

April 2, 2013

## **TOP MARCH SALES OF 24,646 TAKE MERCEDES-BENZ TO HIGHEST FIRST QUARTER EVER AT 69,187**

- **Record quarter for MBUSA at 75,214 up 12.4% for the year**

MONTVALE, N.J. – Mercedes-Benz USA (MBUSA) today reported the highest first quarter sales volume in its history. March was another record month with sales of 24,646 for its Mercedes-Benz models, a 6.5% increase over March 2012, resulting in year-to-date sales of 69,187, up 12.5%. Combined sales of Mercedes-Benz passenger vehicles, smart and Sprinter for the month totaled 27,104, up 6.3%, and year-to-date up 12.4 % at 75,214.

"We're coming out of our highest first quarter on record—and that's before launching a single new product," said Steve Cannon, president and CEO of MBUSA. "With completely redesigned E-Class models arriving at dealerships, a next generation S-Class and a new entry point for the brand—the CLA—in the wings, we're looking at our strongest year on record."

Mercedes-Benz March sales were driven by the C-, E-, and M-Class model lines. The sporty C-Class – the current gateway to the brand on the car side for younger and first-time Mercedes-Benz buyers –

took the lead, posting sales of 8,396, up 32.4%. The 9th generation E-Class followed with sales of 4,009 and MBUSA's top-selling SUV, the M-Class, rounded out the top three with sales of 3,501. At the high-end, strong performers were the company's flagship S-Class, which saw 24.0% growth, and the SL-Class, which increased 790.5% over March 2012.

On a year-to-date basis, the top performers again were the C-Class with 22,912, the E-Class with 13,689 and the M-Class with 9,162.

The Sprinter model line also continued its record sales streak in March with 1,529 vans sold – up 11.2% over last year and up 22.5% on a year-to-date basis, while the company's smart brand recorded sales of 929 vehicles.

Sales of the high-performance AMG models were 631 for the month and sales of the company's BlueTEC diesel models finished the month at 1,640, up 2.4% over the same period last year.

Separately, through the Mercedes-Benz Certified Pre-Owned (MBCPO) program, MBUSA sold 8,670 vehicles in March; an increase of 24% when compared to March 2012 (sales of 6,994 vehicles). On a year-to-date basis, MBCPO sold 24,370 vehicles, an increase of 22% over the comparable period (with sales of 19,924 vehicles).

## **About Mercedes-Benz USA**

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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)

Accredited journalists can visit our media site at [www.media.mbusa.com](http://www.media.mbusa.com)

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Mercedes-Benz Passenger	Mar-13	Mar-12	Monthly %	YTD 2013	YTD 2012	Yearly %
<b>C-CLASS</b>	8,396	6,342	32.4%	22,912	18,107	26.5%
<b>E-CLASS</b>	4,009	5,570	-28.0%	13,689	13,873	-1.3%
<b>S-CLASS</b>	1,216	981	24.0%	3,077	2,559	20.2%
<b>CL-CLASS</b>	53	64	-17.2%	155	210	-26.2%
<b>SL-CLASS</b>	659	74	790.5%	1,484	270	449.6%
<b>SLS AMG</b>	44	123	-64.2%	119	286	-58.4%
<b>SLK-CLASS</b>	453	567	-20.1%	1,134	1,091	3.9%
<b>CLS-CLASS</b>	563	720	-21.8%	1,695	1,757	-3.5%
<b>R-CLASS</b>	5	144	-96.5%	20	437	-95.4%
<b>M-CLASS</b>	3,501	4,070	-14.0%	9,162	11,480	-20.2%
<b>G-CLASS</b>	250	88	184.1%	612	261	134.5%
<b>GL-CLASS</b>	2,803	1,969	42.4%	7,618	5,154	47.8%
<b>GLK-CLASS</b>	2,694	2,422	11.2%	7,510	6,028	24.6%
<b>TOTAL</b>	<b>24,646</b>	<b>23,134</b>	<b>6.5%</b>	<b>69,187</b>	<b>61,513</b>	<b>12.5%</b>
<b>*SPRINTER</b>	1,529	1,375	11.2%	3,834	3,129	22.5%
<b>**smart</b>	929	999	-7.0%	2,193	2,264	-3.1%
<b>MBUSA Combined Total</b>	<b>Mar-13</b>	<b>Mar-12</b>	<b>Monthly %</b>	<b>YTD 2013</b>	<b>YTD 2012</b>	<b>Yearly %</b>
<b>GRAND TOTAL</b>	<b>27,104</b>	<b>25,508</b>	<b>6.3%</b>	<b>75,214</b>	<b>66,906</b>	<b>12.4%</b>

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

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “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 worsening of the sovereign-debt crisis in the euro zone; a deterioration of our funding possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilize our production capacities; price increases in 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 of companies in which we hold a significant equity interest, most notably EADS; 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 governmental investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk Report” in Daimler’s most recent Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our 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. Any forward-looking statement speaks only as of the date on which it is made.

Further Investor Relations information on Daimler is available on the Internet via [www.daimler.com/investors](http://www.daimler.com/investors) and on handhelds via [www.daimler.mobi/ir](http://www.daimler.mobi/ir).

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