



mbrace

Your World, From Your Car

Mercedes-Benz



mbrace a new level of service

Mercedes-Benz mbrace is the evolution of our existing groundbreaking in-vehicle services, offering national support along with expanded and enhanced features.

To learn more about upgrading to mbrace — including any special offers — see your dealer or call 866-990-9007.

SAFETY & SECURITY SERVICES

Connect directly to
Roadside Assistance
to change a tire

CONVENIENCE SERVICES

Unlock car doors
remotely using the
Mobile Application

Connected at the moment of

Managing the unexpected is easier when you're surrounded by Mercedes-Benz mbrace. This new generation of technologically advanced services delivers an extra measure of peace of mind by keeping you connected to the personalized assistance you need, at the moment you need it.¹ mbrace services are backed by industry-leading expertise and can be accessed quickly and easily in your vehicle, online or through the new mbrace Mobile Application. It's innovative. It's reliable. It's convenient. Most of all, it's what you expect from Mercedes-Benz.

SAFETY & SECURITY SERVICES

Connect with emergency professionals after witnessing an accident

NAVIGATION & DESTINATION PLANNING SERVICES

Get up-to-date traffic information for a pre-defined route

CONVENIENCE SERVICES

Download a restaurant address right to your vehicle

need





connected...
at the moment of impact

I had always prided myself on being a safe driver, so when I got hit, I was terrified. The car lurched sideways and my airbags deployed. It all happened so fast. Then I heard a voice asking if I was OK. It was a Customer Specialist named Michelle. She contacted the police with my location and kept me calm until they arrived.



mbrace :: **SAFETY & SECURITY SERVICES**

Relationships with every 9-1-1 center and access to the most up-to-date information helps ensure quick, accurate and effective response in an emergency

When a calming voice is needed

Mercedes-Benz mbrace helps protect you from worst case scenarios. Advanced, embedded technology provides fast response in the event of an emergency... even to the point of calling for help if you are unable to.

Automatic Collision Notification

:: know that help is there when you need it most

One of the many benefits of Mercedes-Benz mbrace is the peace of mind you get from knowing that your vehicle can ask for help – even if you can't. If your airbags deploy or the seatbelt Emergency Tensioning Device is activated, the Automatic Collision Notification feature notifies the Mercedes-Benz Emergency Response Center of the incident, along with vehicle information and location.

An mbrace Customer Specialist will then attempt to make voice contact with you. If you request help or don't respond, the specialist will notify emergency services and stay on the line to assist you with any needs you may have until help arrives.

most



SOS/Emergency Call

:: request help for yourself or others

Push the SOS Button when you need emergency assistance or you see someone who does. You'll automatically reach an mbrace Customer Specialist who has been specially trained to respond to emergency situations. The Customer Specialist will work with local emergency responders to dispatch help where it is needed quickly.

Emergency calls are answered by trained and certified operators who currently have an average of 9 years experience, then routed through the nation's primary emergency response network



mbrace :: SAFETY & SECURITY SERVICES

Add a healthy dose of peace of mind to your daily

Mercedes-Benz mbrace cares for you and your vehicle in a variety of ways – helping you feel more at ease each time you get behind the wheel.

Stolen Vehicle Location Assistance

:: get your vehicle back where it belongs

The possibility of discovering your vehicle is missing can be terrifying – but knowing mbrace can assist law enforcement in recovering it is tremendously reassuring.

Embedded mbrace technologies allow a Customer Specialist to identify your vehicle's location if it has been stolen. When the location is determined, the Customer Specialist will work with local authorities to get them the information they need.²

Automatic Alarm Notification

:: a vigilant sentinel watching over your vehicle

Automatic Alarm Notification provides an extra measure of security for your Mercedes-Benz.³ Once your vehicle's security system has been activated for more than 30 seconds, you will receive a notification via your preferred method (text message, telephone or email).⁴ At your request, additional services, such as Stolen Vehicle Location Assistance, may be activated. If you cannot be reached, a message will be left with a call-back number.

