

Daimler Sustainability Newsletter

Daimler Sustainability Dialogue 2011 in Stuttgart

Intensive exchange

Daimler maintains a regular basis of discussion with its stakeholders. At the annual "Sustainability Dialogue" in Stuttgart, stakeholders and Daimler representatives engaged in debate on the Group's sustainability performance.



At this year's Sustainability Dialogue in Stuttgart, the topics under discussion included possible sustainable mobility scenarios. The Mercedes-Benz F 1251 proved the ideal technology medium for this discourse: This research vehicle shows what zero-emission mobility could look like in the future.

STUTT GART – Approximately 130 national and international stakeholders met up with representatives from Daimler at Stuttgart's Mercedes-Benz Museum in order to share their experiences and to conduct a dialogue centered on various aspects of sustainability. This was the "4th Sustainability Dialogue." Dieter Zetsche, Chairman of the Board of Management of Daimler AG, emphasized the Group's long-term orientation: "However volatile times may be in the short

term, we will not jeopardize our long-term growth prospects," said Zetsche in the light of the strained economic situation in Europe. This is evidenced by the retention of Daimler's core workforce in 2008 and 2009, the continuing very high volume of investments in "green technologies," and the diversified social commitment of the Group; this is all founded on the target dimension "sustainability" that is embedded in the Daimler Target System.

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In addition, the Group presented a detailed "Sustainability Program 2010-2020" in April 2011. The launch of this program, staged

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Editorial



Dear reader,

Since the beginning of this year, Daimler has been the only automotive manufacturer with a dedicated Board of Management division for Integrity and Legal Affairs, for which I am responsible. This demonstrates the great significance we attach to this matter. Daimler intends to assume a leading role in matters of integrity and sustainability. As a founding member of the Global Compact of the United Nations and a member of the

LEAD Group, we will set an example and actively promote the values of this initiative. At the Sustainability Dialogue 2011 in Stuttgart, we invited national and international stakeholders to join us in discussing Daimler's sustainability performance. In the various working groups we engaged in detailed discussion of issues from the fields of e-mobility, social networks, and generation management, as well as deriving courses of action and initiating appropriate measures.

The principal focus was on human rights – a matter of great importance to me personally. Since the end of 2011, I have been responsible in my position as a member of the Board of Management for upholding and safeguarding human rights.

I find it particularly important that we maintain an ongoing exchange. In May 2011 we had already conducted encouraging discus-

sions in Berlin with representatives of industry and politics and with Georg Kell, Executive Director of the Global Compact, on the topic of "Competitive advantage through sustainability."

The conclusion to be drawn from these two events is that the manner in which we carry out our business activities is decisive. Our aim must be for Daimler to do "decent" business, in both senses of the word: successfully and honorably. After all, lasting success and integrity go hand in hand.

This issue of the Sustainability Newsletter provides you with further information on current sustainability initiatives.

Christine Hohmann-Dennhardt
Member of the Board of Management of Daimler AG with responsibility for Integrity and Legal Affairs

in Stuttgart, was attended by four of the seven Daimler AG Board members.

The working groups and their findings

The Board members Dieter Zetsche and Christine Hohmann-Dennhardt, responsible for Integrity and Legal Affairs, provided significant impetus for the subsequent discussions in working groups. Participants engaged in an intensive exchange of views on the following topics in the work groups Environment, Human Resources, and Society:

Environment Working Group

At the Sustainability Dialogue 2010 and the subsequent workshops, criteria were drawn up for the provision and accounting of “renewable energy sources for e-mobility.” On this basis, Daimler launched a pilot project for the supply of electricity from renewable sources for the smart fortwo electric drive in Germany. Against the background of this development, further ongoing approaches were devised at the workshop for providing additional renewable electricity for electromobility; these will be pursued in future in cooperation with the environmental associations. Ongoing concepts based on car2go and car2gether were also developed and discussed. The results will be incorporated into the further development of Daimler’s mobility services.



Thomas Weber with Ernst Ulrich von Weizsäcker, a pioneer of sustainable business management.

