

# DAIMLER

Fact Sheet for Q1 2008

April 29, 2008

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## Stock Market Information

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Earnings per share (in EUR)</b>									
basic	1.74	2.07	(1.47)	0.82	1.71	0.01	1.29	1.89	-32%
diluted	1.72	2.06	(1.46)	0.82	1.70	0.01	1.29	1.88	-31%
continuing operations, basic	1.35	1.74	(0.97)	1.05	1.71	0.08	1.29	2.61	-51%
continuing operations, diluted	1.34	1.73	(0.96)	1.05	1.70	0.07	1.29	2.60	-50%
<b>Average number of shares outstanding</b>									
basic	1,043.2	1,021.4	1,053.1	1,022.8	1,026.4	1,025.9	998.0	1,028.7	-3%
diluted	1,054.6	1,025.2	1,060.5	1,025.7	1,035.4	1,031.4	1,002.8	1,038.7	-3%
<b>Number of shares outstanding</b>									
(at period end)									
adjusted for treasury stock	1,054.1	1,022.3	1,041.7	1,023.3	1,013.9	1,028.2	964.1	1,029.4	-6%
total shares outstanding	1,054.1	1,022.3	1,044.2	1,023.3	1,013.9	1,028.2	964.1*	1,029.4	-6%
<b>Share price Frankfurt</b>									
(at period end, in EUR)									
	68.59	38.63	70.64	39.41	66.50	46.80	54.15	61.40	-12%
<b>Share price New York</b>									
(at period end, in USD)									
	91.95	49.36	100.20	49.96	95.63	61.41	85.55	81.81	+5%
<b>Market capitalization Frankfurt</b>									
(at period end, in billions of EUR)									
	72.30	39.49	73.77	40.33	67.42	48.12	52.20	63.20	-17%
<b>Market capitalization New York</b>									
(at period end, in billions of USD)									
	96.93	50.46	104.63	51.12	96.96	63.14	82.48	84.21	-2%

\* As of April 4, 2008, following the cancellation of around 50 million shares bought back

## Key Figures and Ratios (continuing operations)

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Unit Sales</b> (in units)	516,366	536,639	536,973	514,257	575,353	556,541	503,816	460,281	+9%
<b>Revenue</b>	23,844	24,602	25,681	24,234	26,504	27,024	23,455	23,370	+0%
<b>EBIT</b>	2,134	2,374	1,891	1,823	1,393	550	1,976	3,292	-40%
<b>Net Profit, Group</b>	1,849	2,146	(1,533)	868	1,697	(12)	1,332	1,972	-32%
<b>Net Profit, continuing operations</b>	1,443	1,804	(1,003)	1,105	1,700	55	1,335	2,715	-51%
<b>Depreciation and amortization</b> (including amortization on capitalized development costs)	768	1,146	786	1,000	614	1,005	754	848	-11%
<b>R&amp;D expenditures total</b>	936	885	1,103	896	1,240	977	1,065	869	+23%
Expensed R&D costs	734	737	835	714	850	714	782	739	+6%
Capitalized development costs	202	148	268	182	390	263	283	130	+118%
<b>Amortization on capitalized development costs</b>	150	163	155	157	162	171	160	156	+3%
<b>Capital Expenditure</b> (Property, plant & equipment)	701	895	801	583	582	784	823	843	-2%

## Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Mercedes-Benz Cars</b>	320,151	325,501	337,348	307,483	364,627	337,355	318,285	271,058	+17%
<b>Daimler Trucks</b>	112,054	132,406	117,675	136,051	118,720	134,253	107,728	119,218	-10%
<b>Mercedes-Benz Vans</b>	73,823	65,574	72,576	58,812	80,971	72,785	68,626	61,703	+11%
<b>Daimler Buses</b>	10,338	10,295	9,374	8,620	11,035	9,437	9,177	8,302	+11%
<b>Daimler Group <sup>1)</sup></b>	516,366	536,639	536,973	514,257	575,353	556,541	503,816	460,281	+9%

1) Since Q1/2007 Mitsubishi vehicles manufactured and/or sold in South Africa by the Mercedes-Benz organisation are included at Mercedes-Benz Cars; for prior periods these vehicles were included only at Group level.