Roadside Assistance Connection

:: connect to trusted services

Mercedes-Benz set the standard for 24-hour roadside assistance, regardless of whether mbrace service is active or not. If you do have an mbrace subscription, you can benefit from an automated connection to Roadside Assistance by simply pressing the Wrench Button or selecting the "Assistance" menu from the mbrace Mobile Application. This action transmits the vehicle's location and connects you to a trained specialist. Simply explain the nature of your problem and the appropriate services will be dispatched to your location.

routine

Emergency calls are routed through a professionally-staffed facility equipped with the latest technology to handle calls from across the country, around the clock

Crisis Assist

:: get support before, during and after a disaster

Should a major disaster such as a storm, flood or other destructive event occur in your area, mbrace can provide relevant, actionable information to help you stay safe. Pressing the *i*-Button in your vehicle will connect you to up-to-date advice, from evacuation and shelter assistance to helpful post-crisis aid, such as contacting family members and insurance providers.

Safe Ride

:: get alternate transportation when you need it

In situations where it is unsafe to drive, an mbrace Customer Specialist can help you get where you need to go. Pressing the *i*-Button in your vehicle or calling the Mercedes-Benz mbrace Response Center will connect you to a helpful professional who can either arrange a taxi cab or contact friends or family to help get you home.



connected... at the moment of realization

Once I got back to the parking garage, it quickly sunk in that my Mercedes-Benz had been stolen. I called the mbrace Response Center and they immediately initiated their Stolen Vehicle Location Assistance service. My vehicle was determined to be close by and the police were able to recover it and return it to me before any damage occurred.



connected...
at the moment of decision

Identifying my frequently-used routes through the Owners Online portal makes navigating traffic that much easier. Once I have defined my routes, I can connect to personalized traffic, construction or event-related alerts in my vehicle or on my phone. This has saved hours of aggravation each week!



mbrace :: NAVIGATION & DESTINATION PLANNING SERVICES

When finding the road less traveled

Why sit in traffic when there are more appealing ways to spend your time? mbrace Navigation & Destination Planning services can help you avoid potential delays and get back on the road to the things that matter to you just that much faster.

+ Location-Based Traffic :: avoid traffic hassles

Subscribing to the Mercedes-Benz mbrace PLUS Package can help you avoid potential traffic hassles in two ways. You can choose to use your Owners Online account to set traffic alert and route preferences so you can receive the most personalized, relevant data in your vehicle, via an email or via a text message to your phone. You can also allow mbrace to provide default metro traffic data for your vehicle's location.

The Location-Based Traffic service utilizes a proven traffic information source⁵ that provides the most comprehensive traffic data in the country so you can stay up to date on current conditions. Once you are in your vehicle, simply push the *i*-Button and mbrace will let you know if there are any traffic problems along your pre-planned routes.



is a must

+ Location-Based Weather

:: access forecasts and alerts in your area

Be more prepared for the road ahead. By subscribing to the Mercedes-Benz mbrace PLUS Package, you can easily connect to an automated weather service. Hear a variety of reports, including current conditions for your vehicle's location, a short-term forecast and any severe weather warnings for your area.



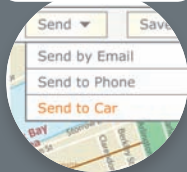
How it works...

Online planning with Search & Send

Search for your destination online



Send the destination to your vehicle



Download destinations at the touch of a button



Directions are displayed on navigation system



mbrace :: NAVIGATION & DESTINATION PLANNING SERVICES

Easy access to the

Search & Send™

:: plan trips ahead of time

Mercedes-Benz Search & Send is a convenient way to program your destinations ahead of time.⁶ Using Google™ Maps you can search for a destination online, then send it to your Mercedes-Benz.

Once you are in your vehicle, simply push the *i*-Button and your destination will be downloaded directly to the vehicle's navigation system. You will be prompted to either start route guidance immediately or save the information for later use in your navigation system's memory. Instead of spending time inputting data into your navigation system, your destinations will be available whenever you need them.

Our Traffic Information Service providers answer up to 20,000 calls every day

right trip planning resources

+ Route Assistance

:: personalized directions on the go

With the Route Assistance service available in the mbrace PLUS Package, you get professional, reliable guidance from an mbrace Customer Specialist without leaving your vehicle.

