



FEDERER

A day in the life of a superstar

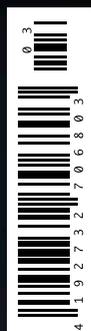
PODCASTS

For your listening pleasure

"Driving in the EQC
was kind of like walking
on the moon"*

Mike Massimino, astronaut

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Pioneering spirit

From electric drive to new safety technologies:
sustainable ideas for our mobility

*Combined electric energy consumption (kWh/100 km): 20.8-19.7; Combined CO₂ emissions (g/km): 0

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Innovation: a company tradition

Dear Readers,

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→ **0**

* The electric energy consumption and range have been determined based on Regulation 692/2008/EC. The electric energy consumption and range are dependent on the vehicle configuration. For more information on the measurement procedure, please see page 10.

Our daily lives are constantly being filled with new technologies and groundbreaking trends. These innovations change our eating habits, the way we dress – and how we drive. One example is the new EQC* from Mercedes-Benz: the electric SUV received an enthusiastic response from our test drivers (more from p. 20). This is thanks not only to its local emission-free engine, but also because it offers a completely new driving experience. Innovations like the EQC are the products of ambitious goals.

Such bold thinking has been integral to the Daimler AG tradition since the invention of the automobile. And it is the only way that research vehicles like the ESF can be created (page 50), paving the way to a future free from accidents. These innovations would not be possible without the pioneers who devise the ideas and fight for them, at Daimler AG and beyond. We would therefore like to dedicate this issue to all pioneers ...

→
Alert and attentive: the ESF from Daimler AG offers an insight into the future of safety.



... working across industries – from vehicle safety to fashion and food – who ensure that we can start a better future today.

We hope you enjoy reading!
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online at:
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Model
Mercedes-Benz
EQC 400 4Matic

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What's he really like?
World-famous and modest: a day with superstar Roger Federer in Dubai

PHOTOS LIGHT PAINTING PHOTOGRAPHY: PATRICK ROCHON, UWE DÜTTMANN, SIGRID BJORBekkMO, DAVID FISCHER, ANNA NIELSEN, JULIA SELLMANN



Mercedes-Benz is one of the founding partners of the Laureus Sport for Good Foundation.

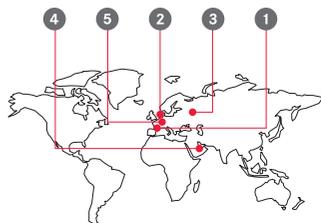
It was founded in 2000 and is the most important social initiative of the Mercedes-Benz brand. Via worldwide sports projects, the foundation supports socially disadvantaged children and young people, helping them strengthen their values, confidence and personal abilities. They are challenged to take responsibility, which helps them draw on their own abilities to make a better life for themselves.



5 Körbe für Köln – Cologne
Developing social skills for voluntary work

Whether it's basketball, streetball, football or other types of sport, the Körbe für Köln initiative prepares disadvantaged children, teenagers and young adults for voluntary work in sports clubs.

This edition's creators



1 Hyères, 2 Hamburg, 3 Moscow, 4 Dubai, 5 Cologne

For Mercedes me, our illustrators and photographers travelled to Moscow, Dubai and the French Riviera – and, conceptually, into the future



1 Julia Sellmann – Hyères
Based in Berlin, she photographed young designers in her home city

Once a year, up-and-coming talents from the global world of fashion meet on the French Riviera, in the small town of Hyères. Julia Sellmann captured images of these young creatives and their work, with a keen eye for detail.



2 Rocket & Wink – Hamburg
This duo illustrated the world of podcasts – the future of radio

Based in Hamburg, the duo wears masks when in public. Their mysterious appearance and creative work has made them stars on the design scene, as demonstrated by the collages they produced for us on the subject of podcasts.



3 David Fischer – Moscow
He did more than just make Alexander Popov laugh

He explored the Russian metropolis with the Olympic champion. In the process, Fischer, who lives in Berlin, created portraits that show the humorous side of this star swimmer from the 1990s.



4 Anna Nielsen – Dubai
She photographed Roger Federer in unguarded moments

Originally from Denmark, Nielsen has been living in Dubai the last few years, where she met the tennis sensation. Her atmospheric photographs show the personal side of Roger Federer.

126
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This magazine is also available to read in the App Store and on Google Play:
i mbmag.me/ios
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what3words.com



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Start

The moment

One duel, two winners

Sitting forward on the saddle, bent right over the handlebars, his posture is ergonomically optimised. Then off he goes: triathlon star Jan Frodeno pedals in the wind tunnel in Sindelfingen, Germany with the new CLA from Mercedes-Benz. Afterwards, he talks to Dr Teddy Woll, head of Aerodynamics. Frodeno explains that he has an air resistance of 0.21, and emphasises the decisive importance of aerodynamics during a race. With an air resistance of 0.23, the new CLA is also at the absolute top of its class. "We are proud of this result," says Woll. Not least because this exceptional aerodynamic performance significantly reduces consumption. You can watch the video here: mbmag.me/windkanal



↓
The competition between man and machine was held in Daimler AG's state-of-the-art aeroacoustic wind tunnel in Sindelfingen.



PHOTO DAIMLER AG

Pole position



How can we be more creative? Dr Frederik G. Pferdt helps Google employees think more innovatively. Here are his tips

Dr Pferdt, what is creativity?

For me, creativity means free thought, the possibility to look at things from different, unusual angles. Shifting your perspective allows you to take fresh, new approaches instead of losing yourself in rigid structures.

Are optimists generally more creative than pessimists?

Not necessarily, but it certainly helps to be optimistic when you're being creative. Those who go off into the world with a positive outlook will discover more. Creativity thrives on inspiration. People tend to see the negative side of things, and that has been an important survival tool that we've acquired through evolution. But we also need optimism to recognise the opportunities the future presents.

You are responsible for fostering employees' creativity at Google. How exactly do you do this?

I put together a team of over 500 employees. We've placed them in the various departments at Google to nurture creativity.

Innovation requires flexibility, inspiration and creative exchange, and if we want to come up with new ideas, this needs to be reflected in the workplace.

How do you create this kind of environment?

We first ask ourselves: What motivates you to do something? What doesn't? What was the last thing you learned? What would you do if you weren't afraid? What do we need to usher in progress? These questions help you overcome barriers, resurrect your creative consciousness and train your new perception.

Can anybody be creative?

People are born creative. It's just that we adults tend to lose confidence in our creativity. Children hold the world in the palm of their hands – it is theirs to discover. Whereas children never stop asking questions, adults are often afraid: afraid of the unknown, of what other people might think or of failing. We have to get over this and rediscover our creative consciousness.

Are you saying we need to learn how to think like a child?

It is certainly possible to learn how to be creative again. Creativity requires you to be bold. In most cases, we just need to be a bit more resolute in making our ideas known and trying them out. Creativity and boldness are quite an effective combination.

How can we promote our own creativity?

We can start by rephrasing the questions we ask ourselves every day. For example, instead of asking ourselves how we can design a new car, we should be asking how to rethink mobility. The second way of asking this question gives us much more latitude to come up with solutions that have never been thought of before. Then we need to work on thinking bigger: look for a solution that isn't just a little bit better, but that is radically better. Finally, we need to be more empathetic. It helps to see through the eyes of somebody faced with a specific problem. This enables us to better recognise what the situation calls for.



After growing up in Ravensburg, Germany, and studying business and human resource education, Dr Frederik G. Pferdt moved to the United States in 2011 to research at Stanford University and work at Google. His official title is chief innovation evangelist - in the tech-world a common term for personalities that drive new technologies and fresh thinking.

mbmag.me/frederikgferdt

Are you ready for the new mobility?

The EQ Ready smartphone app helps drivers decide whether an electric car or a hybrid model is right for them. It analyses the user's daily driving habits to recommend the most suitable Mercedes-Benz model that runs on alternative fuels.

mbmag.me/eqreadyapp



PHOTOS DAMMLER AG, MARK WICKENS

Road trip through Norway: these products will make your travel sustainable

↓
Experience Oslo: our tour through the Norwegian capital in the new EQC starts on page 60.



1 Action cam, €379 Nothing escapes this camera. [dji.com](https://www.dji.com) **2 Pick-me-up, €12.80** This tea gives you energy in the morning with fruity, piquant notes. [ringana.com](https://www.ringana.com) **3 The Nordic Cookbook, €45** 700 Scandinavian recipes to try yourself – curated by star chef Magnus Nilsson. [phaidon.com](https://www.phaidon.com) **4 Jeans jacket, €290** Functional and stylish: Norwegian fashion at its best. [holzweiler.no](https://www.holzweiler.no) **5 Travel tumbler, €38** Reusable steel flask to keep your drink warm. [kinto-europe.com](https://www.kinto-europe.com) **6 Backpack and tent, from €4 per day:** Borrow the camping equipment instead of buying it. [vaude.com](https://www.vaude.com)

The road to happiness

Lofoten, Norway

what3words is a simple navigation system that can find the precise location of any place in the world using just three words. (See page 10 for more information)

1 Sleep

The best way to reach Lofoten is via the Hurtigruten ship. Once you arrive in Svolvær, you can stay at the cosy Svinøya Hotel. The cottages are all former fishing huts built on stilts.

w3w.co/guru.shuttling.budgeted

2 Marvel

The Raftsundet (pictured): an imposing strait between Lofoten and Vesterålen. A sight not to be missed!

w3w.co/cracks.roadshow.graduated

3 Hear

The small town of Sortland – also called the “blue city” – lies within the Vesterålen archipelago in the midst of a stunning skerry landscape. Sortland is sometimes referred to as the most musical town in Norway. The Sortland Jazz Festival takes place there every autumn.

w3w.co/informal.flattered.secondly

4 Eat

The Mat & Vinhus restaurant in Sortland boasts an impressive harbour location and a great atmosphere – complemented in cooler weather by the crackle of an open fire.

w3w.co/holdings.tiredness.priced

Svolvær to Sortland: discover Lofoten, Norway’s island in the Arctic Ocean. Our route leads through the archipelago and along the fjords, right through the middle of this dream-like Nordic landscape



5 Hike

Møysalen National Park: two well-formed hiking routes lead you into the wondrous world of the archipelago. w3w.co/project.blunders.ambition



115

kilometres along which to enjoy Lofoten’s dramatic nature

Dates

→ 10–17 October 2019

Film Festival Cologne, Cologne

Key players in the international film and TV industry are coming together once again this year to discuss their work.

The most exciting question: Who will win the International Actors Award? The opening ceremony will take place at the Filmpalast cinema in Cologne.

📍 filmfestival.cologne



→ 24 July 2019–5 January 2020

Robert Mapplethorpe, NYC

Provocative black-and-white photos: the Guggenheim Museum is devoting an entire exhibition to the photographer.

📍 guggenheim.org

New impressions from art, music and sport: the best events between now and November 2019



→ 10 October 2019

Ariana Grande, Berlin

The American singer won her first Grammy in 2019 for her fourth studio album, *Sweetener*, which was crowned the “Best Pop Vocal Album”. Grande’s beautiful, powerful voice has put her on a par with singers such as Whitney Houston and Mariah Carey. 📍 mercedes-benz-arena-berlin.com

Experience Mercedes



→ 13 October 2019

Formula 1, Japan

Will the two Silver Arrow drivers Lewis Hamilton and Valtteri Bottas secure the Constructors’ Championship again for Mercedes-AMG Petronas, this time in Suzuka?

📍 mercedesamgf1.com

→ 6 November 2019

Social Media Night, Stuttgart

Social media experts and influencers once again come together in the Mercedes-Benz Museum to exchange ideas before a giant Twitter Wall.

📍 mbmag.me/socialmedianight

→ More dates

Driving events

Fancy taking a safety training course, a driving course for professionals or even one-to-one coaching? Mercedes-Benz offers a wide range of options.

📍 mbmag.me/drivingevents



→ 11 May–24 November 2019

Biennale, Venice
Art fans from all over the world are flocking to Venice. Key attractions include the main exhibition ‘May You Live In Interesting Times’, which displays works by some 80 artists.

📍 universes.art



→ 2 November 2019

Día de los Muertos, Mexico
People celebrate the Day of the Dead by dancing in the streets.

📍 visitmexico.com

→ 18 October–2 November 2019

The Marriage of Figaro, Sydney
Mozart’s masterpiece in one of the most beautiful opera houses in the world, and with a star-studded cast.

📍 sydneyoperahouse.com

A world in motion: the future is now at the IAA

Technology brings us together. We see it every day when we call or use apps and social media to contact our family, friends and colleagues – no matter where they are on the planet. But the more digital our world becomes, the more we yearn for real, face-to-face encounters.

