

DAIMLER

Daimler Trucks Division Day



Mercedes-Benz



BHARATBENZ

Mannheim, June 28th 2012

Martin Daum, Head of Daimler Trucks North America LLC

Daimler Trucks

Agenda

1 Market Update

2 Foundation Laid / Next Level of OU optimization

3 Global Scale Realization

4 Best Products / Best TCO

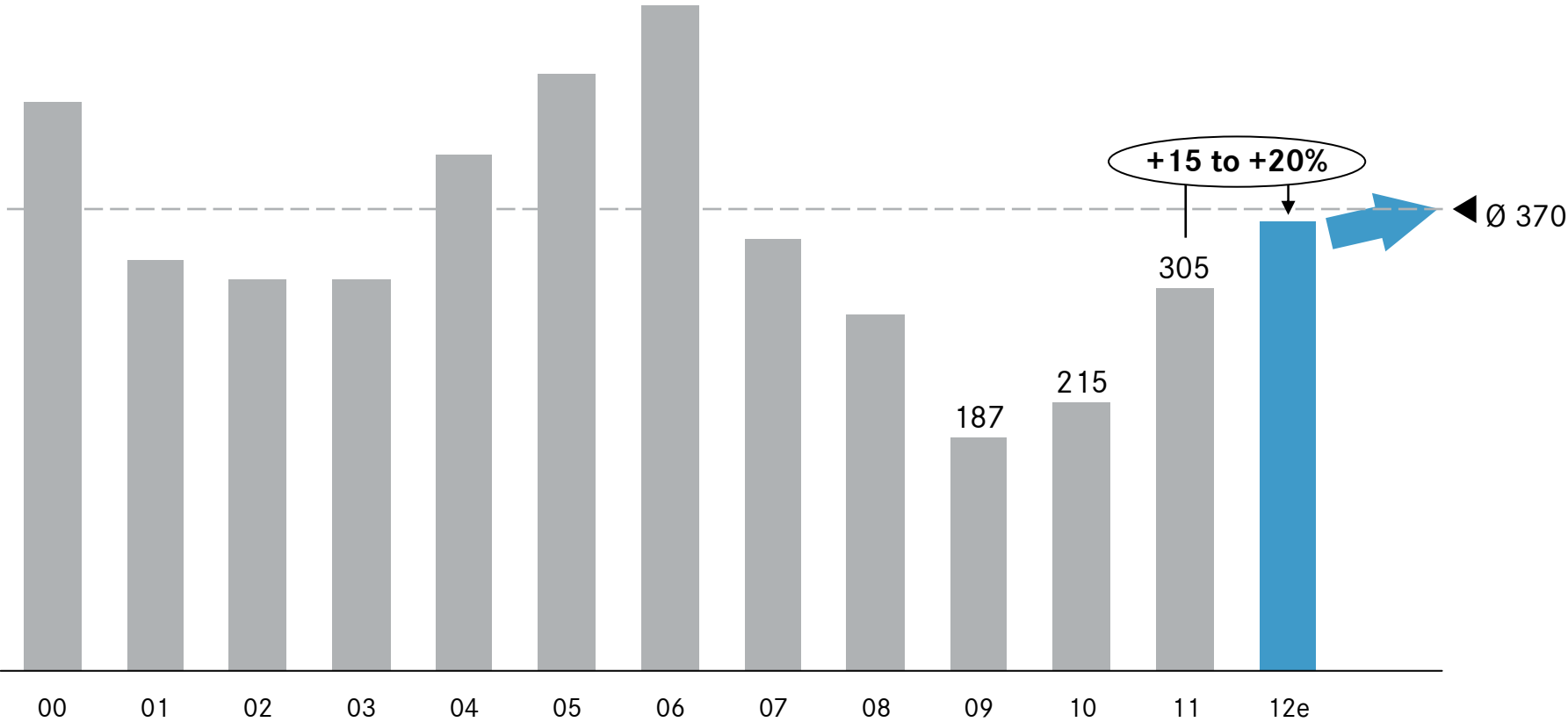
5 Aftersales and Services Push



High Market Volatility in NAFTA Class 6-8

Truck Market NAFTA (Class 6-8)

