

# DAIMLER

## New Trends and Technologies in Transportation

Cindy Clark

Dealer Principal, Sterling Western Star Trucks Alberta, Ltd.



Mercedes-Benz

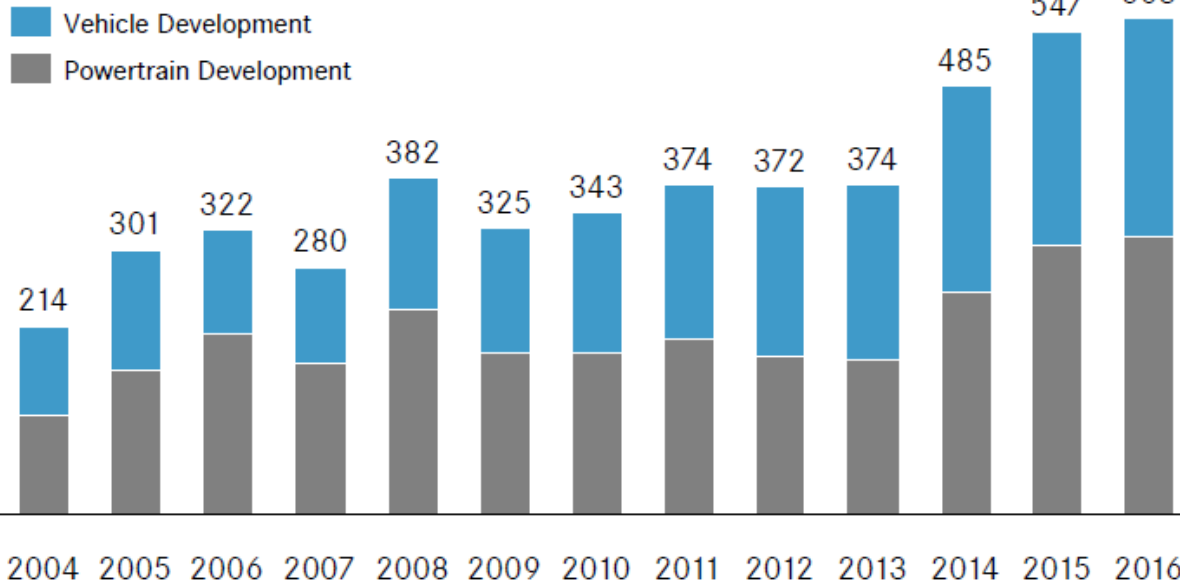


BHARATBENZ

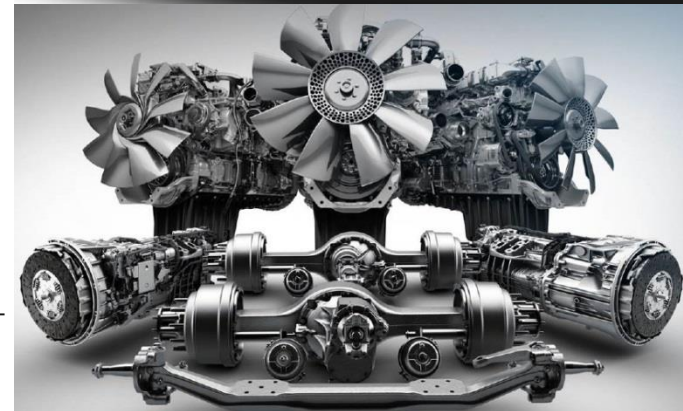


# DTNA is dedicated to investing in innovation & technology.

DTNA Research and Development Investment  
millions



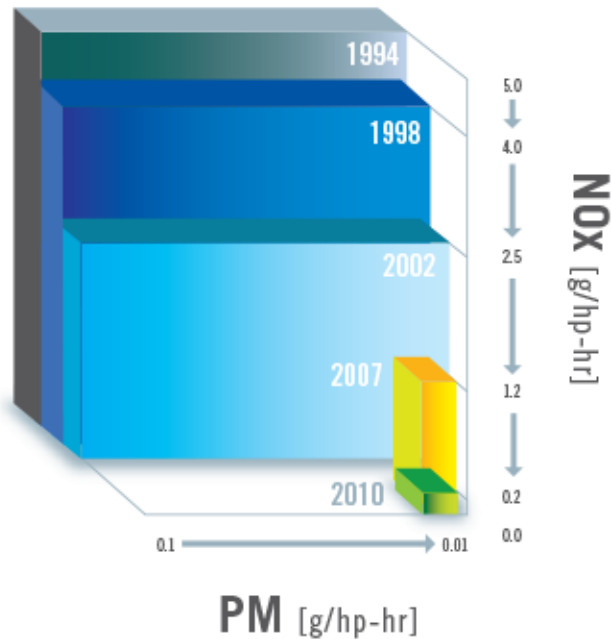
\$3.8 Billion invested over the last 10 years



Introducing The *integrated* Detroit Powertrain

# DTNA has met or exceeded every EPA regulation and continues developments for the future.

## Past Pollutant Emission Regulations



### GHG14

- Part of U.S. and Canadian increasingly stringent emissions regulations
- 1994 through 2010, focus was on reducing nitrogen oxide (NOx) and particulate matter (PM)
- GHG14 expanded the regulations to include fuel economy and greenhouse gas standards
- GHG14 sets standards for medium- and heavy-duty trucks

### OBD13

- EPA - ensure vehicles maintain emissions compliance through onboard diagnostics
- OBDs monitor components and systems that influence emissions

### EPA04, EPA07 and EPA10

- Added significant price increases without payback
- GHG14 and OBD13 offer potential payback

DTNA has already met the requirements of these mandates!



# DTNA leads the way in Highway Safety Systems.

Feature	DAIMLER
Air Disc Brakes	✓
TC/HSA	✓
Stability Control	✓
LED Headlights	✓
Airbag	✓
RollTek System	✓
Seatbelt warning	✓
TPMS	✓
Collision Avoidance	✓
LDWS	✓
Backup Alarm	✓
Drowsy Driver	✓
Video Capture	✓

