

Investor Relations Release

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Mercedes-Benz achieves new record sales of more than 1.35 million cars since the beginning of the year

- **Mercedes-Benz unit sales in the first seven months up by 2.3% to 1,356,350 passenger cars**
- **In July, 167,518 vehicles were sold worldwide (-7.9%)**
- **Asia-Pacific region sets record in July with over 73,000 passenger cars delivered**
- **S-Class Saloon with significant sales growth of 16.5% in July (4,906 units)**
- **New C-Class family: strongest selling series in European showrooms since July**

Stuttgart – Mercedes-Benz already sold 1,356,350 vehicles in the first seven months of this year, which is an increase of 2.3% and a new record. Last month was the second-best July in the history of the brand with the three-pointed star, with worldwide sales of 167,518 passenger cars, despite several factors that led to constraints in the availability of some models. Mercedes-Benz maintained its market leadership as the premium brand with the highest number of new registrations in the first seven months in markets including Germany, France, Switzerland, Portugal, USA, Canada, South Korea, Japan, Australia and Brazil.

“Never before have so many customers taken delivery of their new Mercedes-Benz in the first seven months of a year. Since the beginning of 2018, we have increased our unit sales by 2.3 percent to more than 1.35 million passenger cars sold,” stated Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing and Sales. “Since the market launch of the C-Class Saloon and Estate, more than 9.5 million of these models have already been sold. Since July, our new models of the C-Class family have been in the showrooms of the European dealerships, with whom we intend to continue the success story of our bestselling series,” continued Seeger.

Mercedes-Benz unit sales by region and market

In **Europe**, Mercedes-Benz sold 65,568 vehicles in July (-13.9%). The brand with the three-pointed star anticipates further sales stimuli as the year progresses from the new C-Class family, whose market launch commenced in Europe last month. Sales of 542,358 units since January are slightly below the very high number sold in the prior-year period (-3.2%). In Germany, the domestic market, Mercedes-Benz handed over a total of 173,721 passenger cars to customers since the beginning of the year (-2.7%). More cars with the star were sold

than ever before in that period in markets including France, Spain, Sweden, Poland and Denmark.

In the **Asia-Pacific** region, strong demand for Mercedes-Benz models in July led to a new best figure of 73,484 units sold (+4.6%). In the first seven months of the year, significant growth of 11.4% was posted. A total of 566,842 customers were delighted to receive their new car with the three-pointed star – more than ever before in this period. The biggest sales market last month was China with 52,616 passenger cars delivered and an increase of 8.3%. Since the beginning of the year, 392,780 units have been sold there, representing growth of 15.1%. Mercedes-Benz thus set a new sales record for the first seven months in China, as also in South Korea, Japan, India, Malaysia and Thailand.

In the **NAFTA** region, a total of 24,884 Mercedes-Benz cars were delivered to customers in July (-19.0%) and 216,133 since the beginning of the year (-3.6%). The brand with the three-pointed star sold 20,034 cars in the USA last month (-22.7%). From January to July Mercedes-Benz delivered a total amount of 178,882 cars in the USA (-4.8%) and maintained its market leadership in the premium segment. In Mexico, thanks to double-digit growth rates, Mercedes-Benz set new best-ever sales figures for a July and for the first seven months of a year.

Mercedes-Benz unit sales by model

Sales of the **S-Class Saloon** increased last month by 16.5% to 4,906 units. Unit sales doubled in Germany, one of the model's biggest markets, and in Japan they actually more than quadrupled. From January to July, more than 48,000 units of the S-Class Saloon were sold (+26.3%). The Mercedes-Maybach S-Class achieved a new sales record since the beginning of the year.

The **C-Class Saloon and Estate** posted worldwide sales of 29,298 units in July (-9.9%). Although the market launch of the new models has not yet started in the Asia-Pacific region, the C-Class was particularly well received by customers in China. The C-Class Saloon and Estate models set new sales records there in July and in the first seven months of the year. The long-wheelbase version of the C-Class Saloon was especially popular with Chinese customers.

The **SUVs** have achieved best-ever unit sales since the beginning of the year. Worldwide, a total of 484,275 SUVs with the star were delivered, representing growth of 7.7%. This was primarily driven by the GLC and the GLC Coupé, both of which posted record unit sales in July as well as in the first seven months.

smart

The smart brand delivered 11,404 cars to its customers worldwide in July, thus surpassing the prior-year number significantly (+11.1%). The smart forfour model was especially popular with customers last month. In China, unit sales of the two-door and four-door urban microcar were

higher than ever before in a July. Last month the smart brand achieved significant sales growth of 36.2% in the German market. In the first half of the year 2018, smart actually achieved with 17.5% the strongest growth for new passenger car registrations among all German car brands in Germany. This success is partially due to strong demand for the electric smart models: smart was the car brand with the most new car registrations of purely battery-powered passenger cars in Germany in the first half of the year.

Overview of Mercedes-Benz Cars unit sales

	July 2018	Change in %	Jan.-July 2018	Change in %
Mercedes-Benz	167,518	-7.9	1,356,350	+2.3
smart	11,404	+11.1	77,064	-3.8
Mercedes-Benz Cars	178,922	-6.8	1,433,414	+1.9
Mercedes-Benz unit sales in the regions/markets				
Europe	65,568	-13.9	542,358	-3.2
- thereof Germany	22,272	-16.5	173,721	-2.7
Asia-Pacific	73,484	+4.6	566,842	+11.4
- thereof Mainland China	52,616	+8.3	392,780	+15.1
NAFTA	24,884	-19.0	216,133	-3.6
- thereof USA	20,034	-22.7	178,882	-4.8

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.

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 and tariff regulations; 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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