That's exactly what awaits visitors to the new Mercedes-Benz stand at this year's IAA in Frankfurt (from 12 to 22 September), where Mercedes-Benz mobility and all its facets will be more tangible than ever before. The brand recently made the decision to take a new direction, inspired by the injunction to "first move the world" – because if you can move the world, you can move people too. It is people that have been prioritised at the heart of the new, innovative stand concept, and as such also customers and their needs. The brand is no longer focussed on simply releasing new models, and instead now seeks to convey its purpose with unprecedented depth and intimacy.

Visitors are invited to discover this purpose while experiencing the atmosphere in four specially designed rooms, each of which is dedicated to a particular aspect of the increasingly multifaceted field that is mobility – from driving pleasure, digital technologies that make our lives easier, the feeling of luxury and comfort that Mercedes-Benz fans have come to love and expect, all the way to the sustainable mobility of tomorrow. The IAA stand offers an entire world of experience and sense of community, with our message set to be further reinforced during the me Convention (from 11 to 13 September), at which the way to a better future will be under discussion.

Of course this won't just happen live and on location, but in the virtual realm too, as social media provides the perfect platform for sharing the insights on the future of mobility that the rooms invoke. So the future will be revealed not only to visitors in Frankfurt, but to onlookers all over the world – expect your newsfeed to be full of excitement! ←



Experience the new, interactive Mercedes-Benz stand at the IAA from September 12th to the 22nd. More information can be found online at: mbmag.me/iaa19

PHOTOS DAIMLER AG



↓
Visitors to the Mercedes-Benz stand at this year's IAA are in for an unforgettable experience.



Imagine





Read what Garrett
McNamara thinks about
the EQC on page 28.

“IT FEELS LIKE FLOATING”

The electrically driven EQC is not just a new Mercedes: it's a statement about greater sustainability, and an expression of a new kind of mobility. We invited four brand ambassadors to experience a test drive. They tell us what they were most excited about

REPORT: PETER GREVE
LIGHT PAINTING PHOTOGRAPHY: PATRICK ROCHON





“The EQC genuinely motivated me to take a stand”

Andreea Badala, designer

I immediately had a feeling of well-being, safety and security in the EQC. I think this is partly to do with the design, which is at once both futuristic and modern while also feeling classic and familiar.

I was further impressed by how intuitive the EQC is to drive – so much so, it felt unusually light and easy. I was also really excited by the massage option for the seats. After a hard day at work, I can imagine being eager to get back into this car to drive home with it.

The other great thing is that the fabric of the seats in the EQC I was driving were made of recycled material, meaning they are not only comfortable, but also sustainable; as were other materials in the EQC. As a fashion designer, this inspired me to further pursue a similar path in my work in future.

This was by far the greatest discovery for me: the EQC genuinely motivated me to take a stand in advocating sustainability that also brings people joy.

Fashion designer Andreea Badala lives in Bucharest, where she manages her fashion label Murmur.

[murmurstore.com](https://www.murmurstore.com)

“Driving the EQC was kind of like walking on the moon”

Mike Massimino, astronaut

From space, my view of our planet changed: it became clear to me that we live in a paradise. But also that our atmosphere is thin, and Earth fragile. As soon as I realised this, I immediately understood just how hugely important the topic and practice of sustainability are.

That's why the EQC is a real step into the future: it's elegant, economical, and even ecological, with zero local emissions – and it looks fantastic to boot.

And then there's the safety aspect with all the assistants, such as for braking. Or the battery display that says: “Hey, don't worry, you've got enough energy.” You get the feeling that the car supports you and is there for you.

When the trip came to its necessary end, I wanted to get back in and get going again immediately. There's also a personal reason for that: driving the EQC reminded me of being in outer space. It was so quiet that it was kind of like walking on the moon.

This former astronaut today travels the world as a professor, author and speaker.

[i mikemassimino.com](http://mikemassimino.com)







“The EQC is made partly from recycled material, which I find impressive”

Jenny Wu, architect

To be perfectly honest, I had no idea what precisely I should expect when I took my seat in the EQC. When I thought about electrically driven cars, the powerful drive certainly wasn't the first thing that came to mind. But that's exactly what I was met with: when I placed my foot on the pedal, it felt like I was flying – it was absolutely unbelievable.

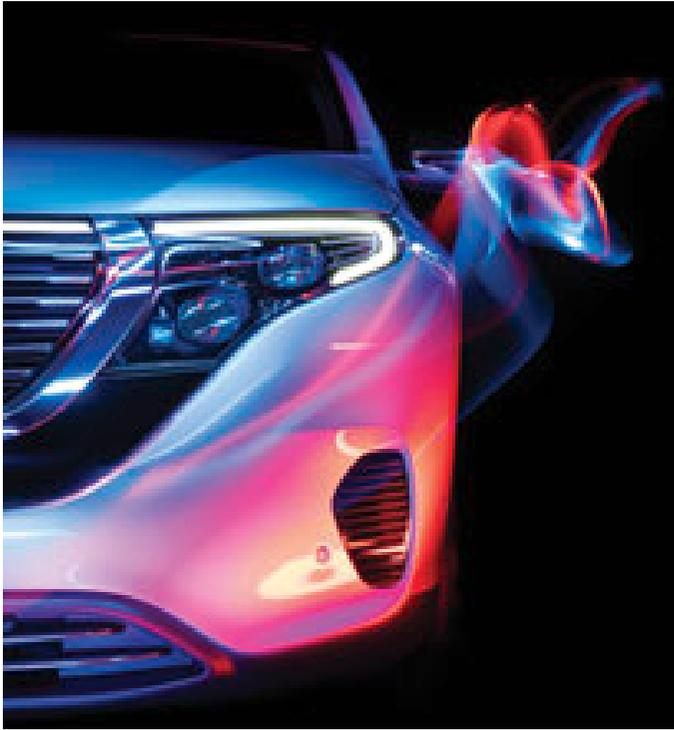
This was the first time I'd driven the EQC. Despite the impressive acceleration, it's effortless and simple to drive from the outset. It felt better than any other car.

The design is contemporary, and shaped by an obvious love of and attention to detail. The EQC is made partly from recycled material, which I find impressive as an architect and designer, because I know how difficult that is to achieve.

After completing the test drive, I got out of the car convinced that the future is all about electric mobility.

This architect founded the Los Angeles-based design company Oyler Wu with her partner, Dwayne Oyler.

oylerwu.com



←
Our test drivers were impressed by the smooth drive in the EQC.

→
They all agreed: the EQC is the right path into the future.

“I felt like I was surfing on the road!”

Garrett McNamara, big-wave surfer

I'm a surfer by trade, so I don't often get nervous. But just before I sat in the driver's seat of the EQC, I realized I suddenly was. I have no idea why. But once I finally got adjusted to it, I felt so good – better than in almost any other vehicle I've been in. I can hardly describe it except to say this: driving in the EQC feels like floating! It's just perfect.

I waited for a long time for my moment in the EQC, and was amazed at how effortless it is to drive. I was also impressed by the quietness of the drive system, not to mention the acceleration, which was unbelievably smooth.

I already thought everything would be so different from a car with a combustion engine, but I didn't expect

it to be this much better.

It turns out my initial nervousness was completely unfounded.

I've been a big-wave surfer for a long time, and I love riding the perfect wave – and when I drove this car, I suddenly felt like I was surfing on the road. Every metre I put behind me in this vehicle felt like progress – for me personally, but also for all of us. After all, sustainability is more important than ever. As a surfer, I campaign against pollution of the oceans, and now the EQC lets me take a stand on the roads as well.

When he's not seeking out the next swell, this big-wave surfer campaigns for the oceans.

[garrettmcnamara.com](https://www.garrettmcnamara.com)

Model Mercedes-Benz EQC 400 4Matic

Combined electric energy consumption (kWh/100 km)*:

→ **20.8–19.7**

Combined CO₂ emissions (g/km)*:

→ **0**

* The electric energy consumption and range have been determined based on Regulation 692/2008/EC. The electric energy consumption and range are dependent on the vehicle configuration. For more information on the measurement procedure, please see page 10.



Scan the QR code to learn more.

mbmag.me/eqc1



E 400



Listen up everyone!

From niche to mainstream: podcasts are the latest media trend. The radio of the internet age is captivating ears all over the world. Why podcasts are so successful, how this success came about and why this new audio medium can be enjoyed on a truly personal level - an overview

TEXT: HENDRIK LAKEBERG
ILLUSTRATIONS: ROCKET & WINK

←
Anyone can start a
podcast with just a
microphone, internet
access and an idea.

content would soon make up 20 per cent of the audio content streamed on Spotify. This is one reason why the Swedish streaming giant bought the podcast network Gimlet Media this year – for 340 million dollars.

Although the new medium is becoming increasingly professional and profitable, it still shows that anyone can turn a good idea into a success story. Starting your own podcast is simple enough: microphones are cheap, every household already has a computer for recording, and the internet can be accessed from any location. Plus, the target group is enormous, as it includes all internet users. Most people listen to their podcasts while they are out and about – on the way to work or when going for a walk, on the subway or in the car – and smartphones are the key to enabling this. In short, listeners like to be able to give their full attention to the voices playing through their headphones or the car’s sound system.

A question of personality

Media brands such as *The New York Times* or corporations like Daimler AG can also benefit from this new trend, as the personalities of those who work there shine through particularly clearly in their voices. The brilliant news podcast *The Daily* is brought to life by the mannerisms of the show’s host, journalist Michael Barbaro. The podcast *HeadLights*, produced by Daimler AG, presents interviews with employees from around the world, bridging the gap between the brand and the people.

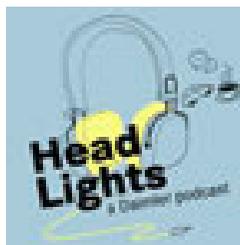
Most successful podcasts offer listeners a glimpse behind the scenes. They create intimacy and are brought to life by their hosts while celebrating their particular niche subject. From Daimler AG employees to journalist Kara Swisher and her successful tech podcast *Recode Decode*, and captivating true crime podcasts like *Verbrechen*, which is published by the German weekly newspaper *Die Zeit*, the key to success is to find an area of special interest and to approach it in a personable way. After all, for most listeners, the podcast hosts are speaking directly to them. Such a closeness does not work without sympathy for the voices we are listening to. ←



Hendrik Lakeberg is a podcast fan of the first hour. He is fascinated by how lively and diverse the medium has become, and is excited to see what the future holds.

Editors’ picks

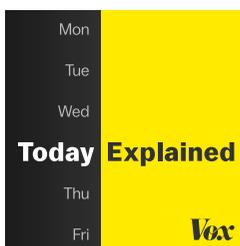
There are podcasts available on almost every subject, so find something that suits your interests. Visit stitcher.com, where you will also find these five shows recommended by our editors.



HeadLights

Daimler AG

With guests like the restorer from the Mercedes-Benz Classic Center in Fellbach, Germany, to development engineers for artificial intelligence and the former chairman of the Board of Management Dieter Zetsche, this podcast show cases Daimler AG’s diversity through personal interviews.



Today, Explained

News

As with Michael Barbaro in his New York Times podcast *The Daily*, listeners to the *Today, Explained* daily news podcast from the US-based news portal Vox get a feeling for who host Sean Rameswaram really is as he tactfully guides them through current events.



Recode Decode

Technology

Kara Swisher is one of the world’s most important tech journalists. She gets close to CEOs like Elon Musk, while subjecting the industry to an almost unprecedented level of scrutiny. The mix of critical and personal questions keeps her listeners hooked.



Verbrechen

True crime

Sabine Rückert, deputy editor-in-chief of *Die Zeit*, gives captivating reports of Germany’s most sensational crimes. The journalist made a name for herself through her legal reporting, and her podcast is known for being both entertaining and moving.



Hotel Matze

Interviews

While Marc Maron launched the podcast genre in the USA with long-form, personal interviews, Matze Hielscher is working towards a similar goal in Germany by talking to actors, musicians and media stars and finding out what makes them tick.





←
Heavy shoes
and gold fringes:
the collection
presented in Hyères
showed a playful
take on clothing.

Fearlessly fantastical

Every year, the world's best up-and-coming designers are invited to Hyères, in southern France, to present their most radical designs to top-tier judges. Here we explore the world where fashion is made

TEXT: INA BRZOSKA PHOTOS: JULIA SELLMANN



←
Knitwear is the new jewellery: the women's outfits in Milla Lintilä's collection exhibit an understated beauty.

↙
Yana Monk of Russia looked to the Arctic nomads for inspiration for her designs.

→
Tang Tsung-Chien, bases his fashion on Asian influences and fair production conditions.









←
Vibrant and hand-crafted: designers use woven fabrics and vintage material for their collections.

→
Tang Tsung-Chien moved from Taiwan to Paris to study fashion when he was 18.

→→
Femininity meets function: the “breast bag” by Belgian designer Sarah Levy takes up the topic of female empowerment.

↘
Rousing fashion thrives not just in its flamboyant presentation, but also in its unique details.



