

February 6, 2015

Mercedes-Benz starts 2015 with record sales

- **Best start of the year in the company's history for Mercedes-Benz with 125,865 vehicles sold in January (+13.6%)**
- **Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales: "We have started the 'year of the SUVs' at Mercedes-Benz with a sales increase of 37% in this segment."**
- **Increase of unit sales in all core markets, record sales in the two biggest markets USA (+8.9%) and China (+14.5%), strong growth in Germany (+11.4%)**
- **Over 50% more deliveries of C-Class Sedans and Estates than in the same month of the previous year**
- **smart increases unit sales with new models by nearly 30% compared to the previous year's month; growth of over 60% in Germany.**

Stuttgart – Mercedes-Benz follows up on the success of the previous year and has started 2015 with record sales of 125,865 vehicles. Thus, 13.6% more Mercedes-Benz models were sold than in the same month of the previous year. In January, smart also posted a solid sales growth of 29.9%.

"We have started the 'year of the SUVs' at Mercedes-Benz with a sales increase of 37% in this segment", said Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales. "In 2015 we will continue last year's momentum with new products across all segments: in the high-end with the Mercedes-Maybach S 600 and in the microcar-segment with the new smart fortwo and smart forfour, which are highly popular among our customers. January unit sales of the new smart models increased by nearly 30% in comparison to the previous year's month."

The European market continues to develop positively for Mercedes-Benz with a 14.5% sales increase to 47,693 vehicles. Particularly high growth rates were achieved in the UK (+20.4%), Italy (+16.3%), Spain (+47.4%) and France (+22.1%). In the toughly competitive German market, 11.4% more vehicles were sold than in the same month of the previous year (15,503 units), and additional market shares were gained. Mercedes-Benz is thus expanding its market leadership among the premium manufacturers in the domestic market.

In the NAFTA region, a total of 27,621 models were sold (+9.6%) – more than ever before. With sales of 24,619 vehicles, a sales record was achieved in the USA (+8.9%). A new record was also posted in Canada with a sales increase of 8.2%.

The Asia-Pacific region achieved a sales record of 46,269 vehicles (+16.4%), of which 28,080 Mercedes-Benz models were delivered to customers in China (+14.5%). A sales record was posted not only in China but also in Japan, where Mercedes-Benz holds the market leadership among the premium manufacturers.

In contrast to the general market forecast, Mercedes-Benz unit sales in Russia were up by 16.2% in January. However, it remains to be seen how the difficult economic situation will affect Mercedes-Benz sales in Russia during the rest of the year.

The compact cars of Mercedes-Benz continue to enjoy great popularity, which enabled a 24% sales increase in January. A total of 33,719 customers received their new A-, B-, CLA- and GLA-Class vehicles in January. The CLA Shooting Brake, which is the fifth member of the compact car family, will celebrate its market launch in March.

The C-Class Sedan and Estate were particularly successful in January. Sales of the two models are over 50% higher than in the same month of the previous year. Overall, some 31,959 C-Class Sedans and Estates were handed over to customers.

At the beginning of the year, the S-Class did not only win the hearts of "auto, motor und sport" readers, who voted the model as the best car in the luxury class. Unit sales of the best-selling luxury automobile in the world climbed by 9.2% to a new record high of 8,111 units.

The SUV boom has led to a 37% sales growth in this segment. The GLK- as well as the GL- and G-Class posted new sales records in January.

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The new smart models launched in November 2014 are enjoying an excellent reception from customers. In January, unit sales increased to 8,457 smart fortwo and forfour models, which marks a 29.9% increase compared to the previous year's month. Sales on the German domestic market grew by more than 60%.

Sales Mercedes-Benz Cars in January 2015

	January 2015	January 2014	Change in %	YTD 2015	YTD 2014	Change in %
Mercedes-Benz	125,865	110,785	13.6	125,865	110,785	13.6
of which: A-/B-/CLA-/GLA-Class	33,719	27,198	24	33,719	27,198	24
C-/SLK-Class	34,204	24,100	41.9	34,204	24,100	41.9
E-/CLS-Class	22,194	25,785	-13.9	22,194	25,785	-13.9
S-/CL-/SL-Class/ SLS/Maybach	9,367	8,188	14.4	9,367	8,188	14.4
M-/R-/GLK-/GL-/ G-Class	24,867	24,206	2.7	24,867	24,206	2.7
V-Class	1,514	1,308	15.7	1,514	1,308	15.7
smart	8,457	6,511	29.9	8,457	6,511	29.9
Mercedes-Benz Cars	134,322	117,296	14.5	134,322	117,296	14.5
Europe (incl. Germany)	53,993	45,901	17.6	53,993	45,901	17.6
of which: Germany	17,958	15,435	16.3	17,958	15,435	16.3
NAFTA	28,228	25,861	9.2	28,228	25,861	9.2
of which: USA	25,217	23,112	9.1	25,217	23,112	9.1
Asia/Pacific	47,773	41,314	15.6	47,773	41,314	15.6
of which: Japan	4,570	4,153	10	4,570	4,153	10
of which: China (incl. Hongkong)	29,486	25,932	13.7	29,486	25,932	13.7

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 official 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 Daimler’s most recent 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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