



# Automatic Alarm Notification

Alerts in a customer-specified manner when the anti-theft alarm is triggered

mbrace™ Package

## BENEFITS:

- ▶ Peace of mind
- ▶ mbrace™ can detect suspicious activity long before it is reported to authorities

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Active customer email address or phone number associated with customer account required to receive alerts
- ▶ Vehicle cellular service
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ The customer can specify how he or she would like to be contacted, including e-mail, text message or phone call

## Service description:

Automatic Alarm Notification provides the customer with real-time alerts when the anti-theft alarm in their parked vehicle has been triggered. This gives the customer the extra measure of peace of mind by not having to worry about the vehicle's safety when they are away from it.

Should the alarm trigger, the in-vehicle Telematics Control Unit (TCU) sends a signal to the Mercedes-Benz mbrace™ Response Center. Upon receipt of the signal, the mbrace™ Response Center automatically alerts the customer via his or her preferred communication method: e-mail, text message or phone call.

## How it works:

- STEP 1:** The alarm system senses that someone is tampering with the parked vehicle.
- STEP 2:** The TCU sends a signal to the Mercedes-Benz mbrace™ Response Center that the anti-theft alarm has been triggered.
- STEP 3:** The mbrace™ Response Center notifies the customer via his or her preferred method of communication.





# Automatic Collision Notification

mbrace™ Customer Specialists receive actionable alerts in the event of an accident

mbrace™ Package

## BENEFITS:

- ▶ Peace of mind
- ▶ mbrace™ Customer Specialists can take action even if vehicle occupants cannot summon help themselves
- ▶ Ability to identify and locate both the vehicle and the customer

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location

## UNIQUE FEATURES:

- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of service request to Mercedes-Benz Emergency Response Center
- ▶ mbrace™ Customer Specialists are APCO and NENA certified and have direct public safety experience either as Emergency Dispatchers or First Responders
- ▶ Close working relationship with all Public Safety Answering Points, ensuring a priority response from appropriate lifesaving authorities

## Service description:

Automatic Collision Notification automatically summons a Mercedes-Benz mbrace™ Customer Specialist in the event of an accident, providing the customer the peace of mind that emergency assistance will be dispatched quickly to their exact location.

When airbag or crash sensors in an mbrace™-equipped vehicle are triggered, the Telematics Control Unit (TCU) instantly receives a signal that the vehicle has been in an accident. A tone is heard in the vehicle confirming that a collision notification call is being placed. The TCU immediately relays the vehicle position to the Mercedes-Benz Emergency Response Center to initiate the appropriate response to the incident. Not all accidents are severe enough to automatically trigger a collision notification call. In such a case, a manual push of the SOS Button is required.

As critical data is being transmitted, an mbrace™ Customer Specialist from the Mercedes-Benz Emergency Response Center will speak with the customer to assure him or her that help is available. These highly trained personnel link the customer to the appropriate Public Safety Answering Point (9-1-1 center) and remain on the line with the customer until emergency responders arrive.

## How it works:

**STEP 1:** In-vehicle collision sensors detect an accident and instantly signal the TCU.

**STEP 2:** The following data is transmitted from the in-vehicle TCU to the Mercedes-Benz Emergency Response Center:

- ▶ A signal indicating a collision has occurred
- ▶ Current vehicle location provided from the in-vehicle Global Positioning System (GPS) component
- ▶ VIN, which serves as the means of customer identification for the Mercedes-Benz Emergency Response Center
- ▶ Time of service request

**STEP 3:** The mbrace™ Customer Specialist establishes voice communication with the customer to assure that help is available.

**STEP 4:** The mbrace™ Customer Specialist contacts the appropriate emergency service responder and provides the vehicle information, location, status of occupant(s) and other relevant accident details.

**STEP 5:** The emergency service responder then dispatches appropriate public safety personnel to the exact location of the customer.



Mercedes-Benz



# Crisis Assist

Real-time customer assistance during a time of crisis or disaster

mbrace™ Package

## BENEFITS:

- ▶ Peace of mind
- ▶ Real-time, 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

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of incident to the mbrace™ Response Center
- ▶ mbrace™ Customer Specialists with APCO and NENA certification and direct public safety experience either as Emergency Dispatchers or First Responders
- ▶ Close working relationship with all Public Safety Answering Points, ensuring a priority response from appropriate lifesaving authorities
- ▶ Service is available whether ignition is on or off

## Service description:

Crisis Assist provides critical, real-time guidance and support to customers in the event of a disaster. Crisis Assist will provide 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).

Mercedes-Benz mbrace™ maintains a national monitoring system and call center staffed 24 hours a day, seven days a week. The monitoring system includes severe weather (hurricanes, tornadoes, wild fire, flooding) and other types of disasters (dam failure, nuclear power plant failure, terrorism). The system tracks the impacted area by state and county.

When a customer presses the *i*-Button in the vehicle, the vehicle's location information (GPS location, direction) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. As the call is being transmitted to the Mercedes-Benz mbrace™ Response Center, the current database of active emergency areas is verified against the current location. The mbrace™ Customer Specialist can then provide specific, relevant, actionable emergency information while speaking to the customer.

Information can range from providing directions to the nearest emergency shelter before and during an emergency to assisting the customer in contacting family or locating emergency services after the event.

## How it works:

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



Mercedes-Benz



# Dealer Connect

A convenient way to contact a preferred dealer with the press of a button

mbrace™ Package

## BENEFITS:

- ▶ The convenience of getting in touch with the customer's preferred dealer via information stored in the mbrace™ system
- ▶ The ability to locate the nearest dealer to the customer's current location
- ▶ The convenience of scheduling all dealership needs with the touch of a button

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off

## Service description:

Dealer Connect enables the customer to contact his or her preferred dealer by pressing the *i*-Button in the vehicle. The service is supported by the mbrace™ Customer Specialist who has access to the Mercedes-Benz dealer database (including the customer's selling or preferred dealer).

Once the customer presses the *i*-Button in the vehicle, the vehicle's location information is sent from the Telematics Control Unit (TCU) embedded within the vehicle. The Interactive Voice Response (IVR) system audibly presents a menu of options. Once the subscriber makes the selection "Dealer Connect," the call, along with the vehicle location information, will be delivered to the Mercedes-Benz mbrace™ Response Center, where an mbrace™ Customer Specialist will ascertain the specific needs (e.g., a specific person at dealership, service department, finance department, sales department). With the customer on the line, the mbrace™ Customer Specialist will dial the dealer, interface with any automated attendant and then drop from the call to permit a private conversation between the customer and the dealer representative.

## How it works:

**STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Dealer Connect.

**STEP 2:** The IVR system presents an audible menu of options.

**STEP 3:** The customer selects "Dealer Connect."

**STEP 4:** The customer is connected to the mbrace™ Response Center, where an mbrace™ Customer Specialist will ascertain the specific dealer needs.

