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| **Course Name: 2013 SL-Class eLearning: An Icon Re-imagined / X0001E-US.SSB** | | |
| **Module/Section: Performance and Technology** | | |
| **Page/Screen/Sequence Title: m3p1 Driven to Experience Performance** | | |
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| **Interactive Description:**  The interactive is an isometric view “driving” game that would mirror the storyline of the multimedia special for the SL from Mercedes-Benz.  The user is invited to a party at a specific time. We would provide the user with 1 hour to get to the party. There would be an integrated timer that would count down 1 hour.  The route would provide opportunities to animate and illustrate Performance / Technology features. A feature/benefit knowledge check could be incorporated on some of the segments. The user loses time for incorrect answers. Not making it on-time to the party would mean that the user would have to restart the interactive.  **Requirements:**  User must view all feature segments to completion to move to the next page  User cannot close feature segment til VO completes  When user completes all feature segments we allow user to review feature segments or go to the next page | | |
| **Content Description:**   * Lighter Aluminum Body Frame – 275 lbs less   Benefits  Performance  Aerodynamics   * 4.6L twin-turbo V-8 engine * ECO-Stop/Start function * Electromechanical power steering   Greater spontaneity when cornering at speed  Helps to ensure good straight-line stability and a relaxed ride   * PARKTRONIC with Active Parking Assist (optional) * Adaptive braking technology * Torque Vectoring Brake * Suspension   Adaptive damping suspension with Sport mode  Optional Active Body Control  For optional ABC Equipped Vehicles  Cool new screen for ABC equipped vehicles.  Press the button located just to the left of the ECO button located below the shifter.   * MAGIC VISION CONTROL (optional) * HANDS-FREE ACCESS (optional) | | |
| **Voice Over:** | **Text on Screen:** | **Visual Support:** |
| <A1> When it comes to performance and technology, Mercedes-Benz has always led the way. And the new SL550 Roadster is no exception.    For 60 years the SL has captured the hearts of sports-car enthusiasts around the world.  The all-new 6th generation SL Class lives up to that reputation, and surpasses it. | <A1> Driven to Experience Performance |  |
| <A2> In this section you will get a chance to “drive” the newest SL online.  You’ve received an invitation to a friend’s gallery reception and you have one hour before it starts. You need to drive there quickly, but luckily you get to go in the new SL-Class. Along the way, you will experience all the latest Performance & Technology features that make driving an SL an experience unmatched by any other luxury roadster. You will also have a chance to show your knowledge of the features that are presented.  Each correct answer moves you forward, while incorrect answers will subtract precious minutes from your time. If you arrive late, you’ll have to start over from the beginning.  Good luck and happy driving! | <A2> You’ve received an invitation to a friend’s gallery reception and you have one hour before it starts.  Along the way, you will experience all the latest Performance & Technology features in the new SL-Class, and will have a chance to show your knowledge of the features that are presented.  Each correct answer moves you forward, while incorrect answers will subtract precious minutes from your time. If you arrive late, this you’ll have to start over from the beginning.  Good luck, and happy driving! |  |
| **Interactive Begins.** | | |
| <B1> As you pull out of the driveway, you notice instantly that the car feels lighter than ever, giving you improved acceleration and steering.  Which of these features is most directly responsible for the reduced weight of the 2013 SL-Class, making it more responsive?  **-Aluminum Bodyshell**  -4.6L twin-turbo V-8 engine  -Torque Vectoring Brake technology  <correct answer:> That’s right! The 2013 SL adds credence to “Sport Light” with a lightweight bodyshell that’s made of nearly 90% aluminum—the first for any Mercedes-Benz series production model. This new bodyshell weighs about 242 lbs. less than it would using the steel technology of its predecessor, yet it is structurally stronger than the previous model. Other weight-reducing measures were taken throughout the vehicle. In total, the new SL weighs 275 lbs. less than before. That means improved performance and fuel efficiency—with enhanced safety.  <incorrect answer:> That wasn’t quite right. Try again. | **<B1>** As you pull out of the driveway, you notice instantly that the car feels lighter than ever, giving you improved acceleration and steering.  