

DAIMLER

Daimler Business in China

Hubertus Troska

Member of the Board of Management of Daimler AG

Chairman & CEO of Daimler Greater China

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1 **Significance of China Market**

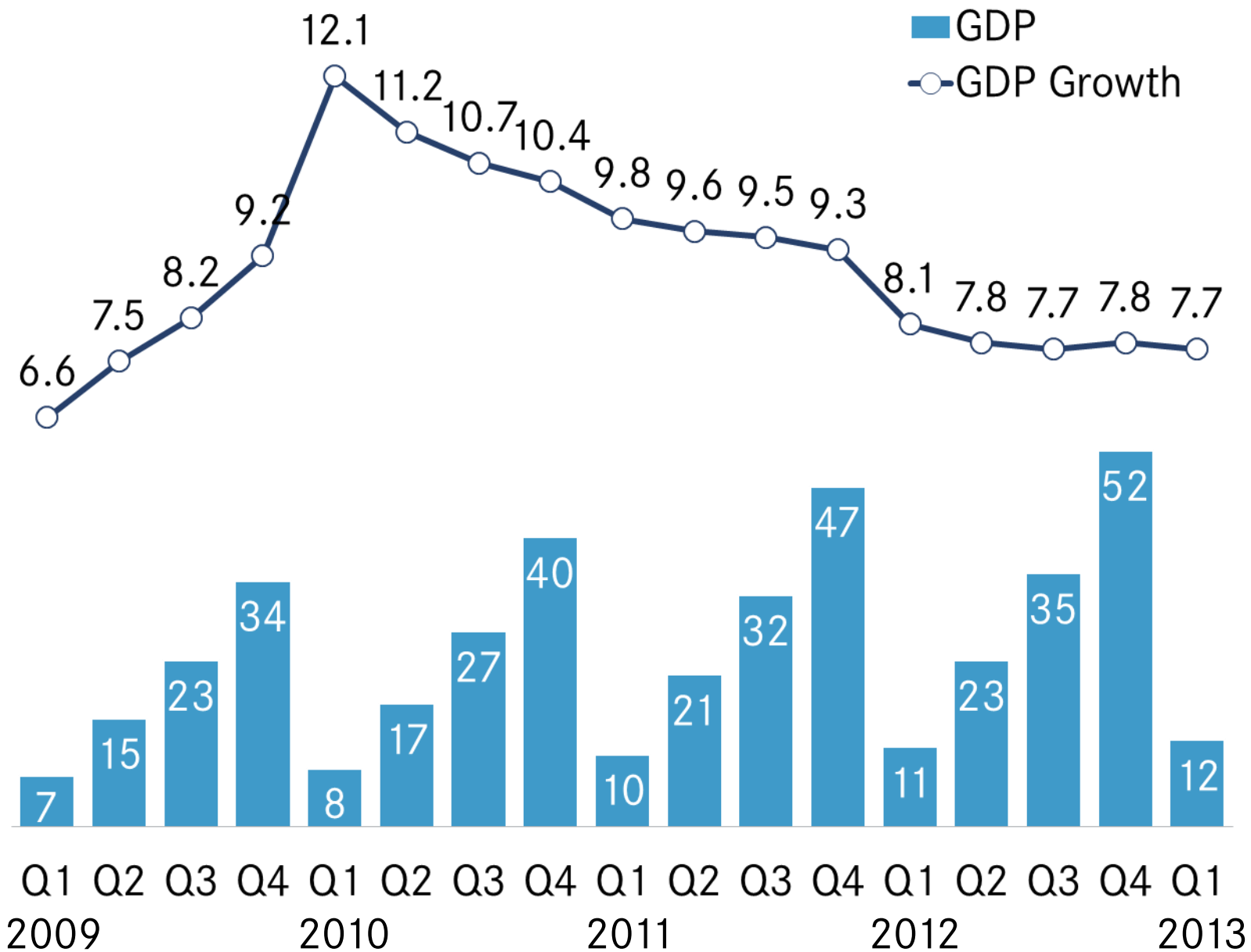
2 Presence of Daimler in China

3 Regaining momentum of Mercedes-Benz Cars

China: 2nd largest economy with more than \$8 trillion GDP, overall economy continue growing with moderate recovery

