

February 5, 2014

## **Mercedes-Benz with strong sales increase at the start of the year**

- **After record sales in 2013 Mercedes-Benz starts into the new year with a strong increase: In January the company sold 109,477 vehicles worldwide (+15.4%).**
- **Ola Källenius: “After the record year in 2013 we are starting into another year of growth with strong products.”**
- **Biggest driver of growth was the Chinese market, with an increase of 45% over the same month last year.**

Stuttgart – Mercedes-Benz started into the new year with an increase in sales by 15.4%. Worldwide the company delivered 109,477 vehicles to customers, more than in any January before.

“After the record year in 2013 we are starting into another year of growth with strong products. Especially the E- and S-Class, which are very well received by our customers, will ensure that we continue on our growth course”, said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “The new generation of the C-Class will have its market launch in spring. And the GLA will win new customers for the brand as the first compact SUV from Mercedes-Benz.”

In Europe the brand increased sales by 5.9% to 40,830 cars and continued to gain market shares. In particular in Great Britain (+15.1%) and in Russia (+42.5%) the company was able to follow up on its sales successes of the previous year. Especially the compact cars provide for strong growth in Europe. In Germany the brand with the star delivered 13,595 vehicles to customers in January (+8.4%). With a market share of 9.2% Mercedes-Benz maintains its strong position from the previous year and continues to be the premium brand with the most new-car registrations in its home market.

The new year is also off to a good start for Mercedes-Benz in the NAFTA region: In the US, the brand's largest sales market, Mercedes-Benz set a new record with sales of 22,604 vehicles (+0.5%), thus achieving market leadership once again. An increase in sales in Canada (+30.1%) also resulted in a new record.

In the Asia/Pacific region the company continued the positive trend from the previous year. Mercedes-Benz is still the best-selling premium brand among imported cars in Japan. In January the brand recorded an increase in sales of 73.4%. In China (incl. Hong Kong) Mercedes-Benz increased its car sales by 44.9%, in India by 54.0%. In the South Korean market the premium manufacturer even posted an increase of 89.5%.

Among the brand's model series the compact cars bearing the star continued their highly positive sales development. In January the company sold 27,198 models of the A-, B- and CLA-Class (+32.1%). The compact car segment of Mercedes-Benz will be supplemented by the GLA compact SUV in spring 2014.

Mercedes-Benz also registered increasing demand for the models of the E-Class family: More than 20,000 vehicles of the sedan and estate models alone were sold in January, an increase by 32.0%. In particular the long-wheelbase version of the E-Class, which is produced in China for China, is especially popular.

The flagship of the brand, the S-Class sedan, sold 7,431 cars in January, representing an increase of 69.2% over the same month last year and a new sales record. The S-Class continued to be the world's best-selling luxury sedan also at the start of the new year.

Mercedes-Benz bundles the brand's coupes, cabriolets and roadsters under the name "dream cars". In January 9,506 of these vehicles were delivered to customers. The SLK, the E-Class coupe and cabriolet and the CLS regularly top the lists of new-car registrations in their segments.

After the successful year in 2013 with sales that once more topped 100,000 units, the smart brand started into the year of the model changeover with sales of 6,511 vehicles (previous year: 7,285 units). With a market share of about 30% the smart electric drive was the market leader among all newly registered electric cars in Germany in 2013. The new generation of the city speedster will have its market launch in the fourth quarter as a two-seater and a four-seater.

#### Sales Mercedes-Benz Cars in January 2014

	January 2014	January 2013	Change in %	YTD 2014	YTD 2013	Change in %
<b>Mercedes-Benz</b>	109,477	94,895	+ 15.4 %	109,477	94,895	+ 15.4 %
of which: A-/B-/CLA-Class	27,198	20,587	+ 32.1 %	27,198	20,587	+ 32.1 %
C-/SLK-Class	24,100	24,404	- 1.2 %	24,100	24,404	- 1.2 %
E-/CLS-Class	25,785	20,355	+ 26.7 %	25,785	20,355	+ 26.7 %
S-/CL/SL-Class/ SLS/Maybach	8,188	5,321	+ 53.9 %	8,188	5,321	+ 53.9 %
M-/R-/GLK-/GL-/ G-Class	24,206	24,228	- 0.1 %	24,206	24,228	- 0.1 %
<b>smart</b>	6,511	7,285	- 10.6 %	6,511	7,285	- 10.6 %
<b>Mercedes-Benz Cars</b>	115,988	102,180	+ 13.5 %	115,988	102,180	+ 13.5 %
<b>Europe (incl. Germany)</b>	45,089	43,452	+ 3.8 %	45,089	43,452	+ 3.8 %
of which: Germany	15,111	14,539	+ 3.9 %	15,111	14,539	+ 3.9 %
<b>NAFTA</b>	25,858	25,440	+ 1.6 %	25,858	25,440	+ 1.6 %
of which: USA	23,125	22,982	+ 0.6 %	23,125	22,982	+ 0.6 %
<b>Asia/Pacific</b>	40,873	28,907	+ 41.1 %	40,873	28,907	+ 41.1 %
of which: Japan	4,110	2,390	+ 72.0 %	4,110	2,390	+ 72.0 %
of which: China (incl. Hongkong)	25,603	18,221	+ 40.5 %	25,603	18,221	+ 40.5 %

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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