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Mercedes-Benz sells 90,083 vehicles in February

Stuttgart - Mercedes-Benz has delivered 90,083 units (p.y. 95,647 units) to customers in February and thus sold as many cars as never before since the beginning of the year (184,978 units, +1.3%). Sales in the last month were particularly high in the USA, Russia and in Japan. In Germany and Western Europe, Mercedes-Benz developed better than the overall market. In China (incl. Hong Kong), sales were considerably weaker compared to the same month in the previous year due to basic effects. Among the model series, the brand's SUVs met with great customer interest. In addition, customers are enjoying the new Mercedes-Benz compacts in growing numbers.

“Our new models, and especially the SUVs and the compacts, met with an excellent response among our customers also in February. This year, we are continuing our model offensive with the CLA and the new E- and S-Class – three vehicles our customers are looking forward to with great anticipation and with what we aim for yet another record year in 2013“, said Dr Joachim Schmidt, Vice President Sales and Marketing. “We have significantly increased our sales in North and South America, as well as in other growth markets like Japan or Russia. In February, we were also above the market in Germany and Western Europe. Globally, we were not able to reach the high level of the previous year due to basic effects in China, however. “

In the NAFTA region (+18.0%), Mercedes-Benz again posted a record month. In the USA, the brand with the star grew by 21.9% in February with a record of 22,040 vehicles, thus being the premium manufacturer with the highest registrations since the beginning of the year. The company also achieved a new sales record in Mexico (+13.3%).

In the Asia/Pacific region, the markets of Japan (+13.2%), South Korea (+6.8%) and Australia (+30.8%) provided a strong impetus for sales. In China (incl. Hong Kong), where the one-week Chinese New Year was celebrated in February instead of January as it was last year, sales totalled 10,134 vehicles after a very strong performance in the same month of the previous year (p.y. 19,205 units). With the new integrated sales company Beijing Mercedes-Benz Sales Service Co., Ltd., which officially became operational at the beginning of March, Mercedes-Benz set the course for sustainable growth in this key market.

Sales continued to develop positively on the Russian market: Here, a new sales record of 3,055 vehicles was achieved (+17.3%). Turkey even saw nearly twice as many vehicles sold than in the same month of the previous year (+95.0%). In the Middle East region Mercedes-Benz once again delivered more vehicles than in February 2012 (+8.9%).

In the strongly declining German market (-10.3%), the brand in February developed better than the overall market and grew its market share to nearly 10% since the beginning of the year. Thus, Mercedes-Benz was the premium manufacturer with the highest vehicle registrations in Germany also in February. Last month, the company there sold 15,321 vehicles (p.y. 17,993 units). In Western Europe (without Germany), Mercedes-Benz continued to drive forward against the negative market trend, gaining market shares. At 19,773 units, February sales were over the previous year's level (+0.4%). In Great Britain, the second largest market for

Mercedes-Benz in Western Europe, the brand increased the February sales by 10.6% and thus secured the market leadership.

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Among the Mercedes-Benz model series, the new compacts did also very well with customers in February: The sales of 22,143 A- and B-Class vehicles were 41.4% over the sales in the same month of the previous year. To enable meeting the high customer demand for the A-Class and B-Class on a continuous basis, 21 special shifts have already been planned for the Rastatt plant for this year. In the Kecskemét plant (Hungary), where the B-Class and the CLA are being produced, there will be additional shifts for all Saturdays starting in April. The CLA, which was just presented at the Geneva Motor Show, will appeal to a very new, young class of buyers. The compact four-door coupe will be launched in April.

The SUVs of Mercedes-Benz are also enjoying unbroken popularity. Sales of SUVs with the star totalled 22,264 vehicles (+33.5%), with new sales records posted, among others, by the GLK (+46.9%), the G-Class (+110.3%) and the M-Class (+26.3%). The Tuscaloosa plant (USA) will put in 14 additional shifts for M- and GL-Class production on Saturdays this year to enable meeting the demand for these vehicles.

The smart fortwo sold 7,837 times in February (p.y. 8,426 units) also under the sign of the effects from its third-largest market China. On the other hand, the urban run-about enjoyed great popularity, particularly in Great Britain (+29.1%) and Germany (+14.6%). With the smart fortwo electric drive smart remains market leader among electric vehicles on its home market.

Retail Sales Mercedes-Benz Cars in February 2013

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	February 2013	February 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	90,083	95,647	- 5.8 %	184,978	182,568	+ 1.3 %
of which: A-/B-Class	22,143	15,655	+ 41.4 %	42,730	28,645	+ 49.2 %
C-/SLK-Class	24,563	28,431	- 13.6 %	48,967	57,412	- 14.7 %
E-Class/CLS-Class	16,831	24,855	- 32.3 %	37,186	45,783	- 18.8 %
S-/CL/SL-Class/ SLS/Maybach	4,282	10,027	- 57.3 %	9,603	15,872	- 39.5 %
M-/R-/GLK-/GL-/ G-Class	22,264	16,679	+ 33.5 %	46,492	34,856	+ 33.4 %
smart	7,837	8,426	- 7.0 %	15,122	16,031	- 5.7 %
Mercedes-Benz Cars	97,920	104,073	- 5.9 %	200,100	198,599	+ 0.8 %
Western Europe (incl. Germany)	40,647	43,376	- 6.3 %	80,395	82,772	- 2.9 %
of which: Germany	17,753	20,115	- 11.7 %	32,292	34,592	- 6.6 %
NAFTA	25,465	21,739	+ 17.1 %	50,905	45,091	+ 12.9 %
of which: USA	22,823	18,849	+ 21.1 %	45,805	39,644	+ 15.5 %
Asia/Pacific	22,591	30,960	- 27.0 %	51,498	56,077	- 8.2 %
of which: Japan	3,371	2,980	+ 13.1 %	5,761	5,152	+ 11.8 %
of which: China (incl. Hongkong)	11,231	20,664	- 45.6 %	29,452	36,591	- 19.5 %

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; 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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