

DAIMLER

Fact Sheet for Q1 2010

April 27, 2010

Contents

Daimler Group

- Stock Market Information 3
- Earnings Situation 4 - 9

Sales Information

- Mercedes-Benz Cars 10 - 12
- Daimler Trucks 13 - 16
- Mercedes-Benz Vans 17 - 18
- Daimler Buses 19

Stock Market Information

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Earnings per share (in EUR)									
basic	(0.99)	1.40	0.04	0.21	(0.34)	(1.61)	0.65	(1.40)	.
diluted	(0.99)	1.40	0.04	0.21	(0.34)	(1.61)	0.65	(1.40)	.
continuing operations, basic	(0.99)	1.42	0.04	0.22	(0.34)	(1.32)	0.65	(1.40)	.
continuing operations, diluted	(0.99)	1.42	0.04	0.22	(0.34)	(1.32)	0.65	(1.40)	.
Average number of shares outstanding (in millions) (adjusted for treasury stocks)									
basic	1,023.8	963.2	1,023.8	941.9	1,024.0	927.8	1,024.2	943.5	+9%
diluted	1,023.8	966.0	1,023.8	942.8	1,024.6	927.8	1,024.2	943.5	+9%
Number of shares outstanding (at period end, in millions)									
total shares outstanding	1,061.0	964.5	1,061.0	964.6	1,061.2	964.6	1,061.2	1,061.0	+0%
adjusted for treasury stock	1,023.8	958.0	1,023.9	929.7	1,024.1	927.4	1,024.9	1,023.8	+0%
Share price Frankfurt (at period end, in EUR)									
	25.78	39.28	34.41	35.40	37.23	26.70	34.86	19.08	+83%
Share price New York (at period end, in USD)									
	36.27	61.67	50.31	50.50	53.30	38.28	47.01	25.54	+84%
Market capitalization Frankfurt (at period end, in billions of EUR)									
	26.39	37.63	35.23	32.91	38.13	24.76	35.73	19.54	+83%
Market capitalization New York (at period end, in billions of USD)									
	37.13	59.08	51.51	46.95	54.58	35.50	48.18	26.15	+84%

Key Figures and Ratios

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Unit Sales (in units)	391,540	566,480	386,461	522,525	441,038	480,055	402,725	332,252	+21%
Revenue	19,612	26,005	19,310	24,470	21,323	23,996	21,187	18,679	+13%
EBIT	(1,005)	2,053	470	648	448	(1,947)	1,190	(1,426)	.
Net profit (loss), Group	(1,062)	1,395	56	213	(352)	(1,526)	612	(1,286)	.
Net profit (loss), continuing operations	(1,062)	1,412	56	218	(352)	(1,261)	612	(1,286)	.
Depreciation and amortization (including amortization on capitalized development costs, excluding depreciation on leased assets)	777	738	855	764	786	767	818	846	-3%
R&D expenditure total	1,160	1,120	1,055	1,128	850	1,129	1,134	1,116	+2%
Expensed R&D costs	802	831	728	789	581	653	798	785	+2%
Capitalized development costs	358	289	327	339	269	476	336	331	+2%
Amortization on capitalized development costs	160	160	158	163	172	155	176	157	+12%
Capital expenditure (Property, plant & equipment)	554	713	624	948	557	1,075	738	688	+7%

Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Mercedes-Benz Cars*	287,243	353,976	271,917	315,796	303,552	284,956	277,117	231,193	+20%
Daimler Trucks	54,134	122,809	66,071	122,678	73,718	118,859	70,557	65,405	+8%
Mercedes-Benz Vans	41,871	78,629	40,123	73,241	54,748	66,702	46,655	28,834	+62%
Daimler Buses	8,292	11,066	8,350	10,810	9,020	9,538	8,396	6,820	+23%
Daimler Group*	391,540	566,480	386,461	522,525	441,038	480,055	402,725	332,252	+21%

* Including Mitsubishi vehicles manufactured and/or sold in South Africa.

Production Volume

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Mercedes-Benz Cars*	243,626	368,083	287,171	343,368	292,395	276,083	307,826	208,370	+48%
Daimler Trucks	45,547	123,151	57,332	125,756	73,793	110,715	73,768	58,802	+25%
Mercedes-Benz Vans	34,765	85,327	39,726	79,085	51,622	55,716	49,820	30,554	+63%
Daimler Buses	7,784	11,818	8,733	11,315	8,468	8,983	8,844	7,681	+15%
Daimler Group*	331,722	588,379	392,962	559,524	426,278	451,497	440,258	305,407	+44%

* Including vehicles manufactured for Mitsubishi Motors Corporation in South Africa.

