

September 3, 2013

## **Daimler strengthens its customer focus**

- **More focus on customers and markets as a further element in implementing the growth strategies**
- **Direct sales responsibility of the divisions to make processes faster and more flexible**
- **Cross-divisional functions will also be consistently focused on the divisions**
- **Dieter Zetsche: “After the successful start of our product offensives for cars and commercial vehicles, we are now taking the next strategic step to achieve our growth targets. With the new structure we are getting even closer to our customers.”**

Stuttgart. Daimler AG is increasing its focus on customers and markets to ensure the sustained implementation of growth in all its divisions. Therefore the Board of Management of the Stuttgart automobile manufacturer has decided to strengthen the organization of its divisions. “We want to keep our fingers on the pulse of the market,” stated Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG: “After the successful start of our product offensives for cars and commercial vehicles, we are now taking the next strategic step to achieve our growth targets with the further development of our structures.”

The Group's five divisions – Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services – will be strengthened. Responsibility for the main sales functions and the important sales markets will be directly anchored in each division. Cross-divisional functions at the country level will be streamlined. The functional Board of Management areas will retain their responsibilities, but in organizational terms will be focused on the requirements of the divisions. Daimler will implement this new structure as quickly as possible. The tasks and personnel composition of the Daimler Board of Management will remain unchanged.

Due to increasingly diverse customer needs, more and more importance is now placed on the ability to precisely meet customers' needs in each individual market. With the new structure, Daimler is creating ideal conditions to do so: "We will reduce complexity, become faster and more flexible, and will give our divisions comprehensive responsibility to manage their business efficiently and farsightedly. This is not primarily a matter of cost advantages, but of more direct customer relations and of course of increasing our unit sales. In this way, we will strengthen the entire Daimler Group," emphasized Zetsche.

The current executive committees of Mercedes-Benz Cars and Daimler Trucks will become separate divisional boards. The divisional board of Mercedes-Benz Cars will be comprised of Dr. Dieter Zetsche (Chairman), Dr. Thomas Weber (Development), Andreas Renschler (Production & Procurement), Dr. Joachim Schmidt/Ola Kaellenius (until September 30, 2013/from October 1, 2013; Sales & Marketing) and Frank Lindenberg (Finance & Controlling). The divisional board of Daimler Trucks will be comprised of Dr. Wolfgang Bernhard (Chairman), Martin Daum (Trucks Nafta – Freightliner, Western Star, TBB), Dr. Albert Kirchmann (Trucks Asia – FUSO, Bharat Benz), Stefan Buchner (Trucks Europe and Latin America – Mercedes-Benz),

Dr. Frank Reintjes (Powertrain & Production Engineering), Sven Ennerst (Product Engineering & Procurement) and Matthias Gründler (Finance & Controlling).

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