

# DAIMLER

Fact Sheet for Q1 2009

April 28, 2009

## 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		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Earnings per share (in EUR)</b>									
basic	1.40	1.74	0.21	(1.47)	(1.61)	1.71	(1.40)	1.29	.
diluted	1.40	1.72	0.21	(1.47)	(1.61)	1.70	(1.40)	1.29	.
continuing operations, basic	1.42	1.35	0.22	(0.97)	(1.32)	1.71	(1.40)	1.29	.
continuing operations, diluted	1.42	1.34	0.22	(0.97)	(1.32)	1.70	(1.40)	1.29	.
<b>Average number of shares outstanding</b>									
(adjusted for treasury stocks)									
basic	963.2	1,043.2	941.9	1,053.1	927.8	1,026.4	943.5	998.0	-5%
diluted	966.0	1,054.6	942.8	1,060.5	927.8	1,035.4	943.5	1,002.8	-6%
<b>Number of shares outstanding</b>									
(at period end)									
total shares outstanding	964.5	1,054.1	964.6	1,044.2	964.6	1,013.9	1,061.0	964.1	+10%
adjusted for treasury stock	958.0	1,054.1	929.7	1,041.7	927.4	1,013.9	1,023.8	964.1	+6%
<b>Share price Frankfurt</b>									
(at period end, in EUR)	39.28	68.59	35.40	70.64	26.70	66.50	19.08	54.15	-65%
<b>Share price New York</b>									
(at period end, in USD)	61.67	91.95	50.50	100.20	38.28	95.63	25.54	85.55	-70%
<b>Market capitalization Frankfurt</b>									
(at period end, in billions of EUR)	37.63	72.30	32.91	73.59	24.76	67.42	19.54	52.20	-63%
<b>Market capitalization New York</b>									
(at period end, in billions of USD)	59.08	96.93	46.95	104.38	35.50	96.96	26.15	82.48	-68%

## Key Figures and Ratios (continuing operations)

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Unit Sales</b> (in units)	566,480	516,366	522,525	536,973	480,055	575,353	332,252	503,816	-34%
<b>Revenue</b>	26,005	24,376	24,470	26,187	23,996	27,104	18,679	23,998	-22%
<b>EBIT</b>	2,053	2,134	648	1,891	(1,947)	1,393	(1,426)	1,976	.
<b>Net Profit, Group</b>	1,395	1,849	213	(1,533)	(1,526)	1,697	(1,286)	1,332	.
<b>Net Profit, continuing operations</b>	1,412	1,443	218	(1,003)	(1,261)	1,700	(1,286)	1,335	.
<b>Depreciation and amortization</b> (including amortization on capitalized development costs, excluding depreciation on leased assets)	738	768	764	786	767	614	846	754	+12%
<b>R&amp;D expenditure total</b>	1,120	936	1,128	1,103	1,129	1,240	1,116	1,065	+5%
Expensed R&D costs	831	734	789	835	653	850	785	782	+0%
Capitalized development costs	289	202	339	268	476	390	331	283	+17%
<b>Amortization on capitalized development costs</b>	160	150	163	155	155	162	157	160	-2%
<b>Capital expenditure</b> (Property, plant & equipment)	713	701	948	801	1,075	582	688	823	-16%

## Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Mercedes-Benz Cars</b>	353,976	320,151	315,796	337,348	284,956	364,627	231,193	318,285	-27%
<b>Daimler Trucks</b>	122,809	112,054	122,678	117,675	118,859	118,720	65,405	107,728	-39%
<b>Mercedes-Benz Vans</b>	78,629	73,823	73,241	72,576	66,702	80,971	28,834	68,626	-58%
<b>Daimler Buses</b>	11,066	10,338	10,810	9,374	9,538	11,035	6,820	9,177	-26%
<b>Daimler Group</b>	566,480	516,366	522,525	536,973	480,055	575,353	332,252	503,816	-34%

## Production Volume

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Mercedes-Benz Cars*</b>	368,083	308,708	343,368	336,184	276,083	351,710	208,370	350,711	-41%
<b>Daimler Trucks</b>	123,151	109,130	125,756	114,553	110,715	121,934	58,802	113,320	-48%
<b>Mercedes-Benz Vans</b>	85,327	74,940	79,085	73,820	55,716	69,852	30,554	76,364	-60%
<b>Daimler Buses</b>	11,818	10,289	11,315	10,061	8,983	9,791	7,681	9,990	-23%
<b>Daimler Group*</b>	588,379	503,067	559,524	534,618	451,497	553,287	305,407	550,385	-45%

