

July 6, 2016

Mercedes-Benz half-year results: double-digit growth and one million cars sold

- **Mercedes-Benz delivered more than one million cars to its customers worldwide in the first six months of 2016 (+12.1%), more than ever before in half a year.**
- **In the core regions of Europe, Asia-Pacific and NAFTA, new records were set in June and in the first six months.**
- **In China, the biggest single market, sales by Mercedes-Benz increased by more than 30% in the first half of the year.**
- **The SUVs from Mercedes-Benz continued along their successful path and accounted for one third of worldwide unit sales in June.**

Stuttgart – Mercedes-Benz completed the first half of 2016 with new records. In the period of January through June, 1,006,619 vehicles with the three-pointed star were delivered (+12.1%). In June, 188,444 Mercedes-Benz cars were handed over to customers all over the world (+11.1%). Mercedes-Benz thus posted record unit sales for the 40th month in succession.

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “We passed the million mark this year already in June and thus achieved the best half year in the company’s history. One third of all Mercedes-Benz passenger cars sold are in the SUV segment. This shows that our product offensive is paying off and that our completely renewed SUV portfolio is extremely well received by our customers.”

Mercedes-Benz unit sales by region and market

In Europe, sales by Mercedes-Benz increased in June by 13.7% to 86,657 units. Between January and June, 444,581 vehicles were handed over to European customers, an increase of 13.3%. In the home market Germany, unit sales in the first half of the year totalled 142,756 vehicles (+7.8%). In Germany, Italy and Portugal, the Stuttgart-based company with the

three-pointed star was the market leader among the premium manufacturers last month.

In the Asia-Pacific region, Mercedes-Benz delivered 63,754 vehicles to customers in June (+16.4%), and actually achieved more than 20% growth in unit sales in the first half of the year. In China, the biggest market for Mercedes-Benz, growth in the first half of the year was especially strong with sales of 219,999 units (+33.1%). In Japan, Australia and Taiwan, Mercedes-Benz was the premium brand with the most new registrations last month.

In the NAFTA region, 33,245 vehicles with the three-pointed star were handed over to customers in June (+2.4%) and nearly 190,000 units in the first six months. Sales in the USA increased since the beginning of the year to a new record of 28,473 units (+1.5%). The new E-Class Saloon was launched there in June, and will ensure further sales growth. Mercedes-Benz was once again the market leader among the premium manufacturers in Canada last month.

Mercedes-Benz unit sales by model

Sales of the A- and B-Class, the CLA, CLA Shooting Brake and GLA totalled 59,423 units in June (+9.3%). Increased demand in China compared with the prior-year month was the main factor behind this best-ever June sales for the compact cars from Mercedes-Benz. In the first half of the year, 319,626 customers worldwide were able to take delivery of their new compact car, more than ever before (+18.6%).

More than 200,000 units of the C-Class Saloon and Estate have already been sold this year. One reason for this is the long-wheelbase version of the C-Class Saloon, which is offered exclusively in China and achieved a new all time high in June and the first six months. The C-Class segment has now been strengthened with the addition of the C-Class Cabriolet, which can now be ordered in Europe.

The SUVs from Mercedes-Benz surpassed their previous record set in June 2015 by 43%, with sales of 62,175 units this June. Sales growth of 46.1% in the first half of the year was even stronger (339,541 units). This means that SUVs meanwhile account for one third of the total unit sales of Mercedes-Benz. And the product offensive is continuing: a second coupe will expand the SUV segment. The new GLC Coupé has been driving off the assembly lines in Bremen since June.

The smart brand increased its unit sales by 16% in June and delivered 13,147 cars to its customers worldwide. The urban microcar achieved new records in the Asia-Pacific region; never before were so many smart cars delivered to customers there in the month of June and in the first six months of a year.

Sales Mercedes-Benz Cars in June 2016

	June 2016	June 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	188,444	169,616	+11.1	1,006,619	898,353	+12.1
of which:* A-/B-Class	41,318	39,721	+4.0	220,556	202,121	+9.1
C-Class	45,549	42,791	+6.4	229,872	226,082	+1.7
E-Class	23,647	27,615	-14.4	135,232	149,177	-9.3
S-Class	8,386	9,202	-8.9	45,299	56,606	-20.0
SUVs**	62,175	43,488	+43.0	339,541	232,406	+46.1
Sports Cars	2,542	3,171	-19.8	13,839	16,747	-17.4
V-Class	4,827	3,628	+33.0	22,280	15,214	+46.4
smart	13,147	11,329	+16.0	73,510	62,164	+18.3
Mercedes-Benz Cars	201,591	180,945	+11.4	1,080,129	960,517	+12.5
Europe	97,037	85,242	+13.8	502,453	441,331	+13.8
of which: Germany	32,164	30,196	+6.5	161,271	150,648	+7.1
NAFTA	33,716	33,423	+0.9	192,973	193,775	-0.4
of which: USA	28,943	28,802	+0.5	165,383	168,616	-1.9
Asia/Pacific	65,992	56,080	+17.7	358,198	293,166	+22.2
of which: Japan	6,663	6,350	+4.9	34,288	32,706	+4.8
of which: China (incl. Hong Kong)	41,299	33,770	+22.3	229,137	173,553	+32.0

* 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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