- '000 units -

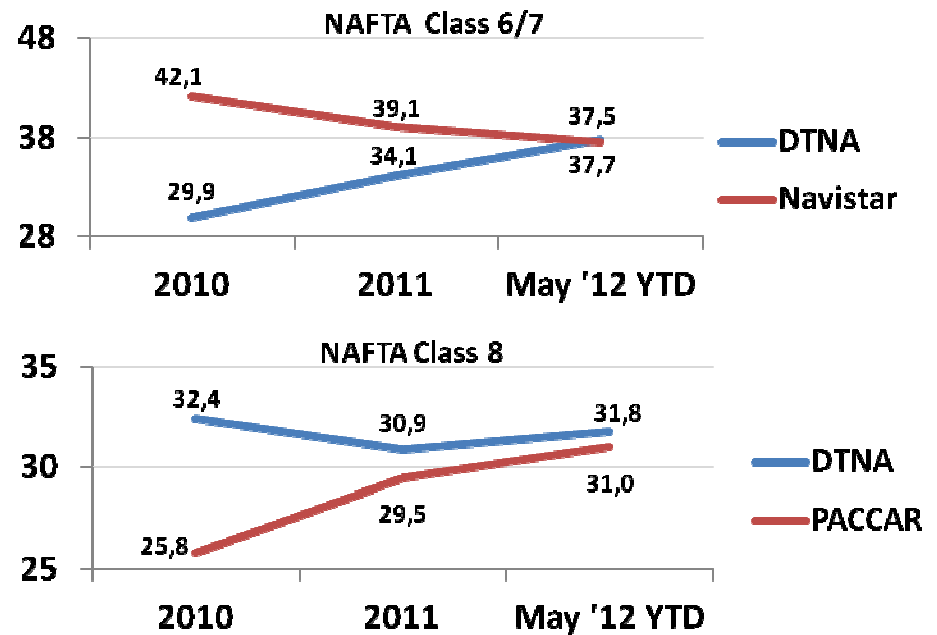


Market Share U.S.

US Class 8	2011 YE	MAY '12 YTD	% Chg
DTNA	31.7	32.9	+1.2
PACCAR	27.5	29.0	+1.5
Navistar	21.0	19.4	-1.6
Volvo/Mack	19.8	18.7	-1.1

US Class 6-8	2011 YE	MAY '12 YTD	% Chg
DTNA	32.8	34.4	+1.6
Navistar	26.7	25.0	-1.7
PACCAR	21.2	23.1	+1.9
Volvo/Mack	13.4	12.9	-0.5

US Class 6-7	2011 YE	MAY '12 YTD	% Chg
DTNA	35.0	37.9	+2.9
Navistar	38.8	37.6	-1.2
PACCAR	8.1	10.1	+2.0
Ford	10.8	7.4	-3.4
Others	7.3	7.0	-0.3



Market Share Class 6-8 (U.S./Canada/Mexico)

NAFTA 6-8	2011 YE	MAY '12 YTD	% Chg
DTNA	31.9	33.5	+1.6
PACCAR	23.4	25.1	+1.7
Navistar	26.5	24.6	-1.9
Volvo/Mack	12.8	12.6	-0.2



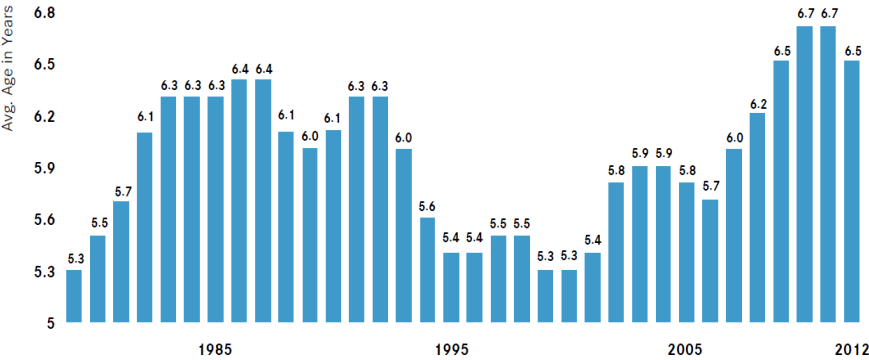
Canada 6-8	2011 YE	MAY '12 YTD	% Chg
PACCAR	28.8	32.3	+3.5
DTNA	29.6	30.5	+0.9
Navistar	24.5	19.9	-4.6
Volvo/Mack	14.4	15.1	+0.7

