

## „Challenges for Future Mobility - Answers of an International Car Manufacturer“



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### **Management Summary**

Mobility for passengers and goods is one of the essential parameters for prosperity in any economy. The principal challenge for future transport is to achieve a balance between the growing demand for private and commercial transport throughout the world on the one hand and at the same time the reduction in the negative effects from this on the surrounding physical, social and human environment on the other.

From an entrepreneurial point of view, protection of the environment is one of the most important goals for responsible and aware companies. Managers know that sustained growth, long-term profitability and shareholder value can only be achieved with products which incorporate a high degree of social acceptance while fulfilling the wishes and requirements of their customers.

Growing demands for a reduction in fuel consumption and pollutant emissions, for increased safety for vehicle occupants as well as other road-users, as well as the recycling capacity of products are faced by customers' requirements for greater performance, safety and ride comfort. Future competitiveness between automotive manufacturers will essentially be determined by the resolution of these conflicting targets.

## Conflicts and Influence Factors

## Driver behavior



## Environmental Factors



## Traffic conditions



## Car technologies

*Powertrain efficiency*  
*ICE optimization*  
*Alternative propulsion*  
*Transmissions*  
*Aerodynamics*  
*Fuels*  
*Weight*  
*Innovative Powertrain Management*  
*Rolling resistance*  
*Exhaust gas aftertreatment*

Reduce Consumption & Emissions

## Customer demands

*Safety*  
*Comfort*  
*Increased Power*  
*Exhaust gas aftertreatment*  
*Noise cancellation*

Increase consumption



However, sparing and careful use of resources must concentrate on more than just the consumption and emissions of vehicles and should involve the entire process chain from development and production through to the use and recyclability of products.

Long-term research projects in the above fields and the implementation of visions for future transport and traffic systems make a significant contribution towards the sustainable success of automotive manufacturers on the market.