

DAIMLER

Fact Sheet for Q2 2010 and H1 2010

July 27, 2010

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Stock Market Information

	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Earnings per share (in EUR)												
basic	0.04	0.21	(0.34)	(1.61)	0.65	(1.40)	1.18	(0.99)	.	1.84	(2.37)	.
diluted	0.04	0.21	(0.34)	(1.61)	0.65	(1.40)	1.18	(0.99)	.	1.84	(2.37)	.
continuing operations, basic	0.04	0.22	(0.34)	(1.32)	0.65	(1.40)	1.18	(0.99)	.	1.84	(2.37)	.
continuing operations, diluted	0.04	0.22	(0.34)	(1.32)	0.65	(1.40)	1.18	(0.99)	.	1.84	(2.37)	.
Average number of shares outstanding (in millions) (adjusted for treasury stocks)												
basic	1,023.8	941.9	1,024.0	927.8	1,024.2	943.5	1,054.5	1,023.8	+3%	1,039.4	983.7	+6%
diluted	1,023.8	942.8	1,024.6	927.8	1,024.2	943.5	1,055.3	1,023.8	+3%	1,039.9	983.7	+6%
Number of shares outstanding (at period end, in millions)												
total shares outstanding	1,061.0	964.6	1,061.2	964.6	1,061.2	1,061.0	1,061.6	1,061.0	+0%			
adjusted for treasury stock	1,023.9	929.7	1,024.1	927.4	1,024.9	1,023.8	1,060.9	1,023.8	+4%			
Share price Frankfurt (at period end, in EUR)												
	34.41	35.40	37.23	26.70	34.86	19.08	41.92	25.78	+63%			
Market capitalization Frankfurt (at period end, in billions of EUR)												
	35.23	32.91	38.13	24.76	35.73	19.54	44.47	26.39	+68%			

Key Figures and Ratios

(in millions of EUR)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Unit Sales (in units)	386,461	522,525	441,038	480,055	402,725	332,252	496,481	391,540	+27%	899,206	723,792	+24%
Revenue	19,310	24,470	21,323	23,996	21,187	18,679	25,107	19,612	+28%	46,294	38,291	+21%
EBIT	470	648	448	(1,947)	1,190	(1,426)	2,104	(1,005)	.	3,294	(2,431)	.
Net profit (loss), Group	56	213	(352)	(1,526)	612	(1,286)	1,312	(1,062)	.	1,924	(2,348)	.
Net profit (loss), continuing operations	56	218	(352)	(1,261)	612	(1,286)	1,312	(1,062)	.	1,924	(2,348)	.
Depreciation and amortization (including amortization on capitalized development costs, excluding depreciation on leased assets)	855	764	786	767	818	846	836	777	+8%	1,654	1,623	+2%
R&D expenditure total	1,055	1,128	850	1,129	1,134	1,116	1,236	1,160	+7%	2,370	2,276	+4%
Expensed R&D costs	728	789	581	653	798	785	850	802	+6%	1,648	1,587	+4%
Capitalized development costs	327	339	269	476	336	331	386	358	+8%	722	689	+5%
Amortization on capitalized development costs	158	163	172	155	176	157	176	160	+10%	352	317	+11%
Capital expenditure (Property, plant & equipment)	624	948	557	1,075	738	688	643	554	+16%	1,381	1,242	+11%

Unit Sales

(in units)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars*	271,917	315,796	303,552	284,956	277,117	231,193	342,461	287,243	+19%	619,578	518,436	+20%
Daimler Trucks	66,071	122,678	73,718	118,859	70,557	65,405	83,797	54,134	+55%	154,354	119,539	+29%
Mercedes-Benz Vans	40,123	73,241	54,748	66,702	46,655	28,834	59,393	41,871	+42%	106,048	70,705	+50%
Daimler Buses	8,350	10,810	9,020	9,538	8,396	6,820	10,830	8,292	+31%	19,226	15,112	+27%
Daimler Group*	386,461	522,525	441,038	480,055	402,725	332,252	496,481	391,540	+27%	899,206	723,792	+24%

