrace[®] Response Center. During this time, the customer is connected with an mbrace Customer Specialist who will provide live assistance.

The customer informs the mbrace Customer Specialist of his or her desired destination and any additional relevant information. The mbrace Customer Specialist provides the customer with the information needed to successfully finish the intended trip. In the mean time, the desired destination is stored in the system in case the customer is unsuccessful in finding their location and calls back a second time. Any mbrace Customer Specialist can then take the call and instantly know the customer's final destination.

How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Route Assistance.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Route Assistance."
- STEP 4:** The customer is connected to an mbrace Customer Specialist where he or she can request directions or the location of a local Point of Interest (POI) if he or she is lost.
- STEP 5:** The mbrace Customer Specialist will provide the guidance needed to get back on route. The request will be stored in the system in case the customer is unsuccessful in finding his or her destination and calls back a second time.





BENEFITS:

- ▶ Assistance locating vehicle
- ▶ Ability to remotely activate a vehicle's horn as an alarm

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace2
- ▶ Active mbrace subscriber agreement
- ▶ Apple iPhone iOS 4, Android-based phone OS 2.1 or later

UNIQUE FEATURES:

- ▶ Remote access from the Web or smartphone

Service description:

The Remote Horn & Lights service allows the customer to find their vehicle in a dark parking lot or sound the horn as an alarm. The customer can use the Remote Horn & Lights feature through the mbrace Mobile Application or through the mbrace website. Once the customer initiates the Remote Horn & Lights feature using either method, a command is sent to their vehicle to honk the horn and flash the lights for five seconds.

How it works on the mbrace Mobile Application:

- STEP 1:** The customer launches the application on the mobile device.
- STEP 2:** The customer logs in by entering the 8-digit mbrace account number and a secure 4-digit PIN. (This is the same PIN that is established during the mbrace activation process.)
- STEP 3:** The customer selects the Remote Horn & Lights icon on the key fob image to send a command to the vehicle to honk the horn and flash the lights for five seconds.

How it works on the mbrace website:

- STEP 1:** The customer logs in to the mbrace website and selects "Online Tools."
- STEP 2::** The customer selects the Honk/Flash button to initiate the service.
- STEP 3:** A message is sent to the vehicle to honk the horn and flash the lights for five seconds.



**BENEFITS:**

- ▶ Peace of mind
- ▶ Available 24 hours a day, 7 days a week
- ▶ Transportation assistance dispatched in a timely manner

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location

UNIQUE FEATURES:

- ▶ Service is available to customer by contacting the Mercedes-Benz mbrace Response Center directly from any phone
- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of service request to Mercedes-Benz mbrace Response Center

Service description:

Safe Ride is designed to provide assistance to a customer who is in a situation where it is unsafe for him or her to drive. Assistance may consist of contacting a cab company and arranging transportation, or contacting a friend or relative to provide help.

Safe Ride is initiated by pressing the *i*-Button in the vehicle. The vehicle's location information (GPS location, direction, speed) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The Interactive Voice Response (IVR) system audibly presents a menu of options, and the customer selects "Agent." The call, with the vehicle location information, is then delivered to an mbrace® Customer Specialist who will discuss the situation with the customer and make appropriate transportation arrangements.

Assistance will also be provided to a customer if they are not with the vehicle at the time of need (the customer will need to provide location information in this instance). To use this service when away from the vehicle, the customer dials the Mercedes-Benz mbrace Response Center at 1-866-990-9007 or requests services through the mbrace Mobile Application (if applicable).

How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle, or calls the Mercedes-Benz mbrace Response Center at 1-866-990-9007 to initiate Safe Ride.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Agent."
- STEP 4:** The vehicle's location information is requested from the Telematics Control Unit (TCU) embedded within the vehicle.
- STEP 5:** The mbrace Customer Specialist speaks with the customer to verify location and assess transportation needs.
- STEP 6:** The mbrace Customer Specialist arranges transportation for the customer, and offers to contact a friend or relative to provide additional assistance. The customer is responsible for all transportation costs.