China Economic Growth – GDP

YTD, Volume in Trillion RMB, real growth in % to year ago

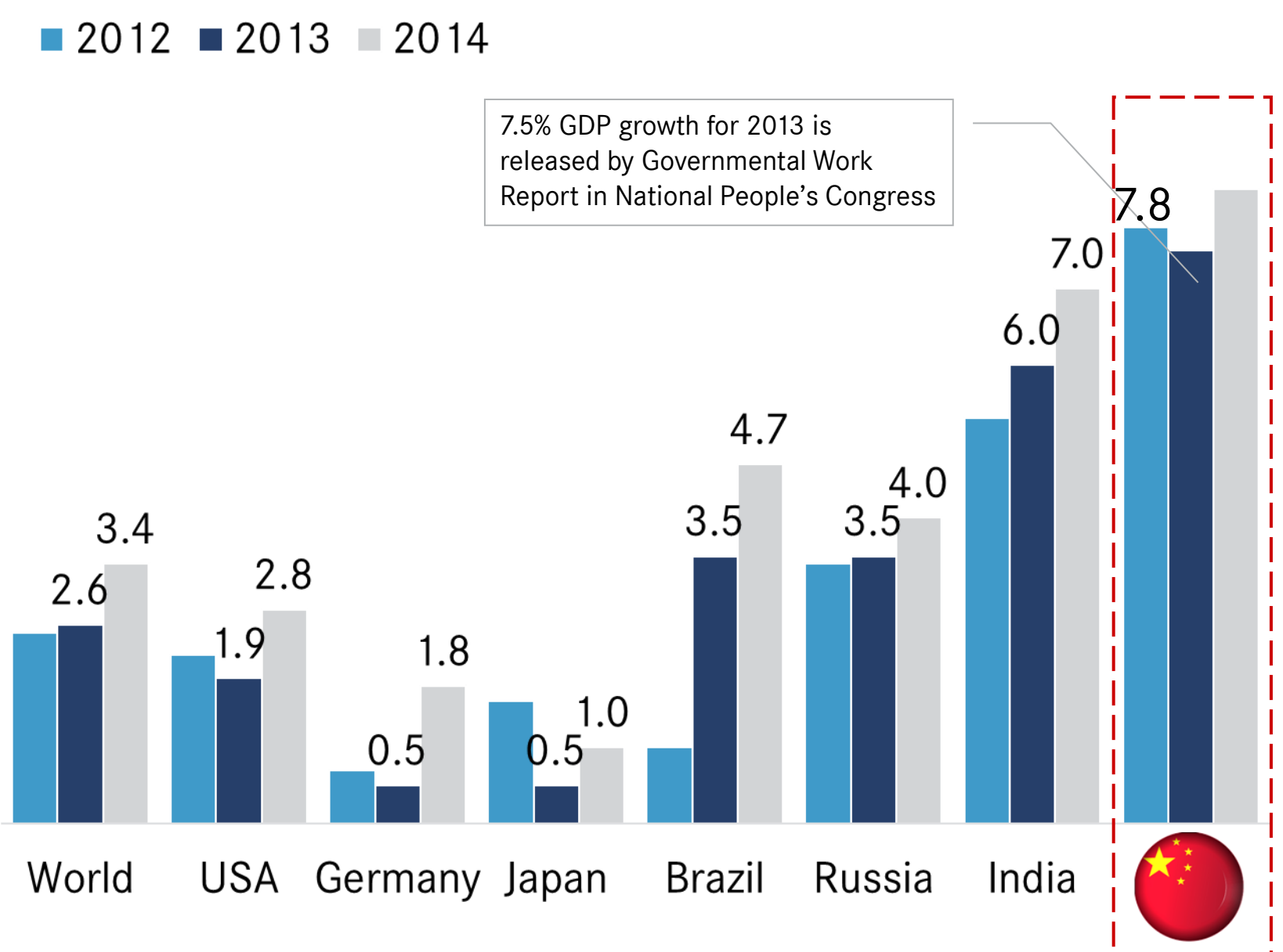


Source: National Bureau of Statistics of China

Merrill Lynch Field Trip 2013

World Economic Growth – GDP

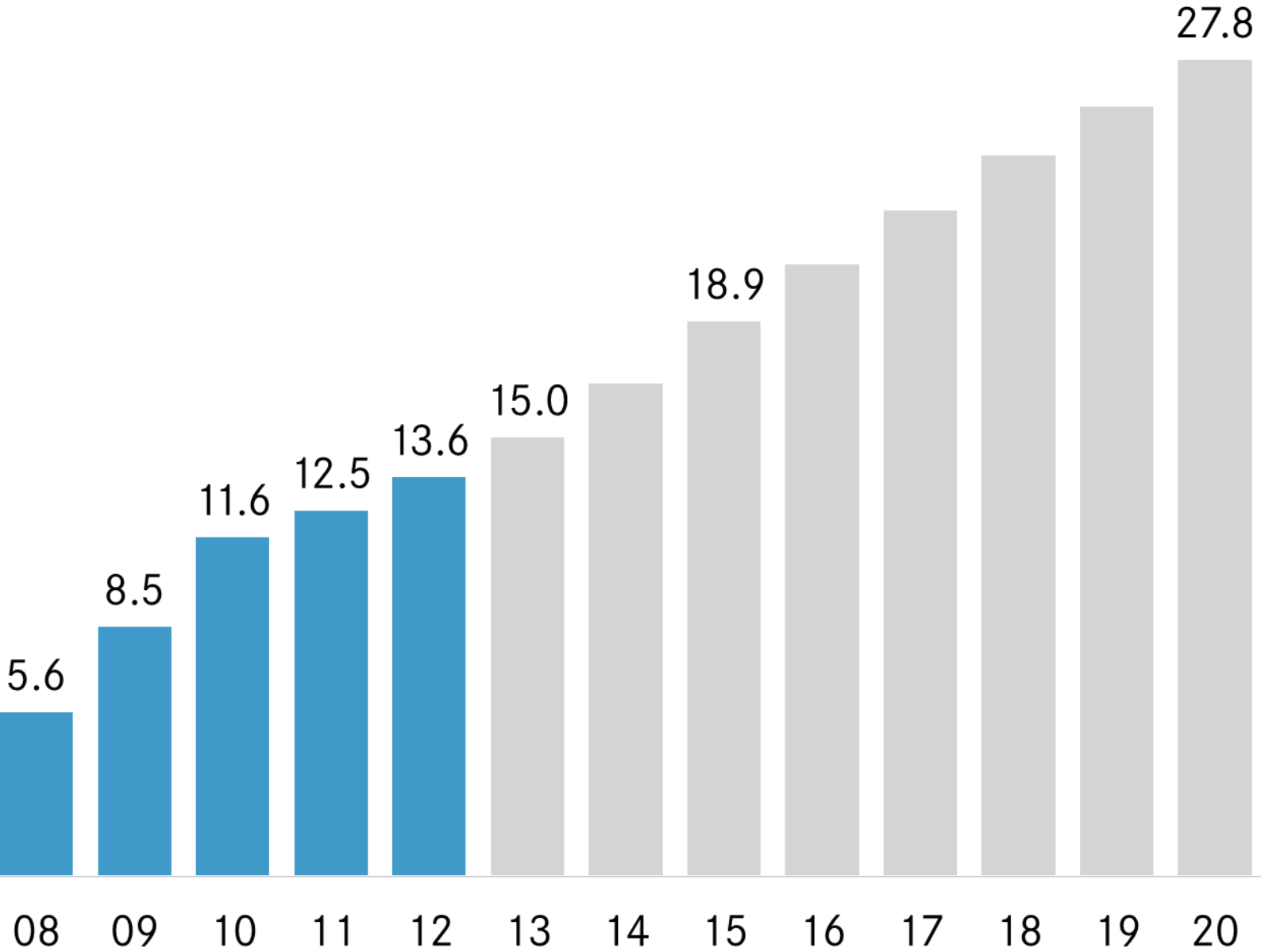
real growth in % to year ago



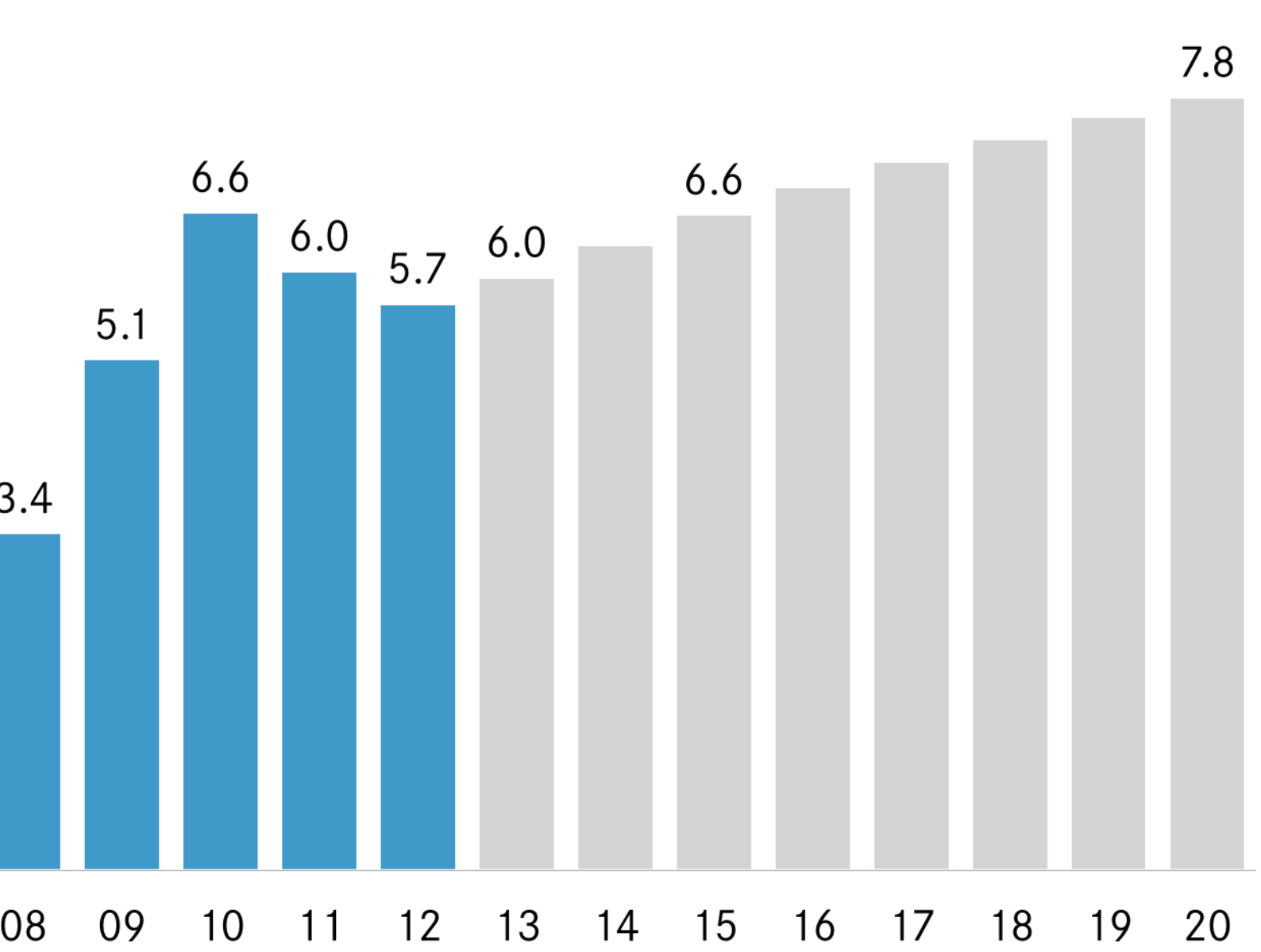
Source: Economic & Market Intelligence (S/EM) - January 2013

China continued to top the global automotive market ...

China PV Sales
In million units

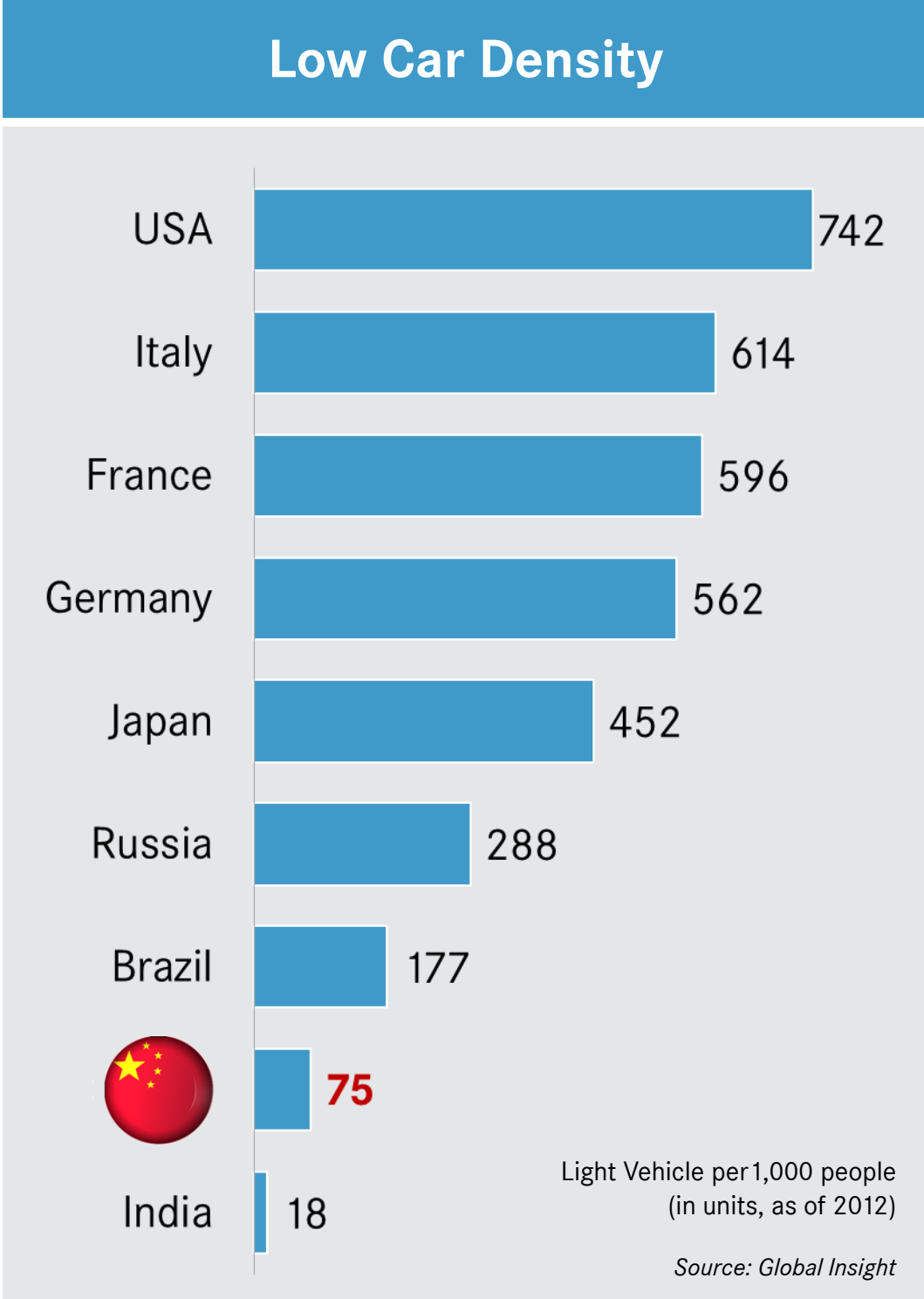
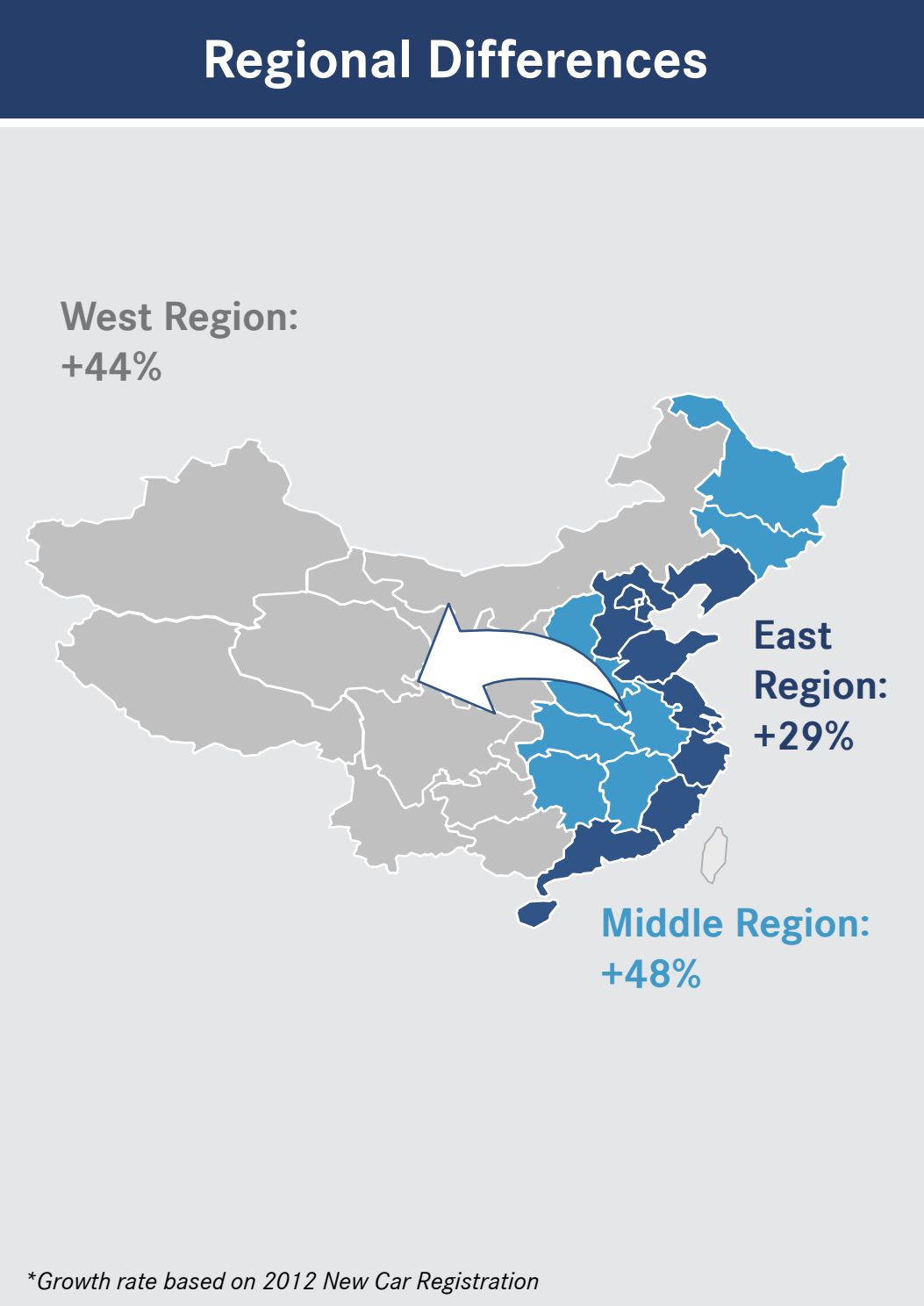


