

April 8, 2015

Strongest sales month for Mercedes-Benz in the company's history

- **Mercedes-Benz delivers 183,467 vehicles to customers in March (+15.7%) – more than ever before.**
- **Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales: "Mercedes-Benz recorded the strongest sales month and the best first quarter in the company's history in March."**
- **Strong growth and sales records in the biggest markets: USA (+9.2%) and China (+20.8%)**
- **Record-high sales of C-Class Sedan and Estate (+57.8%), SUVs (+31.9%), compact cars (+25.3%) and S-Class Sedan (+7.1%) in the first quarter of 2015**

Stuttgart – Mercedes-Benz continues its record performance with 183,467 vehicles sold in March (+15.7%). Sales have never before reached such a high level in one month. Since the beginning of the year, 429,602 vehicles have been handed over to customers, topping the previous year's record by 14.8%.

“Mercedes-Benz recorded the strongest sales month and the best first quarter in the company's history in March,” said Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales. "These successful results are due in no small part to the product offensive we continued to drive forward in March. The CLA

Shooting Brake, launched March 28, is the perfect addition to our compact car family,” continued Källenius.

Last month, Mercedes-Benz set a new sales record in Europe, where sales rose by 16.3% to 89,041 vehicles. In Germany, 27,118 customers were happy to receive their new Mercedes-Benz in March. Since the beginning of the year, sales on the home market could be increased by 7.3% to 60,115 units. In Great Britain, record sales of 26,488 vehicles and an increase of 19.5% were achieved in March. Particularly high growth rates were posted, among others, in France (+42.4%), Spain (+44.5%) and Belgium (+38.8%).

In the NAFTA region, a new sales record of 34,370 vehicles was set in March (+9.1%). In the USA, the record of the previous year could be exceeded by 9.2% and 29,921 vehicles were handed over to the customers.

In the Asia-Pacific region, sales rose by 18.0% to a new record high of 54,206 vehicles last month. 30,124 units went to China, where a high sales growth of 20.8% was achieved. So many Chinese customers have never before received their new Mercedes-Benz in March. A sales record was also posted in Japan, where 18,776 vehicles were delivered to customers since the beginning of the year. In Japan, the brand with the star is market leader among the premium manufacturers. In Australia, Mercedes-Benz achieved a sales increase of 16.8% and thus a new record.

Since the end of March, the CLA Shooting Brake supplements the successful compact car family of Mercedes-Benz. More than four million customers around the world have opted for an A-Class, B-Class, CLA or GLA since the launch of the first compact car from Mercedes-Benz in 1997. The compact cars continued to enjoy great popularity, which enabled a 25.3% sales increase in the first quarter of 2015 and thus a new record.

The track to record sales levels of the C-Class Sedan and Estate is unbroken. Since the beginning of the year, 109,050 units of these model series have been sold, 57.8% more than in the same period of the previous year.

The E-Class was especially popular in China: In the first quarter of 2015, the E-Class Sedan posted growth of 4.9% and achieved a new sales record there.

The best selling luxury sedan in the world, the S-Class Sedan, has been delivered to 25,849 customers since the beginning of the year (+7.1%). So many units of this model series have never before been sold in the first three months of a year.

The SUVs have also achieved a new record: Since the beginning of the year, sales have increased by 31.9% in comparison with the previous year's period to a total of 107,323 units. The G-Class posted a sales growth of 24.2% and a new sales all-time high in March.

The new smart models also enjoyed great popularity in March: A total of 11,984 customers opted for the two-door or four-door variant of the city runabout last month (+25.4%). After its successful market launch in Europe, the two-door city coupé will also be available for sale in the USA from autumn onwards. The smart fortwo is currently celebrating its official US premiere at the New York International Auto Show.

Sales Mercedes-Benz Cars in March 2015

	March 2015	March 2014	Change in %	YTD 2015	YTD 2014	Change in %
Mercedes-Benz	183,467	158,523	15.7	429,602	374,276	14.8
of which: A-/B-/CLA-/GLA-Class	54,891	43,389	26.5	123,769	98,798	25.3
C-/SLK-Class	50,832	36,471	39.4	119,183	82,763	44.0
E-/CLS-Class	31,107	34,968	-11.0	72,048	82,699	-12.9
S-/CL-/SL-Class/ SLS/Maybach	12,680	11,124	14.0	30,496	27,087	12.6
M-/R-/GLK-/GL-/ G-Class	30,619	30,298	1.1	77,456	77,605	-0.2
V-Class	3,338	2,273	46.9	6,650	5,324	24.9
smart	11,984	9,555	25.4	28,744	23,432	22.7
Mercedes-Benz Cars	195,451	168,078	16.3	458,346	397,708	15.2
Europe (incl. Germany)	98,231	82,814	18.6	209,362	176,577	18.6
of which: Germany	30,617	27,823	10.0	68,408	61,556	11.1
NAFTA	35,084	32,722	7.2	90,628	84,901	6.7
of which: USA	30,484	28,171	8.2	79,778	74,820	6.6
Asia/Pacific	56,253	47,994	17.2	143,123	123,671	15.7
of which: Japan	9,019	8,812	2.3	18,848	18,143	3.9
of which: China (incl. Hong Kong)	32,114	26,823	19.7	82,618	71,661	15.3

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.

Further Investor Relations information on Daimler is available on the Internet via www.daimler.com/investors and on handhelds via www.daimler.mobi/ir.

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