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Mercedes-Benz posts best-selling month ever

- **Mercedes-Benz sold more vehicles than ever before in March (158,523 units; +13.3%)**
- **Double-digit growth rates in every month since the beginning of the year**
- **Ola Källenius: “We are continuing the success story of the record year 2013 with additional new products. We have been posting double-digit growth rates for sales in every month since the beginning of the year.”**
- **Market leadership in Germany and Japan, among others; growth in all regions**
- **Strong growth rates with E- and S-Class, successful start of C-Class and GLA**

Stuttgart – Mercedes-Benz posted the best-selling month in the company’s history in March and has handed over 158,523 vehicles to customers (+13.3%). With sales of 374,276 cars since the beginning of the year, the company has also posted the strongest first quarter to date (+15.2%).

“We are continuing the success story of the record year 2013 with additional new products and have posted the best-ever first-quarter sales in the company’s history”, said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “We have been posting double-digit growth rates for sales in every month since the beginning of the year. We expect added

impetus from the new C-Class and the compact SUV GLA, which have been taking over the roads of Europe in the last few weeks.”

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The company sold 76,587 vehicles in Europe in March (+7.6%). The main growth driver was the UK (+19.8%). On the German domestic market Mercedes-Benz was again the most registered premium brand in Germany with sales of 25,544 units (+1.0%).

In the USA, Mercedes-Benz has delivered 27,401 vehicles to customers (+11.2%) with record-high sales numbers in its biggest sales market both in March and for the entire first quarter, and particularly high growth rates for the S-Class.

The growth rates achieved by Mercedes-Benz in March were especially high in the Asian markets: In China (incl. Hong Kong), the company is continuing the sustained growth trend of recent months with sales of 24,937 vehicles (+34.0%). The E-Class long version from local production was in particularly high demand.

Mercedes-Benz posted new sales records in Japan as well: Since the beginning of the year, the brand with the star has delivered 17,807 units (+50.3%) and thus continues to be the most registered premium brand in Japan.

The compacts with the star are going forward with their positive development: In March, Mercedes-Benz sold 43,389 vehicles of the A-, B-, CLA- and GLA-Class (+26.4%). The compact SUV, GLA, which has been available at European dealers since mid-March, is winning new customers. The new C-Class also came on the market in March. The two models have proved to be crowd pullers: Alone during the weekend of their premiere, European dealers' showrooms welcomed 500,000 visitors who tried out the new models in more than 22,000 test drives.

In the first quarter, Mercedes-Benz handed over 62,169 E-Class sedans and estate to customers worldwide (+38.0%). A fourth of the sedans are ordered as a long version. The E-Class coupe and convertible are posting double-digit growth rates at the start of spring.

Sales of the Mercedes-Benz S-Class totalled 24,144 units in the first quarter, or twice the units sold in the previous year's period. The strong growth is also supported by the high demand in China, where Mercedes-Benz is selling every fourth S-Class.

The demand for the brand's SUV is also unbroken: Customer deliveries came to 33,690 units in March alone (+9.6%), and a total of 81,397 vehicles were sold since the beginning of the year (+5.4%).

Since January 23,432 customers worldwide have opted for a smart fortwo (PY: 25,632 units). The compact two-seater is very popular mainly in big cities and is therefore also used for the station-independent car sharing service car2go. Since mid-March, 300 white and blue smart fortwo cars are ready and waiting for spur-of-the-minute rentals in Rome as well. car2go is thus now represented in 26 cities in Europe and North America.

Sales Mercedes-Benz Cars in March 2014

	March* 2014	March 2013	Change in %	YTD* 2014	YTD 2013	Change in %
Mercedes-Benz	158,523	139,920	+ 13.3 %	374,276	324,898	+ 15.2 %
of which: A-/B-/CLA-/GLA-Class	43,389	34,314	+ 26.4 %	98,798	77,044	+ 28.2 %
C-/SLK-Class	36,471	41,236	- 11.6 %	82,763	90,203	- 8.2 %
E-/CLS-Class	34,968	27,386	+ 27.7 %	82,699	64,572	+ 28.1 %
S-/CL-/SL-Class/ SLS/Maybach	11,124	6,249	+ 78.0 %	27,087	15,852	+ 70.9 %
M-/R-/GLK-/GL-/ G-Class	30,298	30,735	- 1.4 %	77,605	77,227	+ 0.5 %
V-Class segment	2,273	n. v.	n. v.	5,324	n. v.	n. v.
smart	9,555	10,510	- 9.1 %	23,432	25,632	- 8.6 %
Mercedes-Benz Cars	168,078	150,430	+ 11.7 %	397,708	350,530	+ 13.5 %
Europe (incl. Germany)	82,814	78,284	+ 5.8 %	176,577	167,789	+ 5.2 %
of which: Germany	27,823	28,102	- 1.0 %	61,556	60,394	+ 1.9 %
NAFTA	32,722	30,097	+ 8.7 %	84,901	81,002	+ 4.8 %
of which: USA	28,176	25,575	+ 10.2 %	74,851	71,380	+ 4.9 %
Asia/Pacific	47,994	37,257	+ 28.8 %	123,671	88,755	+ 39.3 %
of which: Japan	8,812	6,374	+ 38.2 %	18,143	12,135	+ 49.5 %
of which: China (incl. Hongkong)	26,823	20,597	+ 30.2 %	71,661	50,049	+ 43.2 %

* 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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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