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

Production Volume

(in units)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars*	287,171	343,368	292,395	276,083	307,826	208,370	326,020	243,626	+34%	633,846	451,996	+40%
Daimler Trucks	57,332	125,756	73,793	110,715	73,768	58,802	84,409	45,547	+85%	158,177	104,349	+52%
Mercedes-Benz Vans	39,726	79,085	51,622	55,716	49,820	30,554	61,261	34,765	+76%	111,081	65,319	+70%
Daimler Buses	8,733	11,315	8,468	8,983	8,844	7,681	10,757	7,784	+38%	19,601	15,465	+27%
Daimler Group*	392,962	559,524	426,278	451,497	440,258	305,407	482,447	331,722	+45%	922,705	637,129	+45%

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

Revenue

(in millions of EUR)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	10,238	11,608	11,445	10,746	11,595	9,067	14,018	10,568	+33%	25,613	19,635	+30%
Daimler Trucks	4,388	7,307	4,837	7,553	4,873	4,918	5,853	4,217	+39%	10,726	9,135	+17%
Mercedes-Benz Vans	1,601	2,388	1,842	2,199	1,697	1,291	1,977	1,481	+33%	3,674	2,772	+33%
Daimler Buses	1,024	1,202	1,207	1,366	1,011	904	1,205	1,103	+9%	2,216	2,007	+10%
Daimler Financial Services	2,864	3,030	2,874	3,243	3,061	3,150	3,322	3,108	+7%	6,383	6,258	+2%
Reconciliation	(805)	(1,065)	(882)	(1,111)	(1,050)	(651)	(1,268)	(865)	-47%	(2,318)	(1,516)	-53%
Daimler Group	19,310	24,470	21,323	23,996	21,187	18,679	25,107	19,612	+28%	46,294	38,291	+21%

Earnings Before Interest and Taxes (EBIT)

(in millions of EUR)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	355	112	608	(359)	806	(1,123)	1,376	(340)	.	2,182	(1,463)	.
Daimler Trucks	(127)	510	(224)	86	130	(142)	300	(508)	.	430	(650)	.
Mercedes-Benz Vans	1	212	126	158	64	(91)	127	(10)	.	191	(101)	.
Daimler Buses	23	92	46	69	41	65	79	49	+61%	120	114	+5%
Daimler Financial Services	101	173	(4)	153	119	(167)	171	79	+116%	290	(88)	.
Reconciliation	117	(451)	(104)	(2,054)	30	32	51	(275)	.	81	(243)	.
Daimler Group	470	648	448	(1,947)	1,190	(1,426)	2,104	(1,005)	.	3,294	(2,431)	.

Special Reporting Items affecting EBIT / A400M

(in millions of EUR)		3rd Quarter		4th Quarter		1st Quarter		2nd Quarter		January - June	
		2009	2008	2009	2008	2010	2009	2010	2009	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	(13)	-	(28)	-	(5)	-	(10)	(204)	(15)	(204)
	Repositioning of Daimler Trucks North America	10	-	(47)	(233)	(12)	(45)	(4)	(13)	(16)	(58)
	Adjustments of pension benefit plans/healthcare benefit plans	-	-	-	29	-	-	-	-	-	-
DFS	Repositioning of business activities in Germany	-	-	-	-	-	-	(78)	-	(78)	-
	Sale of non-automotive assets	3	-	(81)	-	(46)	(28)	26	6	(20)	(22)
Reconciliation	Sale of equity interest in Tata Motors	-	-	-	-	265	-	-	-	265	-
	Transfer of shares in EADS	-	(7)	-	-	-	-	-	-	-	-
	Equity-method result Chrysler	-	(351)	-	(343)	-	-	-	-	-	-
	Other gains/(expenses) related to Chrysler	48	-	5	(1,670)	-	40	-	(387)	-	(347)
	New management model	-	(61)	-	(78)	-	-	-	-	-	-
A400M military transport aircraft						(237)*				(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)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	271,917	315,796	303,552	284,956	277,117	231,193	342,461	287,243	+19%	619,578	518,436	+20%
Western Europe	154,739	176,959	163,731	167,523	135,069	133,385	177,867	171,634	+4%	312,936	305,019	+3%
of which Germany	73,378	84,044	76,820	79,640	53,795	59,994	81,956	87,564	-6%	135,751	147,558	-8%
NAFTA	56,271	72,713	67,909	58,026	64,495	51,390	61,008	59,979	+2%	125,503	111,369	+13%
of which USA	48,610	64,866	59,704	50,734	56,145	43,927	51,318	50,714	+1%	107,463	94,641	+14%
Asia	35,786	38,309	46,375	34,971	50,929	25,029	73,808	31,752	+132%	124,737	56,781	+120%
of which China	17,011	13,587	24,379	11,406	26,855	11,215	48,511	14,846	+227%	75,366	26,061	+189%
Rest of World	25,121	27,815	25,537	24,436	26,624	21,389	29,778	23,878	+25%	56,402	45,267	+25%
of which Mitsubishi vehicles manufactured and/or sold in South Africa	1,206	1,400	1,313	1,186	1,181	1,644	981	1,111	-12%	2,162	2,755	-22%