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

## Revenue

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Mercedes-Benz Cars</b>	12,921	12,558	11,608	14,077	10,746	13,725	9,067	12,497	-27%
<b>Daimler Trucks</b>	7,385	6,930	7,307	7,007	7,553	7,239	4,918	6,327	-22%
<b>Mercedes-Benz Vans</b>	2,557	2,284	2,388	2,383	2,199	2,614	1,291	2,335	-45%
<b>Daimler Buses</b>	1,321	1,076	1,202	990	1,366	1,471	904	919	-2%
<b>Daimler Financial Services</b>	2,877	2,649	3,030	2,736	3,243	2,875	3,150	2,814	+12%
<b>Reconciliation</b>	(1,056)	(1,121)	(1,065)	(1,006)	(1,111)	(820)	(651)	(894)	+27%
<b>Daimler Group</b>	26,005	24,376	24,470	26,187	23,996	27,104	18,679	23,998	-22%

## Earnings Before Interest and Taxes (EBIT)

(in millions of EUR)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Mercedes-Benz Cars</b>	1,212	1,204	112	1,331	(359)	1,426	(1,123)	1,152	.
<b>Daimler Trucks</b>	608	601	510	480	86	512	(142)	403	.
<b>Mercedes-Benz Vans</b>	262	130	212	158	158	159	(91)	186	.
<b>Daimler Buses</b>	170	109	92	60	69	112	65	75	-13%
<b>Daimler Financial Services</b>	183	220	173	87	153	109	(167)	168	.
<b>Reconciliation</b>	(382)	(130)	(451)	(225)	(2,054)	(925)	32	(8)	.
<b>Daimler Group</b>	2,053	2,134	648	1,891	(1,947)	1,393	(1,426)	1,976	.



## Special Reporting Items effecting EBIT

(in millions of EUR)

		2nd Quarter		3rd Quarter		4th Quarter		1st Quarter	
		2008	2007	2008	2007	2008	2007	2009	2008
<b>Mercedes-Benz Cars</b>	<b>Reassessment of residual values</b>	-	-	(449)	-	(16)	-	-	-
	<b>Adjustment of pension benefit plans</b>	-	-	-	-	84	-	-	-
<b>Daimler Trucks</b>	<b>Repositioning of Daimler Trucks North America</b>	-	-	-	-	(233)	-	(45)	-
	<b>Adjustments of pension benefit plans/healthcare benefit plans</b>	-	-	-	-	29	86	-	-
	<b>Sale of real estates in Japan</b>	-	68	-	-	-	10	-	-
<b>Reconciliation</b>	<b>Sale of real estate</b>	-	-	-	-	-	73	-	449
	<b>Transfer of shares in EADS</b>	35	(39)	(7)	37	-	12	-	102
	<b>Equity result Chrysler</b>	(356)	-	(351)	-	(343)	(377)	-	(340)
	<b>Gains/(Losses) from Chrysler-related assets</b>	(17)	-	-	-	(1,670)	-	40	(151)
	<b>New management model</b>	(63)	(42)	(61)	(67)	(78)	(96)	-	(45)

## Mercedes-Benz Cars Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Mercedes-Benz Cars</b>	353,976	320,151	315,796	337,348	284,956	364,627	231,193	318,285	-27%
<b>Western Europe</b>	210,277	208,570	176,959	198,493	167,523	212,607	133,385	178,474	-25%
of which <b>Germany</b>	94,975	89,680	84,044	87,823	79,640	93,192	59,994	73,813	-19%
<b>NAFTA</b>	77,643	56,785	72,713	73,770	58,026	85,899	51,390	73,779	-30%
of which <b>USA</b>	68,341	50,091	64,866	68,047	50,734	78,982	43,927	67,219	-35%
<b>China</b>	11,668	7,667	13,587	9,269	11,406	6,747	11,215	11,959	-6%
<b>Rest of World</b>	54,388	47,129	52,537	55,816	48,001	59,374	35,203	54,073	-35%
of which Mitsubishi products manufactured and/or sold in South Africa	2,525	2,782	1,400	2,420	1,186	2,430	1,644	3,079	-47%

## Mercedes-Benz Cars Retail Sales\*

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Mercedes-Benz Cars</b>	349,406	330,935	311,730	324,605	276,568	343,559	244,845	318,691	-23%
<b>Western Europe</b>	208,424	208,246	178,651	196,522	164,545	201,663	141,389	189,133	-25%
of which <b>Germany</b>	94,666	88,701	85,252	88,201	78,909	93,280	60,770	74,068	-18%
<b>NAFTA</b>	78,619	69,440	72,850	68,012	60,960	79,562	51,916	67,587	-23%
of which <b>USA</b>	69,627	62,333	64,832	62,078	53,945	72,974	45,255	61,182	-26%
<b>China</b>	10,494	6,708	12,255	7,522	10,283	9,634	11,796	9,626	+23%
<b>Rest of World</b>	51,869	46,541	47,974	52,549	40,780	52,700	39,744	52,345	-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		
	2008	2007	2008	2007	2008	2007	2009	2008	Change in % pts
<b>Western Europe</b>	4.9	4.5	5.7	4.9	5.6	4.8	4.3	4.5	-0.2
of which <b>Germany</b>	10.4	10.2	13.2	10.7	10.1	9.9	6.7	10.7	-4.0
<b>USA</b>	1.6	1.5	1.8	1.5	1.8	2.0	1.8	1.7	+0.1
<b>Japan</b>	1.0	1.0	1.0	1.2	1.0	1.2	0.9	0.8	+0.1

