

December 6, 2017

Mercedes-Benz passes mark of two million vehicles sold already in November

- **Mercedes-Benz sold 195,698 vehicles in November – more than ever before in the eleventh month of the year (+7.2%).**
- **Thanks to double-digit growth (+10.7%), more vehicles were delivered to customers in the first eleven months (2,095,810 units) than in the entire previous year.**
- **The S-Class Saloon posted an 18.5% increase in unit sales in November.**
- **More than half a million units sold in China since the beginning of the year: The record series in sales continues (+27.3%).**

Stuttgart – Mercedes-Benz delivered 195,698 vehicles to its customers in November (+7.2%), thus achieving the 57th record month in succession. In the first eleven months of the year, 2,095,810 units were sold. This represents not only the best-ever figure for the period of January to November, but also growth of 10.7% in unit sales. Last month, Mercedes-Benz was the premium brand with the most new registrations in markets including Germany, France, Italy, Austria, Portugal, Taiwan, USA, Canada, and Mexico.

“Mercedes-Benz passed the two-million mark in November, already surpassing its unit sales for the entire previous year. We are going full speed ahead for our customers – not only with the best products, but also in sales and service. And this has already been rewarded with the most successful sales year in our history,” stated Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing & Sales.

Mercedes-Benz unit sales by region and market

In Europe, unit sales in November rose to a new sales record. A total of 79,942 customers received their new car with the three-pointed star (+1.5%). Since the beginning of the year, 879,878 vehicles were delivered –

more than ever before in that period (+7.3%). Of that total, 281,946 units were sold in Germany (+5.2%). New sales records were set for both November and the first eleven months in Great Britain, France, Spain, Belgium, Switzerland, Sweden, Poland, Austria and Portugal.

With a total of 74,302 vehicles sold in the Asia-Pacific region, more customers received a new Mercedes-Benz there than ever before in a November (+16.2%). Since the beginning of the year sales totaled 802,565 units (+20.6%). China posted record figures for November and the eleven-month period: 50,813 customers decided on a new Mercedes-Benz last month (+22.2%) and 539,728 in the period January to November (+27.3%). More vehicles were sold than ever before in the first eleven months of a year also in South Korea, Japan, Australia, Taiwan, India, Thailand and Malaysia.

In the NAFTA region, unit sales in November surpassed the high prior-year figure and 36,505 customers were delighted to receive their new Mercedes-Benz (+3.8%). In the USA, 30,838 customers decided in favor of a car with the three-pointed star in November (+1.6%). For the period of January to November, a new record was set of 359,953 units sold in the NAFTA region (+0.5%). Contributions to this development came from best-ever sales in Canada (+12.7%) and Mexico (+25.3%).

Mercedes-Benz unit sales by model

The E-Class Saloon and Estate are as popular as ever. The strong sales of the prior-year month were surpassed by 8.2% and a new record was set for a November (29,110 units). Since the beginning of the year, unit sales were 46.0% higher than in that period of 2016. Particularly strong demand for the long-wheelbase version of the E-Class Saloon meant that twice as many units of that model were sold as in the first eleven months of the previous year.

The new S-Class Saloon, which has been on the market in the United States and China since September, posted growth of 18.5% last month. Growth in unit sales of that model in Germany and the United States was even higher. In South Korea, where saloon cars are especially popular, more S-Class cars were sold last month than ever before in a November.

The SUVs from Mercedes-Benz set new records for the month of November (73,418 units) as well as for the first eleven months (731,626) – not only worldwide, but also in each of the three core regions of Europe, Asia-Pacific and NAFTA. Sales growth of 19.8% in November was primarily driven by the GLC, GLA, GLC Coupé and GLS, each of which posted new best-ever figures.

More than 11,500 smart fortwo and smart forfour cars were delivered to customers in November. Demand for the two-door and four-door smart models rose last month in the two largest markets for the urban microcar, Germany and Italy. In Belgium and the Netherlands, smart achieved a particularly high increase in sales. In the first eleven months of this year, 123,130 units were sold worldwide, and more smart cars were handed over to customers in China than ever before in that period of a year.

Overview of sales by Mercedes-Benz Cars

	November 2017	Change in %	Jan. – Nov. 2017	Change in %
Mercedes-Benz	195,698	+7.2	2,095,810	+10.7
smart	11,644	-7.3	123,130	-5.1
Mercedes-Benz Cars	207,342	+6.2	2,218,940	+9.7
Mercedes-Benz unit sales in the region/market				
Europe	79,942	+1.5	879,878	+7.3
- thereof Germany	25,952	+1.4	281,946	+5.2
Asia-Pacific	74,302	+16.2	802,565	+20.6
- thereof China Mainland	50,813	+22.2	539,728	+27.3
NAFTA	36,505	+3.8	359,953	+0.5
- thereof USA	30,838	+1.6	302,043	-2.0

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.

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