Which of these features is most directly responsible for the reduced weight of the 2013 SL-Class, making it more responsive?  **- Aluminum Bodyshell**  -4.6L Twin-turbo V-8 engine  -Torque Vectoring Brake Technology  <correct answer:> That’s right! The 2013 SL adds credence to “Sport Light” with a lightweight **Aluminum Bodyshell**—the first for any Mercedes-Benz series production model. This new bodyshell weighs about 242 lbs. less than it would using the steel technology of its predecessor, yet it is structurally stronger than the previous model’s steel design. Other weight-reducing measures were taken throughout the vehicle. In total, the new SL weighs 275 lbs. less than before. That means improved performance and fuel efficiency—with no compromise in structural safety.  <incorrect answer:> That wasn’t quite right. Try again. |  |
| <B2> You’re driving along and find yourself caught behind a slow moving truck. What will help you accelerate past it and be on your way with plenty of time to avoid oncoming traffic?  **-4.6L Twin-turbo V-8 engine**  -Optional Active Body Control  -ECO-Stop/Start system  <correct answer> Good job! Do you feel how responsive this roadster is when you push the gas pedal? That’s because it features an incredible 4.6L Twin-turbo V-8 engine. This engine provides 429 hp @ 5250 rpm, 516 lb.-ft. torque from 1800 to 3500 rpm, direct fuel injection to reduce emissions, fuel consumption and noise, and four valves per cylinder  This powerful twin-turbocharged V-8 provides a high level of performance and acceleration throughout the engine’s entire operating range.  This engine is smaller and lighter than the previous engine, yet provides more power, like that of the outgoing AMG version, and superior fuel economy. 0–60 acceleration drops from 5.3 to 4.5 seconds. In combination with the new lightweight body construction, fuel economy is expected to increase by an estimated 22%. This is a win-win for the SL owner.  <incorrect answer:> Not quite. Please try again. | <B2> You’re driving along and find yourself caught behind a slow moving truck. What will help you accelerate past it and be on your way with plenty of time to avoid oncoming traffic?  **-4.6L Twin-turbo V-8 engine**  -Optional Active Body Control  -ECO-Stop/Start system  <correct answer> Good job! **4.6L Twin-turbo V-8 engine**  • 429 hp @ 5250 rpm  • 516 lb.-ft. torque @ 1800–3500 rpm  • Direct fuel injection to reduce emissions, fuel consumption and noise.  • Four valves per cylinder  This powerful twin-turbocharged V-8 provides a high level of performance and acceleration throughout the engine’s entire operating range.  This engine is smaller and lighter than the previous engine, yet provides more power, like that of the outgoing AMG version, and superior fuel economy. 0–60 acceleration drops from 5.3 to 4.5 seconds. In combination with the new lightweight body construction, fuel economy is expected to increase by an estimated 22%. This is a win-win for the SL owner.  <incorrect answer:> Not quite. Please try again. |  |
| <B3> You pull up to a red light and suddenly realize your engine has gone completely silent. Which ecologically-friendly feature is at work here?  **-ECO-Stop/Start**  -PARKTRONIC with Active Parking Assist  -Torque Vectoring Brake Technology  <correct answer:> Excellent! The new ECO-Stop/Start system is an elegant breakthrough in lower fuel consumption and pollution. Instead of idling as usual at red lights or in heavy traffic, the engine automatically stops and then instantly fires back to life as the driver lifts off the brake.  The rapid restart is attributable to two special features. First, a crankshaft Hall sensor which determines the piston which is ideally positioned for starting, and is thus the first cylinder that fuel is injected into. The second is an additional electric transmission pump which supplies the clutches of the automatic transmission with oil pressure prior to starting.  In addition, the starter motor has been modified to manaqe eight times as many starting procedures, ensuring that it will last the car’s lifetime. Plus, the on-board electrical system is supported by a second battery.  All of these combine to give the driver a seamless stop/start experience, saving money and reducing greenhouse gases.  <incorrect answer:> That wasn’t quite right. Please try again. | **<B3>** You pull up to a red light and suddenly realize your engine has gone completely silent. Which ecologically-friendly feature is at work here?  **-ECO-Stop/Start**  -PARKTRONIC with Active Parking Assist  -Torque Vectoring Brake Technology  <correct answer:> Excellent! The new **ECO-Stop/Start** system is an elegant breakthrough in lower fuel consumption and pollution. Instead of idling as usual at red lights or in heavy traffic, the engine automatically stops and then instantly fires back to life as the driver lifts off the brake.  -Seamless driving  -Lower fuel costs  -Reduced greenhouse gasses  <incorrect answer:> That wasn’t quite right. Please try again. |  |