China CV Sales
In million units



Source: State Information Center (SIC)

... and with future growth potentials



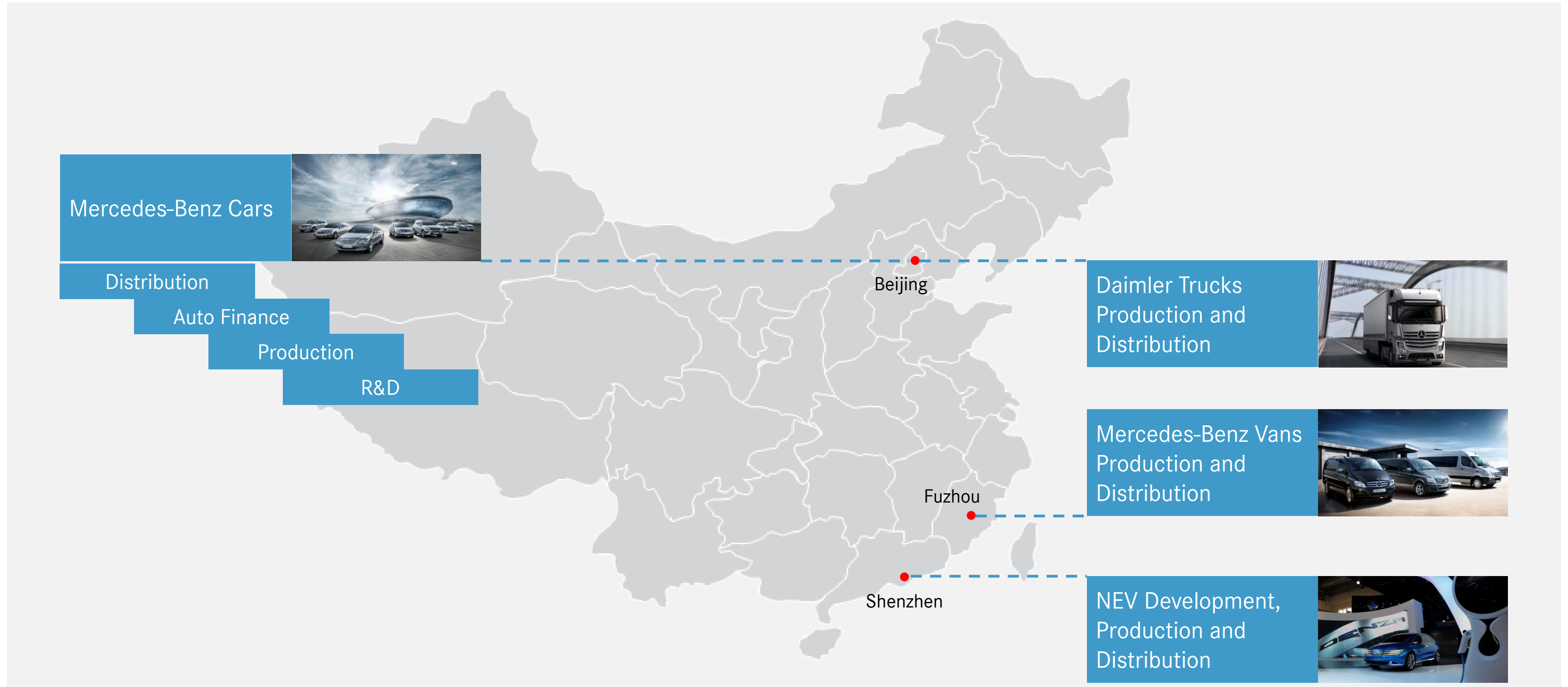
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Daimler in China



Auman Trucks

FOTON DAIMLER
AUTOMOTIVE
福田戴姆勒汽车



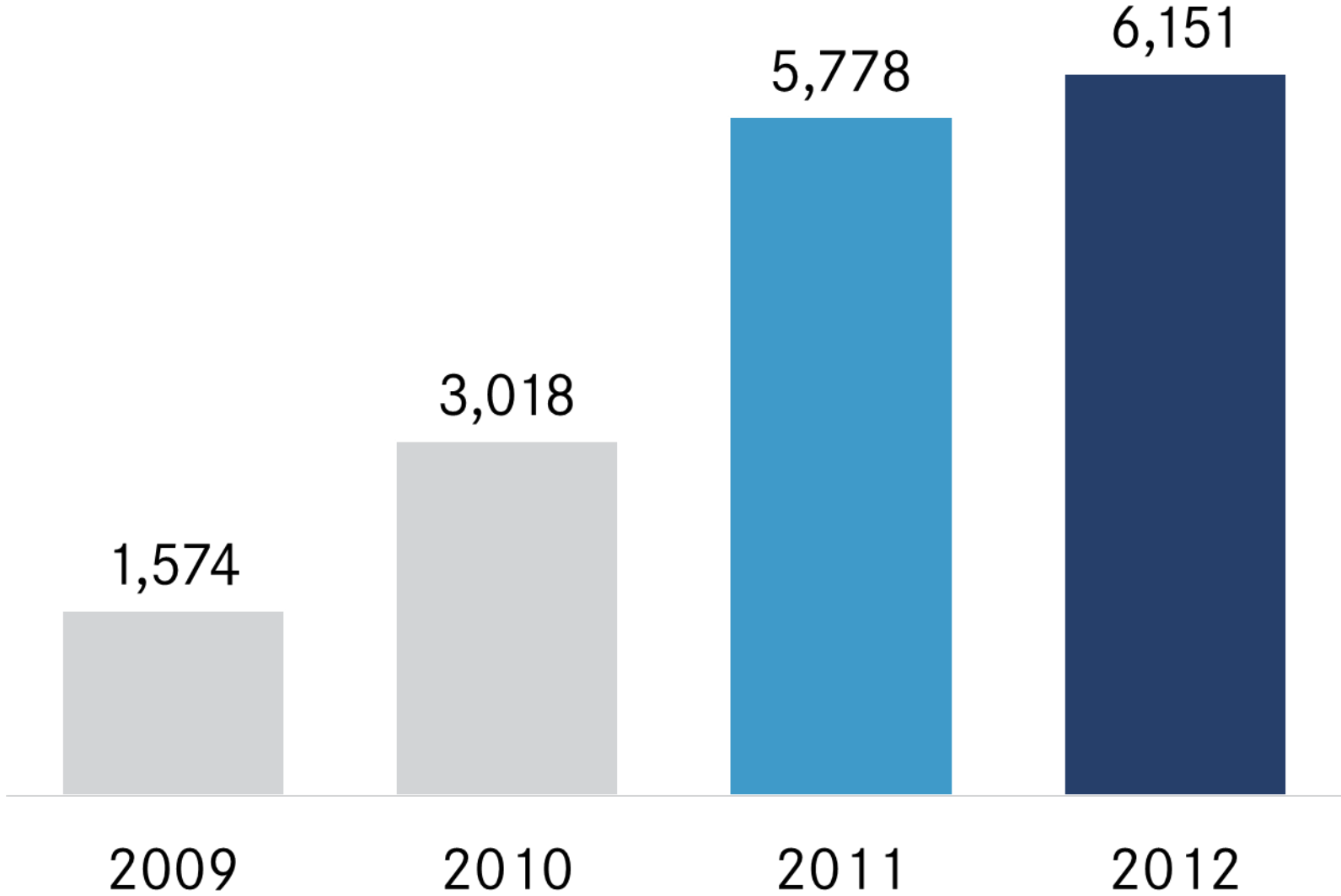
Mercedes-Benz Trucks



Mercedes-Benz Truck remain No.1 European Importer in China with market share of more than 60% in 2012

