

October 7, 2016

Mercedes-Benz for the first time sells more than 200,000 vehicles in one month

Mercedes-Benz delivered 211,286 vehicles to customers in September (+12.1%), more than ever before in one month. This means that for Mercedes-Benz, the third quarter of this year is the quarter with the highest unit sales so far. In the three core regions of Europe, Asia-Pacific and NAFTA, new sales records were set for the month of September, the third quarter and the year to date. Unit sales of the SUVs and the E-Class were particularly strong last month. At smart, the anniversary of two million cars sold since 1998 was celebrated.

Stuttgart – Mercedes-Benz has managed the hat-trick: In September, in the third quarter and also in the first nine months of the year, the Stuttgart based company with the three-pointed star achieved three new records and is doing better than ever before. Last month, sales reached the all-time high of 211,286 vehicles (+12.1%), passing the mark of 200,000 units in one month for the first time. In the period of July to September, the bestselling quarter so far was achieved with sales of 531,302 units (+11.2%). Since the beginning of the year, sales by Mercedes-Benz have risen at a double-digit rate to a record number of more than 1.5 million vehicles (1,537,921 units, +11.7%). Last month, Mercedes-Benz was the market leader among the premium manufacturers in Germany, France, Spain, Portugal, Switzerland, Japan, Taiwan, USA, Canada und Mexico.

“In September, we scored a hat-trick – the best month with more than 200,000 units sold, the best quarter and the best first nine months of a year for Mercedes-Benz,” stated Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales. “We continued our product offensive in September with the E-Class Estate, the long-wheelbase version of the E-Class Saloon, the C-Class Cabrio and the GLC Coupé.”

Sales in Europe increased last month by 15% to 98,877 units – a new sales record in September. Growth in unit sales was particularly strong for the E-Class Saloon and the Mercedes-Benz dream cars. In Germany, the domestic market, 27,640 units were sold, which is 17.1% more automobiles with the three-pointed star than in the same month of last year. Mercedes-Benz continued to achieve sustained and double-digit growth in September in Great Britain, France, Italy, Spain and Belgium.

Mercedes-Benz increased its sales in Asia-Pacific in September by 15.9% and delivered 72,670 vehicles to its customers, more than ever before in a September. Growth in unit sales was particularly strong in Taiwan, South Korea and Malaysia, with double-digit rates. In China, strong demand for the vehicles with the three-pointed star in September led to a new high of 46,443 units sold (+20.1%); sales in China from January to September totalled 344,791 units (+29.5%), more than ever before in the first nine months of a year.

Sales by Mercedes-Benz in the NAFTA region reached a high of 34,488 units in September, an increase of 2.9% compared with the prior-year month. A new high was achieved also in the USA, where 29,500 vehicles with the three-pointed star were handed over to customers (+1.7%). In Mexico, Mercedes-Benz surpassed its previous best-ever September sales achieved in 2015 by almost 50%.

smart

Last month, the smart brand celebrated a sales anniversary: Two million of the agile urban microcar have been delivered since it was launched in 1998. And the smart continued its popularity in September. A third more of the smart models were sold than in the same month of last year: 13,987 customers took delivery of their new smart fortwo or forfour (+36.5%). At the Paris Motor Show, the new generation of the smart electric drive had its world premiere, and will be available in the future as the fully electric fortwo, fortwo cabrio and forfour. smart will therefore be the only brand to offer its complete model range with gasoline engines as well as with electric motors.

Sales Mercedes-Benz Cars in September 2016

	September 2016	September 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	211,286	188,444	+12.1	1,537,921	1,376,352	+11.7
of which:*						
A-/B-Class	46,345	42,661	+8.6	329,009	309,959	+6.1
C-Class	49,890	46,993	+6.2	358,528	346,627	+3.4
E-Class	31,831	30,010	+6.1	207,785	225,665	-7.9
S-Class	7,940	9,588	-17.2	66,747	81,528	-18.1
SUVs**	68,197	53,781	+26.8	520,321	365,804	+42.2
Sports Cars	2,975	3,059	-2.7	21,074	24,219	-13.0
V-Class	4,108	2,352	+74.7	34,457	22,550	+52.8
smart	13,987	10,250	+36.5	105,695	88,018	+20.1
Mercedes-Benz Cars	225,273	198,694	+13.4	1,643,616	1,464,370	+12.2
Europe	109,007	94,409	+15.5	749,715	663,896	+12.9
of which: Germany	30,465	26,100	+16.7	244,764	227,407	+7.6
NAFTA	35,559	34,307	+3.6	296,064	293,535	+0.9
of which: USA	30,128	29,737	+1.3	253,247	255,316	-0.8
Asia/Pacific	75,431	63,637	+18.5	556,835	457,117	+21.8
of which: Japan	8,902	7,969	+11.7	53,555	49,656	+7.9
of which: China (incl. Hong Kong)	48,510	39,434	+23.0	359,546	276,428	+30.1

* 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 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 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.

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