Mexico 6-8	2011 YE	MAY '12 YTD	% Chg
PACCAR	41.9	39.5	-2.4
DTNA	23.8	26.2	+2.4
Navistar	27.2	27.0	-0.2
Volvo/ Mack	3.8	4.4	+0.6

Market fundamentals support a better market in 2012 than in 2011

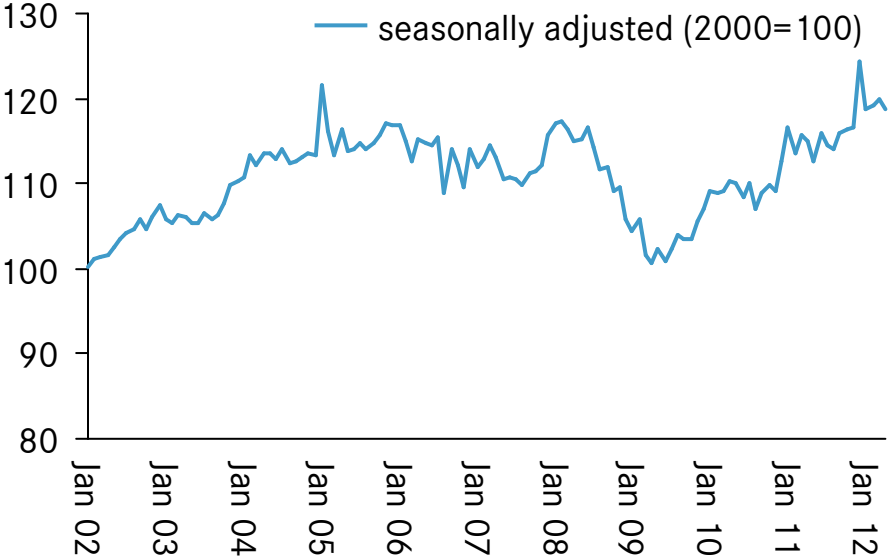
High replacement need in U.S.

Average Age U.S. Class 8 Active Population



Source: ACT Research

American Trucking Associations (ATA) Monthly Truck Tonnage Report (MTTR)



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Global Excellence has brought Daimler Trucks to a new level – foundation laid

