

DAIMLER

German Investment Conference

UniCredit Group, 25.09.2013

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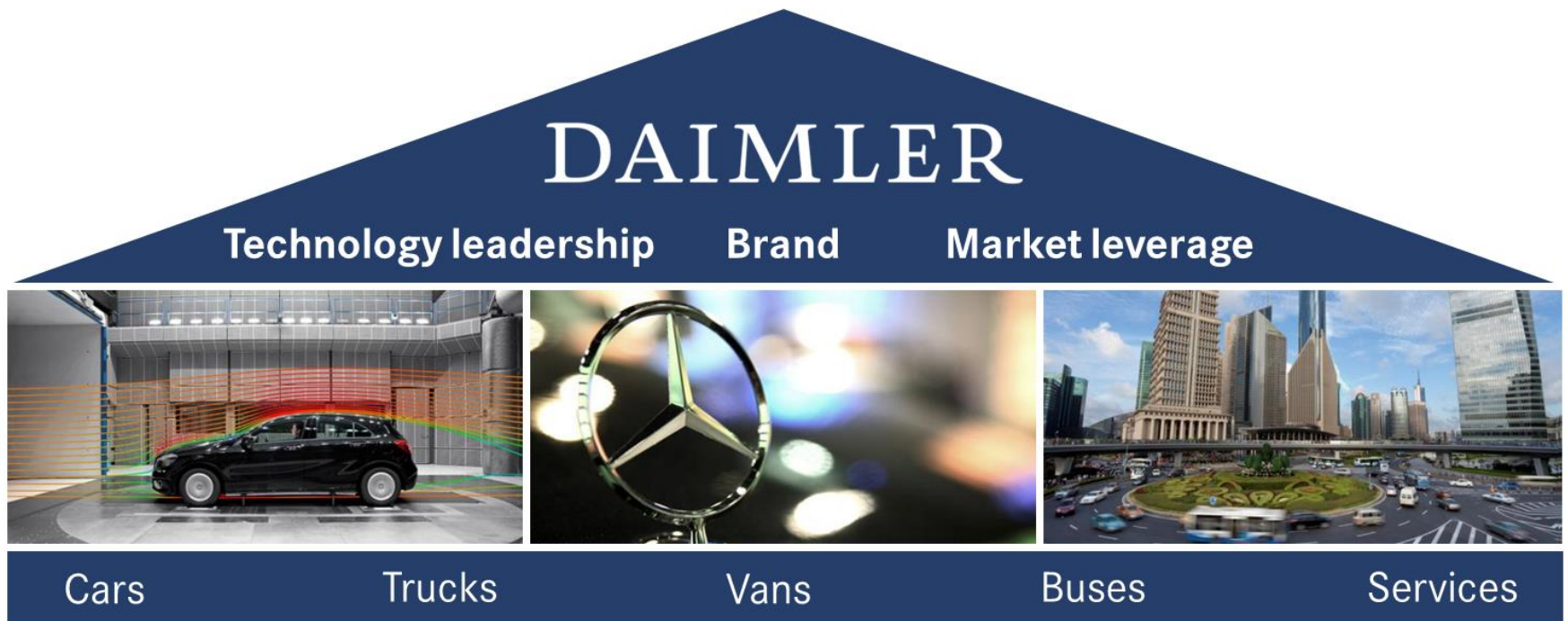
Actuals Q2 2013 and Outlook 2013

Mercedes-Benz Strategy

Daimler Trucks Strategy

Financing Strategy

Daimler's identity: a unique combination of leading technologies, strong brands and market leverage



Daimler strategy: Combining growth and efficiency across the entire group

Growth Strategies

- Strengthening core business
- Growing in new markets
- Leading in green and safety technologies
- Shaping new mobility services

Efficiency Programs

- Modularization
- Cost reduction
- Flexibility

Highlights of Q2 2013

Group unit sales	605,800	(+6%)
Record unit sales at Mercedes-Benz Cars	404,700	(+9%)
Strong order intake at Daimler Trucks	125,800	(+19%)

Increased share of core markets

World premiere of new S-Class

Launch of new E-Class coupe and convertible

Euro VI portfolio of Mercedes-Benz trucks completed by new Arocs and new Atego

Sale of remaining stake in EADS

Key financials

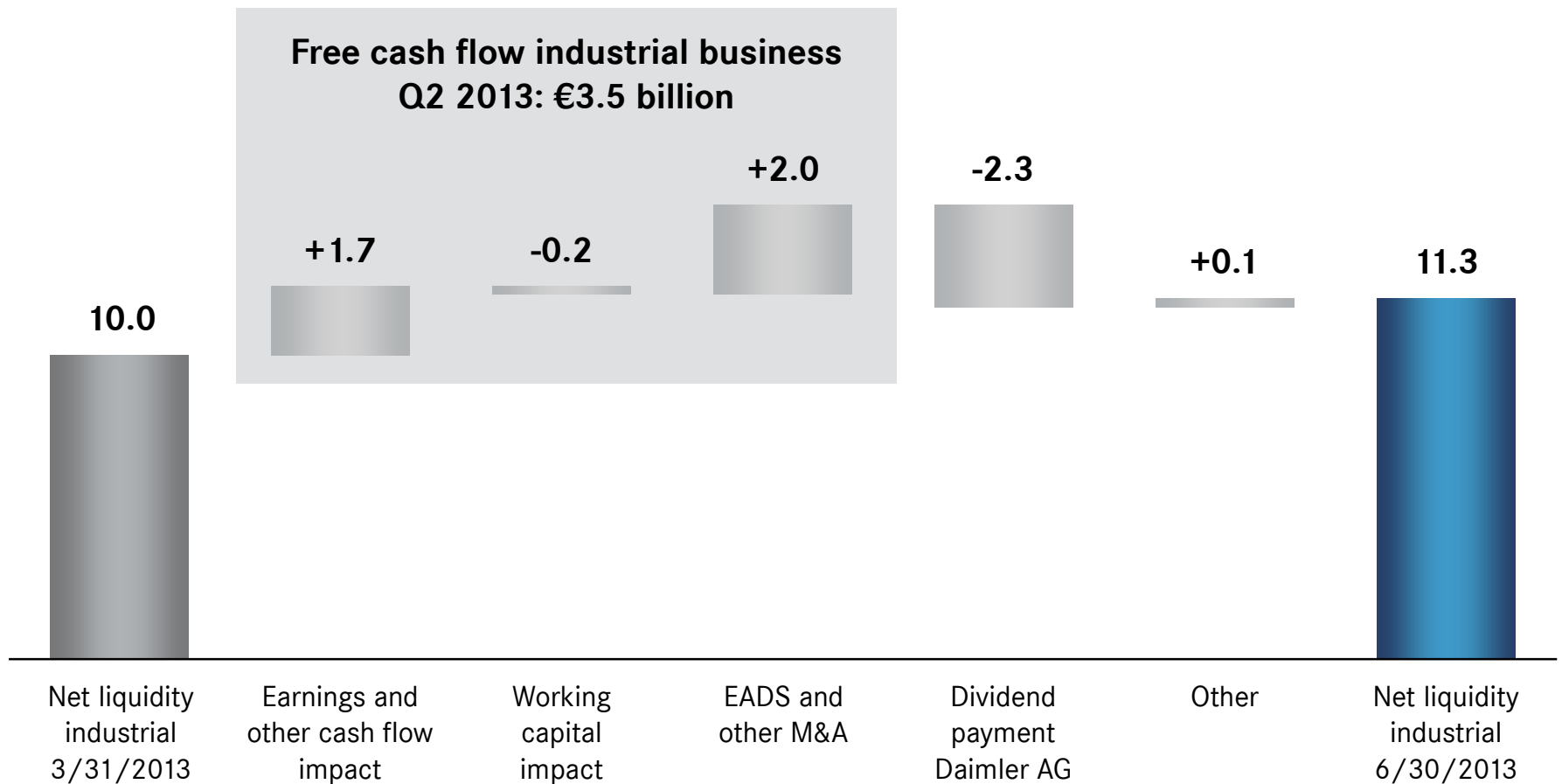
- in billions of euros -

	Q2 2012	Q2 2013
Revenue	28.9	29.7
EBIT*		
as reported	2.3	5.2
from ongoing business	2.3	2.1
Net profit*	1.6	4.6
Earnings per share (in euros)*	1.39	2.65
Net liquidity industrial business (2012: year-end)	11.5	11.3
Free cash flow industrial business	1.0	3.5

* The previous year's figures have been adjusted, primarily for effects arising from application of the amended version of IAS 19. Additional information on the adjustments to the prior-year figures is disclosed in chart No. 40 of this presentation.

Net industrial liquidity: development in Q2 2013

- in billions of euros -



Unit sales

- in thousands of units-

	Q2 2012	Q2 2013	% change
Daimler Group	570.3	605.8	+6.2
of which			
Mercedes-Benz Cars	370.4	404.7	+9.3
Daimler Trucks	122.2	123.8	+1.3
Mercedes-Benz Vans	69.3	69.4	+0.2
Daimler Buses	8.4	7.9	-6.0

EBIT by division

- EBIT in millions of euros; RoS in % -

	Q2 2012		Q2 2013	
	EBIT	RoS*	EBIT	RoS*
Daimler Group	2,268	7.5	5,242	18.8
of which				
Mercedes-Benz Cars	1,337	8.7	1,041	6.4
Daimler Trucks	524	6.4	434	5.4
Mercedes-Benz Vans	200	8.3	204	8.4
Daimler Buses	-59	-5.8	27	2.9
Daimler Financial Services	338	-	319	-
Reconciliation	-72	-	3,217	-

* Return on sales; Daimler Group excluding Daimler Financial Services

Capital expenditure / Research and development

- in billions of euros -

	Investment in property, plant and equipment			Research and development expenditure		
	Actual 2011	Actual 2012	Plan 2013-2014	Actual 2011	Actual 2012	Plan 2013-2014
Daimler Group	4.2	4.8	10.2	5.6	5.6	10.8
of which						
Mercedes-Benz Cars	2.7	3.5	7.3	3.7	3.9	7.6
Daimler Trucks	1.2	1.0	2.0	1.3	1.2	2.3
Mercedes-Benz Vans	0.1	0.2	0.7	0.4	0.4	0.6
Daimler Buses	0.1	0.1	0.2	0.2	0.2	0.3
Daimler Financial Services	0.02	0.02	0.03	-	-	-

Assumptions for automotive markets in 2013

Car markets	Global	+2% to +4%
	Western Europe	decline
	U.S./Asia	growth in China and USA
Truck markets	NAFTA region	up to -5%
	Europe	around -5%
	Japan	up to -5%
	Brazil	up to +10%
Van markets	Europe	around -5%
Bus markets	Western Europe	at prior year's level
	Brazil	moderate growth

Sales outlook FY 2013



- Further unit sales increase
- Strong momentum from new compact cars and SUVs
- Launch of new CLA, E-Class and S-Class



- Unit sales slightly above prior year
- Further increase based on strong product portfolio
- Growth of market share in major regions



- Growth in unit sales
- Support from new Citan city van and new generation of Sprinter
- Launch of Sprinter Classic in Russia



- Higher unit sales
- Growth supported by new Mercedes-Benz Citaro and Setra 500
- Maintain market leadership in core markets

2013 expectations for EBIT from ongoing business

Second half of 2013:

Significant earnings improvement expected compared with the level of the first half, due to planned new models, increasing effects of the efficiency measures that have been initiated and assumptions made for the development of markets important to Daimler.

Full year 2013:

Daimler Group: Based on our current market expectations and since there will be no further equity-method earnings from EADS, Group EBIT from ongoing business is expected to be below the previous year's level.

Mercedes-Benz Cars: Full-year EBIT is expected to be below the previous year's level.

Daimler Trucks and Mercedes-Benz Vans: Full-year EBIT is expected in the magnitude of the prior year.

Daimler Buses: Earnings are expected to be better than in the prior year.

2014 and the following years:

Improvements in operative profit expected for all automotive divisions and for the Group.

Daimler Financial Services:

Stable development of earnings anticipated in the next two years.

