

DAIMLER

Daimler in China

Ulrich Walker
Chairman and CEO of Daimler Northeast Asia
May 28, 2010



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Daimler Achievement in China

2

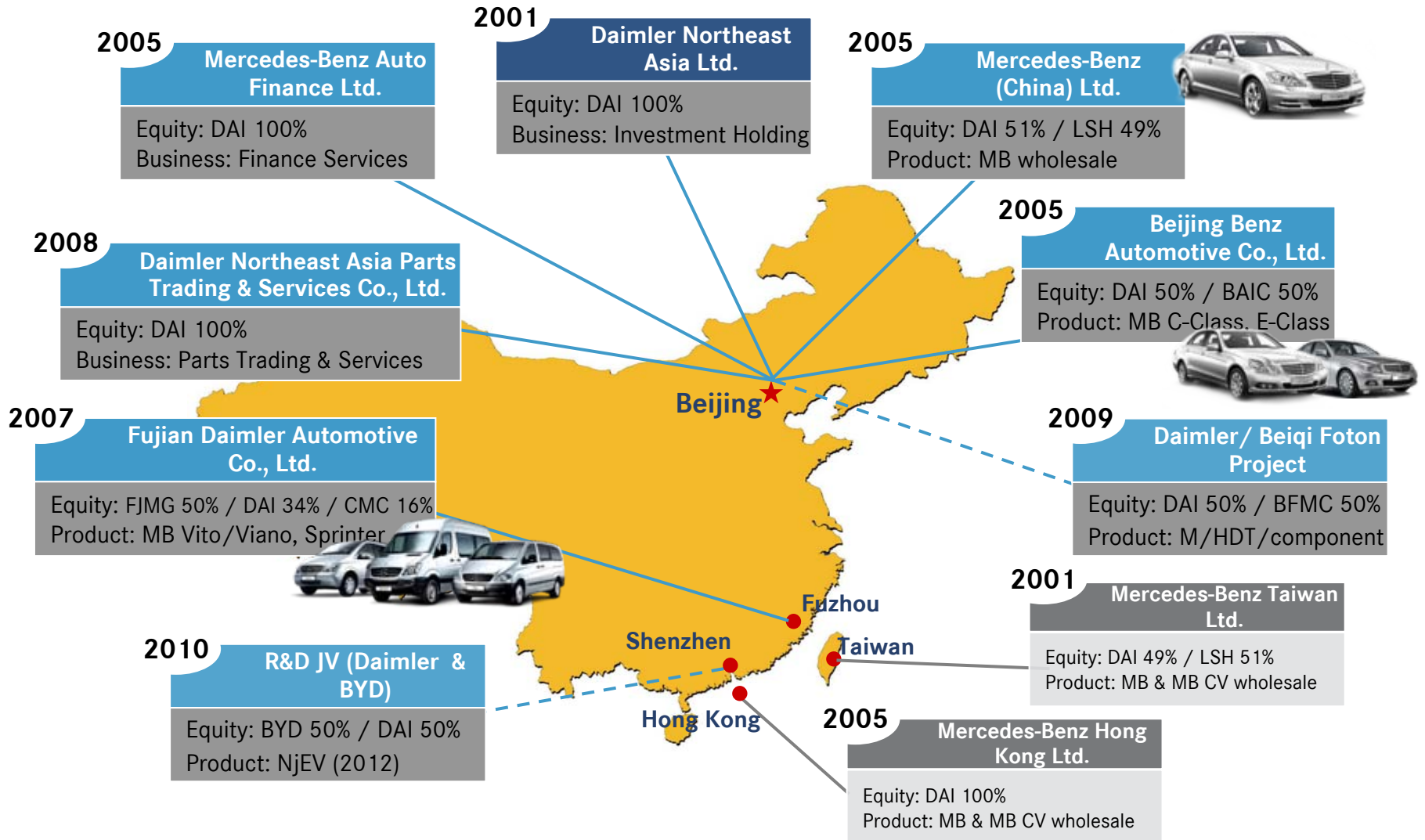
China Market Overview – A Huge Market With Great Potential

3

Daimler Future Strategy and Plans in China

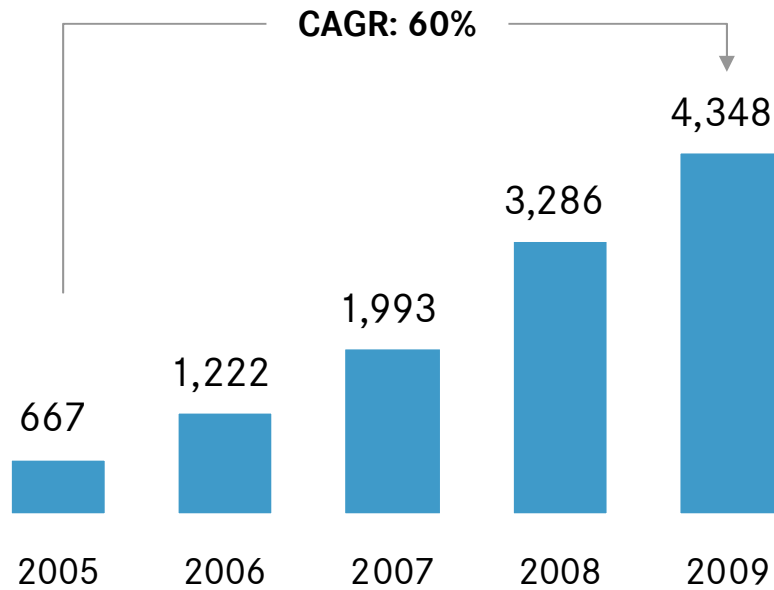
Daimler in China

Full Presence of All Key Functions Established









Daimler in China Rapidly Improving Business Performance

Wholesale Net Revenue
[EUR m]