\* Mercedes-Benz Passenger Cars excluding smart

## Daimler Trucks Unit Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Daimler Trucks</b>	122,809	112,054	122,678	117,675	118,859	118,720	65,405	107,728	-39%
<b>Western Europe</b>	23,601	21,203	24,130	21,922	22,271	25,685	12,216	16,740	-27%
of which <b>Germany</b>	10,122	9,019	12,996	10,229	11,757	12,933	6,819	6,722	+1%
<b>NAFTA</b>	25,579	23,784	23,464	22,299	22,029	22,014	16,568	26,241	-37%
of which <b>USA</b>	19,975	18,836	18,836	18,039	17,963	17,732	13,748	21,204	-35%
<b>Latin America</b> (excl. Mexico)	16,618	14,113	16,388	14,542	12,651	13,345	7,282	13,294	-45%
<b>Asia</b>	37,614	36,329	38,793	38,782	43,676	38,723	22,135	35,713	-38%
of which <b>Japan</b>	10,844	14,415	11,301	13,653	10,145	11,670	6,377	9,745	-35%
<b>Rest of World</b>	19,397	16,625	19,903	20,130	18,232	18,953	7,204	15,740	-54%

## Daimler Trucks Retail Sales

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Daimler Trucks</b>	122,795	118,887	123,581	119,079	119,459	120,039	67,232	104,757	-36%
<b>Western Europe</b>	21,768	19,988	23,567	22,560	23,256	26,070	13,826	16,802	-18%
of which <b>Germany</b>	10,122	9,018	12,996	10,230	11,757	12,933	6,819	6,722	+1%
<b>NAFTA</b>	28,120	31,464	24,437	23,740	21,581	23,081	16,642	23,698	-30%
of which <b>USA</b>	21,604	25,381	19,030	19,330	17,108	18,905	14,050	19,306	-27%
<b>Latin America</b> (excl. Mexico)	16,655	14,114	16,384	14,546	12,651	13,341	7,285	13,257	-45%
<b>Asia</b>	37,680	36,501	38,988	38,917	44,034	38,854	22,249	35,706	-38%
of which <b>Japan</b>	10,844	14,415	11,301	13,653	10,145	11,670	6,377	9,745	-35%
<b>Rest of World</b>	18,572	16,820	20,205	19,316	17,937	18,693	7,230	15,294	-53%

## Daimler Trucks Incoming Orders

(in units)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Daimler Trucks</b>	111,961	109,949	101,876	109,880	72,929	142,988	39,540	122,073	-68%
<b>Western Europe</b>	13,869	24,527	10,647	23,929	6,110	34,734	7,215	24,286	-70%
of which <b>Germany</b>	5,777	10,772	5,501	9,096	4,756	17,939	4,623	11,812	-61%
<b>NAFTA</b>	26,409	14,976	20,531	16,450	15,639	31,200	10,841	26,766	-59%
of which <b>USA</b>	21,968	12,250	17,067	13,513	14,115	25,955	9,684	20,991	-54%
<b>Latin America</b> (excl. Mexico)	14,816	13,196	14,360	13,408	8,875	14,344	6,475	11,099	-42%
<b>Asia</b>	39,121	34,734	41,045	32,827	34,217	38,756	11,800	38,285	-69%
of which <b>Japan</b>	11,858	14,150	11,324	11,329	6,985	11,188	5,503	10,845	-49%
<b>Rest of World</b>	17,746	22,516	15,293	23,266	8,088	23,954	3,209	21,637	-85%