Global Excellence

Global Excellence Pillars

Management of Cycles

Operational Excellence

Growth and Market Exploitation

Future Product Generations

Achievements so far

Highly Flexible Production Footprint ✓

Continued Focus on all Excellence Efforts ✓

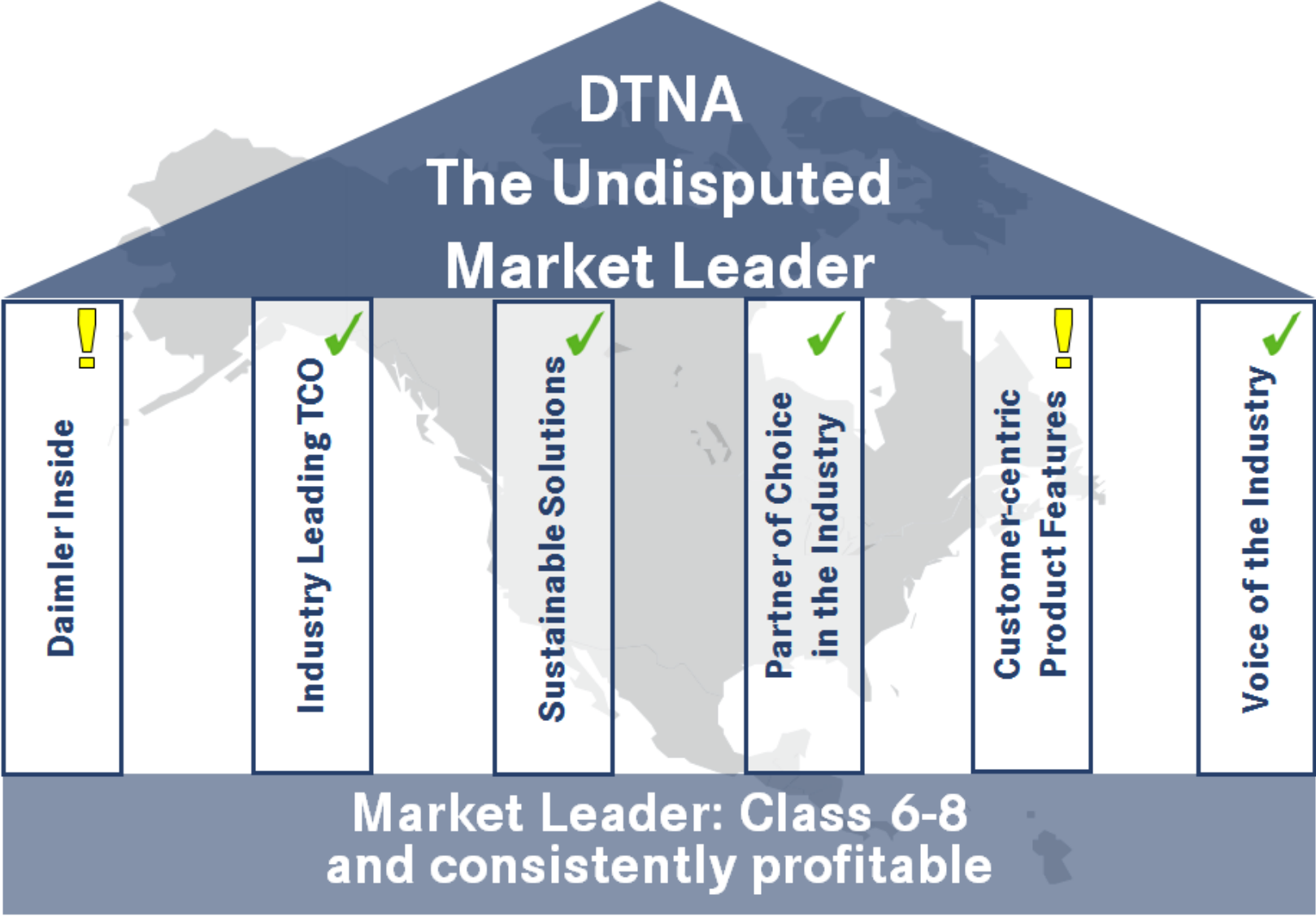
Vocational Strategy and Revival of Western Star Brand ✓

Expand Detroit Offerings ✓

Next phase

Strengthen global industry leadership





We have defined a clear roadmap for Global Excellence to strengthen our global leadership position: DT#1

Global Excellence

Global Excellence Pillars

- Management of Cycles
- Operational Excellence
- Growth and Market Exploitation
- Future Product Generations

Achievements so far

- Highly Flexible Production Footprint ✓
- Continued Focus on all Excellence Efforts ✓
- Vocational Strategy and Revival of Western Star Brand ✓
- Expanded Detroit Offerings ✓