| <B4> Uh oh. There’s construction ahead. Looks like you’ve got to take a detour including a lot of extra turns. And that’s when you notice handling the corners is easier than ever. Which feature best helps to make steering easier and keep you on track?  -4.6L Twin-turbo V-8 Engine  -Aluminum Bodyshell  **-Electromechanical power steering**  -HANDS-FREE ACCESS  <correct answer #1> That’s right! New electromechanical power steering delivers quicker  response in corners, easier maneuvering at low speeds along with precise on-center feel and straight-line stability.  This delivers optimal levels of assist, feel and control for all driving situations—from pulling into a parking space to driving on the freeway. Drivers enjoy improved comfort and confidence. The system also improves fuel economy, as it uses energy only during active steering. That the system is also state of the art reinforces the value of the Star.    <incorrect answer:> That wasn’t quite right. Please try again. | **<B4>** Uh oh. There’s construction ahead. Looks like you’ve got to take a detour including a lot of extra turns. And that’s when you notice handling the corners is easier than ever. Which feature best helps to make steering easier and keep you on track?  -4.6L Twin-turbo V-8 Engine  -Aluminum Bodyshell  **-Electromechanical power steering**  -HANDS-FREE ACCESS  <correct answer #1> That’s right! New **electromechanical power steering** delivers quicker  response in corners, easier maneuvering at low speeds along with precise on-center feel and straight-line stability.  This delivers optimal levels of assist, feel and control for all driving situations—from pulling into a parking space to driving on the freeway. Drivers enjoy improved comfort and confidence. The system also improves fuel economy, as it uses energy only during active steering. That the system is also state of the art reinforces the value of the Star.  <incorrect answer:> That wasn’t quite right. Please try again. |  |
| <B5> You hate to show up at a reception empty handed, so you stop by a store to pick up a gift for your friend. Unfortunately, parking spaces look pretty tight. What option will help you find a spot and park in no time at all, so you can be on your way?  -ECO-Stop/Start  -Magic Vision Control  **- PARKTRONIC with Active Parking Assist**  <Correct answer:> Good job! Optional PARKTRONIC with Active Parking Assist gives you faster, easier parking and exiting from a parking space, especially in congested areas.  Ultrasonic sensors measure parallel parking spaces as the car drives by. When the driver chooses a space and engages Reverse, a press of the OK button on the steering wheel starts the automatic parking process. The driver merely operates the pedals, while the car expertly steers itself in the space.  Then when it’s time to leave, if PARKTRONIC was used to park the car, it can also steer out of the space as well.  This may help reduce stress when entering or leaving a parking space. And it can help reduce the chance of scraping the wheels on the curb.  <incorrect answer:> That wasn’t quite right. Please try again. | **<B5>** You hate to show up at a reception empty-handed, so you stop by a store to pick up a gift for your friend. Unfortunately, parking spaces look pretty tight. What option will help you find a spot and park in no time at all, so you can be on your way?  -ECO-Stop/Start  -Magic Vision Control  **- PARKTRONIC with Active Parking Assist**  <Correct answer:> Good job! Optional **PARKTRONIC with Active Parking Assist** gives you faster, easier parking and exiting from a parking space, especially in congested areas.  Ultrasonic sensors measure parallel parking spaces as the car drives by. When the driver chooses a space and engages Reverse, a press of the OK button on the steering wheel starts the automatic parking process. The driver merely operates the pedals, while the car expertly steers itself in the space.  Then when it’s time to leave, if PARKTRONIC was used to park the car, it can also steer out of the space as well.  This may help reduce stress when entering or leaving a parking space. And it can help reduce the chance of scraping the wheels on the curb.  <incorrect answer:> That wasn’t quite right. Please try again. |  |
