

March 6, 2017

Mercedes-Benz on successful path month by month: four years of continuous growth

- **Mercedes-Benz delivered 153,862 vehicles to customers in February, an increase of 15%**
- **Thanks to its 48th consecutive record month, Mercedes-Benz has grown for four years**
- **New best figures in all three core regions: Europe, Asia-Pacific and NAFTA**
- **More than 70% growth for E-Class Saloon and Estate**

Stuttgart – Mercedes-Benz grew at a double-digit rate also in the second month of this year and sold 153,862 vehicles to its customers (+15%). Unit sales in the first two months of 2017 increased compared with the prior-year period by 16.8% to 332,329 vehicles. Thanks to the strong sales figures, the Stuttgart-based company with the three-pointed star posted new best figures both for February and for the first two months. February was the 48th record month in a row; thus, the unit sales of Mercedes-Benz increased continuously for four years. Last month, Mercedes-Benz was the premium brand with the highest numbers of new cars registered in Switzerland, Portugal, Japan, Australia, USA, Canada and Mexico – among others.

Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales: “In February, Mercedes-Benz was able to continue its double-digit growth momentum and increased unit sales by 15 percent. We achieved particularly strong growth of 70 percent with the E-Class Saloon and Estate. Our customers value the numerous innovations as well as the safety and comfort offered by improved assistance systems.”

In Europe, Mercedes-Benz increased its unit sales to 62,422 vehicles (+7.8%), more than ever before in a February. In Germany, more than 22,000 automobiles with the three-pointed star were delivered to customers (+6.9%). In Great Britain, Spain, Switzerland, Sweden, Portugal, Austria and Poland, Mercedes-Benz achieved not only double-digit growth in unit sales, but also a new record in a February.

The Stuttgart-based company with the three-pointed star handed over 58,186 cars to customers in the Asia-Pacific region in February. This is an increase of 29.5% and a best-ever figure in the second month of a year. Demand for Mercedes-Benz vehicles continues to be very high especially in China: Unit sales there reached the best-ever number of 36,277 vehicles in February, representing growth of 41.9%. Mercedes-Benz set new records for unit sales in a February also in South Korea, Australia, Malaysia and India.

In the NAFTA region, more automobiles were sold than ever before in a February last month: 29,219 customers were able to receive their new car with the three-pointed star (+8.8%). In the USA, Mercedes-Benz achieved a new high of 24,522 vehicles sold (+6.9%). Mercedes-Benz achieved its highest ever unit sales in a February also in Canada and Mexico.

Mercedes-Benz unit sales by model

Demand for the C-Class remains very high; it was the bestselling Mercedes-Benz model in February. Sales of the C-Class Saloon and Estate increased to more than 29,000 units (+3.9%). In the Asia-Pacific region, the C-Class set a new record last month, primarily due to strong demand for the long-wheelbase version of the C-Class Saloon.

The E-Class Saloon and Estate posted growth of more than 70% with 23,626 units delivered to customers worldwide in February. Customer demand for the new generation is very strong, so the previous best-ever February sales were significantly surpassed. The biggest contributions to this growth came from China, Germany and the USA.

The SUVs from Mercedes-Benz are very popular around the world. Last month, 52,503 units were sold, a new best figure in a February and an increase of 14.9%. The GLA is one of the bestsellers in the current Mercedes-Benz SUV portfolio. Following the successful world premiere of the new GLA in January, the first model has driven off the production line at the plant in Rastatt in Germany.

The smart brand sold 9,265 units of the smart fortwo and forfour to customers worldwide in February. In the Asia-Pacific region, the urban microcar posted new best-ever sales – due in particular to strong demand in the Chinese market.

Overview of sales by Mercedes-Benz Cars

	February 2017	Change in %	Jan. – Feb. 2017	Change in %
Mercedes-Benz	153,862	+15.0	332,329	+16.8
smart	9,265	-7.5	18,914	-2.2
Mercedes-Benz Cars	163,127	+13.5	351,243	+15.6
Mercedes-Benz unit sales in the region/market				
Europe	62,422	+7.8	124,092	+10.0
- thereof Germany	22,173	+6.9	40,190	+10.0
Asia-Pacific	58,186	+29.5	140,769	+29.9
- thereof China	36,277	+41.9	95,076	+40.3
NAFTA	29,219	+8.8	59,220	+7.6
- thereof USA	24,522	+6.9	50,049	+5.1

Note:

Mercedes-Benz's unit sales by region and market as well as by model represent merely an excerpt from Mercedes-Benz's total unit sales, it being possible for a model to be included in different segments.

With regard to Mercedes-Benz's total unit sales, there is no possibility of models being double-counted.

Forward-looking statements:

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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