

The Daimler logo consists of the word "DAIMLER" in a white, serif, all-caps font, centered within a dark gray rectangular background.

## **Mercedes-Benz "Fit & Healthy": Comfort is becoming even more intelligent**

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Stuttgart/Las Vegas. The ambition of Mercedes-Benz is a car that helps to promote the well-being of its passengers. Mercedes-Benz vehicles of tomorrow will enhance the fitness and well-being of their passengers in an even more individualised way while offering worlds of experience for all the senses. In connection with Mercedes me, Mercedes-Benz is also planning a holistic ecosystem to assist the user with an active and healthy lifestyle also when away from the vehicle. The data that have been authorised by the user will be bundled in the vehicle's own back-end to provide personalised recommendations for greater well-being and fitness, with key importance being attached to transparency, self-determination and data privacy. With the "Fit & Healthy" concept vehicle and the "Wall of Wishes" exhibit from Mercedes me, at the Consumer Electronics Show (CES) in Las Vegas Mercedes-Benz is giving a peek into the holistic concept as well as some specific features.

At Mercedes-Benz, "Intelligent Drive" stands for the intelligent connectivity of systems, sensors and algorithms. Alongside safety and powertrain, comfort, too, is now becoming more intelligent: Mercedes-Benz is engaged in a pioneering "Fit & Healthy" project designed to enhance the well-being of passengers. Hence, with the car of the future Mercedes-Benz is supporting an active and healthy lifestyle with intelligent solutions.

Alongside a workplace and private environment, the vehicle interior is increasingly becoming a "third place", a living and relaxation area in which passengers can enjoy contemporary luxury and intelligent comfort. The vision similar to the "Intelligent Drive" concept: sensors – either built into the vehicle or in a wearable – measure the driver's vital parameters as well as data on the immediate and wider area around the vehicle. This information is merged and, by means of appropriate algorithms, the driver is presented with a tailor-made offer for enhancing their well-being.

Thanks to intelligent data connectivity, adaptive comfort and infotainment systems can, for example, reduce tiredness or stress to suit the particular situation, such as with the option to select a stress-free route on the navigation system. The following are conceivable: new-type seat

massages, stimulating or relaxing music to suit the driver's mood and traffic conditions, matching climate control including fragrancing and suitable ambience lighting.

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