DAIMLER

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Strategic Session PL 4 – Secure connectivity and data flow

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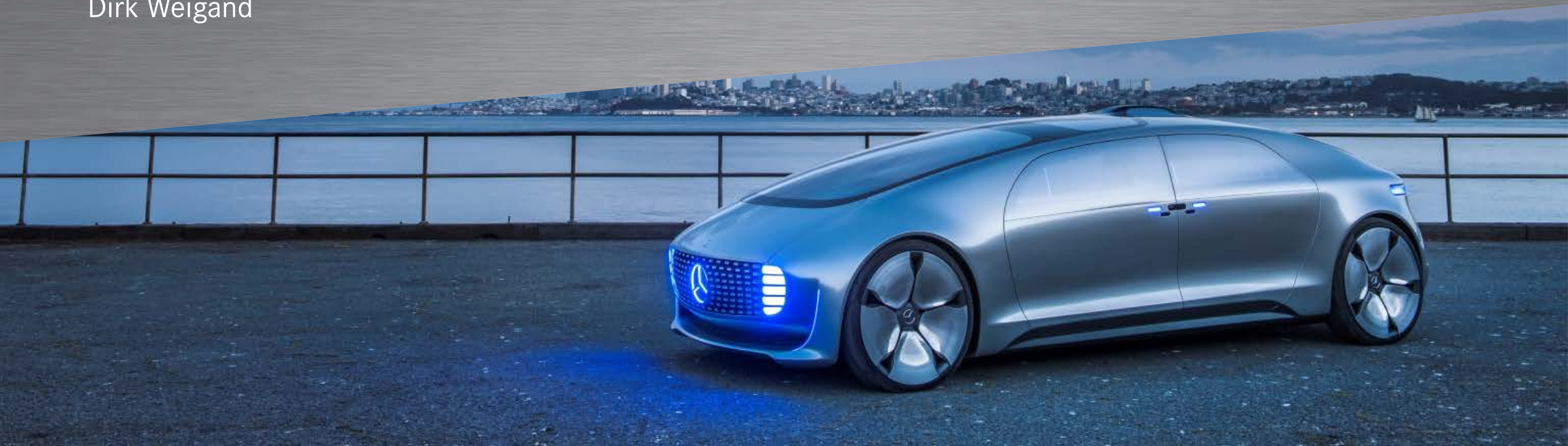


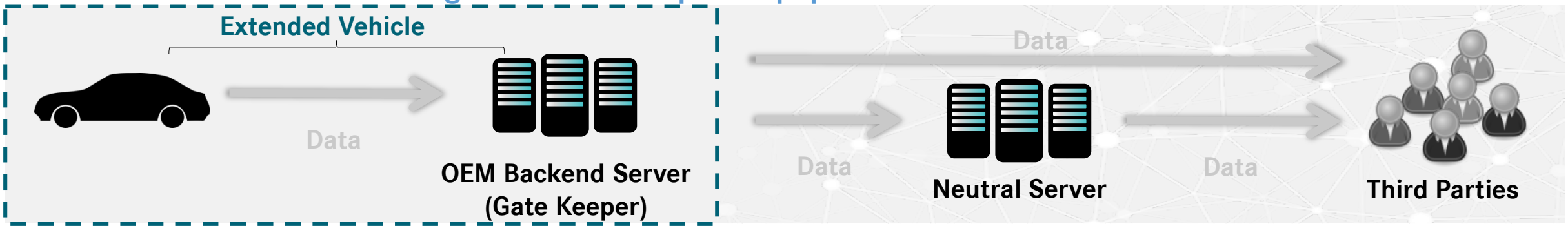
Our Goals

- Safe vehicles
- Ensure Liability
- Ensure Privacy
- Cybersecurity, over vehicle lifetime
- Global competetiveness
- Tier1 competition, protection of competitor data
- Customer protection (no ”open access” of business data)
- Design freedom (including software and service design), in competition with other OEMs
- OEM competition in the service area, alongside with 3rd partry services
- Customer choice; what kind of vehicle functionality customer desires
- Any data access solution should be implemented for other industries, not only sector specific

An uncontrolled access to the vehicle by an unknown third party would compromise the vehicle security and product liability and privacy.

Our Solution: Extended vehicle with backend server and neutral server

Usage ONLY for the specific pupose with customer consent



Benefits of the Extended Vehicle

- **Requirements for vehicle security and safety**, data security and data privacy, secure access to in-vehicle data **are fulfilled.**
- **Any threat to vehicle security** from unauthorised external access (incl. excessive flood of data from third parties) **can be virtually excluded.**
- **Informational self-determination of the customer is given** (no uncontrolled transfer of personal data).

Characteristics of the Neutral Server

- **Neutral Server allowes third parties access to data without revealing the recipient but only with customer consent.**
- **After setting up a B2B agreement with the neutral server provider for data supply, OEM** has **no** information about third party business models with the neutral server provider.
- In case of personal data needed, **customer needs to give consent to the service provider and OEM.**

The Extended Vehicle concept with Backend Server was developed in VDA and ACEA, is based on ISO Standard 20078 and part of NEVADA = Neutral Extended Vehicle for Advanced Data Access.