**STEP 5:** With the customer on the line, the mbrace™ Customer Specialist dials the dealer, interfaces with any automated attendant and then drops from the call to permit a private conversation between the customer and the dealer representative.





# Location-Based Traffic

Real-time traffic condition monitoring and alerting

+ mbrace™ PLUS Package

## 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. Settings are not able to be adjusted by mbrace™ Customer Specialists. 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.

The Traffic report also includes an overall summary of driving congestion, information related to any accidents and information related to road construction along a defined route. The Traffic report breaks down congestion and incidents by major roadway segments (including interstates, major surface streets and heavily-traveled secondary streets). Location-Based Traffic also provides detailed information for the immediate area around the vehicle by utilizing the vehicle's location information and providing traffic information for a specified radius.

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# Location-Based Traffic

## 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.





# Location-Based Weather

Connection to real-time weather information

+ mbrace™ PLUS Package

## BENEFITS:

- ▶ Access to weather conditions in the customer's area at any time of the day
- ▶ Receive notifications of severe weather conditions that may affect driving

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Active mbrace™ PLUS Package subscription

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ IVR allows for ease of use and eliminates driver distraction

## Service description:

The Location-Based Weather service enables the customer to access current weather conditions, current weather alerts and a short-term weather forecast for the vehicle's location utilizing the Interactive Voice Response (IVR) system.

To access Location-Based Weather, the customer presses the *i*-Button in the vehicle and chooses the "Weather" option. The vehicle's location information is transmitted from the embedded Telematics Control Unit (TCU) to the Mercedes-Benz mbrace™ Response Center's computer system where the location is matched with the current weather situation for that area. The IVR system then reads the weather report including current conditions, a 12-hour weather forecast and any severe weather warnings for the county where the vehicle is located.

## How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Location-Based Weather.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Weather."
- STEP 4:** The vehicle location information is requested from the embedded TCU and transmitted to the Mercedes-Benz mbrace™ Response Center.
- STEP 5:** The IVR system reads the weather report based on the location details of the vehicle.





# Mercedes-Benz Concierge

High-quality personal assistance at the touch of a button

+ mbrace™ PLUS Package

## BENEFITS:

- ▶ Access to high-quality, personal VIP service at any time of the day or night
- ▶ The customer's personal preferences are stored for future concierge reference
- ▶ Unlimited use at no additional charge

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Active mbrace™ PLUS Package subscription
- ▶ iPhone with mbrace Mobile Application version 2 to access service beyond vehicle

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Convenient access from an iPhone with mbrace Mobile Application version 2

## Service description:

The Mercedes-Benz Concierge service can help a customer plan ahead, including making dinner reservations, securing tickets to events, making travel related accommodations and much more. The service provides an extra measure of luxury and convenience, with personal assistance available at the touch of a button 24 hours a day, seven days a week.

The customer presses the *i*-Button in the vehicle to initiate Concierge service. The Interactive Voice Response (IVR) audibly presents a menu of options. Once the customer selects "Concierge," the customer and location data is delivered to the Mercedes-Benz mbrace™ Response Center where a specially-trained mbrace™ Customer Specialist can complete the customer's request. Mercedes-Benz Concierge can also be accessed via the Mobile Application version 2, available on the iPhone. This service is not available online or via the toll-free number.

The concierge can provide a broad range of services such as:

- ▶ Airline reservations and ticket purchase
- ▶ Car rental reservations
- ▶ Hotel recommendations, reservations and directions
- ▶ Dining recommendations, reservations and directions
- ▶ Movie and theater tickets and directions
- ▶ Sporting event tickets and directions
- ▶ Concert tickets and directions
- ▶ Unique requests and gift purchases such as flowers, gift cards, etc.
- ▶ Medical Help and Safety Support (e.g., locating a physician while on vacation, or assistance in filling prescriptions)
- ▶ Assistance gaining access to sought-after events and restaurants
- ▶ Lost baggage assistance
- ▶ Assistance wiring cash
- ▶ Research and answer questions

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# Mercedes-Benz Concierge

## Service description, *continued*

Requested services are fulfilled by the mbrace™ Customer Specialist and billed directly to the customer's credit card by the merchant used in the transaction. The mbrace™ Customer Specialist has access to the customer's credit card on file and will verify an mbrace™ four digit Personal Identification Number (PIN) for security reasons.

To enhance the concierge experience, the customer has the ability to add data to their account while speaking with an mbrace™ Customer Specialist. Such data could include frequent flyer numbers and hotel club memberships which can be used during the transaction and stored for future requests. If a customer's request is expected to take a significant amount of time for the mbrace™ Customer Specialist to process, the Customer Specialist will end the call and contact the customer by phone after the service has been completed.

## How it works:

- STEP 1:** The customer contacts an mbrace™ Customer Specialist for Concierge service via the *i*-Button inside the vehicle or logs into Mobile Application version 2, selects the Assistance screen and initiates a call to M-B Concierge.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Concierge."
- STEP 4:** The mbrace™ Customer Specialist works with the customer to determine what concierge services are needed, and fulfills them as appropriate.





# Mobile Application

Conveniently access select services from a smartphone

mbrace™ Package

## BENEFITS:

- ▶ Ability to access select mbrace™ services 24/7 via your smartphone
- ▶ Simple to download and use with intuitive user interfaces

## REQUIREMENTS:

- ▶ Apple iPhone (models running OS 4.2 or later), Android based phones (OS 2.1 or later)
- ▶ Door Lock is only available on Model Year 2007 and later S-Class, Model Year 2007 and later CL-Class, Model Year 2008 and later C-Class, and Model Year 2010 GLK-Class, and Model Year 2010 and later E-Class Coupe and Sedan
- ▶ Remote Door Unlock is available on all vehicles Model Year 2005 and later, except for SLS-Class Model Year 2011 and later
- ▶ Vehicle Finder and Search for Local Dealers features may not be available on the original iPhone due to the lack of a GPS chip.
- ▶ Mercedes-Benz Concierge is available for mbrace PLUS customers with version 2 or later of the Mobile Application.
- ▶ Send2Benz is available on vehicles equipped with the COMAND navigation system
- ▶ Vehicle related services are available up to four days after last engine activity

## Service Description:

To access the Mobile Application, the customer must first download the application from the Apple App Store or Android Market onto a supported mobile device. The customer can then log into the application using his or her 8-digit mbrace™ account number and secure 4- digit Personal Identification Number (PIN) which is established during the mbrace™ activation process. The Mobile Application login process verifies the user is an active subscriber and matches the specific application with the customer's account and vehicle. With the latest version of the mbrace Mobile Application, available on the Apple iPhone and Android based phones, customers can save multiple account numbers in the log in screen and assign nicknames to them.