Mercedes-Benz Cars Retail Sales*

(in units)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	281,207	311,730	303,759	276,568	271,711	244,845	335,703	299,533	+12%	607,414	544,378	+12%
Western Europe	155,927	178,651	166,908	164,545	139,228	141,389	178,561	181,549	-2%	317,789	322,938	-2%
of which Germany	73,708	85,252	76,613	78,909	54,308	60,770	81,340	86,883	-6%	135,648	147,653	-8%
NAFTA	62,538	72,850	65,461	60,960	58,601	51,916	66,577	57,545	+16%	125,178	109,461	+14%
of which USA	54,220	64,832	57,166	53,945	50,621	45,255	56,392	48,497	+16%	107,013	93,752	+14%
Asia	38,832	35,181	47,247	28,486	48,489	31,090	61,546	34,945	+76%	110,035	66,035	+67%
of which China	18,315	12,255	25,406	10,283	24,549	11,796	37,166	16,444	+126%	61,715	28,240	+119%
Rest of World	23,910	25,048	24,143	22,577	25,393	20,450	29,019	25,494	+14%	54,412	45,944	+18%

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

Mercedes-Benz Cars Market Shares

(in %)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change in % pts.	2010	2009	Change in % pts.
Western Europe	4.6	5.7	4.8	5.5	4.5	4.6	4.7	4.9	-0.2	4.5	4.7	-0.2
of which Germany	8.0	12.5	9.8	11.4	9.2	8.3	11.3	7.9	+3.4	10.3	8.1	+2.2
USA	1.8	2.0	2.2	2.2	2.0	2.1	1.9	1.9	+0.0	1.9	1.9	+0.0
China	0.7	0.8	0.9	0.6	0.8	0.7	1.0	0.7	+0.3	0.9	0.7	+0.2
Japan	0.8	1.0	0.7	0.8	0.8	0.8	0.7	0.7	+0.0	0.7	0.8	-0.1

Daimler Trucks Unit Sales

(in units)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Daimler Trucks	66,071	122,678	73,718	118,859	70,557	65,405	83,797	54,134	+55%	154,354	119,539	+29%
Western Europe	10,031	24,130	12,777	22,271	9,466	12,216	11,686	9,262	+26%	21,152	21,478	-2%
of which Germany	5,986	12,996	7,181	11,757	4,729	6,819	6,320	4,965	+27%	11,049	11,784	-6%
NAFTA	14,771	23,464	17,416	22,029	17,586	16,568	18,643	12,945	+44%	36,229	29,513	+23%
of which USA	13,075	18,836	14,726	17,963	15,089	13,748	15,545	10,812	+44%	30,634	24,560	+25%
Latin America (excl. Mexico)	10,149	16,388	11,205	12,651	13,014	7,282	14,208	8,433	+68%	27,222	15,715	+73%
Asia	24,122	38,793	23,835	43,676	22,087	22,135	29,310	16,655	+76%	51,397	38,790	+33%
of which Japan	5,135	11,301	5,506	10,145	4,898	6,377	6,557	6,084	+8%	11,455	12,461	-8%
Rest of World	6,998	19,903	8,485	18,232	8,404	7,204	9,950	6,839	+45%	18,354	14,043	+31%