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On our way to leadership in the premium segment



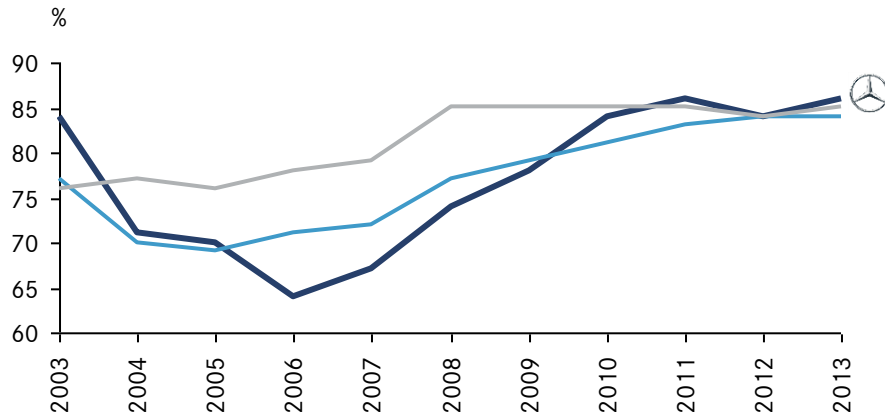
Mercedes-Benz 2020

Four levers of Mercedes-Benz 2020

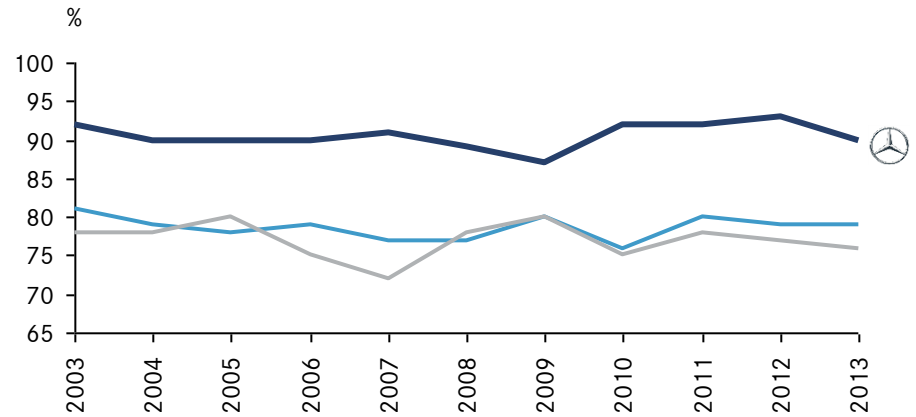


Brand: Development of brand value and perception

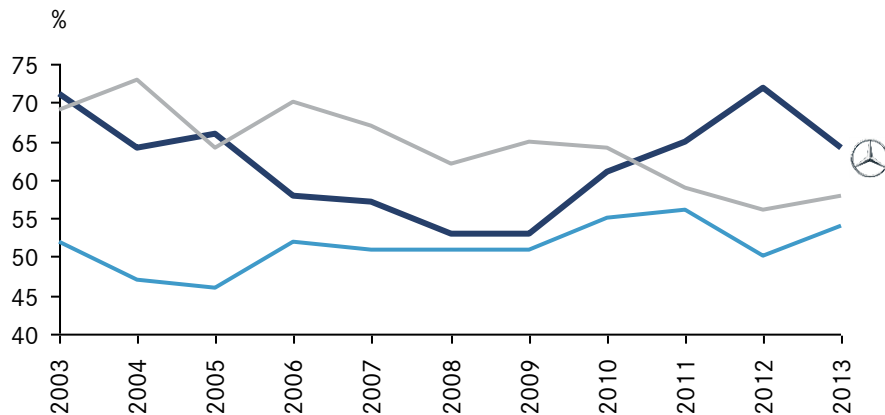
Product reliability – AMS Survey



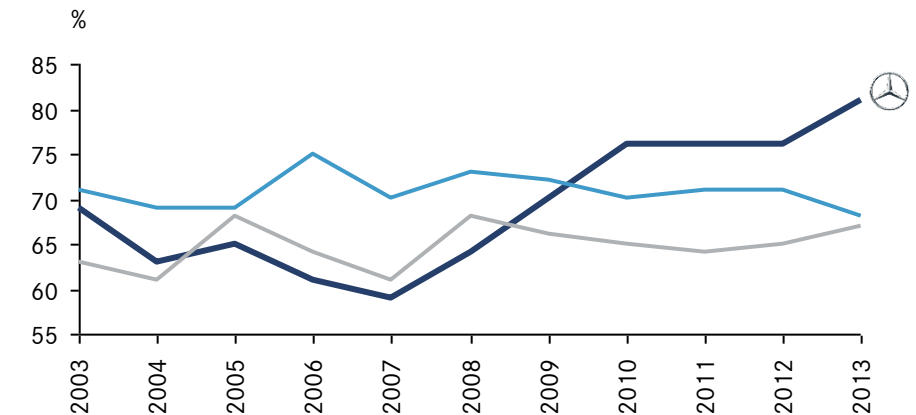
Safety – AMS Survey



Perception of advertisement – AMS Survey

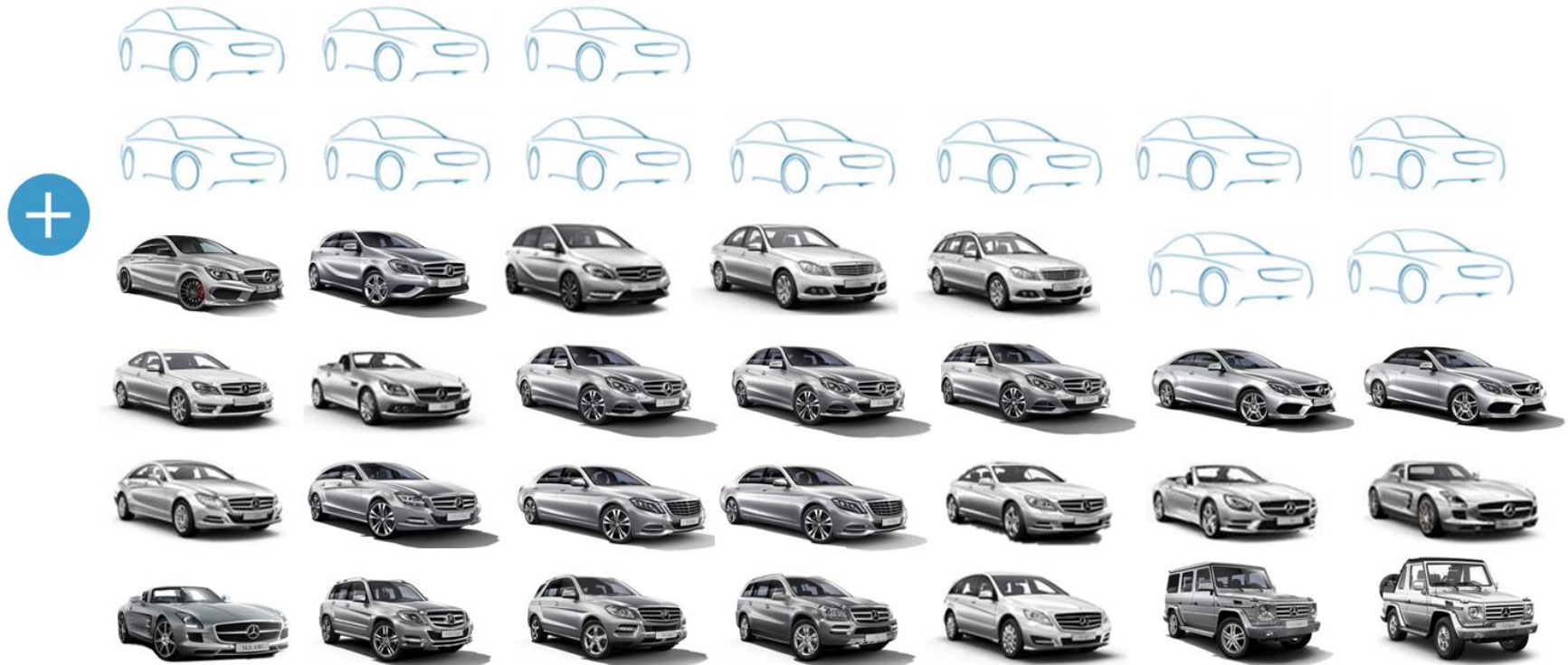


Good aftersales – AMS Survey



— Competitor A — Competitor B

Products: Adding 12 new models to our existing portfolio by 2020



Products: Our new A-Class



Products: Our new CLA-Class



Products: Our new E-Class Family



Products: SUV Offensive – Our new GLK-, G- and GL-Class



Products: New compact SUV – the new GLA



Products: Our flagship – the new S-Class



Products: Our flagship – the new S-Class