Using your current location and intended destination, a Customer Specialist can find the best route and provide turn-by-turn directions, giving you the reassurance of live assistance in times of need. Route Assistance is available at the touch of a button, even if your vehicle is not equipped with a COMAND navigation system.

Point of Interest Destination Download

:: from point A to point B and everything in between

Point of Interest (POI) Destination Download lets you access information from an impressively large nationwide database for download to your vehicle's navigation system.⁶

An mbrace Customer Specialist can assist you in searching and selecting a specific point of interest that best meets your needs and then send the address to your vehicle's navigation system. Once received, your navigation system will generate a route to that destination, and you can choose to save it in the system's memory for future use.

Add some interest to your trip...

Point of Interest (POI) Destination Download can get you on the road to the businesses, attractions and services you need to help improve your day. The mbrace database includes destinations for over 15 million POIs covering categories such as:



Hospitals



Shopping



Airports



Hotels



Rest Areas



Golf Courses



Amusement Parks



Restaurants



Exhibition/Conference Centers



Museums



connected...
at the moment of discovery

I was watching my son's soccer game and didn't realize I had locked the keys in the car until the game ended – after I promised to take his friends home. You can imagine the looks on their faces when they discovered we were locked out. But thanks to the mbrace Mobile Application, we were on our way with the press of a button!



mbrace :: CONVENIENCE SERVICES

When an unexpected situation

Often, small nuisances – searching for misplaced keys, resetting a clock or making a last-minute reservation – can become large stumbling blocks. mbrace provides a number of ways to smooth the many bumps that can surface in even the best-planned day.

Remote Door Lock

:: *secure your vehicle and your belongings*

Have you ever wondered whether you locked your vehicle and now you're at an event and can't check? With Remote Door Lock,⁷ mbrace subscribers can remotely lock their vehicles from nearly anywhere. Either call the Mercedes-Benz mbrace Response Center and a Customer Specialist can assist you, or log on to your secure mbrace account via a PC or smartphone and issue the command yourself.

Remote Door Unlock

:: *unlock your doors easily, even without keys*

Everyone locks their keys in their vehicle once in a while. All you have to do is call the mbrace Response Center and verify your Personal Identification Number (PIN) or log in to the mbrace Mobile Application. At the agreed upon time, press the trunk release button or vehicle hatch release. The mbrace Response Center will send a message to your vehicle to unlock the doors.

arises





mbrace :: **CONVENIENCE SERVICES**

Our Concierge partner has over 20 years of travel and concierge experience and handles 2,000,000 contacts a year.

Information at your fingertips

Vehicle Finder

:: *locate your parked vehicle quickly*

A unique feature of the mbrace Mobile Application is the Vehicle Finder service, which pinpoints your vehicle's location within a mile of you. Simply launch your Mobile Application, enter your secure PIN and press the Vehicle Finder button. mbrace will utilize the vehicle's GPS coordinates to render its location on a map relative to your location.



Dealer Connect

:: *get in touch easily*

Dealer Connect gives you a one-button, in-vehicle connection to your preferred Mercedes-Benz dealer – or the one closest to your location. Just push the *i*-Button and say “Dealer Connect.” A Customer Specialist will help identify your exact need, then connect you to the appropriate person or department within your specified Mercedes-Benz dealer.

Vehicle Information

:: *understand and adjust your vehicle settings*

Pressing the *i*-Button puts you in touch with a Customer Specialist who can answer questions about your vehicle like, “How do I set my clock?” or “How do I adjust my stereo controls?”

+ Mercedes-Benz Concierge

:: *connect to professional advice and assistance*

Subscribing to the Mercedes-Benz mbrace PLUS Package gives you unlimited access to Mercedes-Benz Concierge,⁸ which delivers personalized services around the clock.

Mercedes-Benz Concierge services are staffed by a network of concierge professionals. They put their extensive knowledge and experience to work to answer virtually any request. Simply put, it's like having a full-time team of personal assistants at your disposal, right in your vehicle.