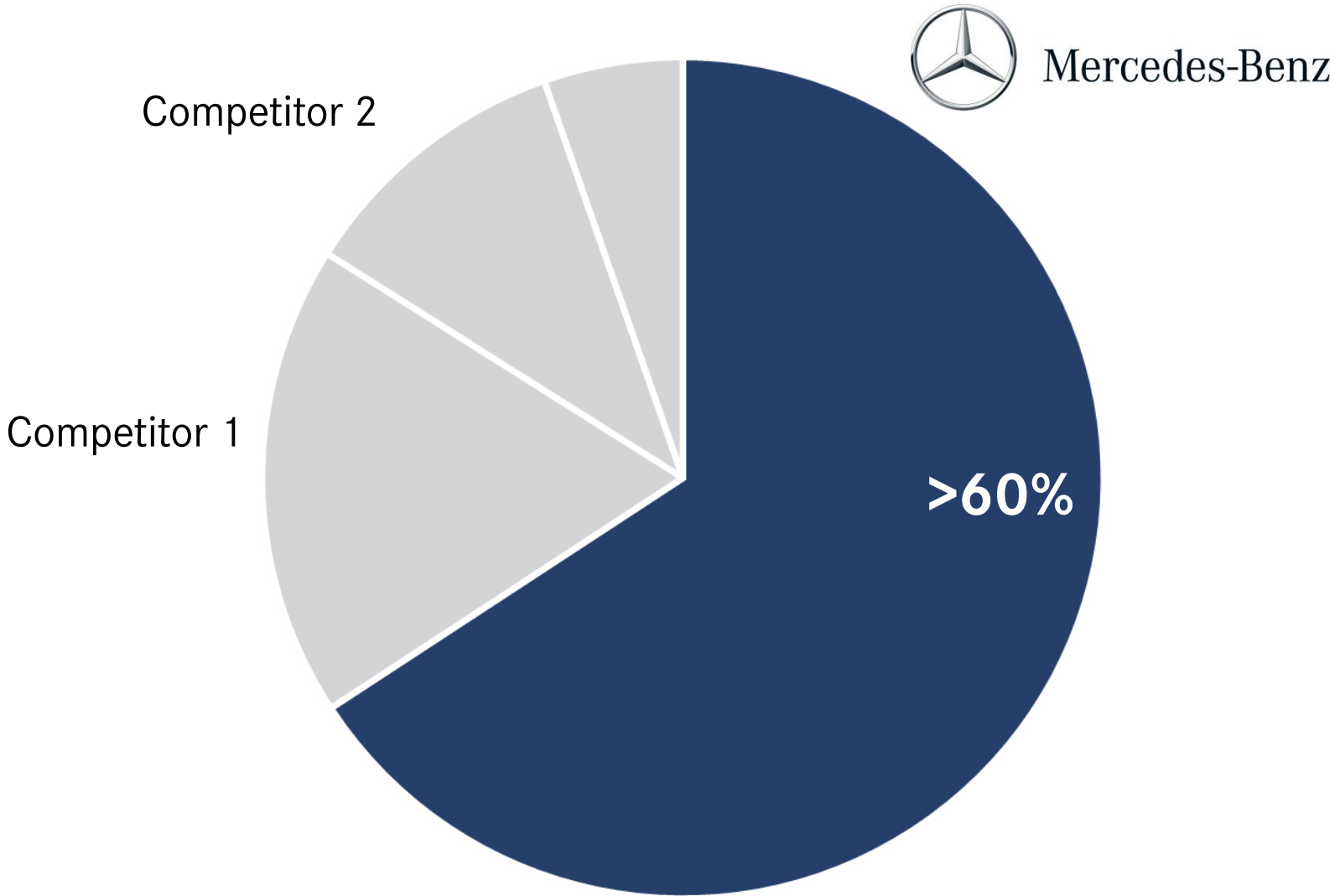
Mercedes-Benz Truck Sales Development

Volume in units



China HDT WEU Segment in 2012

SoM in percentage



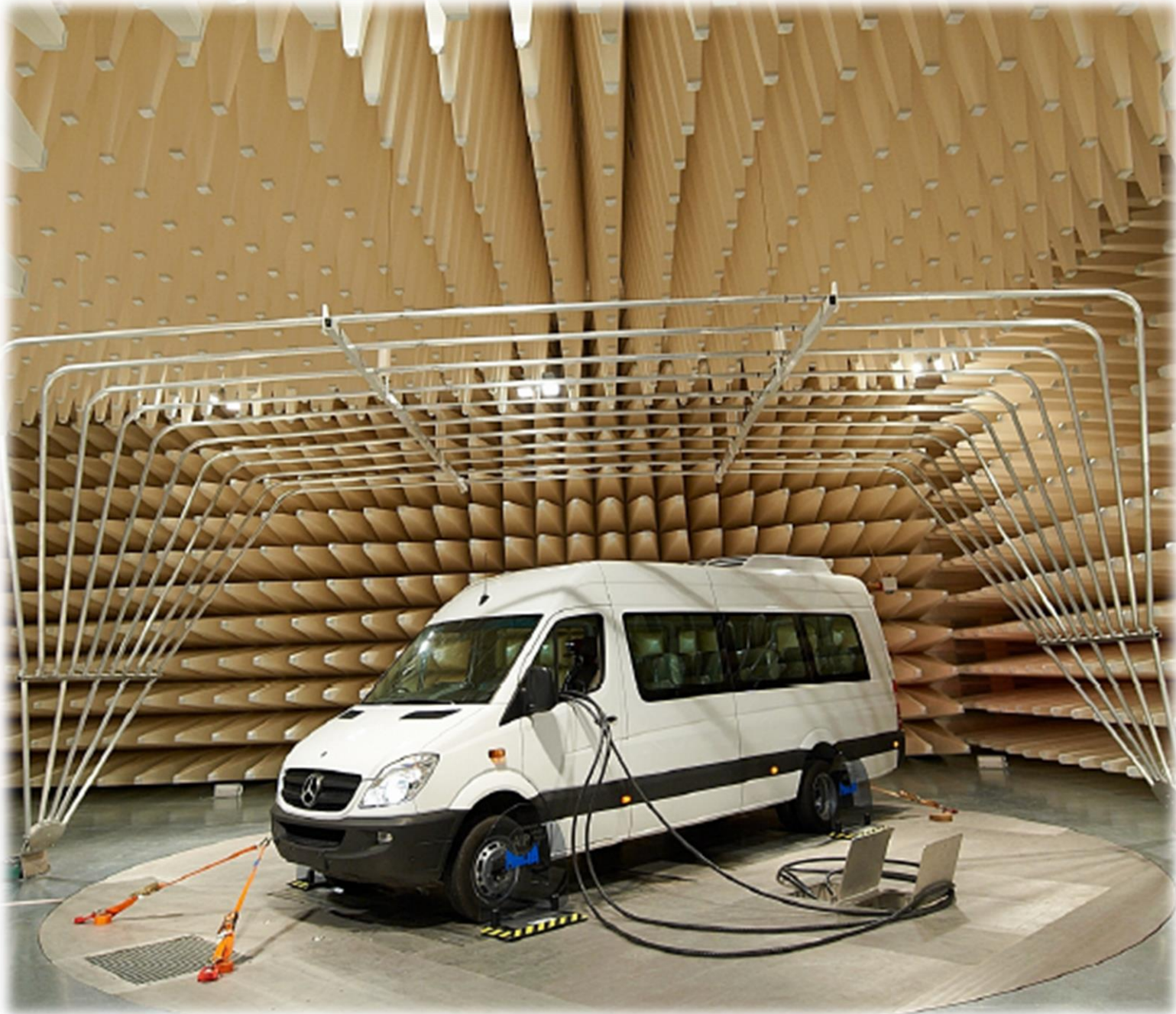
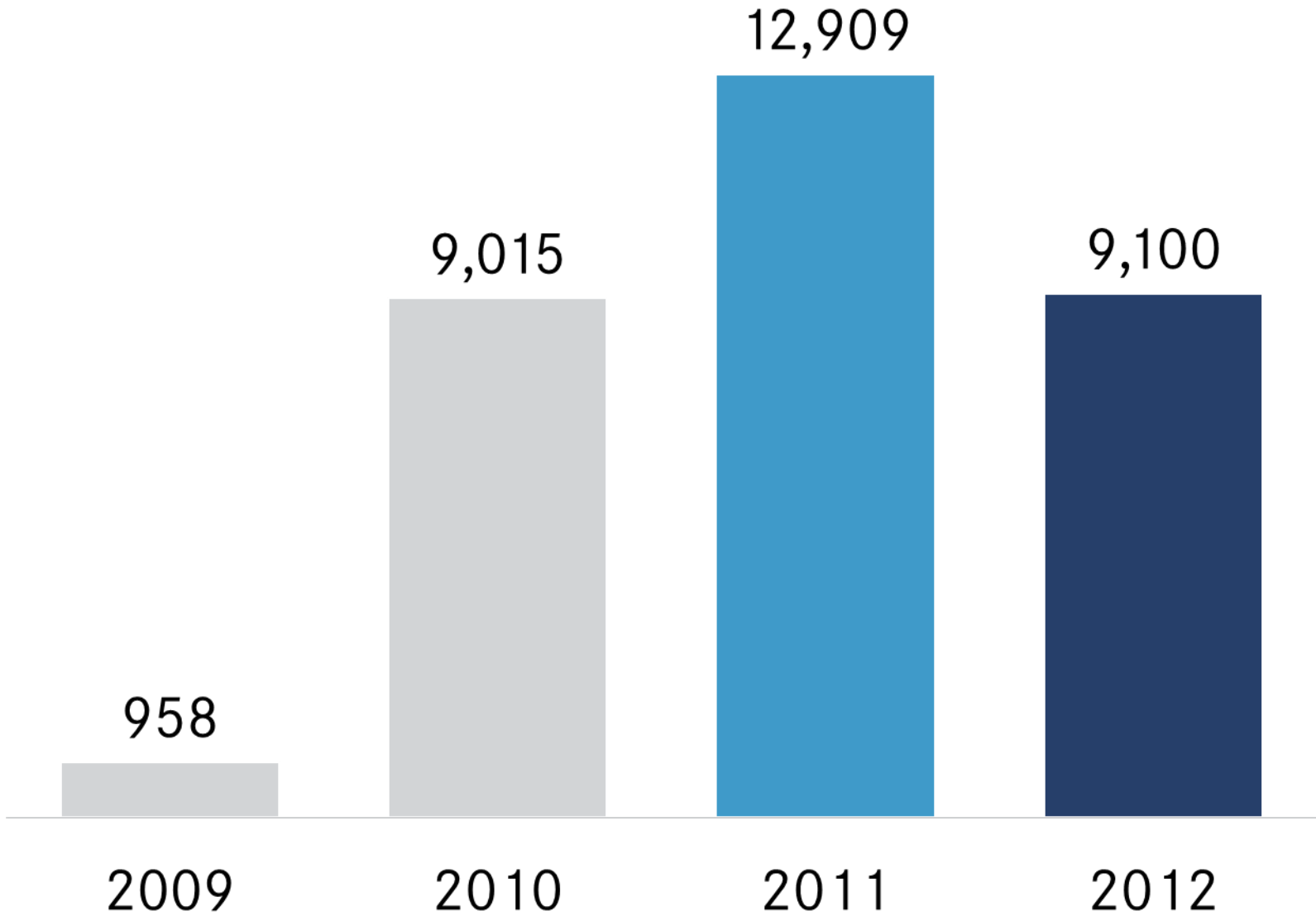
Mercedes-Benz Vans



Best ever Q1 2013 result since local production and the very first Mercedes-Benz Vans R&D Center outside Germany

Mercedes-Benz Vans Sales Development

Retail volume in units



NEV – DENZA



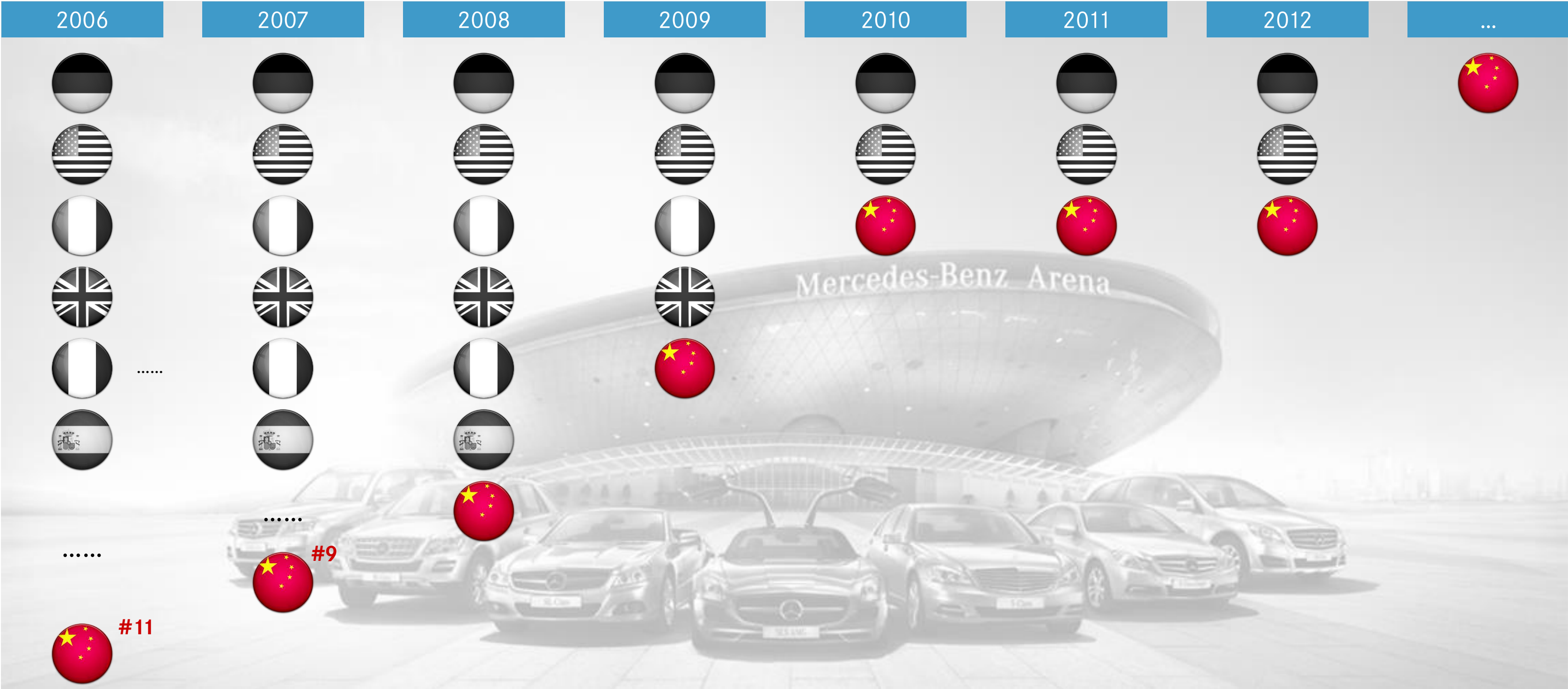
We will have altogether over 1 million testing kilometers on our electric vehicles



