

**BENEFITS:**

- ▶ Traffic and real-time alerts available on-demand in the vehicle to keep the customer well informed
- ▶ Real-time traffic monitoring allows the customer to save time by adjusting his or her routes based on relevant traffic information available by route, street or metro area
- ▶ Customer can set and change preferences in-vehicle or via the mbrace Web portal through Mercedes-Benz Owners Online

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Active mbrace PLUS Package subscription
- ▶ Active customer email address or phone number associated with the customer account required to receive alerts

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Customer chooses communications preferences for alerts (email, text message or voice call to cell phone)
- ▶ Pre-define up to 20 traffic routes including daily preferred route
- ▶ Web access for the latest maps

Service description:

Location-Based Traffic provides the customer with real-time awareness of traffic in the vehicle's vicinity, along a pre-defined route and in a metropolitan area. The customer pre-determines the preferred method of communication and can choose to receive the traffic alerts through the off-board Interactive Voice Response (IVR) system, text message, email or mobile phone. The Location-Based Traffic service also includes a Web site traffic portal that customers use to define their daily routes, alert message preferences and alert thresholds.

To initiate the service, the customer presses the i-Button in the vehicle. The vehicle's location information (GPS location, direction, speed) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The IVR audibly presents a menu of options. The customer makes the selection "Traffic," and the call, with the location information, is delivered to the mbrace[®] Traffic management IVR system.

If the customer is in a traffic alert window (e.g., specified route, day of week, and time of day) the traffic information for that route will be provided. The customer can adjust these alert settings online at the mbrace Web portal. While in the portal, the customer has the option of configuring up to 20 routes. Each route can be saved and re-named – for example, "Work" or "Home." Traffic alerts can also be sent via email, text message or phone call when the traffic on a chosen route reaches a set threshold so the customer can plan their day before even getting into the vehicle.

How it works:

- STEP 1:** The customer presses the i-Button within the vehicle to initiate Location-Based Traffic.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Traffic."
- STEP 4:** Utilizing the IVR system, the customer requests traffic reports by specified routes, streets or metro areas.
- STEP 5:** The system responds with the appropriate traffic information.
- STEP 6:** The customer can define traffic alerts within the system, and is notified via his or her preferred communication method when congestion thresholds for a specified route are exceeded.

