

June 5, 2013

## **Mercedes-Benz continues on growth course in May**

**Stuttgart – Mercedes-Benz again grew its unit sales in May with vehicle deliveries to customers that are unprecedented for the month of May (121,360 units, +7.3%). The Stuttgart based manufacturer also posted a new sales record for the period since the beginning of the year with 562,824 units sold (+5.9%). The brand with the star grew strongly, especially in the NAFTA region, Russia and the Asian markets as well as in Western Europe. This success was mainly due to the new Mercedes-Benz compacts and the SUVs.**

“We are continuing the positive sales trend in May as well“, said Dr Joachim Schmidt, Executive Vice President Mercedes-Benz Cars Sales and Marketing. “We are posting solid increases in many markets in Europe and Asia, as well as in the USA, at a time, when the new E-Class and the CLA are just entering the big markets.“

Mercedes-Benz delivered 57,759 vehicles in Europe in May (+4,9%) and thus gained market shares in all big markets. The main sales drivers were the UK (+17.3%) and the growth markets Russia (+13.8%) and Turkey (+93.9%). In the home market of Germany, which is generally declining (total market -9.9%), Mercedes-Benz grew its market share to over 9% and with sales of 22,382 vehicles successfully defended its top position as the most registered premium manufacturer (prior year 23,610 units).

In the USA, the Mercedes-Benz brand again posted a new record with 24,713 vehicles sold in May (+9.8%) and maintained its rank as the top-selling premium manufacturer since the beginning of the year.

In the Asia/Pacific region, Mercedes-Benz established itself as market leader among importers in Japan with unit sales growth of 60.4%. Business was also good in China (incl. Hong Kong): With sales of 17,684 units Mercedes-Benz posted a plus of 7.0% in May, thus continuing the positive trend of the previous months.

Among the model series, business increased, primarily due to the compacts with the star, with May deliveries of 31,770 vehicles of the A-Class and B-Class, as well as the new model CLA (+65.6%). In early May, the compact coupe was voted as “Germany’s Most Beautiful Car“ by readers of the automotive magazine “Auto Bild“. After winning the award with the new A-Class last year, Mercedes-Benz is now the all-around winner of this renowned beauty contest for the fifth consecutive time.

The “dream cars“ of the Mercedes-Benz brand are also in particular demand. The brand uses the term to bundle its coupe, convertible and roadster model series, which not only dominate the brand image but at more than 10% also contribute a significant share of car sales. Overall, about 70,000 “dream cars“ have been handed over to customers since the beginning of the year. In doing so, Mercedes-Benz achieved a market share of about 50% compared to its German core competitors.

Mercedes-Benz has achieved a market share of around 50% for coupes, convertibles and roadsters in the premium segment.

The SUVs with the star continued to build on their success in previous months with May deliveries of 25,710 vehicles from the SUV segment to customers (+14.5%). Since January the M-Class

sold 18.6% units more than in the previous years' period and thus continues to maintain its leadership in the segment worldwide.

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Mercedes-Benz celebrated the world premiere of the new S-Class in mid-May. The flagship of the brand was showcased to around 750 international guests from politics, business and the media on the runway of the delivery center of the Airbus 380. With its top levels of safety, comfort, luxury and efficiency the S-Class is generally acknowledged as the technological guiding star of automotive development and the epitome of state-of-the art luxury sedans. With over 500,000 vehicles sold, the predecessor S-Class series have enjoyed great popularity since their market launch in 2005. The new S-Class will celebrate its premiere at dealers in Germany in July.

The compact two-seater smart sold 43,052 units worldwide since the beginning of the year (prior year 45,996 units). In particular in the UK and Japan, the city runabout managed to win many new customers in its seventh year of availability as well.

#### Retail Sales Mercedes-Benz Cars in May 2013

	May 2013	May 2012	Change in %	YTD 2013	YTD 2012	Change in %
<b>Mercedes-Benz</b>	121,360	113,136	+ 7.3 %	562,824	531,382	+ 5.9 %
of which: A-/B-/CLA-Class	31,770	19,184	+ 65.6 %	139,258	89,922	+ 54.9 %
C-/SLK-Class	32,688	37,001	- 11.7 %	152,413	169,700	- 10.2 %
E-/CLS-Class	25,131	27,200	- 7.6 %	114,166	131,634	- 13.3 %
S-/CL/SL-Class/ SLS/Maybach	6,061	7,299	- 17.0 %	27,785	37,121	- 25.2 %
M-/R-/GLK-/GL-/ G-Class	25,710	22,452	+ 14.5 %	129,202	103,005	+ 25.4 %
<b>smart</b>	8,680	9,464	- 8.3 %	43,052	45,996	- 6.4 %
<b>Mercedes-Benz Cars</b>	130,040	122,600	+ 6.1 %	605,876	577,378	+ 4.9 %
<b>Europe (incl. Germany)</b>	63,710	61,763	+ 3.2 %	294,951	285,834	+ 3.2 %
of which: Germany	24,741	26,279	- 5.9 %	111,811	115,489	- 3.2 %
<b>NAFTA</b>	29,427	27,166	+ 8.3 %	138,198	127,163	+ 8.7 %
of which: USA	25,531	23,218	+ 10.0 %	121,213	110,095	+ 10.1 %
<b>Asia/Pacific</b>	32,266	29,418	+ 9.7 %	150,203	145,170	+ 3.5 %
of which: Japan	4,050	2,521	+ 60.7 %	18,970	15,173	+ 25.0 %
of which: China (incl. Hongkong)	19,064	17,902	+ 6.5 %	86,540	90,154	- 4.0 %

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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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