Mercedes-Benz Cars



Raising importance of China for Mercedes-Benz Cars

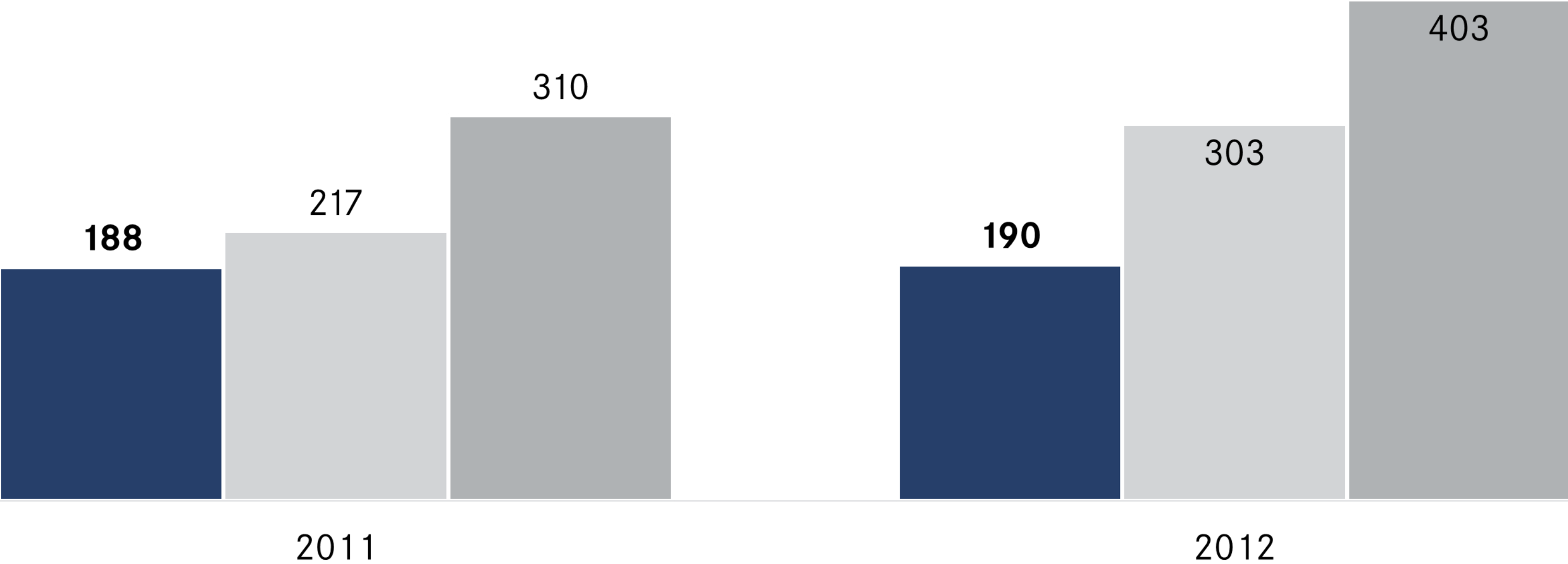


Now the market growth is normalizing and competition is intensifying

Competitor Retail Analysis

In thousand units

■ Mercedes-Benz ■ Competitor A ■ Competitor B



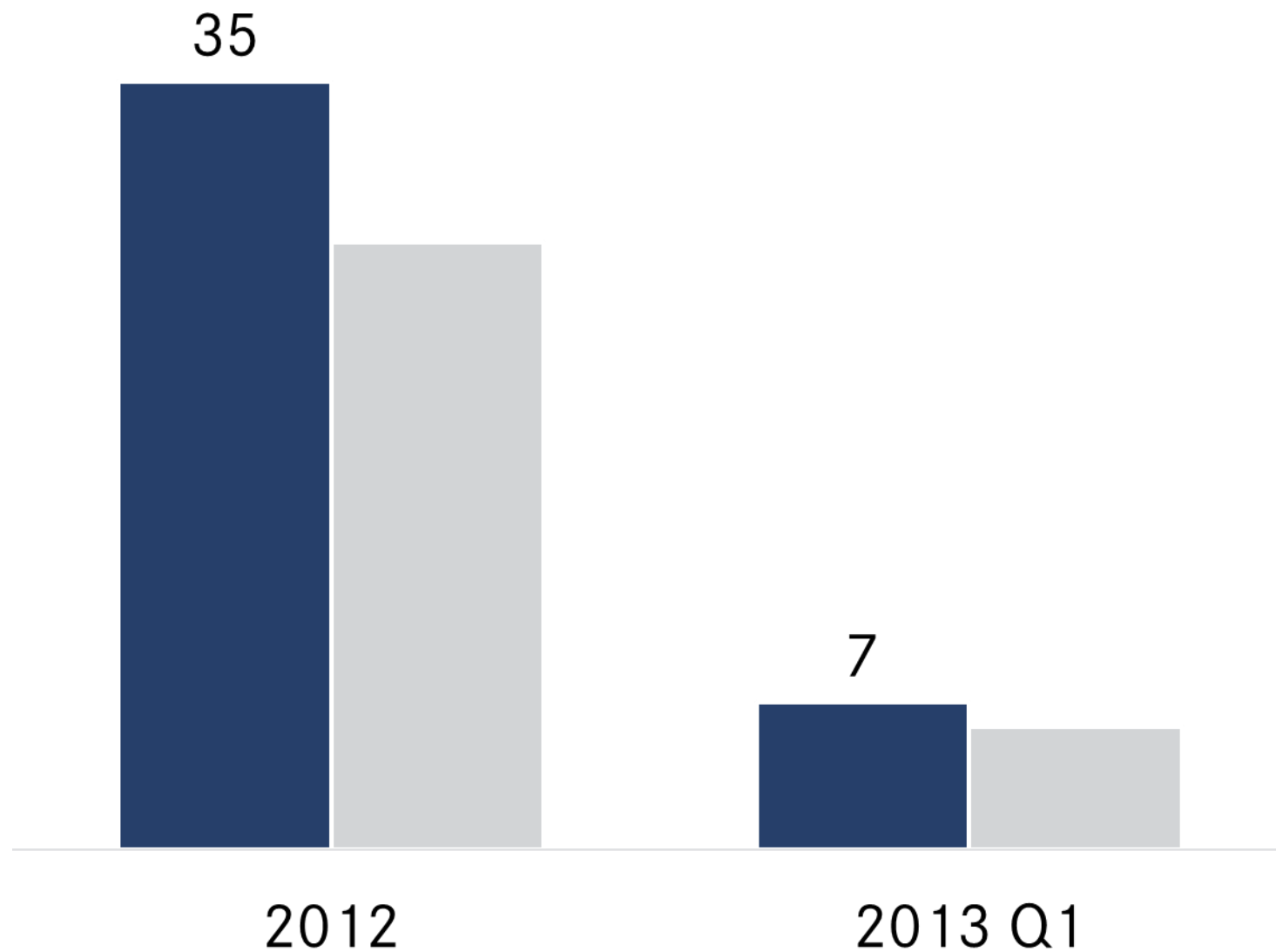
Source: Competitor's sale volume based on press release
Merrill Lynch Field Trip 2013

Mercedes-Benz market leader position in S-Class segment

S-Class Segment Competitor Analysis

Registration date in thousand units

■ Mercedes-Benz ■ Competitor A

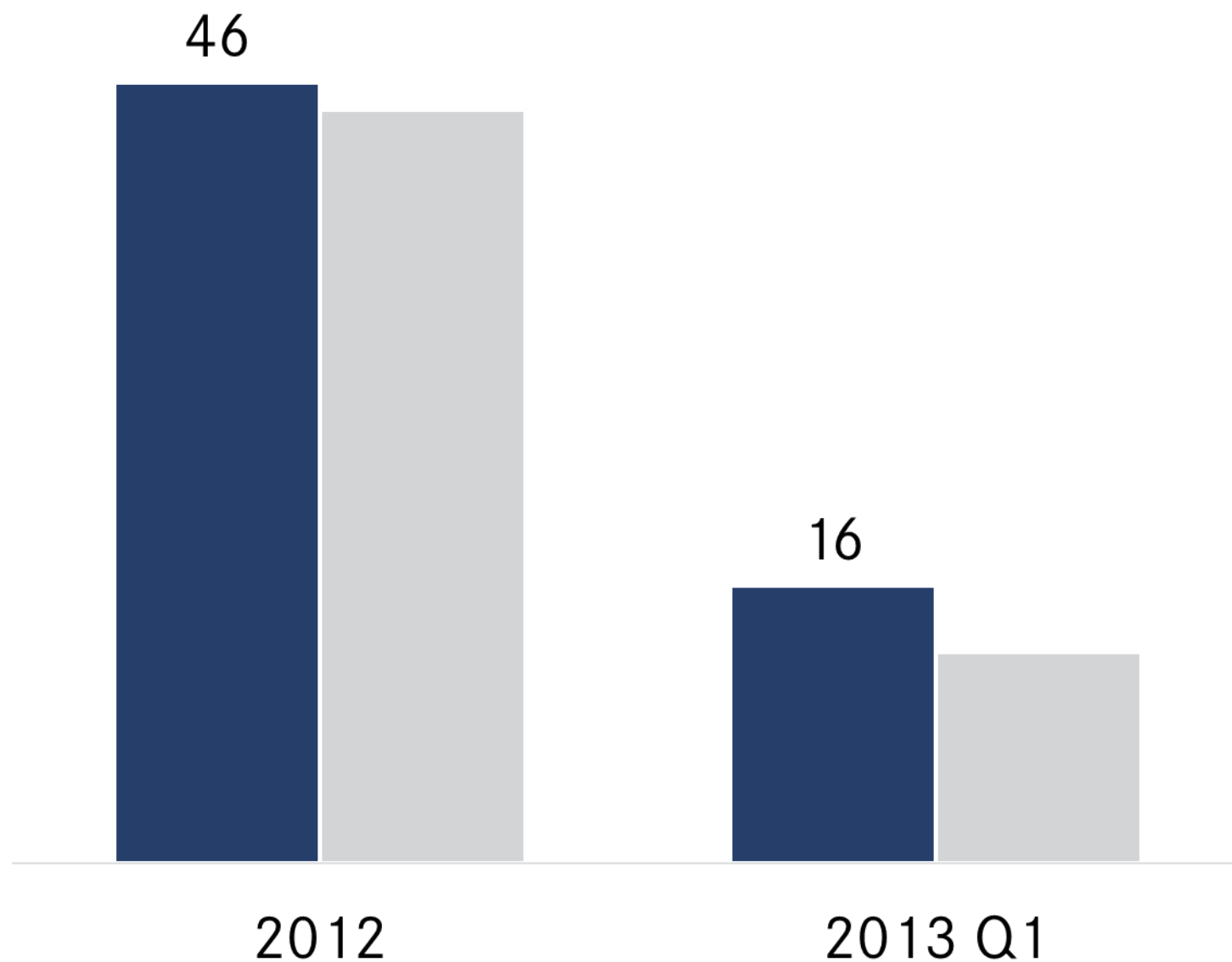


Strong position in SUV segment (M- / GLK-Class)