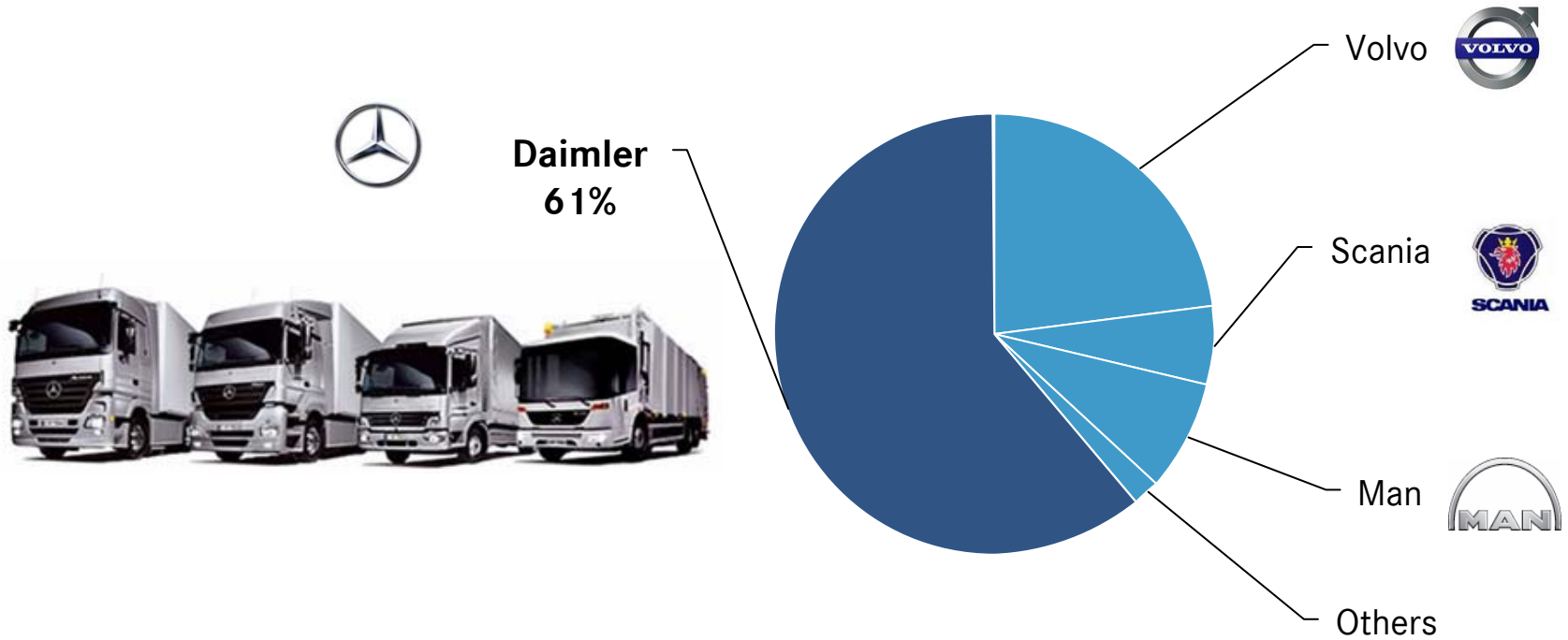


Rapid and Significant Improvement in PV Business China Market Ranked #3 by Q1 2010

Ranking	2005	2006	2007	2008	2009	Q1 2010
1	Germany	Germany	Germany	Germany	Germany	Germany
2	USA	USA	USA	USA	USA	USA
3	Italy	Italy	Italy	Italy	Italy	China 
4	UK	UK	UK	UK	UK	UK
5	France	France	France	France	China 	Italy
6	Spain	Spain	Spain	Spain	France	France
7	Japan	Japan	Japan	China 	Spain	Japan
8	South Africa	South Africa	South Africa	Japan	Japan	Spain
9	Belgium	Belgium	China 	Belgium	Canada	South Africa
10	Netherlands	Netherlands	Belgium	Canada	Belgium	Canada
11	Canada	China 				
12	Switzerland					
13	Australia					
14	China 					

Daimler in China MB Truck Leading among European Importers

MDT/HDT China 2009
European Import segment



Daimler in China

FJDA Plant Construction Completed in Record Time

18 Months

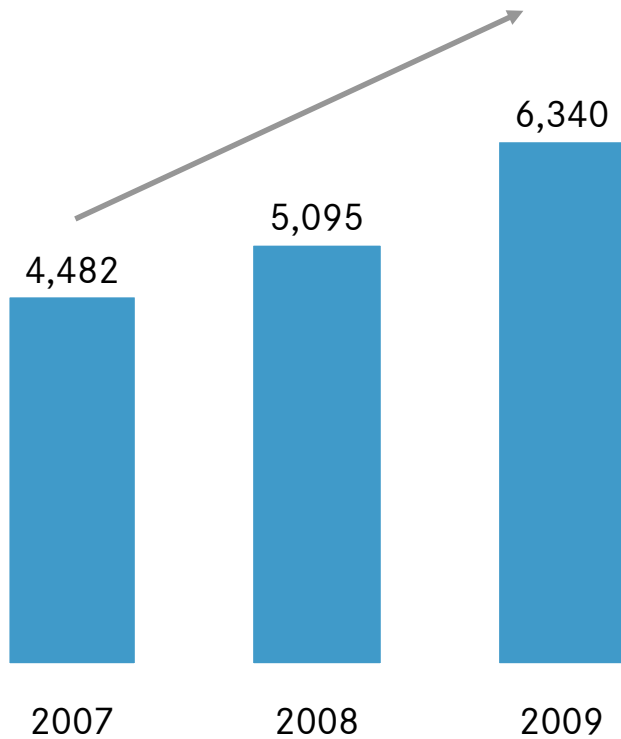
Daimler van plant
completed within 18
months in Fuzhou,
Fujian province

Fujian Daimler
福建戴姆勒

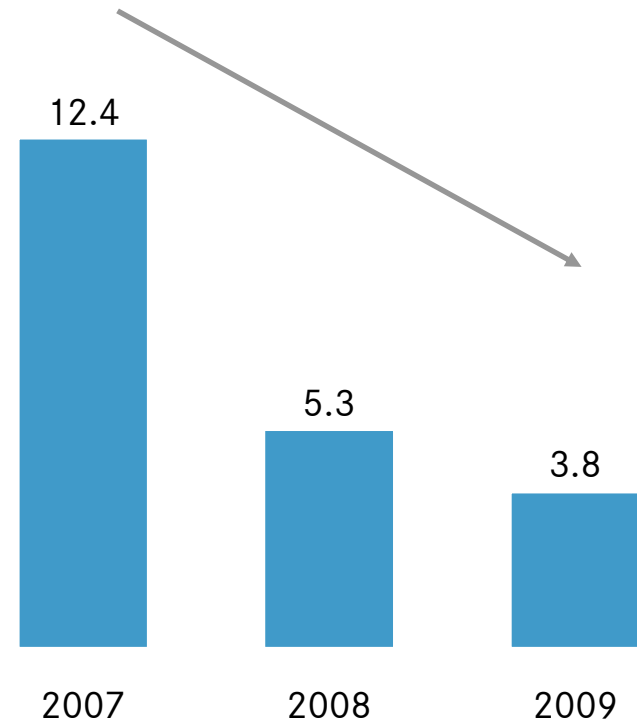


Daimler in China We Value and Groom Our Employees

Headcount (including JV employees)



Voluntary Turnover Rate*
[%]



* overall turnover range of labor market in China 8-12%

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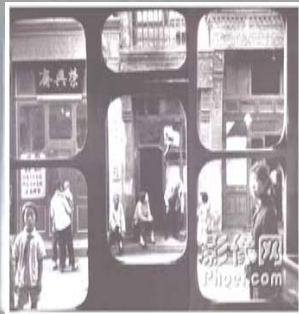
3