Next phase



Cross-business Initiatives

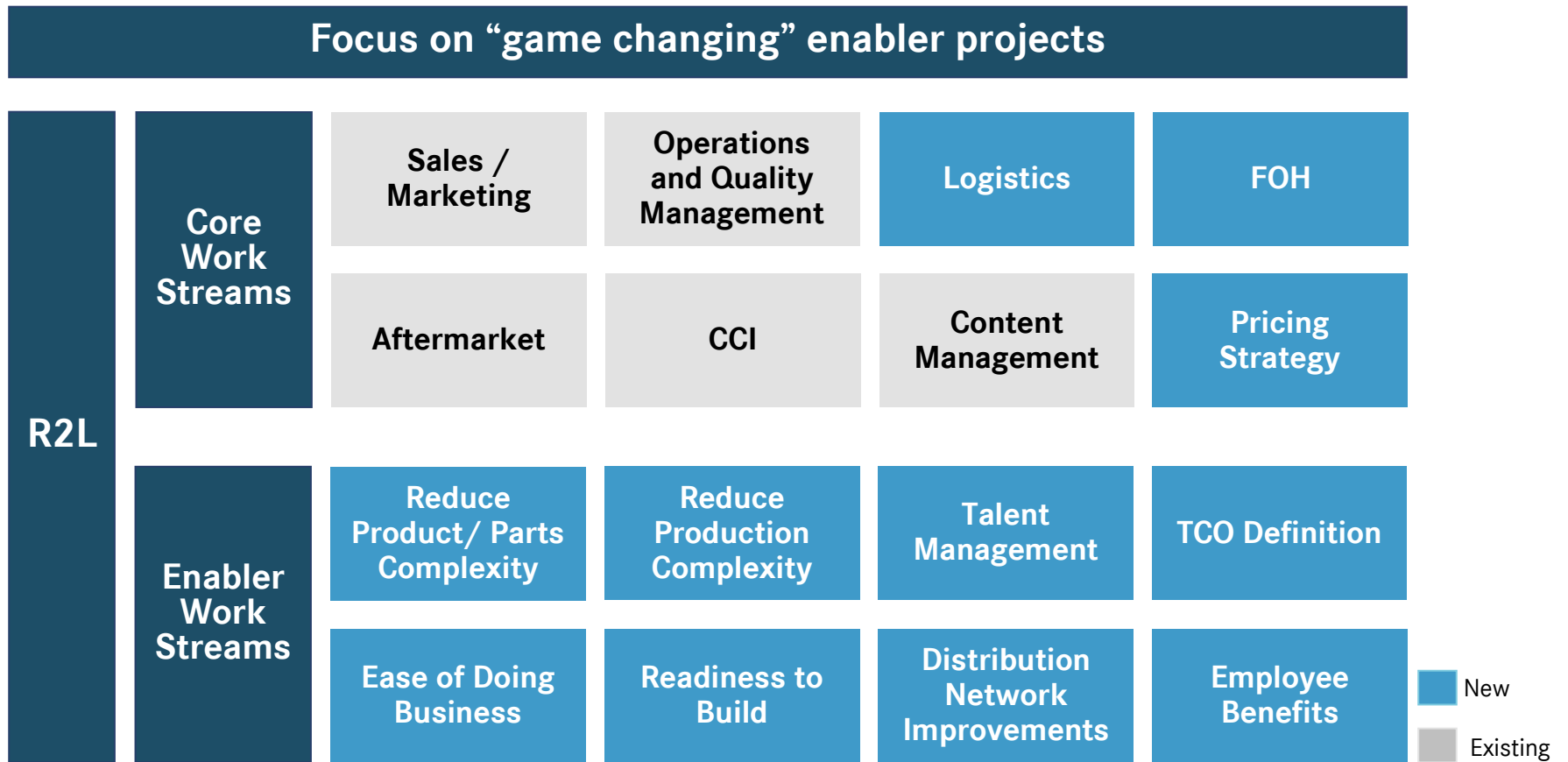
+

Excellence Programs



Underlining the Daimler Trucks target of 8% RoS across the cycle

A comprehensive “company wide” program...



...our culture, the road to sustainable Undisputed Market Leadership.

