

Mercedes-Benz: strong growth in unit sales for E-Class and dream cars in May

June 7, 2017

- **13.5% growth in unit sales gave Mercedes-Benz a new sales record of 193,741 units in May.**
- **More vehicles were sold in the first five months of the year than ever before in Europe, the NAFTA region and the Asia-Pacific region.**
- **Unit sales of E-Class Saloon and Estate were up by more than 75% in May.**

Stuttgart – Mercedes-Benz increased its unit sales by a double-digit rate once again in May, selling 193,741 vehicles worldwide (+13.5%). Thanks to growth of 14.3%, a total of 934,965 cars with the three-pointed star were delivered to customers all over the world since the beginning of the year. This means that compared with the first five months of last year, over 100,000 more customers decided in favour of a Mercedes-Benz. In May, the Stuttgart-based company with the star was the premium brand with the most new registrations in the European markets Germany and Switzerland as well as in the markets Japan, Australia, Taiwan, the USA, Canada and Mexico.

“Along with the rising temperatures in Europe, many customers fulfilled their wish for a cabriolet, roadster or coupé from Mercedes-Benz. This was especially the case in Germany in May,” stated Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing and Sales. “In addition to our dream cars, the E-Class is also extremely popular with customers in Germany. Car sales in our domestic market increased by more than 17 percent in May.”

Mercedes-Benz unit sales by region and market

In Europe, Mercedes-Benz set new records in May and in the first five months of the year. Thanks to a growth rate of 13.7%, sales increased last month to 84,472 units. In Germany alone, 27,413 customers took delivery of their new Mercedes-Benz, which is 4,000 more than in May 2016

(+17.4%). Great Britain, France, Belgium, Switzerland, Sweden, Poland and Norway recorded new best sales figures last month – in some cases with growth rates of over 25%.

In the Asia-Pacific region, Mercedes-Benz set another sales record with 72,095 vehicles delivered to customers last month (+25.5%). In May and in the first five months of the year, more cars with the three-pointed star were sold there than ever before. China made a considerable contribution to this success: 50,015 vehicles were handed over to customers in May, which is 32.2% more than in the prior-year month. In addition to China, new sales records were set also in the markets South Korea, Australia, Taiwan and India – both last month and since the beginning of the year.

In the first five months of the year, more automobiles with the three-pointed star were sold in the NAFTA region than ever before in that period (158,505 units, +1.4%). Unit sales in the USA since the beginning of the year are at about the prior-year level, with 132,966 vehicles delivered. Since May, the new GLA has been at the dealerships in the USA, its second-largest sales market. In Canada and Mexico, Mercedes-Benz set new sales records in May and in the period of January to May.

Mercedes-Benz unit sales by model

Demand for the A- and B-Class, the CLA, CLA Shooting Brake and the GLA continues to be on a high level. From January to May, nearly 250,000 compact cars from Mercedes-Benz were handed over to customers all over the world. And last month, the three-millionth A-Class was delivered. The success story of the Mercedes-Benz compact cars started with the A-Class 20 years ago at the plant in Rastatt, Germany, which celebrates its 25th anniversary this year. Another sales milestone was set in May: 500,000 customers have already decided in favour of the GLA since the launch of the compact SUV in 2014.

The E-Class Saloon and Estate continue to be in strong demand all over the world. Sales of those models increased by 75.4% to 30,866 units, a new high for a May. Sales of the Estate almost doubled compared with the prior-year month.

Sales of the coupés, cabriolets and roadsters with the star were up by 30.7% in May at a total of 14,945 units. The bestsellers among the dream cars were the C-Class Coupé and C-Class Cabriolet. The S-Class Cabriolet recorded especially strong growth, while the new E-Class Cabriolet will be launched in late summer.

A total of 12,201 customers decided in favour of a two-door or four-door model from smart last month. The smart customers were especially attracted by the convertible version of the smart fortwo, which offers great open-top driving fun. And since May, the battery-electric version of the smart cabrio has been available to order in Europe. In the Asia-Pacific region, sales of the smart fortwo and forfour were higher than ever before in a May.

Overview of sales by Mercedes-Benz Cars

	May 2017	Change in %	Jan. – May 2017	Change in %
Mercedes-Benz	193,741	+13.5	934,965	+14.3
smart	12,201	-4.8	57,309	-5.1
Mercedes-Benz Cars	205,942	+12.3	992,274	+12.9
Mercedes-Benz unit sales in the region/market				
Europe	84,472	+13.7	393,729	+10.0
- thereof Germany	27,413	+17.4	122,584	+7.6
Asia-Pacific	72,095	+25.5	359,998	+27.4
- thereof China	50,015	+32.2	242,589	+35.8
NAFTA	32,314	-5.9	158,505	+1.4
- thereof USA	26,893	-8.2	132,966	-1.0

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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.

Forward-looking statements:

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; 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.

Daimler at a Glance

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance, financial investments, credit cards, and innovative mobility services.

The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal and fascinate. Daimler consequently invests in the development of alternative drive trains with the long-term goal of emission-free driving: from hybrid vehicles to electric vehicles powered by battery or fuel cell. Furthermore, the company follows a consistent path towards accident-free driving and intelligent connectivity all the way to autonomous driving. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Its current brand portfolio includes, in addition to the world's most valuable premium automotive brand, Mercedes-Benz, as well as Mercedes-AMG, Mercedes-Maybach and Mercedes me, the brands smart, EQ, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, and Daimler Financial Services' brands: Mercedes-Benz Bank, Mercedes-Benz Financial Services, Daimler Truck Financial, moovel, car2go and mytaxi. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2016, the Group sold around 3 million vehicles and employed a workforce of 282,488 people; revenue totalled €153.3 billion and EBIT amounted to €12.9 billion.