Human Resources Working Group

The Human Resources Working Group dealt with the challenges facing communications, recruiting, and data privacy in connection with the “social networks”: These networks do not operate in a legal void. Rules are therefore necessary in order to protect the privacy rights of customers and employees alike. If the Group makes use of data from social networks, it must ensure transparency, informed consent, and the integrity of the data thereby collected. A further topic was the demographic development of the workforce: Daimler’s demographic structure reflects that of the overall working population. Companies, municipal authorities, the academic sphere, and trade unions set differing priorities when it comes to generation management. It is therefore now imperative that appropriate integrated solutions be developed. Holistic diversity management with an entrepreneurial focus makes a positive contribution to working culture.

Society Working Group

The Society Working Group analyzed the “Guiding Principles on Business & Human Rights” resolved in June 2011 by the UN Human Rights Council with a view to their relevance to Daimler. The matter of implementation of human rights was at the constant focus of attention. The appointment of Christine Hohmann-Dennhardt as Board member with responsibility for human rights was welcomed, and in future the topics of human rights and integrity will be even more intensively integrated within the Group.

The participants also stressed the need to continue carrying out the risk assessments entrenched in the Daimler target system in the field of human rights and to emphasize the binding nature of human rights, for example by means of a universally valid corporate policy. The working group also discussed how various instruments for the development and evaluation of suppliers should be used. The participants were in agreement that in addition to the professional implementation of training, self-assessment, and audits, above all dialogue and exchange between business partners and with organs of civil society is a key success factor in implementation when it comes to securing sustainability standards in the long term.

The Global Compact: a guiding principle

Sustainable business management is oriented toward the responsibility assumed by individual companies. The guiding principle here is the Global Compact of the United Nations. As a founding member of this UN initiative, Daimler has also been a member of the Global Compact’s LEAD Group since 2011.



Dieter Zetsche, Chairman of Daimler’s Board of Management and Head of Mercedes-Benz Cars, at the Sustainability Dialogue 2011 in Stuttgart.

A firmly established dialogue format

The “Sustainability Dialogue”, now held in Stuttgart for the fourth time, is a firmly established dialogue format of the Group. In 2011, as part of Daimler’s international Stakeholder Dialogue program, regional Stakeholder Dialogues were also held in Beijing (China) and Washington (USA). From the intensive discussions with its stakeholders, Daimler derives strategic action plans and develops specific packages of measures. ■

Position

“Maintaining the overall view”



Thomas Weber,
Daimler Board member
for Group Research &
Mercedes-Benz Cars
Development and Chair-
man of the Daimler Sus-
tainability Board.

Mr. Weber, what issues were particularly important to you at this year’s Sustainability Dialogue?

One special focus was our Sustainability Program 2010-2020, which we developed together with our stakeholders and presented in 2011. This comprises highly specific and measurable goals for the coming years. With this program, our Group intends to provide clear orientation for sustainable business management and actions, and to create transparency for our stakeholders. Particularly in times of high economic volatility, we must not lose sight of our long-term goals and growth prospects. For this reason, I found the discussions on the topics of “Renewable energy sources for electromobility” and “New approaches to sustainable mobility concepts” especially interesting.

What do you consider outstanding examples of sustainability within the Group?

We also have a clear aspiration to leadership in matters of sustainability and therefore continue to invest very heavily in “green technologies” in order to reduce the CO₂ emissions of our cars and trucks even further. Our new engine series are marked by top performance in efficiency and will make an important contribution in this regard. In matters of safety, too, we see ourselves as a role model – as has been confirmed by numerous awards this year. In terms of social commitment, I’ve been particularly impressed this year by the diverse activities of our employees in the anniversary campaign “We move it!” This encompasses 125 employee projects in the field of sustainability that are carried out in the neighborhoods of our corporate locations, with great benefits for society. The “125 years of the automobile” anniversary once again made it quite clear to me that short-term orientation has never been an option for us. It is important that we maintain the overall view. We have invariably been an enterprise with long-term orientation – and we want to remain so in the future.

