

## Investor Relations Release

Date:  
November 1, 2013

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

### **MERCEDES-BENZ LAUNCHES INTO FOURTH QUARTER WITH HIGHEST OCTOBER ON RECORD AT 30,069**

#### **Best month yet for 2013**

MONTVALE, N.J. – In the 10th consecutive month of its 2013 sales streak, Mercedes-Benz USA (MBUSA) today reported total October sales of 32,620 units for the Mercedes-Benz, Sprinter and smart model lines, a 22.4% increase from the 26,642 vehicles sold in the same period last year. Retail volumes for the Mercedes-Benz brand alone broke October records at 30,069, up 25.4%, while year-to-date sales rose 13.7% to a landmark 245,125 units. Adding year-to-date volumes of 16,978 for Sprinter Vans and 7,450 vehicles at smart, MBUSA’s year-to-date totals reached 269,553 units, making this the best October in the company’s history.

“It’s been an extraordinary year for the brand, embodied in two cars—the CLA and the S-Class—as stunning as they are technologically fit,” said Steve Cannon, president and CEO of MBUSA. “More importantly,

October sales show they're resonating with customers. The recently-launched CLA is already one of the top volume models and our flagship S-Class, just rolling into dealerships, is up 75%. With sustained momentum and compelling product across the model range, we're looking toward a record finish in the final stretch of 2013."

Mercedes-Benz October sales were led by the C-, E- and CLA-Class model lines. The sporty C-Class came in first at 6,548 units, followed close behind by the E-Class with sales of 6,456—an increase of 22.6% from October 2012. Sales of MBUSA's newest star, the sporty CLA-Class four-door coupe, rounded out the top three at 4,895.

The Sprinter model line posted month-to-date gains of 22.3% at 2,038 units, driven by the popularity of its redesigned 2014 lineup on sale since September. Month-to-date sales at smart totaled 513 units.

Sales of Mercedes-Benz's BlueTEC diesel models were 1,536 for the month, up 60% versus October 2012 (960) and up 10.1% for the year at 13,368. The company's high-performance AMG models finished the month with sales of 729, an increase of 49.4% from last October.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) recorded sales of 7,612 vehicles in October, an increase of 13.1% when compared to October 2012 (sales of 6,732 vehicles). On a year-to-date basis,

MBCPO sold 80,502 vehicles, an increase of 21.4% over the 66,318 vehicles sold during the comparable period last year.

Page 3

### **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)

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

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 <http://www.daimler.mobi/ir>.

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

**Bjoern Scheib**

Tel. Tel. +49/711-17-95256

**Lutz Deus**

Tel. +49/711-17-92261

**Alexander Vollmer**

Tel. +49/711-17-97778

**Rolf Bassermann**

Tel. +49/711-17-95277

**Julian Krell**

Tel. +49/711-17-99320

**Dr. Stephan Georg Schön**

Tel. +49/711-17-95361

**E-Mail:** [ir.dai@daimler.com](mailto:ir.dai@daimler.com)

MERCEDES-BENZ USA  
Sales -- October 2013

Mercedes-Benz Passenger Vehicles	Oct-13	Oct-12	Monthly %	YTD 2013	YTD 2012	Yearly %
<b>CLA-CLASS</b>	4,895	-	-	7,205	-	-
<b>C-CLASS</b>	6,548	7,636	-14.2%	73,144	65,376	11.9%
<b>E-CLASS</b>	6,456	5,265	22.6%	52,462	50,061	4.8%
<b>S-CLASS</b>	1,914	1,096	74.6%	9,539	9,310	2.5%
<b>CL-CLASS</b>	34	54	-37.0%	395	589	-32.9%
<b>SL-CLASS</b>	521	574	-9.2%	6,091	3,823	59.3%
<b>SLS AMG</b>	42	28	50.0%	366	734	-50.1%
<b>SLK-CLASS</b>	444	435	2.1%	4,013	3,723	7.8%
<b>CLS-CLASS</b>	647	599	8.0%	6,568	6,708	-2.1%
<b>R-CLASS</b>	1	24	-95.8%	30	1,457	-97.9%
<b>M-CLASS</b>	3,113	2,868	8.5%	32,513	29,966	8.5%
<b>G-CLASS</b>	194	160	21.3%	2,072	911	127.4%
<b>GL-CLASS</b>	2,565	2,296	11.7%	24,747	19,854	24.6%
<b>GLK-CLASS</b>	2,695	2,943	-8.4%	25,980	23,084	12.5%
<b>TOTAL</b>	<b>30,069</b>	<b>23,978</b>	<b>25.4%</b>	<b>245,125</b>	<b>215,596</b>	<b>13.7%</b>
<b>*SPRINTER</b>	2,038	1,666	22.3%	16,978	17,068	-0.5%
<b>**smart</b>	513	998	-48.6%	7,450	8,309	-10.3%
<b>MBUSA Combined Total</b>	<b>Oct-13</b>	<b>Oct-12</b>	<b>Monthly %</b>	<b>YTD 2013</b>	<b>YTD 2012</b>	<b>Yearly %</b>
<b>GRAND TOTAL</b>	<b>32,620</b>	<b>26,642</b>	<b>22.4%</b>	<b>269,553</b>	<b>240,973</b>	<b>11.9%</b>
<i>*Mercedes-Benz and Freightliner Sprinter Vans are sold and marketed in the U.S. by Mercedes-Benz USA and Daimler Vans USA, respectively.</i>						