Talking to Yana Monk, you get the feeling she could pick up a rucksack at any moment and march off into the woods or go climb a mountain. Her casual attire and tied-back hair don't immediately suggest that the woman you are standing before is presenting her collection at one of the world's most important fashion festivals for up-and-coming designers. Thankfully, the fashion world has done away with many of the clichés that had surrounded it and is very much alive and well – more so than it has been in a long time. And Monk's look seems all the more appropriate when you consider where she drew her inspiration from: on an Arctic expedition, Monk encountered nomads who, in the matter of minutes, would gather all of their belongings to resettle when conditions demand it.

“Comparing this to the way we urbanites live seemed like a pioneering concept,” she says before a panel of illustrious judges at the Hyères Festival. She is one of 10 finalists to present her collection. Monk's designs are characterised by materials that shimmer in Arctic hues, cowl-like hoods and prominent shoulder pads for protection against the wind, rain and cold. Functional outdoor attire meets haute couture. Monk says that if you want to meet the challenges of the future, you need to be able to adapt.

Once a year, the Villa Noailles in the town of Hyères becomes the gathering place of a flock of fashionistas. Sponsored by Mercedes-Benz, the fashion and photography festival is one of the most renowned platforms for emerging talent looking to burst onto the scene. Here on the French Riviera, Paris's fashion elite absorb the radical spirit of young designers and lay the cornerstones for partnerships. Among the partnering labels are Swarovski, the luxury giant LVMH, the Kering group (to whom the likes of Gucci belong) and Paris-based Fédération de la Haute Couture et de la Mode.

Now in its 34th year, the Hyères Festival serves as a weathervane for fashion's changing winds. Finalists present their creations before a jury chaired by chief designer of the fashion house Chloé, Natacha Ramsay-Levi. Tang Tsung-Chien of Taiwan has also made it through to the

finals. At age 18, Tang moved to Paris to study fashion. His jackets, trousers and hats are like patchwork collages, and his collection a plea for sustainability. “Asians are at one with nature. We don't want any waste,” he says. Tang's fashion follows a simple, declarative philosophy: take what's left over and make something with it. When he thinks about the future, he envisions more ethical production conditions: “Society is paying closer attention to the people and practices behind the production of clothing.”

Milla Lintilä of Helsinki makes a similar point with her women's collection. Fashion accessories are the bread and butter of the major fashion houses, but in future, she says, women will no longer be bogged down by these. Instead, Lintilä celebrates simplicity with flowing trousers, skirts and tops. The designer believes that, even though her pieces are modelled by women, many of her designs could just as well be worn by men. Indeed, gender lines are becoming more and more blurred.

The Hyères Festival is also a reflection of female empowerment, and the competition for the most original accessories – accessories like the shouldered breast bag, which provides space for wallets, smartphones and keys – is proof. But men have their place in Hyères too. Just look at the designs by Vienna's Christoph Rumpf. His majestic silhouettes impress the jury. Stitched together from fine Persian rugs, silk and floral-print wallpaper, his pieces are a beacon of bold and dignified men's fashion. Future trends? Not in Rumpf's book. “The world is becoming more diverse. We are becoming more individual while at the same time becoming more connected,” he says. He believes that a great deal of liberation will come with the ability to simply pick out whatever one likes. Everything is possible. And the fashion we wear will be the fashion we want to wear. ←



Our author **Ina Brzoska** returned from southern France in high spirits. The fashion festival radiates vitality and appreciation for radically free thought that arouse a curiosity unusual for the industry.

→ Christoph Rumpf of Vienna won praise from the jury for the “majestic silhouettes” of his men's fashion.

Mercedes-Benz fosters up-and-coming talent

In the Villa Noailles showroom ‘The Shortlisted’, the 10 fashion finalists present their collections to an enthusiastic audience. ‘The Formers’ is a showroom where attendees are invited to look at the fashion and accessories by 10 of the festival's previous entrants. Both rooms are sponsored by Mercedes-Benz, as is the catwalk show, which serves as a stepping stone to Mercedes-Benz Fashion Week in Berlin. Christoph Rumpf was chosen to present his collection in July of 2019.

mbfashionweek.com







Federer

The human superstar

Roger Federer is one of the best tennis players of all time. It's easy to believe he has achieved world fame with ease and humility. But is that really the case? Our author spent a day with the Swiss star on the set of a shoot in Dubai - and came back inspired

TEXT: ALEXANDROS STEFANIDIS PHOTOS: ANNA NIELSEN

Dubai in April, shortly after nine in the morning. Twenty people have spent the night building half a tennis court in an expansive exhibition hall... a tennis court with carpet. And a net. And it's all to scale. Roger Federer has agreed to appear in an advertisement for Mercedes-Benz. Later he will be wrapped head to toe in suction electrodes and will slam tennis balls over the net to an imaginary opponent, giving them his best topspin, while all his movements are recorded by a computer. It is warm and stuffy in the hall. Outside, it is 39 degrees Celsius. When Federer arrives, looking cheerful, he is surrounded within seconds by the executive producer, director, cameraman, photographer and sound engineer. Federer casually shakes their hands. He is wearing jeans, a T-shirt and trainers. He doesn't live far away. Dubai is one of the four places he calls home.

Roger Federer, once again crowned Sportsman of the Year in 2018, is the Muhammad Ali or the Pelé of tennis - no player of the sport has ever been more successful. On the court, he combines elegance with efficiency, creativity with concentration, precision with power. So it is not in the least surprising that one of the questions Federer is asked most often relates to a puzzle that even he cannot solve: Who are you really, Mr Federer?

One of the first ideas Mercedes me had for this profile was to give an elaborate description of the young Roger Federer's childhood dream - to one day take Wimbledon. To hear about how he destroyed his grandparents' garage door over and over, how he thundered tennis balls against his parents' cupboards and chest of drawers. But this approach would not truly have done justice to his story, which includes an unrivalled total of eight Wimbledon victories and 20 Grand Slam victories, more than anyone else in the history of the sport. We also considered writing out the words 'talent' and 'training' a thousand times, slipping in other words such as 'discipline', 'ambition', 'diligence', 'professionalism', 'perseverance', 'strong nerves' and many more attributes, transforming randomness into a highly creative principle. Of course, that would have been an entirely

different report. But this concept has one drawback: a personality cannot simply be reduced to titles and dreams, to talent and training.

A break from tennis

Anyone who has met Roger Federer off the tennis court, spent a day with him, interviewed him personally and tried to find out what keeps the mystery of his success going, comes to the same conclusion: this man is simply different.

It's just gone 10 o'clock. Federer is in the wardrobe room choosing his outfit for the advert, helped by two assistants from the filming team. At the same time, he is telling his manager about his first two-week holiday in many years, and how much he enjoyed it. His whole family was with him, and his friends too, and he only played tennis once. He laughs. His face reveals deep contentedness, and his smile pushes his cheeks upwards and crinkles the corners of both his eyes. Out of excitement or perhaps over-eagerness, both assistants ask him questions simultaneously, in different languages. Federer looks baffled for a moment, then he smiles and answers the questions patiently one after the other while he changes into another T-shirt. He doesn't get worked up or overly excited - he's completely relaxed. During the shoot, a cameraman trips and Federer helps him to his feet, giving him some tips on how to position himself. In a drink break, he gets into a deep discussion with the director - in French - about digital cameras. He chats alternately in German, Swiss German and English, depending on what best suits the moment. He follows the director's instructions without complaint ... for three hours. In a stuffy hall. Federer is sweating. He changes his T-shirt again. He isn't broad-built and muscular like a bodybuilder, but he's unmistakably fit. His right upper and forearm - his racket-swinging arm - look bigger than his left. His palms are calloused. You can feel them when you shake his hand. "How nice!" we mere mortals think at such a moment: not even Roger Federer is flawless.

In the production break, Federer eats lunch with the team. After he has eaten, he signs autographs and →

IT MUST BE A RECORD

Roger Federer, born in 1981, always dreamed of winning Wimbledon. He won the tournament for the first time in 2003 and has won it eight times in total. Like many of Federer's achievements, this is a record. Even at the age of 37, he continues to play effortlessly. In 2019, he celebrated the 101st title of his career, in Miami. rogerfederer.com







←
Short break on set:
the tennis star in
a moment of silence

→
Staying on the ball:
the love for Tennis
is what drives Federer.



←
Federer remains patient even at the end of a long day. Watch the tv spot here:
mbmag.me/federer

takes photos in which he smiles arm in arm with complete strangers. Of course, it's just part of his job, you think. But the key point is that it doesn't look like his job, it looks like his hobby. The greatest stars of our time do not simply shine because of what they achieve. They have a rare elegance, a sense of ease in everything they do. And it's for this reason too that we celebrate their success; because they make it look so easy, so completely natural, and because they make us feel as though we could be up there in their place.

Dinner time for the Federers

After the shoot is finished in the hall, we go into the desert outside the city. The team has placed a high-gloss Mercedes-Benz in front of the skyline with the Burj Khalifa and a caravan of camels. Federer is not meant to get on one of the camels – they are just part of the backdrop – but he is curious and goes over to the animals, stroking one of them on the head. He smiles like a boy bursting with excitement. He smells the animals, waves his hand in front of his nose. Then he stands in front of

“Stars like Federer have a rare sense of ease. They make us feel as though we could be up there in their place”

the high-gloss car and ends the shoot by repeating the same sentence more than two dozen times, the closing line of the advert. He sits down. The director asks him again and again. Federer repeats the sentence over and over in slightly different ways. It's a balmy 30 degrees Celsius at 5:43 p.m. The filming team has been pushing Federer for nearly eight hours. Hundreds of photos have been taken of him today. He is told to turn to the right, then to the left, sometimes looking serious, sometimes smiling, laughing, grinning. The sun dips effulgently in the west.

He hoped to be home with his four children by six o'clock. The Federers always have dinner at half past six. The time for which he was booked was up long ago,

but he sits down in the car for an interview. He takes the passenger seat, not the driver's seat; perhaps a sign of his modesty. But after such a long day, with his family waiting for him, will Roger Federer want to focus on answering our questions? Federer does. No short, clipped answers, no resentment. He calls home to say he will be a bit late, and he doesn't look at his watch once during the interview.

He thinks before he answers. He tells stories from his childhood: How his parents finally bought him a tennis net so he could play tennis in the street and not in their living room. How he and his friends moved the net whenever a car came by. That he grew up in a quiet residential area, surrounded by gentle, caring people who love him. He explains why many of his childhood friends are still important to him today. How grateful he is to his parents and grandparents. This sincere respect and gratitude is evident in Federer's every word. He is a constant presence for them, despite the vast differences between their lives and his own; despite how difficult it is to remain grounded when the whole world is praising you to the heavens. Federer is the kind of person everyone wants as a friend or acquaintance, but not because he is rich and famous, and not because he keeps setting new records in tennis.