Daimler Future Strategy and Plans in China

China: History, Transformation and Resurgence

1949

China established, economy started



1978

Reform & openness, economy transferred



1993

Market economic mechanism to be set up



2009

Stimulus package maintained economy

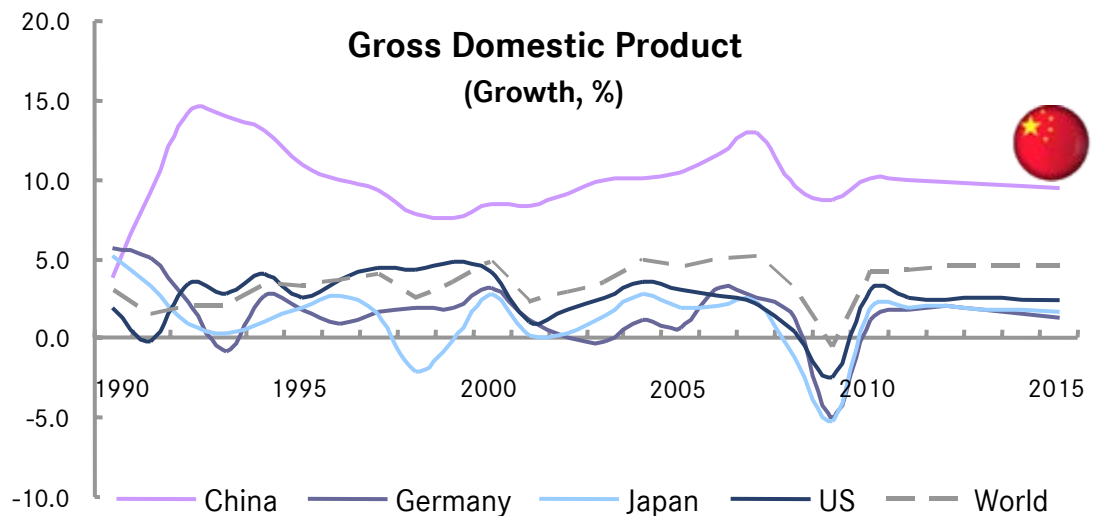
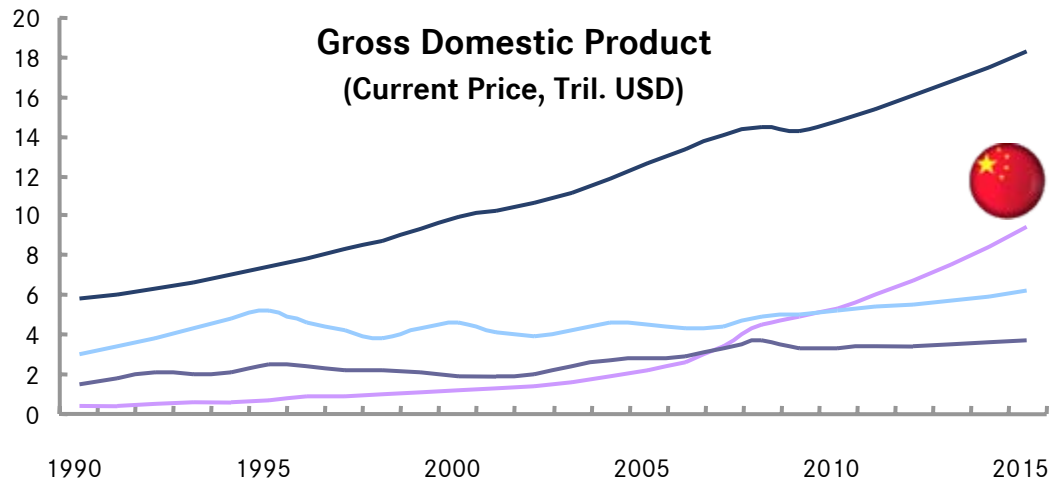


One of the Largest Economies with Strong Growth Momentum

The World's Third Largest Economy in 2009

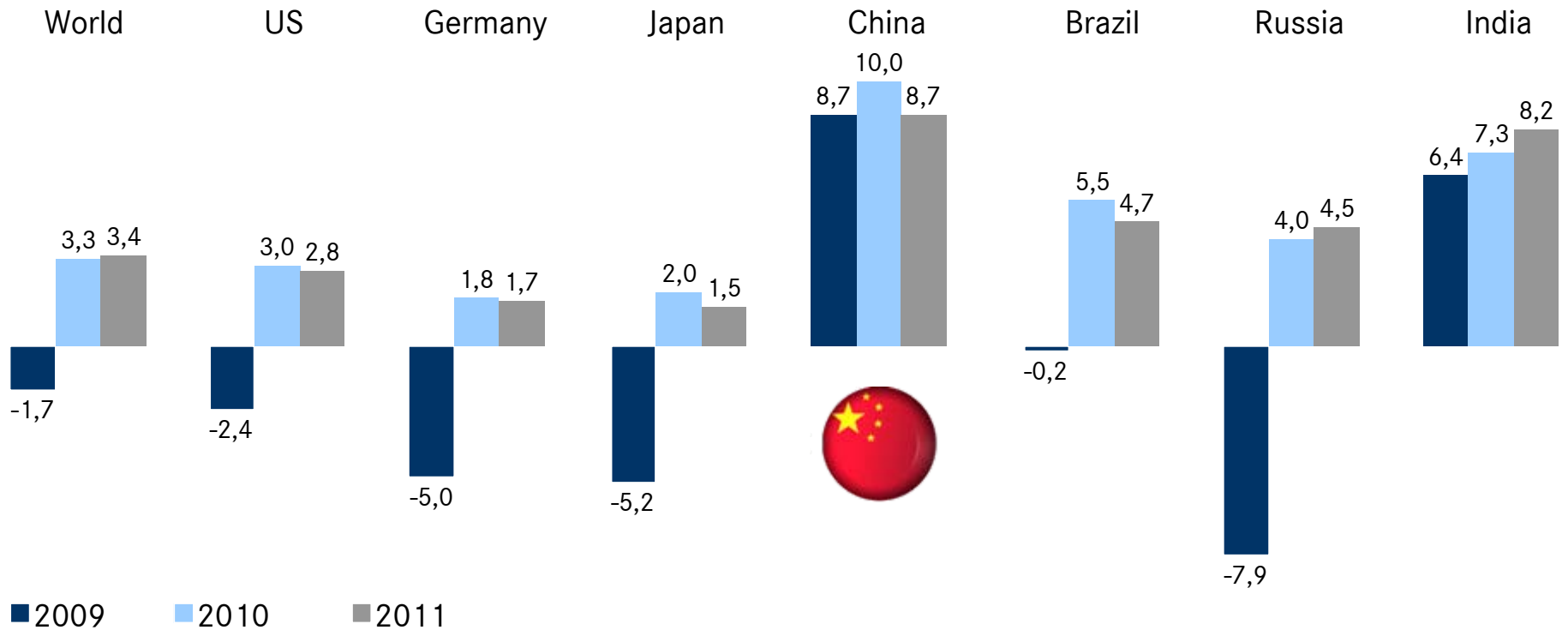
... With a Growth Rate Way Above World Average