## Revenue

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Mercedes-Benz Cars</b>	12,558	12,497	14,077	12,581	13,725	14,395	12,497	12,070	+4%
<b>Daimler Trucks</b>	6,930	8,508	7,007	7,959	7,239	7,961	6,327	7,290	-13%
<b>Daimler Financial Services</b>	2,095	2,049	2,213	1,990	2,251	2,089	2,243	2,152	+4%
<b>Vans, Buses, Other</b>	3,376	3,272	3,557	3,127	4,308	3,598	3,448	2,882	+20%
of which <b>Mercedes-Benz Vans</b>	2,284	2,070	2,383	2,040	2,614	2,259	2,335	2,060	+13%
of which <b>Daimler Buses</b>	1,076	1,099	990	949	1,471	1,216	919	813	+13%
<b>Reconciliation</b>	(1,115)	(1,724)	(1,173)	(1,423)	(1,019)	(1,019)	(1,060)	(1,024)	-4%
<b>Daimler Group</b>	23,844	24,602	25,681	24,234	26,504	27,024	23,455	23,370	+0%

## Earnings Before Interest and Taxes (EBIT)

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Mercedes-Benz Cars</b>	1,204	690	1,331	850	1,426	978	1,152	792	+45%
<b>Daimler Trucks</b>	601	585	480	565	512	279	403	528	-24%
<b>Daimler Financial Services</b>	220	220	87	221	109	147	168	214	-21%
<b>Vans, Buses, Other</b>	257	1,121	319	341	(492)	(501)	371	1,872	-80%
of which <b>Mercedes-Benz Vans</b>	-	-	-	-	-	-	186	-	-
of which <b>Daimler Buses</b>	-	-	-	-	-	-	75	-	-
<b>Reconciliation</b>	(148)	(242)	(326)	(154)	(162)	(353)	(118)	(114)	-4%
<b>Daimler Group</b>	2,134	2,374	1,891	1,823	1,393	550	1,976	3,292	-40%

## Special Reporting Items effecting EBIT

		2nd Quarter		3rd Quarter		4th Quarter		1st Quarter	
		2007	2006	2007	2006	2007	2006	2008	2007
(in millions of EUR)									
Mercedes-Benz Cars	Financial support for suppliers	-	-	-	-	-	-	-	(82)
	Discontinuation of smart forfour	-	(13)	-	40	-	9	-	-
	Headcount reductions in the context of CORE	-	(20)	-	(47)	-	(16)	-	-
	Expenses relating to new early retirement contracts	-	-	-	-	-	(216)	-	-
Daimler Trucks	Adjustment of pension plans / healthcare obligations	-	-	-	-	86	(161)	-	-
	Disposal of real-estate properties in Japan	68	-	-	-	10	-	-	-
	Expenses relating to early retirement contracts	-	-	-	-	-	(134)	-	-
	Disposal of the off-highway business	-	-	-	-	-	13	-	-
Vans, Buses, Other	Gain / expense relating to the transfer of shares in EADS	(39)	814	37	4	12	(241)	102	1,563
	Restructuring program at EADS	-	-	-	-	-	-	-	(114)
	Expenses relating to restructuring and UAW contract (Q4 2008) at Chrysler	-	-	-	-	(322)	-	(94)	-
	Impairment of rights due to reduced residual values of Chrysler vehicles	-	-	-	-	-	-	(151)	-
	Disposal of real-estate properties	-	-	-	86	73	185	449	-
	Disposal of the off-highway business	-	-	-	-	-	15	-	-
	Expenses relating to early retirement contracts	-	-	-	-	-	(29)	-	-
Recon.	New management model	(42)	(137)	(67)	(47)	(96)	(165)	(45)	(51)

