

Automobilwoche (Eltsville, Germany)

New development center: Daimler sets itself up in Silicon Valley

Daimler has set up a new R&D center for Infotainment and driver-assistance systems in Silicon Valley. The course is set for growth.



Sunnyvale, California – 20 November 2013. Daimler has opened a new center for research and development in North America. Previously the Mercedes-Benz Research & Development North America Inc. (MBRDNA) was located a few kilometers away in Palo Alto. With the move the Stuttgart auto-maker now has space to expand. “We were the first auto-maker with a research facility in Silicon Valley,” said Thomas Weber, Daimler’s research and development head. Already at that time Daimler recognized that not just computer science history was being written there but also the story of the future of the automobile.

The new headquarters will busy itself with networked infotainment and navigation solutions. A further focus will be the holistic design of the user experience. The department for the pre-development of driver-assistance systems will be much bigger than before. While the development for driver-assistance is focused just on the US market, this department will concentrate on autonomous driving. At present there are 300 workers at MBRDNA scattered in different places in the East and West of the USA. In some departments a doubling of the workforce is planned.

Daimler is expanding its international R&D centers. Early this year a new R&D center was opened in India. Also in China its capacity was expanded. “Through the optimal expansion and tight coordination of R&D centers in the entire world we are ensuring the long-term technical leadership of our vehicles and thus the competitive capability of the entire company,” Weber said.