The latest version of the Mobile Application (Version 3) is available on the Apple iPhone (iOS 4.2 or later) as well as Android based phones (OS 2.1. or later).

The Mobile Application supports the following functions:

### 1. Remote Door Unlock/Lock

The Remote Door Unlock/Lock service allows the customer to quickly and easily unlock or lock the vehicle doors. The customer simply launches the Mobile Application, enters their account number and secure PIN, and presses the Door Unlock or Door Lock button. If the Mobile Application does not receive a response back from the server within one minute for Remote Door Unlock and two minutes for Remote Door Lock, a timeout message will appear. Additional details on how the Remote Door Unlock/Lock command functions can be found at the mbrace™ portal on Mercedes-Benz Owners Online.

### 2. Vehicle Finder

The Vehicle Finder service allows the customer to view their vehicle's current location on a map within one linear mile. Unlike other mobile applications, the customer does not have to remember to mark the current location prior to leaving the vehicle. Restrictions apply regarding

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# Mobile Application

- ▶ Some services require the customer to give the application permission to access the mobile device's GPS location

## UNIQUE FEATURES:

- ▶ Vehicle Finder feature allows the customer to locate his or her vehicle within one mile radius if they can not remember where it is parked
- ▶ Mercedes-Benz Concierge provides personalized services for mbrace PLUS customers on-the-go
- ▶ Contact Roadside Assistance transmits the customer's current location to the Mercedes-Benz Roadside Assistance Center
- ▶ Send2Benz allows the customer to send destinations remotely to their vehicle navigation system
- ▶ Drive2Friend conveniently connects customers with friends so they can navigate to them
- ▶ Customers will be notified as new versions of the application are released

## Service description, *continued*

the maximum distance between the customer and the vehicle location to prevent improper tracking use of this service.

To use this service, the customer launches the Mobile Application, enters his or her mbrace™ account number and secure PIN and presses the Locate icon. A command is sent from the application to the Telematics Control Unit (TCU) embedded in the vehicle requesting the vehicle's current GPS coordinates. The vehicle coordinates are sent back through the TCU along with the mobile device GPS coordinates. If the vehicle is located within one linear mile of the customer, the vehicle's location will be sent back to the Mobile Application and be rendered on a map on the mobile device. If the GPS coordinates could not be obtained or the vehicle is too far away, a message will appear on the Mobile Application indicating the vehicle could not be located. If a response back from the server is not received within three minutes of sending the locate request, a timeout message will appear.

### 3. Contact Assistance

The customer can connect to several assistance options:

**Mercedes-Benz Roadside Assistance:** This feature allows the customer to easily make a call to Mercedes-Benz Roadside Assistance for help. To use the feature, the customer launches the Mobile Application, logs in, presses the Assistance icon, and selects the call button for Mercedes-Benz Roadside Assistance. As the call is made, the customer's information and current location are transmitted to the Roadside Assistance Center, facilitating accurate and efficient assistance for the customer in a time of need.

**Mercedes-Benz mbrace™ Customer Service:** The Contact Assistance feature also allows the customer to easily make a call to the Mercedes-Benz mbrace™ Response Center. To use the feature, the customer launches the Mobile Application, logs in, selects the Assistance icon and presses the Call Customer Service button.

**Mercedes-Benz Financial Services Client Care Center:** This feature allows the customer to easily make a call directly to the Mercedes-Benz Financial Services Client Care Center for account inquiries, to make a payment, obtain lease information or ask general questions. To use the feature, the customer launches the Mobile Application, logs in, selects the Assistance icon and selects the call button for Mercedes-Benz Financial Services.

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# Mobile Application

## Service description, *continued*

**Mercedes-Benz Concierge:** This feature provides an extra measure of luxury and convenience, with personal assistance available at the touch of a button, 24 hours a day, seven days a week. mbrace PLUS customers can easily make a call directly to Mercedes-Benz Concierge for a broad range of personalized services. Refer to Mercedes-Benz Concierge product description for a list of available services. As the Concierge call is made, the customer's information and current location are transmitted to the Mercedes-Benz mbrace Response Center, facilitating convenient, personalized assistance. Requested services are fulfilled by the mbrace Customer Specialist and billed directly to the customer's credit card by the merchant used in the transaction. The mbrace Customer Specialist has access to the customer's credit card on file and will verify the mbrace 4-digit PIN for security reasons.

### 4. Send2Benz

This feature allows the customer to remotely send a destination to their in-vehicle navigation system. To find a destination, the customer can conduct a search by entering a business name or search category along with a reference location such as "nearby," a zip code or city/state. The customer can also choose to enter an address, send their current location, or find an address in their contact book to send to their Mercedes-Benz. Send2Benz also includes an innovative social networking feature called Drive2Friend that allows the customer to request a friend's current location be sent to their navigation system.

To use Send2Benz, the customer launches the Mobile Application, logs in and selects the Send2Benz tab.

### 5. Dealer Features

**View Dealer Information:** Customers can view information about their preferred and selling dealers (such as street address, phone number and website URL), contact a dealer by pressing the call button, view a dealer's location on a map by pressing the Map button, or send the dealer's address to their vehicle navigation system by pressing the Send2Benz button. To use this feature, the customer launches the Mobile Application, logs in and selects the Dealer tab.

**Find Local Dealers:** Customers can also locate dealerships based on their current location. To use the feature, the customer launches the Mobile Application, logs in, selects the Dealer

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# Mobile Application

## Service description, *continued*

icon and presses the Search for Local Dealers button. The phone's GPS coordinates are used to search for nearby dealers. A list of up to five of the closest dealers are then sent back to the Mobile Application and displayed on the screen. The customer can select one of the dealers to view more information, select the Map button to view the dealer's location or send the dealer's address to their vehicle navigation system.

### 6. View Account Information

The View Account Information feature allows the customer to view mbrace™ account information (such as account number, alarm notification method, emergency contact info and vehicle information). To use the feature, the customer launches the Mobile Application, logs in and selects the Account tab.

## How it works:

- STEP 1:** Download the Mobile Application to the phone from the phone's application store. (This step is only completed one time)
- STEP 2:** Launch the application on the mobile device
- STEP 3:** Log in by entering 8-digit mbrace™ account number and a secure 4-digit PIN. (This is the same PIN that is established during the mbrace™ activation process)
- STEP 4:** Access the functions by selecting the desired icon.





