

## Investor Relations Release

Date:  
November 3, 2014

In the following please find the Mercedes-Benz USA sales release for October 2014:

### **HIGHEST MONTH OF THE YEAR GIVES MERCEDES-BENZ BEST-EVER YEAR-TO-DATE SALES VOLUME**

#### **Sprinter up 17.4%, smart up 16.3% year-to-date**

MONTVALE, N.J. – Mercedes-Benz today reported its highest sales month of the year with 28,593 vehicles sold. Despite marginally lagging behind October 2013 (which was fueled by the launch of the company’s new entry-level CLA) by 4.9%, the month’s volume propelled the company to the highest October year-to-date sales in its history with 261,804 units, an increase of 6.8% from the 245,125 vehicles sold through the first 10 months of 2013. Adding retails of 19,925 for Sprinter Vans and 8,665 units at smart, up 17.4% and 16.3% respectively, year-to-date volumes for Mercedes-Benz USA (MBUSA) hit a record 290,394, up 7.7%.

“We’re building momentum month after month, working toward a record year despite the challenges posed by spot shortages in some of our most popular model lines,” said Stephen Cannon, president and CEO of MBUSA.

Mercedes-Benz October sales were led by the C-, E- and M-Class model lines. The C-Class, which entered a new generation for the 2015 model year, took the lead with 7,412 units, an increase of 13.2% from the 6,548 vehicles sold in October 2013. The E-Class followed with sales of 3,936, while the brand's best-selling SUV, the M-Class, rounded out the top three at 3,797, up 22%. At the high end, the latest-generation S-Class marked its first full year of sales in the U.S. with a 39.3% increase to 2,666 units.

Sprinter Vans saw sales of 2,140 in October, up 5% from the 2,038 units sold the same month last year. October retails for the smart brand increased 14% to 585.

Mercedes-Benz AMG high-performance models delivered October sales of 1,251, jumping 71.6% from the 729 units sold the same month last year. On a year-to-date basis, AMG volumes hit 9,192, a 58.6% gain from the 5,797 units sold through October 2013. Retails for Mercedes-Benz BlueTEC diesel models totaled 1,028 in October, with a year-to-date volume of 12,045.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) vehicles recorded sales of 9,834 vehicles in October, an increase of 29.2% from

the 7,612 units sold during the same month last year. Year-to-date, MBCPO sold 98,186 units, up 22% from 80,502 vehicles a year ago.

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### **About Mercedes-Benz USA**

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class and the SLS AMG GT.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans, and smart products in the U.S. More information on MBUSA and its products can be found at [www.mbusa.com](http://www.mbusa.com), [www.mbsprinterusa.com](http://www.mbsprinterusa.com) and [www.smartusa.com](http://www.smartusa.com).

Accredited journalists can visit our media site at [www.media.mbusa.com](http://www.media.mbusa.com).

Further Investor Relations information on Daimler is available on the Internet via [www.daimler.com/investors](http://www.daimler.com/investors) and on handhelds via <http://www.daimler.mobi/ir>.

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MERCEDES-BENZ USA  
Sales -- October 2014

Mercedes-Benz Passenger Vehicles	Oct-14	Oct-13	Monthly %	YTD 2014	YTD 2013	Yearly %
<b>B-CLASS EV</b>	98	-	-	257	-	-
<b>CLA-CLASS</b>	2,596	4,895	-47.0%	20,803	7,205	188.7%
<b>C-CLASS</b>	7,412	6,548	13.2%	57,582	73,144	-21.3%
<b>E-CLASS</b>	3,936	6,456	-39.0%	56,544	52,462	7.8%
<b>S-CLASS</b>	2,666	1,914	39.3%	19,581	9,539	105.3%
<b>CL-CLASS</b>	18	34	-47.1%	196	395	-50.4%
<b>SL-CLASS</b>	347	521	-33.4%	4,105	6,091	-32.6%
<b>SLS AMG</b>	11	42	-73.8%	223	366	-39.1%
<b>CLK-CLASS**</b>	0	0	-	3	0	-
<b>SLK-CLASS</b>	441	444	-0.7%	4,036	4,013	0.6%
<b>CLS-CLASS</b>	33	647	-94.9%	6,182	6,568	-5.9%
<b>R-CLASS**</b>	0	1	-100.0%	7	30	-76.7%
<b>M-CLASS</b>	3,797	3,113	22.0%	35,911	32,513	10.5%
<b>G-CLASS</b>	233	194	20.1%	2,421	2,072	16.8%
<b>GL-CLASS</b>	2,410	2,565	-6.0%	20,138	24,747	-18.6%
<b>GLA-CLASS</b>	2,007	-	-	2,998	-	-
<b>GLK-CLASS</b>	2,588	2,695	-4.0%	30,817	25,980	18.6%
<b>TOTAL</b>	<b>28,593</b>	<b>30,069</b>	<b>-4.9%</b>	<b>261,804</b>	<b>245,125</b>	<b>6.8%</b>
<b>SPRINTER*</b>	2,140	2,038	5.0%	19,925	16,978	17.4%
<b>smart</b>	585	513	14.0%	8,665	7,450	16.3%
<b>MBUSA Combined Total</b>	<b>Oct-14</b>	<b>Oct-13</b>	<b>Monthly %</b>	<b>YTD 2014</b>	<b>YTD 2013</b>	<b>Yearly %</b>
<b>GRAND TOTAL</b>	<b>31,318</b>	<b>32,620</b>	<b>-4.0%</b>	<b>290,394</b>	<b>269,553</b>	<b>7.7%</b>

*\*Mercedes-Benz and Freightliner Sprinter Vans are sold and marketed in the U.S. by Mercedes-Benz USA and Daimler Vans USA, respectively.*  
*\*\*Model is out of production.*