✓ -Standard

✓ -Optional

✗ -Not Available

# Aftermarket & Customer Support

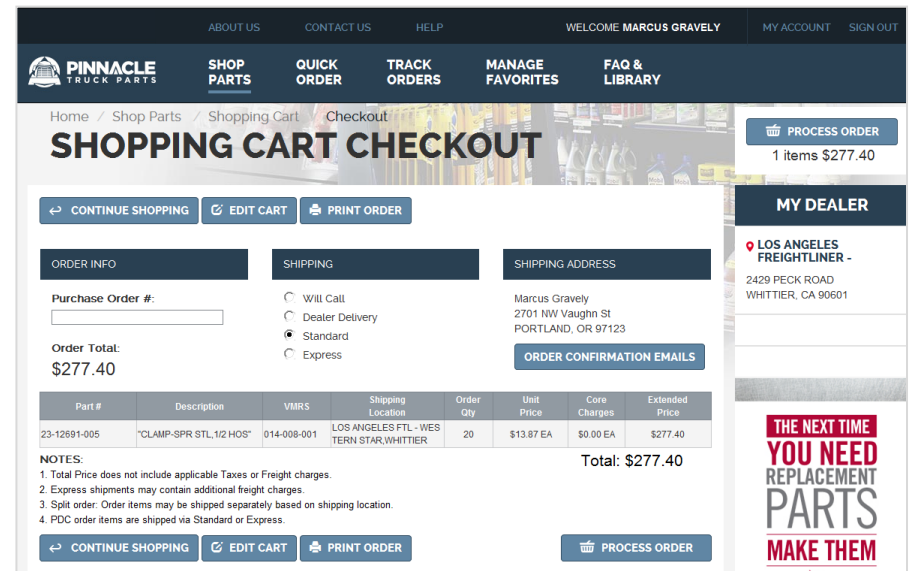
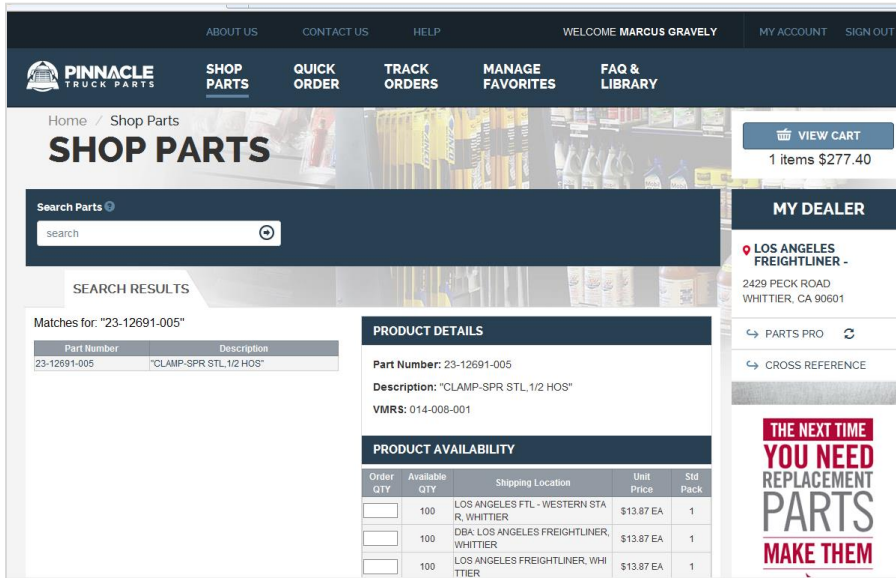
Industry leading brands, offerings, training, and support for our dealerships and customers to make the maintenance and service experience the best in the business.



Powered by ServicePoint

# PinnacleTruckParts.com

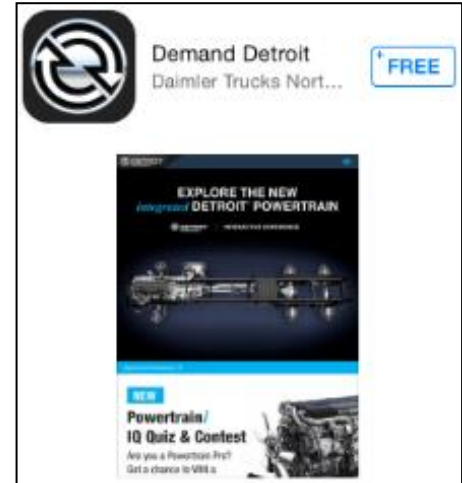
New online E-commerce platform that facilitates transactions directly between customers and DTNA's parts and service network.



- Access to more than 100,000 SKUs
- Complete integration with DTNA's PartsPro
- Built in cross reference database powered by *FleetCross*

- Fast, simple, reliable checkout experience
- Flexible shipping methods
- Fully integrated with DMS providers
- Robust parts search engine

# DTNA Mobile Apps





## Detroit Connect

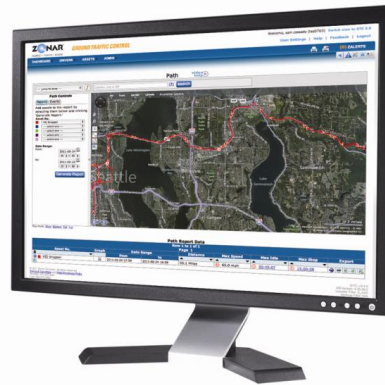
- **Virtual Technician** (on-board diagnostics)
- **Visibility fleet software** (fleet management software)
- **On-Board Tablet** (Q4 2014)