**BENEFITS:**

- ▶ Access to accurate and up-to-date search results for the navigation system
- ▶ Destinations can be sent to the vehicle from anywhere, anytime
- ▶ Multiple options to search, allowing the customer to choose their preferences
- ▶ Easily connect with “friends” using the innovative Drive2Friend feature

REQUIREMENTS:

- ▶ Route2Benz requires a vehicle equipped with mbrace2 and subscriptions to MB Apps option
- ▶ COMAND navigation system embedded in the vehicle’s head unit
- ▶ An SD card for the COMAND navigation unit is required for Route2Benz
- ▶ Active mbrace subscriber agreement
- ▶ Active customer email address associated with the mbrace account
- ▶ iPhone iOS 4 or a computer with Internet browser (Internet Explorer v6, 7, 8 on Windows XP 32 bit, Vista 32 & 64 bit, Seven 32 & 64 bit; Firefox v3.0, 3.5, 3.6 on Windows; (Safari coming soon)
- ▶ Search & Send available on Model Year 2007 and later S-Class and CL-Class; Model Year 2008 and later C-Class; and all Model Year 2009 vehicles except for CLK-Class, Maybach and SLR models

Service Description:

Send2Benz[™] allows the customer to remotely send a destination to their Mercedes-Benz in-vehicle navigation system. There are five methods customers can use to send destinations to their vehicles:

- ▶ mbrace Mobile Application (available on the iPhone and Android)
- ▶ mbrace Browser Toolbar Widget
- ▶ Send2Benz.com
- ▶ Search & Send[™] (via Google Maps[™])
- ▶ Route2Benz (via Google Maps[™])

Send2Benz also includes an innovative social networking feature called Drive2Friend[™], which allows the customer to request a “friend’s” current location to be sent over the air to their navigation system.

The Drive2Friend feature is accessible on the mbrace Mobile Application or by visiting Send2Benz.com. To use the feature, the customer sends a text message to a “friend” asking them to share their current location. When the “friend” grants permission, the location is acquired from their mobile device and sent to the mbrace customer’s in-vehicle navigation system.

mbrace[®] Mobile Application

When accessing Send2Benz from the mbrace Mobile Application, the customer has the option to perform the following functions: send their current location, enter a known address, send an address in their contact book, search for and send a Point of Interest (POI) or address and request a friend’s location using the Drive2Friend feature.

mbrace[®] Browser Toolbar Widget

Using the mbrace Browser Toolbar Widget, accessible from a computer web browser, a customer can highlight an address found on any webpage, and with two simple clicks, send the address to their Mercedes-Benz vehicle. The customer can also copy an address from any electronic document, click the toolbar icon and paste it into the Send2Benz address search field.

continues ▶





UNIQUE FEATURES:

- ▶ Remote access from the Web or smartphone
- ▶ Destination can be saved in the vehicle's navigation system for future use
- ▶ Seamlessly integrates the smartphone, web and vehicle's navigation system
- ▶ Ability to connect with "friends" and request their locations

WAYS TO SEND DESTINATIONS:

Feature	Smartphone	Web
POI Search	✓	
Manual Address Entry	✓	✓
Current Location	✓	
Contact Book	✓	
Drive2Friend [™]	✓	✓
Browser Toolbar		✓
Search & Send [™] from Google Maps [™]		✓
Route2Benz [™] from Google Maps [™]		✓

Send2Benz.com

From the Send2Benz website, the customer can enter a known address to be sent to the vehicle or use the Drive2Friend feature. The customer can also copy an address from any electronic document and paste it into the Send2Benz address search field.

Search & Send[™]

Search & Send allows the customer to send a destination or POI to their vehicle using Google Maps[™]. Once the desired destination is found, the customer enters their mbrace email address for verification and sends the address to their vehicle.

Route2Benz

Route2Benz is available for mbrace2 equipped vehicles. The service allows the customer to plan a full route, including multiple destinations on Google Maps[™] and send the route to the in-vehicle navigation system. The customer can also customize the route by dragging points to the desired roads for re-calculation.

