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Mercedes-Benz posts strongest August performance ever with 18.7% growth

Stuttgart – Last month, Mercedes-Benz sold 108,417 vehicles, which is more than in any other month of August to date. Since the start of the year, the brand grew its unit sales by 9.3%, reaching a new record of 919,644 units. Thus Mercedes-Benz grows faster than any other premium brand.

Strong growth in August was ensured primarily by the new E-Class with a sales plus of 29.9%. The compacts and SUVs from Mercedes-Benz continued to post strong increases.

In nearly all markets of Europe Mercedes-Benz reported double-digit growth rates and gained market shares in August. In August, Mercedes-Benz again saw double-digit growth in the USA and China (incl. Hong Kong). In Germany, the USA and Japan, the Mercedes-Benz continued to be the most registered premium manufacturer since the beginning of the year.

“We again posted double-digit growth with over 18 percent in August and are thus continuing on our growth course for the second half of the year, in which we want to grow more strongly than in the first”, said Dr Joachim Schmidt, Executive Vice President, Sales and Marketing Mercedes-Benz Cars. “The offensive in the compact car and luxury segment continues: We have launched the new S-Class in Europe successfully and will already be starting production of the GLA at the end of the year.”

In Europe, Mercedes-Benz delivered 43,523 vehicles to customers in August, this is 12.0% more than in the same month of the previous year. The brand with the star gained market shares in almost all markets and is thus the fastest growing premium manufacturer in Europe. The Stuttgart-based automotive manufacturer posted particularly high sales increases in the UK (+29.3%), Belgium (+20.9%), Russia (+21.5%) and Turkey (+65.7%). Mercedes-Benz also posted a strong increase in the declining domestic market (total market -5.5%): At 21,376 units the brand sold 11.5% more vehicles in August than in the same month of the previous year, reaching a double-digit market share (10.5%). Mercedes-Benz is thus the premium manufacturer with the most registrations in Germany once again.

August sales in the USA increased by 20.5% to a new record high (24,761 units). With this, Mercedes-Benz is once again the premium brand with the highest sales since the beginning of the year (190,359 units). Moreover, Mercedes-Benz also posted new sales records in Canada (+20.6%) and Mexico (+14.6%). Vehicle deliveries in Latin America increased by 32.6%.

In the Asia-Pacific region the Stuttgart-based company sold 28.6% more vehicles in August than in the same month of the previous year. Sales in Japan grew by as much as 37.0% to a new record high. In China (incl. Hong Kong) Mercedes-Benz delivered 18,087 vehicles to customers, an increase of 27.3%.

Mercedes-Benz sales of the A-, B- and CLA-Class in the last month totaled 25,562 units and the company posted an 84.8% jump in its sales of compact vehicles. Moreover, in the months ahead even more drive will come from the USA, where the CLA will be launched in September. It is the first vehicle from the compact class of Mercedes-Benz on the U.S. market. The fourth model of the compact car family, the GLA, will celebrate its world premiere at the

Frankfurt International Motor Show next week and will be inspiring new customers for the brand beginning in 2014.

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Last month, the C-Class celebrated an anniversary: Since its launch on the market in 1982, Mercedes-Benz has delivered over 10 million vehicles of the C-Class family to customers. Initially known as the Baby-Benz, the C-Class sedan in particular is one of the most sought-after vehicles in the premium segment.

Sales of the new models in the E-Class segment grew strongly in August. Mercedes-Benz sold 29.9% more units of the sedan and estate than in the same month of the previous year (19,525 units). Sales of the new coupe and cabrio even jumped by 39%. Since last weekend, the new Mercedes-Benz E-Class is now also available in China and is thus present in all major markets. The long version of the luxury sedan was developed especially for the Chinese market.

Whether SL, E-Class coupe or CLS – all dream cars from Mercedes-Benz were at the top of the registration lists worldwide in August. “Dream cars” is the general term employed by the brand for its coupes, cabrios and roadsters. In comparison with the German core competitors, the Mercedes models reached a market share of about 50%. Overall, since the beginning of the year, 108,499 dream cars from Mercedes-Benz have been delivered to customers.

Since the start of the year, 65,256 customers (PY 69,736 units) have opted for a smart fortwo, which was especially popular in the USA (+31.9%), Canada (+40.9%) and China in August (+27.7%). China is meanwhile the third largest market for the compact two-seater. In July and August, production at the smart plant in Hambach was halted to enable the required conversion work for the successor generation. At the Frankfurt International Motor Show, smart will give a preview of the new four-seater of the brand with the smart fourjoy, which will be coming onto the market in 2014 as does the two-seater.

Sales Mercedes-Benz Cars in August 2013

	August 2013	August 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	108,417	91,316	+ 18.7 %	919,644	841,568	+ 9.3 %
of which: A-/B-/CLA-Class	25,562	13,835	+ 84.8 %	227,711	138,074	+ 64.9 %
C-/SLK-Class	26,783	29,416	- 9.0 %	244,146	270,670	- 9.8 %
E-/CLS-Class	26,175	20,507	+ 27.6 %	197,774	203,964	- 3.0 %
S-/CL/SL-Class/ SLS/Maybach	4,837	5,059	- 4.4 %	43,573	54,566	- 20.1 %
M-/R-/GLK-/GL-/ G-Class	25,060	22,499	+ 11.4 %	206,440	174,294	+ 18.4 %
smart	5,710	6,021	- 5.2 %	65,256	69,736	- 6.4 %
Mercedes-Benz Cars	114,127	97,337	+ 17.2 %	984,900	911,304	+ 8.1 %
Europe (incl. Germany)	46,064	42,203	+ 9.1 %	469,013	448,070	+ 4.7 %
of which: Germany	22,582	21,007	+ 7.5 %	185,941	187,641	- 0.9 %
NAFTA	29,397	24,371	+ 20.6 %	225,016	202,027	+ 11.4 %
of which: USA	25,754	21,310	+ 20.9 %	196,671	174,743	+ 12.5 %
Asia/Pacific	34,069	26,594	+ 28.1 %	254,205	229,035	+ 11.0 %
of which: Japan	4,153	3,077	+ 35.0 %	32,441	25,480	+ 27.3 %
of which: China (incl. Hongkong)	19,555	15,355	+ 27.4 %	146,904	138,710	+ 5.9 %

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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