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Mercedes-Benz sales top one million mark in August

- **Ola Källenius: “August was a very successful month for the Mercedes-Benz brand. Since beginning of this year we have sold 1,032,410 vehicles, an increase by 12.3%. We therefore continue to be on course to make 2014 another record year.”**
- **Successful market launch of the new C-Class in the USA and China**
- **August with an increase of 9.7% worldwide with growth across all regions**

Stuttgart, Germany – Mercedes-Benz sold more vehicles last month than in any previous August. With an increase of 9.7%, 118,887 new vehicles were delivered to customers all over the world. Since the beginning of the year, the Stuttgart-based premium manufacturer has grown unit sales to a new record high of 1,032,410 units (+12.3%). Thus, the company has topped the million mark in unit sales one month earlier than in the previous year.

“August was a very successful month for the Mercedes-Benz brand. Since beginning of this year we have sold 1,032,410 vehicles, an increase by 12.3%. We therefore continue to be on course to make 2014 another record year,” said Ola Källenius, Member of the Divisional Board Mercedes-Benz Cars responsible for Marketing & Sales. “The launch of the new C-Class sedan in China and the US, its

largest markets, will add further sales momentum. The new C-Class estate and the S-Class coupe, which we will launch in Europe in mid-September, will also contribute to additional growth.”

In the toughly competitive European market environment, Mercedes-Benz delivered 45,661 vehicles to customers last month (+4.8%). The brand with the star achieved a market share of 9.0% in Germany and is still market leader in the premium segment with 20,057 units sold in August (py 21,376).

The company also posted growth in the NAFTA region with sales of 30,520 units (+9.4%). In the company’s biggest sales market, the USA, Mercedes-Benz posted another sales record with 27,078 vehicles (+9.4%).

Sales in the Asia/Pacific region showed very strong growth: Last month’s sales in that region totaled 37,591 vehicles (+15.8%). In August, 21,398 vehicles were handed over to customers in China (+18.3%), setting a new sales record. Thus, year-to-date sales of vehicles in the Middle Kingdom are unprecedentedly high (+31.5%). In Japan, the Stuttgart-based brand continued to maintain its position as market leader among the importers and again posted a record month in August with an increase of 13.8%. Sales in South Korea shot up by 60.6% to a new all-time high.

A model of the A-, B-, CLA- and GLA-Class was chosen by a total of 33,012 customers in August. Thus, the company grew the unit sales of its compact vehicles by 29.1%. Last month the compact four-door coupe, the CLA, celebrated an anniversary: since its market launch in Europe in April 2013, Mercedes-Benz has handed over more than 100,000 CLA cars to customers all over the world. The CLA is posting great successes on its most important single market, the USA. Every fourth vehicle of the model series is driven by an American customer.

The E-Class has been in high demand since the beginning of the year: Worldwide, the sedan and the estate have been sold 172,703 times (+20.8%). The E-Class coupe and convertible have also developed very well (+17.5 %). The two models are thus the best-selling vehicles in their comparative class.

The strong sales momentum in the luxury segment in August was due mainly to the new S-Class sedan: at 8,080 units, sales were more than doubled (+120.6%). Since the start of the year, Mercedes-Benz has already sold 65,890 S-Class sedans (+101.8%). The three biggest markets for the flagship of the brand are China, USA and Germany. End of September, with the S-Class coupe, the company is offering yet another new model in the S-Class segment.

The SUVs of Mercedes-Benz are continuing on their course of success. Since the beginning of the year, sales of SUVs with the star have reached an all-time high at 221,327 units (+7.2%). The G-Class, which is celebrating its 35th anniversary this year, was especially popular in August. The SUV provides the foundation for the SUV family which currently has five model series (GLA, GLK, ML, GL and G-Class).

A smart fortwo was the chosen car of 5,776 customers in August (+1.2%). The compact city runabout is in high demand primarily in big cities. Beginning on September 8, customers can also use 250 smart fortwo cars at car2go for short time rentals in the Frankfurt am Main metropolitan area. Currently, more than 11,000 car2go smart cars are underway in 26 cities of Europe and North America, including more than 1,250 battery-powered smart fortwo electric drive models. The smart fortwo is close to its model change. The new generation will be launched on November 22, 2014.

Sales Mercedes-Benz Cars in August 2014

	August* 2014	August 2013	Change in %	YTD* 2014	YTD 2013	Change in %
Mercedes-Benz	118,887	108,417	+ 9.7 %	1,032,410	919,644	+ 12.3 %
of which: A-/B-/CLA-/GLA-Class	33,012	25,562	+ 29.1 %	285,796	227,711	+ 25.5 %
C-/SLK-Class	22,173	26,783	- 17.2 %	206,848	244,146	- 15.3 %
E-/CLS-Class	26,299	26,175	+ 0.5 %	229,024	197,774	+ 15.8 %
S-/CL-/SL-Class/ SLS/Maybach	8,770	4,837	+ 81.3 %	73,556	43,573	+ 68.8 %
M-/R-/GLK-/GL-/ G-Class	26,661	25,060	+ 6.4 %	221,327	206,440	+ 7.2 %
V-Class segment	1,972	n.a.	n.a.	15,859	n.a.	n.a.
smart	5,776	5,710	+ 1.2 %	60,100	65,256	- 7.9 %
Mercedes-Benz Cars	124,663	114,127	+ 9.2 %	1,092,510	984,900	+ 10.9 %
Europe (incl. Germany)	47,878	46,064	+ 3.9 %	493,583	469,013	+ 5.2 %
of which: Germany	21,108	22,582	- 6.5 %	181,877	185,941	- 2.2 %
NAFTA	32,249	29,397	+ 9.7 %	242,519	225,016	+ 7.8 %
of which: USA	28,401	25,785	+ 10.1 %	213,162	196,765	+ 8.3 %
Asia/Pacific	39,947	34,069	+ 17.3 %	320,546	254,205	+ 26.1 %
of which: Japan	4,736	4,153	+ 14.0 %	36,549	32,441	+ 12.7 %
of which: China (incl. Hongkong)	22,877	19,555	+ 17.0 %	190,256	146,904	+ 29.5 %

*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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