Products: Our flagship – the new S-Class



Products: The new Concept S-Class Coupé

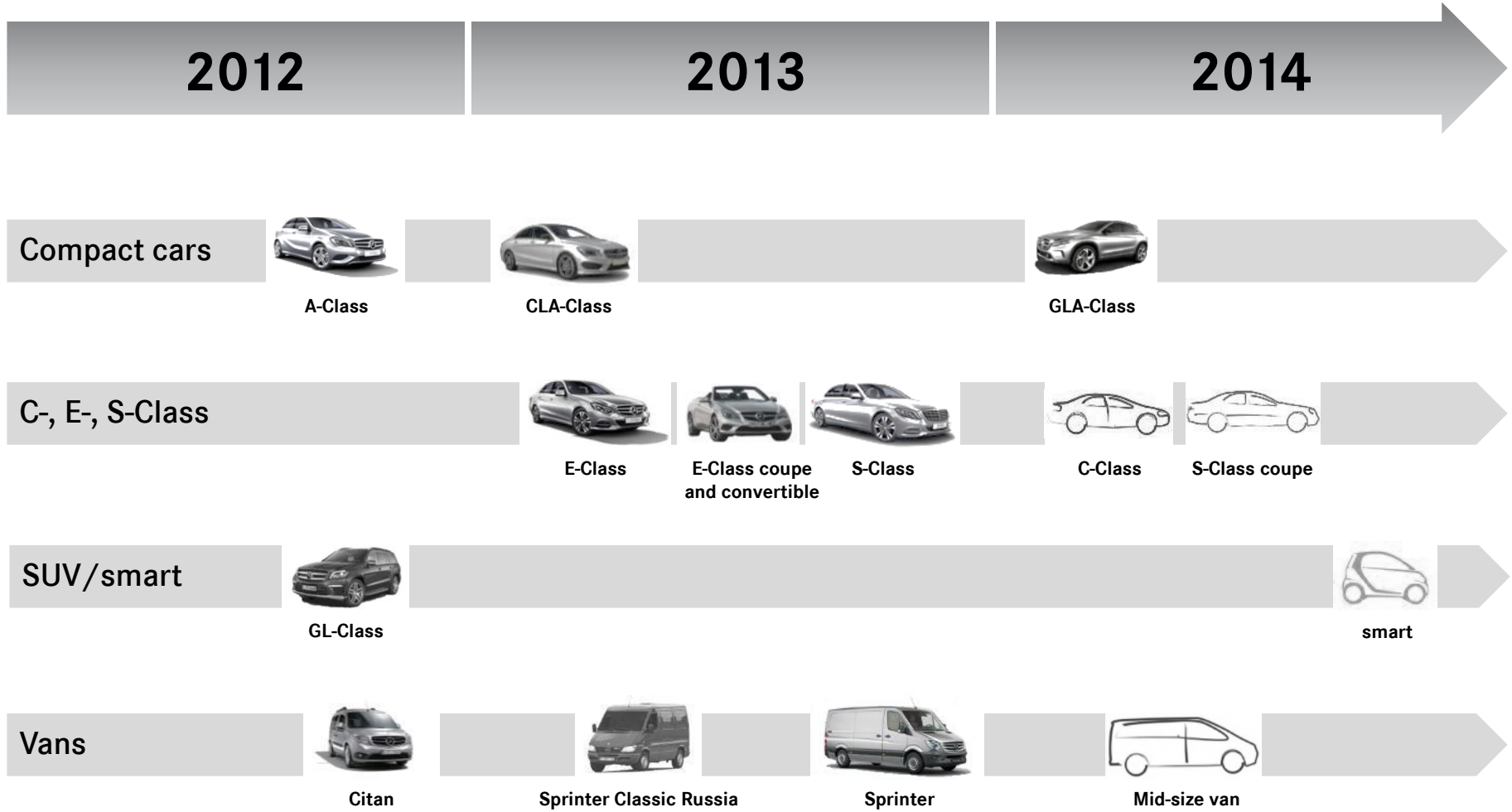


Product highlights



New Mercedes-Benz Sprinter

Launch of new vehicles – Mercedes-Benz Cars & Vans



Products: Three essential drive systems

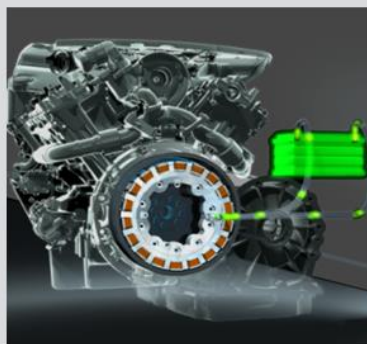
High-tech combustion engines

CDI, CGI, BlueTEC



Combustion engines with hybridization

HYBRID, BlueTEC HYBRID, Plug-in HYBRID



Electric vehicles with battery and fuel cell

E-CELL, F-CELL



A 180 CDI BlueEFFICIENCY Edition

3,6 l/km
92 gCO₂/km



E 300 BlueTEC Hybrid

4,2 l/km
109 gCO₂/km

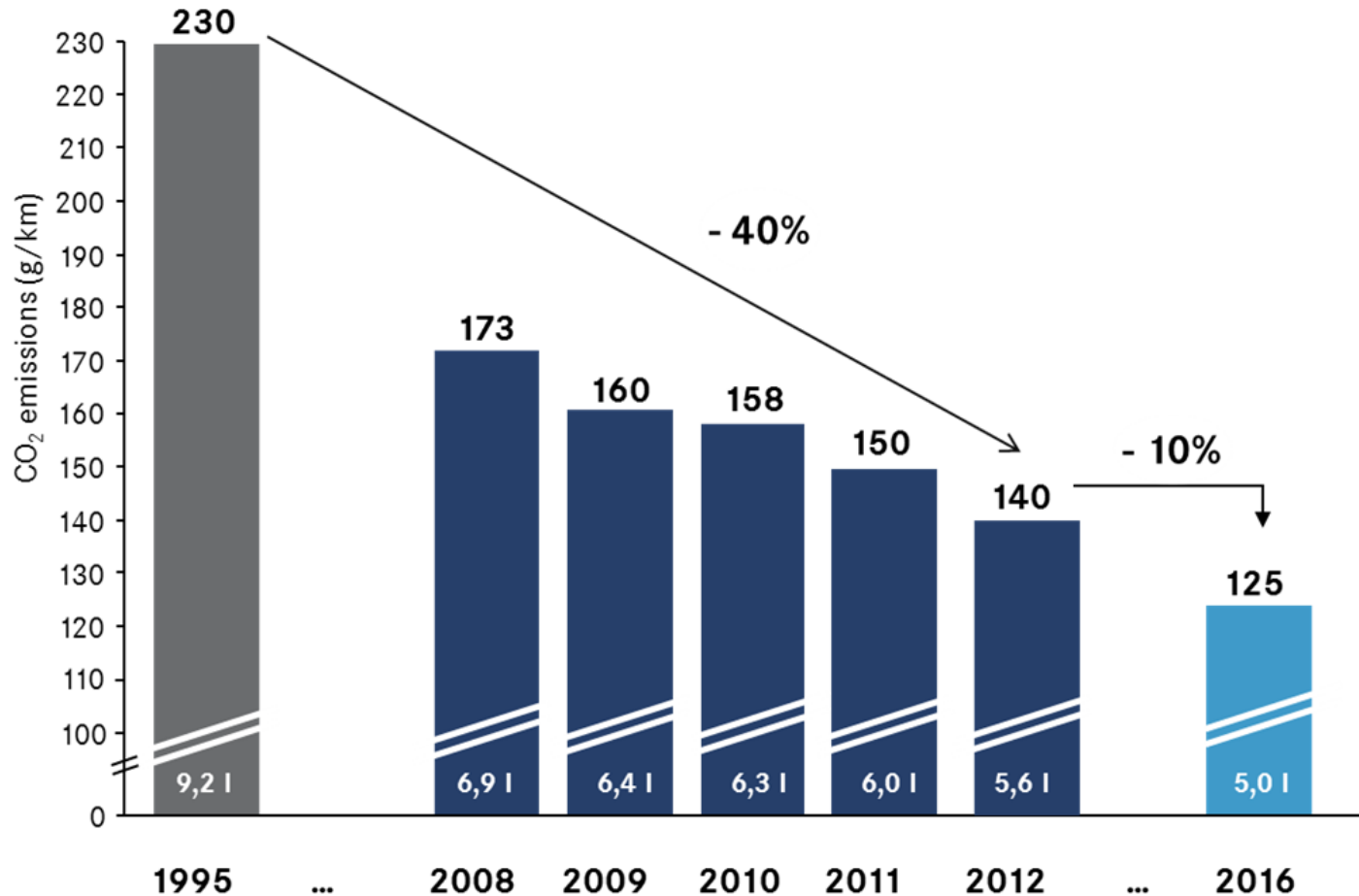


SLS AMG Coupé Electric Drive

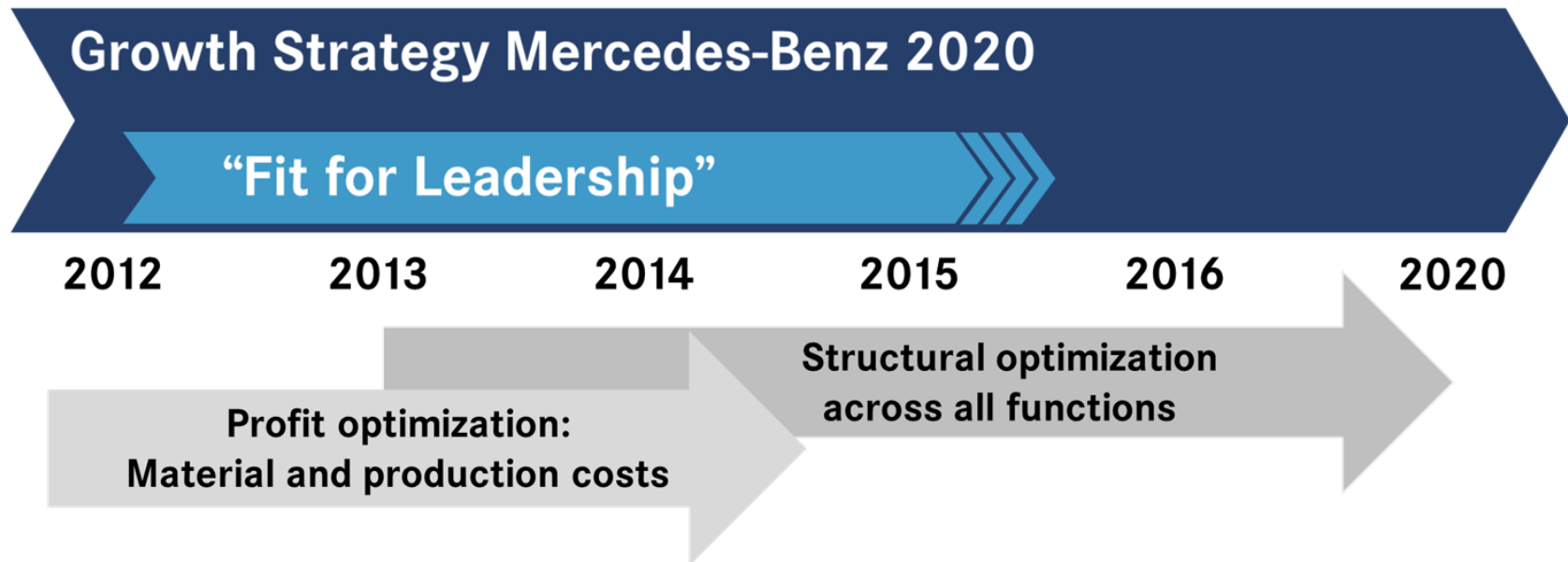
0 l/km
0 gCO₂/km

Reducing CO2 emissions

Average CO₂ emissions per kilometer of our Mercedes-Benz Car fleet in Europe

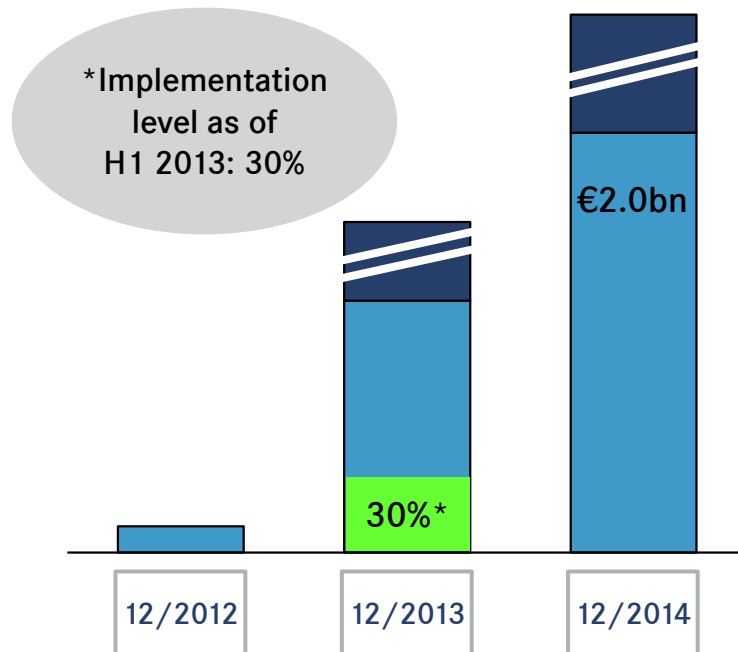
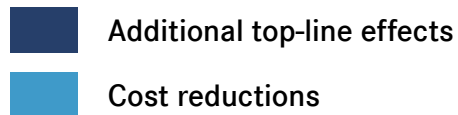


