

May 6, 2016

## Mercedes-Benz starts second quarter successfully

- Mercedes-Benz handed over 164,063 vehicles to customers in April (+10.8%), achieving its 38th record month in succession.
- A new record was set in each of Europe, Asia-Pacific and the NAFTA region last month.
- Mercedes-Benz was the premium market leader in the USA, Germany, Japan, Canada, Australia and Taiwan in April.
- The SUVs from Mercedes-Benz were especially popular last month.

Stuttgart – Mercedes-Benz delivered 164,063 vehicles worldwide in April, an increase of 10.8% compared with the same month of last year. Thanks to double-digit growth, unit sales by Mercedes-Benz totalled at around 650,000 vehicles in the first four months of the year. The Stuttgart-based company with the three-pointed star set a new record in April as well as in the first four months of the year.

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “We have grown now for 38 months in succession and with five market launches we had a good start to the second quarter. In addition to the E-Class Saloon and the GLS, our dream cars SL, SLC and S-Class Cabriolet are at the dealerships in time for the start of spring – five attractive reasons for further growth.”

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

In Europe, a total of 73,070 customers were pleased to receive their new car from Mercedes-Benz in April (+14.2%). In Germany, 25,777 vehicles with the three-pointed star were delivered last month, which is 11.0% more than in the prior-year month. Records were set in both April and the first four months of the year in Great Britain, Belgium, Switzerland, Turkey, Portugal, Sweden and Poland. In Germany, Mercedes-Benz was the market leader among the premium manufacturers.

In the Asia-Pacific region, sales in April increased by 17.2% to more than 50,000 units. In China, demand for Mercedes-Benz vehicles last month rose to a new record of 35,625 units (+31.6%). Double-digit growth was achieved in the fourth month of this year also in Japan, Australia and Malaysia. In Japan, Australia and Taiwan, Mercedes-Benz once again achieved market leadership among the premium importers.

In April, 34,058 vehicles with the three-pointed star were handed over to customers in the NAFTA region (+1.2%). In the USA, Mercedes-Benz reported best-ever April sales with 29,236 vehicles sold. In Mexico, double-digit growth also led to a new record in April. Mercedes-Benz was the market leader among the premium manufacturers in the USA and in Canada.

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

The compact cars from Mercedes-Benz provided further impetus in April with sales of 50,829 units (+12.9%). Never before in an April had so many models of the A- or B-Class, the CLA, CLA Shooting Brake, GLA, GLE or GLS been delivered. Growth was particularly strong last month in China, Great Britain, Japan and South Korea.

The C-Class continues to be the bestseller from Mercedes-Benz. Sales of the C-Class Saloon and Estate totalled 32,682 units in April.

Last month, 18,915 units of the E-Class Saloon and Estate were handed over to customers, an increase of 3.4%. Very strong sales growth was achieved in the home market Germany. This was mainly due to the new E-Class Saloon, which has been available in Europe since April 9. In addition, Mercedes-Benz presented the long-wheelbase version of the new E-Class Saloon at Auto China in Beijing. This car is 140 millimetres longer than the standard version and has been specially developed for the Chinese market.

The S-Class Saloon maintained its position as the world's best-selling luxury saloon since the beginning of this year. The S-Class was especially popular in April in Germany, where double-digit growth was achieved. The new S-Class Cabriolet was launched last month. It is the sixth variant of the current S-Class family and is the first open luxury four seater from Mercedes-Benz since 1971.

Demand for Mercedes-Benz SUVs is as high as ever. In the fourth month of this year, 56,612 of them were handed over to customers, more than ever before in an April (+40.2%). The GLS Facelift, which has been at the dealerships since last month, already set a new record.

Sales of smart models increased in April to 12,088 units (+10.4%). The agile city runabout was especially popular in Germany, Italy and China. The performance-boosted smart BRABUS was presented to the public at the automotive exhibition in Beijing for the first time. As fortwo, fortwo cabrio and forfour versions, the new BRABUS models are among the sportiest vehicles in their segment.

### Absatz Mercedes-Benz Cars April 2016

	April 2016	April 2015	Veränd. in %	per April 2016	per April 2015	Veränd. in %
<b>Mercedes-Benz</b>	164,063	148,071	+10.8	647,550	577,603	+12.1
davon:* A-/B-Klasse	34,648	34,145	+1.5	142,575	128,047	+11.3
C-Klasse	36,387	34,226	+6.3	144,670	148,543	-2.6
E-Klasse	23,500	24,261	-3.1	89,696	96,275	-6.8
S-Klasse	6,798	9,681	-29.8	29,357	37,881	-22.5
SUVs**	56,612	40,385	+40.2	218,849	147,708	+48.2
Sports Cars	2,416	3,068	-21.3	9,300	10,194	-8.8
V-Klasse	3,702	2,305	+60.6	13,103	8,955	+46.3
<b>smart</b>	12,088	10,949	+10.4	47,541	39,693	+19.8
<b>Mercedes-Benz Cars</b>	176,151	159,020	+10.8	695,091	617,296	+12.6
<b>Europa</b>	82,765	72,956	+13.4	320,908	282,318	+13.7
davon: Deutschland	29,493	26,820	+10.0	102,299	95,228	+7.4
<b>NAFTA</b>	34,638	34,267	+1.1	124,439	124,823	-0.3
davon: USA	29,729	29,632	+0.3	106,774	109,338	-2.3
<b>Asia/Pazifik</b>	54,553	46,368	+17.7	232,730	189,491	+22.8
davon: Japan	3,805	3,192	+19.2	22,755	22,040	+3.2
davon: China (inkl. Hongkong)	37,037	28,345	+30.7	147,907	110,963	+33.3

\* inkl. jeweiliger Derivate

\*\* inkl. 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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