

September 4, 2015

Strong growth in unit sales for Mercedes-Benz in Asia

- **Mercedes-Benz sells 139,802 cars in August (+17.6%).**
- **Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales: “Our strong growth in the Asia-Pacific region made a key contribution to the good sales performance of Mercedes-Benz in August. Development of demand for the GLA is especially positive.”**
- **Unit sales in China up by 53.1% to a new record**
- **Premium market leader in Germany, Japan, Canada, Australia and Spain**
- **Record unit sales of the C-Class Saloon and Estate (+81.3%)**

Stuttgart – With double-digit growth in unit sales (+17.6%), Mercedes-Benz set a new best mark in August, achieving the 30th record month in succession. For one year, the brand with the star has been recording a double-digit growth rate every single month. In total, 139,802 vehicles of Mercedes-Benz were delivered in August. Since the beginning of the year, 1,187,980 customers have received their new car (+15.1%).

“Our strong growth in the Asia-Pacific region made a key contribution to the good unit sales of Mercedes-Benz in August. Development of demand for the GLA is especially positive”, says Ola Källenius, Member of the Board of Management of Daimler AG, responsible for Mercedes-Benz Cars Marketing & Sales. “After 44 years, an icon is

returning in the shape of the S-Class Cabriolet at the Frankfurt Motor Show. It embodies the core of our brand in a perfect way and will give us further impetus along our growth path together with the other new products”, continues Källenius.

In Europe, 507,772 vehicles with the three-pointed star have been handed over to customers since the beginning of the year – more than ever before. Unit sales increased by 11.2% compared with the same period of last year. In Germany, sales in the past eight months rose by 5.9% to 177,606 units. In August, Mercedes-Benz sold 21,037 vehicles in the home market (+4.9%), thus defending its market leadership amongst the premium manufacturers. Particularly high growth rates were recorded in Portugal (+47.7%) and in the Netherlands (+31.3%). Mercedes-Benz is the market leader amongst the premium manufacturers in Spain (+28.9%).

In the NAFTA region, a total of 32,597 vehicles were sold in August (+6.8%), 28,373 of them in the United States (+4.8%). Sales records were achieved in all three NAFTA countries last month. In Canada, unit sales increased by 30.5%, allowing Mercedes-Benz to continue its market leadership amongst the premium brands.

In the Asia-Pacific region, sales rose by 34% to a new record of 51,307 units last month. Contributions to this strong growth came not only from China, but also from South Korea (+13.9%), Australia (+28.3%), and India (+18.9%), which all posted sales records in August. In China, a total of 32,763 vehicles from Mercedes-Benz were handed over to customers, 53.1% more than in August of the previous year. The localisation strategy of Mercedes-Benz in China bears fruits. The locally produced GLA and C-Class Saloon were especially successful in August. In Japan and Australia, Mercedes-Benz continues to be the market leader amongst the premium importers.

Unit sales of the compact cars from Mercedes-Benz increased by 35.2% in August. A total of 44,648 customers received their new A- or

B-Class, their new GLA, CLA or CLA Shooting Brake last month – more than ever before. In China, sales of the compact cars tripled in August. The new generation of the A-Class will be presented to a large public for the first time at the Frankfurt Motor Show in September. page 3

The C-Class Saloon and Estate posted their next sales record in August, with an increase of 81.3% to 35,555 units sold. The two models will soon be joined by the new C-Class Coupé, which celebrates its world premiere in September.

Mercedes-Benz is about to present another new model in the S Class segment. The new S-Class Cabriolet is the first open luxury four-seater from Mercedes-Benz since 1971. In August, the S-Class Saloon maintained its position as the world's best-selling luxury saloon once again.

The SUVs from Mercedes-Benz continued to enjoy great popularity last month. Sales of these models increased by 24.1% to 40,420 units, with the GLA as the top-seller. The new GLE has been available at the US dealers since August; it will come to the German showrooms in September. With the launch of the GLE 500 e 4MATIC, Mercedes-Benz continues its successful hybrid offensive. A total of ten plug-in hybrid models with the three-pointed star will be available by 2017. The new GLC celebrates its trade fair premiere at the Frankfurt Motor Show in September.

Unit sales of the smart fortwo and smart forfour have increased by 29.4% to 77,768 units since the beginning of the year. Especially strong growth was recorded in Europe, the biggest sales region for the two smart models, where unit sales more than doubled in August. The new smart fortwo has been available in the showrooms in China since August and will be at the dealers in the United States as of September. The new smart fortwo cabrio will be unveiled for the first time at the Frankfurt Motor Show.

Sales Mercedes-Benz Cars in August 2015

	August 2015	August 2014	Change in %	YTD 2015	YTD 2014	Change in %
Mercedes-Benz	139,802	118,887	+17.6	1,187,980	1,032,410	+15.1
of which:* A-/B-Class	29,996	27,113	+10.6	267,298	254,422	+5.1
C-Class	36,402	21,003	+73.3	299,672	192,023	+56.1
E-Class	21,441	26,299	-18.5	195,689	229,024	-14.6
S-Class	7,745	8,147	-4.9	71,940	66,426	+8.3
GL-Class**	40,420	32,560	+24.1	312,023	252,701	+23.5
SL-Class	1,887	1,793	+5.2	21,160	21,955	-3.6
V-Class	1,911	1,972	-3.1	20,198	15,859	+27.4
smart	6,317	5,776	+9.4	77,768	60,100	+29.4
Mercedes-Benz Cars	146,119	124,663	+17.2	1,265,748	1,092,510	+15.9
Europe	55,215	47,878	+15.3	569,487	493,583	+15.4
of which: Germany	23,595	21,108	+11.8	201,307	181,877	+10.7
NAFTA	33,335	32,249	+3.4	259,315	242,519	+6.9
of which: USA	28,995	28,401	+2.1	225,666	213,162	+5.9
Asia/Pacific	51,928	39,947	+30.0	393,480	320,546	+22.8
of which: Japan	4,614	4,736	-2.6	41,687	36,549	+14.1
of which: China (incl. Hong Kong)	33,370	22,877	+45.9	236,994	190,256	+24.6

* incl. derivatives

** incl. GLA

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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