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Mercedes-Benz starts the new year with more than 18% growth and a new sales record

- **Mercedes-Benz delivered 178,467 vehicles worldwide last month (+18.3%), more than ever before in a January**
- **Over 30% growth in the Asia-Pacific region**
- **Ongoing success in China: with nearly 59.000 cars sold in January and a plus of roughly 40%, the previous best month was surpassed by over 12,000 units**
- **Unit sales of the E-Class Saloon and Estate increased by nearly 75%**

Stuttgart – Mercedes-Benz started the new year with double-digit growth and its 47th record month in succession. Last month, 178,467 vehicles with the three-pointed star were delivered to customers (+18.3%), more than ever before in a January. In the first month of this year, Mercedes-Benz was the premium brand with the most new-car registrations in markets including Germany, Switzerland, Portugal, Japan, USA and Canada.

“In January, more than 178,000 customers decided in favour of a Mercedes-Benz. With a double-digit growth rate, we had an outstanding start 2017 and set at the same time another sales record”, states Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales since January 1, 2017. “In 2017, we will introduce a number of new exciting products such as the new S-Class Saloon, the new E-Class Coupé and Cabriolet, and the new GLA that will inspire our customers even further.”

Mercedes-Benz unit sales by region and market

In January, Mercedes-Benz increased its unit sales in Europe by 12.3% to a new high of 61,670 vehicles delivered to customers. In Germany, the biggest European market, sales of 18,017 units in the first month of the year were 14.2% higher than in the prior-year month. Mercedes-Benz

achieved double-digit growth rates also in Great Britain, Italy, Belgium, Portugal, Sweden and Poland last month.

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In the Asia-Pacific region, Mercedes-Benz continued its strong growth with the best-ever number of 82,583 vehicles sold this January – an increase of 30.2%. In China, thanks to an increase of 39.3%, for the first time in one month more than 50,000 Mercedes-Benz vehicles were sold. The number of 58,799 cars delivered to customers was actually 12,000 units more than the previous best month. The bestselling models in China were the GLC as well as the long-wheelbase versions of the C- and E-Class Saloon. In South Korea, Mercedes-Benz increased its unit sales by 47% and set a new record for a January.

Mercedes-Benz started the year in the NAFTA region with a 6.4% increase in unit sales to a new best-ever figure. Last month, 30,001 automobiles were delivered to customers in the USA, Canada and Mexico. In all three countries, the Stuttgart-based company with the three-pointed star sold more cars than ever before in a January. A total of 25,527 Mercedes-Benz vehicles were delivered to customers in the USA – an increase of 3.5%.

Mercedes-Benz unit sales by model

The first year of full availability for the new E-Class started with a new sales record: 29,963 Saloons and Estates were handed over to customers worldwide in January, representing an increase of nearly 75% compared with the prior-year month.

The SUVs continue to contribute to the growth of Mercedes-Benz. Strong demand in January resulted in sales of 65,004, a new sales record for the first month of the year (+20.5%). This year, there should be additional sales impetus from the new GLA, which had its world premiere at the beginning of the year in the USA, one of its biggest markets.

The dream cars from Mercedes-Benz started the year 2017 with strong growth in unit sales. In January, sales increased by 51.3% with 10,894 Roadsters, Cabriolets and Coupés handed over to customers worldwide. This year, the dream-car family will be joined by the new E-Class Cabriolet. And the new E-Class Coupé has been rolling off the assembly line in Bremen since January; it will be in the showrooms as of March.

smart

This January, 9,649 cars of the smart brand were delivered worldwide, an increase of 3.5% compared with the prior-year month. The urban microcar is

very popular in the Chinese market and achieved a new sales record there last month.

With new services going beyond the mobility of the car itself, smart is increasingly being developed into a centre for service providing. The recently presented service “smart ready to share” makes private car sharing as simple, safe and uncomplicated as using car2go, and will be launched in Germany this spring.

Overview of sales by Mercedes-Benz Cars

	January 2017	Change in %	Per January 2017	Change in %
Mercedes-Benz	178,467	+18.3	178,467	+18.3
smart	9,649	+3.5	9,649	+3.5
Mercedes-Benz Cars	188,116	+17.5	188,116	+17.5
Mercedes-Benz unit sales in the region/market				
Europe	61,670	+12.3	61,670	+12.3
- thereof Germany	18,017	+14.2	18,017	+14.2
Asia-Pacific	82,583	+30.2	82,583	+30.2
- thereof China	58,799	+39.3	58,799	+39.3
NAFTA	30,001	+6.4	30,001	+6.4
- thereof USA	25,527	+3.5	25,527	+3.5

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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