

May 5, 2017

Mercedes-Benz in April: 50th consecutive sales record

- **New best-ever unit sales with 180,599 vehicles sold worldwide and double-digit growth in April (+10.1%)**
- **Continuation of strong sales growth in China (+35.3%)**
- **More than 250,000 units sold of the new E-Class Saloon and Estate since market launch**

Stuttgart – Mercedes-Benz achieved record unit sales for the 50th consecutive month in April. In the first month of the second quarter, 180,599 vehicles with the three-pointed star were delivered to customers, which is 10.1% more than in the same month of last year. Since the beginning of this year, unit sales have increased even faster. Compared with the first four months of 2016, 14.5% more vehicles have been sold this year: a total of 741,224 units. Mercedes-Benz was the premium brand with the most new cars registered in April in markets including Germany, Great Britain, Spain, Switzerland, Portugal, Japan, Australia, Taiwan, the USA and Canada.

“April was very successful for Mercedes-Benz: We achieved our 50th consecutive record month for unit sales and once again a double-digit growth,” stated Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales. “With the new S-Class, which had its world premiere at the trade fair in Shanghai in April, we want to continue the story of our successful luxury saloon car. So far, we have delivered about four million S-Class Saloons to our customers.”

Mercedes-Benz unit sales by region and market

In Europe, Mercedes-Benz increased its unit sales in April by 3.9% to a new high of 75,928 vehicles. This growth was driven not only by a new record for unit sales and double-digit growth in Great Britain, but also in Spain, Belgium, Switzerland, Sweden, Portugal and Poland. In Germany, the

domestic market, the Stuttgart-based company with the three-pointed star achieved a 5% increase in unit sales in the first four months of the year; 95,171 Mercedes-Benz vehicles were handed over to customers in that period.

In the Asia-Pacific region, a total of 68,485 vehicles were delivered to customers in the fourth month of this year (+29.8%) – more than ever before in an April. In China, 47,627 customers were delighted to receive their new Mercedes-Benz, which is an increase of 35.3% compared with the prior-year month. This means that the company achieved best-ever figures in its biggest sales market both in April and in the first four months of the year. This is also true for the markets South Korea, Australia, Taiwan and India.

Since the beginning of the year, Mercedes-Benz posted new record sales in the NAFTA region. In the period of January to April this year, 126,191 vehicles were handed over to customers (+3.5%). In each of the United States (+1.0%), Canada (+13.2%) and Mexico (+37.7%), more customers received a new Mercedes-Benz than ever before in the first four months of a year.

Mercedes-Benz unit sales by model

The C-Class continued to be in strong demand and was the best-selling Mercedes-Benz model last month. A total of 33,666 customers took delivery of their new C-Class Saloon or Estate in April. The long-wheelbase version of the C-Class Saloon, which is sold exclusively in China, recorded best-ever sales figures once again in April.

The E-Class is as popular as ever. In April, 28,827 customers decided in favour of the E-Class Saloon or Estate, which is 52.4% more than in the prior-year month. This was a new April record for the two models. The success story of the new E-Class started a year ago with the market launch of the Saloon in Europe. Since then, more than 250,000 new E-Class Saloons and Estate models have been sold.

The SUVs from Mercedes-Benz posted best-ever unit sales in April and in the first four months of the year: 59,739 customers took delivery of their new SUV last month (+5.5%) and a total of 247,877 since the beginning of the year (+13.3%). The GLC made a major contribution to this success. Demand will be additionally boosted by the new GLA, which has been available from dealerships in Europe since April.

This April, 10,952 customers decided in favour of a two-seat or four-seat urban microcar from smart; the number since the beginning of the year is 45,108. The smart brand set sales records in the first four months of the year in China and Great Britain, two of its largest markets. Worldwide, the convertible version of the smart achieved particularly strong growth since the beginning of the year. Sales of the smart cabrio electric drive will now start in Europe this May.

Overview of sales by Mercedes-Benz Cars

	April 2017	Change in %	Jan. - April 2017	Change in %
Mercedes-Benz	180,599	+10.1	741,224	+14.5
smart	10,952	-9.4	45,108	-5.1
Mercedes-Benz Cars	191,551	+8.7	786,332	+13.1
Mercedes-Benz unit sales in the region/market				
Europe	75,928	+3.9	309,257	+9.0
- thereof Germany	24,577	-4.7	95,171	+5.0
Asia-Pacific	68,485	+29.8	287,903	+27.9
- thereof China Mainland	47,627	+35.3	192,574	+36.8
NAFTA	32,049	-5.9	126,191	+3.5
- thereof USA	26,932	-7.9	106,073	+1.0

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.

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

Johannes Schmalzriedt

Tel. +49/711-17-70314

E-mail: ir.dai@daimler.com