



Mercedes-Benz

September 2020

POST 01

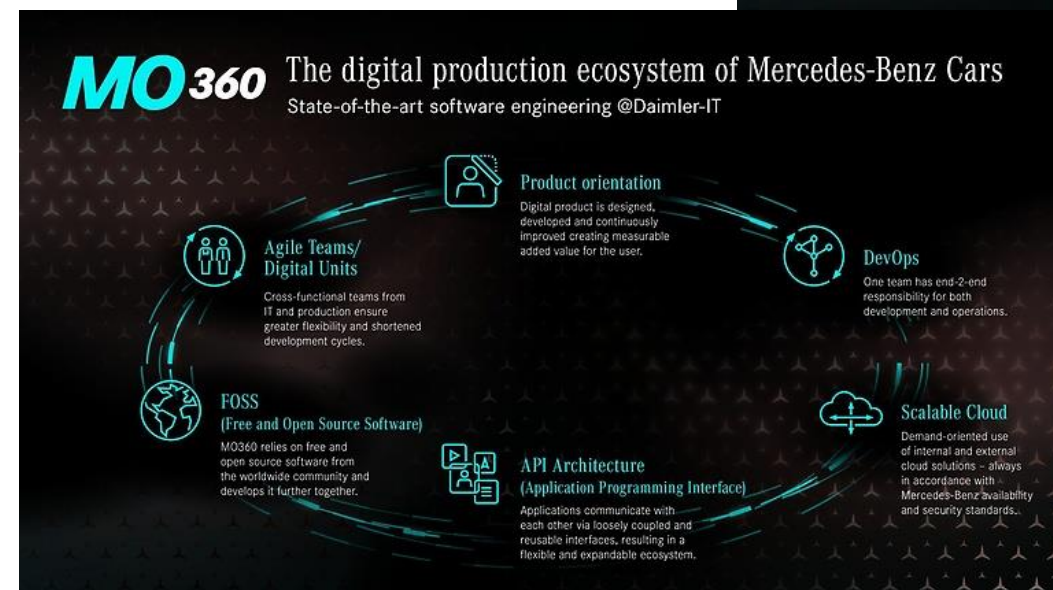


Image Text:

Redefining car production

Caption:

The MO360 digital eco-system is being used in full for the first time at the new Factory 56 in Sindelfingen, Germany. Factory 56 is regarded as one of the world's most modern car production halls and MO360 will set new standards with respect to digital networking in production. The goal of the new eco-system is to make production even more transparent, slim down procedures and seamlessly network processes that were previously separate.

Read more on how this new system will improve production efficiency by 15% by 2022.

Link: <https://www.daimler.com/innovation/digitalisation/industry-4-0/interview-burzer-brecht.html>

POST 02



Image Text:

Luxury & Well-Being with S-Class Digital

Caption:

Modern luxury attains the next level in the interior of the S-Class. The dashboard with its new architecture, modern surface design and ergonomic display arrangement is a particular highlight. But the feel-good aspect goes even deeper: With high ride quality and low noise levels, as well as an extensive range of ENERGIZING COMFORT programmes, the S-Class looks after the well-being of its passengers. They also stay fit thanks to the effective air filtering system, which signals its newly gained capability with the new name ENERGIZING AIR CONTROL.

POST 03



Image Text:

Responsibly fashionable

Caption:

Mercedes-Benz partnered with Danish supermodel Helena Christensen to raise awareness around the importance of wearing mouth-nose-masks to contain the COVID-19 pandemic at the Copenhagen Fashion Week SS21.

Read more: <https://bit.ly/315fl96>

POST 04 – GIF showing the evolution of the E-



Image Text:

The history of the Mercedes-Benz E-Class

Caption:

Mercedes-Benz celebrates ten generations of the E-Class since 1947. The history of the E-Class , the upper medium-size premium category of Mercedes-Benz cars, has its place at the heart of the Mercedes-Benz brand.

Read more : <https://bit.ly/2ZRBTdf>

POST 05



Image text:

Intelligence becomes exciting and lovable

Caption:

The models in the Mercedes-Benz E-Class are being comprehensively upgraded and automotive intelligence is now getting exciting and even more desirable. It has a more sporty touch and all-LED headlamps have been given flatter housings, while the interior of the LED tail lights has been reworked. The technical enhancements include electrified petrol and diesel engines with integrated starter-generator, the next generation of driving assistance systems and the MBUX infotainment system (Mercedes-Benz User Experience). The new E-Class will be in the showrooms of European sales partners in autumn 2020.

Find out more: <https://bit.ly/2Eb632u>

**POST 06 –
lets show a hand with a
posh wristwatch on
steering wheels**

**Can the steering wheel
have the MB logo?**

Image Text:

Fashionably late

Caption:

Are you one of those people who's incredibly punctual? Counting every hour, minute and second? You need to slow down - sometimes, just sometimes, it's okay to let things slide and not quite be on time. Today is Be Late For Something Day and it is absolutely okay to be fashionably late in your Mercedes-Benz.

Thank you!

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