

September 6, 2016

Mercedes-Benz delivers its four-millionth SUV in the strongest-selling August

Mercedes-Benz delivered more than 156,000 vehicles to customers in August – an increase of 11.8%. The main contribution towards this increase came from the strong rise in unit sales of SUVs of approximately 40%. Mercedes-Benz was able to surpass its strongest August to date in the previous year due to double-digit growth in the Asia-Pacific region and in the domestic market. Two sales milestones were also passed last month: More than four million SUVs and 15,000 Mercedes-Maybach S-Class vehicles have been sold since their market launches.

Stuttgart – This August, 156,246 Mercedes-Benz vehicles were handed over to customers worldwide (+11.8%). Mercedes-Benz has been setting new records month by month for three and a half years in a row. In the period of January to August, deliveries increased by 11.7% to 1,326,635 units – more than ever before in the first eight months of a year.

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “Mercedes-Benz has already delivered more than four million SUVs to customers worldwide. Their popularity is rising year on year. Thanks to their double-digit growth rate, the SUVs once again contributed significantly to the best-ever unit sales by Mercedes-Benz this August.”

Mercedes-Benz unit sales by region and market

Sales in Europe, the biggest region for Mercedes-Benz, increased to a new high of 56,809 units in August (+12.9%). The proportion of vehicles sold in Germany was particularly high last month: 23,530 units went to customers in the domestic market (+11.9%). The region’s growth was also due to strong unit sales in the markets of Great Britain, Italy, France, Spain and Belgium which all rose at double-digit rates. In Germany, France, Spain and

Portugal, the Stuttgart-based company with the three-pointed star was the premium brand with the largest number of new registrations in August.

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Sales by Mercedes-Benz in the Asia-Pacific region reached the new high of 61,605 units in August (+20.1%), with 41,072 vehicles delivered to customers in China (+25.4%). Unit sales in China, Japan, South Korea, Australia and Taiwan were higher than ever before in the month of August. Mercedes-Benz was the market leader among the premium manufacturers in Japan and Taiwan last month.

A total of 33,033 units were sold in the NAFTA region last month (+1.4%). Never before had so many cars been handed over to customers in an August in that region, nor in the individual markets of the USA, Canada and Mexico. In the USA, 28,404 new owners took proud possession of their cars with the three-pointed star. In Canada and Mexico, Mercedes-Benz was the market leader among the premium manufacturers last month.

Mercedes-Benz unit sales by model

There was strong demand for the E-Class Saloon and Estate last month. Approximately 17,000 of these models were handed over to customers. This means that the E-Class continues to be one of the best-selling Mercedes-Benz models, although the new Saloon is only now coming to the dealerships in its biggest market China and the new Estate has not yet arrived at the dealerships. Sales growth in August was particularly strong in Europe and the NAFTA region.

The S-Class Saloon maintained its position as the world's best-selling luxury saloon since the beginning of the year. The Mercedes-Maybach S-Class has also contributed towards this success: Since it was launched last year, more than 15,000 units of this model have been delivered to customers all over the world – not least because its development engineers combined the maximum comfort of an S-Class with the exclusivity of Maybach.

Sales of the SUVs from Mercedes-Benz reached a new high of 56,286 units in August (+39.3%). Especially popular were the GLA and GLC last month. More than four million customers worldwide have been opted for an SUV of Mercedes-Benz to date. Since 2011, unit sales of SUVs have more than doubled.

smart

Sales of the smart fortwo and forfour increased by 20.8% to 7,631 units in August. The urban microcar was especially popular last month in China, where the new smart cabrio has also been delivered to customers since

Sales Mercedes-Benz Cars in August 2016

	August 2016	August 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	156,246	139,802	+11.8	1,326,635	1,187,908	+11.7
of which:*						
A-/B-Class	29,183	29,996	-2.7	282,664	267,298	+5.7
C-Class	38,826	36,402	+6.7	308,638	299,634	+3.0
E-Class	19,738	21,441	-7.9	175,954	195,655	-10.1
S-Class	6,542	7,745	-15.5	58,807	71,940	-18.3
SUVs**	56,286	40,420	+39.3	452,124	312,023	+44.9
Sports Cars	2,124	1,887	+12.6	18,099	21,160	-14.5
V-Class	3,547	1,911	+85.6	30,349	20,198	+50.3
smart	7,631	6,317	+20.8	91,708	77,768	+17.9
Mercedes-Benz Cars	163,877	146,119	+12.2	1,418,343	1,265,676	+12.1
Europe	61,507	55,215	+11.4	640,708	569,487	+12.5
of which: Germany	25,872	23,595	+9.7	214,299	201,307	+6.5
NAFTA	33,741	33,329	+1.2	260,505	259,228	+0.5
of which: USA	28,746	28,989	-0.8	223,119	225,579	-1.1
Asia/Pacific	63,789	51,928	+22.8	481,407	393,480	+22.3
of which: Japan	5,043	4,614	+9.3	44,656	41,687	+7.1
of which: China (incl. Hong Kong)	42,843	33,370	+28.4	311,036	236,994	+31.2

* 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, 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:

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Bjoern Scheib

Tel. +49/711-17-95256

Alexander Vollmer

Tel. +49/711-17-97778

Julian Krell

Tel. +49/711-17-99320

Daniel Eichele

Tel. +49/711-17-92104

Lutz Deus

Tel. +49/711-17-92261

Rolf Bassermann

Tel. +49/711-17-95277

Edith Callsen

Tel. +49/711-17-97366

Viktor Schmidt

Tel. +49/711-17-76169

E-mail: ir.dai@daimler.com