How it works on the mbrace Mobile Application:

- STEP 1:** The customer logs in to the mbrace Mobile Application and selects the Send2Benz icon.
- STEP 2:** The customer selects the desired method to send a location to their vehicle or selects Drive2Friend to request a "friend's" location.
- STEP 3:** The customer follows the instructions on the Mobile Application and sends the destination to their vehicle.
- STEP 4:** Once the vehicle is started, the customer will receive the POI. For Model Year 2012 and earlier vehicles, the customer will be required to press the *i*-Button in their vehicle to complete the destination download.
- STEP 5:** Once downloaded, the destination can be saved in the vehicle navigation system, or the customer can immediately navigate to the destination.





BENEFITS:

- ▶ Reinforces safe driving
- ▶ Ease of use online
- ▶ Timely alerts

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace2
- ▶ Active Subscriber agreement with mbrace PLUS
- ▶ Vehicle cellular coverage

UNIQUE FEATURES:

- ▶ Customer's privacy is protected as actual speed is not recorded
- ▶ History of alerts can be viewed online
- ▶ Ability to choose preferred communication method

Service Description:

With mbrace, families can support safer driving by setting up a Speed Alert for the vehicle. The customer uses the mbrace website to define the maximum speed and the alert communication method (text message or email). If the vehicle exceeds the set speed, a message will be sent to the customer via the preferred communication method. The alert provides the time that the vehicle exceeded the speed threshold, and a history of alerts can be viewed online. This alert provides a great way to reinforce positive behavior to keep drivers and their families safe.

How it works:

- STEP 1:** The customer logs in to the mbrace website and selects "Online Tools."
- STEP 2:** The customer selects the Location-Based Services button, which will open a new browser window.
- STEP 3:** The customer selects the "Add Speed Alert" button, enters the speed threshold and selects email or text message for the preferred communication method. The customer then saves the Speed Alert.
- STEP 4:** If the vehicle exceeds the speed threshold, an alert is sent to the customer. The alert is also saved as history that can be viewed from the mbrace website.
- STEP 5:** If the customer does not re-visit the mbrace website and view their Speed Alert regularly, they will receive a reminder via email that their Speed Alert will expire. The typical Speed Alert lasts 60 day before a usage reminder is sent.



**BENEFITS:**

- ▶ Peace of mind
- ▶ Button located conveniently in the vehicle
- ▶ mbrace Customer Specialist will assist customers even if the situation is not life-threatening
- ▶ Ability to identify and locate both the vehicle and the customer

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of service request to Mercedes-Benz Emergency Response Center
- ▶ mbrace Customer Specialists are APCO and NENA certified and have direct public safety experience either as Emergency Dispatchers or First Responders

Service description:

SOS/Emergency Call enables the customer to connect to a trained Mercedes-Benz mbrace® Customer Specialist in the event of an emergency, providing an extra level of peace of mind. By pushing the dedicated SOS Button from within the vehicle, the customer connects to an mbrace Customer Specialist at the Mercedes-Benz Emergency Response Center. This action simultaneously signals the Telematics Control Unit (TCU) to send critical information about the vehicle's location and identity to the Mercedes-Benz Emergency Response Center in a separate data transmission.

As the data is being transmitted, a voice connection is established with the customer to assure that help is available. A highly-trained mbrace Customer Specialist will determine the customer's emergency need. Once the need has been determined, the mbrace Customer Specialist will contact the appropriate emergency service provider.

Not every SOS/Emergency Call requires a response from public safety officials. For example, a customer might panic when he or she discovers a flat tire and press the SOS Button. In the event of a non-life-threatening situation, the mbrace Customer Specialist will ask the customer to end the SOS/Emergency Call and press the Wrench or *i*-Button.