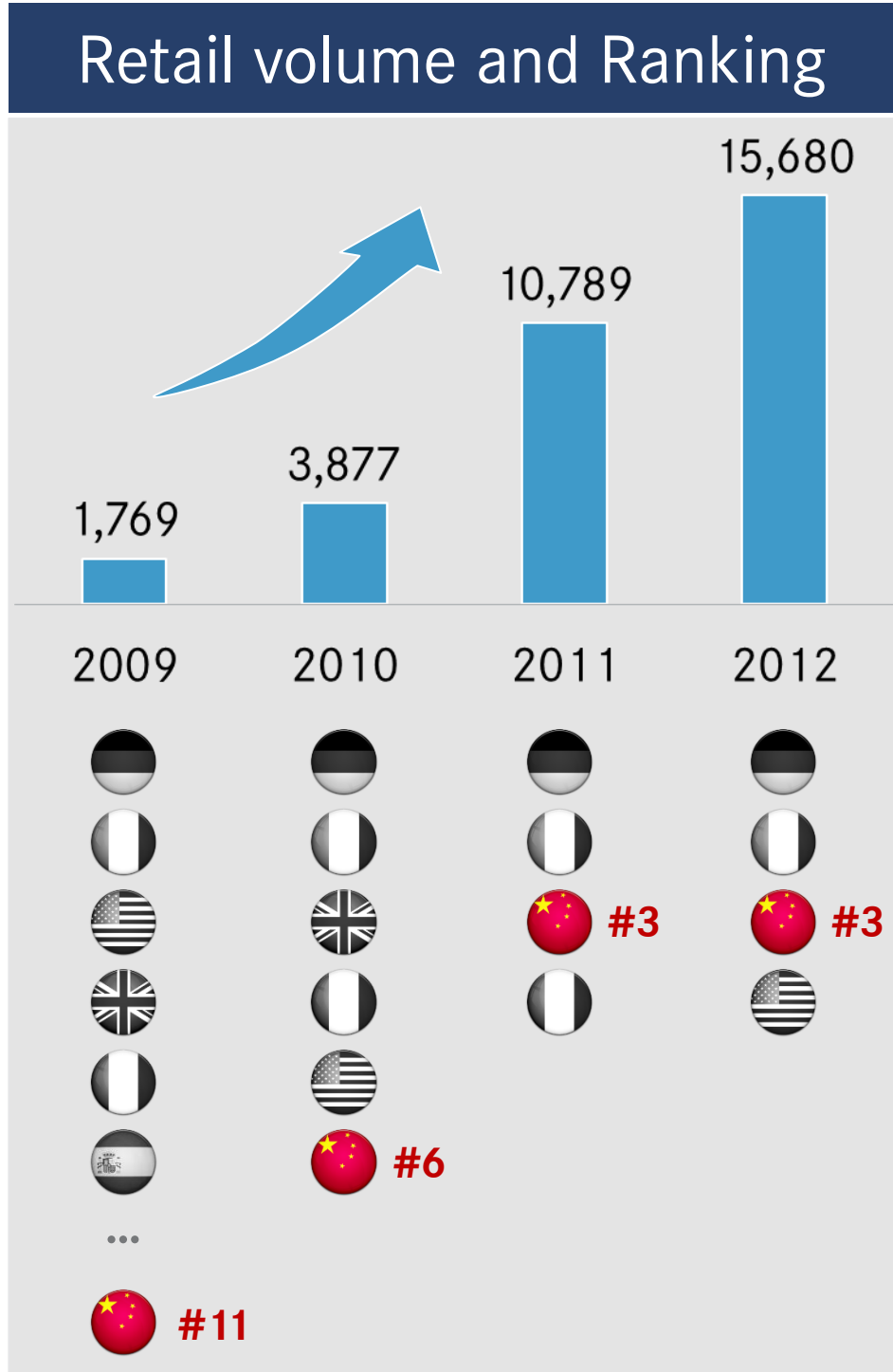
Luxury SUV Segment Competitor Analysis

Registration date in thousand units

■ Mercedes-Benz ■ Competitor A



The smart story continues! Sales of smart increased by +45% to 15,680 units in 2012



smart, B-Class, M-Class and R-Class are category winners in AMS CHINA BEST CARS 2012 Survey



Best Micro Cars: smart for two



Best Compact Car: B-Class



Best Offroad Vehicle: M-Class



Best MPV: R-Class

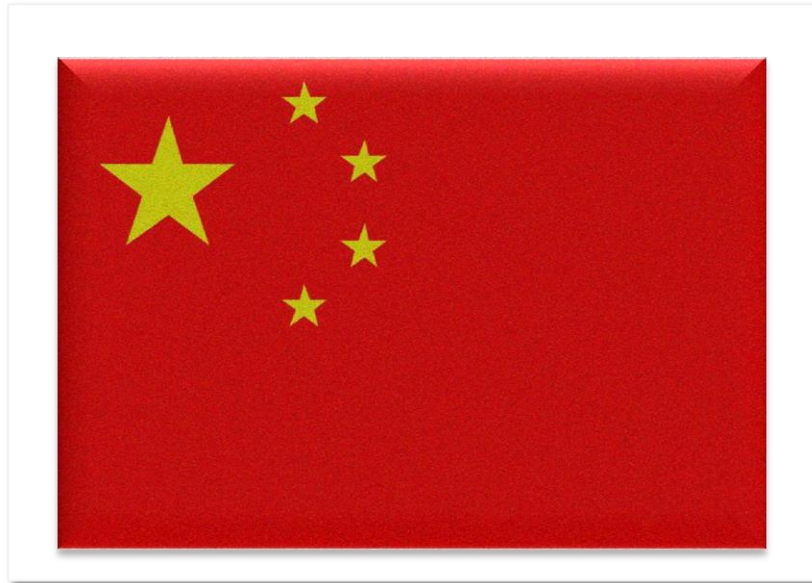
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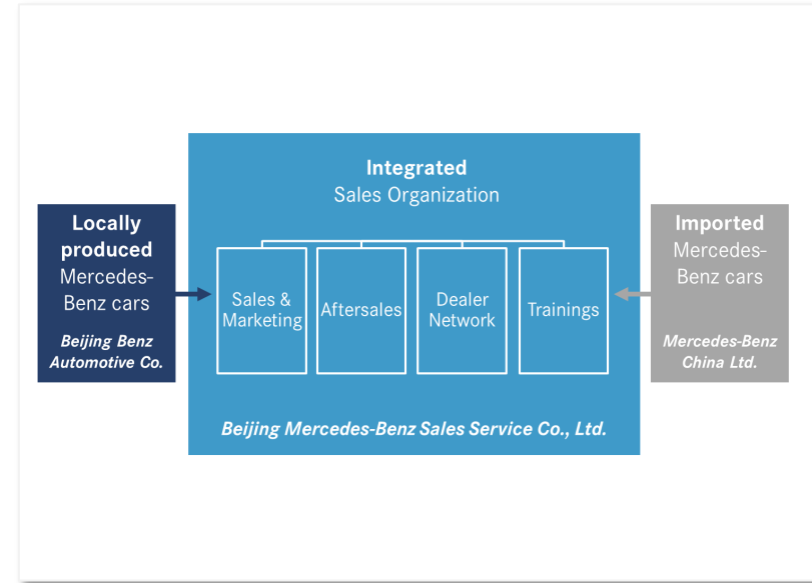
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We do our homework and we're determined to pick up the pace in China



