

January 10, 2014

Mercedes-Benz on record course

- **With sales of 1,461,680 vehicles in 2013 Mercedes-Benz delivered more cars to customers than ever before.**
- **Dr Dieter Zetsche: “We look back on the best year of the Mercedes-Benz brand and have surpassed sales of the previous year by over ten per cent. Our growth strategy is working.”**
- **The new models E-Class and CLA introduced in 2013 are very well received by customers. The S-Class is the best-selling luxury sedan of the world also in the year of its model change-over.**
- **The Stuttgart-based premium brand increased its sales in all regions. In key markets such as Germany, the US, Japan and Australia Mercedes-Benz was the best-selling premium brand in 2013.**
- **Over 100,000 smart fortwo were sold in the last year of its life-cycle.**

Stuttgart – A very successful year for Mercedes-Benz ended with the highest December sales in the company’s history. During the past twelve months a total of 1,461,680 customers all over the world opted for a vehicle bearing the three-pointed star (+10.7%). In December Mercedes-Benz delivered 139,180 cars (+11.2%). The Mercedes-Benz Cars division recorded total sales of 1,562,472 Mercedes-Benz and smart vehicles in 2013 (+9.7%).

Dr Dieter Zetsche, CEO of Daimler AG and Head of Mercedes-Benz Cars: “We look back on the best year of the Mercedes-Benz brand and have surpassed sales of the previous year by over ten per cent. Our growth strategy is working. In particular in Europe and the US we were able to gain further market shares. The double-digit sales increase in China shows: We are on the right track here as well.”

Product initiative in the compact, premium and luxury segment

Zetsche added: “In 2013 we have charged especially in the premium and luxury class: In the new E-Class we put a true top model on the road and with the new S-Class we have delivered on our promise to build the best car in the world. Furthermore, we also set out again on a path of conquest in 2013: Our sporty CLA coupe wins one out of every two customers from another brand.” In 2014 the company expects additional sales momentum from the full availability of the CLA and the new E- and S-Class in all markets. The product initiative continues: The new C-Class and the compact GLA SUV will come to market in spring. The successors of the smart will arrive at dealerships in the fourth quarter of the year. Mercedes-Benz plans to launch more than 30 new models by 2020.

Strict customer focus in sales

Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales, adds: “Not just our new products will provide growth in 2014. With our marketing and sales strategy ‘Mercedes-Benz 2020 - Best Customer Experience’ we focus even more strongly on what our customers want. In this respect we have already achieved a lot in the past year: Modern inner city concepts and an intensified digital presence have brought us even closer to the customer. We will persistently continue on this path in this year.”

Sales increases on all continents

page 3

The brand bearing the three-pointed star recorded growth in all key regions in 2013. The brand increased its sales both in the growth regions and in established markets as well.

Double-digit growth in the US, China and Japan

In the US, Mercedes-Benz recorded a double-digit sales increase (+14.0%) and sold 312,534 vehicles in its largest market. The brand also generated record sales in Canada and Mexico. In China, Mercedes-Benz succeeded in better reaching customers and generating sustained sales growth by bundling the marketing and sales activities under the umbrella of Beijing Mercedes-Benz Sales Service Co. Ltd. (BMBS). In 2013 the company delivered 218,045 cars in China, an increase by 11.1% over the previous year.

Mercedes-Benz recorded an increase in sales by 24.4% in this market in December alone. The brand bearing the three-pointed star also achieved excellent sales figures in Japan: With sales of 53,037 vehicles the brand sold one third more cars than in the previous year and thus is the best-selling premium brand in the country.

Gain of market shares in Europe

Mercedes-Benz was able to win additional customers in Europe's difficult market environment this past year. The premium manufacturer sold 660,566 vehicles (+5.9%) in Europe in 2013. Sales records were achieved in Great Britain (+19.6%), Belgium (+17.3%) and Turkey (+57.3%). In Germany, Mercedes-Benz delivered 255,238 vehicles to customers in the past twelve months (previous year: 261,083 units). In a shrinking market the brand gained further market shares, thus being the premium manufacturer with the highest number of new-car registrations for over two centuries now.

Mercedes-Benz successfully continued its model initiative in the compact segment in 2013. All in all 371,399 customers opted for a compact car bearing the three-pointed star, 64.0% more than in the previous year. In addition to the A- and B-Class, the compact four-door CLA coupe met with an excellent response. Especially with the A-Class and the CLA-Class the brand specifically opens itself up to new customer groups: One out of every two Mercedes customers of these model series previously owned a vehicle from another manufacturer. The A-Class has a strong appeal in particular for younger customers. In early 2014 the range of compact vehicles will be expanded by an SUV. The new GLA will be the first Mercedes-Benz SUV to be optionally available with 4MATIC permanent all-wheel drive with fully variable torque distribution.