Revenue

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Mercedes-Benz Cars	10,568	12,921	10,238	11,608	11,445	10,746	11,595	9,067	+28%
Daimler Trucks	4,217	7,385	4,388	7,307	4,837	7,553	4,873	4,918	-1%
Mercedes-Benz Vans	1,481	2,557	1,601	2,388	1,842	2,199	1,697	1,291	+31%
Daimler Buses	1,103	1,321	1,024	1,202	1,207	1,366	1,011	904	+12%
Daimler Financial Services	3,108	2,877	2,864	3,030	2,874	3,243	3,061	3,150	-3%
Reconciliation	(865)	(1,056)	(805)	(1,065)	(882)	(1,111)	(1,050)	(651)	-61%
Daimler Group	19,612	26,005	19,310	24,470	21,323	23,996	21,187	18,679	+13%

Earnings Before Interest and Taxes (EBIT)

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Mercedes-Benz Cars	(340)	1,212	355	112	608	(359)	806	(1,123)	.
Daimler Trucks	(508)	608	(127)	510	(224)	86	130	(142)	.
Mercedes-Benz Vans	(10)	262	1	212	126	158	64	(91)	.
Daimler Buses	49	170	23	92	46	69	41	65	-37%
Daimler Financial Services	79	183	101	173	(4)	153	119	(167)	.
Reconciliation	(275)	(382)	117	(451)	(104)	(2,054)	30	32	-6%
Daimler Group	(1,005)	2,053	470	648	448	(1,947)	1,190	(1,426)	.

Special Reporting Items affecting EBIT / A400M

(in millions of EUR)		2nd Quarter		3rd Quarter		4th Quarter		1st Quarter	
		2009	2008	2009	2008	2009	2008	2010	2009
Mercedes-Benz Cars	Reassessment of residual values	-	-	-	(449)	-	(16)	-	-
	Adjustment of pension benefit plans	-	-	-	-	-	84	-	-
Daimler Trucks	Realignment of Mitsubishi Fuso Truck and Bus Corporation	(204)	-	(13)	-	(28)	-	(5)	-
	Repositioning of Daimler Trucks North America	(13)	-	10	-	(47)	(233)	(12)	(45)
	Adjustments of pension benefit plans/healthcare benefit plans	-	-	-	-	-	29	-	-
DFS	Sale of non-automotive assets	6	-	3	-	(81)	-	(46)	(28)
Reconciliation	Sale of equity interest in Tata Motors	-	-	-	-	-	-	265	-
	Transfer of shares in EADS	-	35	-	(7)	-	-	-	-
	Equity-method result Chrysler	-	(356)	-	(351)	-	(343)	-	-
	Other gains/(expenses) related to Chrysler	(387)	(17)	48	-	5	(1,670)	-	40
	New management model	-	(63)	-	(61)	-	(78)	-	-
A400M military transport aircraft								(237)*	

* Charges related to the A400M military transport aircraft of EADS are not considered in the calculation of EBIT from ongoing business.

Mercedes-Benz Cars

Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Mercedes-Benz Cars	287,243	353,976	271,917	315,796	303,552	284,956	277,117	231,193	+20%
Western Europe	171,634	210,277	154,739	176,959	163,731	167,523	135,069	133,385	+1%
of which Germany	87,564	94,975	73,378	84,044	76,820	79,640	53,795	59,994	-10%
NAFTA	59,979	77,643	56,271	72,713	67,909	58,026	64,495	51,390	+26%
of which USA	50,714	68,341	48,610	64,866	59,704	50,734	56,145	43,927	+28%
Asia	31,752	34,894	35,786	38,309	46,375	34,971	50,929	25,029	+103%
of which China	14,846	11,668	17,011	13,587	24,379	11,406	26,855	11,215	+139%
Rest of World	23,878	31,162	25,121	27,815	25,537	24,436	26,624	21,389	+24%
of which Mitsubishi vehicles manufactured and/or sold in South Africa	1,111	2,525	1,206	1,400	1,313	1,186	1,181	1,644	-28%

Mercedes-Benz Cars Retail Sales*

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Mercedes-Benz Cars	299,533	349,406	281,207	311,730	303,759	276,568	271,711	244,845	+11%
Western Europe	181,549	208,424	155,927	178,651	166,908	164,545	139,228	141,389	-2%
of which Germany	86,883	94,666	73,708	85,252	76,613	78,909	54,308	60,770	-11%
NAFTA	57,545	78,619	62,538	72,850	65,461	60,960	58,601	51,916	+13%
of which USA	48,497	69,627	54,220	64,832	57,166	53,945	50,621	45,255	+12%
Asia	34,945	33,848	38,832	35,181	47,247	28,486	48,489	31,090	+56%
of which China	16,444	10,494	18,315	12,255	25,406	10,283	24,549	11,796	+108%
Rest of World	25,494	28,515	23,910	25,048	24,143	22,577	25,393	20,450	+24%

* Excluding the Mitsubishi vehicles produced and/or sold in South Africa.