Connecting growth and efficiency



Mercedes-Benz Cars: Fit for Leadership

Flight path towards benefits

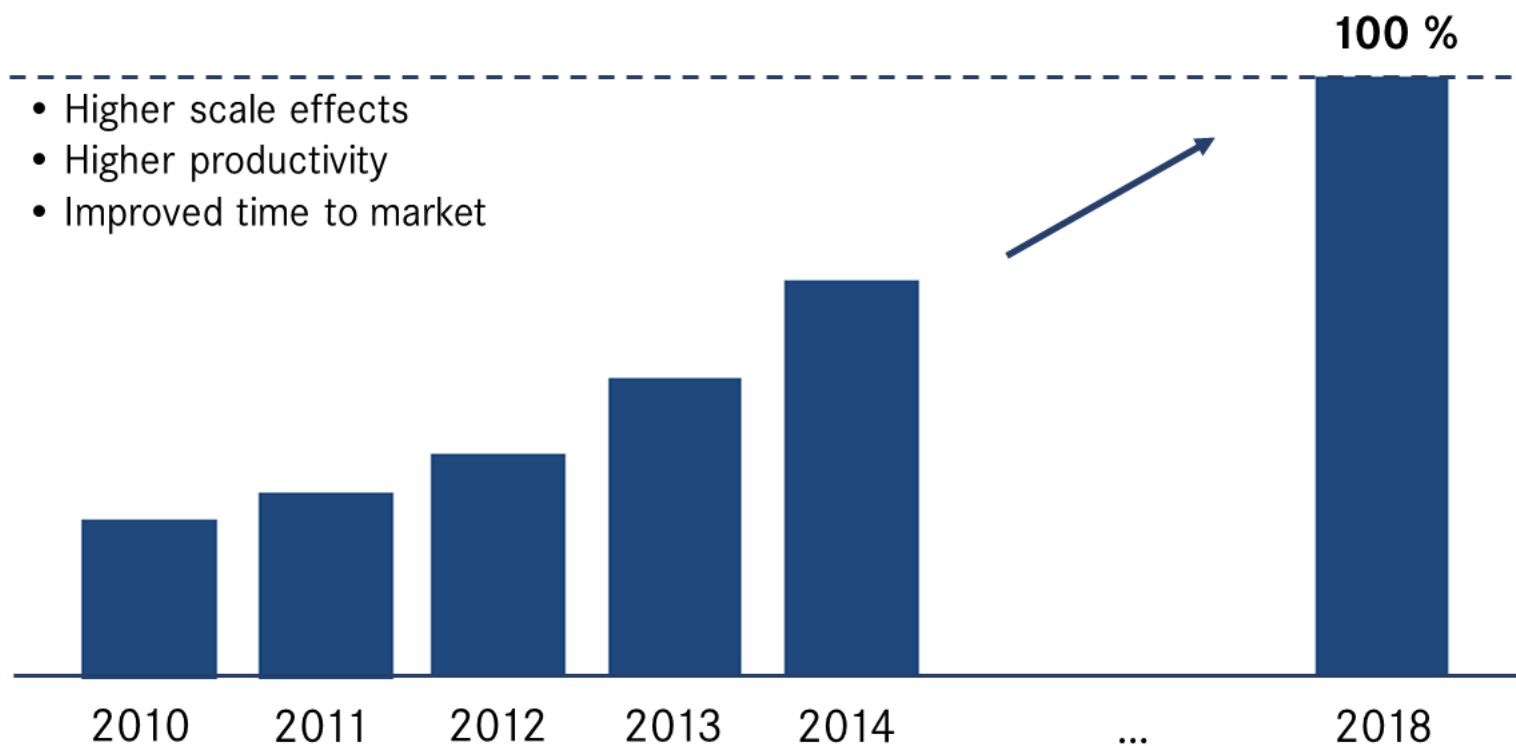


Key levers

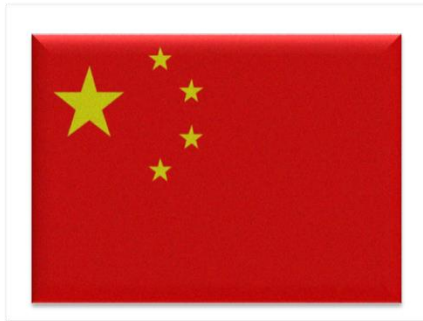
- Material costs/net-zero approach
- Further reduction of hours per vehicle
- Optimization of funding requirements
- Reduction of fixed costs
- Increased efficiency in application of funds
- Higher flexibility of MBC business model

Module strategy on track

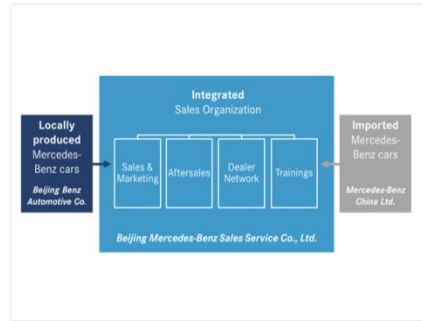
Rollout of module strategy within all passenger car models, schematic representation



We are picking up the pace in China



Board of Management Position



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio



Extension Local Production



Leverage Financial Services

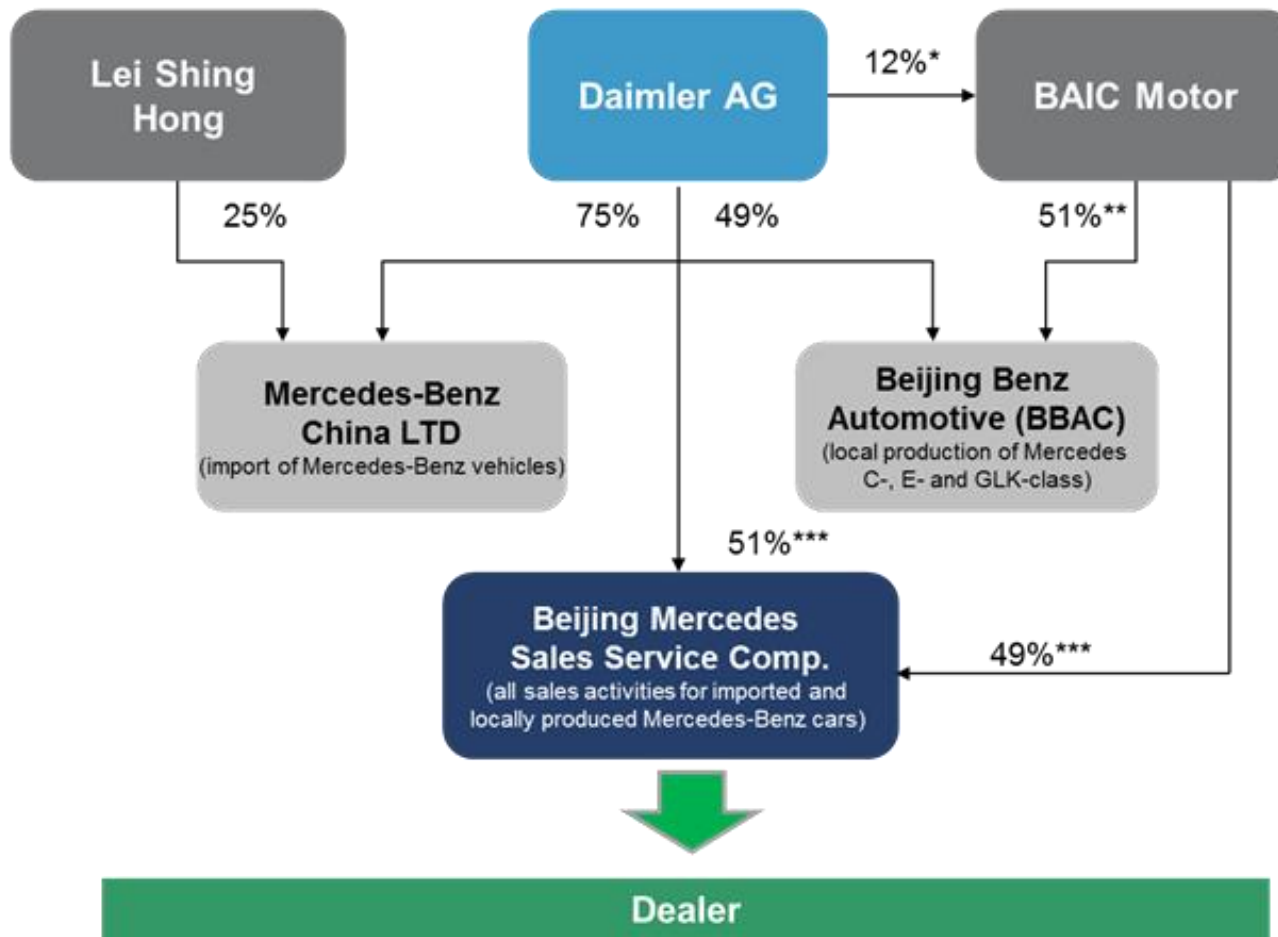


Extension Local R&D



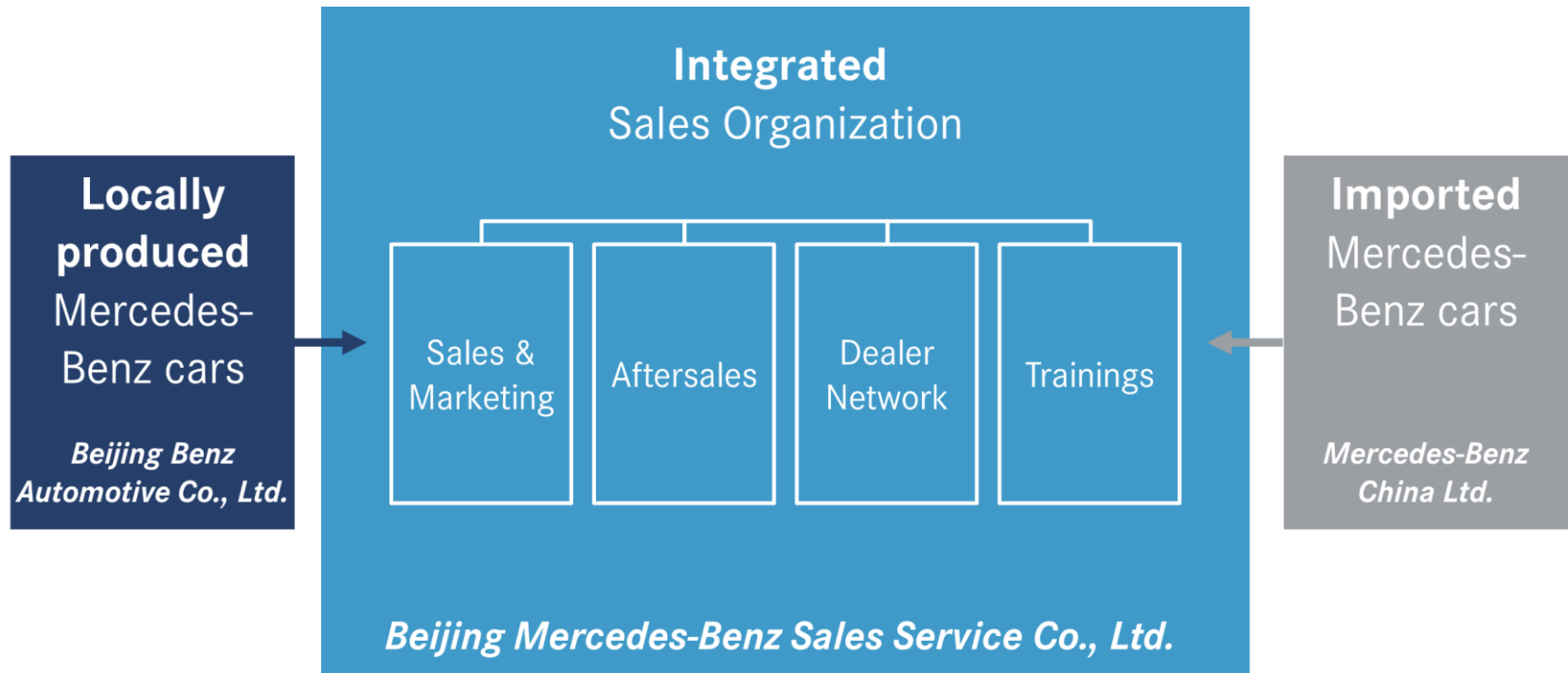
Strategic Investment in BAIC

Future Sales Structure in China - Imports and Domestic Wholesale



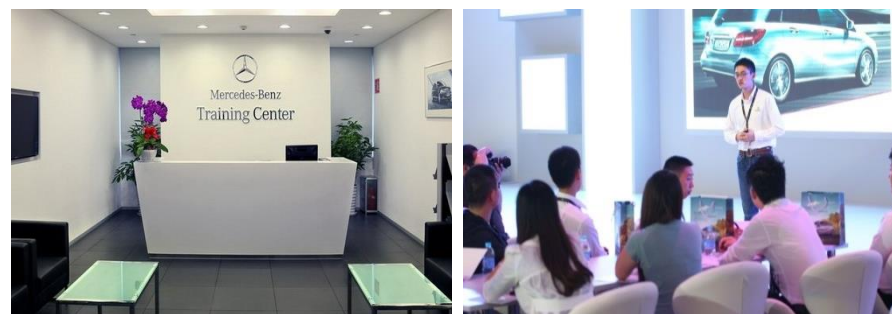
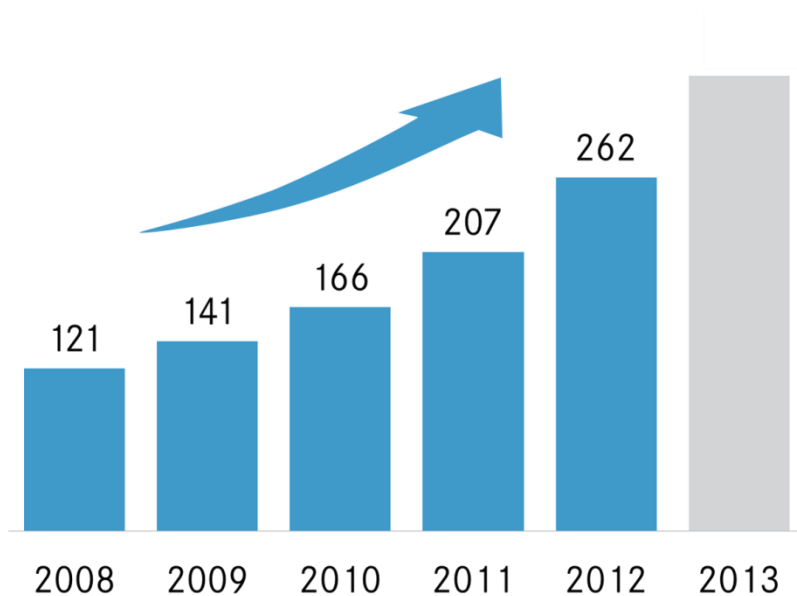
*Under approval **Currently 50/50, shareholding under approval *** Currently 50/50, shareholding under approval

