

April 6, 2016

Mercedes-Benz achieves highest monthly unit sales in the company's history

Mercedes-Benz delivered 198,921 cars to customers in March, more than ever before in one month (+8.4%). Unit sales in the first quarter reached a new high of 483,487 vehicles (+12.6%). New records were set in Europe and the Asia-Pacific region last month. Mercedes-Benz was the premium market leader in Japan, Canada, Australia, Taiwan and Portugal in March. The smart brand also reached a new high for unit sales last month.

Stuttgart – Mercedes-Benz increased its unit sales in March by 8.4% to 198,921 vehicles. More cars were handed over to customers than ever before in one month. The Stuttgart based company with the three-pointed star also achieved the best first quarter in its history with total sales of 483,487 units (+12.6%).

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “Mercedes-Benz posted the strongest unit sales in the company's history in March. And we remain on track. We have just presented two new vehicles without predecessors: the C-Class Cabriolet and the GLC Coupé.”

Mercedes-Benz unit sales by region and market

Sales in Europe totalled 97,748 units in March (+9.8%), of which 28,316 vehicles were delivered to customers in Germany (+4.4%). In the first quarter, Mercedes-Benz achieved double-digit growth in Great Britain, Italy, Spain, Belgium, Austria, Sweden and Portugal. Mercedes-Benz was the market leader among the premium manufacturers in Portugal in March.

In the Asia-Pacific region, 63,888 customers took delivery of their car with the three-pointed star in March. Unit sales thus increased by 17.9% compared with the prior-year month. In China, 38,133 units were sold in the

third month of the year, an increase of 26.6%. New records were achieved for unit sales in March and in the first quarter in China, South Korea, Australia and Taiwan. In Japan, Australia and Taiwan, Mercedes-Benz maintained its market leadership among the premium manufacturers in March.

Mercedes-Benz sales in the NAFTA region totalled 32,856 units in March. In the USA, the Stuttgart based company with the three-pointed star handed over 28,164 vehicles to customers. In Canada and Mexico, Mercedes-Benz achieved new records for unit sales last month. Mercedes-Benz maintained its position as the market leader among the premium manufacturers in March.

Mercedes-Benz unit sales by model

Mercedes-Benz achieved growth in unit sales of 21.9% for its compact cars compared with the prior-year month: in March, 66,930 customers took delivery of their new A- or B-Class, CLA, CLA Shooting Brake or GLA, a new record. More than 150,000 compact cars were sold in the first quarter (+25.8%). At the New York International Auto Show, the CLA Facelift was presented for the first time.

Unit sales of C-Class Saloon and Estate surpassed 40,000 units in March. The C-Class segment is being strengthened with the new C-Class Cabriolet. It debuted at the Geneva Motor Show and is the new entry model into the cabriolet world of Mercedes-Benz.

Demand for the E-Class Saloon and Estate remained high shortly before the model change. In March, the E-Class Saloon and Estate were among the best-selling models of Mercedes-Benz. The new E-Class Saloon will be in the dealerships' showrooms as of April 9.

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

The SUVs continue to contribute to the growth of Mercedes-Benz. In March, 62,595 customers worldwide received their new SUV (+44.4%), more than ever before. Growth in March was particularly strong in China, the USA, Germany and Great Britain. The SUV family will be expanded with the new GLC Coupé, which recently had its world premiere at the New York International Auto Show.

Unit sales of the smart fortwo and the smart forfour reached to a total of 16,114 cars in March, an increase of 34.5%. That was more of the city car than had ever been sold before in the month of March. Demand was especially strong in Italy and Great Britain; unit sales nearly doubled in both countries. The new smart convertible became available from dealerships on time for the start of spring.

Sales Mercedes-Benz Cars in March 2016

	March 2016	March 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	198,921	183,464	+8.4	483,487	429,532	+12.6
of which:*						
A-/B-Class	47,689	42,153	+13.1	107,927	93,902	+14.9
C-Class	45,057	48,147	-6.4	108,283	114,317	-5.3
E-Class	28,394	31,106	-8.7	66,196	72,014	-8.1
S-Class	7,940	11,502	-31.0	22,559	28,200	-20.0
SUVs**	62,595	43,357	+44.4	162,237	107,323	+51.2
Sports Cars	3,277	3,861	-15.1	6,884	7,126	-3.4
V-Class	3,969	3,338	+18.9	9,401	6,650	+41.4
smart	16,114	11,984	+34.5	35,453	28,744	+23.3
Mercedes-Benz Cars	215,035	195,448	+10.0	518,940	458,276	+13.2
Europe	110,300	98,231	+12.3	238,143	209,362	+13.7
of which: Germany	31,718	30,617	+3.6	72,806	68,408	+6.4
NAFTA	33,670	35,080	-4.0	89,801	90,556	-0.8
of which: USA	28,655	30,480	-6.0	77,045	79,706	-3.3
Asia/Pacific	66,632	56,253	+18.5	178,177	143,123	+24.5
of which: Japan	8,680	9,019	-3.8	18,950	18,848	+0.5
of which: China (incl. Hong Kong)	40,224	32,114	+25.3	110,870	82,618	+34.2

* 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.

Page 4

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