

Investor Relations Release

December 6, 2018

Mercedes-Benz grows worldwide sales in November

- Last month, Mercedes-Benz achieved sales growth with sales of 198,545 vehicles (+1.5%).
- Mercedes-Benz sold 2,103,653 units in the first eleven months of the year, which is slightly above the high prior-year level (+0.4%).
- With its Mercedes-Benz Cars division, Daimler AG is the first premium carmaker to pass the milestone of 600,000 units sold in China within one year.
- A new high for the Europe sales region: more than 82,000 vehicles sold in November (+2.6%).
- Double-digit growth once again in highly competitive German domestic market (+12.5%).
- E-Class Saloon and Estate achieve a new sales record of over 31,000 units in November with an increase of 6.2%.

Stuttgart – Mercedes-Benz has once again set a new sales record towards the end of this year despite a volatile market environment: 198,545 vehicles with the three-pointed star were delivered to customers all over the world last month. Under ongoing challenging conditions, Mercedes-Benz sold more units than ever before in a November (+1.5%). Further progress with vehicle availability, particularly in some international markets, had a positive impact on sales development in the three core regions. In the first eleven months of the year, 2,103,653 Mercedes-Benz passenger cars were handed over to customers, which is slightly above the high level of the prior-year period (+0.4%). Last month, the brand with the star maintained its market leadership in the premium segment in markets including Germany, France, Italy, Spain, Switzerland, Portugal, South Korea, Japan, Australia and the USA.

“With more than 198,000 vehicles delivered worldwide, Mercedes-Benz has achieved its best-ever November sales. In a challenging market environment, we’ve been able to increase unit sales slightly also since the beginning of the year,” said Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing and Sales. “In China, we have delivered more than 600,000 Mercedes-Benz and smart vehicles since the beginning of this year. We are particularly pleased to be the first premium carmaker to achieve this sales milestone in China within one year.”

Mercedes-Benz unit sales by region and market

In **Europe**, Mercedes-Benz sold a total of 82,007 vehicles in November, an increase of 2.6% and a new record. In the first eleven months of the year, 850,957 units were sold (-3.3%). The development in Germany was particularly pleasing. Mercedes-Benz sold 29,188 passenger cars with the three-pointed star in its domestic market last month, another double-digit increase of +12.5%. Once again, the new A-Class was very popular in Germany: sales of the compact car doubled compared to last year's November. In France, Switzerland, Poland, Denmark, Portugal and Hungary, more cars with the three-pointed star were sold last month than in any November before.

Mercedes-Benz set new records in the **Asia-Pacific** region: 75,392 vehicles were hand over to customers in November (+1.5%) and 862,419 in the first eleven months (+7.5%). In China, the biggest sales market, 52,151 Mercedes-Benz passenger cars were sold last month (+2.6%). In the period of January to November, Mercedes-Benz achieved growth of +11.7% and sold 603,089 units. This November, together with the models delivered by the smart brand, the car division of Daimler AG became the first premium automobile manufacturer to pass the milestone of 600,000 vehicles delivered in China within one year. Mercedes-Benz achieved further sales records in November in the markets of South Korea, India, Malaysia, Thailand and Vietnam.

In the **NAFTA** region, Mercedes-Benz sold a total of 35,842 vehicles in November (-1.8%). In the first eleven months of this year, 340,564 Mercedes-Benz passenger cars were handed over to customers in that region (-5.4%). In the United States, a total of 31,022 customers were delighted to receive their new model with the star last month, an increase of 0.6%. This means that a total of 283,943 vehicles were delivered in the United States in November (-6.0%). In Mexico, Mercedes-Benz set a new sales record in the first eleven months of the year.

Mercedes-Benz unit sales by model

Demand for the **E-Class Saloon and Estate** was higher last month than ever before in a November. More than 31,000 units of these two models were sold worldwide, an increase of about 6.2%. The long-wheelbase version of the E-Class Saloon was particularly popular in the Chinese market, posting double-digit growth in November and thus achieving a new sales record.

The **SUVs** from Mercedes-Benz continue to sell in record numbers, with about 750,000 units of the models GLA, GLC, GLC Coupé, GLE, GLE Coupé, GLS and G-Class sold in the period of January to November (+2.4%). The sales growth was primarily driven by the GLC, which also set a new record for unit sales last month. And thanks to double-digit growth, the new G-Class posted a new sales record for a November.

Customers' interest in the **Dreamcars** from Mercedes-Benz was strong once again in November: Worldwide unit sales increased by 19.8% to the new high of 15,073 units. In all three core regions – Europe, Asia-Pacific and NAFTA – the dream cars achieved growth in unit sales last month. The E-Class Cabriolet was particularly popular, as well as the CLS, which set a new record in November.

smart

In the first eleven months of the year, 118,512 vehicles of the smart brand were sold worldwide (-3.8%). In November, a total of 10,926 customers were pleased to receive their new two- or four-door urban microcar (-6.2%). The smart models were especially popular in Spain, with double-digit sales growth in that market. Worldwide sales of the electric smart models reached a new record level in November and in the first eleven months.

Overview of Mercedes-Benz Cars unit sales

	November 2018	Change in %	Jan. – Nov. 2018	Change in %
Mercedes-Benz	198,545	+1.5	2,103,653	+0.4
smart	10,926	-6.2	118,512	-3.8
Mercedes-Benz Cars	209,471	+1.0	2,222,165	+0.1
Mercedes-Benz unit sales in the regions/markets				
Europe	82,007	+2.6	850,957	-3.3
- thereof Germany	29,188	+12.5	276,334	-2.0
Asia-Pacific	75,392	+1.5	862,419	+7.5
- thereof China Mainland	52,151	+2.6	603,089	+11.7
NAFTA	35,842	-1.8	340,564	-5.4
- thereof USA	31,022	+0.6	283,943	-6.0

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.

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.

If you have any questions, please contact our Investor Relations Team:

<https://www.daimler.com/investors/services/contacts.html>

E-mail: ir.dai@daimler.com

Fax: +49 (0) 711 17 94075

For an overview of major roadshows and conferences please see:

<https://www.daimler.com/investors/events/roadshows>