Virtual Technician



Visibility fleet software



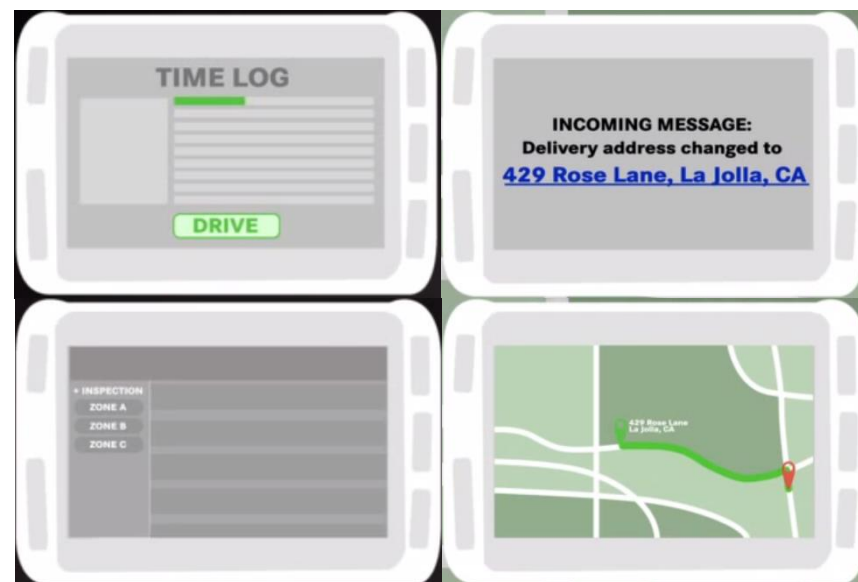
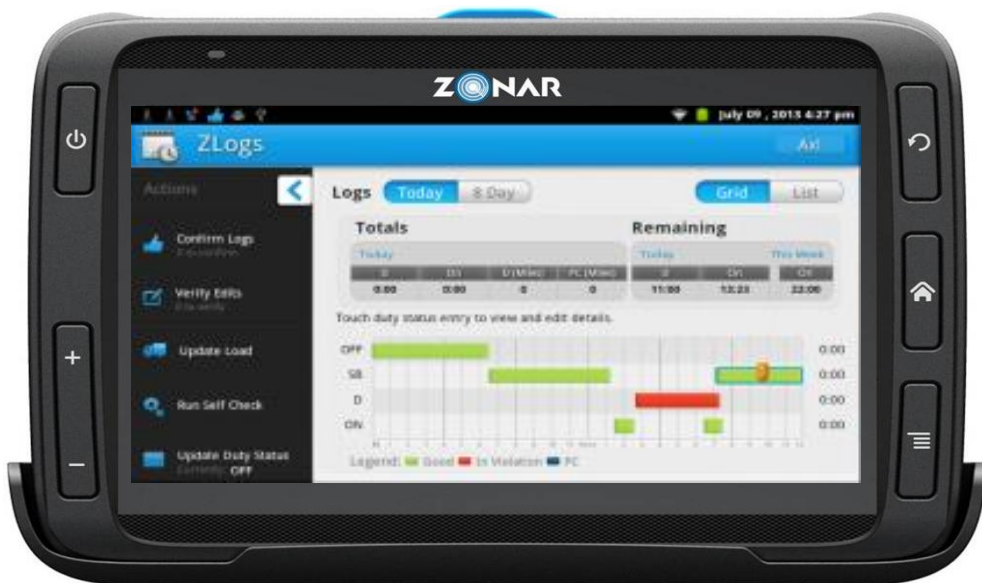
On-Board Tablet