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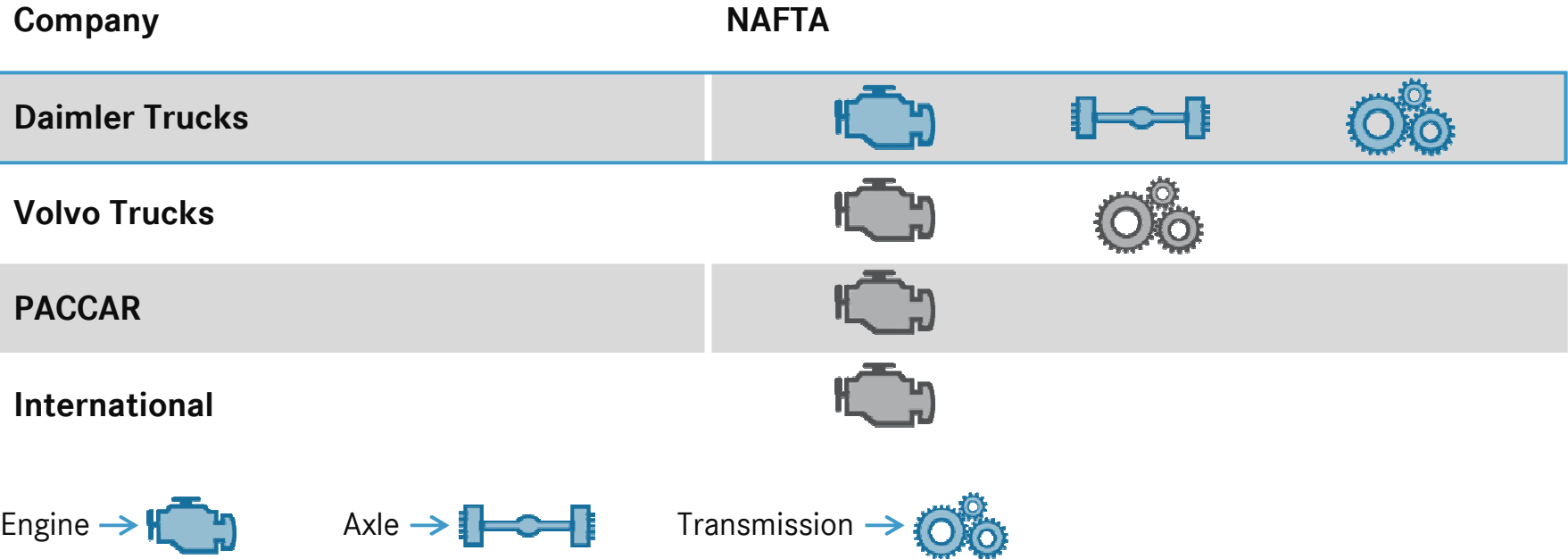
5 Aftersales and Services Push

Daimler drivetrains – global, integrated

Vertical integration is quickly evolving into optimized powertrain solutions through fully integrated drivetrains - leveraged globally

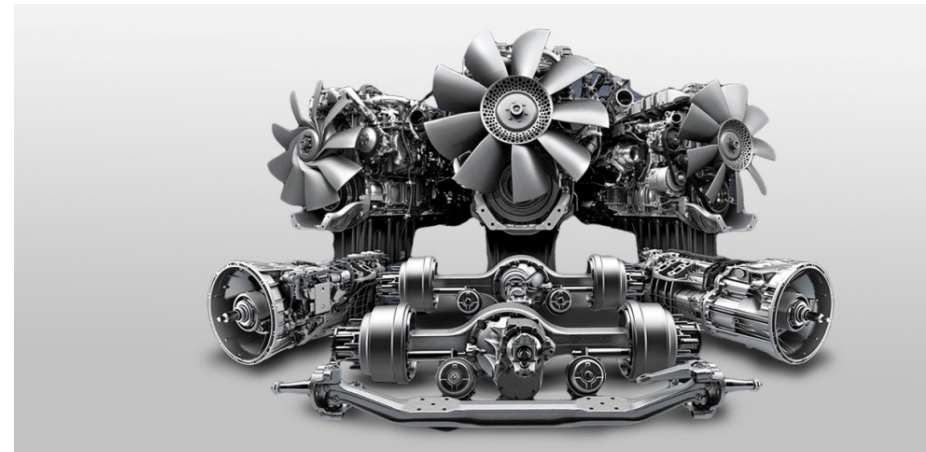


Increasing penetration of captive components in NAFTA

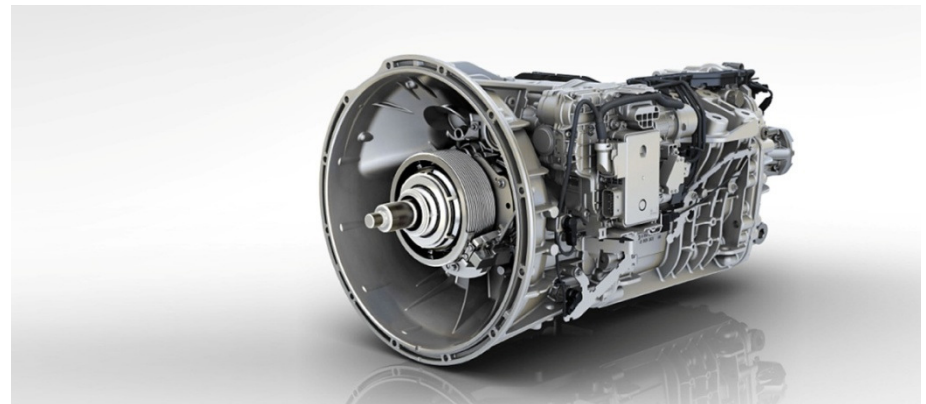


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Best integrated and optimized powertrain



