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## **Mercedes-Benz posts sales increase of 16.5% in February**

- **Mercedes-Benz sold 104,968 vehicles in February.**
- **Ola Källenius: “We are keeping up the high momentum of the previous months.”**
- **Sales increases in all regions.**
- **E-Class and S-Class show particularly high growth.**

Stuttgart – Mercedes-Benz sold 104,968 units in February, thus achieving a growth of 16.5%. Since the beginning of the year 215,753 cars have been delivered to customers (+16.6%). “We are keeping up the high momentum of the previous months – with a double-digit sales increase and growth in all regions”, said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “Our E-Class and S-Class are posting particularly strong growth rates. And, as the incoming orders for the GLA and the C-Class indicate: We have the right products at the right time.”

Mercedes-Benz sold 43,160 vehicles on the European market in February (+6.7%). Sales of the brand continued their robust development in particular in the UK (+9.9%). Sales on the German domestic market rose to 16,539 cars (+7.9%).

Despite the strong snow storms in many parts of North America a few weeks ago, deliveries reached new highs: In the United States, 22,609 customers opted for a vehicle with the star in February (+2.6%). In its biggest market Mercedes-Benz again was the number one premium brand in February. In Canada, the brand posted a 14.7% increase since the start of the year.

The company achieved the greatest growth in the Asia-Pacific region. In Australia, February saw more vehicles going to customers than ever before (+14.5%). With February sales of 5,059 units (+53.3%), Mercedes-Benz is still the most frequently registered premium brand in Japan. In China (incl. Hong Kong), 42,128 vehicles were handed over to customers since the start of the year (+57.0%).

Compact models of the brand continue to be in great demand among the model series: In February, Mercedes-Benz sold 28,211 vehicles of the A-Class, B-Class and CLA-Class, more than a quarter more than in the same month of the previous year (+27.4%). Since the start of the year, 55,409 customers have opted for a compact car of the brand (+29.7%). The premium manufacturer expects further growth through the launch of the fourth compact model: The GLA is coming to the European market on March 15th.

The demand for the Mercedes-Benz E-Class is also developing extremely well: Sales of the sedan and the estate amounted to 16,560 units in February, an increase of 40.8% compared to the same month of the previous year.

The Mercedes-Benz S-Class continues to be the world's best-selling luxury sedan. In February, the sedan was sold 6,985 times, more than twice as much as in the same month of the previous year. At the Geneva Auto Show Mercedes-Benz is currently celebrating the world premier of another S-Class model: The S-Class coupe is coming to the dealers in September.

The SUVs of the brand have never been so popular: In February, 23,465 SUVs with the star went to their customers (+5.1%). Sales increased in particular for the M-Class (+9.1%) and the GLK (+5.1%).

The premiere of the Mercedes-Benz V-Class on the Geneva Auto Show adds further momentum to the product offensive of the brand. Since today the new multi-purpose vehicle can be ordered at dealers in Europe. Market launch of the V-Class is beginning of June.

The smart fortwo two-seater was sold 7,366 times in February (previous year: 7,837 units). The compact city runabout posted a strong increase primarily in China, with more than 1,300 vehicles sold in February (+19.7%). Through its compact measurements, the two-seater needs very little driving and parking space – which is a precious advantage in the dense urban traffic in China as well. The readers of the Chinese issue of the automotive magazine “auto motor & sport” also saw it that way when they awarded the smart fortwo as the “best micro car” in China in February for the fifth consecutive time.

## Sales Mercedes-Benz Cars in February 2014

	February* 2014	February 2013	Change in %	YTD* 2014	YTD 2013	Change in %
<b>Mercedes-Benz</b>	104,968	90,083	+ 16.5 %	215,753	184,978	+ 16.6 %
of which: A-/B-/CLA-Class	28,211	22,143	+ 27.4 %	55,409	42,730	+ 29.7 %
C-/SLK-Class	22,192	24,563	- 9.7 %	46,292	48,967	- 5.5 %
E-/CLS-Class	21,946	16,831	+ 30.4 %	47,731	37,186	+ 28.4 %
S-/CL/SL-Class/ SLS/Maybach	7,775	4,282	+ 81.6 %	15,963	9,603	+ 66.2 %
M-/R-/GLK-/GL-/ G-Class	23,101	22,264	+ 3.8 %	47,307	46,492	+ 1.8 %
V-Class segment	1,743	n. v.	n. v.	3,051	n. v.	n. v.
<b>smart</b>	7,366	7,837	- 6.0 %	13,877	15,122	- 8.2 %
<b>Mercedes-Benz Cars</b>	112,334	97,920	+ 14.7 %	229,630	200,100	+ 14.8 %
<b>Europe (incl. Germany)</b>	47,862	46,053	+ 3.9 %	93,763	89,505	+ 4.8 %
of which: Germany	18,298	17,753	+ 3.1 %	33,733	32,292	+ 4.5 %
<b>NAFTA</b>	26,318	25,465	+ 3.3 %	52,179	50,905	+ 2.5 %
of which: USA	23,550	22,823	+ 3.2 %	46,675	45,805	+ 1.9 %
<b>Asia/Pacific</b>	34,340	22,591	+ 52.0 %	75,615	51,498	+ 46.8 %
of which: Japan	5,178	3,371	+ 53.6 %	9,331	5,761	+ 62.0 %
of which: China (incl. Hongkong)	18,909	11,231	+ 68.4 %	44,845	29,452	+ 52.3 %

\* incl. V-Class segment where available

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 and Opportunity 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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