Supplied by Partner

## Detroit Connect On-Board Tablet

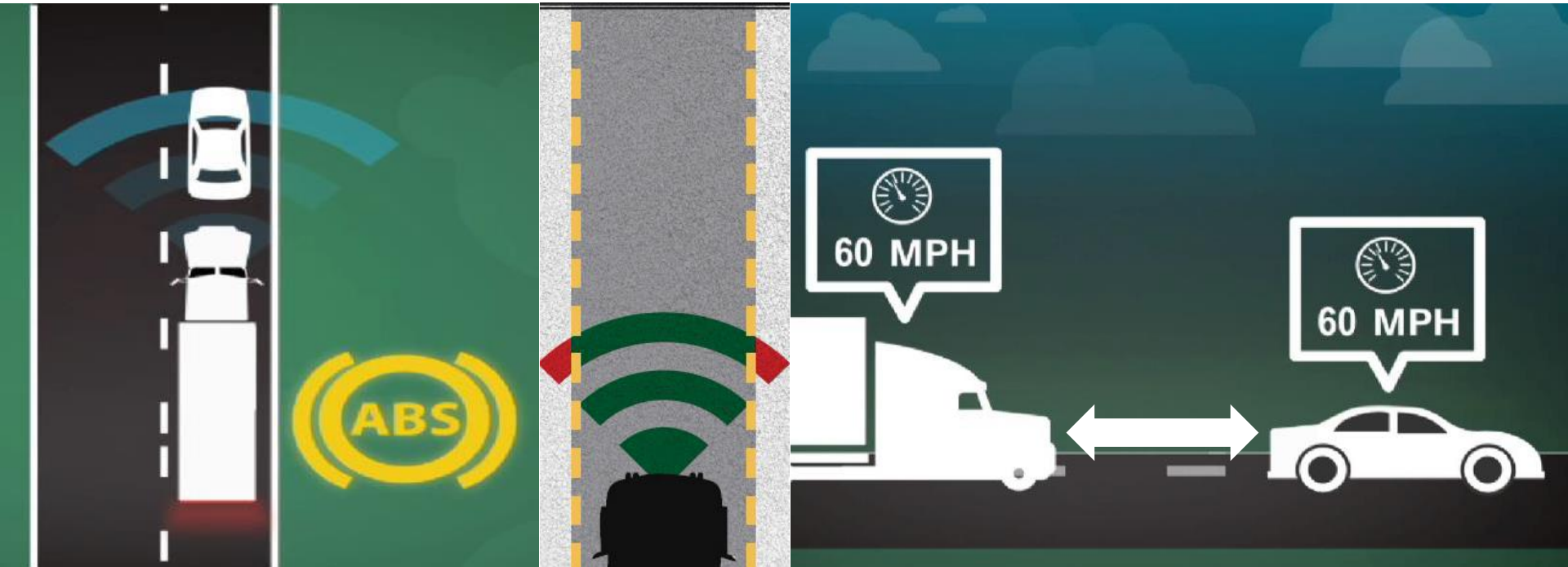
Certified compliant with the US DOT's Federal Motor Carrier Safety Administration (FMCSA) Regulations 49 CFR 395.15 (EOBR/ELD). This one device makes it easier than ever to track hours of service, keep drivers informed, document inspections and provide advanced navigation.



**Detroit Collision Avoidance w/ Active Braking Assist, Lane Departure Warning, and Adaptive Cruise Control make Daimler Trucks some of the safest on the road.**



**DETROIT™**  
Assurance



# Detroit Advanced Camera Systems: Traffic Sign Recognition, Blind Spot Monitoring, Drowsy Driver & Intervention, Driver Feedback/Coaching, Object Detection, etc.



## DETROIT™ Assurance



# Future Truck: Driverless Autonomous Trucks.

“In ten years' time, trucks could be driving autonomously on motorways.”