Next in line: Transmissions



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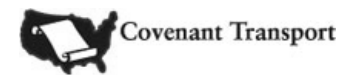
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Clear Market Leader - #1 in Heavy Duty



- Proven by our products
- Proven by our customers
- Proven by our superior fuel efficiency



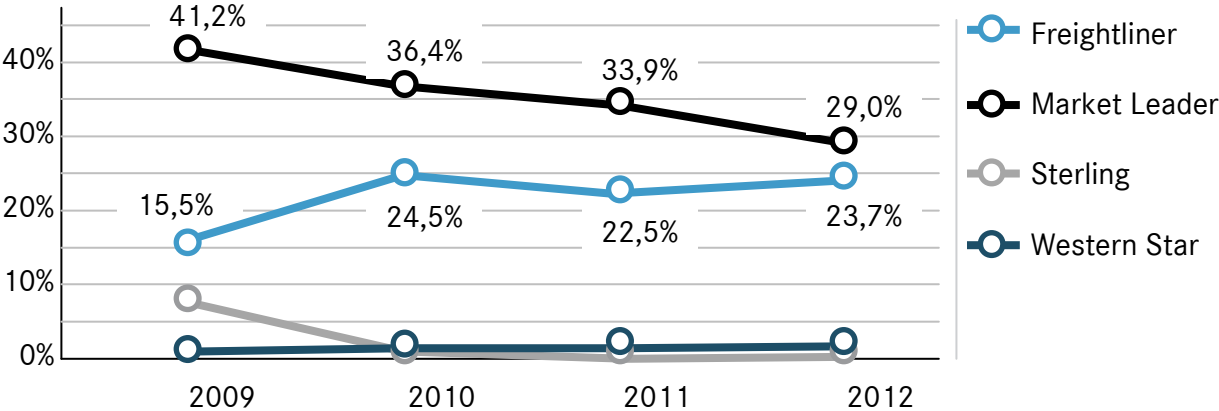
#1 in Medium Duty



- Based upon broad portfolio
- Based upon strong Leasing Business
- Based upon better engine solution than competitors
- Based upon strong Mexican production footprint



#2 in Vocational Market



Key Vocational Market Segments

- Refuse - #1
- Utility - #1
- Food and Beverage - #1
- Specialized Hauling - #2
- Government - #2



#1 in Natural Gas



Engine Range	CNG	LNG
Medium Bore	✓	✓
Large Bore	✓	✓

NG Quick Facts

- MD/HD Conventional Truck Market ~ 2,500 units
- DTNA has delivered over 1,400 vehicles
 - Over 1,700 Sold
- Turn-key, factory installed solution




DTNA is the NAFTA market leader because our customers expect...

TCO



- Lowest Total Cost of Ownership
-

Fuel Economy



- Superior Fuel Economy at Every Step
-

Technology Leader



- Substantial R&D Investment yielding Innovative Solutions
-

Service Network



- Vast, Experienced, Customer Focused Dealer/Distributor Network
-

Emissions Solutions



- Full and Early Compliance with Environmental Regulations
-

...and DTNA responds to the customer's expectations.

DD 15 powered Cascadia is the fuel efficiency leader in North America - DTNA benchmark for 2010 improved by 7%



EVOLUTION OF EFFICIENCY TOUR

San Diego, CA
Phoenix, AZ (346 mi.)
Albuquerque, NM (444 mi.)
Oklahoma City, OK (545 mi.)
Little Rock, AR (351 mi.)
Birmingham, AL (376 mi.)
Gastonia, NC (361 mi.)