Daimler Trucks Retail Sales

(in units)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Daimler Trucks	66,058	123,581	73,858	119,459	69,471	67,232	84,080	57,364	+47%	153,551	124,596	+23%
Western Europe	11,624	23,567	12,838	23,256	9,544	13,826	11,977	10,993	+9%	21,521	24,819	-13%
of which Germany	5,986	12,996	7,181	11,757	4,729	6,819	6,320	4,965	+27%	11,049	11,784	-6%
NAFTA	12,999	24,437	17,358	21,581	16,694	16,642	18,256	14,137	+29%	34,950	30,779	+14%
of which USA	11,319	19,030	14,933	17,108	14,453	14,050	15,390	11,766	+31%	29,843	25,816	+16%
Latin America (excl. Mexico)	10,142	16,384	11,205	12,651	13,014	7,285	14,208	8,437	+68%	27,222	15,722	+73%
Asia	23,713	38,988	23,819	44,034	22,192	22,249	29,589	16,918	+75%	51,781	39,167	+32%
of which Japan	5,135	11,301	5,506	10,145	4,898	6,377	6,557	6,084	+8%	11,455	12,461	-8%
Rest of World	7,580	20,205	8,638	17,937	8,027	7,230	10,050	6,879	+46%	18,077	14,109	+28%

Daimler Trucks Incoming Orders

(in units)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Daimler Trucks	74,596	101,876	76,667	72,929	72,119	39,540	97,520	55,782	+75%	169,639	95,322	+78%
Western Europe	9,236	10,647	11,773	6,110	11,542	7,215	14,717	8,286	+78%	26,259	15,501	+69%
of which Germany	5,274	5,501	6,052	4,756	6,067	4,623	7,868	4,850	+62%	13,935	9,473	+47%
NAFTA	23,796	20,531	20,099	15,639	8,682	10,841	19,678	8,837	+123%	28,360	19,678	+44%
of which USA	22,101	17,067	16,743	14,115	6,008	9,684	15,168	7,520	+102%	21,176	17,204	+23%
Latin America (excl. Mexico)	10,280	14,360	10,852	8,875	13,075	6,475	13,496	8,517	+58%	26,571	14,992	+77%
Asia	23,092	41,045	23,227	34,217	28,240	11,800	35,405	23,504	+51%	63,645	35,304	+80%
of which Japan	5,027	11,324	5,207	6,985	5,236	5,503	7,066	5,131	+38%	12,302	10,634	+16%
Rest of World	8,192	15,293	10,716	8,088	10,580	3,209	14,224	6,638	+114%	24,804	9,847	+152%

Daimler Trucks Market Shares

(in %)	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change in % pts.	2010	2009	Change in % pts.
Trucks Europe / Latin America												
(Mercedes-Benz)												
Western Europe MDT/HDT	21.8	22.6	23.3	25.1	22.7	22.3	23.2	24.3	-1.1	23.0	23.5	-0.4
Germany MDT/HDT	39.1	38.2	39.6	47.4	40.9	45.1	39.0	43.5	-4.5	39.6	44.1	-4.5
Brazil MDT/HDT	30.1	28.5	27.5	27.7	29.9	27.1	28.0	29.2	-1.1	28.7	28.5	+0.2
Trucks NAFTA												
(Freightliner/Sterling/Western Star)												
NAFTA Class 8	28.5	31.9	29.9	31.1	32.4	34.0	32.4	33.2	-0.8	32.4	33.5	-1.1
NAFTA Class 5-7	18.5	19.7	20.1	19.9	20.6	24.0	21.4	20.6	+0.8	21.1	21.9	-0.8
Trucks Asia												
Japan Trucks Total	20.7	25.3	18.4	22.8	16.9	20.3	18.7	22.6	-4.0	18.1	21.7	-3.6