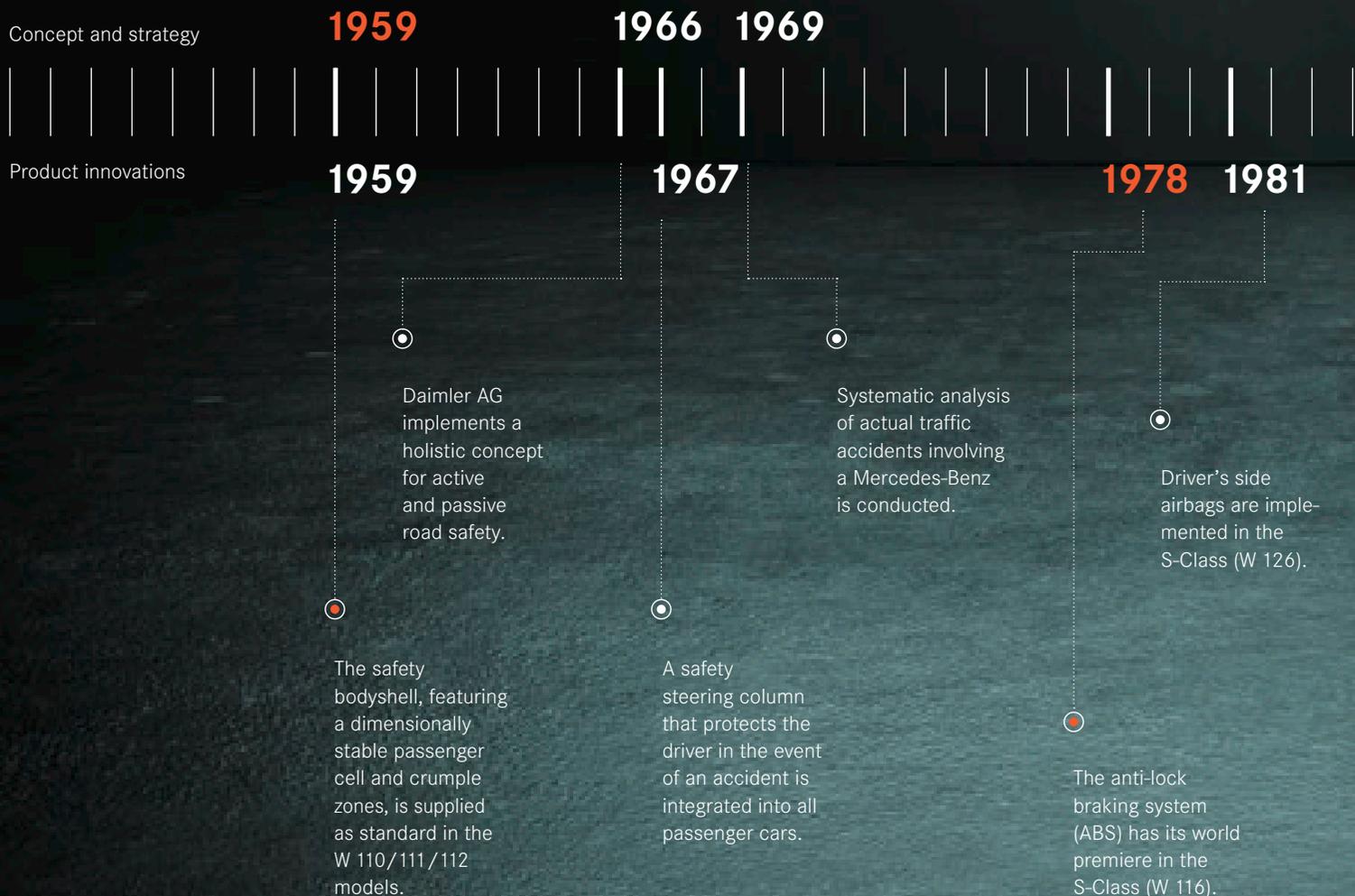
It's just gone seven. As he leaves, Federer says he is looking forward to going home to his family. Earlier in the interview he said he's just a normal man, there's nothing extraordinary about him. The reporter, happy to have his interview in the bag, sits in the sand. The sun has set now. He thinks about the opening question: “Who are you really, Mr Federer?” If there were an answer, it would be truly banal, maybe a simple sentence: Roger Federer is Roger Federer. Okay, right. And he is also the best tennis player of all time. ←



Alexandros Stefanidis was gushing about his day with Roger Federer for months after he interviewed the tennis star. The author met him on behalf of Mercedes me magazine in Dubai, where Federer occasionally lives.

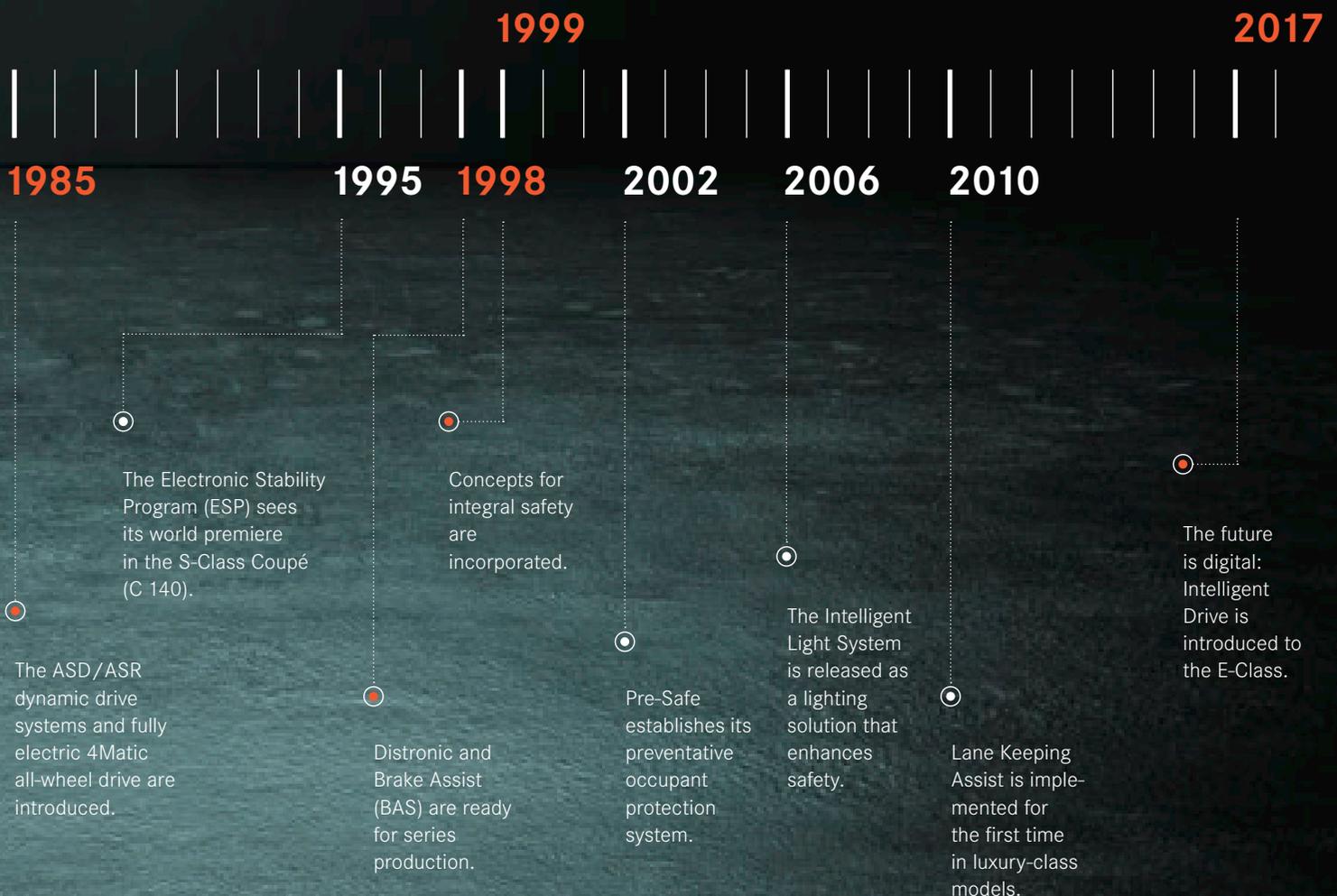
Time machine

A look at Daimler AG's landmark safety innovations



Safety innovations are an integral part of the Daimler AG tradition. The ESF 2019 test vehicle showcases remarkable solutions that will ensure even greater attentiveness and safety in Mercedes-Benz models of the future – such as a smart car seat for children

TEXT: JAN WILMS PHOTOS: UWE DÜTTMANN



The ESF 2019 test vehicle is rather unobtrusive at first glance. But this vehicle, based on the GLE, is in fact loaded with a great deal of promise for the future of Mercedes-Benz, as it contains the safety technologies of tomorrow – including many features that have never been seen anywhere before. Some of these innovations are almost ready for series production, while others offer a glimpse of what is ahead in terms of safety features fit for the advent of autonomous driving.

Although driving is set to change in unprecedented ways in the next few decades, one thing is certain: while safety will continue to be one of humankind’s fundamental requirements, it will take on completely new significance once drivers relinquish control to their vehicles. Mercedes engineer and ESF project manager Julien Richert regards the test vehicle as a time machine of sorts, offering us a look at key moments in the future of mobility before we’ve even arrived there.

Passers-by are personally greeted by the ESF (*Experimental-Sicherheits-Fahrzeug*, Experimental Safety Vehicle) when they approach it at a pedestrian crossing: its two roof-mounted “eyes” make contact and give a friendly wink. The vehicle then indicates to the pedestrian by means of light signals and an animated display on the radiator grille that it is safe to cross.

The ESF is able to communicate with its environment without requiring a driver at the wheel, and does so incredibly intuitively. Daimler futurologist Alexander Mankowsky refers to the connection that is established between road users – people and autonomous vehicles – as “informed trust”. The decision to make the eyes turquoise was a deliberate one, based on research conducted by Daimler that says this colour could be used to indicate when a car is being driven autonomously, and may ultimately be as readily recognised as the colours of a traffic light.

A high-tech steering wheel that puts itself away

The ESF 2019 features a range of solutions that make the transition from manual to autonomous driving as seamless as possible. As soon as the vehicle is in autonomous driving mode, the high-tech, rectangular steering wheel retracts, as do the pedals below. If the driver wishes to, they can even push the seat back and recline it to get really comfortable. “This is where we hit the next big challenge,” notes team leader Claus Geisler, who is in charge of safety innovations. “Once the driver moves out of a conventional driving position, the usual airbags would no longer be effective for them.” Further airbags had to be fitted into new areas in order to ensure the

driver would be protected in an accident. The integrated side airbag has been installed in the side bolsters, while the driver’s airbag is above the steering wheel. Both are neatly concealed behind the SUV’s refined interior surfaces. The fact that these potential lifesavers are only recognisable by the seams underscores the hope that they will never need to be deployed.

The pioneering research surrounding the ESF

When it comes to safety technologies, the automotive industry has seen a plethora of innovations since 1950. Many of these innovations were developed by Daimler AG, such as the crumple zone, belt tensioners and Active Brake Assist. “Several of the developments that led to the Pre-Safe technology in series production today are the result of ESF research. Pre-Safe’s virtual crumple zone is instrumental in preparing the car and its passengers for an accident,” Richert points out.

This concept was expanded upon for the “cooperative vehicle environment communication” of the ESF 2019, involving nearly 50,000 LEDs being integrated into the front panel in order to display messages; the driver of the vehicle in front can look in their rear-view mirror and read messages indicating approaching emergency vehicles or other driving hazards. Information and other relevant warnings can also be projected in the rear window, as can images captured by the front camera. The test vehicle even offers additional active safety features when it isn’t in motion: Stephan Mücke explains that if a distracted pedestrian walks in front of a parked ESF onto a busy street, the words “Watch out!” will sound and it will flash all its lights to alert the pedestrian.

Innovations in the back seat

There is one particular problem that faces parents who drive with children in rear-facing seats: while these seats do increase safety in the event of an accident, they present a challenge when parents in the front seat want to check whether their child is asleep. The ESF solution involves rear-seat installation of the smart Pre-Safe car seat, which is equipped with a camera and sensors that measure the child’s vital signs. It then transmits these signs to the MBUX screen in the front. For additional safety, the seat belt tightens if collision is imminent, potentially reducing the impact experienced by the child in the seat. An innovative rear airbag has also been developed for those passengers that don’t require a car seat, implementing a →

→ The Experimental Safety Vehicle (ESF) also keeps everyone around it safe – playing children, for example.

Crumple zone, belt tensioners, ABS: the most important safety innovations originate at Daimler.

Autonomous driving won’t bring an end to all accidents, but will considerably reduce the risk that they occur.

Pre-Safe: a new car seat that measures vital signs and tightens the seat belt if an accident is imminent.





←
A robotic warning triangle emerges from the vehicle after an accident ...

→
... and the ESF can alert distracted pedestrians using colours, symbols and warnings on LED panels.



state-of-the-art concept to inflate the airbag and ensure it is correctly positioned in order to potentially reduce the risk of injury.

But aren't we always hearing about how autonomous driving will lower accident rates? "To be safe, a vehicle must take every precaution to avoid an accident, but also be ready if an accident takes place.

● No more accident casualties: this is the ambitious goal set forth in Vision Zero and pursued by Daimler AG.

That's why all of our future vehicles - even the autonomous ones - meet our usual high standards for crash safety," says Richert. "The major advantage of autonomous features is that there will be fewer accidents caused by human error

in future," explains Dr Rodolfo Schöneburg, head of Vehicle Safety, Durability and Corrosion Protection at Mercedes-Benz. "But even fully autonomous, driverless vehicles reach their physical limits at some point. Autonomous and non-autonomous vehicles will certainly be sharing the roads for years to come," he adds.

In the event of a breakdown or a crash, a "robot" warning triangle will be released from the rear of the vehicle and secure the area, for instance the hard shoulder of the motorway - though talk of this autonomous micromobile is currently just a look behind the curtains of the research lab, as it is far from being ready for series production, Richert admits. There is another innovative detail in the ESF that has been facilitated by digital technology too: the rear seat belt buckles are equipped with

USB ports that only work when the seat belts are fastened. The developers hope that this provides sufficient incentive to buckle up, which is often not the norm in many parts of the world.

On course for Vision Zero

The ESF 2019 is an important Mercedes for additional reasons external to the test vehicle itself - namely how it also promotes the safety of occupants of other vehicles, cyclists, e-scooter riders and pedestrians. This is characteristic of the joint-responsibility approach that has been typical at Mercedes ever since the days of Daimler's safety pioneer Béla Barényi, and of the objective that guides Daimler engineers: successfully achieving mobility without casualties. "Safety always has been and always will be a core brand value," emphasises Dr Schöneburg.