How it works:

- STEP 1:** The customer presses the SOS Button to connect to an mbrace Customer Specialist at the Mercedes-Benz Emergency Response Center.
- STEP 2:** The following data is transmitted from the vehicle to the Mercedes-Benz Emergency Response Center:
- ▶ A signal indicating an SOS/Emergency Call
 - ▶ Current vehicle location provided from the in-vehicle Global Positioning System (GPS) component
 - ▶ VIN, which serves as the means of customer identification for the Mercedes-Benz Emergency Response Center
 - ▶ Time of service request
- STEP 3:** The mbrace Customer Specialist speaks with the customer to assess the needs of the situation and assure that help is available.
- STEP 4:** The mbrace Customer Specialist contacts the appropriate emergency service provider and provides the vehicle information, location, status of occupant(s) and other relevant information.
- STEP 5:** The emergency service provider dispatches appropriate public safety personnel to the exact location of the customer.





BENEFITS:

- ▶ Stolen Vehicle Location Assistance helps authorities locate stolen vehicles more quickly, which increases the chance of a successful recovery
- ▶ mbrace Customer Specialists work directly with law enforcement officials to streamline the location and recovery process
- ▶ Silent tracking mode prevents thieves from knowing the vehicle is being tracked by law enforcement

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Secure authentication process ensures the service is not abused
- ▶ Close working relationship with all Public Safety Answering Points, ensuring a priority response from law enforcement officials

Service description:

Stolen Vehicle Location Assistance gives the customer a safe and streamlined way to assist local law enforcement officials in locating and potentially recovering stolen vehicles.

After filing a police report on a stolen vehicle, the customer contacts the Mercedes-Benz mbrace[®] Response Center at 1-866-990-9007 with the police report case number, along with the badge number, name and department contact information for the officer filing the report.

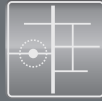
The mbrace Customer Specialist will verify the customer's identity and case number to protect both the customer and the vehicle. Once the authentication process is complete, the vehicle's location information is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The mbrace Customer Specialist then contacts the appropriate Public Safety Answering Point (9-1-1 Center) with the stolen vehicle case number and provides the vehicle's location and direction to local law enforcement officials.

If needed during the stolen vehicle location process, the TCU will continue to automatically provide updates on the vehicle's location to the Mercedes-Benz mbrace Response Center. The information can then be relayed to the appropriate law enforcement officials.

How it works:

- STEP 1:** After a police report has been filed on the stolen vehicle, the customer contacts the Mercedes-Benz mbrace Response Center at 1-866-990-9007.
- STEP 2:** The mbrace Customer Specialist requests and verifies the customer's identity and stolen vehicle case number.
- STEP 3:** The mbrace Customer Specialist requests location information from the stolen vehicle's TCU.
- STEP 4:** The mbrace Customer Specialist contacts the appropriate authorities with the customer's police case number.
- STEP 5:** The mbrace Customer Specialist communicates the stolen vehicle's location and direction to local law enforcement officials.
- STEP 6:** If needed, the mbrace Customer Specialist will remain on the line with law enforcement to continue tracking the vehicle.
- STEP 7:** Local authorities will contact the customer regarding the status of the recovery effort.



**BENEFITS:**

- ▶ Peace of mind for families with inexperienced drivers
- ▶ Ability to define personal geographic settings
- ▶ Timely alerts for driver behavior awareness

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace2
- ▶ Active Subscriber agreement with mbrace PLUS
- ▶ Vehicle cellular coverage

UNIQUE FEATURES:

- ▶ Customer can view all defined Travel Zones on an online map.
- ▶ Ability to choose preferred alert communication method (text message or email)

Service Description:

Travel Zones offers the customer a convenient way to personalize their preferences online and receive alerts about vehicle travel. From the mbrace website, the customer can draw boundaries on a map, representing a virtual zone. When the vehicle is driven into or out of the virtual zone, the customer receives an alert. The alert can be sent as a text message or email. The customer can predefine various settings associated with their Travel Zones, including time of day filters, preferences for zone “entry” or “exit,” text message or email. Travel Zones can be drawn as circles and polygons, allowing flexibility to draw complex shapes to match the border that is desired. The customers can create up to ten different zones online.

