

April 6, 2017

## **Mercedes-Benz in March: strongest-ever sales month with more than 228,000 cars sold**

- **Mercedes-Benz sold more vehicles in March than ever before in one month: 228,296 cars were handed over to customers, an increase of 14.8%.**
- **From January to March, Mercedes-Benz achieved sales of 560,625 units (+16%) – its best quarter of all time.**
- **In the Europe region, more than 100,000 vehicles were sold in one month for the first time.**
- **A new best-ever month for the E-Class Saloon and Estate with 35,626 units sold and 64.7% growth.**

Stuttgart – Mercedes-Benz can be extremely satisfied with its car sales in the first three months of this year. March 2017 was the strongest sales month in the history of Mercedes-Benz with growth of 14.8% and 228,296 vehicles delivered. The first quarter of 2017 also surpassed all previous quarters, with sales rising by 16% to 560,625 units. In March, Mercedes-Benz was the premium-market leader in countries including Germany, Italy, Switzerland, Japan, Australia and Canada.

“In the first quarter of 2017, Mercedes-Benz delivered 560,625 vehicles to customers worldwide, an increase of 16 percent. That’s the highest number of cars we have ever sold in one quarter,” stated Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales. “The E-Class Saloon and Estate continued along their successful path in March with growth of around 65 percent. The bestselling model series of Mercedes-Benz has now been completed with the new E-Class Cabriolet, which we presented to the public at the Geneva Motor Show, right on time for the start of spring.”

### **Mercedes-Benz unit sales by region and market**

In Europe, Mercedes-Benz handed over more than 100,000 vehicles to customers for the first time in one month: A total of 109,237 units were

sold in March (+11.8%). Demand for automobiles with the three-pointed star resulted in sales of 233,329 units in the first quarter (+10.8%), the highest number ever sold in the first three months of a year. Mercedes-Benz achieved double-digit growth in March and in the first quarter in the Great Britain, Belgium, Spain, Austria and Poland. In Germany, the domestic market, Mercedes-Benz delivered 70,594 cars to its customers in the first quarter of this year (+8.9%).

Unit sales in the Asia-Pacific region increased to the new record of 78,649 cars with the star this March (+23.1%). And in the first three months of the year, Mercedes-Benz delivered more vehicles to customers than ever before in a quarter (219,418 units, +27.4%). In China, Mercedes-Benz increased its unit sales in March by more than 30% and handed over 49,871 vehicles to its customers, a new record. In South Korea, Australia and Malaysia, the Stuttgart-based company set best-ever figures for sales in March and in the first quarter.

Mercedes-Benz achieved best-ever sales in March also in the NAFTA region, where 34,922 automobiles were sold, an increase of 6.3%. Furthermore Mercedes-Benz recorded its highest number of cars ever sold in a first quarter with a total of 94,142 vehicles delivered to customers in the region (+7.1%). New records for the first quarter were also set for each of the individual NAFTA countries: the USA, Canada and Mexico. In the USA, demand for Mercedes-Benz automobiles increased by 4.5% in the first three months of the year, resulting in sales of 79,141 units.

### **Mercedes-Benz unit sales by model**

Customers around the world are thrilled by the current generation of the E-Class. For the first time in the history of Mercedes-Benz, more than 35,000 Saloon and Estate models were handed over to customers in one month. This represents an increase of 64.7% compared with March 2016. Demand was particularly strong last month for the long-wheelbase version of the E-Class Saloon – sales more than doubled of this model, which is locally produced in China. And the new E-Class All-Terrain stimulated additional demand in its first sales month.

Sales of the SUVs from Mercedes-Benz were at an all-time high in March: 70,631 customers worldwide took delivery of their new vehicle, an increase of 12.8%. The strongest growth was posted by the GLS – sales more than doubled last month.

Demand for the dream cars from Mercedes-Benz increased by 33.7% in March: 20,023 customers received their new Cabriolet, Coupé or Roadster. The new E-Class Coupé already contributed towards the sales success in

this segment, while the new E-Class Cabriolet debuted right in time for the start of spring at the Geneva Motor Show.

## smart

Sales of smart models amounted to 34,156 units in the first three months of this year. The smart fortwo and forfour were especially popular in Great Britain, where the urban microcars achieved their best-ever sales figures in March as well as in the first quarter. Further sales stimulus is expected from the new smart electric drive. The electric versions of the smart fortwo and smart forfour have been available to order in Europe since March.

## Overview of sales by Mercedes-Benz Cars

	March 2017	Change in %	Jan. – Mar. 2017	Change in %
<b>Mercedes-Benz</b>	<b>228,296</b>	<b>+14.8</b>	<b>560,625</b>	<b>+16.0</b>
<b>smart</b>	<b>15,242</b>	<b>-5.4</b>	<b>34,156</b>	<b>-3.7</b>
<b>Mercedes-Benz Cars</b>	<b>243,538</b>	<b>+13.3</b>	<b>594,781</b>	<b>+14.6</b>
<b>Mercedes-Benz unit sales in the region/market</b>				
Europe	109,237	+11.8	233,329	+10.8
- thereof Germany	30,404	+7.4	70,594	+8.9
Asia-Pacific	78,649	+23.1	219,418	+27.4
- thereof China Mainland	49,871	+32.1	144,947	+37.3
NAFTA	34,922	+6.3	94,142	+7.1
- thereof USA	29,092	+3.3	79,141	+4.5

### 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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