

Rhine Ruhr City Initiative

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## **Daimler supports North Rhine-Westphalia's Olympic Initiative**

**Aachen – The Rhine Ruhr City Initiative by the sports manager Michael Mronz regarding a potential bid from North Rhine-Westphalia (NRW) for the Olympic and Paralympic Games in 2032 is taking shape. Daimler is supporting the initiative as a partner. Over the past eight months a planning document has been prepared in close cooperation with numerous municipalities from all over NRW, taking the first step of detailing the potential allocation of Olympic sports to different towns in a Rhine Ruhr City.**

More than 80 percent of the sporting venues and event locations required to implement the Olympic and Paralympic Games already exist in the metropolitan region of Rhine-Ruhr. "The central question we asked ourselves from the outset was: how can we sensibly use the Rhine-Ruhr metropolitan region's existing sports facilities infrastructure, which is unique in Europe, in order to shape economically and ecologically sustainable Olympic and Paralympic Games in NRW?", said Mronz. Today around 620,000 spectators can be simultaneously accommodated at the existing event locations, 24 of which are large sports halls with a capacity of more than 3000 seats each plus 16 stadiums with more than 30,000 seats each.

The aim is for the bid for the Olympic and Paralympic Games and the associated opportunities for NRW to go hand in hand with the acceleration of crucial future issues such as infrastructure extension, mobility networking and digitization. "The Olympic Games shouldn't be a purely flagship project, but an engine for boosting investment in important infrastructure and economic spheres from which people all over NRW will benefit in the long term. This is our claim for the vision of sustainable Games, as also pursued by the IOC. We are delighted that our partner Daimler is also a perfect fit for our concept with its vision for the mobility of the future", adds Michael Mronz.

The strategic cornerstones of his vision for future mobility are described by Daimler with the term CASE. The four letters stand for connectivity (Connected), autonomous driving (Autonomous), flexible use (Shared & Services) and electric drive systems (Electric), which will be intelligently combined with one another by the company. In order to drive forward the networking of all four pillars equally, the activities are pooled in an autonomous organisational unit with Daimler's Group strategy.

As Dr Bernd Schmaul, Chief Marketing Officer of the Daimler subsidiary moovel Group GmbH, explained at a Rhine Ruhr City Initiative press conference in Aachen: "Cities and metropolitan regions are the perfect environment for Daimler AG to provide the towns and inhabitants with our holistic mobility concept and for developing it further. Today we are already realising mobility visions which take into account the requirements of all road users in equal measure in conurbations."

Jörg Lamparter, Head of Mobility Services, Daimler Financial Services, and CEO moovel Group GmbH, commented: "We are experiencing rapid change in the mobility sector, in particular in cities and conurbations. People want access to mobility at all times and everywhere. With services like car2go and moovel we currently already offer on-demand mobility. As part of the CASE Initiative all activities are aimed at realising holistic mobility and supporting cities in transforming mobility."

A fundamental goal of future mobility is locally emission-free driving. Daimler is putting more than ten new electric cars into series production by 2022: from the smart to the large SUV. An entire ecosystem for emission-free e-mobility is being created under the EQ brand. In the not too distant future the autonomous electric car will be coming to the user via app whenever it's needed. And it's not just the vehicle, but also inter-modal mobility services that are becoming increasingly important. Daimler is already the global market leader in flexible car-sharing with car2go. With the moovel app via car2go users throughout Germany can access different mobility services such as local public transport, mytaxi and rental bikes in a single application. On its journey from automotive manufacturer to mobility service provider Daimler wants to play a key role in shaping mobility, delighting its customers with the best products and services.

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**Daimler at a glance**

Daimler AG is one of the world's most successful automotive companies. With its Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses, and Daimler Financial Services divisions, the Group is one of the leading global suppliers of premium cars and is the world's largest manufacturer of commercial vehicles. Daimler Financial Services offers financing, leasing, fleet management, insurance, investments and credit cards as well as innovative mobility services.

The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today. The company's focus therefore remains on innovative and green technologies as well as on safe and superior vehicles that captivate and inspire. Daimler consistently invests in the development of alternative powertrains – from hybrid cars to all-electric vehicles with battery and fuel cell – with the goal of making zero-emission driving possible in the long term.

Moreover, the company is actively promoting accident-free driving and intelligent networking all the way through to self-driving cars. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all countries of the world and has production facilities in Europe, North and South America, Asia and Africa. In addition to Mercedes-Benz, which is the world's most valuable premium automotive brand, Mercedes-AMG, Mercedes-Maybach and Mercedes me, Daimler's current brand portfolio also includes smart, EQ, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, as well as the Daimler Financial Services brands Mercedes-Benz Bank, Mercedes-Benz Financial Services, Daimler Truck Financial, moovel, car2go and mytaxi. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol DAI). In 2016, the Group had a workforce of 282,488 and reported vehicle sales of around 3 million vehicles. Revenues totalled 153.3 billion euros and EBIT stood at 12.9 billion euros.