

July 4, 2014

Mercedes-Benz posts strongest half-year's sales results in the company's history

- **Mercedes-Benz records a 12.8% sales growth in the first half of the year with 783,520 vehicles sold.**
- **The company achieved yet another record in June with sales of 142,136 units (+8.0%).**
- **Ola Källenius: "We are on track to make 2014 into yet another record year."**

Stuttgart – Since the beginning of the year, Mercedes-Benz has handed over 783,520 vehicles to customers (+12.8%) and can thus count on the best unit sales result in any half year in the company's history to date. In the month of June the company delivered 142,136 passenger cars (+8.0%).

"The first half of the year was extremely successful for us", said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. "With the unit sales of our vehicles, we are on track to make 2014 into yet another record year."

In the first six months of the year, Mercedes-Benz increased its sales on the European market to 352,198 vehicles (+7.4%) and gained additional market shares in almost all markets. Sales in the UK (+17.8%) and Switzerland (+7.7%) also showed very strong growth. In

the strongly competitive home market of Germany, Mercedes-Benz continues to be the most registered premium brand with 125,215 vehicles sold (+0.7%)

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In its biggest sales market, the USA, the company has delivered 151,624 vehicles since the beginning of the year. The new C-Class, which is the volume model in the North American market, will be launched here in September. Sales of the brand are also developing very well in South Africa: unit sales have risen by 10.3% to 11,388 units since the beginning of the year, and the brand posted an increase of 30.1% in June.

In China (incl. Hong Kong), the Stuttgart-based manufacturer continued on its strong course and has pushed sales up to 135,972 units since the beginning of the year (+37.5%). The new C-Class sedan will come on the Chinese market in September. In Japan, Mercedes-Benz sold 27,306 vehicles (+13.0%) and thus continues to be the most registered premium brand.

In the first half of the year, 215,205 customers opted for an A-, B-, CLA- or GLA-Class vehicle (+24.1%). At the end of the year, Mercedes-Benz will be presenting the fifth member of its compact car family: the CLA Shooting Brake, which will be produced in the Hungarian Mercedes-Benz plant in Kecskemét and will come onto the market in the first half of 2015.

The models of the E-Class family proved to be growth drivers in the last six months: the sedan and the estate alone sold 130,464 units (+27.4%). The E-Class coupe and convertible were also very popular with customers: Here, Mercedes-Benz posted growth of 25% since the beginning of the year. Both models are segment leaders in their classes.

Since the beginning of the year, 49,262 units of the S-Class have been handed over to customers – twice as many as in the same period of the previous year. Just about a year after the production start of the new S-Class, the 100,000th S-Class sedan model series 222 recently rolled off the production line in the Mercedes-Benz plant in Sindelfingen. The flagship of the brand with the star is leading worldwide in the luxury class and is considered the benchmark of automotive progress with its numerous innovations. In addition to the S-Class with its short and long wheelbase and the S-Class coupe, Mercedes-Benz will be supplementing its luxury segment with three more models in the coming years.

The SUVs with the star are also continuing their strong growth with customer deliveries of 166,730 vehicles in the last six months (+6.8%).

The smart fortwo was sold 46,816 times since the beginning of the year (-9.7%). The official world premiere of the new generation of the smart will take place on July 16 in Berlin.

Sales Mercedes-Benz Cars in June 2014

	June* 2014	June 2013	Change in %	YTD* 2014	YTD 2013	Change in %
Mercedes-Benz	142.136	131.613	+ 8,0 %	783.520	694.437	+ 12,8 %
of which: A-/B-/CLA-/GLA-Class	41.887	34.104	+ 22,8 %	215.205	173.362	+ 24,1 %
C-/SLK-Class	27.992	35.122	- 20,3 %	161.177	187.535	- 14,1 %
E-/CLS-Class	29.944	29.634	+ 1,0 %	173.746	143.800	+ 20,8 %
S-/CL-/SL-Class/ SLS/Maybach	9.547	5.900	+ 61,8 %	55.468	33.685	+ 64,7 %
M-/R-/GLK-/GL-/ G-Class	30.623	26.853	+ 14,0 %	166.730	156.055	+ 6,8 %
V-Class segment	2.143	na	na	11.194	na	na
smart	7.335	8.815	- 16,8 %	46.816	51.867	- 9,7 %
Mercedes-Benz Cars	149.471	140.428	+ 6,4 %	830.336	746.304	+ 11,3 %
Europe (incl. Germany)	71.373	69.012	+ 3,4 %	382.689	363.963	+ 5,1 %
of which: Germany	24.716	27.265	- 9,3 %	135.726	139.076	- 2,4 %
NAFTA	31.450	29.313	+ 7,3 %	178.175	167.511	+ 6,4 %
of which: USA	27.168	25.196	+ 7,8 %	156.213	146.409	+ 6,7 %
Asia/Pacific	41.624	37.341	+ 11,5 %	242.698	187.544	+ 29,4 %
of which: Japan	4.213	5.837	- 27,8 %	27.920	24.807	+ 12,5 %
of which: China (incl. Hongkong)	25.068	20.977	+ 19,5 %	145.312	107.517	+ 35,2 %

*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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