... And Great Potential For Continued High Growth in the Future



...Outperforming All Other Major Economies Even in Time of Crisis

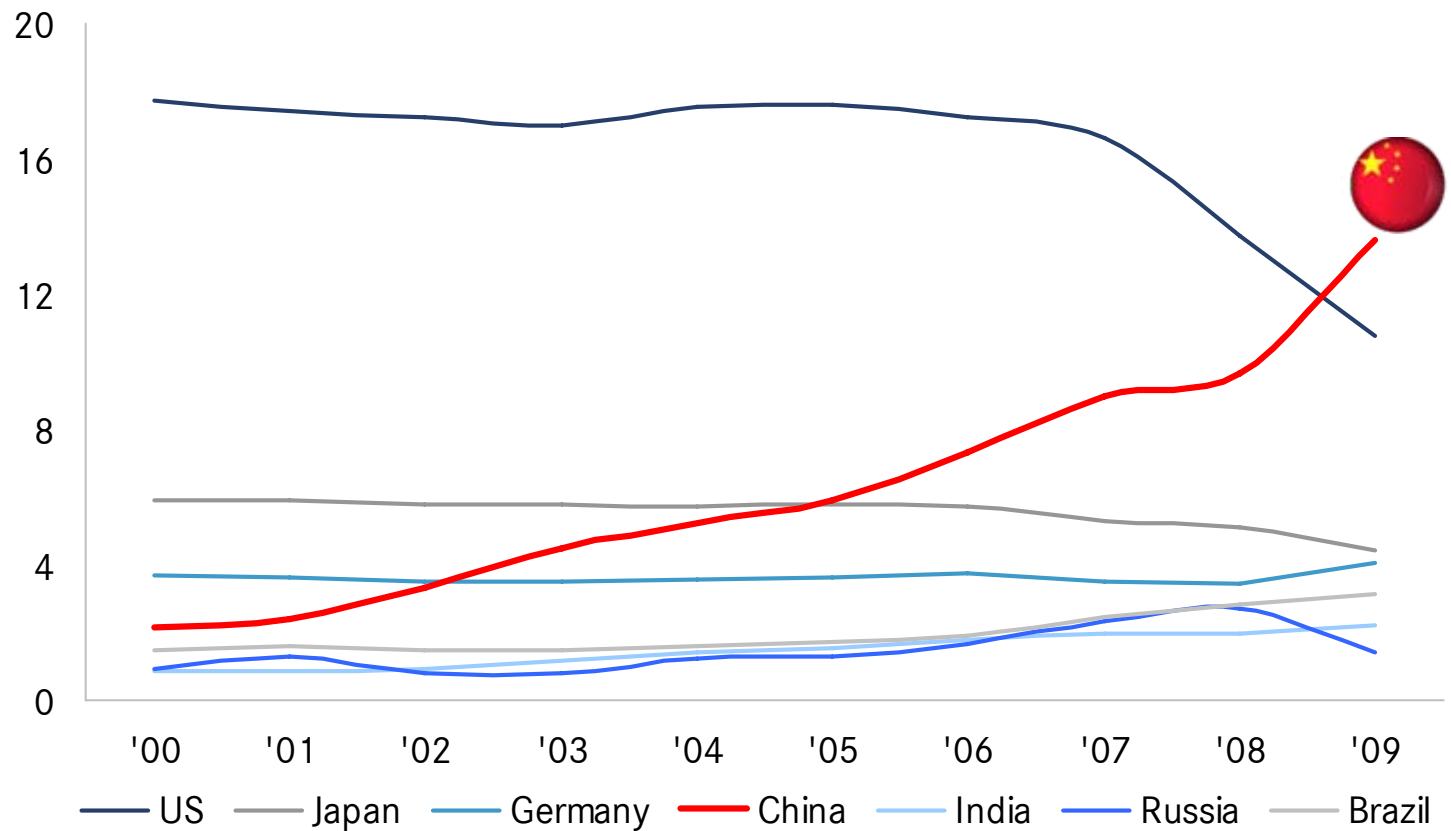
GDP (Real)
[in % to year ago]



Source: S/EM, DAG

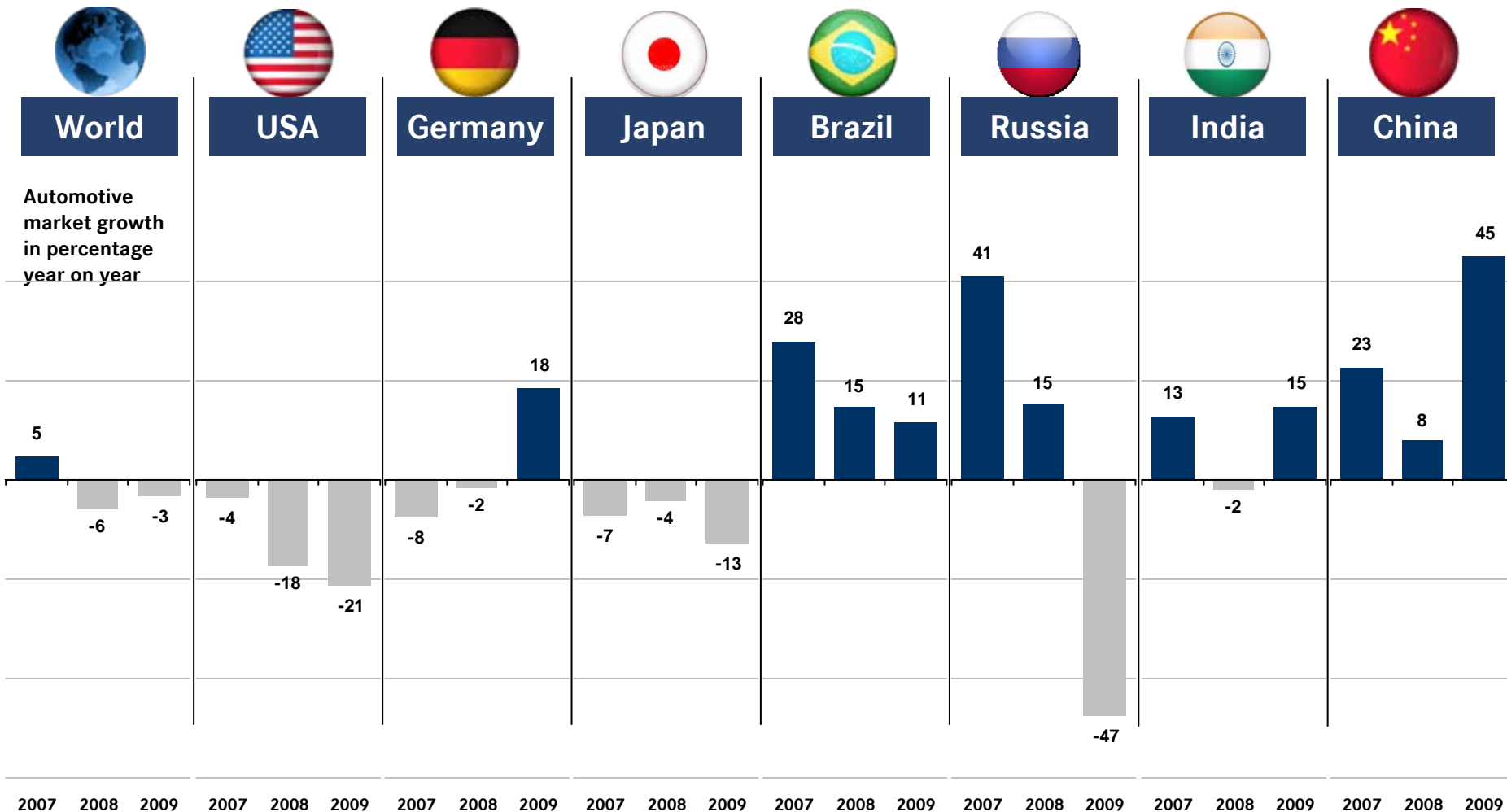
China Automotive Market Becoming World No. 1 in Sales Market

