

August 5, 2016

Mercedes-Benz starts the second half of the year with best ever July unit sales

- **At the beginning of the second half of the year, Mercedes-Benz sold 163,770 vehicles to customers worldwide in July (+9.4%), a new all-time high.**
- **In all three core regions – Europe, Asia-Pacific and NAFTA – Mercedes-Benz increased its unit sales compared with the prior-year month.**
- **Contributions also came from the new E-Class Saloon and the dream cars of Mercedes-Benz.**

Stuttgart – After the best first half year in the company’s history, Mercedes-Benz has started the third quarter very successfully. In July, 163,770 Mercedes-Benz vehicles were handed over to customers all over the world, an increase of 9.4%. Sales in the first seven months of the year rose to 1,170,389 units (+11.7%). Thanks to increased demand in all regions, the Stuttgart-based company with the three-pointed star achieved new best ever sales in July and in the period of January through July.

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing and Sales: “The year of the E-Class and the dream cars has been progressing very successfully for us. The new E-Class Saloon is extremely popular with our customers. And we delivered around 12,000 of the dream cars to our customers in July. Our new models are strengthening the Mercedes-Benz brand while further rejuvenating the product range.”

Mercedes-Benz unit sales by region and market

Unit sales in Europe increased to 68,990 vehicles in July (+6.2%). Since the beginning of the year, Mercedes-Benz delivered more than half a million vehicles in its biggest sales region (+12.3%). The main contributions came from the major markets Great Britain, Italy, France and Spain, where Mercedes-Benz achieved double-digit growth in each market from January

to July. Furthermore a third of all vehicles sold in Europe were delivered to customers in Germany: Sales in this market amounted to 167,299 units (+6.9%) in the first seven months. Customers in the domestic market can now order their new cars not only at dealerships but also in the new online store – in the comfort of their homes or when on the move. In Spain 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 last month, demand for Mercedes-Benz automobiles was higher than ever before in a July: 57,260 vehicles were delivered to their new owners (+19.7%). In Japan, sales reached the new high of 5,045 units (+15.8%) in July. In China, the biggest single market, sales of vehicles with the three-pointed star rose by a third to more than 250,000 units in the first seven months. In Japan and Taiwan, Mercedes-Benz was the premium brand with the most new registrations in July.

In the NAFTA region, new records were achieved in all three markets in July: Sales by Mercedes-Benz in the USA, Canada and Mexico increased by 5.4% to 33,185 units. 28,523 vehicles were delivered to customers in the USA (+3.6%), where demand was strong not only for the Mercedes-Benz SUVs, but also for the new E-Class Saloon. Mercedes-Benz was the market leader among the premium manufacturers in the USA and Canada last month.

smart

The smart brand increased its unit sales by 13.8% in July and delivered more than 10,000 cars to its customers. The urban microcar models were especially popular in China, where sales tripled last month. There will be additional sales impetus from the new smart BRABUS, which can now be ordered in Europe. As fortwo, fortwo cabrio and forfour with 80 kW/ 109 hp, these sporty versions feature a wide range of technical and optical modifications, both exterior and interior.

Sales Mercedes-Benz Cars in July 2016

	July 2016	July 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	163,770	149,753	+9.4	1,170,389	1,048,106	+11.7
of which:*						
A-/B-Class	32,925	35,181	-6.4	253,481	237,302	+6.8
C-Class	39,940	37,150	+7.5	269,812	263,232	+2.5
E-Class	20,984	25,037	-16.2	156,216	174,214	-10.3
S-Class	6,966	7,589	-8.2	52,265	64,195	-18.6
SUVs**	56,297	39,197	+43.6	395,838	271,603	+45.7
Sports Cars	2,136	2,526	-15.4	15,975	19,273	-17.1
V-Class	4,522	3,073	+47.2	26,802	18,287	+46.6
smart	10,567	9,287	+13.8	84,077	71,451	+17.7
Mercedes-Benz Cars	174,337	159,040	+9.6	1,254,466	1,119,557	+12.1
Europe	76,748	72,941	+5.2	579,201	514,272	+12.6
of which: Germany	27,156	27,064	+0.3	188,427	177,712	+6.0
NAFTA	33,791	32,124	+5.2	226,764	225,899	+0.4
of which: USA	28,990	27,974	+3.6	194,373	196,590	-1.1
Asia/Pacific	59,417	48,386	+22.8	417,615	341,552	+22.3
of which: Japan	5,322	4,367	+21.9	39,610	37,073	+6.8
of which: China (incl. Hong Kong)	39,056	30,071	+29.9	268,193	203,624	+31.7

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, caused for example by the possible exit of the United Kingdom from the European Union; 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 or of investigations authorized requested by governments 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.

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

Edith Callsen

Tel. +49/711-17-97366

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Daniel Eichele

Tel. +49/711-17-92104

Viktor Schmidt

Tel. +49/711-17-76169

E-mail: ir.dai@daimler.com