

February 5, 2013

Mercedes-Benz starts the year with a 9.2% rise in sales

- **Dr Joachim Schmidt:**
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 - **“With the new E-Class family and the new S-Class we are launching our model initiative for the high-end and luxury segment in 2013.”**

Stuttgart – Mercedes-Benz has started the new year with record sales. The brand with the star sold a total of 94,895 units worldwide in January, a gain of 9.2%. This growth in sales was driven by strong sales in the United States as well as in China and Russia. Despite challenging market conditions, Mercedes-Benz also saw further growth in Western Europe, where the new A-Class and B-Class in particular continued to generate substantial customer interest. Moreover, Mercedes-Benz SUVs were again a significant source of growth worldwide.

“Following the record figures achieved in 2012, our sales for January represent a strong start to the new year,” said Dr Joachim Schmidt, Executive Vice President of Sales and Marketing, Mercedes-Benz Cars. “We are optimistic about 2013, although we need to be

prepared for market volatility particularly in Western Europe over the months to come. We see growth potential especially in North America as well as in Japan, China and Russia.”

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The company expects various new products to provide further momentum especially from mid-2013. Dr Schmidt: “With the new E-Class family and the new S-Class we are launching our model initiative for the high-end and luxury segment in 2013. Our compact four-door coupe, the CLA, was met with an enthusiastic response when we presented it in Detroit a few weeks ago.”

In the NAFTA region last year's extremely positive sales trend has continued. In its currently largest market, the US, Mercedes-Benz delivered 22,501 vehicles (+10.8%) to customers in January, thus reaching record levels and clearly outperforming the market for premium vehicles. It also achieved record sales in Mexico, up by 32.6%.

China (incl. Hong Kong) achieved a new sales record in January, with 16,695 units delivered (+15.4%). Mercedes-Benz also had a highly positive start to the year in the Asia/Pacific region (+15.9%), Japan (+9.8%) and Russia (+26.6%).

Contrary to the strongly declining total market in Germany (-8.6%), sales of Mercedes-Benz last month was on the previous year's level (12,541 u., -0.7%). With this Mercedes-Benz secured once again the market leadership in Germany and gained significant market share. Also in Western Europe (excluding Germany), the brand asserted its position against the market trend by selling 22,331 vehicles, a gain of 3.5%. The increase in sales was particularly strong in the United Kingdom (+8.9%) and France (+17.5%).

The new compact cars from Mercedes-Benz continue to perform well. Last year, the A-Class celebrated the most successful market introduction in the company's history and more B-Class vehicles

have been sold than ever before with a gain of 51.2% (145.649 u.). The previous record set in 2006 was thus outdone by 11.4%. This trend continues in 2013. In January a total of 20,587 new A-Class and B-Class cars have been handed over to customers. Sales therefore rose by more than a half to reach a record high level (+58.5%). The popularity of these cars was confirmed by the award of the A-Class "Gelber Engel" (Yellow Angel): Just recently the members of the General German Automobile Association (ADAC) voted it the most popular car of the Germans. Only a few months before the launch of the new Mercedes-Benz E-Class family, the current models remain popular: Of the sedan alone, 13,448 units have been delivered to customers in January (+4.8%). In the S-Class segment Mercedes-Benz sold 5,310 cars last month (January 2012: 5,826 u.) despite the fact that the luxury sedan is also about to undergo a model change-over this year. The Mercedes-Benz SUVs put in another excellent performance, achieving record sales of 24,228 units in January (+33.3%). The main drivers of growth were the GLK (+41.5%), the GL (+24.7%) and the G-Class (+78.7%).

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Now in its seventh year, the smart fortwo remains a highly popular car, with sales of the two-seater in January amounting to 7,285 cars (January 2012: 7,605 u.). This compact urban runabout generated particularly encouraging growth in the domestic market and in China (incl. Hong Kong). Also the smart electric drive saw strong demand. In 2012, more than 1,000 electric smart have been produced and delivered to customers. Thus smart was market leader in 2012 among the all battery-electric passenger cars in Germany.

Retail Sales Mercedes-Benz Cars in January 2013

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	January 2013	January 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	94,895	86,921	+ 9.2 %	94,895	86,921	+ 9.2 %
of which: A-/B-Class	20,587	12,990	+ 58.5 %	20,587	12,990	+ 58.5 %
C-/SLK-Class	24,404	28,981	- 15.8 %	24,404	28,981	- 15.8 %
E-Klasse/CLS-Class	20,355	20,928	- 2.7 %	20,355	20,928	- 2.7 %
S-/CL-/SL-Class/ SLS/Maybach	5,321	5,845	- 9.0 %	5,321	5,845	- 9.0 %
M-/R-/GLK-/GL-/ G-Class	24,228	18,177	+ 33.3 %	24,228	18,177	+ 33.3 %
smart	7,285	7,605	- 4.2 %	7,285	7,605	- 4.2 %
Mercedes-Benz Cars	102,180	94,526	+ 8.1 %	102,180	94,526	+ 8.1 %
Western Europe (incl. Germany)	39,748	39,396	+ 0.9 %	39,748	39,396	+ 0.9 %
of which: Germany	14,539	14,477	+ 0.4 %	14,539	14,477	+ 0.4 %
NAFTA	25,440	23,352	+ 8.9 %	25,440	23,352	+ 8.9 %
of which: USA	22,982	20,802	+ 10.5 %	22,982	20,802	+ 10.5 %
Asia/Pacific	28,907	25,117	+ 15.1 %	28,907	25,117	+ 15.1 %
of which: Japan	2,390	2,172	+ 10.0 %	2,390	2,172	+ 10.0 %
of which: China (incl. Hongkong)	18,221	15,927	+ 14.4 %	18,221	15,927	+ 14.4 %

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a worsening of the sovereign-debt crisis in the euro zone; a deterioration of our funding possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labor strikes, or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook of companies in which we hold a significant equity interest, most notably EADS; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk Report” in Daimler’s most recent Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward looking statements. Any forward-looking statement speaks only as of the date on which it is made.

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If you have any questions, please contact our Investor Relations Team:

Dr. Michael Mühlbayer

Tel. +49/711-17-93139
Michael.Muehlbayer@daimler.com

Bjoern Scheib

Tel. +49/711-17-95256
Bjoern.Scheib@daimler.com

Lutz Deus

Tel. +49/711-17-92261
Lutz.Deus@daimler.com

Alexander Vollmer

Tel. +49/711-17-97778
Alexander.Vollmer@daimler.com

Rolf Bassermann

Tel. +49/711-17-95277
Rolf.Bassermann@daimler.com

Julian Krell

Tel. +49/711-17-99320
Julian.Krell@daimler.com

Dr. Stephan Georg Schön

Tel. +49/711-17-95361
Stephan_Georg.Schoen@daimler.com