Markets

Growth offensive at Fuso

Mitsubishi Fuso Truck and Bus Corporation (MFTBC), one of Asia's leading commercial vehicle manufacturers, can look back on a positive development for 2011 despite the triple disaster in Japan.



STUTTGART/KAWASAKI, JAPAN – The realignment of Fuso in 2009 and 2010 created a solid foundation that is now allowing the company to greatly benefit in the current situation: With measures such as the realigning of manufacturing operations and the optimization of material costs, Fuso's operating results have improved by €760 million (100 billion yen). This put the manufacturer in a position to react with extraordinary flexibility during the production ramp-up after the earthquake and to quickly restore unit volumes to pre-crisis level.

The current development at Fuso is positive, and the mid-term goal is to double the company's annual international sales to more than 200,000 units (compared with 115,894 in 2010). Achieving this strategic role will require an expansion of fleet activities, along with entry into new markets and segments outside of Japan. The first steps have already been taken: Medium-duty Fuso trucks were recently launched on the South African market, for example, and

heavy-duty Fuso trucks will be introduced in Indonesia for the first time next year. Making Fuso a profitable global player is a component of the future-oriented "Fuso 2015" initiative, which is based on five strategic pillars:

- ⇒ Leadership in green innovations
- ⇒ The No. 1 producer for customers in Japan
- ⇒ A profitable global player
- ⇒ Efficiency leader among the Japanese commercial vehicle manufacturers
- ⇒ The No. 1 employer in Japan in the commercial vehicle segment.

The goals of the strategic program are to be achieved by improving product quality even further and providing even better customer service. The product portfolio will also focus more strongly on growth markets. The further development of environmentally friendly drive system technologies for Daimler Trucks will play a key role here. By 2015, Fuso plans to be the leader in alternative drive systems and related forward-looking innovations for the global commercial vehicle market. ■

Markets

First long-haul truck with hybrid drive

At the 42nd Tokyo Motor Show, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) presented its most innovative fleet of vehicles to date. The focal point of the exhibition was green technology, with the emphasis on hybrid systems.

JAPAN/TOKYO – At the Tokyo Motor Show, MFTBC presented a concept vehicle for the Fuso Super Great Eco Hybrid, the first long-haul truck with hybrid drive to be tested in Japan under genuine operating conditions. MFTBC is thus one of the first manufacturers to test a heavy-duty truck with hybrid drive. Fuso's involvement focused on green technologies, especially hybrid systems; the show's highlights included the world premiere of the new Fuso Canter Eco Hybrid. This truck is based on the vehicle introduced in 2006, which was entirely redesigned for the second generation. The new hybrid truck will initially be launched on the Japanese market in early 2012. With its presentation

at the Motor Show, MFTBC demonstrated the importance of innovative technologies for safeguarding our social and economic future and promoting environmental protection on a global basis. MFTBC has a long tradition of development and know-how. Fuso is forging ahead with the development of its hybrid activities, because more stringent emission limits will also become a feature of markets both in the Triad and beyond in future. Fuso is already one of the world's leading manufacturers of commercial vehicles with alternative drive systems. Back in 2006, it introduced the Fuso Canter Eco Hybrid – one of the cleanest light-duty trucks in the world. ■

Interview

Three questions for Albert Kirchmann



MFTBC President Albert Kirchmann on the strategy program "Fuso 2015."

Mr. Kirchmann, what objectives does the "Fuso 2015" program pursue?

Fuso 2015 aims for improvement in every respect. This also includes costs and efficiency, but above all it's about securing long-term growth. Our top objective is to be the "pioneer of green innovations." We intend to reduce our carbon emissions by as much as 7.5 percent by 2015. We will set about attaining this goal through a variety of measures – in products, production, and processes.

What role are hybrid vehicles playing here?

