

AUTOMOTIVE

Mercedes-Benz to invest \$2B in data, AI employee trainings by 2030

July 26, 2023



Participants will become qualified data specialists with the brand's sponsorship, as technology continues to transform the industry. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is upskilling its workforce.

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Announcing plans to train more than 600 employees worldwide this year, the brand's community is participating in targeted programs that will get team members up to speed on all things artificial intelligence (AI) and data. Participants will become qualified data specialists with the brand's sponsorship, as technology continues to transform the industry.

"Electrification, digitalization and rapid developments in artificial intelligence are fundamentally changing the working environment," said Jrg Burzer, member of the management board at [Mercedes-Benz Group AG](#), in a statement.

"That goes for production, too, which is why we urgently need more data specialists who are familiar with the production environment and furthermore have a strong grasp of digital tools and their interfaces," Mr. Burzer said. "And this is exactly where D.SHIFT, the qualification program for our production employees, comes in.

"It allows us to provide targeted support to digitally savvy people who have a high willingness to learn and change, and who are also familiar with our production processes."

Mercedes invests in AI education

As the first group of employees graduates from the brand's "Turn2Learn" pilot, Mercedes-Benz seeks to expand the initiative. The automaker intends to invest more than \$2 billion in this area by 2030.

The program leans into an increasingly digitalized landscape, qualifying its workforce for further shifts, considering the rapid rise of AI technology.

We are investing more than 2 billion worldwide in employee qualification until 2030. Over 600

employees are currently undergoing targeted training to become data and #AI specialists.

Learn more: <https://t.co/RlycQ2vEaY#MercedesBenz> pic.twitter.com/mqJ4w8zBQK

Mercedes-Benz (@MercedesBenz) July 25, 2023

Over 600 employees are currently engaged in Mercedes-Benz's two pilot programs, entitled "Data Worker" and "D.SHIFT," with recruits hailing from the company's administration and production-related departments. Turn2Learn additionally offers flexible, self-guided courses that can even lead to its respective students earning academic degrees.

The syllabi include topics such as "data science for beginners," "project management" and "cloud solution architect." By completing the courses, participants can be repositioned within the company based on goals defined at the beginning of their academic journey.

Moving forward with Turn2Learn, Mercedes-Benz is incorporating insights gained from past efforts, drawing on the more than 900,000 hours of training taken thus far during what has been a fruitful year for the company ([see story](#)).

"To successfully shape the company's transformation, we don't just need to have the right digital tools and generative AI applications in place within the company," said Sabine Kohleisen, member of the management board at Mercedes-Benz Group AG, in a statement.

"Of far greater importance is a team that both embraces change and constantly expands its digital skills," Ms. Kohleisen said. "The huge interest in courses offered by our Turn2Learn qualification initiative proves that we've got exactly this kind of team at Mercedes-Benz."

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