Personalized assistance in your vehicle

Pressing the *i*-Button in your vehicle and requesting Concierge connects you to virtually endless services that help you plan ahead including hotel, restaurant, airline or car reservations, ticket purchase for sought-after sporting, concert or theater events and unique gift purchases.

Mercedes-Benz Concierge can also provide assistance managing unexpected events such as lost baggage, accessing physicians or prescriptions and wiring funds.



How it works...

Mercedes-Benz mbrace uses satellites, wireless telecommunications technology, and trained specialists to respond to your in-vehicle security needs and other requests around the clock.

When you press any mbrace button, your call is answered by a trained professional who automatically identifies your location, responds to your request or puts you in touch with the appropriate response personnel. Multiple call centers ensure consistent and reliable service at all times.



Contact starts with the press of a button, when the airbag is deployed, or the Seatbelt Tensioning Device is activated

GPS satellites provide location data

Wireless carriers provide the communications channel

Trained mbrace Customer Specialist provides personal assistance



Getting started is simple

Most new Mercedes-Benz vehicles come with mbrace technology on board and require only a few moments to activate service. Your Mercedes-Benz dealer can help you through this simple process so you can get connected right away. Best of all, an attractive trial period helps you experience the benefits of mbrace easily.¹

Activating your mbrace service

Mercedes-Benz mbrace activation adds only a few minutes to the delivery process for your vehicle. Your account will be created and personalized with your information including a Personal Identification Number (PIN). This will help ensure a high level of individualized attention any time you request mbrace services.

Should you choose, you can also prepay for your mbrace service or include the cost into your lease or financing agreement right at the dealership. Your dealer can provide more information about these options.

Upgrading your service

At any point during your active subscription, you may choose to upgrade your service to add the benefits available through the Mercedes-Benz mbrace PLUS Package, which includes Concierge, Route Assistance, and Location-Based Traffic and Weather. Simply contact an mbrace Customer Specialist and they will ensure that your account is upgraded that same day.

Staying connected down the road

Keeping your mbrace service active is simple. When your subscription nears the end of its term, you will be contacted about renewing coverage. With a credit card on account, we will ensure there is no interruption of services. Your account will automatically renew and you can cancel at any time.

Connected at the moment of need...



In your vehicle



Online



On the go

Download mobile applications
either through the Apple iTunes® Store
or BlackBerry® App World.

Feel the strength of mbrace, wherever you may be

Connect to your world from your car
with the Wrench, SOS and *i*-Buttons

Simply push the button you need and you will be put
in contact with the appropriate specialist or service:

Push the *i*-Button to get information about your
vehicle's systems, for access to a range of traffic
and destination services or to connect with the
Mercedes-Benz Concierge.⁸

**Push the Wrench Button to connect to Roadside
Assistance** if you get a flat tire, run out of fuel, see
a warning light on your dash or for help with other
mechanical issues.⁹

**Push the SOS Button to have us contact emergency
services** if you need help or see someone who does.

Access information and personalize settings
with the Owners Online mbrace portal

The Owners Online portal found at MBUSA.com provides
an easy way to manage the details of your subscription:

Access helpful information about available services,
including benefits, descriptions and educational videos.

Customize your mbrace services for enhanced
ease-of-use, including Remote Door Lock and Unlock,
Location-Based Traffic and more.

View and update your subscription data such as
address, phone number, email and emergency
contact information.

Take important mbrace services with you
on your smartphone

The mbrace Mobile Application provides a new and
convenient way to interact with your Mercedes-Benz.

Access select services remotely using an Apple iPhone® or
BlackBerry®.¹⁰ Remote Door Lock and Unlock, Dealer Connect,
Vehicle Finder, Roadside Assistance and more are all at your
fingertips, even when you aren't near your vehicle.

