



Cargossip



Dear Mercedes-Benz Enthusiasts

The May edition of Cargossip travels back in time to have a look at the legends of the past or the predecessors of our modern Mercedes-Benz vehicles. This issue also brings you the latest news about the first car in the world to break the 200 km/h mark as well as who's voices you are listening to when using your navigation system and we obviously take pride in announcing that Mercedes-Benz East Rand has won the Dealer of the Year 2010 for the second consecutive year.

News Flash

• Mercedes-Benz History: Legends from the past or the predecessors of our modern Mercedes-Benz vehicles

In 1886 Karl Benz advertised the first motor car in the world with the slogan "A replacement for the horse". This Patent Motor Car was powered by a single-cylinder petrol engine and owed much of its design to the bicycle. As Benz had yet to find a satisfactory steering solution the Patent Motor Car, with a top speed of 16km/h, was designed as a three-wheel vehicle with a wheel at the front to steer.

In 1889 Gottlieb Daimler and Wilhelm Maybach presented the 'Daimler motorised Quadricycle' at the World Exhibition in Paris. This vehicle featured innovations that shaped the future development of the automobile including a two-cylinder motor, a four-speed gear drive and front wheel steering. The Daimler motorised Quadricycle boosted 1.1 kW and a top speed of 18km/h.

In 1894, the first mass-produced car called 'Benz motorised Velocipede' features a 1.1 kW engine, a weight of about 280kg and a top speed of 20 km/h. By 1897 the basic Velo model was complemented by a luxury version with an additional child seat, called the 'Velo Comfortable'. By 1901, the Benz & Cie. company sold 1200 "Velos" in its different variants which made it the largest car manufacturer in the world at that time. Another giant leap was achieved with the 'Mercedes Simplex 40 hp' in 1902. It was the first vehicle to bear the Mercedes brand name and it was seen even then as the world's first modern automobile. The vehicle was powered by a four-cylinder, 29 kW strong engine, reaching a top speed of 80 km/h. The oldest original Mercedes still in existence today is the Simplex 40hp housed in the Mercedes-Benz Museum in Stuttgart.

To be continued...



1886



1889



1894



1902

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- **First car to break 200 km / h mark**

In 1909 a Mercedes became the first car to break the 200 km/h mark. At that time the vehicle went faster than any car, aircraft or rail vehicle before. The 'Blitzen Benz' featured a 14 kW engine and Victor Hemery set a total of five world land speed records at the wheel of this racing car. He achieved an average speed of 202.648 km/h over 1km. In 1911 Bob Burman drove the car at Daytona Beach, United States, achieving an average speed of 228.1 km/h – a new land-speed record that would remain unbeaten until 1919.



- **Guess who's talking**

The voices talking to you through the inboard navigation system are an unlikely mix of 12 woman and one man, who in real life include actresses, radio presenters as well as a dancer at the Lido, the famous French cabaret located in the Champs Elysee in Paris. Every major language has its own voice, with English having two – British and American. While most countries prefer female tones, Turkey likes instructions from a male voice – a local radio presenter. Italy's is a trained singer, Spain's is an oriental dance teacher, while Germany's voice doubles as Lara Croft and CSI New York's Stella Bonasera's voice over. The Danes listen to a Shakespearean actress, while Britain's voice works for a bank in the city of London.



- **2,700 kilometers from the Etosha National Park to the dunes of the Namib Desert**

Namibia is a vast country of desert and dunes, mountains and canyons. It is home to herds of giraffes, springboks and antelopes that roam its savannah, and to the legendary 'big five' of elephants, rhinos, lions, leopards and buffalo. You can drive for hours on end from one remote lodge to the next without meeting another vehicle along the dusty track that stretches as far as the eye can see to the shimmering horizon. Herman van Wyk and his traveling companion Hentie Champion are taking ten days to show the team from the Mercedes-Benz Classic magazine a few highlights of their country – in style, of course, in a light-blue 220 S from 1959.



The fact that retired publisher van Wyk, who lives in Namibia's capital city Windhoek, owns this precise Ponton vehicle is not a coincidence, his father used to have a shop in the small town of Okahandja, supplying the farmers in the surrounding area with everything they needed for their work. In 1959 he bought himself a 220 S, and van Wyk went out with his father a lot. According to van Wyk, the metallicgreen Ponton sedan did sterling work on the country's rough tracks, as only the main road from Windhoek was properly surfaced in those days. Herman van Wyk developed something of a soft spot for automobiles bearing the threepointed Star. The energetic Namibian is taking the pride and joy of his garage on regular outings with the Old Wheelers Club, covering an average of probably about 250 kilometers a year. For the team from the Mercedes-Benz Classic magazine, van Wyk was prepared to make something of an exception: he and his old friend Hentie Champion drove 2,700 kilometers, all the way from Etosha National Park and its teeming wildlife in the north to the dunes of the Namib Desert in the south in his light-blue 220 S!



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Platinum Star Offer

- Celebrate with us and enjoy the 2010 E-Class Sports Edition Package for only R12 000. The Sports Edition Package includes 18-inch AMG wheels, floor mats and body styling, sports seats, stainless steel sports pedals and more.* For more information contact your closest Mercedes-Benz East Rand dealer. Offer valid from 1 April – 30 June while stocks last. *Terms and Conditions apply.



People's Torque

- Mercedes-Benz East Rand wins Mercedes-Benz Dealer of the Year 2010

We take pride in communicating to you that Mercedes-Benz East Rand has scooped gold by becoming Mercedes-Benz Brand Centre Dealer of the Year 2010 in both categories, Mercedes-Benz Passenger Vehicles and Mercedes-Benz Commercial Vehicles. "Dealer of the Year" (DOTY) is a yearly recognition programme designed by Mercedes-Benz South Africa, whereby dealers of similar circumstances are compared through a standardized set of measures with the overall objective to recognize those dealers who provide outstanding service to their customers. Whilst it is an exciting first for Mercedes-Benz Commercial Vehicles East Rand to earn the much sought-after title 'Dealer of the Year 2010', the Mercedes-Benz Passenger Vehicles East Rand division has been rewarded with this title for the second year in a row. Most importantly however, we would like to thank you, our customers, for your continuous loyalty and support which undoubtedly forms the foundation of our current and future success!



- Congratulations to our MercedesTrophy 2010 winners:

The Mercedes-Benz East Rand team would like to extend a big Thank You for supporting our MercedesTrophy Golf Day and making our fundraising effort such a huge success. A total of R93000 was raised over the two days which will be donated to Hospice East Rand as well as our Charity of Choice, a pre-primary school in Springs for under-privileged children.

Congratulations to our winners and we wish our Finalists all the best at the National Finals at Sun City in August 2010.

18 May 2009

19 May 2009



Stay tuned for more news & talk in our next edition of Cargossip – a monthly communication which was first published by Cargo Motors in 1956.

Kind Regards

Franziska Keiser

Marketing Manager

Mercedes-Benz Dealer of the Year 2009 and 2010

Mercedes-Benz East Rand – your trusted dealers since 1955.

Mercedes-Benz Bedfordview

011 677 1000

Mercedes-Benz East Rand Mall

011 255 6000

Mercedes-Benz M2 City

011 405 2800

Mercedes-Benz Springs

011 365 3900



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