

March 4, 2016

## **Mercedes-Benz achieves record unit sales for SUVs and compact cars in February**

- **Mercedes-Benz handed over 133,752 vehicles to customers in February, more than ever before in the second month of a year (+11.2%).**
- **Record unit sales were achieved in Europe, Asia-Pacific and the NAFTA region.**
- **In February, Mercedes-Benz was the premium-market leader in Japan, Australia, Canada and Taiwan, and posted its highest monthly unit sales to date for both SUVs and compact cars.**

Stuttgart – Mercedes-Benz achieved double-digit growth in February and delivered 133,752 vehicles to customers. The Stuttgart-based company with the three-pointed star thus reached record unit sales in February as well as in the first two months of the year.

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “Mercedes-Benz continued its successful path in February, with major contributions from the SUVs and the compact cars. In February, we also sold the 100,000th C-Class Saloon with the long-wheelbase version, which is available only in China.”

### **Mercedes-Benz unit sales by region and market**

The European market expanded by 14.5% in February, with a total of 57,901 vehicles with the star delivered to customers. Sales in Germany of 20,751 units in February were higher than in the prior-year month (+18.6%). In February, more vehicles than ever before were delivered to customers in Great Britain, Belgium, Switzerland, Sweden and Portugal.

Sales in the Asia-Pacific region continued to develop positively for Mercedes-Benz, with sales of 44,918 units in February (+18.2%). In China,

sales in the second month of the year increased by 29.3% to a new high of 25,837 vehicles. Mercedes-Benz achieved record unit sales also in Japan, South Korea and Australia. In Japan, Australia and Taiwan, the Stuttgart-based company with the star achieved market leadership amongst the premium manufacturers.

In the NAFTA region, sales increased by 0.4% to a total of 26,852 vehicles sold in February. Of that total, 22,941 Mercedes-Benz vehicles were sold to customers in the USA. A new sales record was set in Canada and Mexico both in February and in the first two months of the year. In Canada, Mercedes-Benz maintained its position as the market leader amongst the premium manufacturers in February.

### **Mercedes-Benz unit sales by model**

Worldwide unit sales of compact cars in February were 22.3% above the level of the prior-year month. In total, 42,986 customers received their new A- or B-Class, CLA, CLA Shooting Brake or GLA in the second month of this year. The Mercedes-Benz compact cars were especially popular in the first two months of the year in China, where unit sales quadrupled.

Worldwide, a total of 28,146 C-Class Saloons and Estates were handed over to customers in February. The long-wheelbase version of the C-Class Saloon, which is only available in China, is especially popular. Since its market launch in mid-2014, more than 100,000 units of this model have been sold.

Unit sales of the E-Class remained high shortly before the model change; in February, the E-Class Saloon and Estate were among the best-selling models of Mercedes-Benz. In early March, the world's most intelligent business saloon was presented for the first time in Europe at the Geneva Motor Show.

The S-Class maintained its position as the world's best-selling luxury saloon also in the first two months of this year.

Demand for Mercedes-Benz SUVs continues at a high level. Nearly 100,000 SUVs were sold in the first two months of the year. 45,676 customers received their new Mercedes-Benz SUV in February. This means that unit sales increased by 48.5% compared with the prior-year month. The GLA and the GLC achieved particularly strong growth in February.

Worldwide, 10,015 customers received their new smart fortwo or forfour in February. Demand for the small urban car thus increased by 20.6% compared with the second month of last year. Growth in February was particularly strong in Great Britain and Spain. At the Geneva Motor Show, smart presented even more possibilities for individualization with the new BRABUS sport package.

### Sales Mercedes-Benz Cars in February 2016

	February 2016	February 2015	Change in %	YTD 2016	YTD 2015	Change in %
<b>Mercedes-Benz</b>	133,752	120,269	+11.2	284,566	246,068	+15.6
of which:*						
A-/B-Class	30,103	26,372	+14.1	60,238	51,749	+16.4
C-Class	29,707	33,058	-10.1	63,226	66,170	-4.4
E-Class	17,270	18,747	-7.9	37,802	40,908	-7.6
S-Class	6,146	7,893	-22.1	14,619	16,698	-12.5
SUVs**	45,676	30,757	+48.5	99,642	63,966	+55.8
Sports Cars	1,828	1,644	+11.2	3,607	3,265	+10.5
V-Class	3,022	1,798	+68.1	5,432	3,312	+64.0
<b>smart</b>	10,015	8,303	+20.6	19,339	16,760	+15.4
<b>Mercedes-Benz Cars</b>	143,767	128,572	+11.8	303,905	262,828	+15.6
<b>Europe</b>	65,864	57,138	+15.3	127,843	111,131	+15.0
of which: Germany	23,409	19,833	+18.0	41,088	37,791	+8.7
<b>NAFTA</b>	27,522	27,314	+0.8	56,131	55,476	+1.2
of which: USA	23,333	24,075	-3.1	48,390	49,226	-1.7
<b>Asia/Pacific</b>	46,291	39,097	+18.4	111,545	86,870	+28.4
of which: Japan	5,693	5,259	+8.3	10,270	9,829	+4.5
of which: China (incl. Hong Kong)	26,771	21,018	+27.4	70,646	50,504	+39.9

\* 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, armed conflicts, 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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