

May 6, 2013

## **Mercedes-Benz raises April sales by 11.7% to a new record high**

**Stuttgart - Mercedes-Benz delivered 116,566 vehicles to customers in April (+11.7%), more than in any previous April. Unit sales since the beginning of the year totaled 441,464 vehicles (+5.6%). The brand with the star was able to grow strongly, especially in the NAFTA region, Russia and the Asian markets. In April, Mercedes-Benz also posted double-digit sales in Europe, gained market shares, and secured its market leadership in several markets at the same time. On the domestic market Mercedes-Benz maintained its position as the premium manufacturer with the highest new vehicle registrations, holding a market share of 9.6% in April and 9.4% per April. The new Mercedes-Benz compacts and SUVs posted significant new growth and the launches of the new E-Class models and the CLA were very successful.**

„April was a very successful month for the Mercedes-Benz brand. We again posted new records in many growth markets and are thus continuing the positive sales trend“, said Dr. Joachim Schmidt, Executive Vice President Mercedes-Benz Cars Sales and Marketing. „We are particularly pleased that we are growing in the difficult market environment in Europe and have gained market shares in many markets. Our new products are enjoying an excellent response

from our customers, and we are already feeling the first sales impetus from the new E-Class and the CLA.“

page 2

Mercedes-Benz sold 56,988 vehicles in Europe in April, thus achieving growth of 11.8%. The brand posted significant gains particularly in Russia (+18.1%) and Turkey (+78.5%), as well as in the UK (+14.5%), France (+19.8%) and Belgium (+11.1%). Also in Germany the brand with the star posted growth (+6.3%) and secured its market leadership among the premium manufacturers with a market share of 9.6% in April.

In the USA, Mercedes-Benz again posted a new sales record with 23,635 vehicles sold (+5.8%) and was once more the premium manufacturer with the highest new vehicle registrations. April sales also moved very strongly in Latin America with more than twice as many vehicles sold than in the same month of the prior year.

The growth in the Asia/Pacific region was driven mainly by Japan (+47.3%) and South Korea (+42.4%). The start into the second quarter was also positive in China (incl. Hong Kong), where Mercedes-Benz posted 10.7% growth with sales of 16,241 units, thus continuing the positive trend of the preceding month.

Among the model series of the Mercedes-Benz brand, the new compacts continued to sell especially well with deliveries of 107,488 units of the A-Class, B-Class and the CLA (+52.0%) since the beginning of the year. The A-Class celebrated its market premiere at the Shanghai Auto Show in China two weeks ago and is now also available on the Chinese market. The popularity of the A-Class on its domestic market was proven in April by a poll of the Europe-wide online car market AutoScout24. About 223,000 users in eight European countries voted and elected the Mercedes-Benz A-Class the “Best Car” from 55 new releases in 2012. The third model of the new compacts, the CLA, had its launch in mid April amidst enthusiastic customer reviews. With the coupe’s positioning as a

sports car, Mercedes-Benz is targeting a young, lifestyle-oriented target group to attract new customers for the brand with the star.

page 3

The new E-Class also celebrated its premiere at European dealers few weeks ago and is meeting with an excellent response from customers. Overall, 17,379 E-Class sedans and estates were sold in April (+4.3%). The CLS also posted significant gains (+6.5%) and was the market leader in its comparative class in April.

The demand for the SUVs with the star is consistently high. Since January, 103,492 units were delivered to customers, 28.5% more compared to the prior-year period. The SUVs set yet another sales record in April (26,265 units, +22.5%).

The compact two-seater smart delivered 34,372 units to customers since the beginning of the year (prior year: 36,532 units). In its seventh year of sales, it is thus nearly constant at the prior-year level. In April, the Chinese government gave the go-ahead for the smart electric drive, which made smart the first European importer to offer a fully electric vehicle in the Middle Kingdom. In Germany, the smart electric drive advanced in a record short time to become the market leader among the pure battery-electric vehicles (BEVs).

## Retail Sales Mercedes-Benz Cars in April 2013

Seite 4

	April 2013	April 2012	Change in %	YTD 2013	YTD 2012	Change in %
<b>Mercedes-Benz</b>	116,566	104,344	+ 11.7 %	441,464	418,246	+ 5.6 %
of which: A-/B-/CLA-Class	30,444	19,182	+ 58.7 %	107,488	70,738	+ 52.0 %
C-/SLK-Class	29,522	33,039	- 10.6 %	119,725	132,699	- 9.8 %
E-/CLS-Class	24,463	24,511	- 0.2 %	89,035	104,434	- 14.7 %
S-/CL/SL-Class/ SLS/Maybach	5,872	6,175	- 4.9 %	21,724	29,822	- 27.2 %
M-/R-/GLK-/GL-/ G-Class	26,265	21,437	+ 22.5 %	103,492	80,553	+ 28.5 %
<b>smart</b>	8,740	9,557	- 8.5 %	34,372	36,532	- 5.9 %
<b>Mercedes-Benz Cars</b>	125,306	113,901	+ 10.0 %	475,836	454,778	+ 4.6 %
<b>Europe (incl. Germany)</b>	63,452	57,859	+ 9.7 %	231,241	224,071	+ 3.2 %
of which: Germany	26,676	25,530	+ 4.5 %	87,070	89,210	- 2.4 %
<b>NAFTA</b>	27,769	26,864	+ 3.4 %	108,771	99,997	+ 8.8 %
of which: USA	24,302	23,100	+ 5.2 %	95,682	86,877	+ 10.1 %
<b>Asia/Pacific</b>	29,182	25,835	+ 13.0 %	117,937	115,752	+ 1.9 %
of which: Japan	2,785	1,881	+ 48.1 %	14,920	12,652	+ 17.9 %
of which: China (incl. Hongkong)	17,427	16,129	+ 8.0 %	67,476	72,252	- 6.6 %

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.

Further Investor Relations information on Daimler is available on the Internet via [www.daimler.com/investors](http://www.daimler.com/investors) and on handhelds via [www.daimler.mobi/ir](http://www.daimler.mobi/ir).

page 5

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