World Vehicle Sales
[million units]



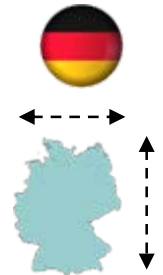
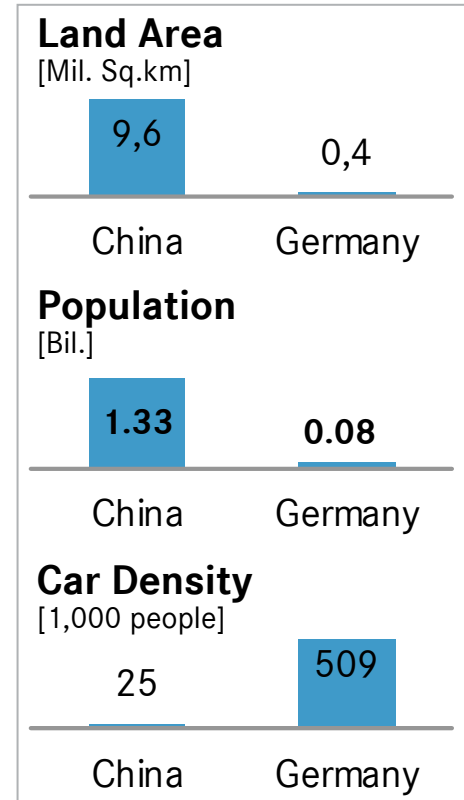
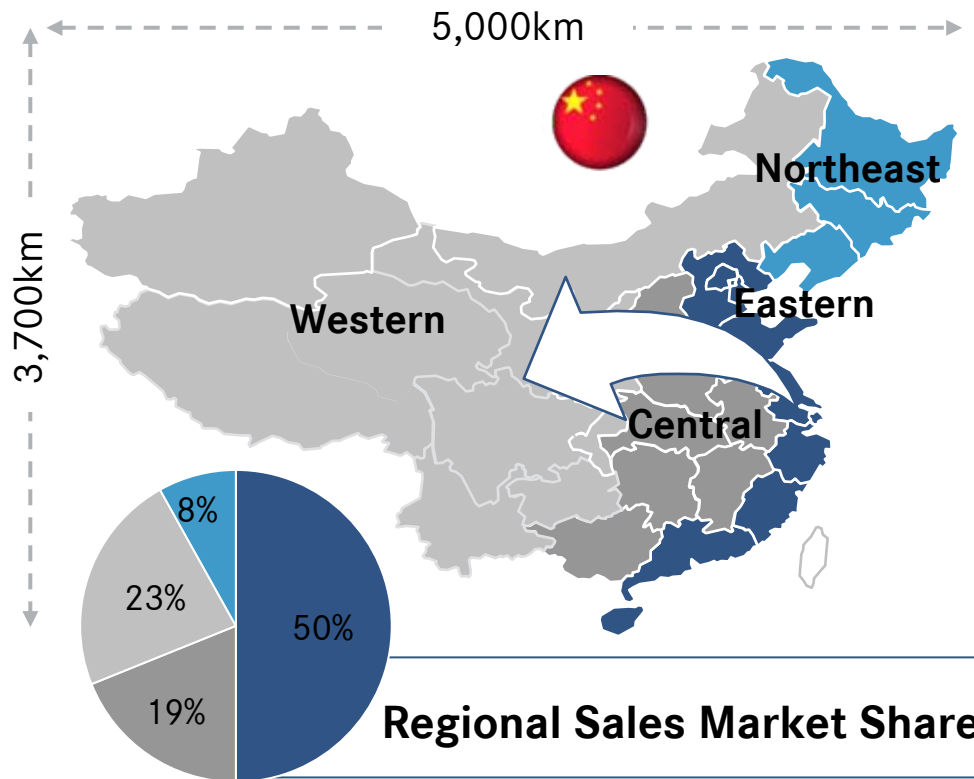
Source: MAPIS