-Dr. Wolfgang Bernhard



## Future Truck: Driverless Autonomous Trucks.

“In Aug., the Mercedes Benz S500 INTELLIGENT DRIVE [S-Class] equipped with near-production-standard technology, drove fully autonomously the 100km distance between the German cities of Mannheim and Pforzheim.” -



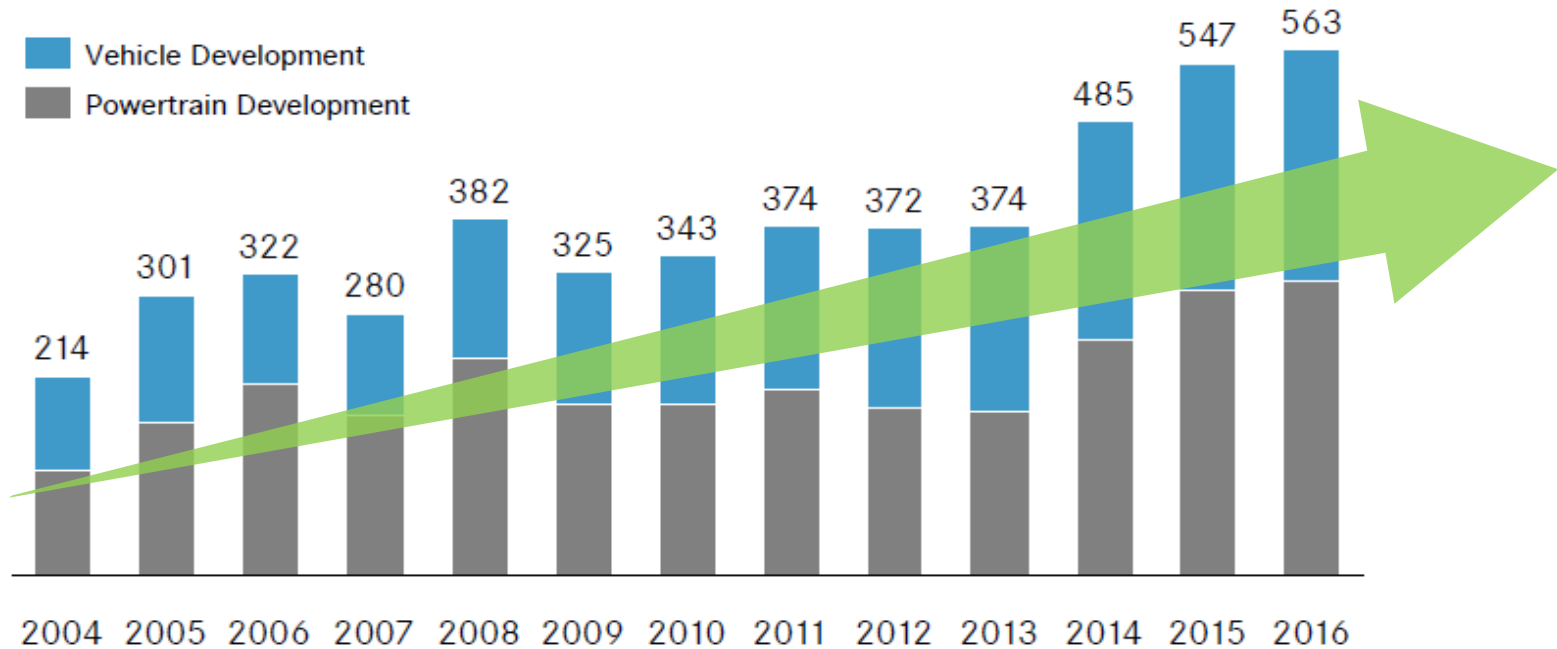
RESEARCH ACTIVITIES IN CALIFORNIA SET TO EXPAND

## Mercedes-Benz sends autonomous automobiles onto the USA's most extensive testing ground

As one of the first automobile manufacturers permitted to do so, Mercedes-Benz has been testing autonomously driving automobiles on public roads in the US state of California since September.

**DTNA is dedicated to investing in innovation & technology to bring the safest, most advanced trucks, powertrains, parts and aftermarket service to our dealers and customers.**

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*millions*



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