

May 7, 2015

## **Mercedes-Benz achieves double-digit sales growth and a new sales record in April**

- Mercedes-Benz increases unit sales by 11.3% to 148,072 vehicles in April.
- Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales: “We began the second quarter with double-digit sales growth. In the course of the year, we plan to keep that momentum going with a stream of new products including four new or revised SUVs. In addition, we recently showed the Concept GLC Coupé, which will go into series production in 2016, at the auto show in Shanghai.”
- Double-digit growth in the biggest sales markets: China (+20.6%), USA (+12.8%)
- Top sellers in April: C-Class Saloon and Estate (+53.8%)

Stuttgart – Mercedes-Benz has been setting new sales records month for month for more than two years. In April, the brand with the star posted a new opening record for the second quarter: Overall, 148,072 customers picked up their new Mercedes-Benz (+11.3%).

“We began the second quarter with double-digit sales growth”, said Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales. “In the course of the year, we plan to keep that momentum going with a stream of new products including four new or revised SUVs. In addition, we

recently showed the Concept GLC Coupé, which will go into series production in 2016, at the auto show in Shanghai”, continues Källenius.

page 2

In Europe, 251,268 vehicles have been handed over to customers since the beginning of the year (+12.0%), of which 83,339 models went to Germany (+3.6%). In Great Britain, 50,196 customers opted for a Mercedes-Benz in the first four months of the year (+19.1%) – more than ever before. Since the beginning of the year, demand increased particularly strong in Spain (+33.4%), Portugal (+32.5%), Sweden (+19.7%), and Belgium (+15.7%).

In the NAFTA region, Mercedes-Benz posted sales records in all three countries in April. In the USA, 29,188 vehicles were sold (+12.8%). Mercedes-Benz achieved the market leadership among the premium manufacturers in the USA and Canada in April. Canada saw a sales increase of 28.6%, and Mexico posted growth of 29.7%. Overall, 33,668 customers were happy to receive their new Mercedes-Benz in the countries of the NAFTA region (+14.6%).

A sales record was also posted in the Asia-Pacific region with 45,034 vehicles sold in April (+23.3%). In China, where the local production of the GLA started last month, 27,069 customers opted for a Mercedes-Benz. The record could be achieved due to a sales increase of 20.6% compared to the same month of the previous year. In Japan (+37.5%) and Australia (+16.2%), Mercedes-Benz is the market leader among the premium manufacturers in April. In the emerging market of India, a new sales record was posted for the third consecutive time. There, Mercedes-Benz started into the second quarter with a sales increase of 49.1%.

One year after the market launch of the GLA, it has made a significant contribution to the record sales of the compact cars of Mercedes-Benz in April. Last month, 45,016 customers opted for a compact car (+22.9%). The latest member of the compact car family, the CLA

Shooting Brake, met with an excellent customer response in the first month after its launch.

page 3

In April, sales of the C-Class remained at the same high level as in the previous months: Sales rose by 53.8% to 32,809 units of the C-Class Saloon and Estate. Thus, the two models are the top sellers of the month.

The best-selling luxury saloon in the world, the S-Class, achieved a new sales record in April with 8,736 units sold (+6.4%). Since the beginning of the year, 34,585 S-Class Saloons have been delivered to customers.

The SUVs of Mercedes-Benz continue to enjoy great popularity. In the first four months of the year, 147,708 SUVs and thus 29.4% more vehicles were handed over to customers than in the same period of the previous year. The G-Class and the GLK achieved new records.

In April, the majority of smart fortwo and smart forfour went to customers in Germany and Italy, where sales increased by more than 50%. Worldwide 10,949 smart models were sold. Thus, 30.5% more city runabouts were handed over to customers in April than in the same month of the previous year.

## Sales Mercedes-Benz Cars in April 2015

	April 2015	April 2014	Change in %	YTD 2015	YTD 2014	Change in %
<b>Mercedes-Benz</b>	148,072	133,077	+11.3	577,674	507,353	+13.9
of which: A-/B-/CLA-Class	34,145	32,490	+5.1	128,047	127,496	+0.4
C-Class incl. Derivatives	34,227	23,559	+45.3	148,580	100,529	+47.8
E-Class incl. Derivatives	24,261	30,783	-21.2	96,309	113,482	-15.1
S-Class incl. Derivatives	9,681	8,277	+17.0	37,881	32,689	+15.9
G-/R-/GLA-/GLK-/M-/GL- Class and Derivatives	40,385	32,791	+23.2	147,708	114,188	+29.4
SL-/SLK-Class/SLS/GT	3,068	3,307	-7.2	10,194	11,775	-13.4
V-Class	2,305	1,870	+23.3	8,955	7,194	+24.5
<b>smart</b>	10,949	8,392	+30.5	39,693	31,824	+24.7
<b>Mercedes-Benz Cars</b>	159,021	141,469	+12.4	617,367	539,177	+14.5
<b>Europe (incl. Germany)</b>	72,956	68,437	+6.6	282,318	245,014	+15.2
of which: Germany	26,820	26,724	+0.4	95,228	88,280	+7.9
<b>NAFTA</b>	34,275	30,605	+12.0	124,903	115,506	+8.1
of which: USA	29,640	26,909	+10.1	109,418	101,729	+7.6
<b>Asia/Pacific</b>	46,368	38,074	+21.8	189,491	161,745	+17.2
of which: Japan	3,192	2,383	+33.9	22,040	20,526	+7.4
of which: China (incl. Hong Kong)	28,345	23,872	+18.7	110,963	95,533	+16.2

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.

Further Investor Relations information on Daimler is available on the Internet via [www.daimler.com/investors](http://www.daimler.com/investors) and on handhelds via [www.daimler.mobi/ir](http://www.daimler.mobi/ir).

page 5

If you have any questions, please contact our Investor Relations Team:

**Bjoern Scheib**

Tel. +49/711-17-95256

**Lutz Deus**

Tel. +49/711-17-92261

**Alexander Vollmer**

Tel. +49/711-17-97778

**Rolf Bassermann**

Tel. +49/711-17-95277

**Julian Krell**

Tel. +49/711-17-99320

**Dr. Stephan Georg Schoen**

Tel. +49/711-17-95361

**E-mail:** [ir.dai@daimler.com](mailto:ir.dai@daimler.com)