



**Mercedes-Benz R-Class World Premiere  
New York International Auto Show, March 23, 2005  
Draft Remarks for Michelle Cervantez**

*Following an introduction by Geoff Day, Michelle Cervantez to the stage.*

Good afternoon, and thank you for joining us at the New York Auto Show.

New York has always been a special place for Mercedes-Benz. This is of course our home show, and so we're always delighted when we can do something special here.

One thing you can't help but appreciate about this city – whether you're a visitor or, like me, a resident – is the premium we put on space and how it really defines life on this island.

Like many, I live in New York for the easy access to everything the city has to offer – no matter what you're looking for – be it the theatre, take-out Chinese food or a Subway Series -- you can find it all within easy reach. For me, I thrive on the energy and vitality of “the city that never sleeps.”

But amid the hustle and bustle of city life, we all need a sanctuary where we can retreat and recharge. We want our neighbors close, but not too close. We want our own private comfort zone. And we want safety and security.

Combine those features with cutting edge design and technology and first class luxury, throw in a fantastic view and you have the makings a perfectly spacious 2-bedroom apartment.

As you're about to see, these values can also be extended to a car – a car Unlike Any Other.

Manhattan has long inspired the world's best architects to turn space optimization into a high art -- and to infuse their designs with a timeless style to inspire the world.

About the same time as the last Mercedes world debut in New York – the 300 SL Gullwing in 1954 – that's exactly what was happening over on Park Avenue. Visionary architects were taking risks, following their passions -- and leaving others to observe and follow.

### ***SLIDE SUPPORT: SEAGRAM'S AND LEVER HOUSE BUILDINGS***

Two of the city's iconic office towers went up that decade, Lever House on the west side of the Park Avenue and across from it, perhaps the most copied building design in the world: Mies Van der Rohe's masterpiece, the Seagram Building.

These were the cutting edge designs that established the new “glass curtain wall” model for all the office skyscrapers that would follow. They also brought a sense of modern elegance and excitement to a segment where such qualities had been absent. And with their lavishly appointed lobbies and thoughtfully designed public spaces, they even brought a sense of luxury to the category. Simply put, they changed everything.

And now, Mercedes is poised to do that again for the luxury category.

Last year, Mercedes unveiled the Vision R, a concept for a new kind of luxury vehicle, the Sports Tourer. Not an SUV, not a conventional wagon. Something fresh and different. A new rendition of an emerging archetype, with dynamic design, maximized space and true luxury all sharing equal billing.

A vehicle offering the space and comfort to transport you and five others out for an elegant evening on the town in first class comfort -- of course, everyone gets a window seat -- and enough style to reserve the prime valet space in front of the restaurant.

A vehicle for customers that want the function and all-weather performance of an SUV, but reject the contrived “tall wagon,” pseudo-SUV styling or minivan proportions that mark some current offerings.

Today, the vision becomes reality...

**CUE R-CLASS FILM (2:30 min)**

**CUE R-CLASS PERFORMANCE REVEAL (3:00 min)**

It is my pleasure now to introduce you to Dr. Weber and Dr. Schmidt who will give you all the technical and marketing detail on the R-Class.

REMARKS BY DR. WEBER (1:00 min) – To come

REMARKS BY DR. SCHMIDT (1:00 min) – To come

### **Closing**

Thank you Gentlemen.

The all-new V6 R350 and V8-powered R500 will make their showroom debut here in the U.S. in the fall of 2005. And a short-wheelbase version will launch in Europe in the Spring of 2006. The R-Class will be assembled in a new, state of art production line at MBUSI in Tuscaloosa, Alabama, home of the M-Class. Please stay tuned for more details in the coming months as we approach the launch.

As we saw a few minutes ago in the short film, “Cars May Change,” Mercedes enjoys a rich heritage of setting new directions for the auto industry and even defining its segments.

With its dynamic design, its innovative technology, its Mercedes luxury and its versatile use of space, the multitalented R-Class is going to steer the luxury segment in a new direction. It’s the Mercedes-Benz of Sport Tourers. A vehicle that changes everything.

R-Class is yet further proof that we don’t just build cars -- we create, define and redefine Mercedes-Benz ... and leave others to observe and follow.

At this time, I’d like to invite you all up and experience the new R-Class.

Thank you.