# Point of Interest Destination Download

On-the-go route planning with personalized assistance, right from the vehicle

+ mbrace™ PLUS Package

## BENEFITS:

- ▶ On-the-go route planning
- ▶ Especially useful in unfamiliar areas
- ▶ Quick access to mbrace™'s database of millions of POIs including restaurants, gas stations, rest areas, campgrounds, churches, malls, etc.
- ▶ COMAND navigation system will calculate directions

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ COMAND navigation system embedded in vehicle's head unit
- ▶ Service is available up to four days after last engine activity
- ▶ Service is available on Model Year 2007 and later S-Class and CL-Class; Model Year 2008 and later C-Class; and Model Year 2009 all vehicles except for Maybach, SLR-Class and CLK-Class

## UNIQUE FEATURES:

- ▶ In-vehicle link to mbrace™'s database of more than 15 million POIs
- ▶ COMAND navigation system will calculate directions
- ▶ Personal service from a live mbrace™ Customer Specialist ensures the most efficient search results

## Service description:

Point of Interest Destination Download allows the customer to plan routes on-the-go, transmitting accurate directions to any of the more than 15 million Points of Interest (POIs) in the mbrace™ database.

When a customer would like directions to a specific POI — such as a fast food restaurant or gas station — he or she can press the *i*-Button in the vehicle. This button connects them with a Mercedes-Benz mbrace™ Customer Specialist who can assist in selecting the specific POI that best meets the customer's needs. Once the POI has been determined, the mbrace™ Customer Specialist will send the address of the chosen destination to the vehicle's COMAND navigation system. Upon customer action the navigation system will calculate directions to the destination based on the vehicle's current location.

## How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Point of Interest Destination Download.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Agent."
- STEP 4:** The customer requests a specific POI from the mbrace™ Customer Specialist.
- STEP 5:** The POI address is sent to the customer's in-vehicle COMAND navigation system.
- STEP 6:** The COMAND navigation system calculates the directions from the customer's current location to the requested POI.





# Remote Door Lock

Doors can be locked at the customer's request without the use of keys or a key fob

mbrace™ Package

## BENEFITS:

- ▶ Peace of mind that the vehicle can be securely locked when in doubt
- ▶ Simple and secure process that protects customers and their vehicles

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Door Lock is only available on Model Year 2007 and later S-Class, Model Year 2007 and later CL-Class, Model Year 2008 and later C-Class, Model Year 2010 and later GLK-Class and Model Year 2010 and later E-Class Coupe and Sedan
- ▶ Service is available up to four days after last engine activity

## Unique features:

- ▶ Self-service through mbrace™ online account, mbrace™ Mobile Application and mbrace™ Customer Specialist
- ▶ Plausibility checks help ensure legitimacy of requests

## Service description:

Remote Door Lock is a unique mbrace™ service that allows the customer to lock his or her vehicle from any location without the use of keys. The Remote Door Lock service may be used only when the vehicle's ignition is off. The customer has the option of initiating a lock service either by dialing the Mercedes-Benz mbrace™ Response Center at 1-866-990-9007 and speaking to an mbrace™ Customer Specialist, logging into his or her online account or using the mbrace™ Mobile Application.

When a customer requests the Remote Door Lock service through an mbrace™ Customer Specialist, authentication is required in the form of a Personal Identification Number (PIN) to protect both the customer and the vehicle. Once the PIN has been given and the service request has been authenticated, the mbrace™ Customer Specialist sends a signal to the vehicle to lock the doors, trunk and gas tank cap.

When requesting Remote Door Lock service through an mbrace™ online account, the customer logs in through Mercedes-Benz Owners Online with their PIN and sends the request by clicking on the "Door Lock" button. Mercedes-Benz mbrace™ will then send a signal to the vehicle to lock the doors, trunk and gas tank cap.

Mercedes-Benz mbrace™ also allows the customer to lock doors remotely using the mbrace™ Mobile Application on an iPhone or BlackBerry smartphone. After launching the application, the customer must enter an account number and security PIN. Then the vehicle doors can be locked by pressing the Door Lock button.

Regardless of the method used, the Mercedes-Benz mbrace™ Response Center will notify the customer of the completion of the Remote Door Lock service by sending a message via his or her preferred communication method: e-mail, text message or phone call. Along with this added security measure, the mbrace™ system will also display a Door Lock status message in the vehicle's instrument cluster the next time the ignition is turned on.

To further protect customers and their vehicles, mbrace™ Customer Specialists will perform plausibility checks to verify the legitimacy of service requests and, if necessary, block the service from further requests. For example, if the Mercedes-Benz mbrace™ Response Center receives ten Remote Door Lock requests from the same customer within one hour, the service will be blocked from further requests within that hour.

The availability of Remote Door Lock gives customers the peace of mind that their vehicle can be securely locked at all times.

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# Remote Door Lock

## How it works:

- STEP 1:** The customer contacts an mbrace™ Customer Specialist by dialing 1-866-990-9007, logs onto an mbrace™ online account or the mbrace™ Mobile Application.
- STEP 2:** Authorization for the service is verified through a security PIN and the request is sent.
- STEP 3:** The vehicle receives the request and locks the doors as requested.
- STEP 4:** Once the doors have been locked, the Mercedes-Benz mbrace™ Response Center will notify the customer via his or her preferred communication method: e-mail, text message or phone call.
- STEP 5:** The next time the customer turns the vehicle's ignition on, the mbrace™ system informs the customer of the completion of the Remote Door Lock service with a status displayed in the instrument cluster.







# Remote Door Unlock

Doors can be unlocked remotely at the customer's request

mbrace™ Package

## Benefits:

- ▶ Peace of mind that the vehicle can be accessed when needed without a key
- ▶ Simple and secure process that protects the customer and their vehicle
- ▶ Eliminates need for expensive and time-consuming locksmith

## Requirements:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Service available on all vehicles Model Year 2005 and later, except for SLS-Class Model Year 2011 and later

## Unique Features:

- ▶ Self-service through mbrace™ online account, mbrace™ Mobile Application and mbrace™ Customer Specialist
- ▶ Time delay option allows customer to set a time period which he or she can unlock the doors
- ▶ Trunk latch serves as an enhanced security feature
- ▶ Service is available whether ignition is on or off

## Service description:

Remote Door Unlock allows the customer to unlock his or her vehicle without a key. The Remote Door Unlock service is available whether the vehicle is on or off. Customers can initiate an unlock service by dialing the Mercedes-Benz mbrace™ Response Center number at 1-866-990-9007 to speak to an mbrace™ Customer Specialist, logging into his or her online account or using the mbrace™ Mobile Application.

When a customer requests the Remote Door Unlock service, the Mercedes-Benz mbrace™ Response Center requires authentication in the form of a preset Personal Identification Number (PIN) to protect both the customer and the vehicle. Once the PIN has been confirmed, the customer will specify a time parameter with the mbrace™ Customer Specialist within which the vehicle will be unlocked.

As a unique security feature, the customer is required to press and hold the trunk latch for two minutes or less to complete the Remote Door Unlock service request. After the trunk latch has been held, the vehicle accepts the unlock command and unlocks the doors, trunk and gas cap. This time delay feature provides greater flexibility and security when utilizing the Remote Door Unlock service.

