

November 7, 2014

Mercedes-Benz kicks off fourth quarter with record sales and 11.5% growth

- **Mercedes-Benz sells more vehicles than in any previous October with 140,941 units (+11.5%).**
- **Double-digit growth and new sales record of 1,336,097 vehicles since the beginning of the year**
- **New compact cars as well as the C- and S-Class are growth drivers**
- **Ola Källenius: “Already in the first month after the market launch the C-Class estate and the S-Class coupe were extremely popular among our customers.”**

Stuttgart – Mercedes-Benz handed over 140,941 vehicles to customers in October (+11.5%), more than in any previous October. The Stuttgart based brand has also achieved a new sales record since the beginning of the year with sales of 1,336,097 cars (+12.4%).

“We started the fourth quarter with a sales record in October”, said Ola Källenius, member of the Divisional Board of Management of Mercedes-Benz Cars responsible for Marketing & Sales. “Already in the first month after the market launch the C-Class estate and the S-Class coupe were extremely popular among our customers.”

In October, the Stuttgart based company sold 60,632 Mercedes-Benz vehicles in Europe (+9.8%). The growth markets were in particular Spain (+56.3%), Switzerland (+19.5%) and Belgium (+12.4%). Unit sales in the German market rose by 4.5% to 23,784 units last month. Thus, Mercedes-Benz stays the most registered premium brand in its home market.

In the past month, Mercedes-Benz posted particularly strong growth rates in the Asia-Pacific region: In China 23,150 customers picked up their vehicles, 33.4% more than in the previous year's month – another sales record. In Japan, where Mercedes-Benz continues to lead the market among the importers, the brand also saw a new sales record (+10.6%). In Australia, the company even increased its October sales by 37.8%, thus posting another sales record.

Also in the NAFTA region, the company achieved a 6.6% increase in sales to 296,867 vehicles since the beginning of the year. In the USA, October was the best-selling month in 2014 to date with sales of 28,593 units. In the first ten months of the year, the company has handed over 261,804 vehicles to customers (+6.8%). Due to the unusually high unit sales in October 2013, the growth rate in October 2014 was below the previous year's level (-4.9%).

Among the Mercedes-Benz model series, sales of the new compact cars developed very well: From January to October, a total of 375,435 customers chose a model of the A-, B-, CLA- or GLA-Class (+23.7%).

With an increase of almost 40% compared to the previous year's month the C-Class sedan and estate met with great response among the customers in October.

The models of the E-Class segment are also in high demand: With 285,481 delivered vehicles since the beginning of the year, the brand achieved a new sales record (+9.2%). In October, the long-version of the E-Class, which is sold only in China, was the most popular one (+69.6%).

Mercedes-Benz continues to expand its leading position in the luxury segment with the S-Class. Only in October, 8,397 sedans were handed over to customers (+60.2%). One year after the launch in all core markets, the company has already delivered more than 100,000 units of the new S-Class. Never before have so many vehicles of the luxury sedan been delivered to customers in the first year of full availability. As the third model in the luxury segment, the S-Class coupe also excites customers: Since the beginning of the year, more than twice as many vehicles of the model have been delivered compared to the same period in the previous year.

The SUVs again posted rising sales numbers: Since the beginning of the year, 278,811 vehicles were sold, as many as never before (+5.6%). In October, the M-Class was chosen by a particularly large number of customers (+13.4%).

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Since January, 72,041 customers worldwide have opted for a smart fortwo (PY 82,449 units). After Germany, China is meanwhile the second largest sales market for the compact city car, followed by Italy. Beginning on November 22, the new smart fortwo and forfour will be available at the dealers.

Sales Mercedes-Benz Cars in October 2014

	October* 2014	October 2013	Change in %	YTD* 2014	YTD 2013	Change in %
Mercedes-Benz	140,941	126,421	11.5	1,336,097	1,189,059	12.4
of which: A-/B-/CLA-/GLA-Class	40,245	36,132	11.4	375,435	303,599	23.7
C-/SLK-Class	36,069	26,869	34.2	281,580	304,968	-7.7
E-/CLS-Class	24,484	29,294	-16.4	285,481	261,408	9.2
S-/CL-/SL-Class/ SLS/Maybach	10,028	6,225	61.1	94,478	55,054	71.6
M-/R-/GLK-/GL-/ G-Class	27,915	27,901	0.1	278,811	264,030	5.6
V-Class segment	2,200	n. a.	n. a.	20,312	n. a.	n. a.
smart	5,171	8,667	-40.3	72,041	82,449	-12.6
Mercedes-Benz Cars	146,112	135,088	8.2	1,408,138	1,271,508	10.7
Europe (incl. Germany)	63,384	61,408	3.2	638,172	606,870	5.2
of which: Germany	24,875	25,316	-1.7	231,263	235,693	-1.9
NAFTA	33,587	34,635	-3.0	308,590	289,037	6.8
of which: USA	29,170	30,567	-4.6	270,508	252,627	7.1
Asia/Pacific	42,757	33,742	26.7	412,480	328,848	25.4
of which: Japan	4,335	3,933	10.2	48,977	43,663	12.2
of which: China (incl. Hongkong)	24,506	18,671	31.3	241,716	187,590	28.9

*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, epidemics, 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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