Mercedes-Benz Vans Unit Sales

	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Wholesales (in units)	40,123	73,241	54,748	66,702	46,655	28,834	59,393	41,871	+42%	106,048	70,705	+50%
Western Europe	30,606	51,936	42,739	51,296	34,755	21,874	41,450	32,915	+26%	76,205	54,789	+39%
of which Germany	14,451	19,239	18,176	19,568	12,719	9,559	16,005	15,999	+0%	28,724	25,558	+12%
Eastern Europe	2,638	7,953	2,997	5,515	2,721	2,159	4,002	3,186	+26%	6,723	5,345	+26%
NAFTA	1,019	5,039	859	2,683	2,961	514	3,448	199	.	6,409	713	+799%
of which USA	775	4,207	541	1,939	2,416	248	2,736	40	.	5,152	288	.
Latin America (excl. Mexico)	2,488	3,799	3,018	3,000	2,745	1,876	3,196	2,071	+54%	5,941	3,947	+51%
Asia	1,166	2,309	1,845	1,682	1,176	907	4,866	1,342	+263%	6,042	2,249	+169%
of which China	232	575	565	166	261	207	3,359	298	.	3,620	505	+617%
Rest of World	2,206	2,205	3,290	2,526	2,297	1,504	2,431	2,158	+13%	4,728	3,662	+29%

Mercedes-Benz Vans Retail Sales and Market Shares

	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Retail sales (in units)	46,979	67,560	57,400	67,777	44,396	37,805	55,694	47,622	+17%	100,090	85,427	+17%
Western Europe	34,340	47,262	43,018	50,483	33,386	27,791	40,554	35,941	+13%	73,940	63,732	+16%
of which Germany	14,451	19,239	18,176	19,568	12,719	9,559	16,005	15,999	+0%	28,724	25,558	+12%
Eastern Europe	3,116	7,620	3,991	5,689	2,767	2,929	3,814	4,003	-5%	6,581	6,932	-5%
NAFTA	3,572	4,690	2,577	5,090	2,015	1,836	2,609	2,216	+18%	4,624	4,052	+14%
of which USA	3,091	3,584	2,107	4,076	1,564	1,406	2,044	1,789	+14%	3,608	3,195	+13%
Latin America (excl. Mexico)	2,278	3,771	2,943	2,945	2,999	2,434	3,091	2,143	+44%	6,090	4,577	+33%
Asia	1,392	2,078	1,952	1,587	1,134	1,168	3,415	1,467	+133%	4,549	2,635	+73%
of which China	266	555	572	156	270	215	2,028	274	+640%	2,298	489	+370%
Rest of World	2,281	2,139	2,919	1,983	2,095	1,647	2,211	1,852	+19%	4,306	3,499	+23%
Market shares (in percent)												
Western Europe midsize/large	18.0	17.6	20.2	18.7	17.7	16.7	17.4	16.5	+0.9 pts.	17.5	16.6	+0.9 pts.
Germany midsize/large	27.5	27.0	31.5	27.9	24.5	23.1	25.8	25.3	+0.5 pts.	25.4	24.6	+0.8 pts.

Daimler Buses Unit Sales and Market Shares

	3rd Quarter		4th Quarter		1st Quarter		2nd Quarter			January - June		
	2009	2008	2009	2008	2010	2009	2010	2009	Change	2010	2009	Change
Wholesales* (in units)	8,350	10,810	9,020	9,538	8,396	6,820	10,830	8,292	+31%	19,226	15,112	+27%
Western Europe	1,713	1,675	2,718	3,015	1,072	1,119	1,724	1,669	+3%	2,796	2,788	+0%
of which Germany	672	630	1,115	1,375	418	429	481	615	-22%	899	1,044	-14%
Eastern Europe	280	669	195	498	166	520	367	296	+24%	533	816	-35%
NAFTA	866	2,112	920	1,813	485	1,156	1,133	957	+18%	1,618	2,113	-23%
of which USA	196	138	316	233	161	206	140	210	-33%	301	416	-28%
Latin America (excl. Mexico)	4,554	5,300	4,207	2,872	5,842	3,366	6,779	4,159	+63%	12,621	7,525	+68%
Asia	597	590	488	380	150	184	313	707	-56%	463	891	-48%
Rest of World	340	464	492	960	681	475	514	504	+2%	1,195	979	+22%
Market shares (in percent)												
Western Europe heavy	29.1	30.8	36.0	32.5	27.0	30.1	32.4	29.6	+2.8 pts.	29.8	28.9	+0.9 pts.
Germany heavy	61.0	65.5	60.9	68.2	56.4	60.9	59.3	56.0	+3.3 pts.	57.8	57.8	+0.0 pts.
Brazil heavy	54.9	50.5	48.8	44.3	56.6	43.1	57.3	51.0	+6.3 pts.	55.2	48.2	+7.0 pts.

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