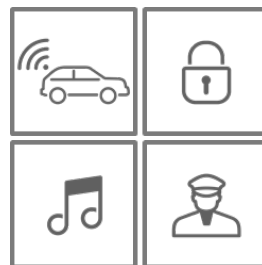


newschannel UPDATE



TO: All Dealership Personnel

FROM: MBUSA Product Management, Advanced Product Planning

DATE: July 27, 2015

RE: **'mbrace Connect' launches August 3 :: Important Information to Know**

In follow-up to the original April 17 announcement, this notice includes additional important information relevant to the introduction of mbrace Connect to the marketplace on August 3.

As previously communicated, beginning MY16, every new Mercedes-Benz passenger vehicle includes five years of mbrace Connect, a collection of services that will remain active with the vehicle beyond the new vehicle limited warranty, and in many cases, the original owner. It represents a significant advance in our vision to have one of the most connected vehicle fleets in America, which will drive added value for both customers and dealers.

mbrace® is a suite of services that gives drivers access to their vehicle when they're not at the wheel and access to the world when they are. mbrace Connect, specifically, includes some of our most innovative and ground-breaking features, including the mbrace mobile phone application (with Remote Start for compatible models), most of the Mercedes-Benz Apps, online access to mbrace features through Mercedes me, Wrench Button access to Roadside Assistance, and the My Mercedes Electric vehicle homepage (EV/PHEV vehicles).

Packaging & Pricing

In addition to the services provided for five years included in the price of the vehicle, three optional mbrace packages are offered. Each includes a no-obligation trial period. Please refer to the Dealer Ordering Guide > Cross-Carline Technologies section for detailed information.

mbrace Connect	Apps, remote access & diagnostics	No charge for 5 years
mbrace Secure	All safety and security services	6-month trial, then \$199/year
mbrace Concierge*	All agent assistance services	3-month trial, then \$20/month
mbrace Entertain*	Streaming music apps & 3G WiFi	3-month trial, then \$18/month

**mbrace Concierge and/or mbrace Entertain require a subscription to mbrace Secure. The bundled price for mbrace Concierge and mbrace Entertain together is discounted to \$28/month.*

Important Notes

- New mbrace packaging and pricing applies to all MY16+ vehicles, including those retailed prior to the official August 3 launch. The offering for previous model years remains unchanged. In other words, no pre-MY16 vehicle can be "upgraded" to mbrace Connect.
- Owners of MY16 vehicles sold before August 3 will receive a letter and an email during the next few weeks to inform them that they have been upgraded to mbrace Connect. For most customers no action will be required. Some may be instructed to contact mbrace Customer Support to confirm account information. In either case, dealer action is not required.



MERCEDES-BENZ USA, LLC
One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com

newschannel UPDATE

- The process for activating any mbrace package on any vehicle continues unchanged. In short, an Electronic Subscriber Agreement (ESA) in NetStar or iPad Delivery App registration needs to be submitted for *every* new vehicle sold, without exception. Even if the customer declines mbrace Connect or a trial offer, it must be recorded through ESA/Delivery App. Beginning this October, dealers will be charged \$150 on their monthly consolidated statement for every vehicle retailed without an ESA submission.
- The customer's credit card is not required to activate mbrace Connect, but *is* required to begin a trial to any of the optional packages. The customer may contact the mbrace Support Center via i-Button or phone before the end of their trial period to cancel service and avoid charges.
- Three terrific new features debut this year: Remote Start, Remote Diagnostic Test (aka, Quick Test) and iHeartRadio MB App. The first two are included at no charge with mbrace Connect for compatible models. iHeartRadio, one of the most popular online personal music services today, is included in the optional mbrace Entertain package and will debut this fall.
- With the launch of Mercedes me this summer, mbrace Web Services will migrate from Owners Online to Mercedes me. This will streamline access for the customer, and make the online and mobile features (e.g., remote start, alerts, Send2Benz, etc.) more convenient to use. Learn more at mbusa.com/me.

Additional Information

Please refer to the Dealer Ordering Guide for more information about Remote Start. For more details about Mercedes me, the various methods for activating mbrace accounts, and mbrace vehicle diagnostics, please refer to the NewsChannel Updates in NetStar listed below (posting dates are approximate).

"Mercedes me Launch" July 23, 2015
"mbrace Activation Methods" July 31, 2015
"mbrace Vehicle Diagnostics" August 7, 2015

mbrace Dealer Support is available to help you transition to our new offering strategy. You are encouraged to call **(877) 826-6319** with questions, to request a visit from a Verizon Telematics representative or to order a free supply of available new point-of-sale literature.

We think you will agree that mbrace Connect is a very compelling and unique selling proposition for our customers. In addition, it creates the foundation for ongoing innovation in the areas of customer experience and aftersales business development over the months and years to come.

* * *

N
new sales