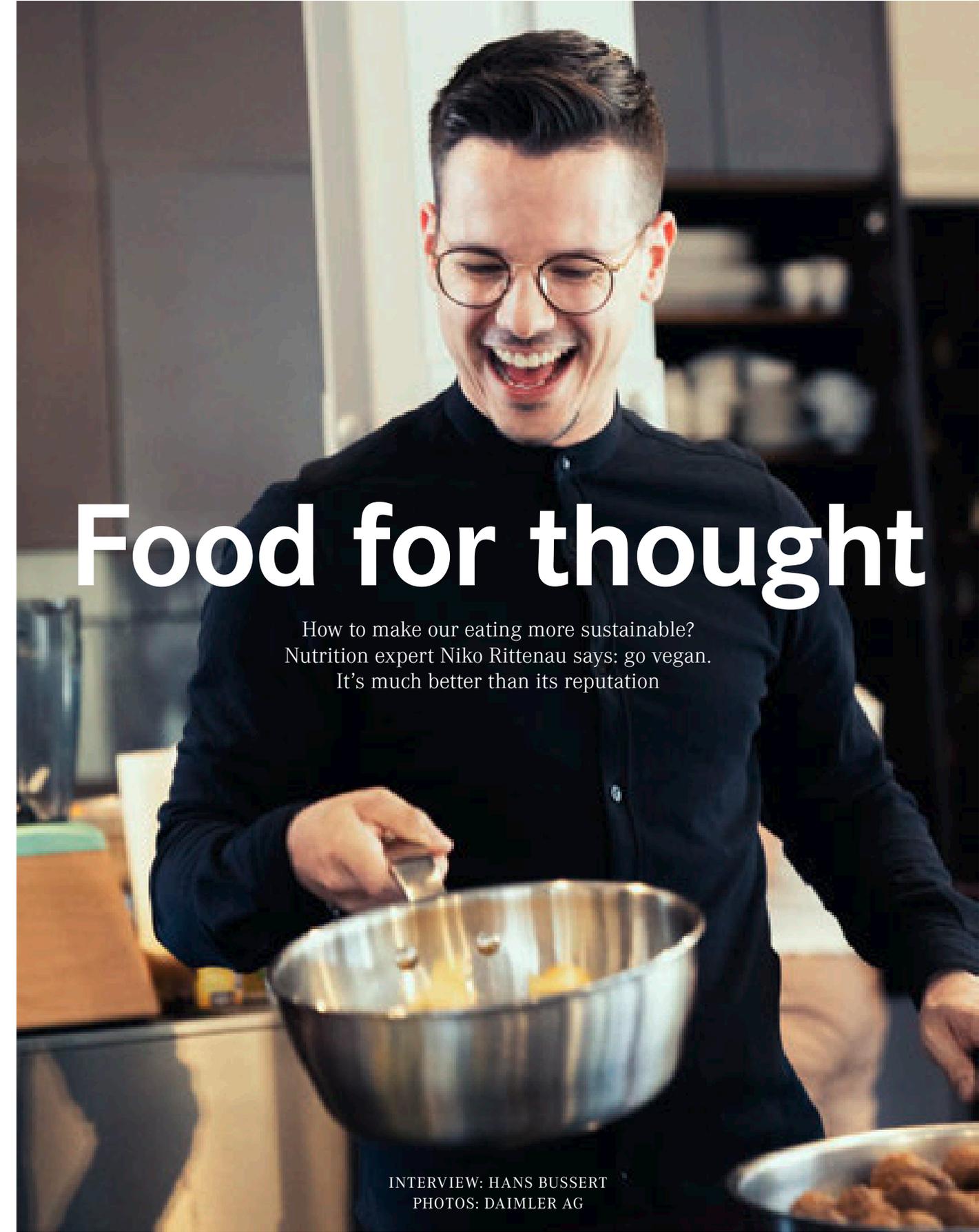
The ESF continues to shine even after the studio's spotlights fade, with the orange LED-lit grille indicating that the car is in the manual driving mode that we are currently used to. We eagerly await the moment when that orange will turn to turquoise, signalling a breakthrough, accelerating us through time. ←



Daimler engineers tell children about the most important features of the ESF 2019 in a video. mbmag.me/esf



Jan Wilms visited the set of the photo shoot in Stuttgart for this story. The journalist was especially impressed by the ease with which future technology will ensure our safety and win our trust in the new age of mobility.



Food for thought

How to make our eating more sustainable?
Nutrition expert Niko Rittenau says: go vegan.
It's much better than its reputation

INTERVIEW: HANS BUSSERT
PHOTOS: DAIMLER AG



Vegan cuisine
is rich in nutrients
and easy to make.





NIKO RITTENAU

Effective, enjoyable, casual and natural – these are the words Austrian chef and nutritionist Niko Rittenau uses in talks, seminars and his book, *Vegan-Klischee ade!* (Parting ways with vegan clichés) to describe a needs-based vegan diet. His commitment to a better future has earned him the title of EQ Inspiration Leader, and he is also an ambassador of electric mobility. More at: www.nikorittenau.com

Vegan food has recently cooked up quite an unsavoury reputation for itself: from nutritional deficiencies to blandness, Niko Rittenau has his work more than cut out for him when it comes to debunking the stereotypes surrounding a vegan diet. In his book *Vegan-Klischee ade!* (Parting ways with vegan clichés), the 28-year-old Austrian takes the naysayers to task, employing a clever mix of scientific research and levity to explain how vegan food provides all essential nutrients, is better for the environment and can taste exquisite. And it's not just his book that has struck a nerve: his talks are wildly popular, and his nutrition seminars regularly sell out. The reason for this? Sustainability is more than just a millennial trend. More and more people are looking for ways to get active in responsible, environmentally conscious living, and many are starting at home in their own kitchen.

Mr Rittenau, what brought you to veganism?

I started out by simply asking myself how we will feed the nine to ten billion people who are expected to occupy this planet by 2050.

Did you find an answer?

There are many solutions, one of which of course is to adopt an increasingly plant-based diet. That doesn't mean that everyone has to commit to being vegan or vegetarian, but we should certainly try to reverse the development of the last decades. We are currently consuming foodstuffs from animal sources at exorbitant levels.

What do you consider your light-bulb moment?

Our whole lives, we were taught that milk, meat and eggs are staples of a healthy diet. But what many people don't know is where these products come from – how they are made and what effects their production has on the environment. Peeking behind that curtain galvanised me to go vegan and study nutrition. I wanted to find out whether the vegan diet that is compatible with my system of ethics was also compatible with my nutritional needs.

And what did you find?

If planned properly, a vegan diet can provide all essential nutrients as well as additional health benefits.

Critics like to claim that vegan diets cause nutrition deficiencies.

They say that those who don't eat fish don't get their omega-3, those who don't drink milk don't get their calcium, and so on. But it's not like animal sources have a monopoly on certain nutrients. These nutrients don't start with the animal, they start with wherever the animal gets its nutrients. Fish get their omega-3 fatty acids from the algae they eat. The calcium we get from milk and the iron we get from beef come from the grass the cow eats.

Is eating vegan healthier?

If you eat a balanced vegan diet instead of the mixed diet traditional in the West, you can expect to reap a host of health benefits. Wholefood diets consisting of whole grains, fruits, vegetables, nuts, seeds and other plant-based nutrients are known to reduce the risk of metabolic disorders like diabetes and metabolic syndrome, cardiovascular diseases and certain types of cancer.

Would you say that animal-based protein is dangerous?

Not necessarily. We all need fats, proteins and carbs. As long as we get the good ones in the right quantities, there's no problem. It's a person's overall diet that can increase or reduce the risk of disease. The important thing is that you have a balanced diet. Whether you eat mostly vegetarian or cut out animal products altogether is ultimately of secondary importance. Going vegan is an ethical decision, not one based on health.

Are you a vegan yourself?

I have been for about six years now. For the sake of convenience, I used to make the occasional exception. But eventually I got to the point where I realised that there was nothing getting in the way of me going completely vegan if I put my mind to it.

Do you sometimes miss biting into a delicious slice of cheese?

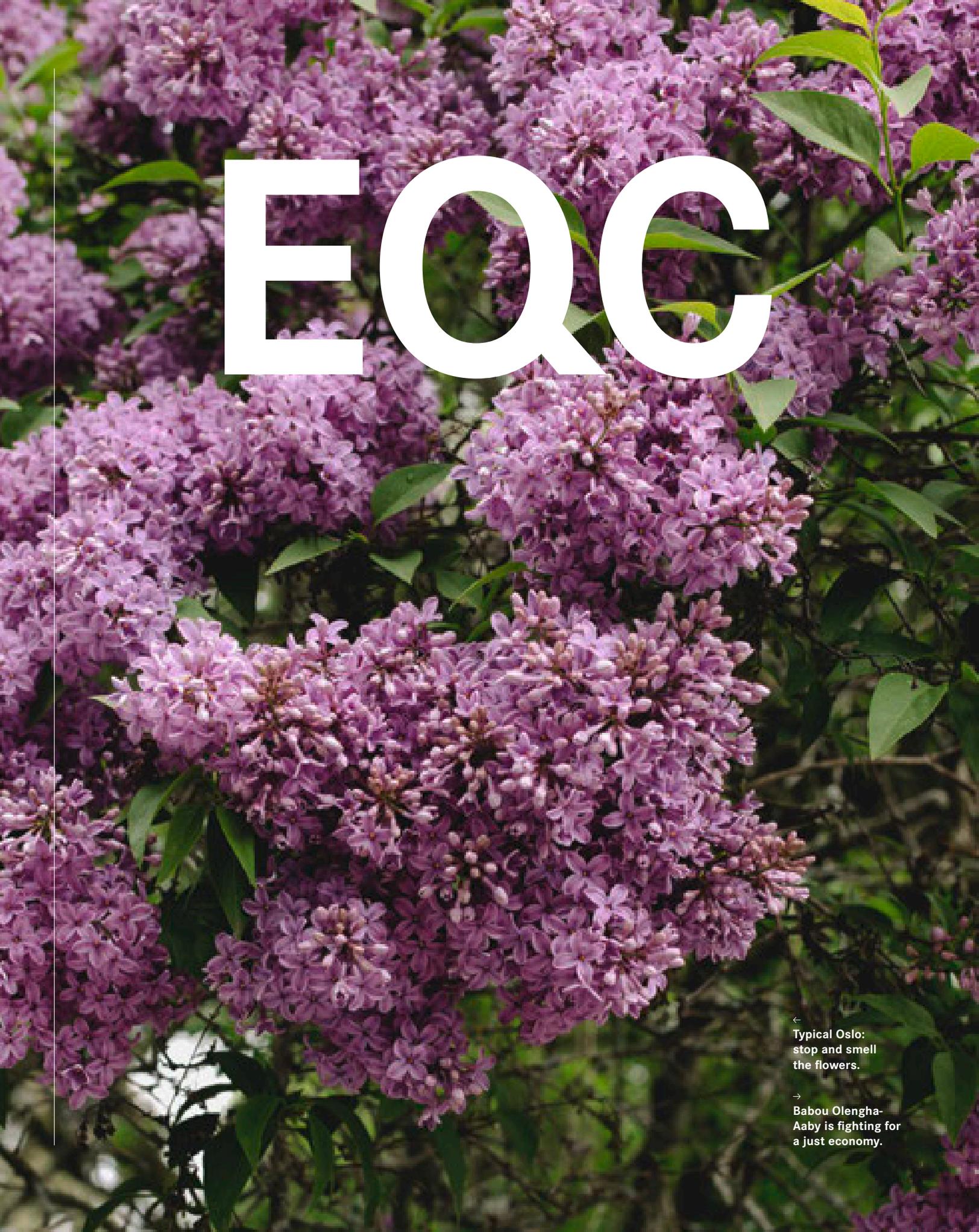
Of course, cheese and other animal products certainly taste good, but I'm more than content with the variety of plant-based alternatives. In the next decade or two, we'll be able to use cellular agriculture to extract milk protein from yeast to make dairy products that don't come from animals. So if you're one of those people who can't live without cheese, you'll still be able to enjoy a nice piece of Comté. ←

A bright future

Ambitious ideas and emission-free driving in Oslo:
a tour through Europe's Green Capital in the EQC



PHOTO: SIGRID BJØRBEKKMO



EQC

←
Typical Oslo:
stop and smell
the flowers.

→
Babou Olengha-
Aaby is fighting for
a just economy.



