

AUTOMOTIVE

## Daimler future proofs, heightens fuel cell technology development

January 4, 2019



*Mercedes-Benz GLC F-Cell. Image credit: Mercedes*

---

By STAFF REPORTS

German auto group Daimler and its Mercedes-Benz brand are focusing on the future of energy storage with the reorganization of its fuel cell technology subsidiaries.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

NuCellSys GmbH, Daimler's company that focuses on research and development in the field of fuel cell systems for vehicles, will now operate under the name Mercedes-Benz Fuel Cell GmbH. The company has developed the holistic fuel cell system for the Mercedes GLC F-Cell, a new electric vehicle.

### Energy storage

The repositioning will mean the fuel cell company will now be working closer with Daimler and Mercedes to better innovate in the automotive energy storage field.

Mercedes-Benz Fuel Cell GmbH will begin focusing on the Mercedes-Benz Citaro city bus and its electrification.

Public transportation is significantly behind in energy efficient transportation, and electrification could positively impact the planet. While Mercedes' Citaro FuelCELL Hybrids have shown success in public transit, the company is working on developing a fuel cell system that can be flexibly incorporated into the Group-wide electric modular system.

This way Daimler will be able to use the technology in other segments and in large volumes.



*Mercedes and Daimler look to the future with energy storage. Image credit: Mercedes*

"Fuel cell technology is an integral part of our drive system strategy," said Professor Christian Mohrdieck, head of Mercedes-Benz Fuel Cell GmbH, responsible for fuel cell drive system development at Daimler AG, in a statement. "Zero local CO2 emissions, long ranges and short refueling times, plus a wide range of applications from cars to buses, other large commercial vehicles and not least also for stationary applications make the technology a future-proof alternative.

"By changing the company name we are sending a clear signal and emphasizing the future relevance of fuel cell technology," he said. "We are also dovetailing more closely with Daimler AG."

Mercedes-Benz previously extended its eco-friendly impact beyond electric cars with the launch of a solar energy solution in 2017.

A joint offer between U.S. company Vivint Solar and Mercedes-Benz Energy has seen Mercedes' vehicle battery technology used to store solar energy in consumers' homes. As automakers put more focus on green technology for their cars, some are taking the concept beyond the road to have a broader effect ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.