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



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



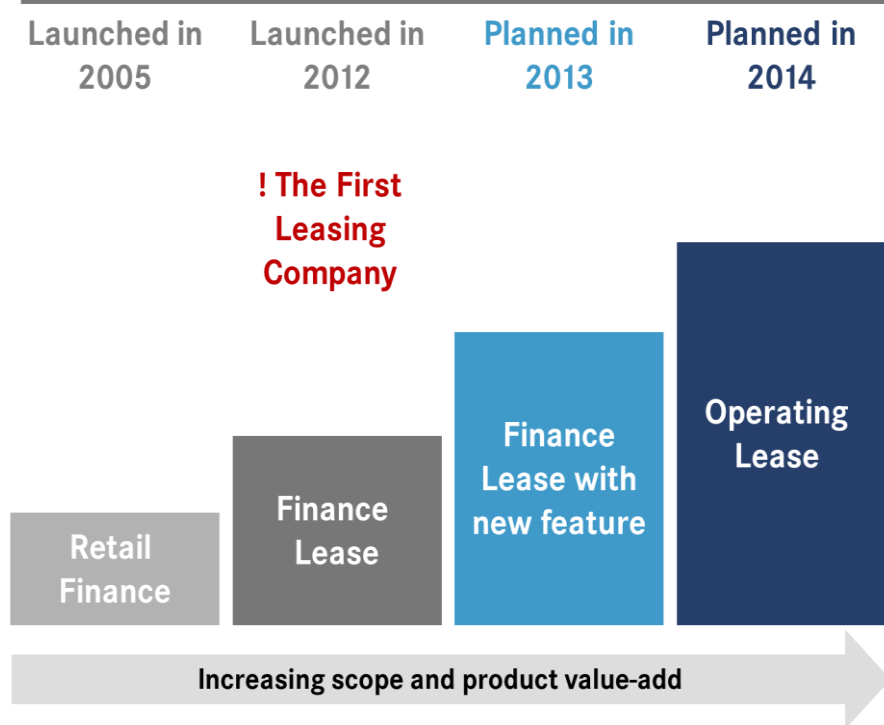
New GL-Class

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



Further developed our sales activities regarding our financial services

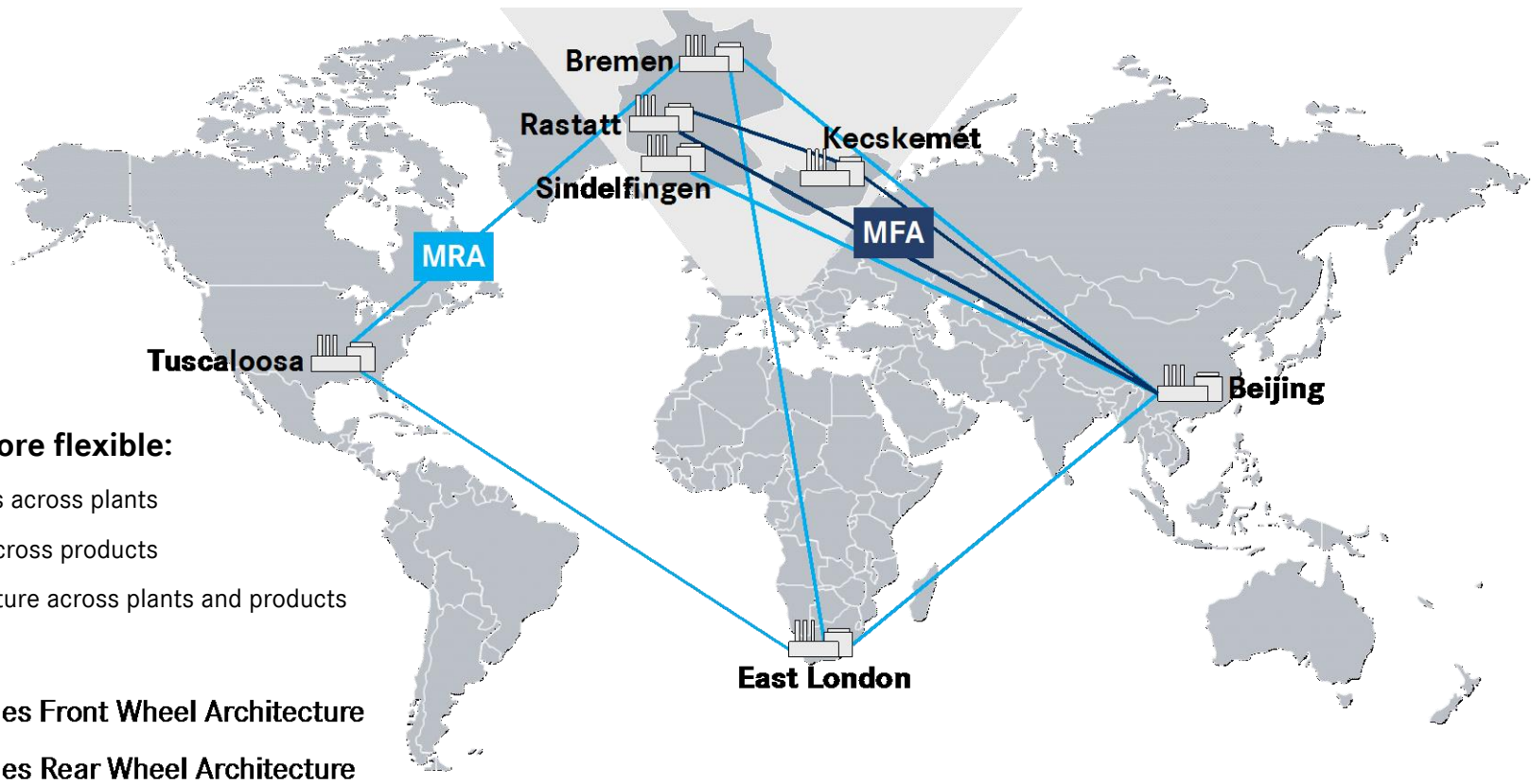
Mercedes-Benz Financials Product Roadmap



Extension of local R&D capacity and competence



By 2015 two flexible manufacturing networks will be established



We will be more flexible:

- Within products across plants
- Within plants across products
- Within architecture across plants and products

MFA Mercedes Front Wheel Architecture

MRA Mercedes Rear Wheel Architecture

Financial Outlook and Targets

▶ Sales leadership

Milestones: >1.5 in 2014 / >1.6 in 2015

▶ Technology leadership

Milestone: 125 g CO₂ / km fleet average in 2016

▶ Flexible footprint and productivity improvement

Milestone: HPV 30h in 2015

▶ Capital and cost discipline

Milestones: CapEx Ratio ~7% / R&D Ratio ~6%

▶ Strategic Return Target

10% RoS on average

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DT#1 with right structure to strengthen leadership position: “As global as possible, as local as necessary”



The foundation for profitable growth has been laid with a strong product pipeline with new global platforms



