A Startup Autobahn India outcome: Intuitive Parking experience developed by Mercedes-Benz Research and Development India with Get My Parking

- With Mercedes me connect, the Parking solution POIs are now available as an outcome of synergies forged during the **Startup Autobahn India 2020 programme** by Mercedes-Benz Research and Development India (MBRDI) with Get My Parking, specialists in digitalised parking industry
- MBUX will provide its end users with an integrated user experience to assist drivers in searching and navigating to available parking spaces
- Feature to be available across all Mercedes-Benz models with Mercedes me connect that was launched in October 2019

Bengaluru – To ease the daily commute of customers, **Mercedes-Benz Research and Development India (MBRDI)** has collaborated with **Get My Parking** to assist end-users in searching and navigating to an available parking lot. Under its flagship **Startup Autobahn India** programme, the company has been working closely with the IoT-driven platform, to embed this feature into all Mercedes-Benz cars equipped with Mercedes me connect, introduced in October 2019. Through this partnership, MBRDI has gone a step ahead by leveraging the startup ecosystem to reaffirm its commitment towards adding value to the Mercedes-Benz car users.

The Parking solution seeks to address the challenge posed by traffic congestions and limited parking space. It is worth noting, that as per a recent research released by TomTom Traffic Index, Mumbai is the second-most congested city in the world, followed by Bengaluru and New Delhi, at sixth and eighth ranks, respectively. Now, starting January 2021, this new feature is built-in to the cars' MBUX head unit to provide navigation to Points of Interests (PoIs) across Bengaluru, Hyderabad, Mumbai, New Delhi, and Pune. Further, the solution will extend itself to 45 additional cities in the upcoming months.

This development aims to offer a seamless experience across both, the Mercedes me mobile app and the in-car infotainment system, thus, enhancing the car users' convenience, including offstreet parking lots. While providing an integrated user

experience that will run a quick view of the nearby available parking spaces or garages overlaid on the map, the solution also gives the option to initiate route towards these spaces.

Commenting on MBRDI's role in bringing world-class innovations as part of the Daimler group, **Manu Saale, Managing Director & CEO - MBRDI,** said, "Daimler is committed towards moving the world with cars that resonate with the need of the future, and we, at MBRDI, are at the forefront of enabling this objective. This innovation will help us layer the user experience with intuitiveness around available parking info into our MBUX head units itself, to save needless hassle for customers." **He further added,** "Our partnership with Get My Parking is a result of our Startup Autobahn 2020 programme, launched to showcase our focus on disruptive technologies and to make world-class innovations, come alive. This association will not only benefit end-users, but shall also lend fillip to the startup space that receives our leading-edge support through the flagship programme."

Commenting on this collaboration, Rasik Pansare, Co-founder and CMO – **Get My Parking**, said, "As pioneers of smart parking in India, we have always wanted to help urban citizens to experience hassle free parking. This collaboration with MBRDI has accelerated us towards our mission, wherein the users can access detailed data on relevant parking lots from the ease of their in-car dashboard."

MBRDI is committed to consistently add value to the connected car technology segment, while tailoring features for the Indian market. Last year, for instance, **MBRDI** equipped the third generation of the **new GLS** with fully packed connected services through its **latest MBUX** multimedia infotainment system. As a thoughtful innovation during the pandemic, the infotainment system enabled users to **navigate to the nearest COVID-19 testing centres** using the most updated information provided by ICMR (Indian Council for Medical Research). This enabled the cars enabled with Mercedes me connect to provide important information to its users at the time of need, through its connected services.

The latest solution developed in collaboration with Get My parking by MBRDI, is one of the myriad contributions of the company as Daimler's own center of excellence that is at the nerve center of its innovation in Design & CAE, vehicle engineering, interior component designs and IT technologies.

For further information:

Shekhar Daschowdhury | shekhar.daschowdhury@daimler.com| +91 985 083 6477

Shashwati | shashwati@genesis-bcw.com | +91 9718080401

About Mercedes-Benz R&D India (MBRDI)

Mercedes-Benz R&D India (MBRDI), headquartered in Bengaluru was founded in 1996 as a captive unit to support Daimler's research, IT and product development activities. We focus on topics ranging from computer-aided design and simulations (CAD, CAE) for powertrain, chassis and exteriors to embedded systems, telematics and developing various IT applications and tools. The satellite office in Pune specializes in interior component designs and IT engineering. The establishment of MBRDI is in line with the Daimler group's ambition to attract the world's best engineering talent and form a global footprint for its R&D and IT competencies. MBRDI also aims to partner closely with suppliers in India for its activities in product development and IT services. It is now one of the largest global development centres outside Germany, employing more than 5000 skilled engineers; and has established itself as a valuable partner to all business units and brands of Daimler worldwide.

About Startup Autobahn

STARTUP AUTOBAHN is an open open innovation platform that offers an interface between emerging tech companies and leading companies in the industry. The cornerstone of the program is the relationship that exists between start-ups and business units of companies. From the get-go, the two companies have an equal footing: they assess the potential for a joint venture together, step forward to pilot the technology, and collaborate to achieve the ultimate target, a successful production-ready implementation.

About Get My Parking

Get My Parking (GMP) is an award-winning provider of Interoperable Smart Parking Platform connects all parking and mobility stakeholders on a common platform who were until now operating in silos. It comprises a team of doers with a clear mission to digitize the parking industry globally. Get My Parking was founded in 2015 by Chirag Jain and Rasik Pansare with a vision to make every parking transaction a sub-conscious experience. With a strong foundation of team, technology and partnerships, we are creating a future proof platform to connect the parking industry internally as well with urban mobility players.

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