| <B6> You come to a red light as you’re driving up a hill. A car pulls up a little too close behind you. But when the light changes and you lift your foot off the brake, your car doesn’t roll back.  Further on, you’re driving down the highway and a car suddenly slows in front of you. As you lift off the accelerator quickly to press the brake, you realize it responds as if it was ready before you were.  Which innovative technology is responsible for these, and other driving benefits?  **-Adaptive braking technology**  -ECO-Stop/Start  -Active Body Control  <Correct Answer :> That’s right!  Adaptive braking technology provides four primary functions to improve safety and comfort: Hill-Start Assist, Automatic Brake Drying, Predictive Brake Priming and HOLD. These provide security, convenience and comfort in a variety of ways.  During uphill starts, Hill-Start Assist helps prevent rollback for the first second after you lift off the brake.  If the driver lifts off the accelerator quickly, Predictive Brake Priming sets the brake pads closer to all four wheels’ brake discs for a faster response.  When driving with the windshield wipers on, Automatic Brake Drying periodically applies just enough brake pressure to wipe water from the discs.  <incorrect answer:> Not quite. Please try again. | **<B6>** You come to a red light as you’re driving up a hill. A car pulls up a little too close behind you. But when the light changes and you lift your foot off the brake, your car doesn’t roll back.  Further on, you’re driving down the highway and a car suddenly slows in front of you. As you lift off the accelerator to press the brake, you realize it responds as if it was ready before you were.  Which innovative technology is responsible for these, and other driving benefits?  **-Adaptive braking technology**  -ECO-Stop/Start  -Active Body Control  <Correct Answer:> That’s right!  **Adaptive braking technology**  During uphill starts, **Hill-Start Assist** helps prevent rollback for the first second after you lift off the brake  If the driver lifts off the accelerator quickly, **Predictive Brake Priming** sets the brake pads closer to all four wheels’ brake discs for a faster response.  When driving with the windshield wipers on, **Automatic Brake Drying** periodically applies just enough brake pressure to wipe water from the discs.  And at long stops, pressing hard on the brake activates the **HOLD** function, preventing the car from rolling until you push on the accelerator, so you can give your foot a rest.  <incorrect answer:> Not quite. Please try again. |  |
| <B7> You turn onto a street that’s been stripped down in order to be repaved. You’re expecting a rough ride, but to your surprise it feels almost as smooth as fresh asphalt. What technology makes this possible?  -Electromechanical power steering  -Aluminum Bodyshell  **-Standard adaptive damping suspension and optional Active Body Control**  <correct answer:> Excellent! SL owners have a choice of two superb suspensions to further tailor their car to their personal driving preferences.  Standard adaptive damping suspensionutilizes shock absorbers that are automatically and individually adjusted based on the road surface and the driver’s current driving style. Within 10 milliseconds, the shock absorbers can firm up during stronger body motions and relax during gentler motions. The driver is able to choose between Sport and Comfort modes.  This provides more stability and a sharper handling feedback during performance driving; a smooth, comfortable ride is provided during less aggressive driving.  And more performance-minded drivers can upgrade to the optional Active Body Control, or “ABC”—quite possibly the most advanced fully active suspension in production. ABC adapts instantly to driving conditions for crisp cornering with silky comfort, and automatically lowers the car as speed rises for added stability. It also allows the driver to select one of two Sport modes to tailor suspension movement to the driver’s style of driving.  <incorrect answer:> Sorry, please try again. | **<B7>** You turn onto a street that’s been stripped down in order to be repaved. You’re expecting a rough ride, but to your surprise it feels almost as smooth as fresh asphalt. What technology makes this possible?  -Electromechanical power steering  -Aluminum Bodyshell  **-Standard adaptive damping suspension and optional Active Body Control**  <correct answer:> Excellent! SL owners have a choice of two superb suspensions to further tailor their car to their personal driving preferences.  **Standard adaptive damping suspension**  Shock absorbers are automatically and individually adjusted based the on road surface and the driver’s current driving style. Within 10 milliseconds, the shock absorbers can firm up during stronger body motions and relax during gentler motions. The driver is able to choose between Sport and Comfort modes.  This provides more stability and a sharper handling feedback during performance driving; a smooth, comfortable ride is provided during less aggressive driving.  **Optional Active Body Control (ABC)**  Quite possibly the most advanced fully active suspension in production. It adapts instantly to driving conditions for crisp cornering with silky comfort, and automatically lowers the car as speed rises for added stability. It also allows the driver to select one of two Sport modes to tailor suspension movement to the driver’s style of driving.  <incorrect answer:> Sorry, please try again. |  |
