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Mercedes-Benz in March posts best sales month in the company's history

Stuttgart - Mercedes-Benz delivered 139,920 vehicles to customers in the month of March, more than in any previous month (+6.5%). Thus, first-quarter sales were 3.5% higher than in the same period of the previous year (324,898 units). Despite the difficult start of the European automotive market into 2013 that remained below expectations, Mercedes-Benz was able to keep the previous years' level and to gain market shares in Western Europe. This was due to the great success of the new compact cars. In the same period, the brand with the star posted strong months particularly in the NAFTA region, Russia and Japan. Therefore, Mercedes-Benz was the most registered premium manufacturer in Japan and the USA as well as in Germany. In China, the first quarter was affected by the reorganization of the sales structures and the upcoming model changeovers. Among the model series, increases were posted in particular by the new compacts and the SUVs.

“Our sales developed very positively in March, so that we again topped the strong result of the previous year and have posted the best month in our company’s history to date. We have never sold as many vehicles in a single month“, said Dr. Joachim Schmidt, Vice President Sales and Marketing. “With strong gains in the USA and in many new growth markets, we were able to balance out

weakening European markets and the sales decrease in China and have posted yet another sales record in the first quarter.”

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In the NAFTA region, Mercedes-Benz saw the strongest first quarter in the company's history with sales of 78,193 units (+11.3%). In the USA, 69,187 vehicles were handed over to customers since January (+12.5%), which makes Mercedes-Benz into the most frequently registered premium manufacturer since the start of the year. The company also achieved a new sales record in Mexico with growth of one fifth (+20.7%) compared to the same period in the previous year.

In the Asia/Pacific region, first-quarter sales were particularly strong in Japan (+12.4%), South Korea (+15.5%), Taiwan (+16.0%) and Australia (+37.2%). In Japan, no other importer of premium vehicles delivered more vehicles to customers than Mercedes-Benz. In China (incl. Hong Kong) sales went up in March (+5.4%), however, the first quarter was strongly affected by the reorganization of the sales structures and the upcoming model change-overs and thus lagged behind (45,440 units, p.y. 51,328 units). The initiated measures combined with the introduction of the new models are designed to ensure sustained profitable sales growth in the medium-term. On the Russian market, the positive sales trend continued: Here, Mercedes-Benz achieved a new sales record with 8,595 vehicle deliveries since the beginning of the year (+20.7%). The brand also posted an excellent first quarter in Turkey (+78.1%) and in the Middle East region (+9.9%).

Defying the strongly declining market (-7.9%), Mercedes-Benz managed to grow sales and gain market shares in Western Europe (without Germany), and posted a plus of 3.9% compared to the same period in the previous year with 81,219 units sold from January to March. The good result was attributable mainly to the growth in Belgium (+25.1%) and Great Britain (+13.3%). In the strongly regressive German market (-12.9%) Mercedes-Benz posted first-quarter sales of 53,144 units (p.y. 56,552 units), expanded its

market share and thus maintained its position as the most registered premium manufacturer.

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Among the model series of the Mercedes-Benz brand, the new compacts performed particularly well in the first quarter, with deliveries of 77,044 units to A-Class and B-Class customers from January to March (+49.4%). A week ago, Mercedes-Benz presented the purely electric version of the B-Class at the International Auto Show in New York. Customers in the USA will be able to order the B-Class Electric Drive from the autumn of 2013 onwards.

The SUVs with the star continued their satisfactory development with worldwide sales of 77,227 units in the first quarter (+30.6%). New sales records were posted by the GLK (+40.2), the GL (+33.5%) and the G-Class (+70.3%). The same applies to the M-Class (+27.6%) which, moreover, was the market leader in its segment worldwide.

The smart fortwo sold 25,632 times from January to March (p.y. 26,975 units). The compact runabout managed to dodge its life cycle effect, especially on the domestic market Germany and in Great Britain, and remained here constant at the previous year's level in the first quarter.

Retail Sales Mercedes-Benz Cars in March 2013

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	March 2013	March 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	139,920	131,334	+ 6.5 %	324,898	313,902	+ 3.5 %
of which: A-/B-Class	34,314	22,911	+ 49.8 %	77,044	51,556	+ 49.4 %
C-/SLK-Class	41,236	42,248	- 2.4 %	90,203	99,660	- 9.5 %
E-Class/CLS-Class	27,386	34,140	- 19.8 %	64,572	79,923	- 19.2 %
S-/CL/SL-Class/ SLS/Maybach	6,249	7,775	- 19.6 %	15,852	23,647	- 33.0 %
M-/R-/GLK-/GL-/ G-Class	30,735	24,260	+ 26.7 %	77,227	59,116	+ 30.6 %
smart	10,510	10,944	- 4.0 %	25,632	26,975	- 5.0 %
Mercedes-Benz Cars	150,430	142,278	+ 5.7 %	350,530	340,877	+ 2.8 %
Western Europe (incl. Germany)	71,438	70,349	+ 1.5 %	151,833	153,121	- 0.8 %
of which: Germany	28,102	29,088	- 3.4 %	60,394	63,680	- 5.2 %
NAFTA	30,097	28,042	+ 7.3 %	81,002	73,133	+ 10.8 %
of which: USA	25,575	24,133	+ 6.0 %	71,380	63,777	+ 11.9 %
Asia/Pacific	37,257	33,840	+ 10.1 %	88,755	89,917	- 1.3 %
of which: Japan	6,374	5,619	+ 13.4 %	12,135	10,771	+ 12.7 %
of which: China (incl. Hongkong)	20,597	19,532	+ 5.5 %	50,049	56,123	- 10.8 %

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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