They're playing a crucial role. Now that we've sold 1,200 units of the hybrid version of the Fuso Canter since its market launch in 2006, we're currently working toward intensifying our hybrid activities even further. For example, Fuso is presently one of the first manufacturers to test a heavy-duty long-haul truck with hybrid drive. The consumption figures show a ten-percent improvement in fuel efficiency over conventional vehicles powered by diesel engines; moreover, as much as five times more CO₂ can be saved in comparison to light trucks. For us, the hybrid belongs in the heavy-duty truck segment – not only in Japan, but in fact on all truck markets worldwide.

What is the role of Fuso at Daimler Trucks?

Within the Group, Fuso plays a crucial role as an integral part of Daimler Trucks in Asia, as a competence center for trucks in the light-duty segment, and as a technology leader in the hybrid segment. In addition, we have the highest sales within Daimler Trucks: Fuso accounted for 40 percent of truck sales in 2010, and more Fuso Canter trucks are sold than any other commercial vehicle series produced by the Group. Our "Fuso 2015" initiative will help us to make an even greater contribution.

Innovations

car2go secures the future of urban mobility

In collaboration with state and municipal authorities, energy suppliers, and transport operators an eco-charging infrastructure is being established in the Stuttgart region along with a mobility offer networked with bus and train services.

STUTT GART – The state of Baden-Württemberg, the City of Stuttgart, Daimler, car2go, EnBW Energie Baden-Württemberg, and the transport operator Stuttgarter Strassenbahnen intend to make Stuttgart a living showcase for the future of urban mobility as of 2012. The establishment of the necessary charging infrastructure for electric vehicles, supply of green electricity, and the provision of a fleet of 500 electric car2go vehicles will constitute the core of the project. In parallel with this development, a mobility pilot project will link together the mobility offer of the city's transport network with the car2go vehicles; this service will be offered on an Internet-based platform. Stuttgart's inhabitants can thus be kept mobile in the city center in a very simple, flexible, and environmentally sound manner. In addition, this project will serve as a key component

of Baden-Württemberg's application for the showcase program of the nationwide "National Platform for Electric Mobility" initiative.

Continued success for car2go

This short-term car rental model recently reached the milestone of 1 million rental transactions; the 50,000th customer was also welcomed. car2go is now available in seven cities throughout the world – exclusively with electric vehicles in Amsterdam and in San Diego (California). The next cities to introduce car2go will be Düsseldorf and Lyon in early 2012, for the first time in connection with the new European joint venture company car2go Europe GmbH, which is currently being established by car2go in conjunction with the rental company Europcar. Further cities in Europe and North America will follow by the second half of 2012. ■

Innovations

Actros voted "Truck of the Year"

BELGIUM/KORTRIJK – On the occasion of the international specialist trade fair "Trailer 2011" in Kortrijk, Belgium, the new Mercedes-Benz Actros has secured the title of "Truck of the Year 2012." According to the rules of the selection committee, the title is awarded yearly to the truck that has made the greatest contribution towards innovations for road transportation in the fields of economy, emissions, safety, drivability, and comfort. Polling a total of 161 points, the Mercedes-Benz Actros was far ahead of the runner-up with 67 points, while the third-placed contestant followed with 50 points. With this exceptionally high score the experts acknowledged the pioneering technology of the new Actros. On the one hand the vehicle benefits operators' bottom line by cutting fuel consumption as well as reducing the strain on drivers by boosting handling and ride comfort; on the other hand the new Actros already today meets the stringent Euro VI emissions limits. Compared to the well-proven previous Actros, the new model consumes 6 to 7 percent less in its Euro V version, and 3 to 4 percent less in the Euro VI variant. With this result Daimler is fulfilling its commitment to combine, in the new Actros, compliance with further improved environmental compatibility and enhanced economic performance. ■