SFTP



Cascadia



Super Great HDEP



Actros Brazil



Antos



Severe Duty Line



Canter Hybrid



MDEG/HDEP



Bharat Benz



Auman

Product offensive to continue over next years

Product highlights



Mercedes-Benz Actros, Antos and Arocs

Product highlights



Product highlights



New Mercedes-Benz SLT

Product highlights



Mercedes-Benz Citaro Euro VI



Mercedes-Benz Citaro FuelCELL-Hybrid

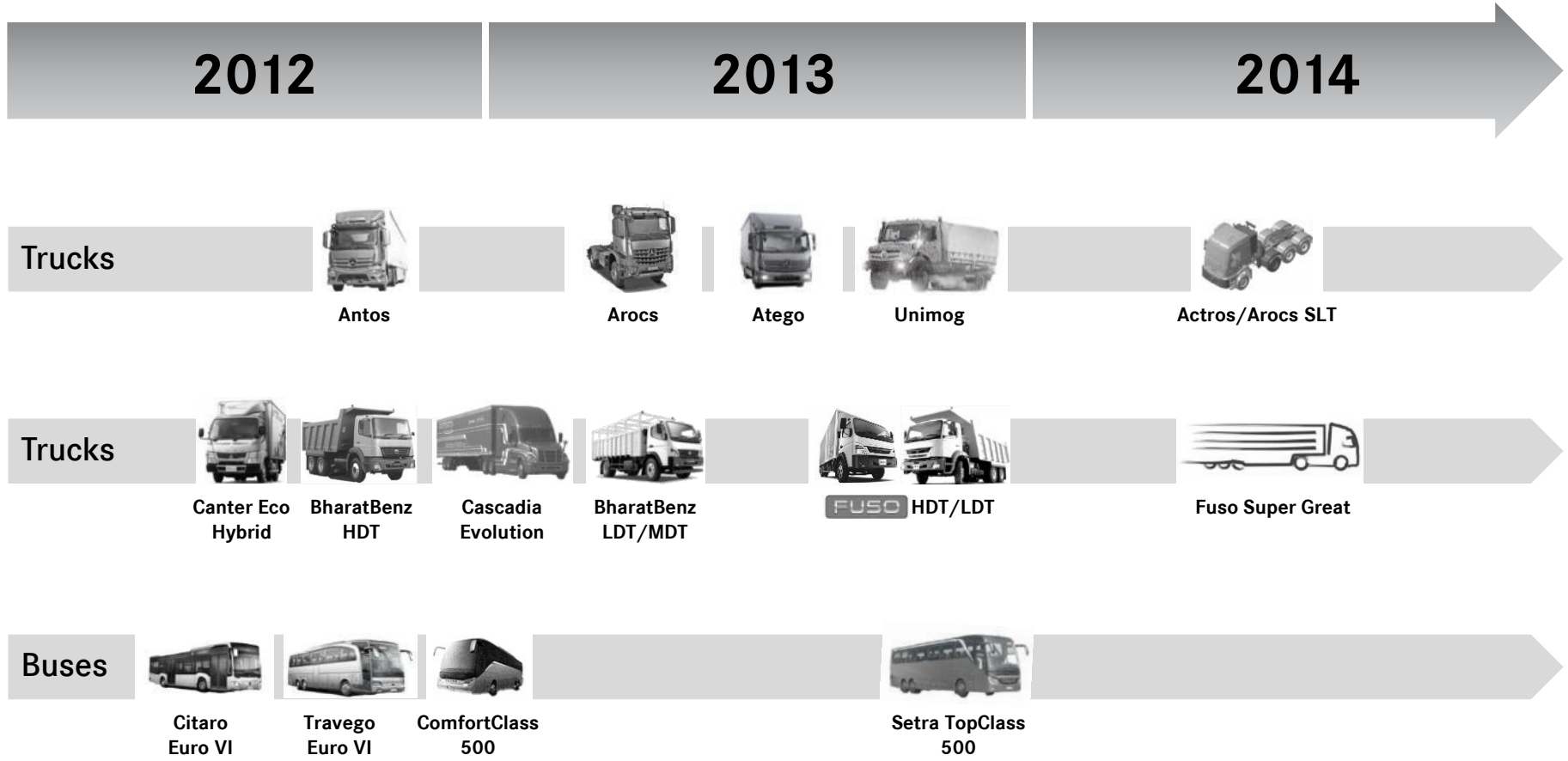


New Setra ComfortClass 500

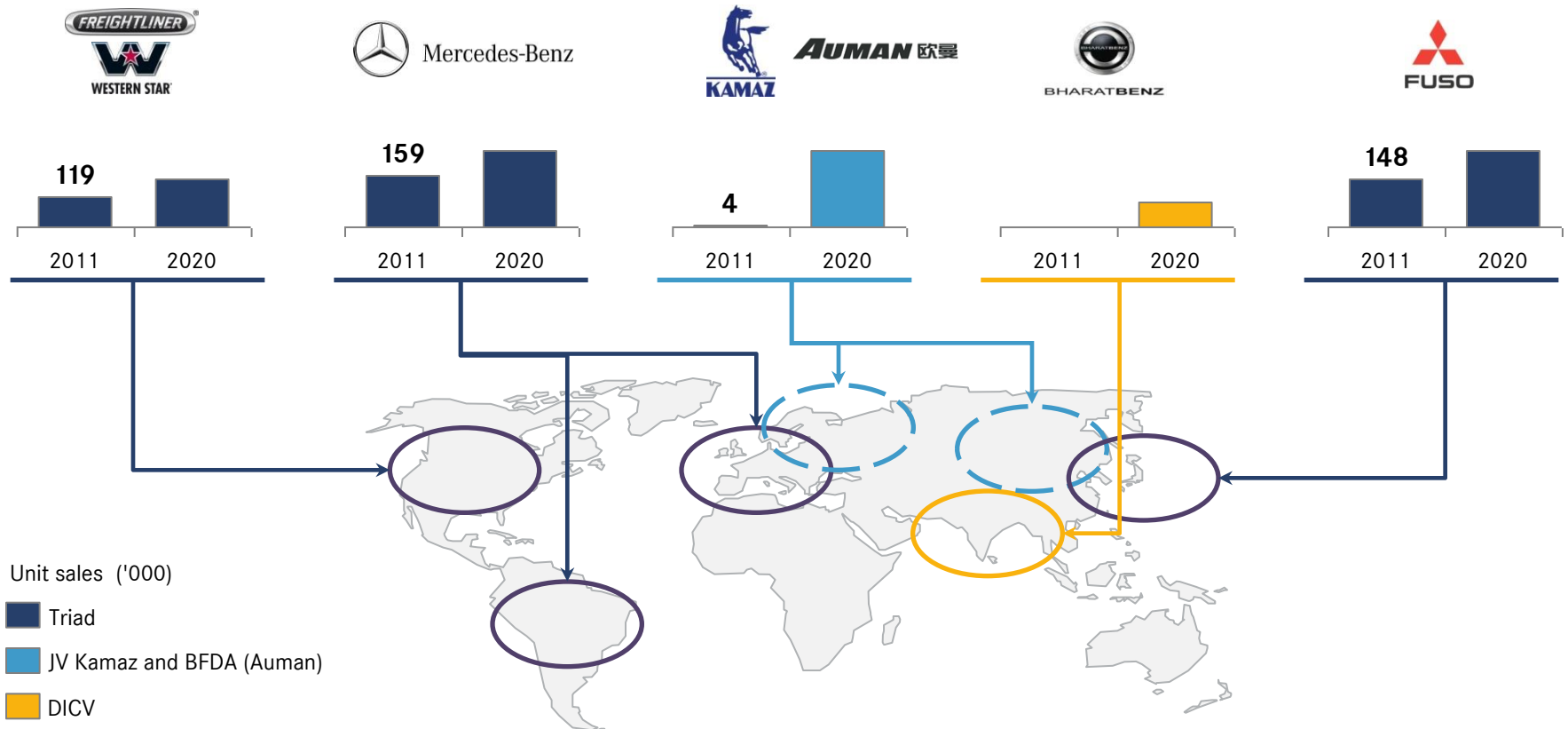


New Setra TopClass 500

Launch of new vehicles – Daimler Trucks & Buses



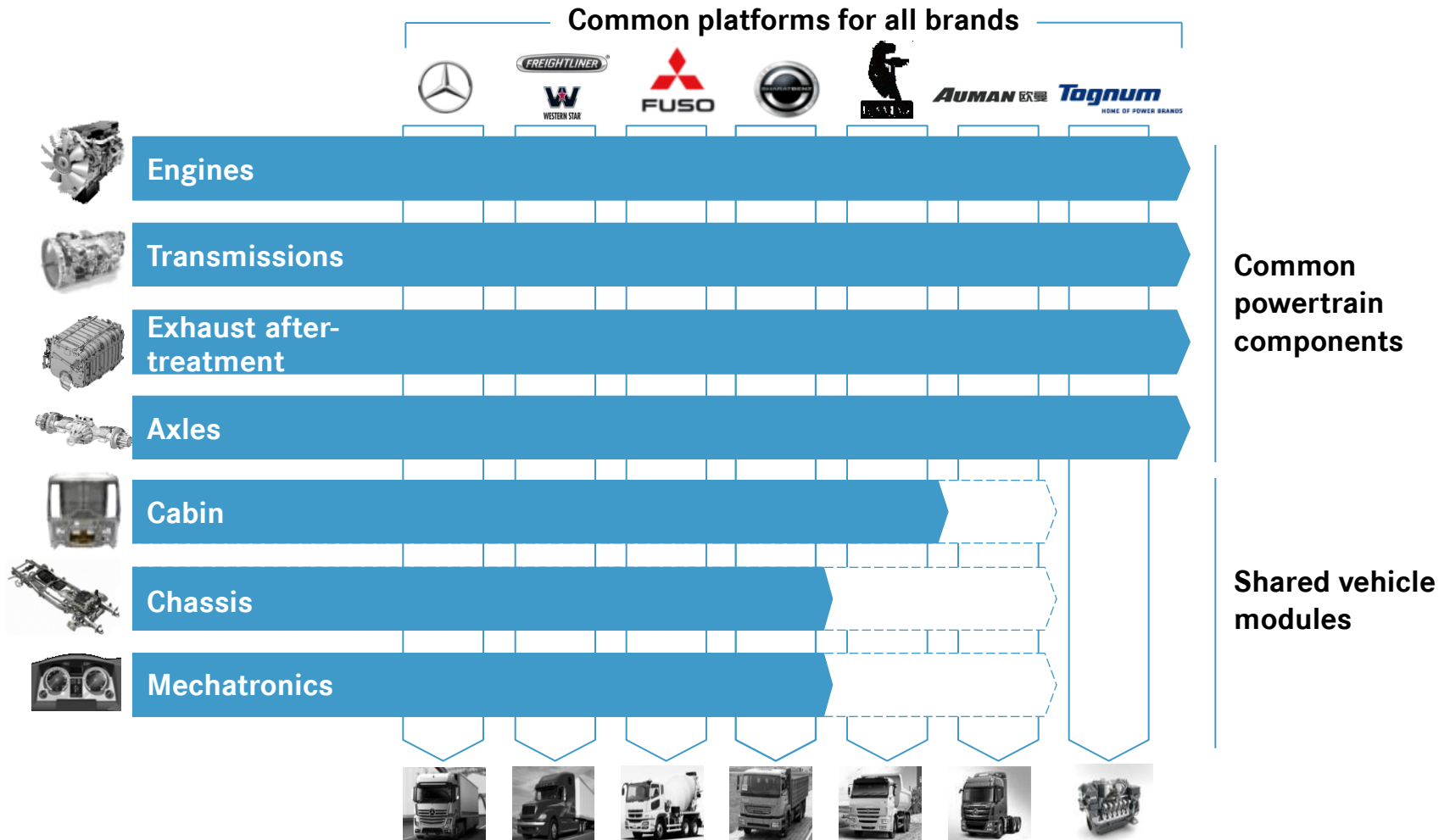
BRIC expansion: Excellent global coverage of Triad and Brazil – RIC coverage implemented in 2012



Target of selling 500 thousand¹ units in 2013 and 700 thousand¹ in 2020

1. Excluding JV sales Auman brand

Platform and module strategy to fully leverage commonality for powertrain and vehicles



Increasing Global Commonality of Engines and Powertrain Components

Strong product base...



HDEP/MDEG
The new global engine platforms



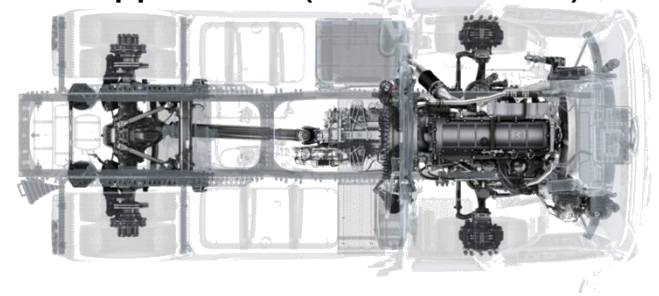
PowerShift
Perfect integration for high performance



Common Axle Platform
Cutting edge, globally

...and a clear vision

Integrated Powertrain with global application (Daimler inside)

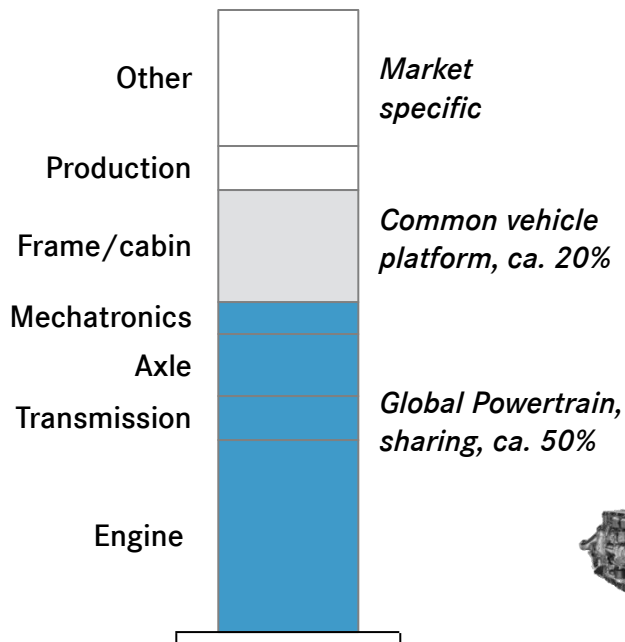


Scale benefits of common modules just starting

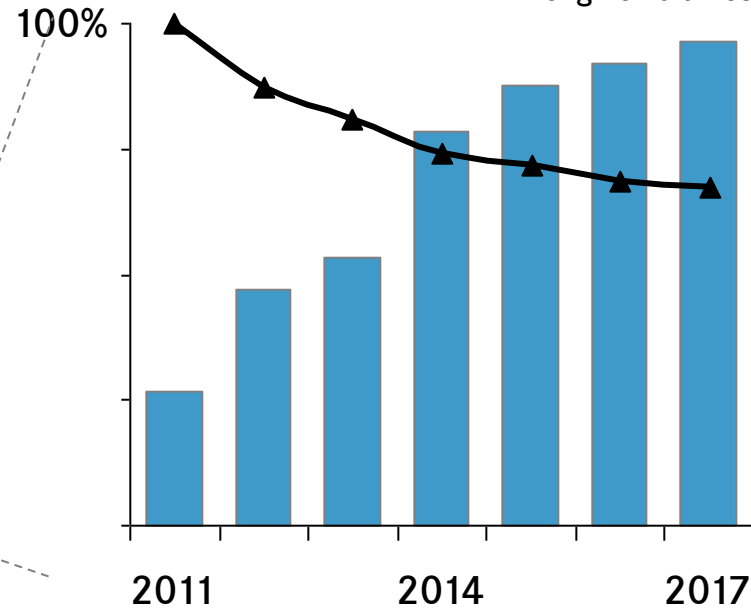
Up to 70% of vehicle sharable

Significant scale benefits (example engine)

