

June 6, 2014

Mercedes-Benz continues double-digit sales growth course in May

- **In May, 134,031 customers opted for a Mercedes-Benz vehicle (+10.4%).**
- **Ola Källenius: “We have set another sales record by achieving double-digit growth in May.”**
- **Especially the C-Class and the GLA are proving popular with customers.**
- **Mercedes-Benz continues to be market leader in Germany, Japan and many other markets.**
- **Gain of market shares in Europe.**

Stuttgart – Mercedes-Benz has continued the trend in recent months by achieving yet another sales record in May. A total of 134,031 vehicles were sold to customers around the world (+10.4%). That makes 641,384 vehicles sold since the start of the year (+14.0%), also more than ever before during this period.

“We have set another sales record by achieving double-digit growth in May,” said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “End of May we celebrated the international debut of the C-Class estate in Bremen – a vehicle that will particularly appeal to customers in Europe.”

In Europe, 60,529 customers opted for a Mercedes-Benz vehicle in May (+4.8%). The cars with the star were in particular demand in the UK, where 10,093 units were sold in May (+22.3%). In Germany Mercedes-Benz sold 21,785 vehicles (py. 22,382 units) and was the most registered premium brand in May.

In the US, the company's largest sales market, sales rose 7.7% to 26,617 vehicles. American customers particularly liked the S-Class and E-Class models. The sales figures for Canada were up 5.1% with 2,964 vehicles handed over to customers.

The Mercedes-Benz brand put in a successful performance in the Asian market as well. A total of 23,011 units were delivered in China during May (+30.1%). Chinese dealerships now also offer the CLA. The compact coupe has been on China's roads since the end of April. Particularly strong percentage gains in unit sales were seen in South Korea (+49.0%), Taiwan (+21.8%) and India (+28.3%).

Among the various Mercedes-Benz model series, the compact cars continued to perform well in May. The company sold a total of 37,895 A-, B-, CLA- and GLA-Class vehicles worldwide (+19.3%), with 173,318 units since the start of the year (+24.5%).

The E-Class models continue to develop strongly. In May the company saw sales of the sedan and estate versions rise by 24.5% to 22,535 units sold. The growth rate for the coupe and cabriolet of the E-Class was around 30% in May, with both models selling the most units in their segment.

The strongest growth rates were recorded by the brand's flagship, the S-Class. A total of 8,353 customers took over an S-Class sedan, almost twice as many as in the same month last year. The Mercedes-Benz S-Class is the best-selling luxury sedan in the world.

A total of 20,696 C-Class vehicles were handed over to customers in the last month (py. 27,211 units). In the middle of the month, the East London Mercedes-Benz plant in South Africa became the second location after Bremen (Germany) to start production of the new C-Class. The new model is the brand's only vehicle to be produced on four continents, with production in China (Beijing) and the US (Tuscaloosa) set to start within the next two months. The new C-Class sedan has been available in Europe since March, and the estate is set to follow in September.

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A total of 29,846 Mercedes-Benz SUVs were handed over to customers in May (+16.1%). Since the start of the year, the company has already sold 136,107 off-road vehicles.

The Mercedes-Benz V-Class has been available at German dealerships since end of May and throughout Europe since early June. This multi-purpose vehicle is part of the Mercedes-Benz product initiative.

In May, 7,657 customers opted for a smart fortwo, the company's smallest model (py. 8,680 units). The compact city runabout is very popular mainly in big cities and is therefore also used for the station-independent car sharing service car2go. Since mid-May, 200 smart fortwos have also been available for spontaneous short-term rentals in the city of Florence. car2go is therefore present in three Italian cities (the other two being Rome and Milan). Italy is the second-largest sales market for the smart after Germany.

Sales Mercedes-Benz Cars in May 2014

	May* 2014	May 2013	Change in %	YTD* 2014	YTD 2013	Change in %
Mercedes-Benz	134,031	121,360	+ 10.4 %	641,384	562,824	+ 14.0 %
of which: A-/B-/CLA-/GLA-Class	37,895	31,770	+ 19.3 %	173,318	139,258	+ 24.5 %
C-/SLK-Class	24,678	32,688	- 24.5 %	133,185	152,413	- 12.6 %
E-/CLS-Class	30,320	25,131	+ 20.6 %	143,802	114,166	+ 26.0 %
S-/CL-/SL-Class/ SLS/Maybach	9,435	6,061	+ 55.7 %	45,921	27,785	+ 65.3 %
M-/R-/GLK-/GL-/ G-Class	29,846	25,710	+ 16.1 %	136,107	129,202	+ 5.3 %
V-Class segment	1,857	n. v.	n. v.	9,051	n. v.	n. v.
smart	7,657	8,680	- 11.8 %	39,481	43,052	- 8.3 %
Mercedes-Benz Cars	141,688	130,040	+ 9.0 %	680,865	605,876	+ 12.4 %
Europe (incl. Germany)	66,904	63,710	+ 5.0 %	311,918	294,951	+ 5.8 %
of which: Germany	23,750	24,741	- 4.0 %	112,030	111,811	+ 0.2 %
NAFTA	31,247	29,427	+ 6.2 %	146,753	138,198	+ 6.2 %
of which: USA	27,306	25,531	+ 7.0 %	129,092	121,213	+ 6.5 %
Asia/Pacific	39,150	32,266	+ 21.3 %	200,895	150,203	+ 33.7 %
of which: Japan	3,144	4,050	- 22.4 %	23,670	18,970	+ 24.8 %
of which: China (incl. Hongkong)	24,540	19,064	+ 28.7 %	120,073	86,540	+ 38.7 %

*incl. V-Class segment

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 euro zone; an increase in political tension in Eastern Europe; 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 preferences towards smaller, lower-margin vehicles; 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 for 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 for 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 the current Annual Report. If any of these risks and uncertainties materializes 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 date of publication.

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