Innovations

Transport Sustainability Prize 2012

STUTT GART/MUNICH – The new-generation Mercedes-Benz Actros has secured the "European Transport Sustainability Prize 2012" award in the "Trucks from 7.5 tonnes" category. The prize was awarded for the first time this year by the Huss-Verlag publishing house. The selection committee praised the vehicle's low fuel consumption, which was achieved in spite of the technology measures required to comply with the Euro VI standard. Mercedes-Benz is the first supplier to develop a truck that meets the future Euro VI exhaust emissions regulations; nitrogen oxide emissions have also been reduced by about 80 percent. As well as offering better fuel economy and Euro VI compliance, the new model also features a stronger focus on safety. Integrated tire pressure monitoring is provided for the entire vehicle train, and optimum braking performance is ensured with a new water retarder. A Proximity Control Assist with stop-and-go function and mirrors with maneuvering function enhance safety and driver comfort. These progressive features and compliance with the future Euro VI emissions standard have made the new Actros a worthy winner of the European Transport Sustainability Prize sponsored by Huss-Verlag, a Munich-based publisher of trade magazines in the transport and logistics sectors. ■

+++ News +++ News +++ News +++

+++ Mercedes-Benz Thailand donates two Unimog vehicles. After the most severe floods in the country's history, Mercedes-Benz Thailand has donated two Unimog vehicles to the Thai Red Cross Society. These vehicles are distributing emergency care kits and helping in the evacuation of patients from flooded hospitals. **+++ Mercedes-Benz Türk donates almost €410,000.** Two severe earthquakes have destroyed most of the buildings in Van and Erzurum in eastern Turkey. Mercedes-Benz Türk forwarded this sum to the Turkish Red Crescent Society, which used the donation to erect more than 120 new container houses. **+++ Daimler trainees acknowledged.** Three apprentices from the Mercedes-Benz plants in Sindelfingen and Untertürkheim number among Baden-Württemberg's top 116 trainees. The state's Chambers of Industry and Commerce presented awards to the best trainees among around 48,000 candidates. The most outstanding graduate was selected from each profession for which training is provided. **+++ 2015 residual value champions.** The Mercedes-Benz M-Class and B-Class, the CLS, and the SLS AMG are residual value champions for 2015. The models were again chosen in November 2011 by "Focus Online" and "Bähr & Fess Forecast" to receive awards for the highest value retention in their respective categories.

Innovations

New test and technology center

IMMENDINGEN – Daimler is focusing its plans for a test and technology center on a site in Immendingen in the far south of Germany. This center will concentrate on the development of alternative drive systems such as hybrid, electric, and fuel cell technology. In addition, research will be carried out on improving driver safety systems. The aim of these developments is to even further reduce and ultimately eliminate the CO₂ emissions of vehicles, and to cut the number of road accidents. The site available for conversion in Immendingen offers favorable conditions for this project: With an area of about 420 hectares (1,040 acres), the site is large enough to accommodate all the planned modules of the test center. The establishment of this new state-of-the-art test center for future automotive technologies will create at least 300 jobs.

Innovations

Innovation management with BlueTEC

In a study commissioned by the PEW Center on Global Climate Change, Daimler was the only automotive manufacturer named in connection with the exemplary establishment of low-CO₂ products. The innovation-bearer goes by the name of BlueTEC.

USA/CALIFORNIA – The report commissioned by the PEW Center identifies seven best practices that are of supreme importance to innovations in the field of low-carbon products, in terms of both improving environmental performance and unlocking growth opportunities. According to this wide-ranging research project, companies that successfully pursue carbon-reducing strategies are characterized by several of the following attributes:

- Managing uncertainty due to political factors by integrating existing and likely future legislation into innovation strategies.
- Setting a clear direction with a firm commitment from company leaders.
- Focusing on multiple customer benefits, e.g. low-carbon innovations that not only reduce carbon emissions, but also result in lower operating costs.
- Creating new business models. This is often more important than technical inventions, the report said, because the success of new technology or services depends on a company's ability to re-engineer its business model to launch and support the innovation.
- Organizing or reorganizing critical business relationships inside and outside established networks.

□ Drawing up robust but at the same time flexible innovation strategies. These must advance the company's competitive advantage in the short term while preserving enough flexibility so that the company can respond to changing technology, markets, and legislation in the long term.

□ Wisely leveraging partnerships, investments, and acquisitions. Established companies can meet the changing needs of their markets by engaging in early-stage efforts, and through partnerships, investments, and acquisitions integrate newly developed technologies into products and services.