Our Implementation: Mercedes-Benz Data

Mercedes-Benz customers benefit from new data services by the following use cases of the first stage:

Pay-as-you-drive Insurance
The data package includes the current odometer reading of the networked Mercedes-Benz cars.

Fuel Status
The data package provides information about the fuel level and the remaining vehicle range.

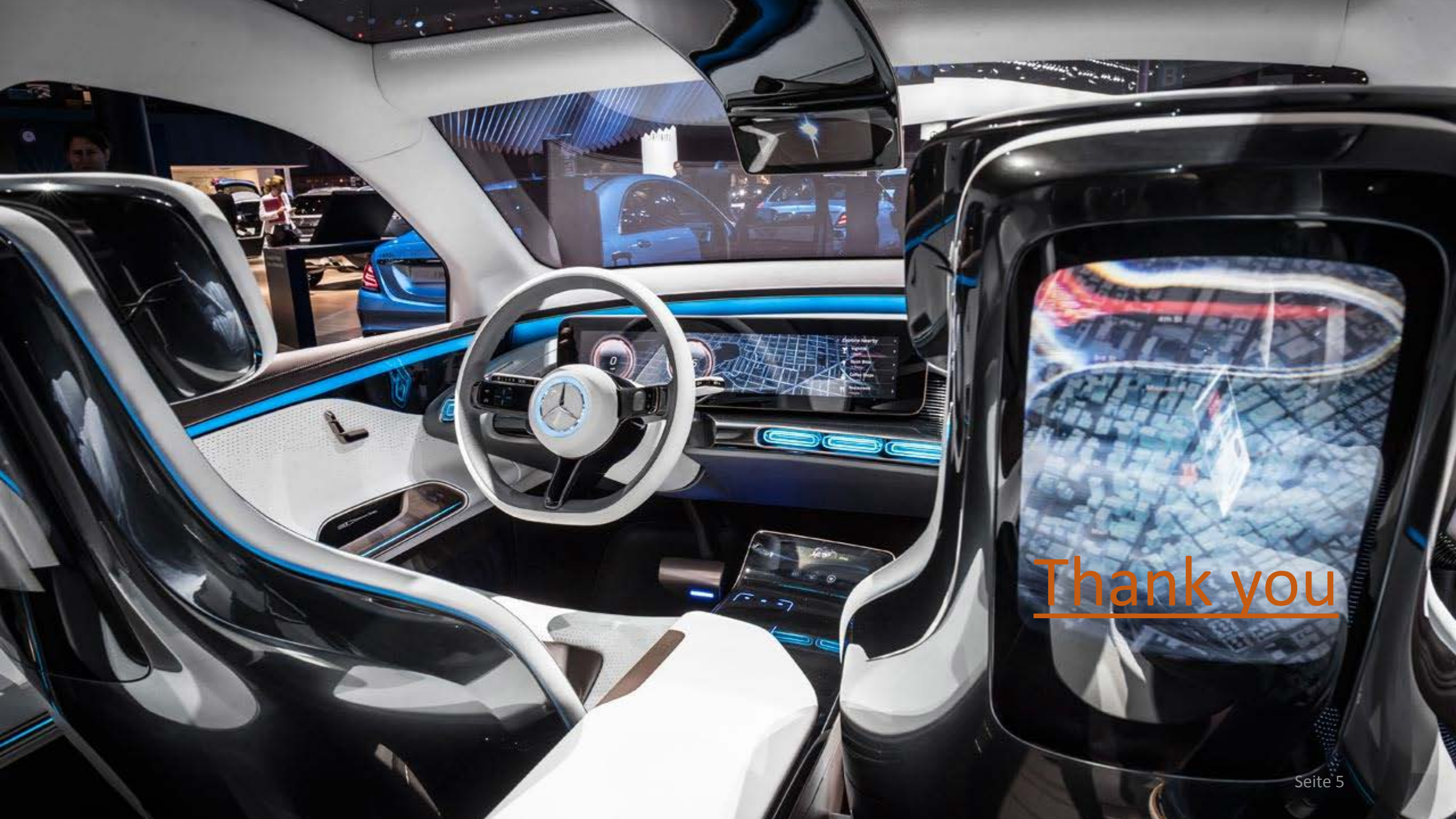
Vehicle Status
The data package contains information about the status of (not) open doors, open windows or sliding sunroof

Vehicle Lock Status
The data package provides information about the locking status of the vehicle (locked/unlocked) and its current direction by means of a compass function.

Electric Vehicle
This data package is intended solely for electric vehicles, and includes the battery charge status and remaining vehicle range.

https://developer.mercedes-benz.com/

For the first time, Mercedes-Benz customers can grant data access to Mercedes-Benz data products to third-party providers. Mercedes-Benz has implemented the Extended Vehicle and neutral server concept in full measure.


Thank you