If there is a pattern of repeated usage that seems exceptional, the service request will be handled by a Supervisor in the Mercedes-Benz mbrace™ Response Center who will investigate the extraordinary Remote Door Unlock requests. In the case of Door Unlock/Lock, the most common cause for extraordinary usage would be due to the vehicle not responding to the service request (e.g., vehicle located in a parking deck, dead battery, etc.) and the Supervisor would then help educate the customer. In the case of overt abuse of the service, the Supervisor would counsel the customer to curb the usage and if it continues, not support additional similar service requests. The precise number of service requests over a given period is not hard and fast, as circumstances are relevant.

*continues* ▶





# Remote Door Unlock

## Service description, *continued*

To request the Remote Door Unlock service through an mbrace™ online account, the customer logs in through Mercedes-Benz Owners Online with their PIN and sends the request by clicking on the “Door Unlock” button. Mercedes-Benz mbrace™ will then send a signal to the vehicle to unlock the doors immediately.

Mercedes-Benz mbrace™ also allows the customer to unlock doors remotely using the mbrace™ Mobile Application on an iPhone or BlackBerry smartphone. After launching the application, the customer must enter their mbrace™ account number and secure PIN. Then the vehicle doors can be unlocked by pressing the Door Unlock icon.

Regardless of the method used, the Mercedes-Benz mbrace™ Response Center will notify the customer of the completion of the Remote Door Unlock service by sending a message via his or her preferred communication method: e-mail, text message or phone call.

Along with this added security measure, the mbrace™ system will also display a Door Unlock status message in the vehicle’s instrument cluster the next time the ignition is turned on.

The availability of Remote Door Unlock gives customers the peace of mind that they may enter their locked vehicle through a simple, quick and secure process. This service also eliminates dependency on locksmith services, which can be costly and time-intensive.

## How it works:

- STEP 1:** The customer connects to the Remote Door Unlock service by dialing 1-866-990-9007 to speak with an mbrace™ Customer Specialist, logging onto their mbrace™ online account or logging onto the mbrace™ Mobile Application.
- STEP 2:** The customer authorizes service for the vehicle by giving his or her PIN.
- STEP 3:** The customer sets a time for the remote service activation.

*continues* ►



# Remote Door Unlock

## How it works, *continued*

- STEP 4:** The service request is reviewed, verified and then sent to the vehicle.
- STEP 5:** The customer is required to hold the trunk latch for 2 minutes or less to complete the service request.
- STEP 6:** After the trunk latch has been held, the vehicle accepts the unlock command and unlocks the doors, trunk and gas cap.
- STEP 7:** Once the doors have been unlocked, the Mercedes-Benz mbrace™ Response Center will notify the customer via his or her preferred communication method: e-mail, text message or phone call.





# Roadside Assistance Connection

A simple way to call for Mercedes-Benz Roadside Assistance

mbrace™ Package

## BENEFITS:

- ▶ The customer has direct access in the vehicle and from the mbrace Mobile Application to call for assistance, even if they are not sure of the vehicle's current location
- ▶ Peace of mind that the customer can receive help, even in a non-emergency

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ Transmission of vehicle location and Vehicle Identification Number (VIN) to Mercedes-Benz Roadside Assistance
- ▶ Service available whether ignition is on or off
- ▶ Convenient access from the mbrace Mobile Application

## Service description:

Roadside Assistance Connection provides the customer with a convenient means to summon help for vehicle-related problems such as a vehicle breakdown or a flat tire. A customer can connect to Mercedes-Benz Roadside Assistance by pressing the Wrench Button in the vehicle. Roadside Assistance can also be accessed via the mbrace Mobile Application. As the call is being placed, the Telematics Control Unit (TCU) relays the vehicle location, Vehicle Identification Number (VIN) and any other relevant vehicle data to Mercedes-Benz Roadside Assistance where they will speak to a Roadside Assistance Representative. The Roadside Assistance Representative will assist the customer in assessing which services are needed and dispatch the appropriate assistance to the customer's location.

The availability of Roadside Assistance Connection gives the customer the peace of mind that help can be sent to the vehicle's exact location to address vehicle problems in times of need. The customer can also elect to use 1-800-FOR-MERC to contact Mercedes-Benz Roadside Assistance.

## How it works:

- STEP 1:** The customer presses the Wrench Button in the vehicle to initiate contact with Mercedes-Benz Roadside Assistance or logs into the mbrace Mobile Application, selects the Assistance screen and initiates a call to Mercedes-Benz Roadside Assistance.
- STEP 2:** As the call is being placed, the following information is transmitted from the in-vehicle TCU to Mercedes-Benz Roadside Assistance:
- ▶ Current vehicle location provided from the in-vehicle Global Positioning System (GPS) component
  - ▶ VIN, which serves as the means of customer identification
  - ▶ Time of service request
  - ▶ Vehicle mileage
- STEP 3:** The Mercedes-Benz Roadside Assistance Representative works with the customer to determine what services are needed.
- STEP 4:** The Mercedes-Benz Roadside Assistance Representative dispatches the appropriate roadside assistance services.



Mercedes-Benz

Subject to terms and conditions of the subscriber agreement. Certain features are model dependent. Complimentary Roadside Assistance subject to eligibility. Please visit mbusa.com for terms and conditions. 11/09/11



# Route Assistance

Real-time driving directions and POI access from an mbrace™ Customer Specialist

+ mbrace™ PLUS Package

## BENEFITS:

- ▶ Peace of mind for customers who may be lost or need real-time driving directions and 24/7 access to millions of points of interests
- ▶ Available at the touch of a button, even without an embedded navigation system
- ▶ Previous destinations stored for quick and easy look up

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Active mbrace™ PLUS Package subscription

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Transmission of vehicle location and Vehicle Identification Number (VIN) to Mercedes-Benz mbrace™ Response Center for quick customer identification

## Service description:

Route Assistance is available to help a customer navigate real-time while driving to their destinations. Route Assistance will also guide the customer to local Points of Interest, such as restaurants, retail stores or a particular gas station. In addition, Route Assistance provides the reassurance of a live voice when a person is lost.

The customer presses the *i*-Button in the vehicle to initiate Route Assistance. The vehicle's location information (GPS location, direction, speed) is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The Interactive Voice Response (IVR) system will audibly present a menu of options. By selecting "Route Assistance," the vehicle information, including location data, is delivered to the Mercedes-Benz mbrace™ Response Center. During this time the customer is connected with an mbrace™ Customer Specialist who will provide live assistance.

The customer informs the mbrace™ Customer Specialist of his or her desired destination and any additional relevant information. The mbrace™ Customer Specialist provides the customer with the information needed to successfully finish the intended trip. In the mean time, the desired destination is stored in the system in case the customer is unsuccessful in finding their location and calls back a second time. Any mbrace™ Customer Specialist can then take the call and instantly know the customer's final destination.