Mercedes-Benz Cars

Market Shares

(in %)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		Change in % pts.
	2009	2008	2009	2008	2009	2008	2010	2009	
Western Europe	4.9	5.3	4.6	5.7	4.8	5.5	4.5	4.6	-0.1
of which Germany	7.9	11.6	8.0	12.5	9.8	11.4	9.2	8.3	+0.9
USA	1.9	1.9	1.8	2.0	2.2	2.2	2.0	2.1	-0.1
China	0.7	0.6	0.7	0.8	0.9	0.6	0.8	0.7	+0.1
Japan	0.7	1.0	0.8	1.0	0.7	0.8	0.8	0.8	+0.0

Daimler Trucks Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Daimler Trucks	54,134	122,809	66,071	122,678	73,718	118,859	70,557	65,405	+8%
Western Europe	9,262	23,601	10,031	24,130	12,777	22,271	9,466	12,216	-23%
of which Germany	4,965	10,122	5,986	12,996	7,181	11,757	4,729	6,819	-31%
NAFTA	12,945	25,579	14,771	23,464	17,416	22,029	17,586	16,568	+6%
of which USA	10,812	19,975	13,075	18,836	14,726	17,963	15,089	13,748	+10%
Latin America (excl. Mexico)	8,433	16,618	10,149	16,388	11,205	12,651	13,014	7,282	+79%
Asia	16,655	37,614	24,122	38,793	23,835	43,676	22,087	22,135	-0%
of which Japan	6,084	10,844	5,135	11,301	5,506	10,145	4,898	6,377	-23%
Rest of World	6,839	19,397	6,998	19,903	8,485	18,232	8,404	7,204	+17%

Daimler Trucks Retail Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Daimler Trucks	57,364	122,795	66,058	123,581	73,858	119,459	69,471	67,232	+3%
Western Europe	10,993	21,768	11,624	23,567	12,838	23,256	9,544	13,826	-31%
of which Germany	4,965	10,122	5,986	12,996	7,181	11,757	4,729	6,819	-31%
NAFTA	14,137	28,120	12,999	24,437	17,358	21,581	16,694	16,642	+0%
of which USA	11,766	21,604	11,319	19,030	14,933	17,108	14,453	14,050	+3%
Latin America (excl. Mexico)	8,437	16,655	10,142	16,384	11,205	12,651	13,014	7,285	+79%
Asia	16,918	37,680	23,713	38,988	23,819	44,034	22,192	22,249	-0%
of which Japan	6,084	10,844	5,135	11,301	5,506	10,145	4,898	6,377	-23%
Rest of World	6,879	18,572	7,580	20,205	8,638	17,937	8,027	7,230	+11%

Daimler Trucks Incoming Orders

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Daimler Trucks	55,782	111,961	74,596	101,876	76,667	72,929	72,119	39,540	+82%
Western Europe	8,286	13,869	9,236	10,647	11,773	6,110	11,542	7,215	+60%
of which Germany	4,850	5,777	5,274	5,501	6,052	4,756	6,067	4,623	+31%
NAFTA	8,837	26,409	23,796	20,531	20,099	15,639	8,682	10,841	-20%
of which USA	7,520	21,968	22,101	17,067	16,743	14,115	6,008	9,684	-38%
Latin America (excl. Mexico)	8,517	14,816	10,280	14,360	10,852	8,875	13,075	6,475	+102%
Asia	23,504	39,121	23,092	41,045	23,227	34,217	28,240	11,800	+139%
of which Japan	5,131	11,858	5,027	11,324	5,207	6,985	5,236	5,503	-5%
Rest of World	6,638	17,746	8,192	15,293	10,716	8,088	10,580	3,209	+230%

