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# The Road to Emission-free Driving

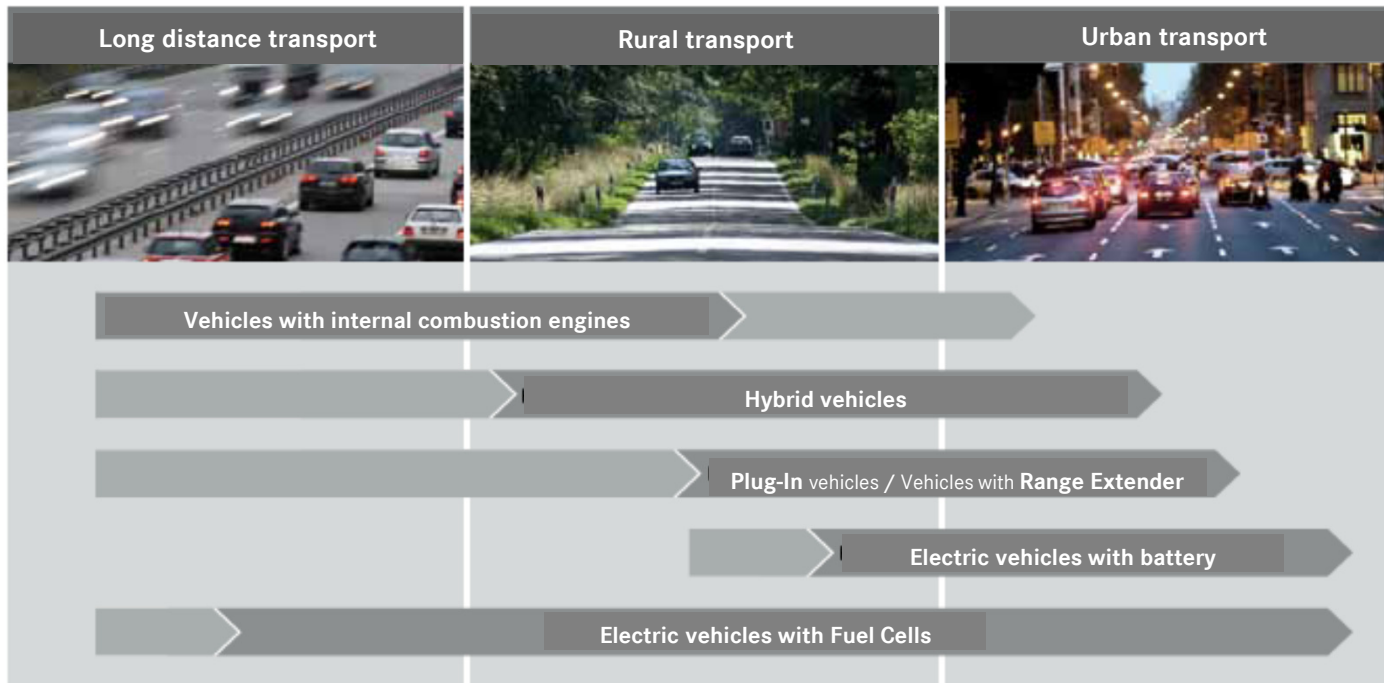
*Mobilità Elettrica a Perugia, - 2012, Nov. 6th*

Mercedes-Benz Italia - Antonio Melidoni



## Daimler – An intelligent blend of drive concepts for all mobility scenarios

To key to environmentally compatible mobility that also caters to specific individual requirements is an intelligent blend of innovative internal combustion engines, hybrid drives, and emission-free electric vehicles powered by battery or fuel cells.



Planned drive variants (Target)  
Implemented drive variants (Current)



## Daimler – The Road To Emission-free Driving

### Hybrid



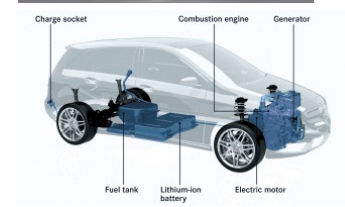
### BlueTEC Hybrid



### Electric Vehicles



### Electric with Range Extender





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## Daimler – The Road To Emission-free Driving

### Fuel Cells







## e-Mobility Italy

- **smart – Enel** partnership started in 2009
- **140 cars** delivered to **private and business customers** in Rome, Milan, Pisa Bologna, Florence
- **2.200 candidates** to participate
- Enel provides **REC energy** on home wall-box and public charging stations
- **Workshops and focus groups** for private and fleet customers:

Monitoring their experiences by analyzing their impressions, needs, critical points in order to have a strong and solid basis to work for the electric standard launch.





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## Worldwide trend to urbanization

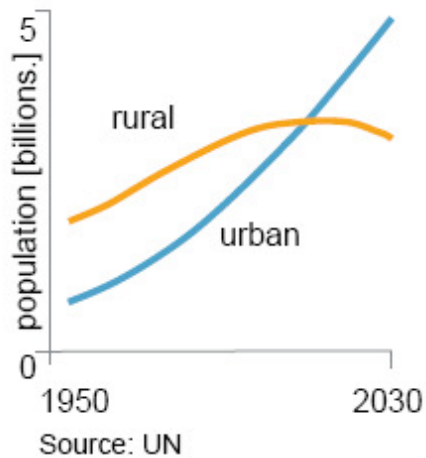


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## Political and social trends encourage innovative mobility concepts

Constant growth of population living in cities



Restrictions on individual mobility



Changing mindset of urban population

**L**ifestyles  
**O**f  
**H**health  
**A**nd  
**S**ustainability







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# CAR2GO: AN IDEA WORTH SHARING



## 1 Easy registration

Register at [www.car2go.com](http://www.car2go.com) and get a sticker on your driver's license or receive your membership card via mail.



## 2 Easy locating

Use the car2go finder at [www.car2go.com](http://www.car2go.com) or a smartphone app to locate a car2go vehicle. You can use any available vehicle spontaneously or book a car2go in advance online or by phone. The location of the reserved vehicle is provided by text message.



## 3 Easy finish

Complete your rental in any available public parking space within the car2go business area or at one of the specially marked car2go spaces. Charges are calculated by the minute and will be debited from your credit card or directly from your bank account. They include gas, insurance, maintenance and even parking.



## 4 Easy start

Take the car key, start the car2go and drive off. Drive as long as you want.



## 5 Easy access

Walk up to the car2go, press your membership card/sealed driver's license against the card reader at the windshield and the doors will unlock. Enter your pin number and rate the condition of the vehicle.



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## car2go

Country	City	Launched in	Cars	Members
Germany	Ulm	March 2009	305	
	Hamburg	April 2011	300	
	Berlin	October 2011	1000 (300 ed)	
	Düsseldorf	February 2012		
	Köln	as of September 2012	200	
Austria	Vienna	December 2011	500	
United Kingdom	Birmingham	March 2012		
Netherlands	Amsterdam	April 2011	300 ed	
France	Lyon	February 2012	200	
USA	Austin	May 2010	300	
	San Diego	November 2011	300 ed	
	Washington D.C.	December 2011	200	8.500
	Portland	February 2012	250 + 30 ed	6.000
	Miami	July 2012	240	
Canada	Vancouver	June 2011		
	Toronto	June 2012	250	
	Calgary	July 2012	150	15.000



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**Thank You!**