

December 6, 2016

Mercedes-Benz surpasses total unit sales of the previous year already in November

Mercedes-Benz increased its unit sales in November by 12.7% to 182,602 vehicles, thus achieving its 45th consecutive record month. Sales were especially strong of the new E-Class Saloon and Estate last month; those models attained growth of around 40% to a new best-ever figure. With more than 1,893,000 vehicles delivered since the beginning of the year, Mercedes-Benz already surpassed its unit sales of full-year 2015 in the first eleven months of this year.

Stuttgart - Mercedes-Benz is maintaining its strong pace shortly before year-end, achieving double-digit growth in unit sales once again in November. 182,602 automobiles with the three-pointed star were delivered to customers worldwide (+12.7%). In the period of January to November, sales increased by 11.8% to 1,893,619 units, meaning that Mercedes-Benz already sold more vehicles in the first eleven months of this year than in the whole of 2015. Last month, Mercedes-Benz was the premium brand with the most new-car registrations in Germany, France, Switzerland, Austria, Japan, Taiwan, the USA, Canada and Mexico.

“With double-digit growth since the beginning of the year, we surpassed last year’s total unit sales by the Mercedes-Benz brand already in November. This makes 2016 a new record year for Mercedes-Benz,” stated Ola Källenius, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales.

Mercedes-Benz unit sales by region and market

Unit sales by Mercedes-Benz in Europe increased by 16.7% to 78,797 vehicles – never before so many cars have been delivered to customers in a November as this year. In Germany, demand for Mercedes-Benz automobiles increased last month to 25,599 units (+7.2%). Thanks to double-digit growth in November, new best-ever figures were achieved in Great Britain, France, Spain and Belgium.

In the Asia-Pacific region, 63,918 Mercedes-Benz vehicles were delivered to customers in November – an increase of 14.7% and a new high. Demand there was particularly strong for the new E-Class and the SUVs, which sold in higher numbers than ever before in a November. In China, a new high of 42,310 vehicles with the three-pointed star were delivered last month (+16.5%).

Unit sales in the NAFTA region increased by 3.1% in November; 35,168 customers took delivery of their new Mercedes-Benz. 30,363 vehicles with the star were delivered to customers in the USA (+1.1%). Mercedes-Benz set a new sales record in Mexico last month with growth of around 40%.

smart

A total of 12,565 units of the smart fortwo and forfour models were handed over to customers in November, representing an increase of 15.9%. In each of Europe, Asia-Pacific and the NAFTA region, more of the smart fortwo and forfour cars were sold than in November last year. The smart brand achieved its strongest growth in China, where unit sales more than doubled last month. The 100,000th smart car sold in China was delivered in November.

Sales Mercedes-Benz Cars in November 2016

	November 2016	November 2015	Change in %	YTD 2016	YTD 2015	Change in %
Mercedes-Benz	182,602	161,953	+12.7	1,893,619	1,693,494	+11.8
of which:*						
A-/B-Class	37,064	34,187	+8.4	401,555	378,395	+6.1
C-Class	41,923	37,682	+11.3	438,705	421,423	+4.1
E-Class	29,632	24,628	+20.3	265,052	274,099	-3.3
S-Class	6,741	8,428	-20.0	81,033	98,137	-17.4
SUVs**	61,266	52,155	+17.5	640,346	465,338	+37.6
Sports Cars	1,905	1,830	+4.1	24,871	28,206	-11.8
V-Class	4,071	3,043	+33.8	42,057	27,896	+50.8
smart	12,565	10,840	+15.9	129,770	109,375	+18.6
Mercedes-Benz Cars	195,167	172,793	+12.9	2,023,389	1,802,869	+12.2
Europe	87,577	76,051	+15.2	917,607	813,908	+12.7
of which: Germany	29,164	27,582	+5.7	301,399	282,668	+6.6
NAFTA	36,159	34,818	+3.9	365,678	362,446	+0.9
of which: USA	31,004	30,689	+1.0	313,248	315,669	-0.8
Asia/Pacific	66,631	57,186	+16.5	689,462	566,832	+21.6
of which: Japan	5,506	5,146	+7.0	64,000	58,905	+8.6
of which: China (incl. Hong Kong)	44,503	37,332	+19.2	448,210	347,761	+28.9

* 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