

November 7, 2016

Mercedes-Benz: Successful October due to strong unit sales in China

Mercedes-Benz increased its unit sales by a double-digit growing rate in October, delivering a new high of 173,096 vehicles (+11.5%). In Europe and Asia-Pacific, the Stuttgart-based company with the three-pointed star achieved the highest unit sales ever in an October. In China, the biggest single market, Mercedes-Benz already surpassed its unit sales of full-year 2015 in October. In addition, the milestone of five million Mercedes-Benz compact cars sold since their launch was passed.

Stuttgart – Mercedes-Benz made a successful start to the fourth quarter: Unit sales increased by 11.5% to 173,096 vehicles in October and 1,711,017 vehicles were handed over to customers in the first ten months of the year (+11.7%). This means that the Stuttgart-based company with the three-pointed star posted best-ever figures in October and in the first ten months of this year. Last month, Mercedes-Benz was the market leader among the premium manufacturers in Germany, Italy, Spain, Switzerland, Japan, Taiwan and the USA.

Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “Mercedes-Benz made a successful start to the fourth quarter with double-digit growth and the 44th consecutive record month. And with more than 387,000 vehicles sold in China since the beginning of the year, we have already surpassed the total unit sales of full-year 2015.”

Mercedes-Benz unit sales by region and market

Last month, sales in Europe rose to 71,635 units, an increase of 9.6% and the highest number ever sold in an October. In Germany, the domestic market, approximately 24,000 vehicles with the three-pointed star were delivered to customers. At the beginning of the fourth quarter,

Mercedes-Benz achieved especially strong growth of more than 20% in France, Italy, Belgium and Switzerland.

Sales of 63,771 Mercedes-Benz vehicles in the Asia-Pacific region represent substantial growth of 23.8% compared with the previous best October unit sales achieved last year. In China, the biggest single market, strong demand for automobiles with the three-pointed star led to sales growth in the period of January to October of 29.3% to 387,015 units. This means that Mercedes-Benz had already surpassed its sales of full-year 2015 by the end of last month.

In the NAFTA region, 32,906 customers received their new car with the star in October. In the USA, Mercedes-Benz sold 28,659 units. In Mexico, demand reached a new high – never before had so many vehicles of Mercedes-Benz been handed over to customers in an October.

smart

The smart brand delivered 11,510 cars to customers worldwide in October (+9.4%). The smart fortwo and forfour were especially popular in China, where unit sales more than doubled to reach a new record in October.

Sales Mercedes-Benz Cars in October 2016

	October 2016	October 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	173,096	155,189	+11.5	1,711,017	1,531,541	+11.7
of which:* A-/B-Class	35,482	34,249	+3.6	364,491	344,208	+5.9
C-Class	38,254	37,114	+3.1	396,782	383,741	+3.4
E-Class	27,635	23,806	+16.1	235,420	249,471	-5.6
S-Class	7,545	8,181	-7.8	74,292	89,709	-17.2
SUVs**	58,759	47,379	+24.0	579,080	413,183	+40.2
Sports Cars	1,892	2,157	-12.3	22,966	26,376	-12.9
V-Class	3,529	2,303	+53.2	37,986	24,853	+52.8
smart	11,510	10,517	+9.4	117,205	98,535	+18.9
Mercedes-Benz Cars	184,606	165,706	+11.4	1,828,222	1,630,076	+12.2
Europe	80,315	73,961	+8.6	830,030	737,857	+12.5
of which: Germany	27,471	27,679	-0.8	272,235	255,086	+6.7
NAFTA	33,455	34,093	-1.9	329,519	327,628	+0.6
of which: USA	28,997	29,664	-2.2	282,244	284,980	-1.0
Asia/Pacific	65,996	52,529	+25.6	622,831	509,646	+22.2
of which: Japan	4,939	4,103	+20.4	58,494	53,759	+8.8
of which: China (incl. Hong Kong)	44,161	34,001	+29.9	403,707	310,429	+30.0

* 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 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.

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

Christian Crusen

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

Daniel Eichele

Tel. +49/711-17-92104

Viktor Schmidt

Tel. +49/711-17-76169

E-mail: ir.dai@daimler.com