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September the best ever month for sales in Mercedes-Benz' history

Stuttgart – This September Mercedes-Benz sold more vehicles than in any other previous month. A total of 142,994 new cars were supplied to customers around the world, equivalent to growth of 15.9%. 1,062,638 units have now been sold since the beginning of 2013 (+10.1%). In the third quarter of the year Mercedes-Benz sold 368,201 vehicles and recorded growth of 18.0%. The third quarter was particularly successful for the company in the United States and China. Mercedes-Benz also expanded its market shares in Europe and remains most-registered premium brand in Germany, Japan and the United States. Much of this growth can be attributed to the compact models and the new E-Class, which was launched to great success. The new S-Class is already leading the way of new vehicle registrations in Germany. With its launch in the Chinese market in September its global presence and position will be further strengthened.

“Never before has Mercedes-Benz sold more vehicles in a single month than this September. The new S-Class is already the distinct market leader in Germany and Europe. Our compacts and the new E-Class are also proving hugely popular with customers,” said Dr. Joachim Schmidt, Executive Vice President, Sales and Marketing Mercedes-Benz Cars. “Looking at the previous nine months, we can

safely say that Mercedes-Benz will post another sales record for 2013.”

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In September Mercedes-Benz delivered 71,085 vehicles to customers in Europe (+14.2%), weathering tough market conditions to record an exceptionally successful third quarter (+14.0% on September 2012). The company achieved particularly strong growth for the month in the UK (+28.0%), in Turkey (+31.5%) and in Russia (+20.1%). In the domestic market Mercedes-Benz had a market share of over 9 percent: It has now been the market leader for the premium segment in Germany in every month of the year so far.

In China the third quarter was particularly successful for Mercedes-Benz: With 56,992 vehicles delivered (incl. Hong Kong), the automobile manufacturer recorded growth of 26.3%, meaning that one in six new Mercedes-Benz vehicles was sold to a customer in China. Sales were also very strong in Japan, where the company handed over 14,558 vehicles to customers in the period from July to September (+32.8%). Mercedes-Benz is once again the most-registered premium brand in Japan.

In the United States Mercedes-Benz reported another set of record sales in September, delivering 24,697 vehicles (+6.7%) and was again premium manufacturer number one. From January to September the company sold 215,056 units (+12.2%), also a new record, in its biggest sales market. Mercedes-Benz' sales have grown by 47.5% since the beginning of the year in the Latin American markets. And in the important future market of Brazil, Daimler will soon be represented by a local manufacturing facility. From 2016 the new assembly plant in Iracemápolis near São Paulo will be producing the next generations of the C-Class and GLA for the local market.

The new compacts by Mercedes-Benz have been a sales revelation over the past nine months: Worldwide, 267,467 customers bought

an A-Class, B-Class or CLA-Class model (+68.3%). The design of the CLA is proving particularly popular: Only this September Mercedes-Benz' compact coupe was named best new compact in the 2013 'Autonis' design awards, voted for by readers of magazine 'auto, motor und sport'. Also in September Mercedes-Benz presented its fourth compact car model: The GLA looks set to conquer the key segment of compact SUVs and win new customers for the brand when it launches in spring 2014.

A strong sales increase in September demonstrates how well the new E-Class models are faring in the markets: In the E-Class segment Mercedes-Benz posted record sales of 34,340 vehicles (+26.3%). Since the beginning of September the new E-Class has also been available in China, where it will provide further growth momentum in the company's second biggest market after the United States.

Mercedes-Benz' SUVs are already an established source of success for the company, and since the beginning of the year 236,129 SUVs bearing the three-pointed star have been sold – a record-breaking figure that represents an increase of 17.3%. Three of the company's five SUV model series are made at the Mercedes-Benz plant in Tuscaloosa (USA). The decision to produce these vehicles in Alabama was made exactly 20 years ago. The M-Class was the first vehicle to roll off the production line at the site, and is now the highest selling vehicle worldwide in its class. Since the beginning of the year, 89,342 vehicles of the M-Class were delivered to customers worldwide (+10.5%).

Since the beginning of the year 73,782 people around the world have bought a smart fortwo (previous year: 78,984 units). The compact two-seater is enjoying growing popularity in China: A total of 1,640 smart fortwo were sold in the country in September alone (+22.5%).

Retail Mercedes-Benz Cars in September 2013						
	September 2013	September 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	142,994	123,358	+ 15.9 %	1,062,638	964,926	+ 10.1 %
of which: A-/B-/CLA-Class	39,756	20,824	+ 90.9 %	267,467	158,898	+ 68.3 %
C-/SLK-Class	33,953	41,402	- 18.0 %	278,099	312,072	- 10.9 %
E-/CLS-Class	34,340	27,196	+ 26.3 %	232,114	231,160	+ 0.4 %
S-/CL/SL-Class/ SLS/Maybach	5,256	6,910	- 23.9 %	48,829	61,476	- 20.6 %
M-/R-/GLK-/GL-/ G-Class	29,689	27,026	+ 9.9 %	236,129	201,320	+ 17.3 %
smart	8,526	9,248	- 7.8 %	73,782	78,984	- 6.6 %
Mercedes-Benz Cars	151,520	132,606	+ 14.3 %	1,136,420	1,043,910	+ 8.9 %
Europe (incl. Germany)	76,449	68,176	+ 12.1 %	545,462	516,246	+ 5.7 %
of which: Germany	24,436	24,718	- 1.1 %	210,377	212,359	- 0.9 %
NAFTA	29,386	27,679	+ 6.2 %	254,402	229,706	+ 10.8 %
of which: USA	25,322	24,186	+ 4.7 %	221,993	198,929	+ 11.6 %
Asia/Pacific	40,901	32,598	+ 25.5 %	295,106	261,633	+ 12.8 %
of which: Japan	7,289	5,656	+ 28.9 %	39,730	31,136	+ 27.6 %
of which: China (incl. Hongkong)	22,015	18,145	+ 21.3 %	168,919	156,855	+ 7.7 %

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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