



Cargossip

Dear Mercedes-Benz Enthusiasts

This month's edition of Cargossip brings more info about some interesting and futuristic Mercedes-Benz research vehicles as well as the latest info on the New Generation C-Class Launch Edition and how we endeavor to be more environmentally friendly.

News Flash

- **The Mercedes-Benz Biome grows in a completely organic environment from seeds sown in a nursery**

At last year's Los Angeles Design Challenge, the designers from the Mercedes-Benz Advanced Design Studios in Carlsbad, California, surprised everyone with a revolutionary vision. Taking their inspiration from nature, they designed a vehicle which is fully integrated into the ecosystem, from the moment of its creation right through to the end of its service life. The Mercedes-Benz BIOME grows in a completely organic environment from seeds sown in a nursery. The Mercedes-Benz BIOME symbiosis vehicle is made from an ultralight material called BioFibre and tips the scales at just around 394 kg. This material is significantly lighter than metal or plastic, yet more robust than steel. BioFibre is grown from proprietary DNA in the Mercedes-Benz nursery, where it collects energy from the sun and stores it in a liquid chemical bond called BioNectar4534. As part of this process, the vehicle is created from two seeds: The interior of the BIOME grows from the DNA in the Mercedes star on the front of the vehicle, while the exterior grows from the star on the rear. The wheels are grown from four separate seeds. The Mercedes-Benz BIOME is powered by BioNectar4534, which is stored in the BioFibre material of the chassis, interior, and wheels. In addition, Mercedes-Benz has developed a technology to equip trees with special receptors which can collect the excess solar energy and turn it into BioNectar4534. This creates a direct link with nature's energy sources and acts as an incentive to cover mobility energy requirements through more trees and at the same time maintain natural resources. Like plants, the Mercedes-Benz symbiosis vehicle also produces oxygen, thereby contributing to improving air quality. At the end of its service life, the Mercedes-Benz BIOME can be fully composted or used as building material. Thanks to the exclusive use of green technologies, the BIOME vehicle thus blends seamlessly into the ecosystem.



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• **F800 Style Research Vehicle**

Mercedes-Benz has presented 13 research vehicles since the early 1980s. This series of exciting and pioneering cars – beginning with the Auto 2000 in 1981 and leading up to today’s F 800 Style – offers proof of the consistency and foresight with which Mercedes-Benz engineers address the core issues of research and technology in order to develop innovative solutions for the future. Many systems that were first used in research vehicles and viewed as revolutionary at the time can now be found in Mercedes-Benz production cars, including the DISTRONIC proximity control system, which was first installed in the F 100 in 1991 and made its series-production debut in the S-Class in 1998. The F 800 Style marks a continuation of this approach.

Within the compact 4.75-metre long exterior of the F 800 Style, all of the components of the vehicle’s exceptionally efficient and environmentally compatible alternative drive systems (plug-in hybrid or fuel-cell drive system) are installed in the engine compartment and in the gaps within the chassis to save space. The F 800 Style features many other technological innovations, such as:

A human-machine interface (HMI) with a cam touchpad which consists of a touchpad on the centre console and a camera that records video images of the user’s hand as it works the pad. The live image of the hand is presented in transparent form on the central display above the centre console. Pressing the display with one’s fingers generates a feeling similar to that of touching laptop keys so that users know when they are carrying out specific actions.

The mirror display of the innovative cam touchpad HMI eliminates the differences between close-proximity visibility and visibility over longer distances, thus contributing to the driver’s physiological safety in typical Mercedes style. The system displays driving and vehicle information via a mirror in the instrument cluster so that it appears to be further away. The distance the eye looks into is thus extended, which means less switching between near and far focus – and therefore less fatigue for the eyes.

With its new DISTRONIC PLUS Traffic Jam Assist function in the F 800 Style, Mercedes-Benz has also become the world’s first car manufacturer to implement a system that is capable of following the vehicle in front of it into bends. The system recognises the difference between driving along twisting roads and turning corners, which means that it does not “blindly” follow the vehicle in front. With its efficient drive technologies, unparalleled safety and convenience features as well as its emotive design, the Mercedes-Benz F 800 Style research vehicle shows the future of premium cars from a new perspective.



• **New Generation C-Class Order Book now open**

To celebrate the innovations that come with the New Generation C-Class, we will offer an exciting Launch Edition which will include the following equipment as part of the package:

- Avantgarde package including leather
- 7-Gtronic Plus gearbox on all models
- New COMAND On-line with impressive functionalities

For more information and prices on the new generation C-Class contact your nearest Mercedes-Benz East Rand dealer.



Platinum Star Offer:

• **The C-Class 125! Year Anniversary Edition from R4590 p/m***

Mercedes-Benz C-Class Anniversary Edition is a celebration of 125! Years of Innovation. For a limited time only, you can purchase a C-Class with Automatic Transmission, AVANTGARDE styling and Leather for only R4590 per month, at prime -4.25% over a term of 48 months. Contact your nearest Mercedes-Benz East Rand dealer for more information. *Terms and Conditions apply. From R385 290, 10% deposit required. Selected models only. While stocks last.



People's Talk

• **Green Office Week**

Green Office Week (also known by the acronym GOW) was launched in 2010 in South Africa and will take place annually in April to coincide with Earth Day which is celebrated on 22 April every year. In 2011, GOW took place in the week commencing the 18th of April. The Mercedes-Benz East Rand Team enthusiastically participated in this green initiative and continues to focus daily on creating habits and behavior to save water and electricity; reduce wastage, and reduce pollution and the carbon footprint. At Mercedes-Benz Bedfordview, for example, ISKHUS Power sponsored a state-of-the-art Power Metering Dashboard which allows us to monitor and manage our real life electricity consumption comparative to the previous day, week and / or month. With the ongoing awareness we endeavor to improve our contribution to the environment.



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

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