## Mercedes-Benz Cars Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Mercedes-Benz Cars</b>	320,151	325,501	337,348	307,483	364,627	337,355	318,285	271,058	+17%
<b>Western Europe</b>	208,570	209,729	198,493	190,878	212,607	204,114	178,474	159,487	+12%
of which <b>Germany</b>	89,680	90,862	87,823	86,155	93,192	100,553	73,813	72,165	+2%
<b>NAFTA</b>	56,785	71,258	73,770	66,790	85,899	80,039	73,779	59,608	+24%
of which <b>USA</b>	50,091	65,069	68,047	61,588	78,982	73,599	67,219	54,669	+23%
<b>Japan</b>	8,999	11,597	12,299	11,291	14,722	12,414	9,474	10,311	-8%
<b>Rest of World</b>	45,797	32,917	52,786	38,524	51,399	40,788	56,558	41,652	+36%
of which Mitsubishi products manufactured and/or sold in South Africa	2,782	n/a	2,420	n/a	2,430	n/a	3,079	2,434	+26%

## Mercedes-Benz Cars Retail Sales\*

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Mercedes-Benz Cars</b>	330,935	332,286	324,605	306,961	343,559	326,447	318,691	286,764	+11%
<b>Western Europe</b>	208,246	211,101	196,522	190,318	201,663	200,736	189,133	171,062	+11%
of which <b>Germany</b>	88,701	90,851	88,201	84,839	93,280	103,020	74,068	71,667	+3%
<b>NAFTA</b>	69,440	70,173	68,012	67,686	79,562	76,760	67,587	61,274	+10%
of which <b>USA</b>	62,333	63,775	62,078	62,130	72,974	70,861	61,182	56,048	+9%
<b>Japan</b>	9,472	13,070	12,113	11,858	11,728	11,447	11,259	11,991	-6%
<b>Rest of World</b>	43,777	37,942	47,958	37,099	50,606	37,504	50,712	42,437	+19%

\*) Excluding the Mitsubishi vehicles produced and/or sold in South Africa

## Mercedes-Benz Cars Market Shares\*

(in %)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change in % pts
<b>Western Europe</b>	4.5	4.5	4.9	4.9	4.8	4.8	4.5	4.2	+0.3
of which <b>Germany</b>	10.2	9.7	10.7	9.8	9.9	10.3	10.7	10.6	+0.1
<b>USA</b>	1.5	1.5	1.5	1.5	2.0	1.9	1.7	1.5	+0.2
<b>Japan</b>	1.0	1.2	1.2	1.0	1.2	1.0	0.8	0.9	-0.1

\* Mercedes-Benz Passenger Cars excluding smart

## Daimler Trucks Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Daimler Trucks *</b>	112,054	132,406	117,675	136,051	118,720	134,253	107,728	119,218	-10%
<b>Western Europe *</b>	21,203	22,751	21,922	22,329	25,685	21,913	16,740	18,855	-11%
of which <b>Germany *</b>	9,019	9,991	10,229	10,717	12,933	10,027	6,722	8,825	-24%
<b>NAFTA</b>	23,784	46,861	22,299	49,265	22,014	46,579	26,241	45,952	-43%
of which <b>USA</b>	18,836	40,994	18,039	42,613	17,732	40,564	21,204	40,042	-47%
<b>Latin America</b> (excl. Mexico)	14,113	10,569	14,542	9,770	13,345	10,424	13,294	11,017	+21%
<b>Asia</b>	36,329	36,855	38,782	39,733	38,723	38,714	35,713	29,124	+23%
of which <b>Japan</b>	14,415	18,440	13,653	19,159	11,670	19,037	9,745	14,254	-32%
<b>Rest of World</b>	16,625	15,370	20,130	14,954	18,953	16,623	15,740	14,270	+10%

\* Adjusted for Sprinter vans produced by Trucks NAFTA until the end of 2006.

Sprinter vans		6,154		5,854		2,895			
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## Daimler Trucks Retail Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Daimler Trucks</b>	118,887	126,666	119,079	136,309	120,039	134,171	104,757	113,704	-8%
<b>Western Europe</b>	19,988	22,174	22,560	22,122	26,070	22,200	16,802	18,601	-10%
of which <b>Germany</b>	9,018	10,021	10,230	10,754	12,933	9,992	6,722	8,777	-23%
<b>NAFTA</b>	31,464	47,354	23,740	44,937	23,081	45,842	23,698	41,200	-42%
of which <b>USA</b>	25,381	41,604	19,330	38,856	18,905	39,931	19,306	36,220	-47%
<b>Latin America</b> (excl. Mexico)	14,114	10,346	14,546	10,169	13,341	10,429	13,257	11,019	+20%
<b>Asia</b>	36,501	32,029	38,917	44,735	38,854	38,877	35,706	29,209	+22%
of which <b>Japan</b>	14,415	13,677	13,653	23,922	11,670	19,037	9,745	14,254	-32%
<b>Rest of World</b>	16,820	14,763	19,316	14,346	18,693	16,823	15,294	13,675	+12%

