

December 5, 2014

Mercedes-Benz tops last year's sales already in November

- **1,486,839 sold vehicles since the beginning of the year (+12.4%)**
- **Sales record for the eleventh consecutive month in 2014 (150,742 units, +13.0%)**
- **Strong growth in demand in the European markets**
- **C-Class Sedan and Estate post 53.3% sales growth**
- **Ola Källenius: "We have already topped the total sales of the previous year in November. This will turn 2014 into another record year for Mercedes-Benz."**

Stuttgart – In the past eleven months, Mercedes-Benz has already sold more vehicles than in the entire year 2013. Since the beginning of the year, 1,486,839 vehicles were handed over to customers (+12.4%). In November the Stuttgart based brand posted another record with sales of 150,742 units (+13.0%). Thus, Mercedes-Benz has managed to achieve a new sales record in every month of the current year.

"November was a very successful month for us", says Ola Källenius, Member of the Divisional Board of Management of Mercedes-Benz Cars responsible for Marketing & Sales. "We have already topped the total sales of the previous year in November. This will turn 2014 into another record year for Mercedes-Benz", continues Källenius.

In Europe, Mercedes-Benz sold 61,060 vehicles in November, 13.6% more than in the same month of the previous year. In the highly competitive German market, the Stuttgart based brand posted a growth of 9.2% with sales of 23,373 units and maintained its market leadership among the premium manufacturers. In the UK, the most important market for Mercedes-Benz in Europe behind Germany, 8,754 customers opted for a vehicle with the star in November (+13.5%). This led to another sales record, as in Switzerland, where the demand increased by more than 40%. Growth rates of more than 30% were attained in France and Spain last month.

In the NAFTA region, 38,740 vehicles were handed over to customers in November (+2.3%). In the USA, the world's biggest market of Mercedes-Benz, November was the best selling month in history. With 34,578 delivered vehicles the brand was the premium manufacturer number one (+0.6%). In Canada sales increased by 19.6% to 3,282 units.

The Asia-Pacific region continues to stand out as a growth driver: Sales numbers exceeded the level of previous year's November by 23.3%. In China, 23.1% more vehicles were sold than in the previous year's month (26,184 units). Since the beginning of the year, the demand has grown by 30% to 252,819 vehicles. In Australia, 37.9% more vehicles were delivered to customers in November; in Japan, where Mercedes-Benz holds the market leadership among the premium manufacturers, sales increased by 23.2%. Thus, both countries have achieved sales records with monthly regard and since the beginning of the year.

Within the Mercedes-Benz model series, sales records were posted in all segments. In the compact car segment, a record was reached not only in November with sales of 42,413 vehicles of the A-, B-, CLA- and GLA-Class (+27.1%), but also since the beginning of the year (417,848 units, +24.0%). The face-lifted B-Class is available at the dealers since November 29.

In the year of the C-Class, unit sales of the C-Class Sedan and Estate increased by 53.3% to 38,095 units in November. The Sedan and the Estate have never before reached such a high level in November.

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In the past eleven months, 235,485 E-Class Sedan and Estate models were delivered to customers. Sales of these models increased by 9.7% in comparison to the previous year's period.

Mercedes-Benz continues its series of success as market leader in the luxury segment: 93,307 sold models of the S-Class Sedan since the beginning of the year mark an 88.6% increase and another sales record. In November, 9,519 customers opted for a new S-Class Sedan (+25.0%) – this marks a sales record as well. At the end of November, the new Mercedes-Maybach S 600 celebrated its world premiere in Guangzhou and Los Angeles. The brand with the star is thus broadening its offering in the exclusive top segment with a new sub-brand: Mercedes-Maybach stands for individual and prestigious exclusivity and appeals primarily to status-conscious customers.

The number of sold SUVs has risen by 5.1% since the beginning of the year. With 309,158 units, this segment also posts a sales record.

In the year of the model change, a total of 79,502 smart vehicles were delivered to customers since January (PY 91,987 units). All interested customers who have been waiting for the new models since the world premiere of the new smart fortwo and the smart forfour in July can experience them live at the dealers since November 22. The response on the day of the market launch was excellent: In Germany, more than 50,000 visitors came to the dealerships, more than 4,000 test drives were conducted on the spot. Since the beginning of the year, smart reached a sales record in China, the second largest market of the city runabout (+4.2%).

Sales Mercedes-Benz Cars in November 2014

	November* 2014	November 2013	Change in %	YTD* 2014	YTD 2013	Change in %
Mercedes-Benz	150,742	133,441	13.0	1,486,839	1,322,500	12.4
of which: A-/B-/CLA-/GLA-Class	42,413	33,382	27.1	417,848	336,981	24.0
C-/SLK-Class	40,845	28,748	42.1	322,425	333,716	-3.4
E-/CLS-Class	24,303	32,693	-25.7	309,784	294,101	5.3
S-/CL-/SL-Class/ SLS/Maybach	10,847	8,518	27.3	105,325	63,572	65.7
M-/R-/GLK-/GL-/ G-Class	30,347	30,100	0.8	309,158	294,130	5.1
V-Class	1,987	n.a.	n.a.	22,299	n.a.	n.a.
smart	7,461	9,538	-21.8	79,502	91,987	-13.6
Mercedes-Benz Cars	158,203	142,979	10.6	1,566,341	1,414,487	10.7
Europe (incl. Germany)	65,532	60,192	8.9	703,704	667,062	5.5
of which: Germany	25,142	23,984	4.8	256,405	259,677	-1.3
NAFTA	40,076	39,140	2.4	348,666	328,177	6.2
of which: USA	35,410	35,334	0.2	305,918	287,961	6.2
Asia/Pacific	46,228	37,909	21.9	458,708	366,757	25.1
of which: Japan	5,401	4,411	22.4	54,378	48,074	13.1
of which: China (incl. Hongkong)	27,619	22,794	21.2	269,335	210,384	28.0

*incl. V-Class

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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