SFTP cost structure

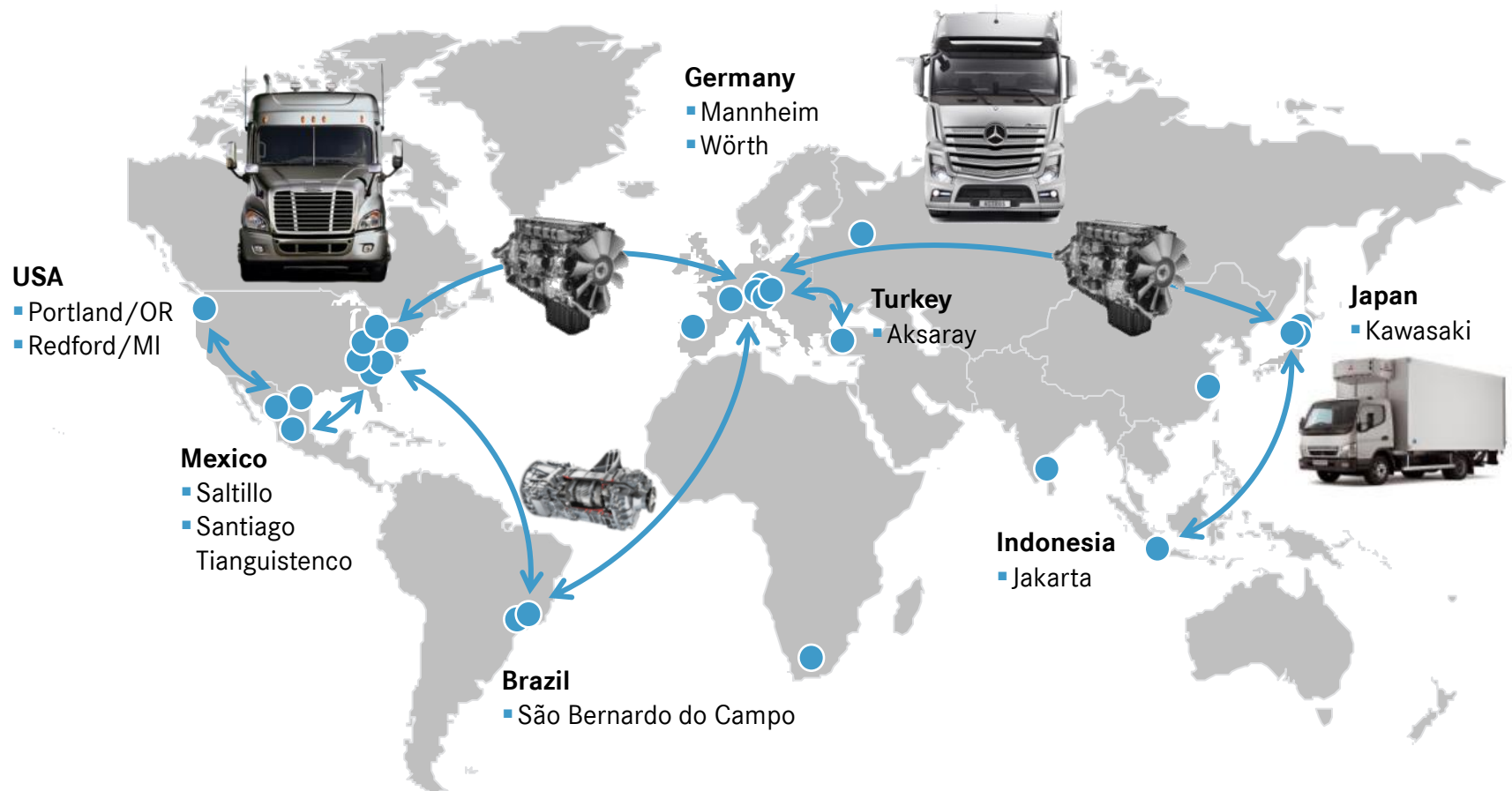


Cost index on synergy parts (in %)



Further flexibility in global production network

Selected facility flexibility across 27 sites



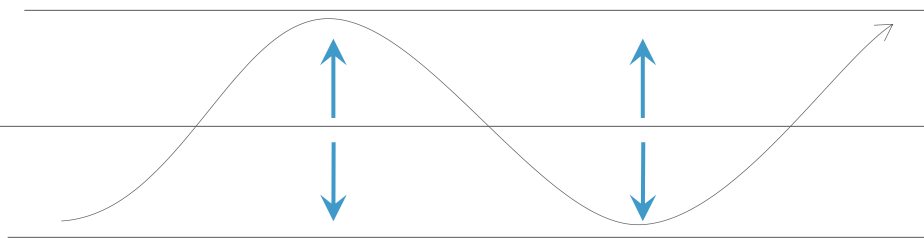
Flexibility Measures: Strong progress in increasing DT's flexibility in production plants



Wörth, Mount Holly NC, Kawasaki

+30% units/year

-30% units/year



Workforce flexibility

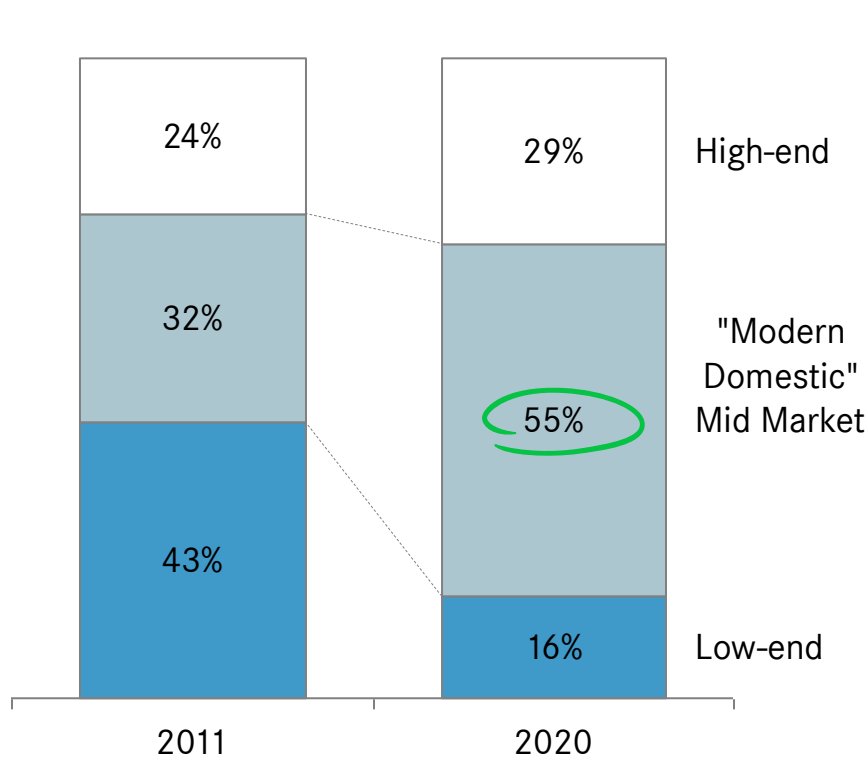
- Flexible working hours
- Flexible shift models

Flexible cycle time

- 430 ↔ 300 units/day

Technology dynamics will lead to significant vehicle upgrading

Share of total M/HDT market

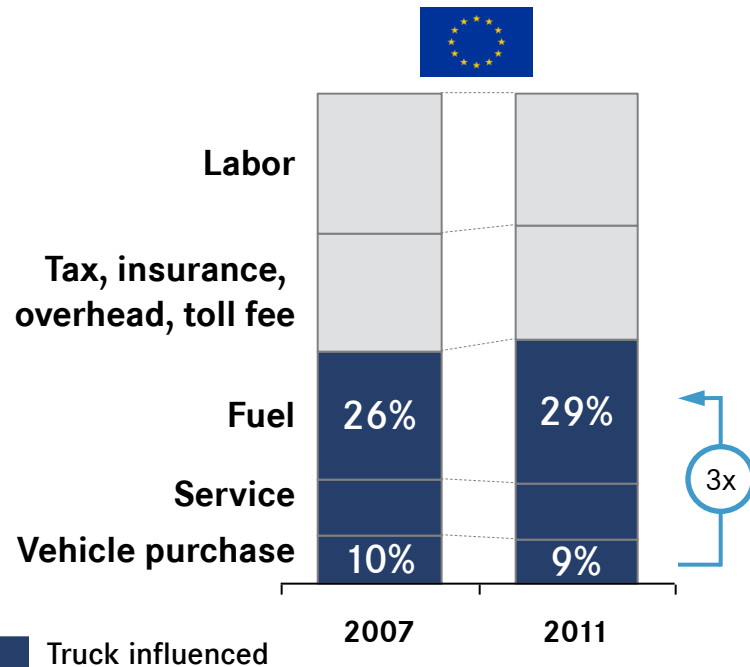


Not targeted

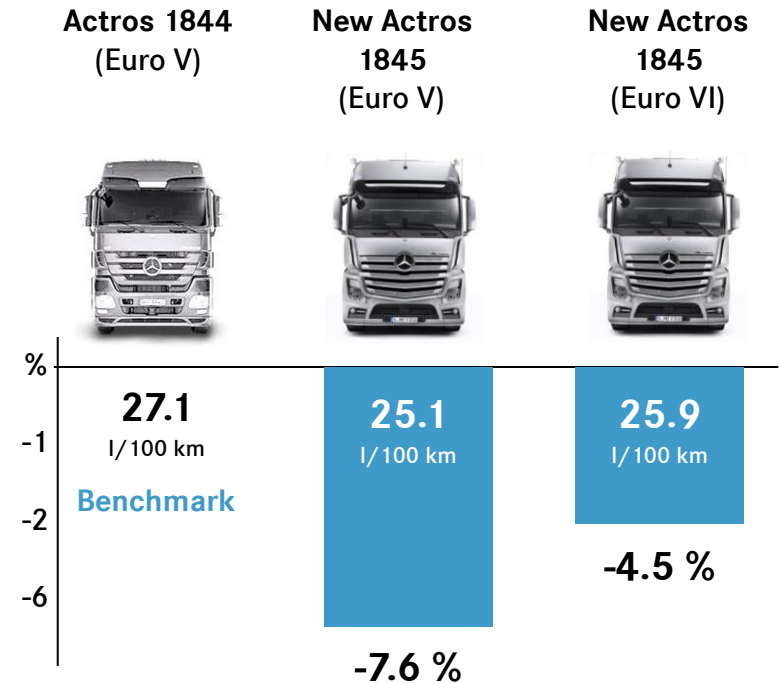
**Strong DT lineup in "Modern Domestic" to play leading role in RIC
Products from DT toolbox localized to RIC needs**

TCO increasingly relevant as key driver for customer decisions

Typical operator cost structure (triad)



DT benchmark in fuel efficiency - example Europe -



New global engine generation ensures benchmark position in all regions

Accelerating Global Excellence: “Daimler Trucks #1”