China Automotive Market Outperforming the Rest of the World



Source: Mapis 2009

China Automotive Market Great Future Growth Potential

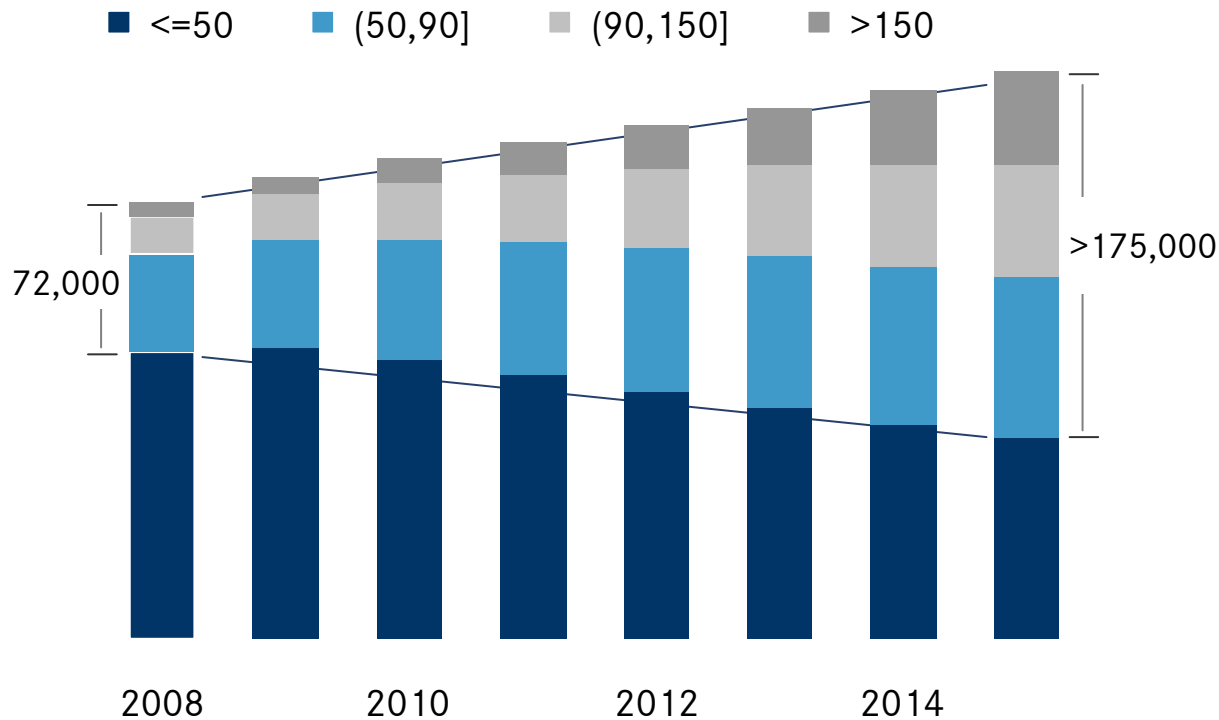


Regional differences and low car density provide great potential for future growth

China Automotive Market

Rising Individual Income also Supports Growth

Urban Households by Annual Income
 [Annual Income ('000 RMB), '000 households]

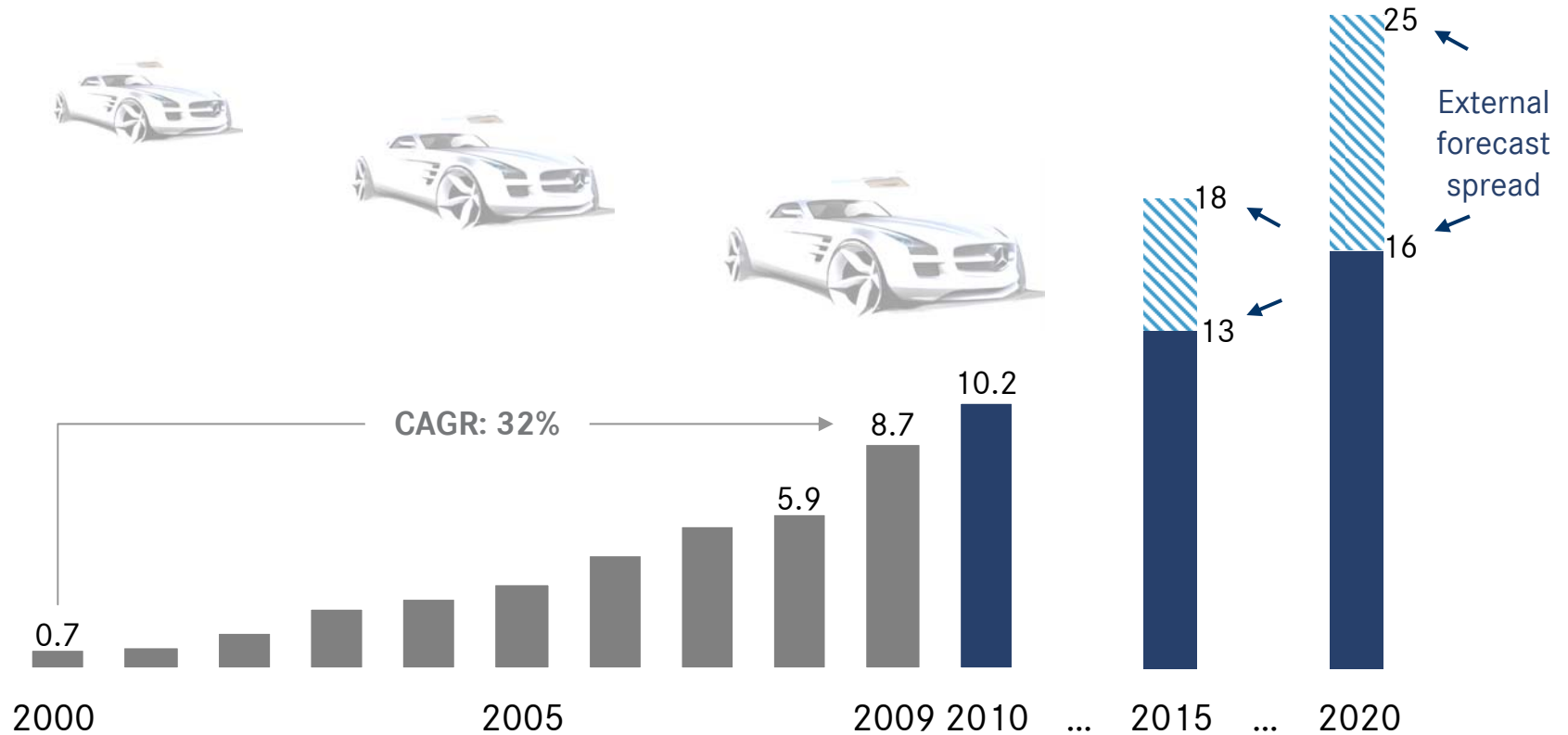


Source: SIC Forecast

More than 870,000 (US\$) millionaires in Mainland China in 2009 (HURUN Report)

China Automotive Market Long Term Growth Forecast

PV Sales
[million units]



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Daimler Future Strategy and Plans in China