The two selected projects from Daimler reflected a combination of several of these best practices, according to the study:

⇒ The Freightliner Cascadia truck has the lowest CO₂ emissions in its class in the U.S. BlueTEC diesel technology is one of this vehicle's most important environment-friendly features.

⇒ Re-introduction of diesel technology in the United States in the passenger car segment: The stringent U.S. emissions standards could only be met by means of BlueTEC exhaust gas aftertreatment, which reduces emissions of conventional atmospheric pollutants. ■

Innovations

Charging station for electric bicycles

STUTTGART – Employees at the Stuttgart-Untertürkheim location now have the opportunity to ride to work on electric bicycles. Two pedelecs from Ansmann and an electric moped (Elmoto) are initially being made available as part of the "eCharging Station for Daimler Employees" project. When series production of the smart ebike commences in early 2012, the electric bicycle fleet will be supplemented by at least a further five pedelecs. The initiative was launched by the Environmental Working Group of Daimler Employees (AKU) at the Untertürkheim location. This project will initially run for a one-year period. The charging station is open to all employees. In order to secure valuable experience, the participants agree to furnish an evaluation of the test phase.

Environment

Environmental certificate for the M-Class

STUTTGART – The new Mercedes-Benz M-Class (fuel consumption, combined: 11.8–6.0 l/100 km, CO₂ emissions: 276–158 g/km, energy efficiency classes: F–A)* is the first vehicle in its class to obtain the coveted environmental certificate in accordance with ISO standard TR 14062. With this approval, the examiners from the technical inspection agency TÜV SÜD are honoring the Group's commitment to the environment: The manufacturer takes into account the environmental impact of a vehicle throughout its life cycle – from development via the production process and operation right through to disposal. The certificate is therefore based on an exhaustive life cycle assessment (LCA) for the M-Class. Compared with the previous model, the ML 300 CDI, over its entire life cycle the new M-Class achieves 25 percent less CO₂ emissions, 38 percent less nitrogen oxide emissions, and primary energy savings of

Innovations

First workshop for electric vehicles opened

BERLIN – Germany's first "certified specialist for high-voltage vehicles and fuel cell technology" has now commenced operations in Berlin. This workshop carries out the care and maintenance activities for all Mercedes-Benz and smart vehicles powered by electric, hybrid, and fuel cell technology. For the first time, Daimler is thus providing a center of competence that meets all the challenges of this new technology with expertly qualified personnel. The certification was carried out by the Berlin Guild of Motor Trade.

The workshop had to meet several certification criteria; these include compliance with special safety standards for the protection of employees in their everyday exposure to the high voltages encountered on the workshop premises. An eMobility workshop also requires professionally qualified staff and special tools, for example in the diagnosis of F-CELL and E-CELL vehicles and for deactivating the high-voltage circuitry during work on the vehicles. With the A-Class E-CELL, the B-Class F-CELL, the smart fortwo electric drive, and the Vito E-CELL Mercedes-Benz provides the world's widest range of purely electric vehicles ready for series production.

24 percent. 37 high-quality recycle components have been approved for use in the M-Class, such as wheel arch linings, cable ducts, and underbody panels. Wherever possible, recycle materials are derived from vehicle-related waste streams. The front wheel arches are made from recovered vehicle components such as starter battery casings, bumper covers, or process waste from cockpit production. The total weight of these recycling parts has increased by 29 percent compared with the predecessor. The M-Class already complies with the recycling rate of 95 percent which is due to be introduced throughout Europe from 2015. ■

*The figures are provided in accordance with the German PKW-EnVKV and apply only to the German market. They do not concern an individual vehicle and are not part of the offer; they are provided solely for the purposes of comparison between different types of vehicles.

Society

Human rights secured at Board of Management level

By directly anchoring responsibility for human rights with the Board of Management, Daimler is underscoring the high priority accorded to this matter throughout the Group.

STUTT GART – Since late 2011, Board member Christine Hohmann-Dennhardt has also coordinated Daimler’s human rights activities on a group-wide level and has led the Group’s endeavor to become a corporate leader with regard to this important issue. After all, Daimler intends to assume clear leadership in matters of sustainability and integrity.