Board of Management Position



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio



Extension Local Production



Leverage Financial Services

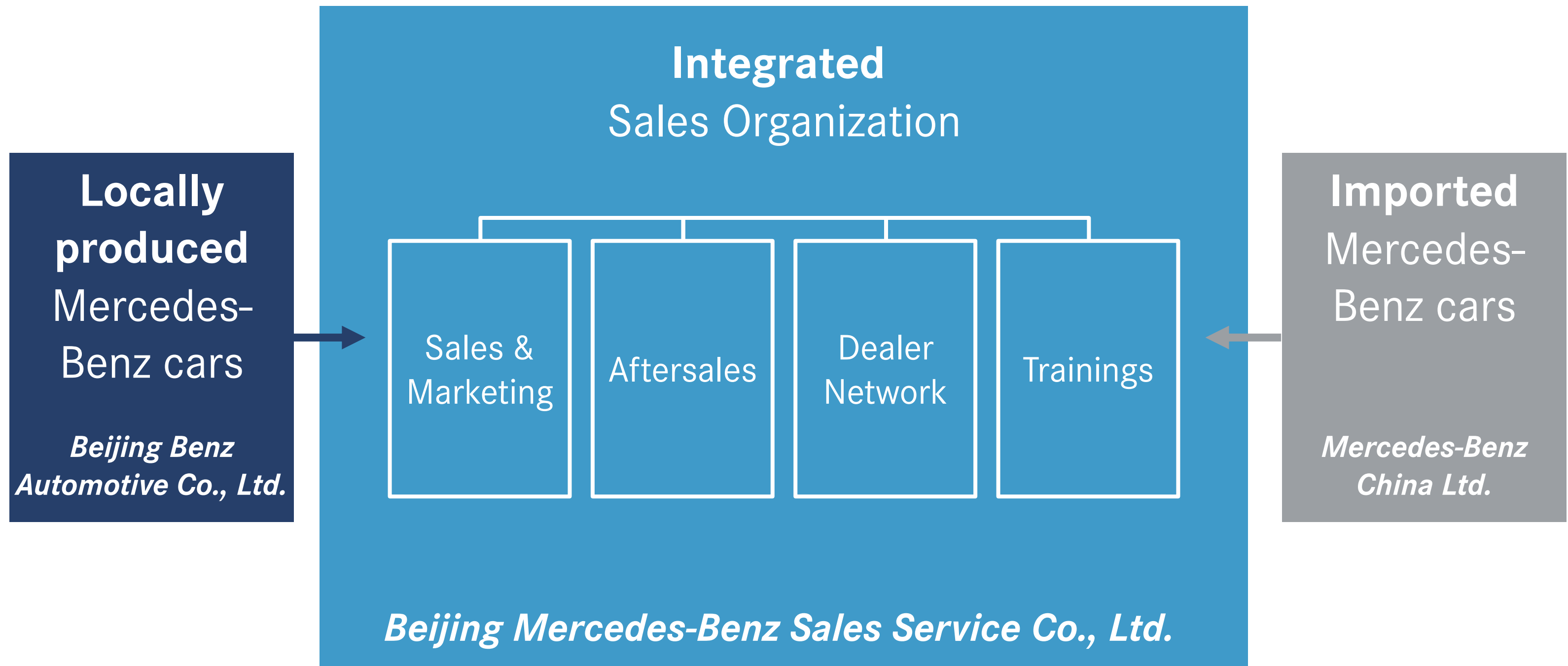


Extension Local R&D

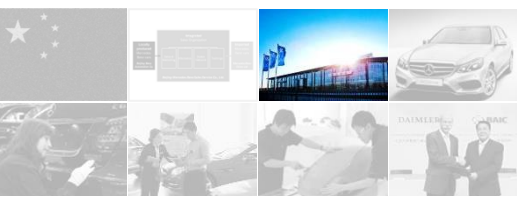


Strategic Investment in BAIC

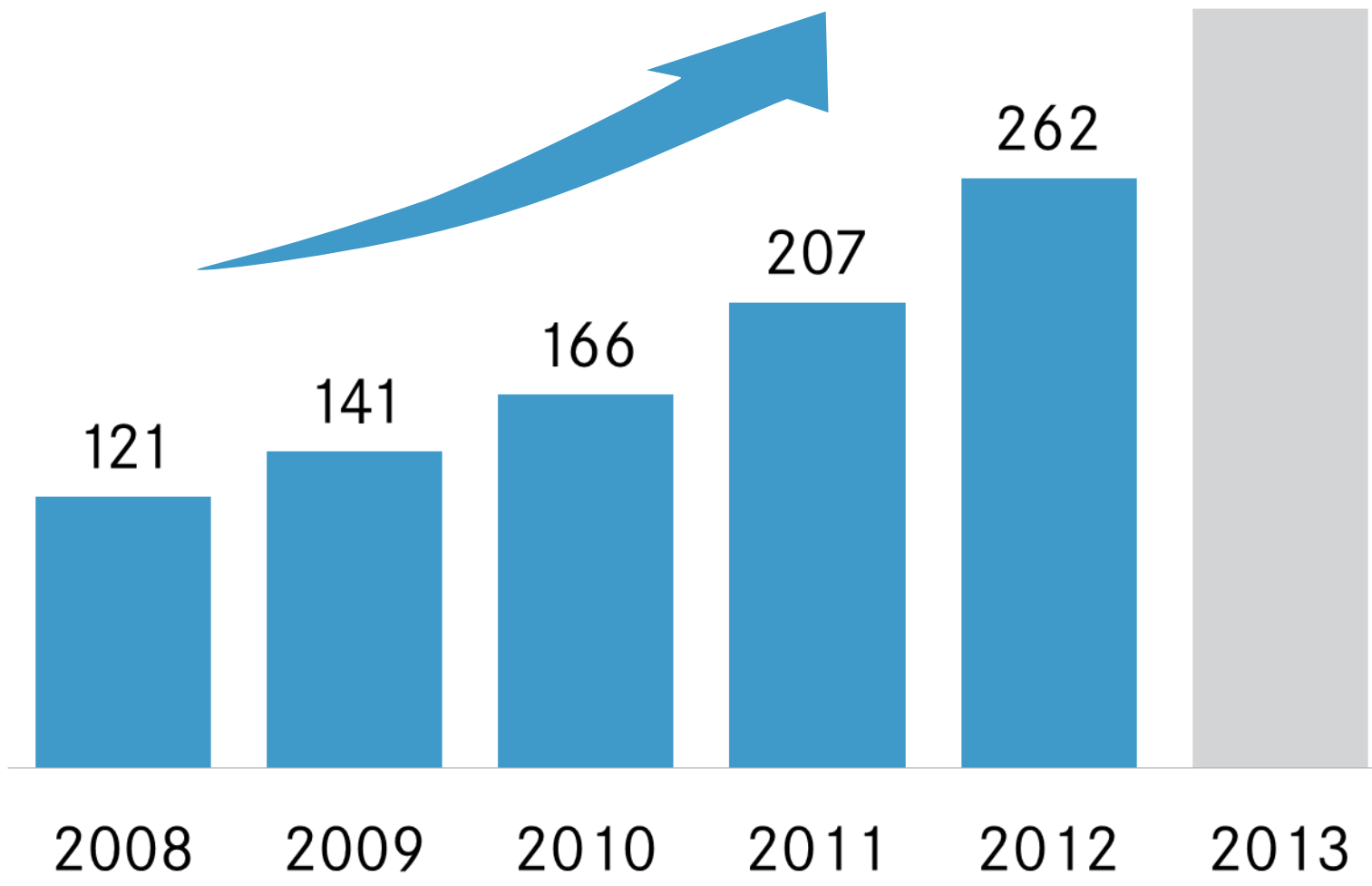
Integrated sales organization put locally produced and imported Mercedes cars under one roof



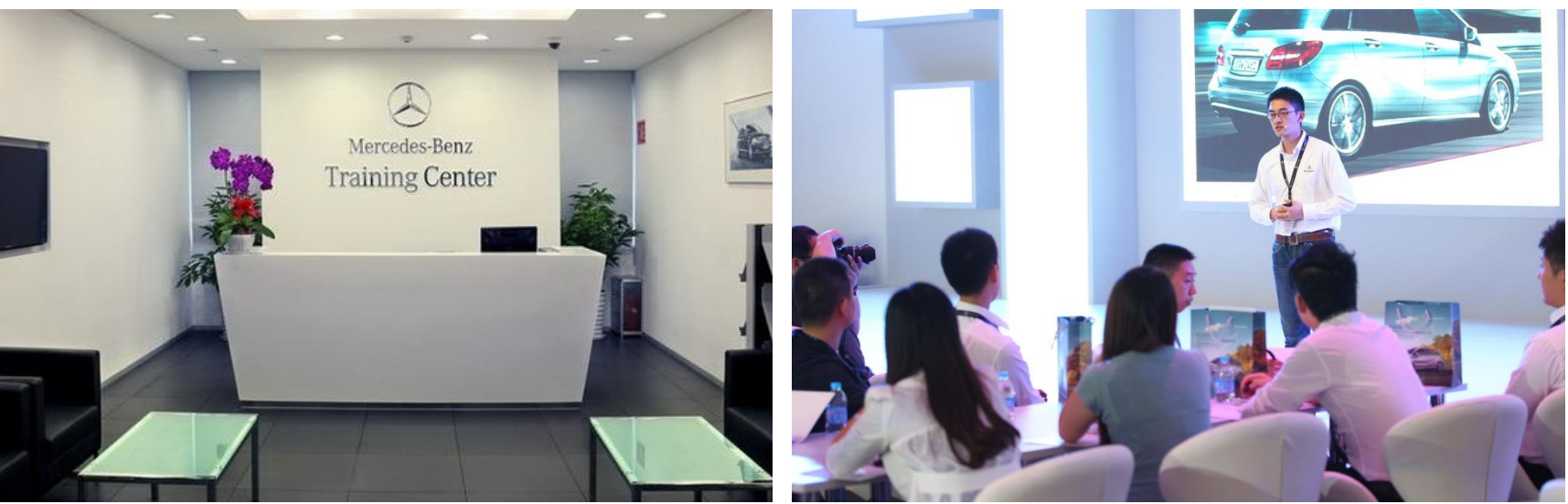
Dealer network expansion will be further accelerating both in quantity and quality



Mercedes-Benz PC Network Development
Number of outlets, including AS only outlets



