

March 6, 2015

C-Class and SUVs bring Mercedes-Benz record sales in February

- **Mercedes-Benz sells 14.6% more vehicles in February than in the previous year's month (120,270 units)**
- **Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales: "We have never before sold so many C-Class Sedans and Estates as well as SUVs and compact cars in the first two months of the year."**
- **Biggest markets post sales records: USA (+4.5%), China (+13.6%)**
- **Per February premium market leader in the USA, Germany and Japan**
- **High sales increases for the new smart models in their biggest markets: Germany (+33.0%), Italy (+45.3%)**

Stuttgart – Mercedes-Benz remains on its course of success. The Stuttgart-based company sold 120,270 vehicles in February, thus topping the record high level of the previous year's month by 14.6%.

"Mercedes-Benz posted another sales record in February. The success is due in particular to the C-Class, our SUVs and our compact cars. We have never before sold so many C-Class Sedans and Estates as well as SUVs and compact cars in the first two months of the year", said Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales.

In Europe, a total of 50,550 customers took over their new Mercedes-Benz (+17.1%), including 17,494 vehicles for customers in Germany, the

largest European market for Mercedes-Benz (+5.8%). On its home market, the Stuttgart-based company is the market leader among the premium manufacturers per February. In the UK, the second-largest European market of Mercedes-Benz, unit sales of the previous year's month were topped by 19.5% in February. Other European markets like Poland (+92.5%), Spain (+39.6%), Sweden (+34.9%) and Belgium (+36.5%) made a sustainable contribution to the market share gains of Mercedes-Benz in the premium segment with their growth rates.

In the NAFTA region, Mercedes-Benz posted a new record in February with 26,747 vehicles sold (+6.3%). Sales records were achieved in the USA as well as in Canada and Mexico. February sales in the USA totaled 23,616 units (+4.5%). Per February, Mercedes-Benz is the market leader among the premium manufacturers in the USA.

February sales in the Asia-Pacific region rose by 15.5% to 37,992 units. Sales in China reached a new record of 19,979 units (+13.6%) in February, in Japan, a record high level of 5,240 units was achieved (+3.6%). Mercedes-Benz is thus maintaining its market leadership among the premium importers in Japan.

In Russia, Mercedes-Benz posted sales growth of 16.5% in February and achieved a new sales record.

The demand for Mercedes-Benz compact cars continues to develop positively: In February, 35,159 customers opted for a compact car. Thus, the sales record of the previous year's month was topped by 6,948 units (+24.6%). The first vehicles of the fifth member of the compact car family of Mercedes-Benz, the CLA Shooting Brake, will arrive at the dealers on March 28.

As in January, the C-Class Sedan and Estate posted particular high sales growth in February at 66.6%. The C-Class Sedan was the segment leader in both January and February. In the first two months, a total of 63,878 customers took over their new C-Class Sedan or Estate (+59.1%).

Customer deliveries of these model series have never been so high in the first two months of the year.

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The E-Class Sedan posted particular high growth in its largest sales market China, where sales were up 16% compared to the previous year's month. In the context of the J.D. Power Vehicle Dependability Study, which measures the long-term quality of vehicles after a three-year holding period, the E-Class and GLK were the chosen winners in their segments in the USA in 2015.

The S-Class is still the best-selling luxury sedan in the world with another sales record of 15,024 units since the beginning of the year (+4.2%). In February, China was the biggest sales market for the sedan with a sales increase of 16.8%.

The SUVs were especially popular in February (+31.1%). The G-Class, the prime father of all SUVs, posted growth of 17.6% and thus a new sales record in February. The near-series show car Mercedes-Benz G 500 4x4² celebrated its world premiere at the Geneva Motor Show.

February sales of the new smart models increased by 12.7% to 8,303 units. Particular high growth rates were posted in the two biggest markets: In Germany, 33% more smart models were sold than in the previous year's month, and unit sales in Italy were up by 45.3%.

Sales Mercedes-Benz Cars in February 2015

	February 2015	February 2014	Change in %	YTD 2015	YTD 2014	Change in %
Mercedes-Benz	120,270	104,968	14.6	246,135	215,753	14.1
of which: A-/B-/CLA-/GLA-Class	35,159	28,211	24.6	68,878	55,409	24.3
C-/SLK-Class	34,147	22,192	53.9	68,351	46,292	47.7
E-/CLS-Class	18,747	21,946	-14.6	40,941	47,731	-14.2
S-/CL-/SL-Class/ SLS/Maybach	8,449	7,775	8.7	17,816	15,963	11.6
M-/R-/GLK-/GL-/ G-Class	21,970	23,101	-4.9	46,837	47,307	-1.0
V-Class	1,798	1,743	3.2	3,312	3,051	8.6
smart	8,303	7,366	12.7	16,760	13,877	20.8
Mercedes-Benz Cars	128,573	112,334	14.5	262,895	229,630	14.5
Europe (incl. Germany)	57,138	47,862	19.4	111,131	93,763	18.5
of which: Germany	19,833	18,298	8.4	37,791	33,733	12.0
NAFTA	27,316	26,318	3.8	55,544	52,179	6.4
of which: USA	24,077	23,537	2.3	49,294	46,649	5.7
Asia/Pacific	39,097	34,363	13.8	86,870	75,677	14.8
of which: Japan	5,259	5,178	1.6	9,829	9,331	5.3
of which: China (incl. Hongkong)	21,018	18,906	11.2	50,504	44,838	12.6

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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