Daimler is dedicated to upholding human rights wherever the Group operates and actively enforcing them within its sphere of influence. By securing this responsibility at Board of Management level, the com-

mitment is now optimally distributed and coordinated across all the Group’s functional areas. For Daimler as an automaker, the principal focus is on employee rights and ensuring appropriate and acceptable working conditions. This also extends to the right to engage in wage negotiations, equal pay for equal work, taking a stand against child labor and forced labor, as well as protecting the rights of indigenous people. Daimler also seeks active dialogue in these matters and supports the Global Compact of the United Nations and its LEAD Group. ■

Employees

Corporate volunteering

At the sixth “Day of Caring” 120 employees from Daimler Financial Services (DFS) and Mercedes-Benz Bank renovated Berlin’s KREATIVHAUS.

BERLIN – DFS employees have been supporting charitable projects worldwide since 2006. This traditionally entails active personal involvement in addition to financial support for the projects. In 2011 the employees demonstrated practical commitment to the KREATIVHAUS in the Berlin-Mitte district. This institution has been a center of social and cultural encounter for the residents of the high-rise neighborhood and the surrounding area for many years. Educational courses and group projects, theatrical and musical performances are offered on a daily basis for all age groups. However, public funding is barely sufficient for the implementation of this ambitious program. More than a hundred volunteers therefore rolled up their sleeves at Berlin’s KREATIVHAUS to help. Daimler Financial Services donated the materials and the ac-



120 employees showed active commitment to a good cause at Berlin’s KREATIVHAUS.

tivity of its employees. Klaus Entenmann, President and CEO of DFS, stressed the importance of the “Day of Caring” as an expression of the company’s values: “It is our aim not just to do good business, but also to demonstrate social responsibility and to generate enthusiasm among our employees. This also includes showing commitment to such projects not only with donations, but also with actions.” ■

Employees

Executive education in China

BEIJING – At the Carl Benz Academy, a joint initiative between Mercedes-Benz (China) Ltd. and Mercedes-Benz Auto Finance Ltd., Daimler provides advanced training courses for executive management staff from the Chinese automotive industry. The intention is to attract the right talent and to provide the participants with high-quality training.

This program, carried out by three renowned international universities, provides leading MBA executive education incor-

porating automotive management best practices from three major automotive countries: China, the United States, and Germany. Emphasizing the international standard of the curriculum, the program will be delivered globally in Beijing, Berlin, and Los Angeles through a flexible, blended delivery system of distance learning and face-to-face seminars. The situational teaching approach will cover marketing, leadership, management, strategy, and personal and functional skills. ■

Society

Diversity Conference

SINDEL FINGEN – The fifth Diversity Conference was held in Sindelfingen in late November 2011 under the motto “Sharpening the vision.” More than 500 executive managers from Daimler and around 100 external guests from politics, business, and academia attended the conference.

This event was staged with the intention of examining the various dimensions of diversity. Wilfried Porth, Daimler Board member with responsibility for Human Resources and Director of Labor Relations, welcomed the participants and emphasized: “We value and integrate the diversity of our employees. Along with the advancement of women, the concept of diversity also extends to generation management and cultural diversity within the Group.”

In his closing remarks, Daimler Chairman Dieter Zetsche stressed that “a globally successful company needs employees with a wide range of experience and skills. We therefore also want to number among the best in the industry in terms of diversity management.” He also underscored the importance of cultural diversity in the development of new growth markets: “If we want to meet with lasting success in these markets, we need local know-how. We set store by the home advantage of local experts and managers.” In Germany demographic trends are transforming society – and Daimler’s workforce along with it. “We have recognized the opportunities that lie in diversity, and we will put them to good use. Daimler actively promotes talent throughout the Group – regardless of age, origin, or gender,” said Zetsche. Daimler is setting itself specific goals: By 2020, the proportion of women in leading executive positions is to be increased from the current level of around 10 percent to 20 percent.

Contact/Masthead

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