

## Investor Relations Release

Date:  
February 1, 2013

In the following please find the Mercedes-Benz USA sales release for January 2013:

### **MERCEDES-BENZ USA JANUARY SALES SOAR TO HIGHEST ON RECORD AT 24,059**

#### **Best-Ever Month for Mercedes-Benz models alone up 10.8%**

MONTVALE, N.J. – Mercedes-Benz USA (MBUSA) reported today sales of 24,059, a 10.7% increase over the 21,726 vehicles sold in January 2012 making it the greatest year start in the company's history. The Mercedes-Benz model line alone marked its highest January numbers with sales of 22,501, up 10.8%.

“We've set another record this January and are breaking into 2013 at a strong sales pace,” said Steve Cannon, president & CEO of MBUSA. “It's a historic time for the brand with product milestones that will drive our momentum. Our new CLA, the star of our Super Bowl ad this weekend, will reset the entry point. Stay tuned as product innovations continue throughout the year with the introductions of our completely redesigned E-Class and new generation of our flagship S-Class.”

Strong demand for both the Mercedes-Benz passenger vehicles and SUVs fueled sales for the month with the sporty C-Class – the gateway to the Mercedes-Benz brand for younger and first-time Mercedes-Benz buyers – as the volume leader posting sales of 7,214, up 10.6%. The 9th generation E-Class followed with sales of 5,469 and the versatile M-Class rounded out the top three with sales of 2,928.

For January, sales at the high-end increased as well with the S-Class up 19.5% and the SL-Class up 290% when compared to the same period last year.

The Sprinter model line started the year strong with sales of 1,077 for the month, a 16.6% increase from January 2012, and smart recorded sales of 481 vehicles.

Sales of the high-performance AMG models were 495 for the month and sales of the company's BlueTEC diesel models finished the month at 1,054.

Separately, through the Mercedes-Benz Certified Pre-Owned (MBCPO) program, MBUSA sold 8,159 vehicles in January; an increase of 17.5% when compared to January 2012 (sales of 6,945 vehicles).

#### **About Mercedes-Benz USA**

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty C-Class to the flagship S-Class sedans and the SLS AMG supercar.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans and smart in the US. More information on MBUSA and its products can be found at [www.mbusa.com](http://www.mbusa.com), [www.mbsprinterusa.com](http://www.mbsprinterusa.com) and [www.smartusa.com](http://www.smartusa.com)

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Mercedes-Benz Passenger Vehicles	Jan-13	Jan-12	Monthly %	YTD 2013	YTD 2012	Yearly %
<b>C-CLASS</b>	7,214	6,525	10.6%	7,214	6,525	10.6%
<b>E-CLASS</b>	5,469	4,097	33.5%	5,469	4,097	33.5%
<b>S-CLASS</b>	938	785	19.5%	938	785	19.5%
<b>CL-CLASS</b>	54	67	-19.4%	54	67	-19.4%
<b>SL-CLASS</b>	390	100	290.0%	390	100	290.0%
<b>SLS AMG</b>	36	92	-60.9%	36	92	-60.9%
<b>SLK-CLASS</b>	325	238	36.6%	325	238	36.6%
<b>CLS-CLASS</b>	553	582	-5.0%	553	582	-5.0%
<b>R-CLASS</b>	7	130	-94.6%	7	130	-94.6%
<b>M-CLASS</b>	2,928	4,002	-26.8%	2,928	4,002	-26.8%
<b>G-CLASS</b>	176	95	85.3%	176	95	85.3%
<b>GL-CLASS</b>	2,015	1,610	25.2%	2,015	1,610	25.2%
<b>GLK-CLASS</b>	2,396	1,976	21.3%	2,396	1,976	21.3%
<b>TOTAL</b>	<b>22,501</b>	<b>20,306</b>	<b>10.8%</b>	<b>22,501</b>	<b>20,306</b>	<b>10.8%</b>
<b>*SPRINTER</b>	1,077	924	16.6%	1,077	924	16.6%
<b>**smart</b>	481	496	-3.0%	481	496	92.2%
<b>MBUSA Combined Total</b>	<b>Jan-13</b>	<b>Jan-12</b>	<b>Monthly %</b>	<b>YTD 2013</b>	<b>YTD 2012</b>	<b>Yearly %</b>
<b>GRAND TOTAL</b>	<b>24,059</b>	<b>21,726</b>	<b>10.7%</b>	<b>24,059</b>	<b>21,726</b>	<b>10.7%</b>

*\*Mercedes-Benz and Freightliner Sprinter Vans are sold and marketed in the U.S. by Mercedes-Benz USA and Daimler Vans USA, respectively.*