In good company

Norway's capital Oslo takes sustainability seriously – and therefore attracts many young people. A tour in the EOC with Babou Olengha-Aaby, whose start-up connects female professionals from all over the world

TEXT: IRIS MYDLACH PHOTOS: SIGRID BJORBEEKMO

EQC

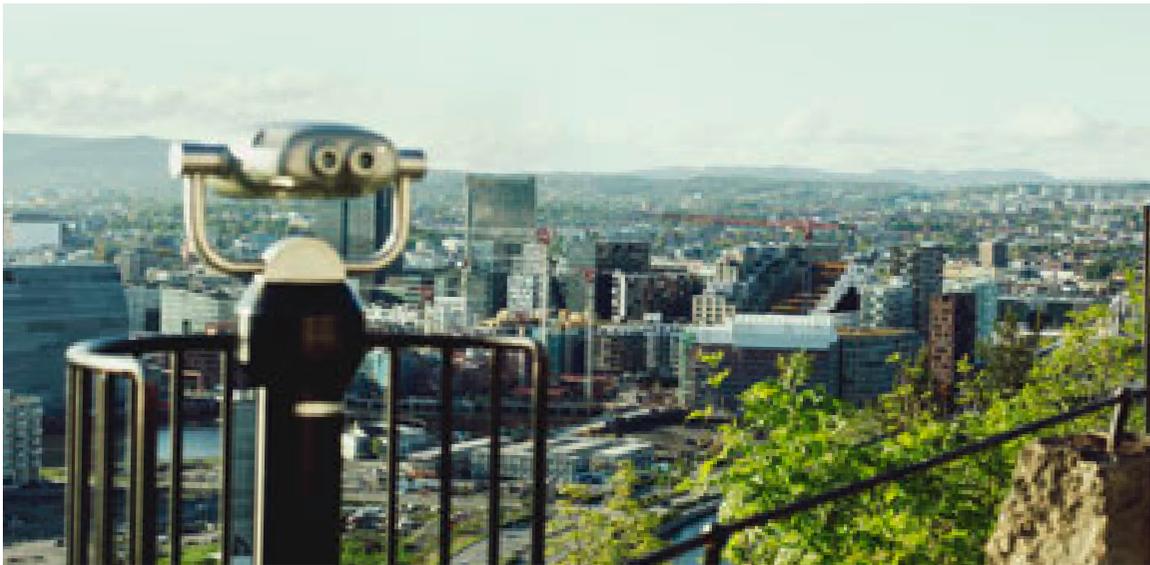


← Olengha-Aaby invented the Globally Spotted search engine.

→ Green outlook: Oslo is the European Green Capital 2019.

↘ The Oslofjord is one of the largest in Norway.

↘↘ Networking in the EQC: Olengha-Aaby with entrepreneur Jenifer Clausell-Tormos



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via your**

Mercedes-Benz EQC

Mercedes me Charge provides you with access to one of the world's largest charging networks, comprising around 300,000 charging points and over 300 public charging station operators in Europe alone.

The EQC-optimised navigation enables you to find these stations quickly and easily and, once there, to activate the respective station using either your Mercedes me Charge card, your Mercedes me app or your car itself. It also ensures that the route to your destination is quick and comfortable, requiring few charging stops and short charging times (it is programmed to prioritise fast-charging stations). You can choose to plan the route in advance from home via the Mercedes me app, or select it directly and spontaneously from inside the car.

Find out more at www.mercedes.me

The top of the hill in Ekebergparken is so dense with trees that, from that vantage, you can hardly see Oslo. Locals of the Norwegian capital will advise you that nature hasn't found its place in the city, but that the city has found its place in nature.

Babou Olengha-Aaby's story also starts with trees. Only, these trees aren't on the hillsides of the Oslofjord. They're on a website the 38-year-old discovered after giving birth to her third child, when she was on a pilgrimage for new ideas. The website is called Ecosia and is the only one of its kind in the world: using Ecosia results directly in trees being planted. The company takes every penny of advertising revenue the site generates and invests it in reforestation. That comes to about one million euros. Every month. When Olengha-Aaby pauses between "one million euros" and "every month", it is clear what an enormous number this is.

"That inspired me and gave me courage," says the entrepreneur. "Knowing that there are plenty of people out there who really are concerned by the destruction of our forests and are getting active - with no more than a simple click on a banner ad!"

The journey begins

Rain batters the panes of glass in the new offices of The Next Billion, the company behind Globally Spotted. That's the platform Olengha-Aaby founded three years ago with Ecosia in mind. Visitors to her site (globallyspotted.com) are instantly whisked away on a journey: Globally Spotted is a discovery platform which finds and features inspiring women yet undiscovered by the masses and mainstream media. Olengha-Aaby is steadfastly committed to sifting out these women's ideas from the sea of information already online. →

EQC



“The idea of expanding the platform into a search engine came to me two years ago,” says Olengha-Aaby. “With the new version of Globally Spotted you will be able to search for your new favourite shoe designer or find a dentist right around the corner. All the results you get are companies owned by women. It’s a way of supporting companies founded and led by women with your purchasing power as a consumer.”

The wave rippling around the world

Babou Olengha-Aaby was born in the Congo, grew up in London and speaks French as her first language. But Oslo has become her home. She didn’t end up here by simple coincidence. These days, lots of young women and families are moving to Oslo. The Norwegian capital has hit a growth spurt, and in typical Scandinavian fashion, the city is simultaneously fresh, green and urban as

can be. You sense that what’s happening here can be felt in varying degrees around the world. It also comes as no surprise that Oslo was named European Green Capital 2019: e-scooters, bikes and cars share the roads. Two of every three cars purchased in 2018 were electric like the EQC. The year 2019 will see the introduction of 70 electric buses, and three electric ferries will be put into operation to replace diesel ones. In the city of Oslo, living sustainably goes without saying and is deeply engrained into daily routines.

Yet when asked about it, Olengha-Aaby stops to think. Because alongside the world in which we live, she says, there exists a second world that – unlike the trees and charging stations that line the roads – remains obscure to us: the business world. And for this world to be more sustainable, it needs more women. More diversity. Olengha-Aaby calls this “social sustainability”.

→ In Oslo, two out of every three cars bought are electric – like the new EQC.

← Equal opportunity as a business idea: Jenifer Clausell-Tormos and Babou Olengha-Aaby

↙ The new routine: it doesn’t take long to find a charging station.

↓ Urban, modern, relaxed: it’s this combination that makes Oslo so attractive.



EQC: ELECTRIC NOW HAS A MERCEDES

The EQC radiates ease and modernity where SUV practicality meets sports car sleekness. With an impressive range at the highest safety level, the new, electrically powered Mercedes-Benz offers a fascinating new driving sensation. One without engine noise and with unparalleled acceleration – one that leaves us

amazed time and time again. All this, of course, with zero local emissions. Equipped with the unique service concept of the new product and technology brand EQ, the EQC lets you enter a new era of driving.

[mercedes-benz-eqc.de](https://www.mercedes-benz-eqc.de)

Model Mercedes-Benz EQC 400 4Matic

Colour:

→ **hightechsilver**

Top speed:

→ **180 km/h (limited)**

Acceleration
(0–100 km/h):

→ **5.1 s**

Combined electric
energy consumption
(kWh/100 km)*:

20.8–19.7

Combined CO₂
emissions (g/km)*:

0

Efficiency class:

→ **A+**

* The electric energy consumption and range have been determined on the basis of Regulation (EC) No. 692/2008. Electric energy consumption and range depend on the vehicle configuration. For more information on the measurement procedure, please see page 10



Scan the QR code
for more information.
mbmag.me/eqc1

EQC

How do we achieve it? Through transparency and visibility, she says. An old saying reminds us “you cannot be if you are not seen.” In the Digital Age, this can be adapted to “because you cannot be what you do not seek.” She points to black-and-white photographs in her office. “These are women in our network. They’re all brilliant, creative entrepreneurs, but most of them didn’t even have decent pictures of themselves. So we empower them take control of their image and visibility by also offering a mini portrait photography service called Profile[me].”

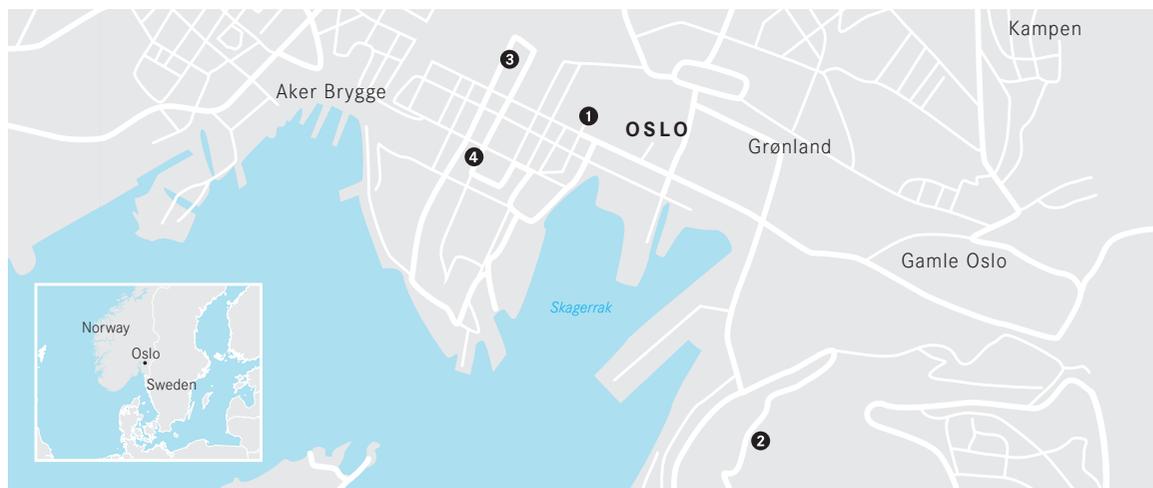
International and involved

One of the portraits is of Jenifer Clausell-Tormos. It takes around 10 minutes for black-and-white to become living colour: Olengha-Aaby is picking her up in the EQC. Clausell-Tormos’s business idea is called Develop Diverse. The principle: providing companies with the technology they need to make their recruiting activities gender-neutral. Clausell-Tormos originally comes from Spain, but lived in Copenhagen until recently, when she also moved to Oslo because of the favourable conditions for women-run start-ups.

The two entrepreneurs decide to move the second part of this meeting to a casual café. They park the EQC at a charging station in the young, hip Grünerløkka district. The café serves porridge in a glass and fresh rye bread with *brunost* (literally: brown cheese) – a Norwegian speciality.

The owner recognises Olengha-Aaby instantly and comes out from behind the counter to give her a hug and start a friendly conversation. That’s Olengha-Aaby’s community at work. ←

what3words is a simple navigation system that lets you find any location in the world using just three words. Find out more at w3w.com



Tips

- 1 Amerikalinjen**
A former ticket office of the Norwegian American Line, this hotel hosts guests from around the world.
w3w.co/erupts
[twitchy.linked](https://www.twitch.tv/linked)
- 2 Ekebergparken Sculpture Park**
If you’re looking for some Instagram likes, you’ve come to the right place. View of Oslo included.
w3w.co/unscREW.over-night.sling
- 3 Svanen**
This new cocktail bar gets the water for its ice cubes from nearby Lake Hemnessjøen.
w3w.co/during.zebra.roadmap
- 4 Restaurant Rest**
Chef Jimmy Oien works his magic to create a taste of Scandinavia: a 21-course menu out of leftovers. Book early!
w3w.co/asleep.shoving.bother