## Daimler Trucks Market Shares

(in %)	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change in % pts
<b>Trucks Europe / Latin America</b>									
(Mercedes-Benz)									
<b>Western Europe</b> <small>MDT/HDT</small>	19.3	21.4	22.6	21.7	25.1	22.9	22.3	18.3	+4.0
<b>Germany</b> <small>MDT/HDT</small>	34.8	38.4	38.2	38.7	47.4	42.8	45.1	33.9	+11.2
<b>Brazil</b> <small>MDT/HDT</small>	32.3	31.8	28.5	30.8	27.7	29.8	27.1	30.6	-3.5
<b>Trucks NAFTA</b>									
(Freightliner/Sterling/Western Star)									
<b>NAFTA Class 8</b>	30.4	36.6	31.9	30.0	31.1	27.0	34.0	29.7	+4.3
<b>NAFTA Class 5-7</b>	20.2	22.5	19.7	22.3	19.9	20.6	24.0	24.3	-0.3
<b>Trucks Asia</b>									
<b>Japan Trucks Total</b>	20.9	23.8	25.3	25.0	22.8	22.9	20.3	20.3	+0.0



## Mercedes-Benz Vans Unit Sales

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Wholesales</b> (in units)	78,629	73,823	73,241	72,576	66,702	80,971	28,834	68,626	-58%
<b>Western Europe</b>	56,346	53,636	51,936	50,441	51,296	55,572	21,874	47,559	-54%
of which <b>Germany</b>	19,551	19,511	19,239	18,282	19,568	21,025	9,559	15,678	-39%
<b>Eastern Europe</b>	7,381	5,262	7,953	6,539	5,515	7,206	2,159	7,080	-70%
<b>NAFTA</b>	6,604	7,130	5,039	7,382	2,683	9,656	514	7,161	-93%
of which <b>USA</b>	5,614	5,920	4,207	6,032	1,939	8,255	248	6,184	-96%
<b>Latin America</b> (excl. Mexico)	3,363	2,967	3,799	2,651	3,000	3,353	1,876	2,695	-30%
<b>Asia</b>	2,386	1,605	2,309	2,727	1,682	2,366	907	1,622	-44%
<b>Rest of World</b>	2,549	3,223	2,205	2,836	2,526	2,818	1,504	2,509	-40%

## Mercedes-Benz Vans Retail Sales and Market Shares

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Retail sales</b> (in units)	76,332	74,635	67,560	73,616	67,777	77,697	37,805	66,716	-43%
<b>Western Europe</b>	54,402	55,384	47,262	51,658	50,483	54,944	27,791	46,575	-40%
of which <b>Germany</b>	19,551	19,511	19,239	18,282	19,568	21,025	9,559	15,678	-39%
<b>Eastern Europe</b>	7,386	5,530	7,620	6,558	5,689	7,245	2,929	7,301	-60%
<b>NAFTA</b>	6,807	6,067	4,690	7,012	5,090	7,178	1,836	5,885	-69%
of which <b>USA</b>	5,614	5,286	3,584	5,572	4,076	6,120	1,406	5,008	-72%
<b>Latin America</b> (excl. Mexico)	3,354	2,812	3,771	2,729	2,945	2,615	2,434	2,937	-17%
<b>Asia</b>	2,136	1,792	2,078	2,917	1,587	2,565	1,168	1,787	-35%
<b>Rest of World</b>	2,247	3,050	2,139	2,742	1,983	3,150	1,647	2,231	-26%
<b>Market shares</b> (in percent)									
<b>Western Europe</b> midsize/large	15.6	15.9	17.6	17.3	18.7	16.0	16.7	16.3	+0.4 pts.
<b>Germany</b> midsize/large	24.6	24.8	27.0	28.9	27.9	25.4	23.1	26.8	-3.7 pts.

## Daimler Buses Unit Sales and Market Shares

	2nd Quarter		3rd Quarter		4th Quarter		1st Quarter		
	2008	2007	2008	2007	2008	2007	2009	2008	Change
<b>Wholesales*</b> (in units)	11,066	10,338	10,810	9,374	9,538	11,035	6,820	9,177	-26%
<b>Western Europe</b>	2,033	1,472	1,675	1,427	3,015	3,315	1,119	1,043	+7%
of which <b>Germany</b>	699	520	630	578	1,375	1,364	429	395	+9%
<b>Eastern Europe</b>	805	707	669	358	498	608	520	401	+30%
<b>NAFTA</b>	1,723	1,553	2,112	1,514	1,813	1,492	1,156	1,349	-14%
of which <b>USA</b>	138	226	138	177	233	55	206	33	+524%
<b>Latin America</b> (excl. Mexico)	5,641	5,694	5,300	5,126	2,872	4,507	3,366	5,654	-40%
<b>Asia</b>	263	347	590	347	380	312	184	216	-15%
<b>Rest of World</b>	601	565	464	602	960	801	475	514	-8%
<b>Market shares</b> (in percent)									
<b>Western Europe heavy</b>	28.6	23.8	30.8	24.1	32.5	30.8	30.1	31.7	-1.6 pts.
<b>Germany heavy</b>	51.6	46.2	65.5	55.4	68.2	66.9	60.9	56.7	+4.2 pts.

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