Daimler China Future Strategy Sustainable and Profitable Growth



Profitable and Sustainable Growth

- Benchmark in products & dealer/customer satisfaction

**Auto
Finance**

- Leader in premium segment

Van

- Leader in premium segment
- ~ 300,000 units in '15

PV

- Enhancing DT position in China

Truck

- New opportunity

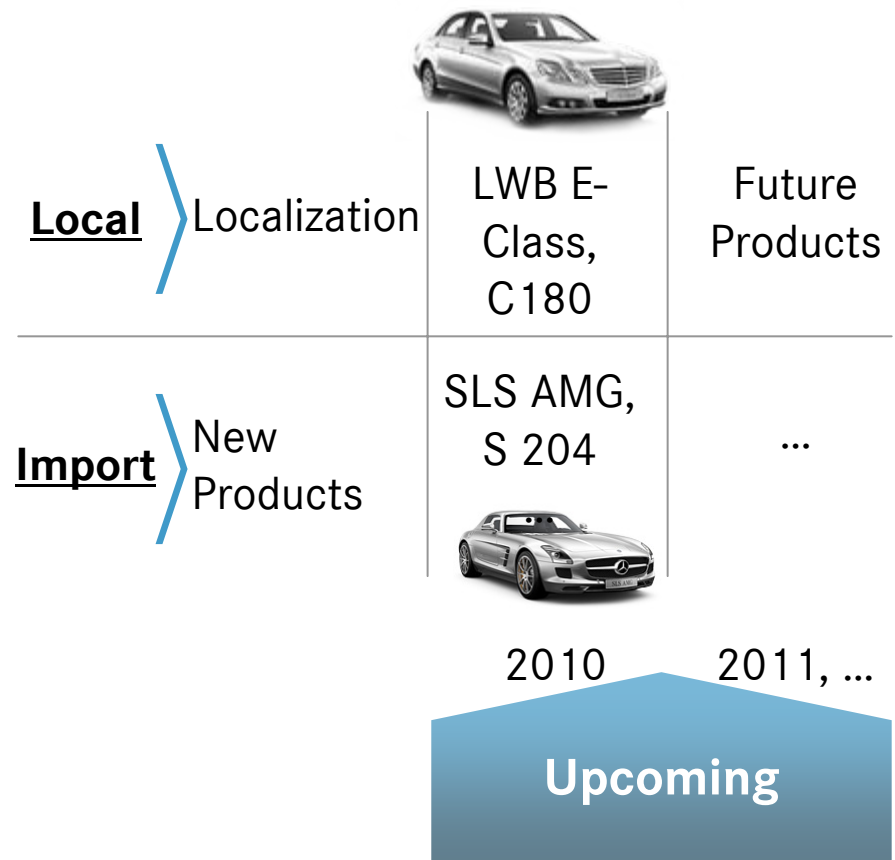
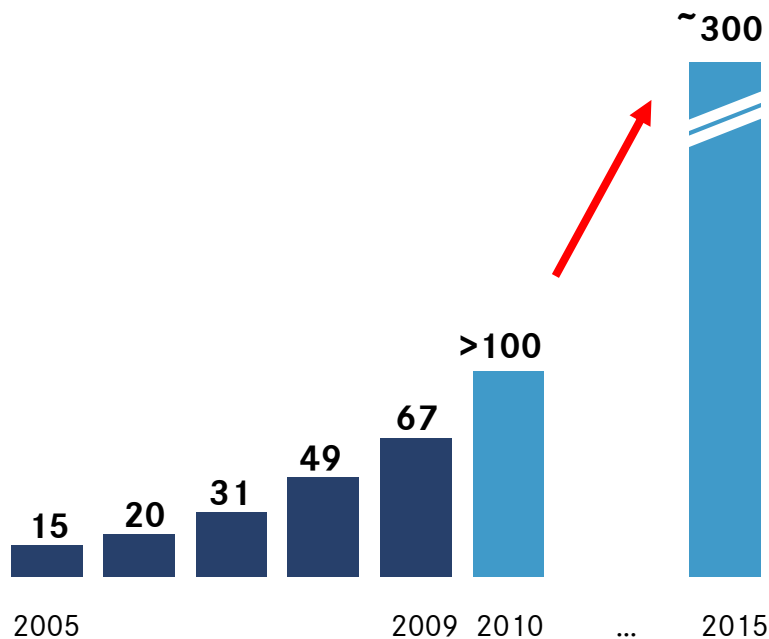
**New
Business**

€3 Billion Investment

Daimler China Strategy

Daimler China Future Strategy: MBC Fast Growth with Local Commitment

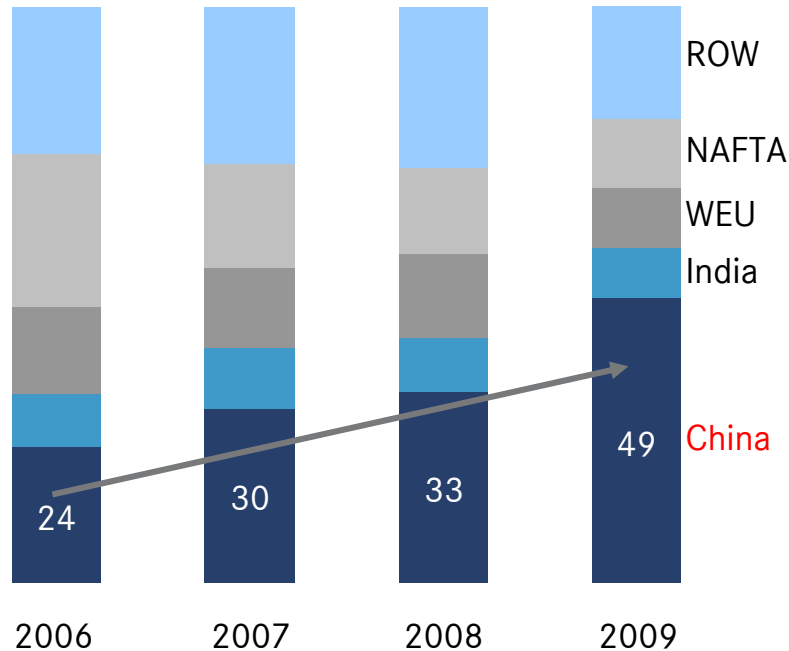
Mercedes-Benz Cars group sales in China*
[‘000 units]



* includes Hongkong

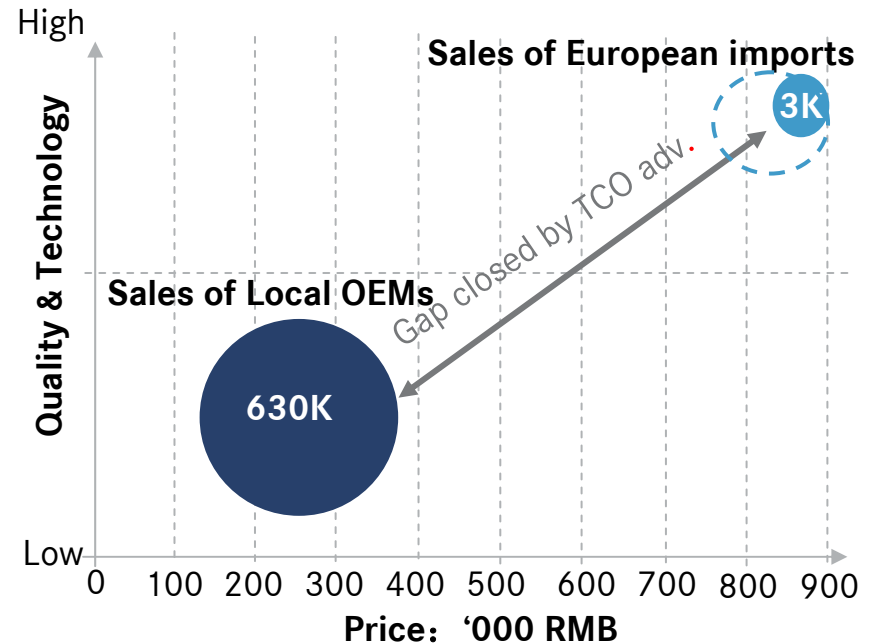
Daimler China Future Strategy: Truck business Import Leadership and Market Penetration with Chinese Partner