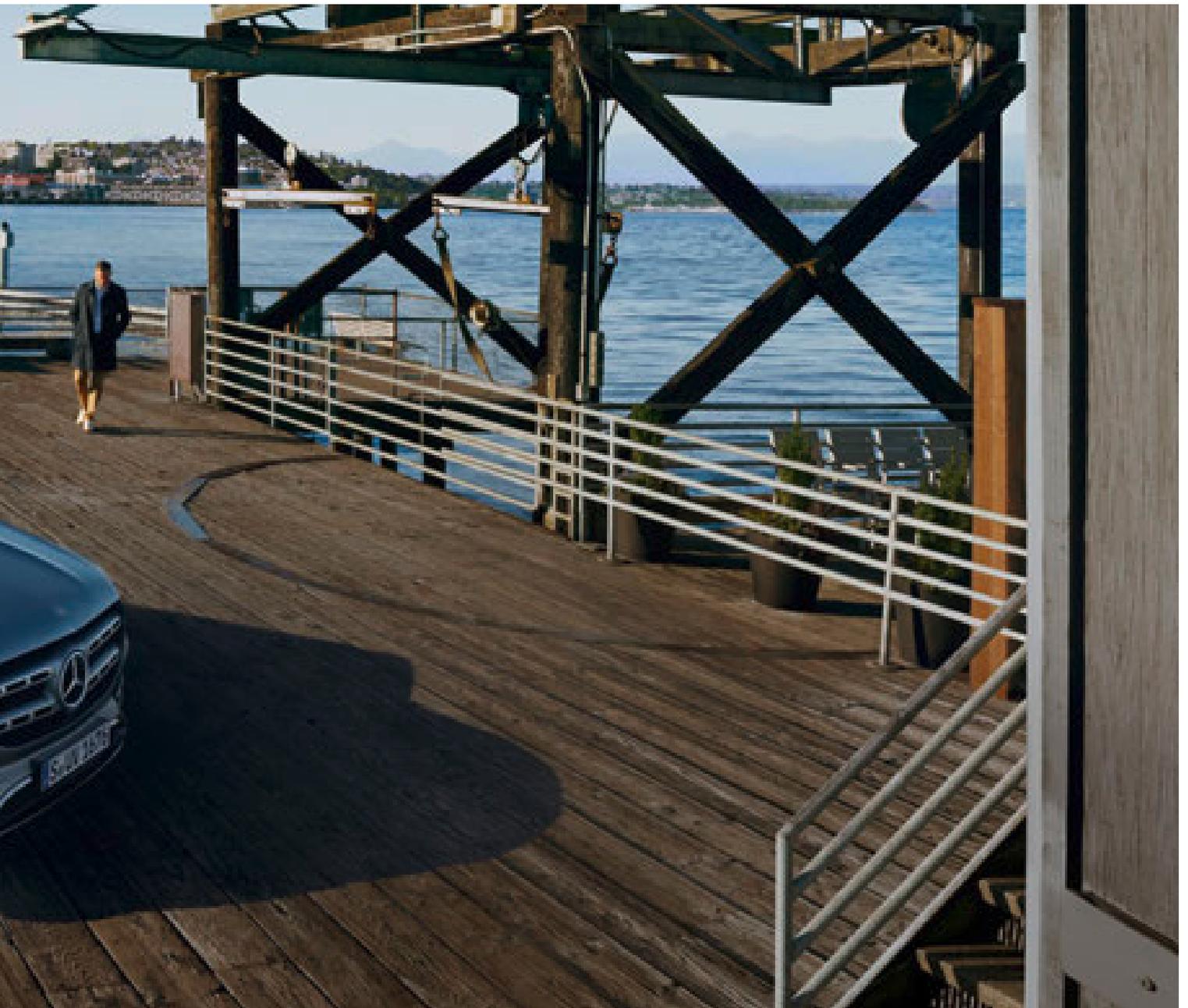
Idyllic Oslo:
the EQC among
the lilacs

GLS



Plenty of room for emotions

TEXT: MARCO ARELLANO GOMES PHOTOS: DAIMLER AG



↑
Modern luxury on
and off the roads:
the new GLS

More spacious and powerful than ever, the equivalent of the S-Class in the latest generation of SUVs is marked by a high degree of comfort and opulence.

As to be expected from the brand with the star, the GLS combines modern luxury with the power of an SUV. But there are four aspects in particular that make this force on four wheels so special: the sheer comfort behind the wheel, the imposing exterior

look, the ample interior space and its futuristic dashboard. The GLS features two dazzling 12.3", high-resolution media displays that stretch from behind the steering wheel past the centre console in a gorgeous display of emotion and simplicity - a perfect marriage for the state-of-the-art, groundbreaking MBUX multimedia system exclusively from Mercedes-Benz. MBUX can be activated using the new, →

GLS



revolutionary voice-control technology from Mercedes-Benz. Sitting in one of the climate-controlled seats with massage feature and turning on the five-zone automatic climate control, it immediately becomes clear that the GLS represents a degree of comfort at the highest level.

And thanks to the latest generation of assistance systems like the Active Stop-and-Go Assist and the E-Active Body Control

feature, in combination with Road Surface Scan and the ever-useful curve tilting function, it brings luxury and modernity to the roads, too.

The ambitious spirit of Mercedes-Benz is even evident in the design of the chassis of the GLS - the most intelligent SUV chassis in the world. Like everything else in the new, luxurious SUV, this makes quite a statement.



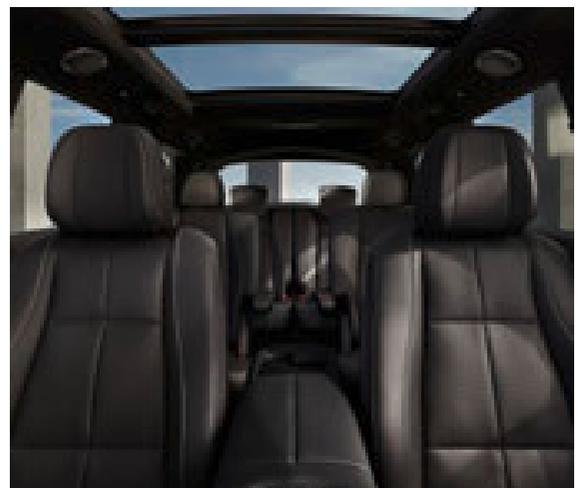
Scan the QR code to
configure your vehicle.
mbmag.me/gls1



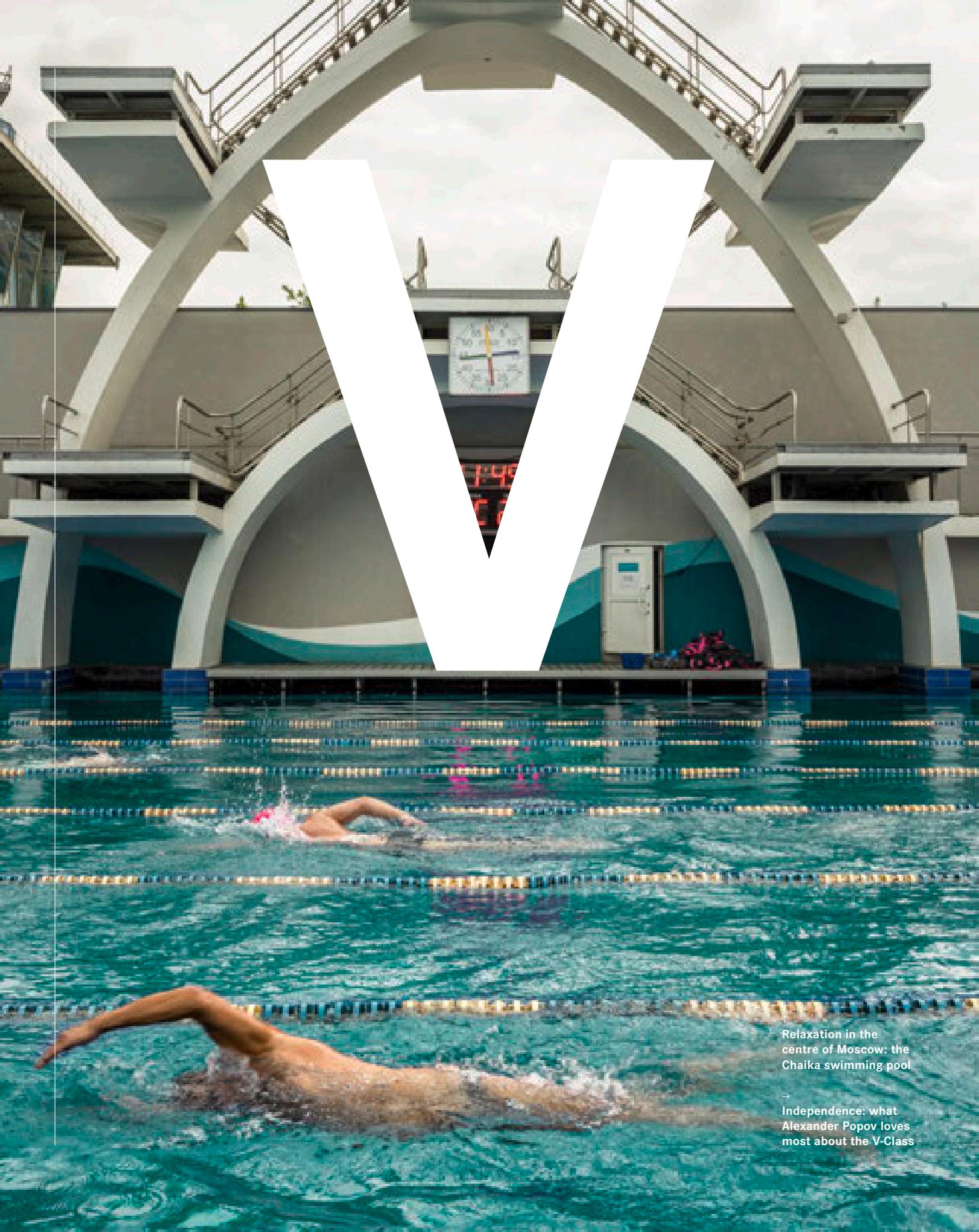
↓
Spacious: the boot has a capacity of up to 2,400 litres.

↓↓
Emotional: the elegant interior flows into the futuristic dashboard.

↘↘
The allure of the interior comes from the high-end materials and meticulous craftsmanship.



↑
Its bold presence draws attention to the GLS.



Relaxation in the
centre of Moscow: the
Chaika swimming pool

→
Independence: what
Alexander Popov loves
most about the V-Class

A black and white photograph of Alexander Popov, a professional swimmer, sitting in the driver's seat of a car. He is wearing a dark jacket and has swimming goggles perched on his forehead. He is looking directly at the camera with a serious expression. The car's interior and exterior are visible, including the steering wheel, dashboard, and side mirror.

Free spirit

Alexander Popov will go down in history as one of the best swimmers of all time. How he redefined himself after his record-breaking career – a visit to Moscow

TEXT: HENDRIK LAKEBERG PHOTOS: DAVID FISCHER, MAIN IN MAIN PRODUCTIONS

V



← Baroque time machine:
Alexander Popov
at Café Pushkin

It was a simple decision, but not an easy one for me,” says Alexander Popov about the moment he threw in the towel and chose to end his first career. The record-breaking, Olympic gold-winning swimmer from Russia is sitting in a quiet corner of the upscale Café Pushkin in Moscow, letting a freshly baked croissant cool off on the plate in front of him.

It’s not quite noon, and the sun is shining through the large windows of the baroque establishment. Café Pushkin is like a time machine that takes visitors to a Russia that was ruled by tsars, making it for two reasons the perfect place to interview Popov: First, his elegant swimming style has earned him the nickname “the Tsar”. And second, because time seems to pass more slowly here; the place exudes a calmness that invites self-reflection. And the 47-year-old certainly has a lot to reflect on. Popov was faced with a formidable challenge:

How do I lead a new, fulfilling life when I’ve already achieved almost everything I’ve wanted to?

Beach days

Alexander Vladimirovich Popov grew up in Yekaterinburg, an industrial town to the east of the Ural Mountains. As a child, Popov was afraid of water, a fear he overcame early on. Conquering this fear equipped him with a sense of ambition that would catapult him to the 1992 Olympic Games in Barcelona and, as a 20-year-old, win him his first of four gold medals. Popov would go on to win six world championships and 21 European championships, making him one of the most successful swimmers Russia has ever produced. But all of that took a turn in 2004, after the Olympics in Athens. Returning to his quarters after more than 10 successful years at the top of his sport, he knew he’d had enough. And not only

→
Elegant details:
Café Pushkin
transports you to
tsarist Moscow.



→
Alexander Popov
earned himself
the nickname “the
Tsar of Swimming”.



←
Popov took his V-Class
throughout Europe.

because he would be going home without any medals: “It was like I’d finished a book,” he explains sincerely. “You turn the last page, close it, return it to the bookshelf, and never read it again because you know it from inside and out.”

Immediately after the Olympics, a friend of his invited Popov to visit him in the Fiji islands. He and his wife count among the few guests to this exclusive South Pacific paradise. “I woke up early in the morning because I was used to my training regimen. I sat there quietly on my beach chair, looked out to the ocean, and thought: ‘This is the life.’” Popov is grinning the entire time he is telling this story, as if he’s spontaneously reliving the moment that strengthened his decision to change his life. “I was in the right place at the right time, and I knew that life would go on after the sport. That really motivated me.”

At one with the elements

But Popov also owes this apparently seamless transition to his new life to his overall attitude and outlook on life – in other words, his ability to take emotional moments like these and view them in the clear light of logic. This, too, required years of practice before he could master it. “In the water, you’re bound by the laws of physics. So as a swimmer, you need to be in absolute harmony with the force of the water,” Popov explains. “It’s like a process of creation, a way of thinking. I’ve decided that I will accept no limits for perfection.”

The more medals Popov won, the less he cared about accolades generally. His true opponents were himself and the elements. Popov’s way of outdoing himself time and time again gave him a sense of confidence that had a ripple effect far beyond the borders of his athletic career. From 2005 onwards, Popov began carrying out tasks →

V



← Popov recalls his time as an Olympic swimmer while visiting the Chaika swimming pool, in the centre of Moscow.



→ Chaika was a venue of the 1980 Olympics in Moscow.



