

BENEFITS:

- ▶ Critical support in the event of a natural disaster or other crisis
- ▶ Ability to identify active emergencies in the area and provide shelter locations if necessary
- ▶ Peace of mind

REQUIREMENTS:

- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal to identify location
- ▶ Service is available up to four days after last engine activity

FEATURES:

- ▶ Transmission of vehicle location, identity, and time of incident to the mbrace Response Center
- ▶ mbrace Customer Specialists with APCO¹ and NENA² certification and direct public safety experience either as emergency dispatchers or first responders
- ▶ Close working relationship with public-safety answering points, to help provide a timely response from appropriate lifesaving personnel
- ▶ Service is available whether ignition is on or off

¹APCO: Association of Public Safety Communications Officials

²NENA: National Emergency Number Association

Crisis Assist*:

Provides customer assistance during a disaster.

Service Description:

Crisis Assist provides critical guidance and support to customers in the event of a disaster. Crisis Assist offers support to the customer during evacuations prior to a major storm (e.g., evacuation information, shelter information, emergency support information) as well as after the event (e.g., aid station locations, contacting family, contacting insurance carriers).

The Mercedes-Benz Emergency Response Center maintains a national monitoring system and call center staffed 24 hours a day, seven days a week. The monitoring system keeps track of severe weather (hurricanes, tornadoes, wildfires, flooding) and other types of disasters (dam failures, nuclear power plant failures, acts of terrorism). The system tracks impacted areas by state and county.

When a customer pushes the *i*-Button the vehicle’s location is acquired from the Telematics Control Unit (TCU) embedded within the vehicle. As the call is being transmitted to the Mercedes-Benz Emergency Response Center, the current database of active emergency areas is verified in relation to the vehicle’s current location. An Emergency Response Specialist can then provide specific, relevant, and actionable emergency information while speaking to the customer.

How It Works:

- STEP 1:** Customer pushes the *i*-Button and says “Choices.”
- STEP 2:** The Interactive Voice Response (IVR) system presents an audible menu of options.
- STEP 3:** Customer says “Crisis Assist” to be connected to an Emergency Response Specialist.
- STEP 4:** The Emergency Response Specialist verifies if the vehicle is located in an area where a crisis is reported.
- STEP 5:** If the vehicle is located in an active area, the Emergency Response Specialist verbally relays important information about the event and associated action messages.
- STEP 6:** If needed, the Emergency Response Specialist will remain on the line with the customer to answer any questions and provide further assistance.

* May require additional subscription.