Total: 2,400 miles

- 7.64 mpg (30.8 L/100km) Cascadia Evolution model year 2013
- 9.46 mpg (24.9 L/100km) Cascadia Evolution with enhancements soon to be available

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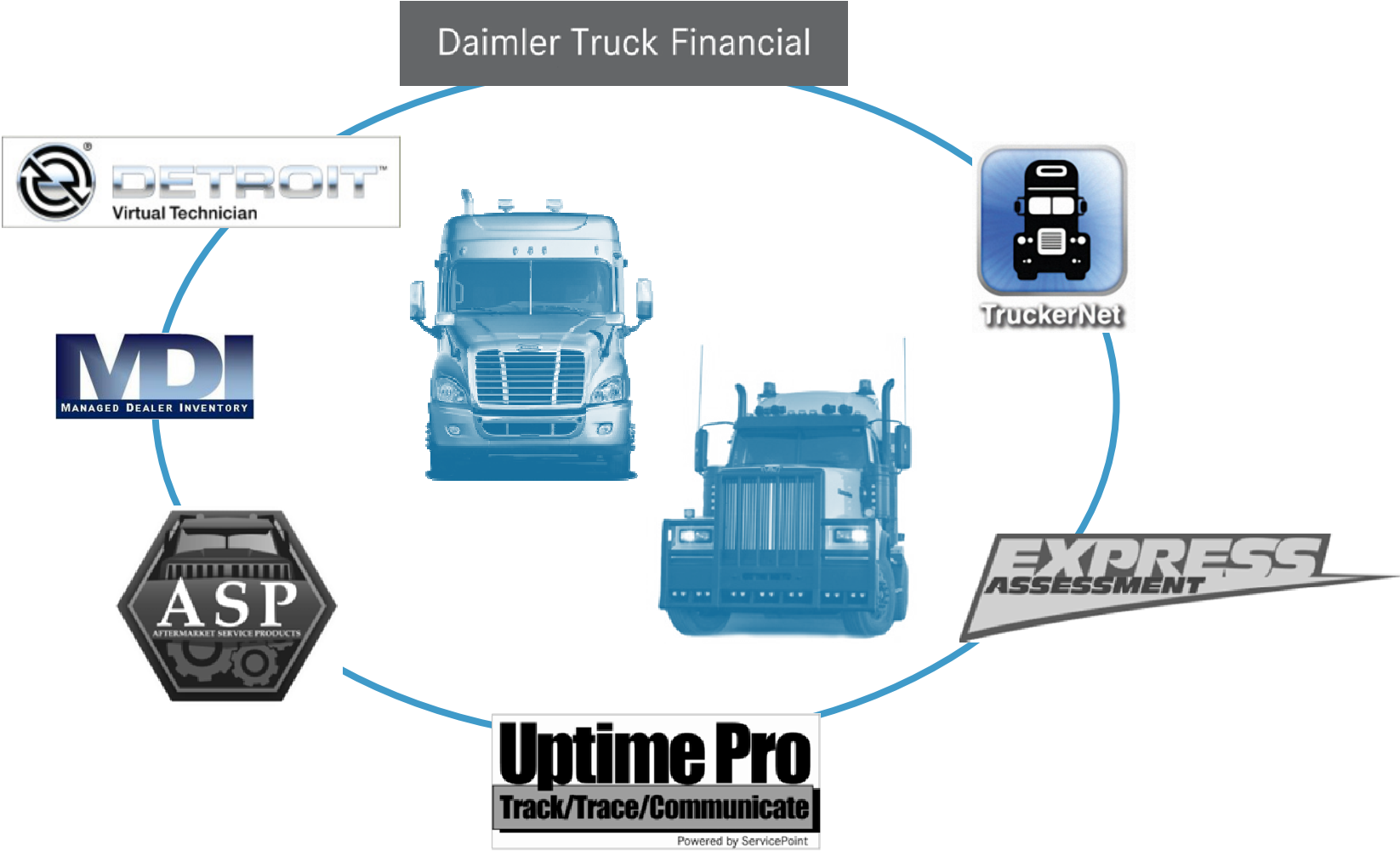
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Continue to strengthen services and parts portfolio along lifecycle to fully tap into high margin aftersales profit pools



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Setting the record today...
innovation for the record tomorrow



Thank you!

Disclaimer

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “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 worsening of the sovereign-debt crisis in the eurozone; a deterioration of our funding possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilize our production capacities; price increases in 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 of companies in which we hold a significant equity interest, most notably EADS; 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 governmental investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk Report” in Daimler’s most recent Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our 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. Any forward-looking statement speaks only as of the date on which it is made.