








09.04.2014 Hauptversammlung. Annual Meeting.

Absatz-/Vertragsvolumen nach Geschäftsfeldern

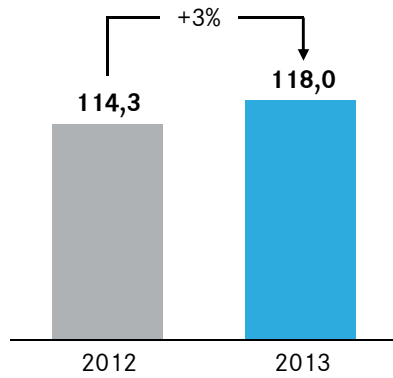
	2012	2013
 Mercedes-Benz Cars	1.452	1.566
 Daimler Trucks	462	484
 Mercedes-Benz Vans	252	270
 Daimler Buses	32,1	33,7
 Daimler Financial Services	80,0	83,5

in Tausend Einheiten/DFS: in Milliarden Euro

Finanzkennzahlen Konzern

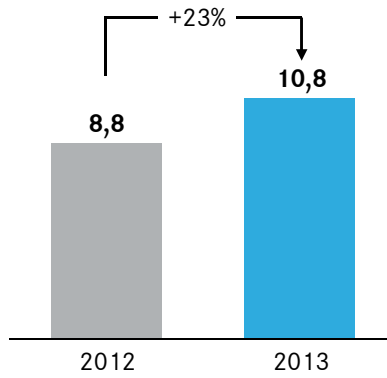
Umsatz

- in Milliarden Euro -



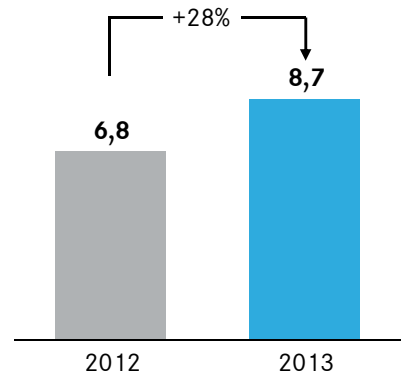
EBIT

- in Milliarden Euro -



Konzernergebnis

- in Milliarden Euro -





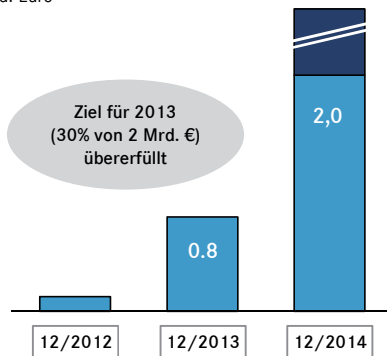
Effizienzprogramme: Etappenziele erreicht

FIT FOR LEADERSHIP

F4L

- Zusätzliches Geschäft
- Kosteneinsparungen

- in Mrd. Euro -

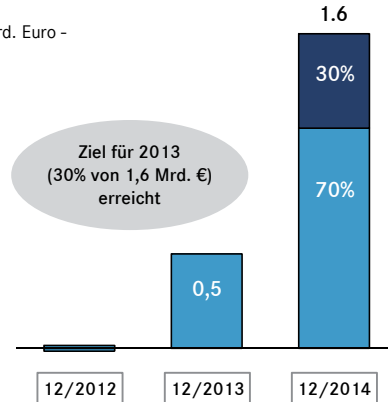


DAIMLER TRUCKS #1



- Zusätzliches Geschäft
- Kosteneinsparungen

- in Mrd. Euro -



Fortschritte in China

Integrierte Vertriebsorganisation

Ausbau Händlernetz

Ausweitung Produkt- und Service-Portfolio

Erweiterung lokale Produktion

Ausbau lokales Nutzfahrzeuggeschäft

Strategisches Investment in BAIC Motor





Vier strategische Wachstumsfelder



Das Kerngeschäft stärken

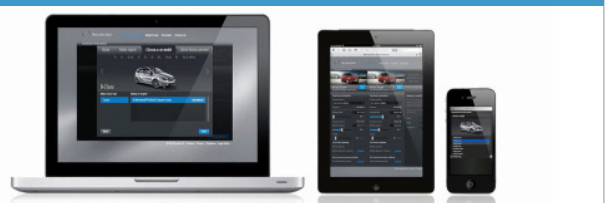


In neuen Märkten wachsen

Bei grünen Antrieben und Sicherheit führen



Neue Mobilitätskonzepte gestalten





Neue Modelle von smart





Unsere Effizienz-Champions

80kW



B180 CDI¹
BlueEFFICIENCY Edition

98g
3,8l

(manuelle Schaltung)

100kW



GLA200 CDI²

114g
4,3l

(manuelle Schaltung/Automatik)

125kW



C220
BlueTEC³

103g
4,0l

(manuelle Schaltung)

150+20kW



E300
BlueTEC Hybrid⁴

107g
4,1l

(Automatik)

Kraftstoffverbrauch innerorts/außerorts/kombiniert (l/100 km); CO₂-Emissionen kombiniert (g/km): ¹4,4/3,4/3,8; 98. ²5,5-5,4 (Automatik: 5,3-5,2)/3,9-3,7 (4,1-3,9)/4,5-4,3 (4,5-4,4); 119-114 (119-114). ³5,0-4,8/3,7-3,4/4,2-4,0; 109-103. ⁴4,2-4,1/4,2-4,1/4,2-4,1; 110-107.

Schneller kann man Hybrid nicht erklären.