Daimler Trucks Market Shares

(in %)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		Change in % pts.
	2009	2008	2009	2008	2009	2008	2010	2009	
Trucks Europe / Latin America									
(Mercedes-Benz)									
Western Europe MDT/HDT	24.3	19.3	21.8	22.6	23.3	25.1	22.7	22.3	+0.4
Germany MDT/HDT	43.5	34.8	39.1	38.2	39.6	47.4	40.9	45.1	-4.1
Brazil MDT/HDT	29.2	32.3	30.1	28.5	27.5	27.7	29.9	27.1	+2.8
Trucks NAFTA									
(Freightliner/Sterling/Western Star)									
NAFTA Class 8	33.2	30.4	28.5	31.9	29.9	31.1	32.4	34.0	-1.6
NAFTA Class 5-7	20.6	20.2	18.5	19.7	20.1	19.9	20.6	24.0	-3.4
Trucks Asia									
Japan Trucks Total	22.6	20.9	20.7	25.3	18.4	22.8	16.9	20.3	-3.5

Mercedes-Benz Vans

Unit Sales

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Wholesales (in units)	41,871	78,629	40,123	73,241	54,748	66,702	46,655	28,834	+62%
Western Europe	32,915	56,346	30,606	51,936	42,739	51,296	34,755	21,874	+59%
of which Germany	15,999	19,551	14,451	19,239	18,176	19,568	12,719	9,559	+33%
Eastern Europe	3,186	7,381	2,638	7,953	2,997	5,515	2,721	2,159	+26%
NAFTA	199	6,604	1,019	5,039	859	2,683	2,961	514	+476%
of which USA	40	5,614	775	4,207	541	1,939	2,416	248	+874%
Latin America (excl. Mexico)	2,071	3,363	2,488	3,799	3,018	3,000	2,745	1,876	+46%
Asia	1,342	2,386	1,166	2,309	1,845	1,682	1,176	907	+30%
Rest of World	2,158	2,549	2,206	2,205	3,290	2,526	2,297	1,504	+53%

Mercedes-Benz Vans Retail Sales and Market Shares

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Retail sales (in units)	47,622	76,332	46,979	67,560	57,400	67,777	44,396	37,805	+17%
Western Europe	35,941	54,402	34,340	47,262	43,018	50,483	33,386	27,791	+20%
of which Germany	15,999	19,551	14,451	19,239	18,176	19,568	12,719	9,559	+33%
Eastern Europe	4,003	7,386	3,116	7,620	3,991	5,689	2,767	2,929	-6%
NAFTA	2,216	6,807	3,572	4,690	2,577	5,090	2,015	1,836	+10%
of which USA	1,789	5,614	3,091	3,584	2,107	4,076	1,564	1,406	+11%
Latin America (excl. Mexico)	2,143	3,354	2,278	3,771	2,943	2,945	2,999	2,434	+23%
Asia	1,467	2,136	1,392	2,078	1,952	1,587	1,134	1,168	-3%
Rest of World	1,852	2,247	2,281	2,139	2,919	1,983	2,095	1,647	+27%
Market shares (in percent)									
Western Europe midsize/large	16.5	15.6	18.0	17.6	20.2	18.7	17.7	16.7	+1.0 pts.
Germany midsize/large	25.3	24.6	27.5	27.0	31.5	27.9	24.5	23.1	+1.4 pts.

Daimler Buses Unit Sales and Market Shares

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2009	2008	2009	2008	2009	2008	2010	2009	Change
Wholesales* (in units)	8,292	11,066	8,350	10,810	9,020	9,538	8,396	6,820	+23%
Western Europe	1,669	2,033	1,713	1,675	2,718	3,015	1,072	1,119	-4%
of which Germany	615	699	672	630	1,115	1,375	418	429	-3%
Eastern Europe	296	805	280	669	195	498	166	520	-68%
NAFTA	957	1,723	866	2,112	920	1,813	485	1,156	-58%
of which USA	210	138	196	138	316	233	161	206	-22%
Latin America (excl. Mexico)	4,159	5,641	4,554	5,300	4,207	2,872	5,842	3,366	+74%
Asia	707	263	597	590	488	380	150	184	-18%
Rest of World	504	601	340	464	492	960	681	475	+43%
Market shares (in percent)									
Western Europe heavy	29.6	28.6	29.1	30.8	36.0	32.5	27.0	30.1	-3.1 pts.
Germany heavy	56.0	51.6	61.0	65.5	60.9	68.2	56.4	60.9	-4.5 pts.
Brazil heavy	51.0	54.0	54.9	50.5	48.8	44.3	56.6	43.1	+13.5 pts.

* Due to the sales structure, retail sales correspond with wholesales.