| <B8> Whoops! A truck just passed by and splashed your windshield. What can help you clean that up without a blast of washer fluid that might get you wet if the top is down?  **-MAGIC VISION CONTROL**  -HANDS-FREE ACCESS  -Active Body Control  <Correct Answer:> MAGIC VISION CONTROL is a new, intelligent and highly efficient wiper/washer system, and another Mercedes-Benz innovation. Special laser-cut wiper blade dispense 88 tiny sprays of washer fluid just in front of the wiper blade during each directions of travel. Not only does this eliminate that blinding first blast of washer fluid, it greatly reduces the risk of overspray into the passenger compartment. The wiper blade is also heated. This limits snow and ice build-up on the blade in winter and allows warm washer fluid to be applied directly to the windshield for the first time, even in cold temperatures.  This gives the driver a perfectly clean windshield in most weather and temperatures, and takes away the fear of using the washers when the top is down.  <incorrect answer:> That wasn’t quite right. Please try again. | **<B8>** Whoops! A truck just passed by and splashed your windshield. What can help you clean that up without a blast of washer fluid that might get you wet if the top is down?  **-MAGIC VISION CONTROL**  -HANDS-FREE ACCESS  -Active Body Control  <Correct Answer:> **MAGIC VISION CONTROL** is a new, intelligent and highly efficient wiper/washer system, and another Mercedes-Benz innovation. Special laser-cut wiper blade dispense 88 tiny sprays of washer fluid just in front of the wiper blade during each directions of travel. Not only does this eliminate that blinding first blast of washer fluid, it greatly reduces the risk of overspray into the passenger compartment. The wiper blade is also heated. This limits snow and ice build-up on the blade in winter and allows warm washer fluid to be applied directly to the windshield for the first time, even in cold temperatures.  This gives the driver a perfectly clean windshield in most weather and temperatures, and takes away the fear of using the washers when the top is down.  <incorrect answer:> That wasn’t quite right. Please try again. |  |
| <B9> You’ve made it to the reception and just need to bring a present and some packages inside. But how will you unload the trunk and lock up with your hands full?  -MAGIC SKY CONTROL  -Rearview camera  **-HANDS-FREE ACCESS**  <correct answer:> That’s right! HANDS-FREE ACCESS, automatically opens or closes the trunk lid when the driver simply waves his or her foot in under the rear bumper, giving added convenience.  <incorrect answer:> That was incorrect. Please try again. | **<B9>** You’ve made it to the reception and just need to bring a present and some packages inside. But how will you unload the trunk and lock up with your hands full?  -MAGIC SKY CONTROL  -Rearview camera  **-HANDS-FREE ACCESS**  <correct answer:> That’s right! **HANDS-FREE ACCESS**, automatically opens or closes the trunk lid when the driver simply waves his or her foot in under the rear bumper, giving added convenience.  <incorrect answer:> That was incorrect. Please try again. |  |
| **Scene Description: Closing copy and prompt to continue** | | |
| <B10> Congratulations! You’ve gotten to the reception on time, and experienced the benefits of the most innovative performance and technology features of the SL550 along the way.  The 2013 SL-Class is next great leap in a proud tradition of innovation from Mercedes-Benz.  Now that you’ve learned about what’s under its beautiful aluminum bodywork, it’s time to learn what’s inside the cabin in our next module: Interior Highlights.  Click “next” when you’re ready to continue. | <B10> Congratulations! You’ve gotten to the reception on time, and experienced the benefits of the most innovative performance and technology features of the SL550 along the way.  The 2013 SL-Class is next great leap in a proud tradition of innovation from Mercedes-Benz.  Now that you’ve learned about what’s under its beautiful aluminum bodywork, it’s time to learn what’s inside the cabin in our next module: Interior Highlights.  Click “next” when you’re ready to continue. |  |
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