## How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Route Assistance.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Route Assistance."
- STEP 4:** The customer is connected to an mbrace™ Customer Specialist where he or she can request directions or the location of a local Point of Interest (POI) if he or she is lost.
- STEP 5:** The mbrace™ Customer Specialist will provide the guidance needed to get back on route. The request will be stored in the system in case the customer is unsuccessful in finding his or her destination and calls back a second time.



Mercedes-Benz



# Safe Ride

Assistance to the customer who is unable to drive

mbrace™ Package

## BENEFITS:

- ▶ Peace of mind
- ▶ Available 24 hours a day, 7 days a week
- ▶ Transportation assistance dispatched in a timely manner

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location

## UNIQUE FEATURES:

- ▶ Service is available to customer by contacting the Mercedes-Benz mbrace™ Response Center directly from any phone
- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of service request to Mercedes-Benz mbrace™ Response Center

## Service description:

Safe Ride is designed to provide assistance to a customer who is in a situation where it is unsafe for him or her to drive. Assistance may consist of contacting a cab company and arranging transportation, or contacting a friend or relative to provide help.

Safe Ride is initiated by pressing 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 Interactive Voice Response (IVR) system audibly presents a menu of options, and the customer selects "Agent." The call, with the vehicle location information, is then delivered to an mbrace™ Customer Specialist who will discuss the situation with the customer and make appropriate transportation arrangements.

Assistance will also be provided to a customer if they are not with the vehicle at the time of need (the customer will need to provide location information in this instance). To use this service when away from the vehicle, the customer dials the Mercedes-Benz mbrace™ Response Center at 1-866-990-9007 or requests services through the mbrace™ Mobile Application (if applicable).

## How it works:

- STEP 1:** The customer presses the *i*-Button in the vehicle, or calls the Mercedes-Benz mbrace™ Response Center at 1-866-990-9007 to initiate Safe Ride.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Agent."
- STEP 4:** The vehicle's location information is requested from the Telematics Control Unit (TCU) embedded within the vehicle.
- STEP 5:** The mbrace™ Customer Specialist speaks with the customer to verify location and assess transportation needs.
- STEP 6:** The mbrace™ Customer Specialist arranges transportation for the customer, and offers to contact a friend or relative to provide additional assistance. The customer is responsible for all transportation costs.



Mercedes-Benz



# Search & Send™

Send destinations to a Mercedes-Benz from Google™ Maps

mbrace™ Package

## BENEFITS:

- ▶ Advanced route planning
- ▶ Flexible method to search for destinations
- ▶ Customer can send desired destinations in advance of trips or have friends send directions directly to the vehicle

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Active customer email address or phone number associated with customer account required in order to send location to vehicle
- ▶ Internet access
- ▶ COMAND navigation system embedded in vehicle's head unit
- ▶ Service is available up to four days after last engine activity
- ▶ Service available on Model Year 2007 and later S-Class and CL-Class; Model Year 2008 and later C-Class; and Model Year 2009 all vehicles except for Maybach, SLR-Class and CLK-Class

## UNIQUE FEATURES:

- ▶ Route is calculated in vehicle when the customer is ready
- ▶ Destination remains saved in the vehicle's navigation system for future use

## Service description:

Search & Send™ gives the customer a flexible method to search for destinations and plan routes in advance using a popular Internet mapping service. To initiate Search & Send™, the customer launches Google™ Maps from a Web browser and searches for a particular Point of Interest (POI) or address. Once the desired destination is found, the customer enters the email address they identified when registering their mbrace™ account.

The customer clicks the "Send" button found in the Google™ Maps POI options pull-down menu to send the desired address to the vehicle's navigation unit. When the customer is in the vehicle and ready to drive to that specific address, they can request the Search & Send™ location by pressing the *i*-Button, and the navigation system will calculate a route based on the vehicle's current location.

## How it works:

- STEP 1:** The customer navigates online to Google™ Maps.
- STEP 2:** The customer locates a desired destination on an Internet map.
- STEP 3:** The customer sends the destination to the vehicle via the "Send" link in the location options. The customer will be required to enter the email address associated with their mbrace™ account in order to send the location to the vehicle.
- STEP 4:** The customer downloads the destination to the vehicle's navigation system by pressing the *i*-Button.
- STEP 5:** The in-vehicle navigation system calculates directions to the desired address based on the vehicle's current location and traffic conditions.



Mercedes-Benz



# Send2Benz™

Send destinations and connect with people from the Web or a smartphone

mbrace™ Package

## BENEFITS:

- ▶ Access to accurate and up-to-date search results for the navigation system
- ▶ Destinations can be sent to the vehicle from anywhere, anytime
- ▶ Multiple options to search, allowing user to choose their preference
- ▶ Easily connect with “friends” using the innovative Drive2Friend feature

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ COMAND navigation system embedded in the vehicle's head unit
- ▶ Active mbrace subscriber agreement
- ▶ Active customer email address associated with the mbrace account
- ▶ iPhone iOS 4, Android OS 2.1 or later, or a computer with Internet browser (Internet Explorer v6, 7, 8 on Windows XP (32 bit), Vista (32 & 64 bit), Seven (32 & 64 bit); Firefox v3.0, 3.5, 3.6 on Windows); (Safari coming soon)
- ▶ Search & Send available on Model Year 2007 and later S-Class and CL-Class; Model Year 2008 and later C-Class; and Model Year 2009 all vehicles except for CLK-Class, Maybach and SLR models

## Service Description:

Send2Benz™ allows the customer to remotely send a destination to their Mercedes-Benz in-vehicle navigation system. There are four tools customers can use to send destinations to their vehicles:

- ▶ mbrace™ Mobile Application version 3 (available on the iPhone and Android)
- ▶ mbrace Browser Toolbar Widget
- ▶ send2benz.com
- ▶ Search & Send™ (via Google Maps™)

Send2Benz also includes an innovative social networking feature called Drive2Friend™, which allows the customer to request a “friend’s” current location to be sent over the air to their navigation system.

The Drive2Friend feature is accessible on the mbrace Mobile Application or by visiting send2benz.com. To use the feature, the customer sends an SMS message to a “friend” asking them to share their current location. When the “friend” grants permission, the location is acquired from their mobile device and sent to the mbrace customer’s in-vehicle navigation system.

### mbrace Mobile Application

When accessing Send2Benz from the mbrace Mobile Application, the customer has the option to perform the following functions: send their current location, enter a known address, send an address in their iPhone’s contact book, search for and send a Point of Interest (POI) or address and request a friend’s location using the Drive2Friend feature.