## Daimler Trucks Incoming Orders

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Daimler Trucks</b>	109,949	142,355	109,880	115,465	142,988	117,716	122,073	108,686	+12%
<b>Western Europe</b>	24,527	24,838	23,929	17,855	34,734	22,611	24,286	30,774	-21%
of which <b>Germany</b>	10,772	11,004	9,096	8,767	17,939	11,076	11,812	14,078	-16%
<b>NAFTA</b>	14,976	52,491	16,450	31,900	31,200	31,562	26,766	14,987	+79%
of which <b>USA</b>	12,250	44,226	13,513	28,458	25,955	26,885	20,991	11,663	+80%
<b>Latin America</b> (excl. Mexico)	13,196	10,135	13,408	11,414	14,344	10,649	11,099	11,003	+1%
<b>Asia</b>	34,734	37,004	32,827	36,507	38,756	32,383	38,285	30,987	+24%
of which <b>Japan</b>	14,150	20,347	11,329	19,051	11,188	14,211	10,845	14,148	-23%
<b>Rest of World</b>	22,516	17,887	23,266	17,789	23,954	20,511	21,637	20,935	+3%

## Daimler Trucks Market Shares

(in %)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change in % pts
<b>Trucks Europe / Latin America</b>									
(Mercedes-Benz)									
<b>Western Europe</b> <small>MDT/HDT</small>	21.4	21.2	21.7	22.1	22.9	22.9	18.3	19.3	-1.0
<b>Germany</b> <small>MDT/HDT</small>	38.4	38.2	38.7	42.5	42.8	41.4	33.9	36.7	-2.8
<b>Brazil</b> <small>MDT/HDT</small>	31.8	31.8	30.8	31.1	29.8	31.8	30.6	30.9	-0.3
<b>Trucks NAFTA</b>									
(Freightliner/Sterling/Western Star)									
<b>NAFTA Class 8</b>	36.6	34.0	30.0	32.8	27.0	32.3	29.7	38.6	-8.9
<b>NAFTA Class 5-7</b>	22.5	22.3	22.3	20.0	20.6	21.7	24.3	27.3	-3.0
<b>Trucks Asia</b>									
<b>Japan Trucks Total</b>	23.8	23.6	25.0	25.7	22.9	28.5	20.3	22.2	-1.9

## Vans, Buses, Other Market Data

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2007	2006	2007	2006	2007	2006	2008	2007	Change
<b>Mercedes-Benz Vans</b>									
<b>Wholesales</b> (in units)	73,823	65,574	72,576	58,812	80,971	72,785	68,626	61,703	+11%
<b>Retail sales</b> (in units)	74,635	68,532	73,518	59,254	77,697	72,655	66,716	62,356	+7%
<b>Market shares</b> (in percent)									
<b>Western Europe</b> midsize/large	15.9	15.8	16.7	16.2	16.6	16.3	16.3	16.1	+0.2 pts.
<b>Germany</b> midsize/large	24.8	24.5	28.9	26.7	25.6	27.3	26.8	25.2	+1.6 pts.
<b>Daimler Buses</b>									
<b>Wholesales</b> (in units)	10,338	10,295	9,374	8,620	11,035	9,437	9,177	8,302	+11%
<b>Retail sales</b> (in units)	10,338	10,295	9,374	8,620	11,035	9,437	9,177	8,302	+11%
<b>Market shares</b> (in percent)									
<b>Western Europe</b> heavy	23.8	24.5	24.1	25.5	30.8	25.9	31.7	26.3	+5.4 pts.
<b>Germany</b> heavy	46.2	49.7	55.4	58.6	66.9	57.1	56.7	51.8	+4.9 pts.