The 2nd largest training Mercedes-Benz Training Center worldwide







E Class L



In 2013, we'll celebrate 7 product premieres in china



New A-Class



LWB E-Class Facelift



New S-Class



E-Class Coupe Facelift



E-Class Cabriolet Facelift



New CLS Shooting Break

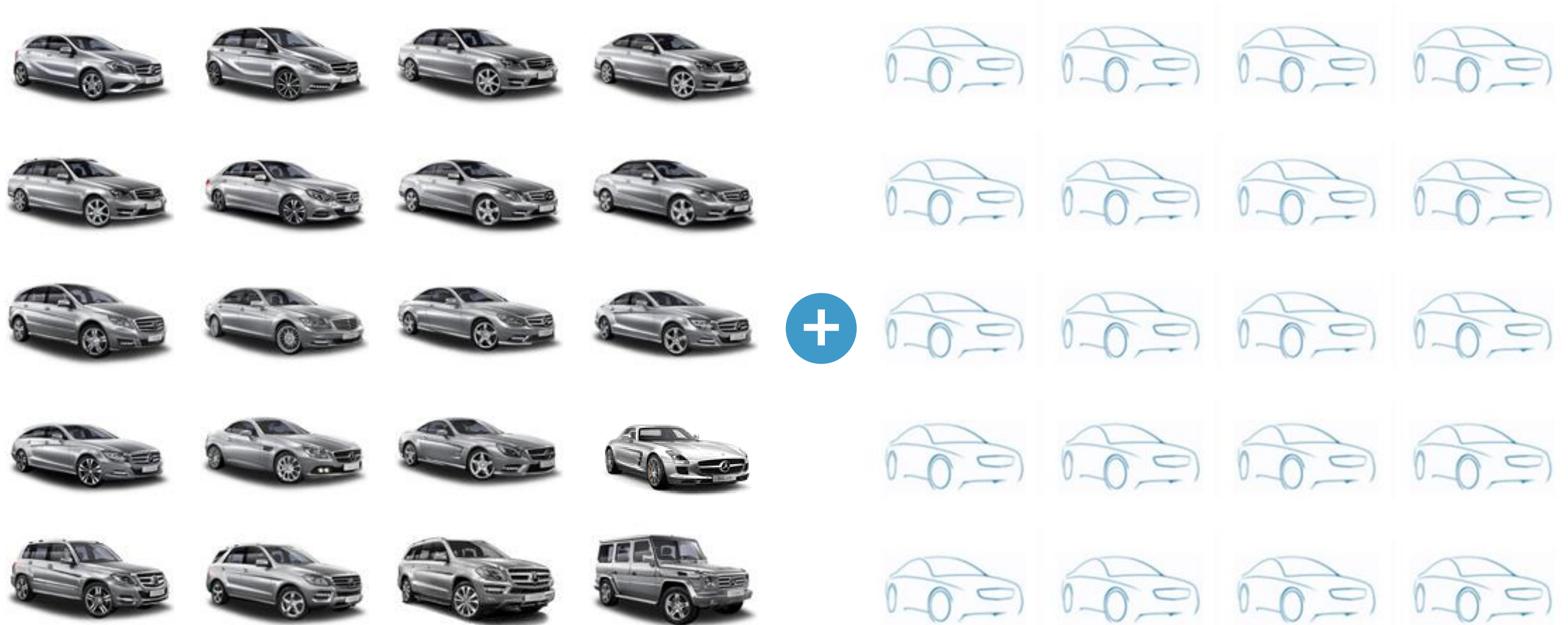


New GL-Class

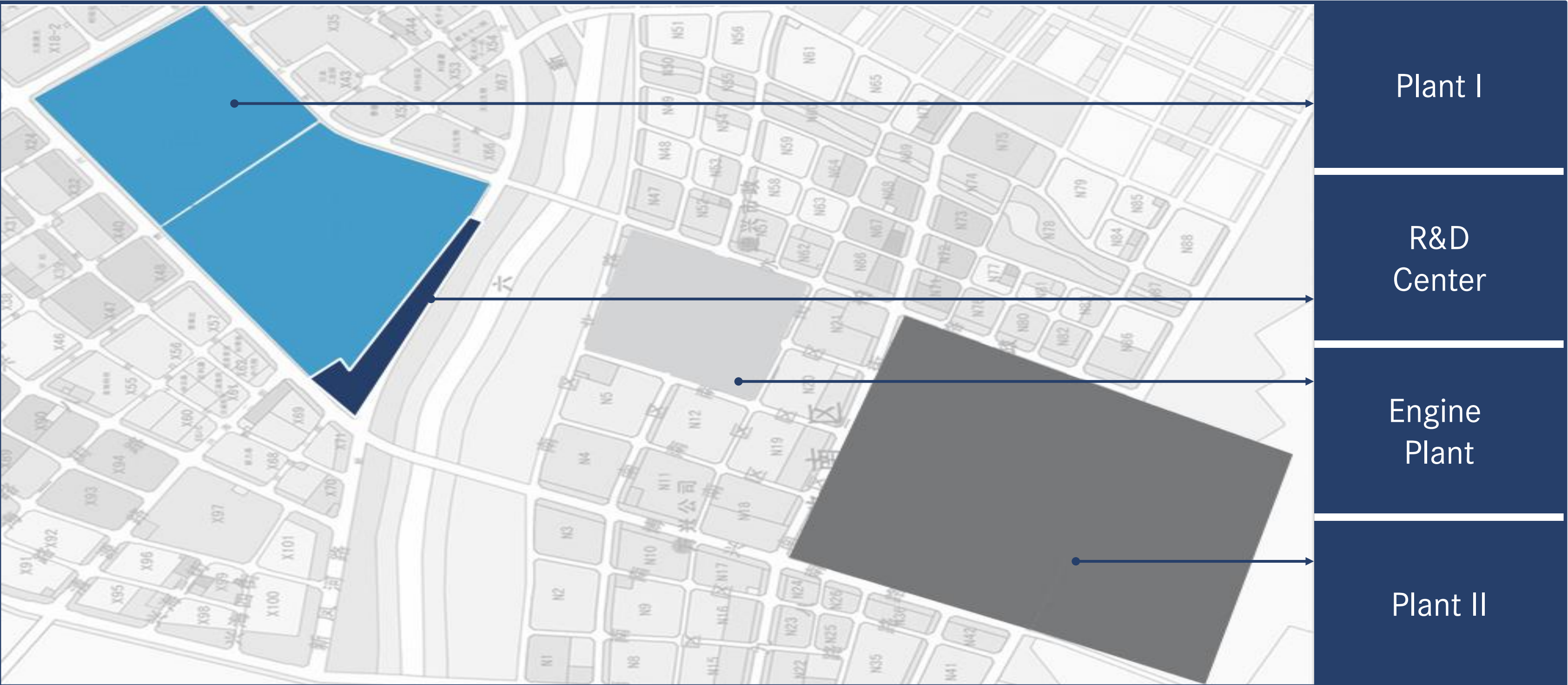
And we will expand our line-up of locally produced cars in China with a new compact SUV: the new GLA



Overall, we will introduce around 20 new or face-lifted vehicles in China by 2015



Extension of production capacity



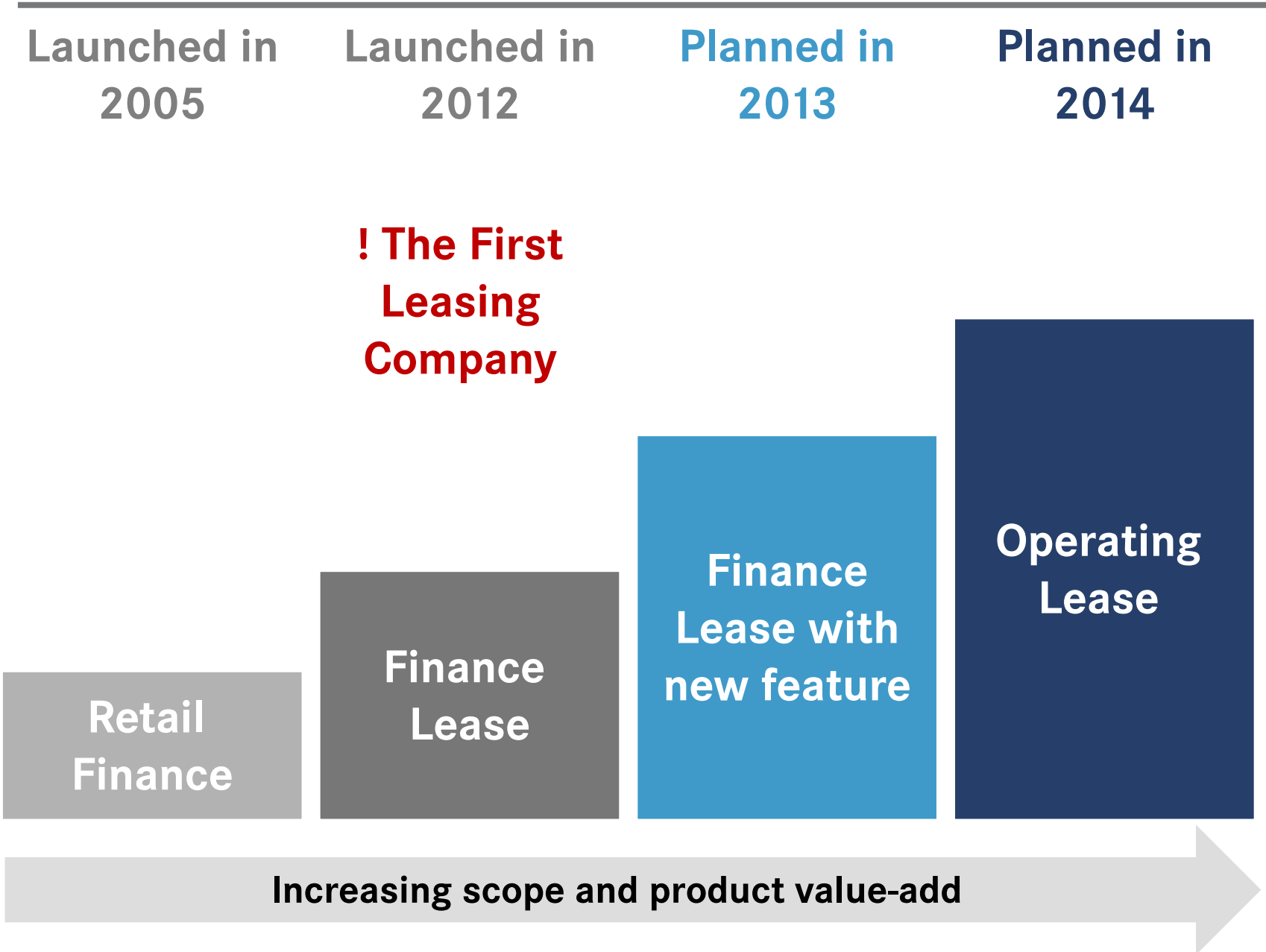
The first Mercedes-Benz engine plant out of Germany start of assembly on May 07 in Beijing



Further developed our sales activities regarding our financial services



Mercedes-Benz Financials Product Roadmap



Extension of local R&D capacity and competence



Road Testing



Telematic & Infotainment



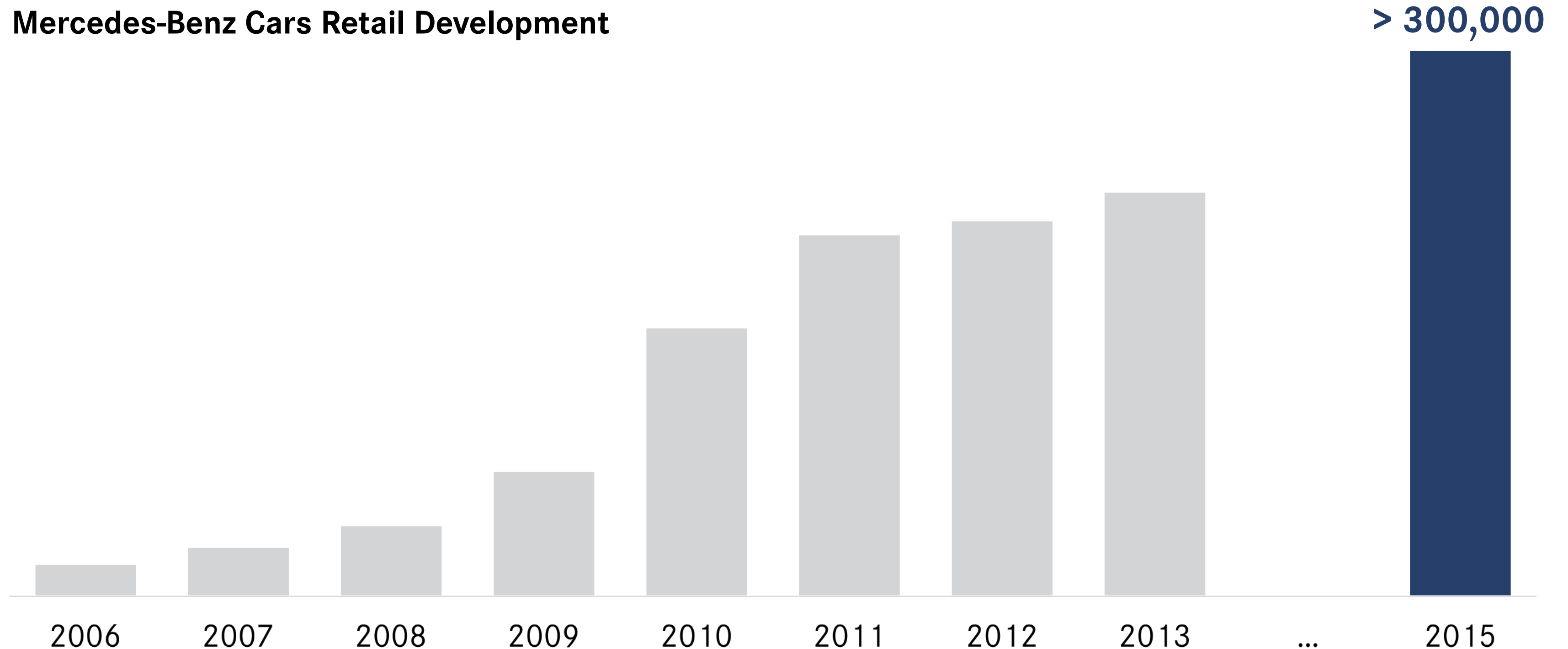
Mercedes-Benz Advanced Design Center

Strategic investment in BAIC Motor



By 2015 we want to sell over 300,000 cars in China

Mercedes-Benz Cars Retail Development



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Daimler Business in China

Questions & Answers

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.