### mbrace Browser Toolbar Widget

Using the mbrace Browser Toolbar Widget, accessible from a computer web browser, a customer can highlight an address found on any webpage, and with two simple clicks, send the address to their Mercedes-Benz vehicle. The customer can also copy an address from any electronic document, click the toolbar icon and paste it into the Send2Benz address search field.

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Mercedes-Benz





# Send2Benz™

## UNIQUE FEATURES:

- ▶ Remote access from the Web or smartphone
- ▶ Destination can be saved in the vehicle's navigation system for future use
- ▶ Seamlessly integrates the smartphone, web and vehicle's navigation system
- ▶ Ability to connect with "friends" and request their locations

## WAYS TO SEND DESTINATIONS:

Feature	Smartphone	Web
POI Search	✓	
Manual Address Entry	✓	✓
Current Location	✓	
iPhone Contact Book	✓	
Drive2Friend™	✓	✓
Browser Toolbar		✓
Search & Send™ from Google Maps™		✓

## Send2Benz.com

From the Send2Benz website, the customer can enter a known address to be sent to the vehicle or use the Drive2Friend feature. The customer can also copy an address from any electronic document and paste it into the Send2Benz address search field.

## Search & Send™

Search & Send allows the customer to send a destination or POI to their vehicle using Google Maps™. Once the desired destination is found, the customer enters their mbrace email address for verification and sends the address to their vehicle.

## How it works on the mbrace Mobile Application:

- STEP 1:** The customer logs in to the mbrace Mobile Application and selects the Send2Benz icon from the tab bar at the bottom of the screen.
- STEP 2:** The customer selects the desired method to send a location to their vehicle or selects Drive2Friend to request a "friend's" location.
- STEP 3:** The customer follows the instructions on the Mobile Application and sends the destination to their vehicle.
- STEP 4:** Once inside the vehicle, the customer presses the *i*-Button to complete the destination download to the vehicle navigation system.
- STEP 5:** Once downloaded, the destination can be saved in the vehicle navigation system, or the customer can immediately navigate to the destination.

## How it works on the mbrace Browser Toolbar Widget:

- STEP 1:** The customer downloads the mbrace Browser Toolbar Widget from send2benz.com and completes installation. (This step is only required once for each compatible browser.)
- STEP 2:** From any webpage, the customer highlights an address with the mouse and clicks the "Send2Benz" button in the toolbar.

Alternative Step 2: As an alternative to Step 2 above, the customer may highlight the address and right click to access an options menu (such as copy or print). In the options menu, the customer selects "Send2Benz." This options menu is available for Internet Explorer, Firefox and Safari (coming soon) web browsers.

*continues* ▶





## Send2Benz™

- STEP 3:** A new webpage will open containing a list of addresses produced from the address search. The customer selects the desired location, enters their mbrace email address and clicks the “Send” button. The customer also has the option to assign a nickname to the destination address.
- STEP 4:** Once inside the vehicle, the customer presses the *i*-Button to complete the destination download to the vehicle navigation system.
- STEP 5:** Once downloaded, the destination can be saved in the vehicle navigation system, or the customer can immediately navigate to the destination.

### How it works on the Send2Benz Website:

- STEP 1:** The customer accesses the website [send2benz.com](http://send2benz.com).
- STEP 2:** The customer enters their mbrace email address and the destination address. The customer also has the option to assign a nickname to the destination address.
- STEP 3:** The customer will see a list of verified addresses produced from the address search. The customer selects the desired destination address and clicks the “Send” button.
- STEP 4:** Once inside the vehicle, the customer presses the *i*-Button. to complete the destination download to the vehicle navigation system.
- STEP 5:** Once downloaded, the destination can be saved in the vehicle navigation system, or the customer can immediately navigate to the destination.

### How it works on Search & Send™:

- STEP 1:** The customer navigates online to Google Maps™.
- STEP 2:** The customer locates a desired destination on an Internet map.
- STEP 3:** The customer sends the destination to the vehicle via the “Send” link in the location options. The customer will be required to enter the email address associated with their mbrace account in order to send the location to the vehicle.
- STEP 4:** The customer downloads the destination to the vehicle’s navigation system by pressing the *i*-Button.
- STEP 5:** Once downloaded, the destination can be saved in the vehicle navigation system, or the customer can immediately navigate to the destination.





# SOS/Emergency Call

One-button emergency assistance for the customer or someone else

mbrace™ Package

## BENEFITS:

- ▶ Peace of mind
- ▶ Button located conveniently in the vehicle
- ▶ mbrace™ Customer Specialist will assist customers even if the situation is not life-threatening
- ▶ Ability to identify and locate both the vehicle and the customer

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Transmission of vehicle location, Vehicle Identification Number (VIN) and time of service request to Mercedes-Benz Emergency Response Center
- ▶ mbrace™ Customer Specialists are APCO and NENA certified and have direct public safety experience either as Emergency Dispatchers or First Responders

## Service description:

SOS/Emergency Call enables the customer to connect to a trained Mercedes-Benz mbrace™ Customer Specialist in the event of an emergency, providing an extra level of peace of mind. By pushing the dedicated SOS Button from within the vehicle, the customer connects to an mbrace™ Customer Specialist at the Mercedes-Benz Emergency Response Center. This action simultaneously signals the Telematics Control Unit (TCU) to send critical information about the vehicle's location and identity to the Mercedes-Benz Emergency Response Center in a separate data transmission.

As the data is being transmitted, a voice connection is established with the customer to assure that help is available. A highly-trained mbrace™ Customer Specialist will determine the customer's emergency need. Once the need has been determined, the mbrace™ Customer Specialist will contact the appropriate emergency service provider.

Not every SOS/Emergency Call requires a response from public safety officials. For example, a customer might panic when he or she discovers a flat tire and press the SOS Button. In the event of a non-life-threatening situation, the mbrace™ Customer Specialist will ask the customer to end the SOS/Emergency Call and press the Wrench or *i*-Button.

## How it works:

**STEP 1:** The customer presses the SOS Button to connect to an mbrace™ Customer Specialist at the Mercedes-Benz Emergency Response Center.

**STEP 2:** The following data is transmitted from the vehicle to the Mercedes-Benz Emergency Response Center:

- ▶ A signal indicating an SOS/Emergency Call
- ▶ Current vehicle location provided from the in-vehicle Global Positioning System (GPS) component
- ▶ VIN, which serves as the means of customer identification for the Mercedes-Benz Emergency Response Center
- ▶ Time of service request

*continues* ▶





# SOS/Emergency Call

## How it works, *continued*

- STEP 3:** The mbrace™ Customer Specialist speaks with the customer to assess the needs of the situation and assure that help is available.
- STEP 4:** The mbrace™ Customer Specialist contacts the appropriate emergency service provider and provides the vehicle information, location, status of occupant(s) and other relevant information.
- STEP 5:** The emergency service provider dispatches appropriate public safety personnel to the exact location of the customer.