← He even dug out his swimming goggles for our photographer.

on behalf of the Russian Olympic Committee and founded the Alexander Popov Cup, which helps young athletes prepare for the Olympic Games. But he also started hitting the books, eventually earning his MBA in banking and finance. In 2009 he was appointed to the supervisory board of the German sportswear manufacturer Adidas. He held this position until 2014, and left when he founded his own company.

New-found freedom

His work involves developing and planning sporting facilities around the world, and while his business has its headquarters in Popov's industrial hometown of Yekaterinburg, he runs it from Moscow. Here, the most important economic and political decisions are made. And after several years of living in Australia and Switzerland, Moscow is also his new home.

Even more meaningful to Popov than his professional success is the freedom that his life after swimming has afforded him. No more training eight hours a day, seven days a week, he explains as we take his V-Class to the Chaika swimming pool, in the centre of the city, near the Kremlin. "I can plan my own schedule."

A few years ago, Popov - along with his wife and three children (two sons and one daughter) - went on a road trip through Europe in the V-Class. The clan made stops in Bulgaria, Croatia and Italy before passing through Switzerland, Austria, Germany and Poland on their way back to Russia. The road trip was inspired by "the freedom of being able to go wherever you want, eat whatever you want, and sleep wherever you want," he says emphatically.

The people here at the swimming facility recognise Popov and greet him as he walks along the edge of →



Scan the QR code to configure your vehicle.
mbmag.me/vclass

→
Versatile:
Popov drives the
V-Class also in
daily traffic.



FREEDOM FOR THE WHOLE FAMILY: THE V-CLASS

The V-Class is one of the most versatile vehicles from Mercedes-Benz. As a comfortable family van, a practical partner for outdoor enthusiasts, a dynamic company car or a luxurious shuttle with style: the charm of the V-Class models lies in their

utility and independence, the appeal in their spaciousness and the interior concept. The possibilities offered by the V-Class are manifold. How you choose to use them is entirely up to you. Some call this versatility. We call it freedom.

V



←
Panorama:
Alexander Popov
in front of
Moscow's skyline

Alexander Popov Cup
Children and youth from around the world compete at this international competition under the tutelage of our star swimmer to train for the Olympic Games. The events range from swimming and synchronised swimming to wrestling, skiing, handball and gymnastics.
popovcup.com

the pool. The pool's director and guests shake his hand, chat with him, take pictures together. Popov takes it in stride, happy to oblige. Though he's never been one to seek fame and hardly does press, you get the feeling that he likes the attention. He politely declines the request to swim a few laps. He says he hardly does that anymore. For a moment, Popov's former life and his new life seem to overlap. But as Popov, elegantly dressed and close to two metres tall, slowly makes his way toward the exit, smiling for the cameras one last time, there isn't a glimmer of nostalgia in his eyes. Instead, you sense that this is a person who has travelled a long, winding road and is now marching into the future with his head held high.

The power of silence

Popov steers the V-Class into a parking spot in front of Moscow State University, talking about how much his

children love the van – as does Popov himself. The versatility it offers and the freedom it promises – the ability to simply hop in and, like he and his family have done, drive to wherever your wanderlust leads you – you just don't get that in any other car on a comparable level of comfort and design, he says. In Moscow's city centre, sports cars are anything but a rarity. But that doesn't really interest Popov. "There's not much of a point driving them here," he says with a twinkle in his eyes. "It's not like you can unleash their full power in the middle of the city." For Popov, there's power in silence. "Driving is a lot like life itself: if you're impatient, you'll just get stuck again at the next red light."

Swimming in harmony with the elements, living in harmony with the world – you could call this Popov's principle. It has certainly given him a new lease of life anyway. And he's bound to keep evolving. ←

MEPHISTO

WORLD'S FINEST FOOTWEAR

goodyear welt



Tips

1 Café Pushkin

It's not just its ornateness that makes this restaurant worth visiting, it's also open 24 hours a day and caters to tastes from around the world.

w3w.co/dribble.bravery.strange

2 Chaika

The recently modernised open-air pool in the centre of Moscow opened more than 60 years ago. It's the perfect spot for some summer relaxation.

w3w.co/explores.ladder.pencil

3 Zarya

This small, modern café in central Moscow offers a cosy atmosphere and Wi-Fi. After enjoying their home-made specialities, you can relax in the nearby park.

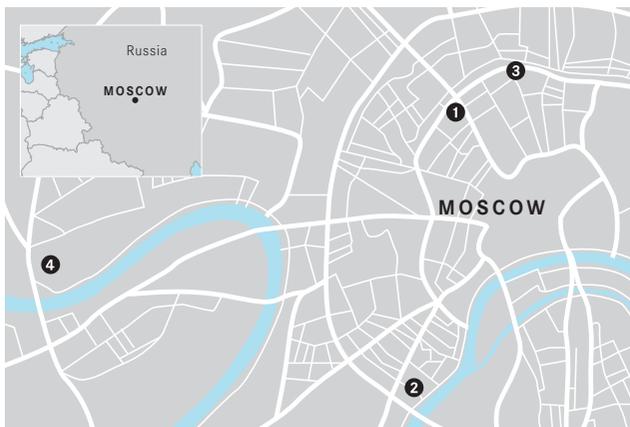
w3w.co/ripples.mile.spit

4 Moscow City

The modern architecture of Moscow's financial district not only offers a striking contrast to the historic city centre, but also the city's largest mall.

w3w.co/adults.easels.promises

what3words is a simple navigation system that lets you find any location in the world with just three words. (See page 10 for more information)



PHOTOS DAVID FISCHER (4), PR



GOODYEAR WELTED SHOES
FROM MEPHISTO WITH
SOFT-AIR TECHNOLOGY.

Comfortable and flexible – from the beginning.

FACTS

News from Mercedes-Benz



Maximum flexibility

The wonder of space: the new GLB from Mercedes-Benz offers extraordinary comfort and plenty of room

The versatility of this compact SUV is all in the rear seats; in a matter of seconds, the GLB can be transformed into a compact premium transporter. The second row of seats can be longitudinally adjusted as desired, and the entire rear seat bench can even be shifted 140 millimetres forwards and backwards. Convenient storage or extra legroom – whatever you're after, the GLB can be adjusted to suit you. And if you still need more, a third rear seat bench is also available as an optional feature. With room for up to seven passengers, the GLB enables you to truly explore the wonder of space. With intuitive wellbeing features like the improved head-up display, heated steering wheel and climate-controlled seats, it proves that you don't need to compromise on comfort to enjoy maximum flexibility.

Its distinctive SUV design makes the GLB the true king of the road, while also emphasising the most important feature of this compact and versatile vehicle: it puts you in the position to do what you want, whenever you want. The GLB embodies the refined combination of comfort and space, giving rise to a feeling of absolute freedom and utmost independence.

📍 [mercedes-benz.de/glb](https://www.mercedes-benz.de/glb)

← A striking form and generous interior: the GLB promises freedom.



Winning into the future

Victory for Matteo Berrettini! The 23-year-old Italian took straight sets against Canadian Felix Auger-Aliassime, scoring 6:4 and 7:6 to win the 41st MercedesCup in Stuttgart. Following in the footsteps of recent MercedesCup winner Roger Federer, Berrettini took home the prize money and one of the first EQCs, as well as the jubilation of the audience.

📍 [mercedescup.de/en/](https://www.mercedescup.de/en/)



Extra-soft G-Class

What will it be: a shirt with glittering sequin stripes or a cool robot print? Whatever your little one is wearing, the AMG wristwatch with a green silicone strap and matching light-green Mercedes-Benz golfing cap from Puma make the perfect accessories. And to really complete the look, add a glow-in-the-dark backpack and extra-soft plush G-Class.

📍 [mbmag.me/kinderkollektion](https://www.mbmag.me/kinderkollektion)



- ← A chat between Friedemann Karig and Susie Wolff
- ← ← A Future Talk on “the future of driving enjoyment”
- ↘ Daniela Ryf, Sebastian Stuedtner and top model Stefanie Giesinger were among more than 700 participants to take part in the EQ Run.

Performance of the future

During Formula E weekend in Berlin, the EQ product and technology brand community experienced a range of pioneering concepts up close and personal, both on and off the racetrack

The atmosphere on Berlin’s Tempelhofer Feld was electrifying on 24 and 25 May – and not only because the Formula E had been invited to the extensive grounds for the weekend. A number of additional activities also kept the place buzzing with excitement: Friday saw a panel discussion with Girls on Track, an initiative by Venturi boss Susie Wolff and the FIA Women in Motorsport Commission. Then there was the Laureus Sport for Good Foundation meet & greet with racing drivers Maro Engel and Jan Seyffarth, as well as big wave surfer Sebastian Stuedtner. Singer Joy Denalane also spoke about her primal fears and cool art in a live interview for the Role Models podcast.

The Formula E Grand Prix kicked off on the Saturday. As tyres tore around the racetrack, there were talks elsewhere about the future of driving in style and how EQ performance will elevate our mobility to a completely new level, with Susie Wolff, Sebastian Stuedtner, Maro Engel and triathlete Daniela Ryf taking to the podium to share their thoughts.

At the EQ Run, 700 runners competed for a good cause, ultimately raising €25,000 for the Laureus Sport for Good Foundation, which Mercedes-Benz supports. The EQ community strives to make the world a better place, and this is just one way it does so.

📍 [mercedes-benz.com/en/eq-formulae](https://www.mercedes-benz.com/en/eq-formulae)

Model Mercedes-Benz EQC 400 4Matic

Combined electric energy consumption (kWh/100 km)*:
→ **20.8–19.7**
Combined CO₂ emissions (g/km)*:
→ **0**

* Electric energy consumption and range have been determined on the basis of Regulation (EC) 692/2008. Electric energy consumption and range depend on the vehicle configuration. For more information on the measurement procedure, please see page 10

A question for the future



Dr Marianne Reeb is a futurologist at Daimler AG. In this section, she offers answers to some of our questions surrounding the shift in mobility we're experiencing.

Tell us, Ms Reeb, will we ever feel at home in a smart city?

This is a critical question for us: How do we design technology so that it draws people in rather than push them away? We spend a great deal of time discussing this with representatives from progressive cities like Copenhagen, Amsterdam and Singapore. Based on our current understanding, we see a smart city as a city that places people at the centre, despite all the digital advances. A smart city uses new technology to find the best solutions to the most important questions: What are the needs of the inhabitants, and how can we meet these needs? How can we use data streams to make life not only more efficient, but also more pleasant? One example of this would be a public transport system that is not scheduled to a timetable, but according to demand. In Copenhagen, there is already an app for cyclists that provides information such as how many people are currently riding bikes in different areas of the city. Of course, digitalisation can also help make people feel safer.

Until recently, the term “smart city” had another meaning, which revolved around the concept of using new technologies to make mobility and communication more efficient and hassle-free. For a long time, one of the key requirements was underestimated in this regard, and that was people’s desire for social participation.



Looking back at evolution, what is the benefit of building a community, of forming a city? People are safer when they are with others. Throughout history, every technological achievement that was accepted as the norm found a new way of meeting our fundamental human needs. For example, no one needed a smartphone, but the smartphone fulfils our need for communication and social participation far better and more comprehensively than letter-writing ever could.

Now let’s look back to smart cities: In China, we see that new cities are currently being built for 400 million people. They are incorporating state-of-the-art technology into every aspect of the city from the start, while here in Berlin it takes a lot of work just to fit our old buildings with smart windows that can be opened and closed remotely, or with heating systems that turn on automatically.

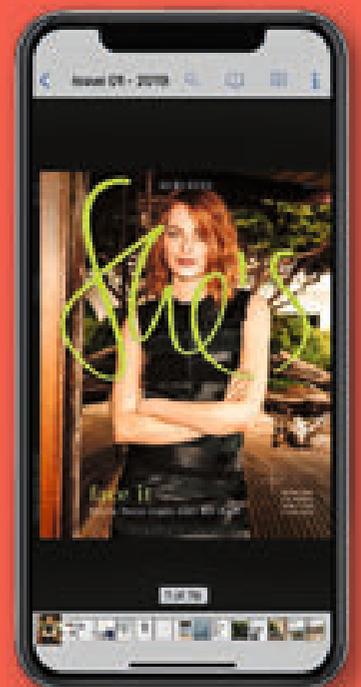
However, we cannot deny that this is part of the reason people are not keen to live there. Vibrant cities are not created in the planning room, but by filling them with people. Cities need attractive public spaces where people can come together. I am convinced that this need will never change. For this reason, as a city of the future, the smart city will certainly be worth living in, even from today’s perspective.



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For women
who *choose*
to lead.

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Enjoy all Mercedes-Benz magazines for free in the complimentary new app.

A watch that is at home
where man braves
the elements.



Tutima M2 Pioneer

Functional, reliable, tough. An exciting automatic chronograph
with the latest technology and materials

Sweep minute stop chronograph · Ref. 6451-02

MADE FOR THOSE WHO DO.



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