

August 6, 2014

## **Mercedes-Benz is starting into the second half of the year with a double-digit plus**

- **Ola Källenius: “We are using the momentum of the past months and are starting into the second half of the year with a sales growth of 11.3%.”**
- **The growth drivers include, among others, the models of the compact family, the SUVs and the S-Class.**
- **Mercedes-Benz is gaining market shares around the world.**

Stuttgart – After completing the best-selling half-year in the company’s history, Mercedes-Benz has posted yet another sales record in July. With 130,003 vehicles sold and an increase of 11.3%, the Stuttgart-based premium manufacturer has been blessed with the best ever month of July. Sales since the beginning of the year are at 913,523 units (+12.6%).

“We are using the momentum of the past months and are starting into the second half of the year with a sales growth of 11.3%. Our sales numbers are developing very well worldwide, and particularly strongly in the European markets”, said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “Our new models of the compact family and our SUVs were real growth drivers.”

The company achieved another record in its second largest European market, Great Britain, with an increase of 11.1% and 8,330 vehicles sold. In Spain (+51.6%) and France (+34.5%), the manufacturer posted a particularly strong unit sales increase. Overall, 58,205 customers (+7.6%) picked up a vehicle of the brand in July in Europe – including 22,427 customers in Germany (py. 22,501 units). Mercedes-Benz is thus gaining significant market shares in Europe. With a share of 9.3%, Mercedes-Benz is the most sold premium brand in its domestic market.

The sales numbers in the USA rose by 15.0% to 27,192 units in July – another sales record. In the largest sales market of the company, the B-Class Electric Drive celebrated its market launch in the middle of the last month. It will be available for sale in Europe by the end of 2014.

Mercedes-Benz is also continuing its success story on the Asian market. In July 2014, 20,871 Chinese customers picked up their vehicles; 12.6% more than in the same period of the previous year. In Japan, where Mercedes-Benz continues to lead the market among the importers, July sales grew by 13.5%. Sales in South Korea jumped by as much as 45.7%.

The compact car family of Mercedes-Benz continues to be a growth driver, especially in the European markets. In July alone, the company delivered a total of 37,579 vehicles of the A-, B-, CLA- and GLA-Class to its customers (+30.5%).

After the successful start of the C-Class sedan, the new estate model is now also ready to order. It will come to market in September. It is an important model, particularly for the European markets: Almost half of all C-Classes here are estate models. In the future, the long-wheelbase version of the C-Class will be of central importance in China. The first C-Classes with an extended wheelbase began to roll off the line at the Beijing plant a few days

ago. The market launch of the new C-Class in China will also be in September.

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The long-wheelbase version of the E-Class has been available in China since 2010. The new generation has been on the market for one year. July sales of the E-Class in China totaled more than 4,500; more than twice as many as in the previous year's period. Worldwide, 19,015 sedans of the E-Class were sold in July (+9.7%).

Mercedes-Benz continues to build up its leading position in the luxury segment. With 8,548 S-Class sedans sold, unit sales more than doubled in July (+114.9%).

The SUVs also continue to post growing sales numbers. July sales of the vehicles in the segment were 10.3% higher than in July of last year. The demand for the GLK (+22.1%) was particularly strong.

The city runabout smart fortwo was chosen by 7,508 customers in July (py. 7,679). Particularly successful was the smart in the United States, where more vehicles were sold than ever before. With the market launch of the new smart fortwo and smart forfour on November 22, 2014, smart will again offer the possibility of choosing between a two seater and a four seater. The two models carry on the established concept for modern urban mobility, but offer more space and additional equipment possibilities.

## Sales Mercedes-Benz Cars in July 2014

	July* 2014	July 2013	Change in %	YTD* 2014	YTD 2013	Change in %
<b>Mercedes-Benz</b>	130,003	116,790	+ 11.3 %	913,523	811,227	+ 12.6 %
of which: A-/B-/CLA-/GLA-Class	37,579	28,787	+ 30.5 %	252,784	202,149	+ 25.0 %
C-/SLK-Class	23,498	29,828	- 21.2 %	184,675	217,363	- 15.0 %
E-/CLS-Class	28,979	27,799	+ 4.2 %	202,725	171,599	+ 18.1 %
S-/CL-/SL-Class/ SLS/Maybach	9,318	5,051	+ 84.5 %	64,786	38,736	+ 67.3 %
M-/R-/GLK-/GL-/ G-Class	27,936	25,325	+ 10.3 %	194,666	181,380	+ 7.3 %
V-Class segment	2,693	n.a.	n.a.	13,887	n.a.	n.a.
<b>smart</b>	7,508	7,679	- 2.2 %	54,324	59,546	- 8.8 %
<b>Mercedes-Benz Cars</b>	137,511	124,469	+ 10.5 %	967,847	870,773	+ 11.1 %
<b>Europe (incl. Germany)</b>	62,414	58,982	+ 5.8 %	445,705	422,949	+ 5.4 %
of which: Germany	24,023	24,279	- 1.1 %	160,769	163,359	- 1.6 %
<b>NAFTA</b>	32,067	28,108	+ 14.1 %	210,270	195,619	+ 7.5 %
of which: USA	28,548	24,469	+ 16.7 %	184,761	170,980	+ 8.1 %
<b>Asia/Pacific</b>	38,080	32,592	+ 16.8 %	280,599	220,136	+ 27.5 %
of which: Japan	3,930	3,481	+ 12.9 %	31,813	28,288	+ 12.5 %
of which: China (incl. Hongkong)	22,238	19,832	+ 12.1 %	167,379	127,349	+ 31.4 %

\*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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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](mailto:ir.dai@daimler.com)