# Stolen Vehicle Location Assistance

Collaboration with authorities to streamline vehicle location and recovery

mbrace™ Package

## BENEFITS:

- ▶ Stolen Vehicle Location Assistance helps authorities locate stolen vehicles more quickly, which increases the chance of a successful recovery
- ▶ mbrace™ Customer Specialists work directly with law enforcement officials to streamline the location and recovery process
- ▶ Silent tracking mode prevents thieves from knowing the vehicle is being tracked by law enforcement

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Secure authentication process ensures the service is not abused
- ▶ Close working relationship with all Public Safety Answering Points, ensuring a priority response from law enforcement officials

## Service description:

Stolen Vehicle Location Assistance gives the customer a safe and streamlined way to assist local law enforcement officials in locating and potentially recovering stolen vehicles.

After filing a police report on a stolen vehicle, the customer contacts the Mercedes-Benz mbrace™ Response Center at 1-866-990-9007 with the police report case number, along with the badge number, name and department contact information for the officer filing the report.

The mbrace™ Customer Specialist will verify the customer's identity and case number to protect both the customer and the vehicle. Once the authentication process is complete, the vehicle's location information is requested from the Telematics Control Unit (TCU) embedded within the vehicle. The mbrace™ Customer Specialist then contacts the appropriate Public Safety Answering Point (9-1-1 Center) with the stolen vehicle case number and provides the vehicle's location and direction to local law enforcement officials.

If needed during the stolen vehicle location process, the TCU will continue to automatically provide updates on the vehicle's location to the Mercedes-Benz mbrace™ Response Center. The information can then be relayed to the appropriate law enforcement officials.

## How it works:

- STEP 1:** After a police report has been filed on the stolen vehicle, the customer contacts the Mercedes-Benz mbrace™ Response Center at 1-866-990-9007.
- STEP 2:** The mbrace™ Customer Specialist requests and verifies the customer's identity and stolen vehicle case number.
- STEP 3:** The mbrace™ Customer Specialist requests location information from the stolen vehicle's TCU.
- STEP 4:** The mbrace™ Customer Specialist contacts the appropriate authorities with the customer's police case number.
- STEP 5:** The mbrace™ Customer Specialist communicates the stolen vehicle's location and direction to local law enforcement officials.
- STEP 6:** If needed, the mbrace™ Customer Specialist will remain on the line with law enforcement to continue tracking the vehicle.
- STEP 7:** Local authorities will contact the customer regarding the status of the recovery effort.



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Subject to terms and conditions of the subscriber agreement. Certain features are model dependent. Service is available up to four days after last engine activity. 10/22/10



# Vehicle Finder

View the vehicle's current location upon request using the mbrace™ Mobile Application

mbrace™ Package

## BENEFITS:

- ▶ Available 24/7 via your Apple iPhone or BlackBerry smartphone
- ▶ Intuitive user interfaces

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal required to identify location
- ▶ Apple iPhone (models running OS 2.2.1 or later) and BlackBerry 8310, 8330, 8820, 8830 (models running OS 4.5 or later) with data plan on AT & T and Verizon networks. Not compatible with iPod Touch.
- ▶ Vehicle Finder feature may not be available on the original iPhone and Verizon BlackBerry devices due to inability to acquire accurate device location
- ▶ Service is available up to four days after last engine activity
- ▶ Vehicle Finder is only available via the mbrace™ Mobile Application

## UNIQUE FEATURES:

- ▶ Vehicle Finder feature allows the customer to locate his or her vehicle within a mile radius if they cannot remember where it is parked
- ▶ Includes location restrictions to prevent improper tracking use of this feature

## Service description:

Vehicle Finder allows an mbrace™ Mobile Application user to view the location of their vehicle, if they are within one linear mile of the vehicle (user's current location is based on their mobile device's GPS coordinates). The Vehicle Finder feature also requires the customer to give the application permission to access the mobile device's GPS location. To prevent improper use of this feature, restrictions apply regarding the maximum distance the vehicle can be located from the customer.

To use this feature, the customer must launch the mbrace™ Mobile Application, enter his or her account number and secure PIN (Personal Identification Number), and press the Finder icon (on Apple iPhones) or select Vehicle Finder from the main menu (on BlackBerry smartphones). A command is sent from the app to the Telematics Control Unit (TCU) embedded in the vehicle requesting its current GPS coordinates. The vehicle coordinates are sent back to the Mobile Application along with the mobile device GPS coordinates. If the vehicle is located within one mile of the customer, its location will be rendered on a map on the mobile device. If the GPS coordinates could not be obtained or the vehicle is too far away, a message will appear on the Mobile Application indicating the vehicle could not be located.

The Vehicle Finder feature is only available via the mbrace™ Mobile Application. A customer cannot locate his or her vehicle by calling the Mercedes-Benz mbrace™ Response Center or on the mbrace™ Web portal.

## How it works:

- STEP 1:** Download the Mobile Application to the phone from the phone's application store. (This step is only completed one time)
- STEP 2:** Launch the application on your mobile device.
- STEP 3:** Log in by entering mbrace™ account number and a secure 4-digit PIN. (This is the same PIN that is established during the mbrace™ activation process)
- STEP 4:** Access the Vehicle Finder function by selecting the Locate icon or Vehicle Locate from the main menu.





# Vehicle Information

Ask a Mercedes-Benz Customer Specialist questions about a vehicle

mbrace™ Package

## BENEFITS:

- ▶ Easy access to a Mercedes-Benz Customer Care Representative who knows the vehicle's functions and features
- ▶ Assistance is available 24/7, even on questions as small as how to adjust the headrest

## REQUIREMENTS:

- ▶ Vehicle equipped with mbrace™
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Service is available up to four days after last engine activity

## UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off

## Service description:

The Vehicle Information service provides answers to the customer's questions about their vehicle, from basic operating features to vehicle instructions.

The customer presses the *i*-Button in the vehicle and chooses the Vehicle Information option to connect to a Customer Care Representative at the Mercedes-Benz Customer Assistance Center. Customer Care Representatives can assist in questions pertaining to feature and service overviews, operating instructions and location within the vehicle such as, "How do I adjust my clock?" or "How do I find Points of Interest on my navigation system?"

## How it works:

**STEP 1:** The customer presses the *i*-Button in the vehicle to initiate Vehicle Information.

**STEP 2:** The IVR system presents an audible menu of options.

**STEP 3:** The customer selects "Vehicle Information."

**STEP 4:** The customer is connected to a Mercedes-Benz Customer Care Representative to ask his or her vehicle-related question.

**STEP 5:** The Customer Care Representative responds to the customer's questions and makes sure that he or she understands how to properly use the vehicle feature or service in question.

