

November 6, 2015

Mercedes-Benz starts fourth quarter with double-digit growth

- **Mercedes-Benz increases unit sales in October by 10.1% to 155,189 vehicles.**
- **Ola Källenius, Member of the Board of Management, Mercedes-Benz Cars Marketing & Sales: “In China, we already surpassed our unit sales of 2014 in October. Our SUVs are especially popular there, above all the GLK; half of all those cars sold this year have gone to customers in China. We expect even stronger growth from that model’s successor, the GLC.”**
- **Premium market leader in Germany, Japan, South Korea, Spain, Canada, Russia, Taiwan and Switzerland.**

Stuttgart – Following the best-selling quarter in its history so far, Mercedes-Benz achieved record unit sales once again in October. The brand with the three-pointed star started the fourth quarter with worldwide sales of 155,189 vehicles and growth of 10.1% in October. In the first ten months of the year, 1,531,541 vehicles were delivered to customers, surpassing the record set in the prior-year period by 14.6%.

“In China, we already surpassed our unit sales of 2014 in October. Our SUVs are especially popular there, above all the GLK; half of all those cars sold this year have gone to customers in China. We

expect even stronger growth from that model's successor, the GLC", stated Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales.

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Mercedes-Benz unit sales by region and market

In Europe, Mercedes-Benz sold 659,106 units in the first ten months of the year (+10.8%). Sales in October climbed to a new record (65,390 units, +7.8%), partially due to the launch of the GLC. In Germany, 24,227 vehicles were delivered to customers last month (+1.9%). This means that Mercedes-Benz continues to be the market leader amongst the premium manufacturers in the home market. Growth in October was particularly strong in Spain (+29.4%) and Italy (+25.0%). In Great Britain, Belgium, Sweden, Portugal and Switzerland, more cars were sold than ever before in one month. In Spain, Russia and Switzerland Mercedes-Benz is the premium brand with the highest number of new registrations.

In the NAFTA region, 33,297 customers received their new Mercedes-Benz vehicle in October (+1.8%). Since the beginning of the year 320,186 units were sold there – an increase of 7.9%. In the first ten months of the year, more cars than ever were delivered to customers in the USA (+6.5%), Canada (+18.3%) and Mexico (+17.4%). In the biggest NAFTA market, the USA, sales in the period of the first ten months rose to 278,842 vehicles. Mercedes-Benz gained the market leadership amongst the premium manufacturers in Canada.

New highs were achieved in the Asia-Pacific region in both October and the first ten months of the year. Since the beginning of the year unit sales increased by more than a quarter to 497,914 vehicles. In China, the total number of cars sold in 2014 was already surpassed in October, with 299,375 vehicles delivered to customers in the first ten months of the year (+32.1%). This was partially due to another sales record in October, with an increase of 42.9% to 33,088 units.

In Japan, 53,616 vehicles were sold in the last ten months (+11.7%). Mercedes-Benz is the market leader amongst the premium manufacturers in Japan, South Korea and Taiwan.

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Mercedes-Benz unit sales by model

The compact cars from Mercedes-Benz set new records in both October and the first ten months: 477,370 models of the A- or B-Class, the GLA, CLA or CLA Shooting Brake were handed over to customers since the beginning of the year (+27.2%). The A-Class is primarily responsible for the success of the Mercedes-Benz compact car family. In Europe, two out of three new A-Class customers previously drove a car from a competitor. Since its market launch in September 2012, more than 500,000 units of the new generation have been delivered worldwide.

Demand for the C-Class Saloon and Estate is as high as ever. In October, a new high was reached of 36,799 vehicles sold (+15.6%). Unit sales in the first ten months increased by 54.0% compared with the prior-year period (369,090 units). Never before have so many units of the C-Class been delivered to customers than this year.

The S-Class Saloon continues to be the world's best-selling luxury saloon. Since the current model's market launch in 2013, Mercedes-Benz has delivered more than 200,000 units of the S-Class Saloon.

In October, 47,379 customers decided in favour of an SUV from Mercedes-Benz (+26.1%). This record was set with strong contributions from the GLA and the GLC. Just about six months after the start of production of the GLA in Beijing, Mercedes-Benz has started to produce its second all-new localized SUV model in China – the GLC. China is the biggest market for both models.

Worldwide unit sales of the smart fortwo and smart forfour doubled in October, when a total of 10,517 customers decided in favour of this small urban car. Most of those cars were sold in Germany and in Italy. Following the successful start of the new-generation smart in China and the USA, the two-seat and four-seat versions of the city car were also presented in Japan at the Tokyo Motor Show last month.

Sales Mercedes-Benz Cars in October 2015

	October 2015	October 2014	Change in %	YTD 2015	YTD 2014	Change in %
Mercedes-Benz	155,189	140,941	+10.1	1,531,541	1,336,097	+14.6
of which:*						
A-/B-Class	34,249	30,584	+12.0	344,208	324,642	+6.0
C-Class	37,114	34,798	+6.7	383,741	262,977	+45.9
E-Class	23,806	24,484	-2.8	249,471	285,481	-12.6
S-Class	8,181	9,451	-13.4	89,709	85,663	+4.7
SUVs**	47,379	37,576	+26.1	413,183	329,604	+25.4
Sports Cars	2,157	1,848	+16.7	26,376	27,418	-3.8
V-Class	2,303	2,200	+4.7	24,853	20,312	+22.4
smart	10,517	5,171	+103.4	98,535	72,041	+36.8
Mercedes-Benz Cars	165,706	146,112	+13.4	1,630,076	1,408,138	+15.8
Europe	73,961	63,384	+16.7	737,857	638,172	+15.6
of which: Germany	27,679	24,875	+11.3	255,086	231,263	+10.3
NAFTA	34,094	33,587	+1.5	327,646	308,590	+6.2
of which: USA	29,665	29,170	+1.7	284,998	270,508	+5.4
Asia/Pacific	52,529	42,757	+22.9	509,646	412,480	+23.6
of which: Japan	4,103	4,335	-5.4	53,759	48,977	+9.8
of which: China (incl. Hong Kong)	34,001	24,506	+38.7	310,429	241,716	+28.4

* 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, 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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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