

## Investor Relations Release

Date:  
February 3, 2014

In the following please find the Mercedes-Benz USA sales release for January 2014:

### **MERCEDES-BENZ KICKS OFF NEW YEAR WITH RECORD JANUARY SALES OF 22,604**

#### **Sprinter Vans up 19.6%, smart up 8.3%**

MONTVALE, N.J. –Mercedes-Benz USA (MBUSA) today reported the highest January retail volumes in its history with sales of 24,413 units across the Mercedes-Benz, Sprinter and smart model lines, a 1.5% increase from the 24,059 vehicles sold the same month last year. The Mercedes-Benz brand alone achieved its best-ever January with sales of 22,604. Gains were made across the MBUSA brand portfolio as Sprinter Vans advanced 19.6% to 1,288 units and smart increased 8.3% to 521.

“We knocked it out of the park last year and are moving into 2014 at a record sales pace,” said Steve Cannon, president and CEO of MBUSA. “The product milestones will continue this year with an all-new entry point on the SUV side in the form of the GLA, the next generation C-Class and standout additions to our high-end and high-performance lineups.”

Mercedes-Benz January sales were led by the C-, E- and M-Class model lines. The sporty C-Class—the brand’s volume leader in 2013—came in first at 5,748 units, followed by the E-Class with sales of 5,266. The brand’s top selling SUV, the M-Class, rounded out the top three at 2,824 units. Page 2

At the high end, sales of the all-new 2014 S-Class flagship increased 36.6% to 1,281 from the 938 units sold in January 2013.

Sales of Mercedes-Benz BlueTEC diesel models hit 1,074 in January, an increase of 1.9% from the 1,054 units sold in January 2013. The company’s high-performance AMG models finished the month with sales of 846, increasing 70.9% compared to the same period last year.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) recorded sales of 8,305 vehicles in January, an increase of 1.8% when compared to the 8,169 units sold in January 2013.

#### **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)

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MERCEDES-BENZ USA  
Sales -- January 2014

Mercedes-Benz Passenger Vehicles	Jan-14	Jan-13	Monthly %	YTD 2014	YTD 2013	Yearly %
<b>CLA-CLASS</b>	2,433	-	-	2,433	-	-
<b>C-CLASS</b>	5,748	7,214	-20.3%	5,748	7,214	-20.3%
<b>E-CLASS</b>	5,266	5,469	-3.7%	5,266	5,469	-3.7%
<b>S-CLASS</b>	1,281	938	36.6%	1,281	938	36.6%
<b>CL-CLASS</b>	33	54	-38.9%	33	54	-38.9%
<b>SL-CLASS</b>	339	390	-13.1%	339	390	-13.1%
<b>SLS AMG</b>	35	36	-2.8%	35	36	-2.8%
<b>SLK-CLASS</b>	258	325	-20.6%	258	325	-20.6%
<b>CLS-CLASS</b>	420	553	-24.1%	420	553	-24.1%
<b>R-CLASS</b>	2	7	-71.4%	2	7	-71.4%
<b>M-CLASS</b>	2,824	2,928	-3.6%	2,824	2,928	-3.6%
<b>G-CLASS</b>	122	176	-30.7%	122	176	-30.7%
<b>GL-CLASS</b>	1,541	2,015	-23.5%	1,541	2,015	-23.5%
<b>GLK-CLASS</b>	2,302	2,396	-3.9%	2,302	2,396	-3.9%
<b>TOTAL</b>	<b>22,604</b>	<b>22,501</b>	<b>0.5%</b>	<b>22,604</b>	<b>22,501</b>	<b>0.5%</b>
<b>*SPRINTER</b>	1,288	1,077	19.6%	1,288	1,077	19.6%
<b>**smart</b>	521	481	8.3%	521	481	-3.0%
<b>MBUSA Combined Total</b>	<b>Jan-14</b>	<b>Jan-13</b>	<b>Monthly %</b>	<b>YTD 2014</b>	<b>YTD 2013</b>	<b>Yearly %</b>
<b>GRAND TOTAL</b>	<b>24,413</b>	<b>24,059</b>	<b>1.5%</b>	<b>24,413</b>	<b>24,059</b>	<b>1.5%</b>

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