Global Excellence

Global Excellence Pillars

Management of Cycles

Operational Excellence

Growth and Market Exploitation

Future Product Generations



Achievements so far

Flexibility Measures



Efficiency Programs



BRIC Expansion



Global Platform Roll-out



Current focus



Excellence Programs of OUs

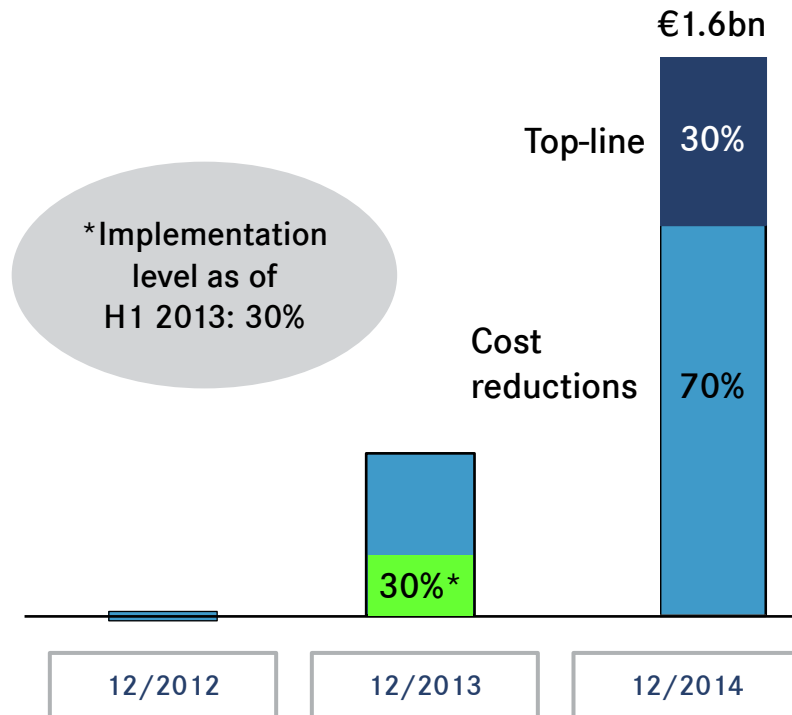


Cross-business Excellence Initiatives



Daimler Trucks #1

Flight path towards benefits



Key levers

- Sales and aftersales push
- Module strategy to realize global scale
- New Asia Business Model
- Strong efficiency push in all operating units:
 - Fixed costs
 - Material costs
 - Production costs
 - Warranty and quality costs

Financial Outlook and Targets

▶ Outlook 2013

Increase in unit sales and EBIT in the magnitude of the prior year expected

▶ Target

We continue to target a RoS of 8% on average over the cycle, supported by DT#1, however, from a later starting point.

▶ Sales leadership

Milestones: over 500k in 2015 / 700k in 2020

▶ Technology leadership

We offer the best products in terms of TCO and fuel efficiency, globally.

▶ Our vision

No. 1 in the global truck industry and sustainable leadership in profitability. DT#1 targets benefits of 1.6 B€, coming from Sales / After Sales Push, variable / fixed cost reduction and platform/module rollout

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Key balance-sheet figures

- in billions of euros -

Daimler Group	Dec. 31, 2012	June 30, 2013
Equity ratio	22.7%*	24.0%
Gross liquidity	16.6	18.9
Industrial business		
Equity ratio	39.8%*	41.4%
Net liquidity	11.5	11.3

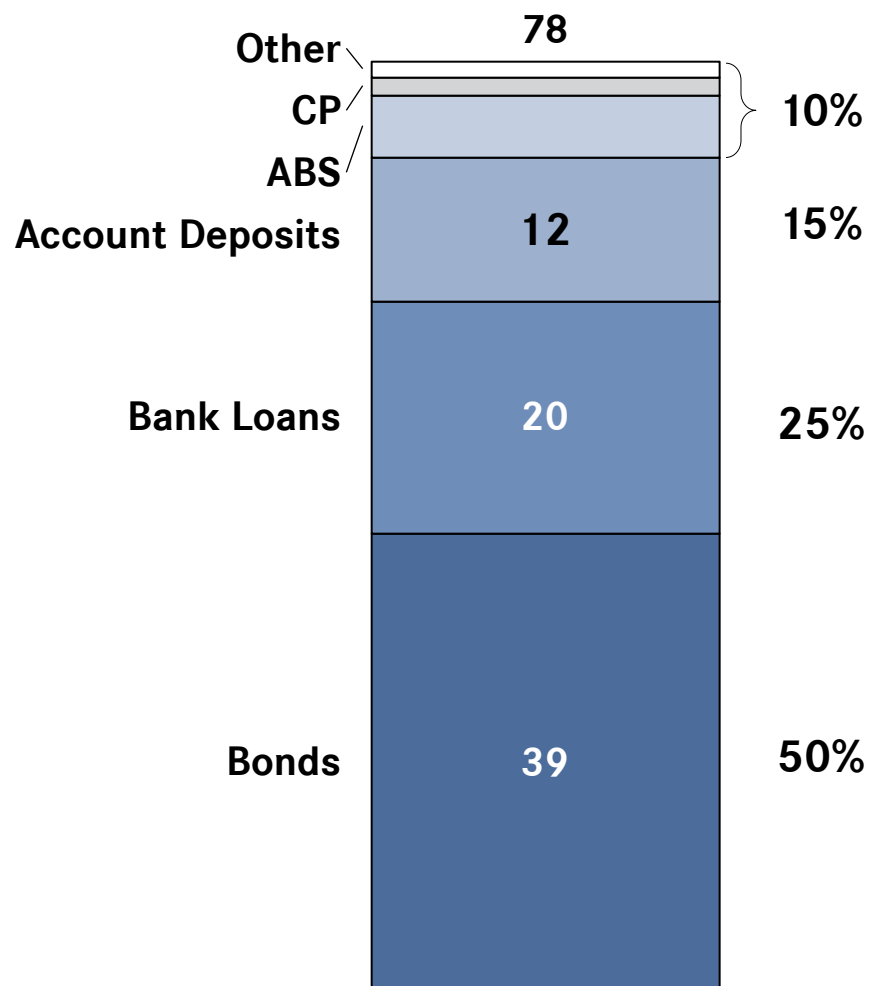
* Figures adjusted primarily for effects arising from application of the amended version of IAS 19.
Additional information on the adjustments to the prior-year figures is disclosed in chart No. 40 of this presentation.

Group's rating position

Current Ratings:**S&P: A- stable A-2****Moody's: A3 stable P-2****Fitch: A- stable F2****DBRS: A (low) stable R-1 (low)****Daimler target:****Sustaining the A rating at all rating agencies**

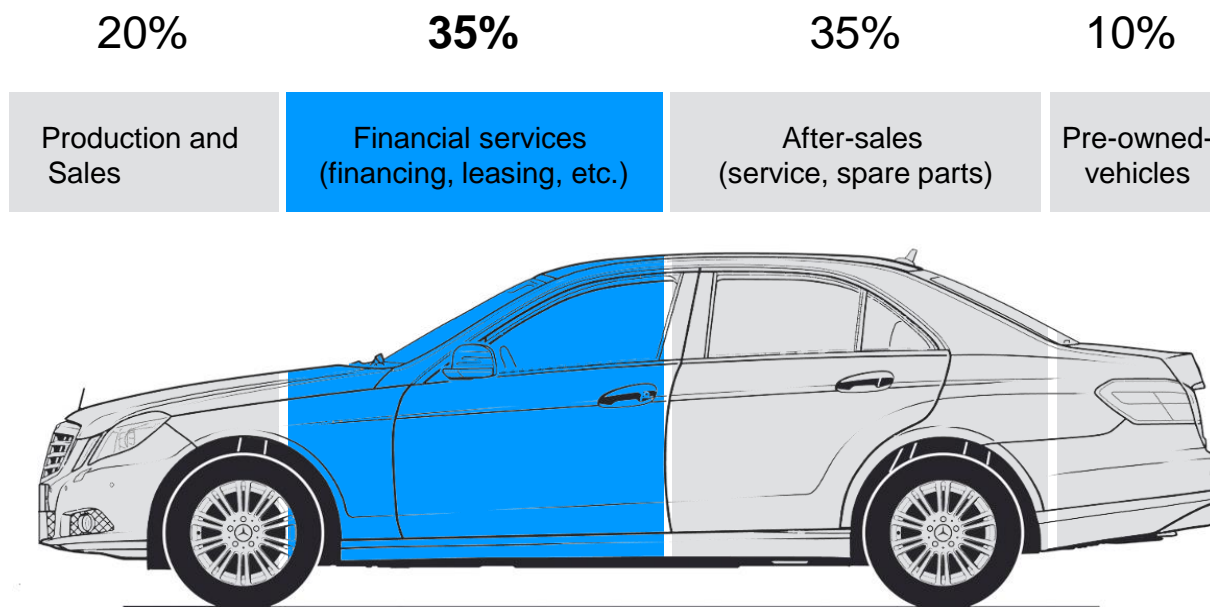
Financing liabilities as of June 30, 2013

in billions of € (as reported)



Automotive value chain

80% of profits are generated after the production phase – financial services account for a large share of these profits. Financial services however requires the majority of the Groups' funding volume.



Source: IXIS Securities, Mercer, Booz Allen Hamilton, Arthur D. Little 2006

Worldwide access to capital markets

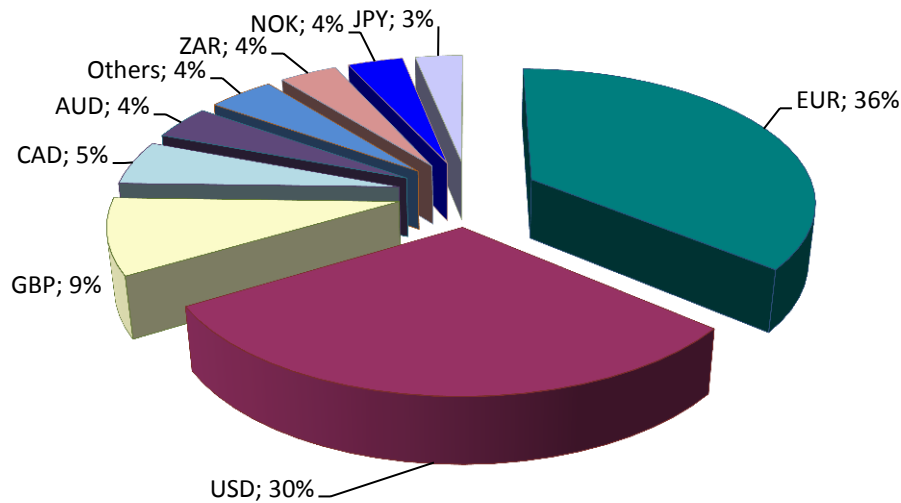
Capital market programs:

- US offerings 144a / RegS Documentation
- Euro MTN Program (35 bn EUR, multi currency and multi issuers)
- Local Programs established in Mexico, Argentina, South Africa, Thailand und Japan
- In future: India, China, Korea, Brazil and others to be added, when capital markets open and funding requirements justify the effort

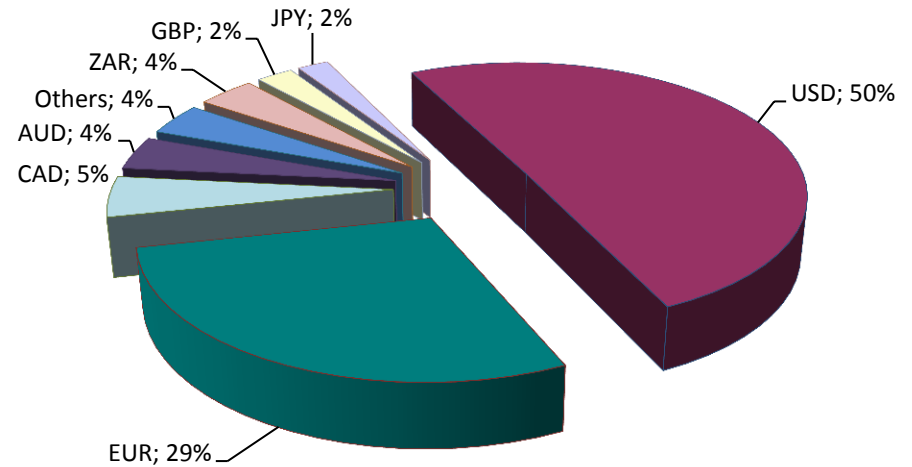
Bond Issuances

by currencies / in billions of €

2012
15 bn. €



2013 ytd
9.5 bn. €



General policy: asset liability matched funding

- 1 Liquidity matched funding
- 2 Interest rate matched funding
- 3 Currency matched funding
- 4 Country matched funding

Disclaimer

The figures in this document are preliminary and have neither been approved yet by the Supervisory Board nor audited by the external auditor.

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 euro zone; 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; 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.