**View account
information** at
any point to
verify accuracy,
preferences
and settings.





SAFETY & SECURITY SERVICES

	mbrace	mbrace PLUS
Automatic Collision Notification	::	+
SOS/Emergency Call	::	+
Roadside Assistance Connection	::	+
Stolen Vehicle Location Assistance	::	+
Automatic Alarm Notification	::	+
Crisis Assist	::	+
Safe Ride	::	+



NAVIGATION & DESTINATION PLANNING SERVICES

Search & Send™	::	+
Point of Interest Destination Download		+
Route Assistance		+
Location-Based Traffic		+
Location-Based Weather		+

mbrace mbrace PLUS



CONVENIENCE SERVICES

	mbrace	mbrace PLUS
Remote Door Lock ⁶	::	+
Remote Door Unlock	::	+
Vehicle Finder <i>(Mobile Application only)</i>	::	+
Dealer Connect	::	+
Vehicle Information	::	+
Mercedes-Benz Concierge		+

mbrace mbrace PLUS



Your World, From Your Car

Mercedes-Benz mbrace is the evolution of our existing groundbreaking in-vehicle services, offering national support along with expanded and enhanced features.

To learn more about upgrading to mbrace — including any special offers — see your dealer or call 866-990-9007.

Mercedes-Benz mbrace packages

Mercedes-Benz mbrace services are offered in two packages so you can choose the subscription plan that best suits your needs. Both packages offer an attractive trial period¹ so you can experience the benefits of mbrace for yourself. Ask your dealer for more information about pricing and discount options so you can connect right away.



Mobile application access is included with each package.

Mercedes-Benz mbrace Package – security, assistance and connectivity

Enjoy the peace of mind that comes with knowing that you, your passengers and your vehicle are protected on the road. Whether you need help in an emergency or just need some assistance navigating an unexpected inconvenience, trained mbrace Customer Specialists will be there to help you, 24/7. This package includes all the mbrace Safety & Security services, along with select Navigation & Destination Planning and Convenience services.

6-month trial subscription¹

+ Mercedes-Benz mbrace PLUS Package – an added level of luxury and convenience

Benefit from an extra measure of personalized attention with the mbrace PLUS Package. This enhanced package offers all the services included in the mbrace Package, with the addition of Location-Based Traffic and Weather, live Route Assistance and Mercedes-Benz Concierge services. This package is also available on a month-to-month basis so you can connect to the professional, individualized assistance you need, right when you need it.

3-month trial subscription¹

- 1 Mercedes-Benz mbrace equipment is standard on many Mercedes-Benz vehicles and available as an option on others. All mbrace services operate only where cellular and Global Positioning Satellite signals are available which are provided by third parties which are not within the control of Mercedes-Benz USA, LLC. Three-month mbrace Package trial period is offered on Certified Pre-Owned and pre-owned sales at an authorized Mercedes-Benz dealer. Mercedes-Benz mbrace PLUS Package provides an option to pay a monthly fee with no term obligation. Subscriber Agreement required for service to be active. Service operates only where cellular and Global Positioning Satellite signals are available. Some services only available on select vehicles. See your dealer for details.
- 2 In order to activate Stolen Vehicle Location Assistance, you must provide your mbrace Personal Identification Number (PIN) and valid stolen vehicle police case number.
- 3 Automatic Alarm Notification is an opt-in feature available at no additional cost. If you choose to receive this service, you will be notified every time we receive an alarm activation signal from your vehicle.
- 4 You may set your mbrace account preferences to allow for one notification method.
- 5 Traffic data is provided by a third party and can change quickly. Data may not always be 100% accurate.
- 6 Available for vehicles equipped with Mercedes-Benz mbrace and Navigation.
- 7 Remote Door Lock is only 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. Subscriber Agreement required for service to be active. Service operates only where cellular and Global Positioning Satellite signals are available.
- 8 Mercedes-Benz Concierge is available with the Mercedes-Benz mbrace PLUS Package only. Concierge services are accessible only by pressing the *i*-Button in equipped vehicles.
- 9 Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Every attempt will be made to assist a customer; however, circumstances such as restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- 10 Visit the Owners Online portal or BlackBerry App World for the latest listing of compatible models.



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10% POST-CONSUMER RECYCLED PAPER BENEFITS

TREES PRESERVED	SOLID WASTE	WASTE WATER	GREENHOUSE GAS
13 equivalent	367 pounds not generated	6,042 gallons saved	938 pounds net prevented

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