Market Share Worldwide [%]



Worldwide in 2009 every second new truck >6t was sold in China

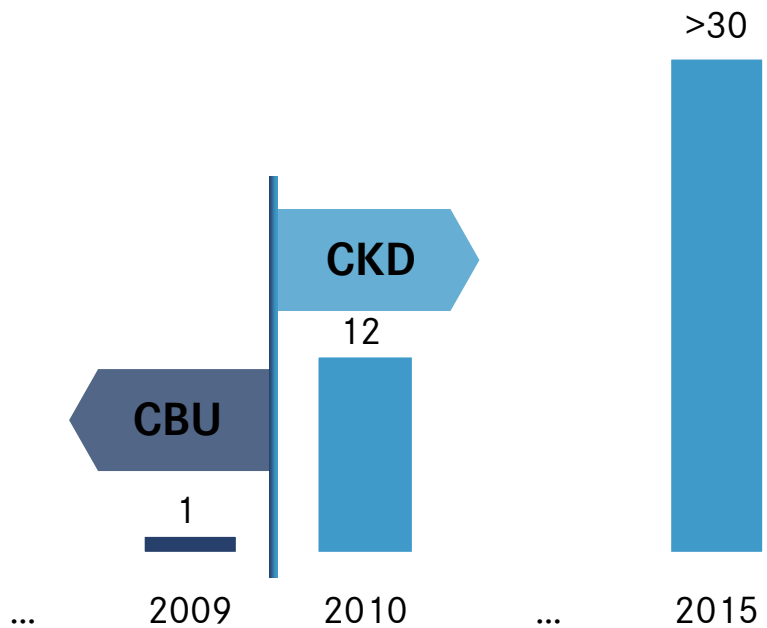
TCO Opportunities



And TCO Will Help Us Seek Greater Growth Opportunities

Daimler China Future Strategy: Van Business Growth Plan Developed

Retail Volume
[‘000 units]



Viano
SOP 2010



Vito
SOP 2010

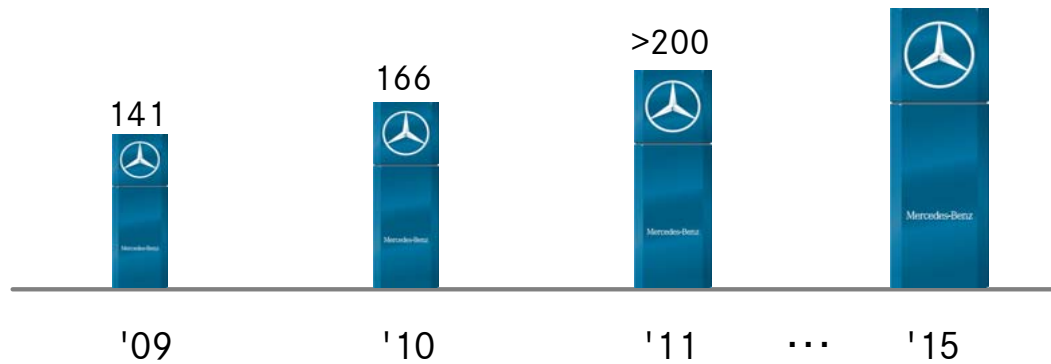


Sprinter
SOP 2011

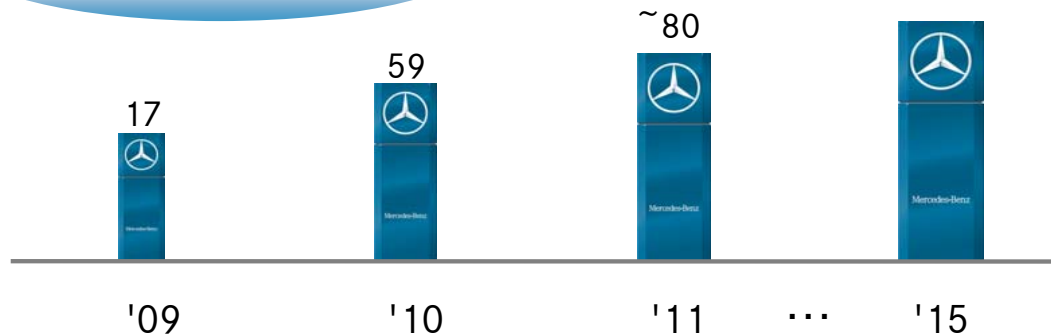


Daimler China Future Strategy: Network Development to Support Sales Growth

PV Network

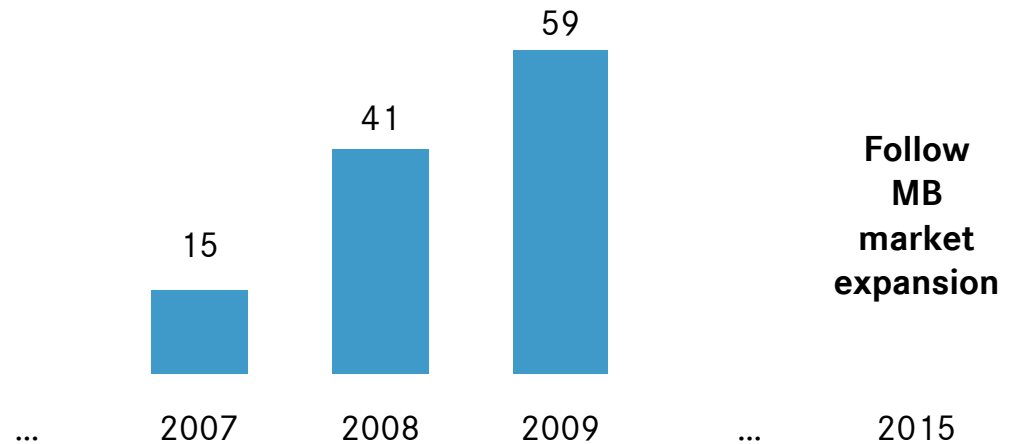


Van & Truck Network



Daimler China Future Strategy: MBAFC Business Development to Match Sales

MBAFC
Broad market coverage
(# of retail cities)



MBAFC
Dealer & Customer
Satisfaction

- Use of Internet technology to capture deals
- Close contact with dealers to know their needs
- Extensive data analysis to uncover latest trends
- MBAFC staff to service customers

千里之行，始于足下！

Thank You!