C-Class continues to be the top-seller

The C-Class held its ground in the segment even in the seventh and final year of its availability. The company recorded sales of 303,416 sedan and estate models in 2013 alone (previous year: 333,126 units). The C-Class has been the best-selling model from Mercedes-Benz for years. More than 2.2 million vehicles of the current model series have been sold since its market launch in 2007. C-Class sedans sell extremely well in the US, South Africa and the BRIC countries, while there is particular demand for the estate model among customers in Europe. Production of the successor begins in January and it starts with another première. For the first time a Mercedes-Benz vehicle will be produced on four continents: in Bremen (Germany), East London (South Africa), Tuscaloosa (USA) and Beijing (China). The Mercedes-Benz plant Bremen is also the centre of excellence for the new vehicle generation and manages the global production start-up. The C-Class will define a new benchmark in the segment with driver assistance systems otherwise only found in the premium segment. The new C-Class will be

presented to the public at the North American International Auto Show in the next few days.

page 5

Initiative in the premium and luxury segment: New E-Class and S-Class successful worldwide

With strong sales performance in December Mercedes-Benz ended the year in the E-Class segment: Worldwide 27,833 sedan and estate models were delivered to customers (+33.7%). In all of 2013 there were 242,562 E-Class deliveries (+7.6%). Mercedes-Benz has extensively re-engineered the E-Class this year with new efficient engines, expanded assistance systems and a new design idiom. The new E-Class has been available as sedan and estate models since spring, and since summer also as a coupe and a cabriolet. In China the long-wheel base version of the E-Class has been available for four months now.

Just a few weeks after the model change-over the Mercedes-Benz S-Class was again the best-selling luxury sedan in the world. The brand's flagship was segment leader during the whole nine years of its life-cycle. The S-Class coupe and the S 65 AMG will be available as additional variants starting in mid-2014.

SUVs and dream cars with the three-pointed star

With 324,694 vehicles Mercedes-Benz delivered more SUVs to customers in 2013 than ever before (+12.1%). Especially successful was the archetype of them all, the G-Class: Sales of the G-Class tripled between 2009 and today. The GLK (+14.3%), the GL (+29.4%) and the M-Class (+4.4%) also set sales records.

Coupes, cabriolets and roadsters from Mercedes-Benz make automotive dreams come true the world over. A total of 162,610 of these dream cars were delivered in 2013. In comparison with its German key competitors Mercedes-Benz thus has a market share of

about 50%. Traditionally Mercedes-Benz is particularly strong with respect to these types of cars. The SLK, the E-Class coupes and cabriolets and the CLS regularly top the lists of new-car registrations in their segments.

Mercedes-AMG records strong growth

2013 was especially successful for the performance brand of Mercedes-Benz. As already in past years, sales of Mercedes-AMG developed extremely positive in 2013 as well. This year saw the 10,000th delivery of a Mercedes-Benz SLS AMG to a customer since the market launch of the first super sports car in spring 2010. Not least on the basis of its breath-taking design and acknowledged superb driving dynamics, the SLS AMG is today already deemed to be a classic of the future. The growth was further boosted by an expansion of the product range and the entry of the performance brand into new segments. The world's most powerful four-cylinder engine produced in series is used in the A 45 AMG and the CLA 45 AMG. Additionally, some models are available as powerful S-Model or with AMG all-wheel drive 4MATIC.

More than 100,000 smart fortwo cars delivered to customers

The two-seat smart fortwo remains a young brand that is in demand even at the end of its life-cycle: With sales of 100,792 units in 2013 the smart car remained nearly at the level of the previous year (previous year: 103,722 units). The smart fortwo electric drive sold very well. The all-electric urban car was the market leader in Germany in 2013. The electric car also proves its mettle in operation at car2go: It accounts for about ten per cent of the car2go fleet numbering some 10,000 vehicles worldwide, and transports thousands of people every day. The market launch of the successors to the smart will be in the fourth quarter of the year.

Retail Sales Mercedes-Benz Cars in December 2013

	December 2013	December 2012	Change in %	YTD 2013	YTD 2012	Change in %
Mercedes-Benz	139,180	125,147	+ 11.2 %	1,461,680	1,320,051	+ 10.7 %
of which: A-/B-/CLA-Class	34,418	24,899	+ 38.2 %	371,399	226,426	+ 64.0 %
C-/SLK-Class	30,109	34,243	- 12.1 %	363,825	413,067	- 11.9 %
E-/CLS-Class	35,498	27,145	+ 30.8 %	329,599	310,340	+ 6.2 %
S-/CL/SL-Class/ SLS/Maybach	8,591	6,362	+ 35.0 %	72,163	80,504	- 10.4 %
M-/R-/GLK-/GL-/ G-Class	30,564	32,498	- 6.0 %	324,694	289,714	+ 12.1 %
smart	8,805	7,339	+ 20.0 %	100,792	103,722	- 2.8 %
Mercedes-Benz Cars	147,985	132,486	+ 11.7 %	1,562,472	1,423,773	+ 9.7 %
Europe (incl. Germany)	60,442	60,006	+ 0.7 %	727,504	693,609	+ 4.9 %
of which: Germany	22,443	24,191	- 7.2 %	282,120	288,961	- 2.4 %
NAFTA	37,779	33,173	+ 13.9 %	365,956	325,522	+ 12.4 %
of which: USA	33,862	29,141	+ 16.2 %	321,798	284,143	+ 13.3 %
Asia/Pacific	43,672	35,006	+ 24.8 %	410,429	355,380	+ 15.5 %
of which: Japan	6,250	5,369	+ 16.4 %	54,324	41,889	+ 29.7 %
of which: China (incl. Hongkong)	25,260	19,895	+ 27.0 %	235,644	212,060	+ 11.1 %

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