

December 5, 2013

Mercedes-Benz reports further double-digit growth in unit sales

Stuttgart – Mercedes-Benz delivered 133,441 vehicles to its customers (+10.9%) in November. Since the beginning of the year, the company has sold 1,322,500 cars, a growth of 10.7%. Sales rose particularly strongly in China (+26.1%) and in the NAFTA region (+13.2%). Mercedes-Benz was again the most-registered premium manufacturer in the United States and in the German market. Shortly after the model change, the S-Class is the highest-selling luxury sedan of the world. The new compact models are in great demand and the new E-Class also contributed to the strong growth in unit sales. Mercedes-Benz is the fastest-growing premium brand since the beginning of the year.

“In November, our strong new models once more generated record sales,” said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “Therefore we have already achieved last year's total sales volume and we are the fastest-growing premium brand since the beginning of the year.”

In the period January to November, the brand sold 605,662 cars in Europe, recording a 6.6 percent increase in unit sales. Growth was particularly strong in Italy (+31.1% in November) and in the UK where more than 101,285 cars have been supplied this year - almost

one fifth more than in the same period last year (+19,2%). In its German home market, Mercedes-Benz further expanded its market share to 9.2% and was again the most-registered premium manufacturer. Since the beginning of the year the brand sold 235,261 vehicles (py. 238,393 u.).

Mercedes-Benz generated further record-breaking sales in the NAFTA region markets, including the US where the company supplied 34,376 cars in November. This rise of 13.4 percent meant that it remained the top premium brand. As recently as November, US pricing institute ALG (Automotive Leasing Guide) recognised Mercedes-Benz cars for their high value retention, ranking Mercedes the top premium brand for resale value. According to the study, a three-year old CLA will have the highest residual value of any compact car in the premium segment.

November was also very successful for Mercedes-Benz in China, where the Stuttgart-based premium brand manufacturer sold 21,277 cars and generated sales growth of 26.1 percent. The Chinese market is particularly important for the new Mercedes-Benz S-Class. Last month, this luxury sedan was voted “Car of the Year” in China by a jury of ten comprising the editors-in-chief of the country's leading automotive publications.

Mercedes-Benz was again the top-selling premium manufacturer in Japan last month, with sales of 4,332 vehicles (up by 43.2 percent). Sales were also strong in the fast-growing economies of Brazil, Russia and South Korea, where they rose by 59.4 percent, 17.3 percent and 15.0 percent respectively.

Shortly after its model change, the S-Class again became the highest-selling luxury sedan in the world with a total of 7,617 sedans delivered in November (an increase of 47.3 percent). Also in November, market research firm ‘Bähr & Fess Forecasts’ named it the luxury car that best holds its value.

The new E-Class is now available in all markets and it too attracted strong demand last month: A total of 32,693 E-Class cars were sold, representing an increase of 17.9 percent. Demand for SUVs bearing the three-pointed star has also been brisk. Since the beginning of the year, 294,130 units have been sold – a record-breaking figure that equates to an increase of 14.4 percent.

Sales of the new Mercedes-Benz compact models also continued to rise in November, with global sales of A-, B- and CLA-Class models totalling 33,382 (up by 53.8 percent).

Demand for the smart fortwo two-seater rose by 13.3 percent in November. The smart is particularly popular in China and the USA, but sales of the city runabout have also increased in established markets such as Germany and Italy where it has gained market share.

Retail Mercedes-Benz Cars in November 2013

	November 2013	November 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	133,441	120,346	+ 10.9 %	1,322,500	1,194,904	+ 10.7 %
of which: A-/B-/CLA-Class	33,382	21,706	+ 53.8 %	336,981	201,527	+ 67.2 %
C-/SLK-Class	28,748	34,788	- 17.4 %	333,716	378,824	- 11.9 %
E-/CLS-Class	32,693	27,732	+ 17.9 %	294,101	283,195	+ 3.9 %
S-/CL/SL-Class/ SLS/Maybach	8,518	6,398	+ 33.1 %	63,572	74,142	- 14.3 %
M-/R-/GLK-/GL-/ G-Class	30,100	29,722	+ 1.3 %	294,130	257,216	+ 14.4 %
smart	9,538	8,422	+ 13.3 %	91,987	96,383	- 4.6 %
Mercedes-Benz Cars	142,979	128,768	+ 11.0 %	1,414,487	1,291,287	+ 9.5 %
Europe (incl. Germany)	60,192	59,520	+ 1.1 %	667,062	633,603	+ 5.3 %
of which: Germany	23,984	26,561	- 9.7 %	259,677	264,770	- 1.9 %
NAFTA	39,140	34,463	+ 13.6 %	328,177	292,349	+ 12.3 %
of which: USA	35,335	31,019	+ 13.9 %	287,910	254,923	+ 12.9 %
Asia/Pacific	37,909	30,414	+ 24.6 %	366,757	320,374	+ 14.5 %
of which: Japan	4,411	3,128	+ 41.0 %	48,074	36,520	+ 31.6 %
of which: China (incl. Hongkong)	22,794	18,209	+ 25.2 %	210,384	192,165	+ 9.5 %

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.

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