Was für ein Rennen – was für eine Technik! Wir gratulieren Lewis Hamilton, Nico Rosberg und dem MERCEDES AMG PETRONAS Formula One Team zum Doppelsieg. Schön, dass unsere effiziente Hybridtechnologie die Formel 1 erobert – und mit dem S 500 PLUG-IN HYBRID* auch bald alle Straßen. Mercedes-Benz Motorsport – Racing is a state of mind. www.MercedesAMGF1.com

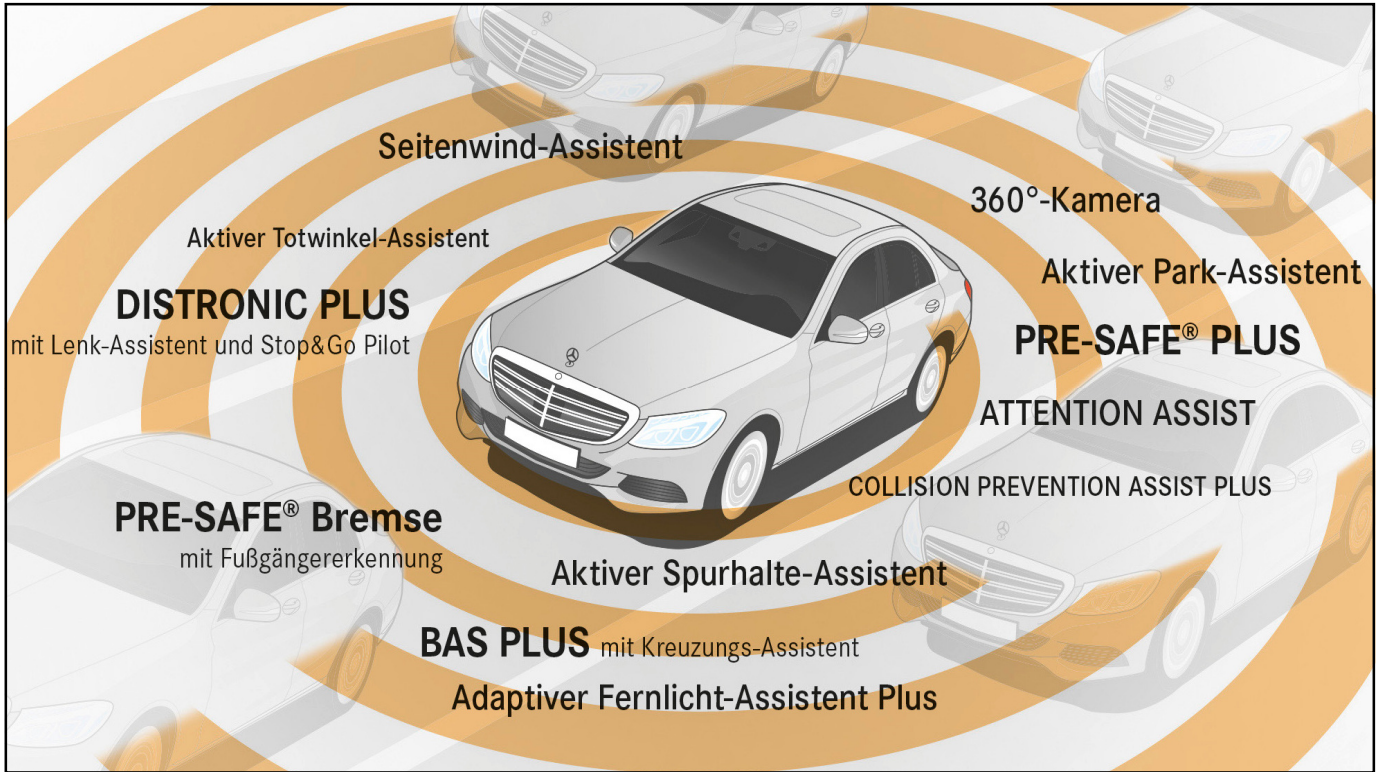


MERCEDES AMG
PETRONAS FORMULA ONE TEAM



Mercedes-Benz
Das Beste oder nichts.

*Markteinführung 10/2014.
Anbieter: Daimler AG, Mercedesstraße 137, 70372 Stuttgart



Mercedes *me*

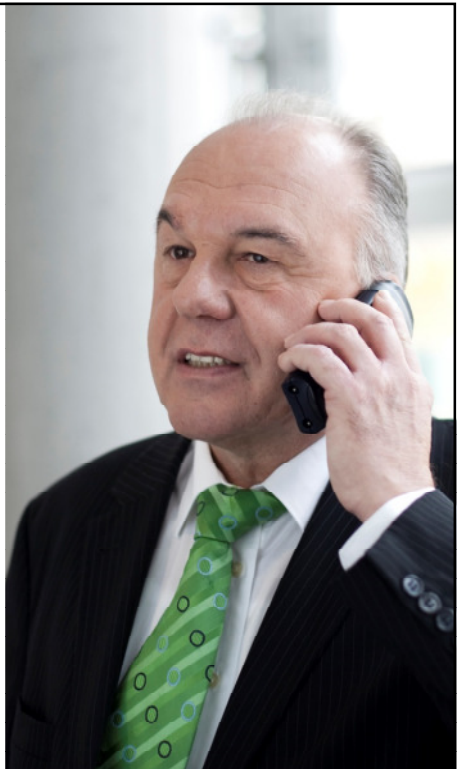
Mercedes
inspire *me*

Mercedes
assist *me*

Mercedes
connect *me*

Mercedes
finance *me*

Mercedes
move *me*





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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,” “can,” “could,” “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; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing 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 and 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 government 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 to be incorrect, the 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 since they are based solely on the circumstances at the publication date.