

November 6, 2013

Mercedes-Benz kicks off fourth quarter with record sales and 15.3% growth

Stuttgart – This October, Mercedes-Benz shipped 126,421 vehicles to customers (+15.3%), more than in any previous October. Since the beginning of this year, Mercedes-Benz has also achieved another record by selling a total of 1,189,059 passenger cars (+10.7%). Growth was particularly strong in the NAFTA region, Turkey and Japan. In Europe, Mercedes-Benz recorded a 6.9% rise in October, increasing its market share in almost every market. In Germany, Japan and the United States, Mercedes-Benz remains the most-registered premium brand. There was particularly high demand for the new E-Class models in October, but the new Mercedes-Benz compacts and SUVs also showed another significant increase.

“Our record sales in October have provided us with a strong start to the fourth quarter, and we have further increased our market share,” said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “In October we increased our sales in every key region. Since our goal is to achieve a new record for 2013 overall, we will continue to rigorously pursue our path of growth as we head towards the end of the year.”

In Europe, Mercedes-Benz sold a total of 55,235 vehicles in October (+6.9%), increasing its unit sales in almost every European market. The Stuttgart based premium brand showed particularly strong growth in the UK (+28.2%), Turkey (+63.1%) and Russia (+14.8%). In the German market Mercedes-Benz was able to almost match the previous year's level with 22,758 units sold (py. 23,270 units). With a market share of 9.5% per October, the brand with the star remains the market leader among premium brands in its home market.

In the United States, Mercedes-Benz handed over 30,069 vehicles to customers (+25.4%) last month. With these record sales the company was once again the leading premium brand. In the growth market of Brazil Mercedes-Benz has recorded increases of over 40% since the start of the year. Daimler AG is investing in a first step around €170 million in a new Mercedes-Benz assembly plant, which will start production of passenger cars for the local market in 2016.

In the Asia/Pacific region the growth of Mercedes-Benz sales was driven primarily by new records in Japan. Since the beginning of the year, the brand has handed over 42,580 vehicles to customers there, about a third more than in the same period of the previous year. On the Indian market Mercedes-Benz has also increased its sales by a third. Also in China (incl. Hong Kong) the positive trend of the previous months continues: In October, Mercedes-Benz has raised the number of units sold in China by 9.1% to 17,348 vehicles. The most recent proof of Mercedes-Benz' positive development in China is the result of J.D. Power Asia Pacific's recently released Initial Quality Study 2013, which ranks Mercedes-Benz as the brand with the highest initial quality among 65 international and domestic automakers in China. The locally produced long-wheelbase E-Class and C-Class as well as the imported S-Class come out top in their respective segment.

The new Mercedes-Benz compacts are still selling very strongly: 36,132 customers bought an A-Class, B-Class or CLA-Class model last month, raising the brand's compact vehicle sales by 72.7%.

Sales of the new E-Class model segment rose strongly in October. A total of 21,996 customers opted for the sedan and estate models in October (+21.5%), while sales of the new coupe and cabrio increased by a third.

There continues to be strong demand for Mercedes-Benz SUVs. Since January more than a quarter of a million SUVs have been delivered, an increase of 16.1% on the same period of the previous year. The GLK alone has already sold more than 100,000 units this year (+18%) and the M-Class, also totalling 100,000 units since the start of the year, is the top-selling vehicle in its segment worldwide.

Last month, 5,240 S-Class sedans were delivered to customers worldwide (+6.1%). Since mid-October the new S-Class has been available in all key markets. In Europe and in the United States it is already topping registration lists in the premium segment. Mercedes-Benz has introduced its flagship model into the top three S-Class markets in less than twelve weeks.

Since the beginning of 2013, customers have taken delivery of 82,449 units of the compact two-seater smart (p.y. 87,961 units). Last month, the smart fortwo was extremely popular in China (+9.7%). car2go had a special cause for celebration in October: It was the fifth anniversary of the successful car-sharing scheme which also achieved two significant milestones: 500,000 customers around the world are using the more than 9,000 blue and white smart fortwos, which had been rented more than a million times until now.

Retail Mercedes-Benz Cars in October 2013

	October 2013	October 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	126,421	109,632	+ 15.3 %	1,189,059	1,074,558	+ 10.7 %
of which: A-/B-/CLA-Class	36,132	20,923	+ 72.7 %	303,599	179,821	+ 68.8 %
C-/SLK-Class	26,869	31,964	- 15.9 %	304,968	344,036	- 11.4 %
E-/CLS-Class	29,294	24,303	+ 20.5 %	261,408	255,463	+ 2.3 %
S-/CL/SL-Class/ SLS/Maybach	6,225	6,268	- 0.7 %	55,054	67,744	- 18.7 %
M-/R-/GLK-/GL-/ G-Class	27,901	26,174	+ 6.6 %	264,030	227,494	+ 16.1 %
smart	8,667	8,977	- 3.5 %	82,449	87,961	- 6.3 %
Mercedes-Benz Cars	135,088	118,609	+ 13.9 %	1,271,508	1,162,519	+ 9.4 %
Europe (incl. Germany)	61,408	57,837	+ 6.2 %	606,870	574,083	+ 5.7 %
of which: Germany	25,316	25,850	- 2.1 %	235,693	238,209	- 1.1 %
NAFTA	34,635	28,180	+ 22.9 %	289,037	257,886	+ 12.1 %
of which: USA	30,582	24,976	+ 22.4 %	252,575	223,905	+ 12.8 %
Asia/Pacific	33,742	28,327	+ 19.1 %	328,848	289,960	+ 13.4 %
of which: Japan	3,933	2,256	+ 74.3 %	43,663	33,392	+ 30.8 %
of which: China (incl. Hongkong)	18,671	17,101	+ 9.2 %	187,590	173,956	+ 7.8 %

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “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 Eurozone; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing 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 and 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 government 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 to be incorrect, the 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 since they are based solely on the circumstances at the publication date.

Further Investor Relations information on Daimler is available on the Internet via www.daimler.com/investors and on handhelds via www.daimler.mobi/ir.

If you have any questions, please contact our Investor Relations Team:

Bjoern Scheib

Tel. +49/711-17-95256

Lutz Deus

Tel. +49/711-17-92261

Alexander Vollmer

Tel. +49/711-17-97778

Rolf Bassermann

Tel. +49/711-17-95277

Julian Krell

Tel. +49/711-17-99320

Dr. Stephan Georg Schoen

Tel. +49/711-17-95361

E-mail: ir.dai@daimler.com