How it works:

- STEP 1:** The customer logs in to the mbrace website and selects “Online Tools.”
- STEP 2:** The customer selects the Location-Based Services button, which will open a new browser window for the Travel Zone set-up page.
- STEP 3:** The customer draws the desired Travel Zone by selecting circle or polygon, typing an address in the map, and then clicking the map to draw the shape. The first click of the map will start the shape. For polygons, a subsequent click will add another side. To complete the shape, the customer must double click.
- STEP 4:** The customer selects the “Next” button to access various Travel Zone settings. The customer can name the zone, select the alert type (text message or email), and define the schedule for which the alert should be active.
- STEP 5:** The customer then saves the Travel Zone.
- STEP 6:** When the vehicle is driven in or out of the defined Travel Zone, the customer will receive an alert. The alert is also saved in history, which can be viewed online.



**BENEFITS:**

- ▶ Available 24/7 via your Apple iPhone or Android smartphone
- ▶ Intuitive user interfaces

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Apple iPhone (models running OS 4.2 or later), Android-based phones (OS 2.1 or later)
- ▶ Service is available up to four days after last engine activity
- ▶ Vehicle Finder is only available via the mbrace Mobile Application

UNIQUE FEATURES:

- ▶ Vehicle Finder feature allows the customer to locate his or her vehicle if they cannot remember where it is parked

Service description:

Vehicle Finder allows an mbrace® Mobile Application user to view the location of their vehicle. The Vehicle Finder feature also requires the customer to give the application permission to access the mobile device's GPS location.

To use this feature, the customer must launch the mbrace Mobile Application, enter his or her account number and secure PIN (Personal Identification Number), and press the Locate button on the key fob image. A command is sent from the app to the Telematics Control Unit (TCU) embedded in the vehicle requesting its current GPS coordinates. The vehicle coordinates are sent back to the Mobile Application along with the mobile device GPS coordinates, and the vehicle location will be rendered on a map on the mobile device. If the GPS coordinates could not be obtained or the vehicle is too far away, a message will appear on the Mobile Application indicating the vehicle could not be located.

The Vehicle Finder feature is only available via the mbrace Mobile Application. A customer cannot locate his or her vehicle by calling the Mercedes-Benz mbrace Response Center or on the mbrace Web portal.

How it works:

- STEP 1:** Download the Mobile Application to the phone from the phone's application store. (This step is only completed one time)
- STEP 2:** Launch the application on the mobile device.
- STEP 3:** Log in by entering mbrace account number and a secure 4-digit PIN. (This is the same PIN that is established during the mbrace activation process)
- STEP 4:** Access the Vehicle Finder function by selecting the Locate button of the key fob.



**BENEFITS:**

- ▶ Easy access to a Mercedes-Benz Customer Care Representative who knows the vehicle's functions and features
- ▶ Assistance is available 24/7, even on questions as small as how to adjust the headrest

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Service is available up to four days after last engine activity

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off

Service description:

The Vehicle Information service provides answers to the customer's questions about their vehicle, from basic operating features to vehicle instructions.

The customer presses the *i*-Button in the vehicle and chooses the Vehicle Information option to connect to a Customer Care Representative at the Mercedes-Benz Customer Assistance Center. Customer Care Representatives can assist in questions pertaining to feature and service overviews, operating instructions and location within the vehicle such as, "How do I adjust my clock?" or "How do I find Points of Interest on my navigation system?"

How it works:

STEP 1: The customer presses the *i*-Button in the vehicle to initiate Vehicle Information.

STEP 2: The IVR system presents an audible menu of options.

STEP 3: The customer selects "Vehicle Information."

STEP 4: The customer is connected to a Mercedes-Benz Customer Care Representative to ask his or her vehicle-related question.

STEP 5: The Customer Care Representative responds to the customer's questions and makes sure that he or she understands how to properly use the vehicle feature or service in question.

