

DAIMLER



Daimler Business in China

Hubertus Troska, Chairman & CEO of Daimler Greater China

Content

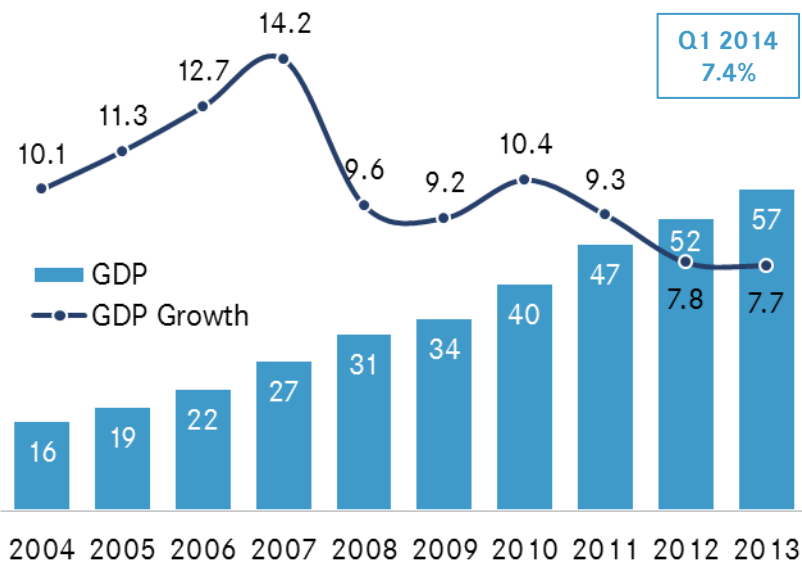
1 China Economy & Market

2 Presence of Daimler in China

China: 2nd largest economy with >\$9 trillion GDP, economy maintained a stable and moderate growth

China Economic Growth – GDP

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

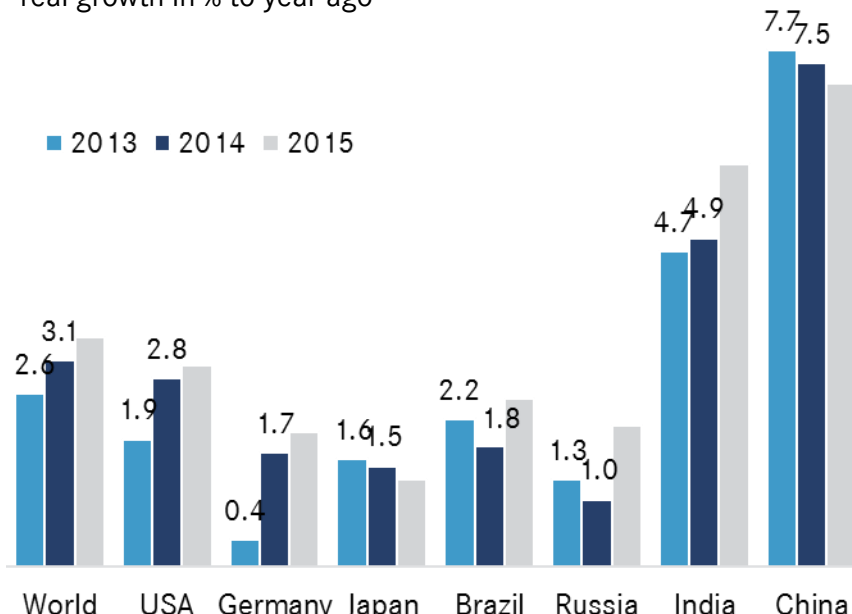


Source: National Bureau of Statistics of China

J.P. Morgan China Submit 2014

World Economic Growth – GDP

real growth in % to year ago

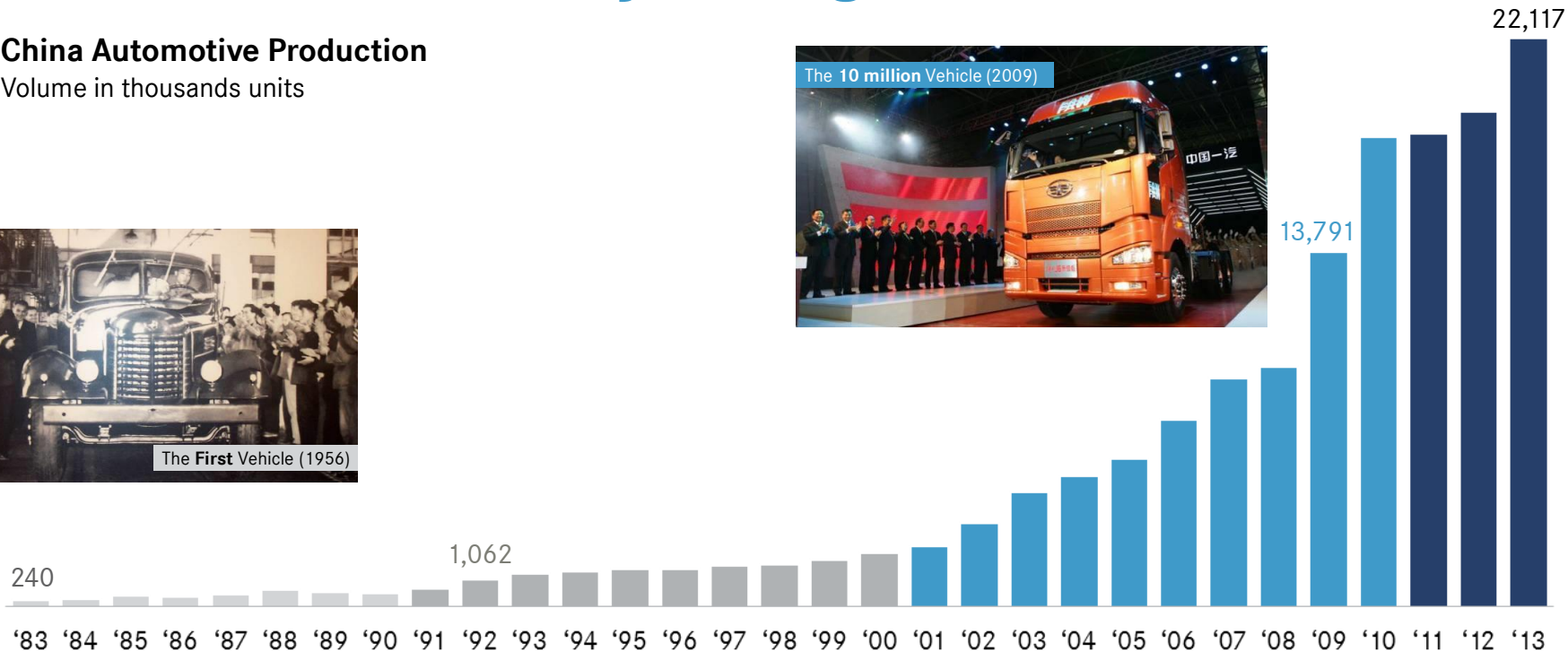
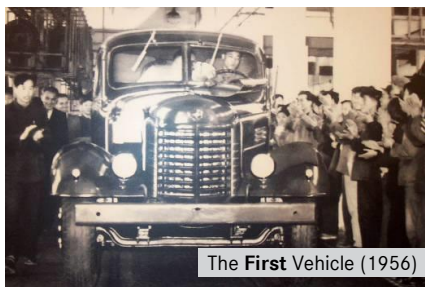


Source: Economic & Market Intelligence (S/EM) - March 2014

Automotive production volume reached almost 100 times than that of 30 years ago

China Automotive Production

Volume in thousands units

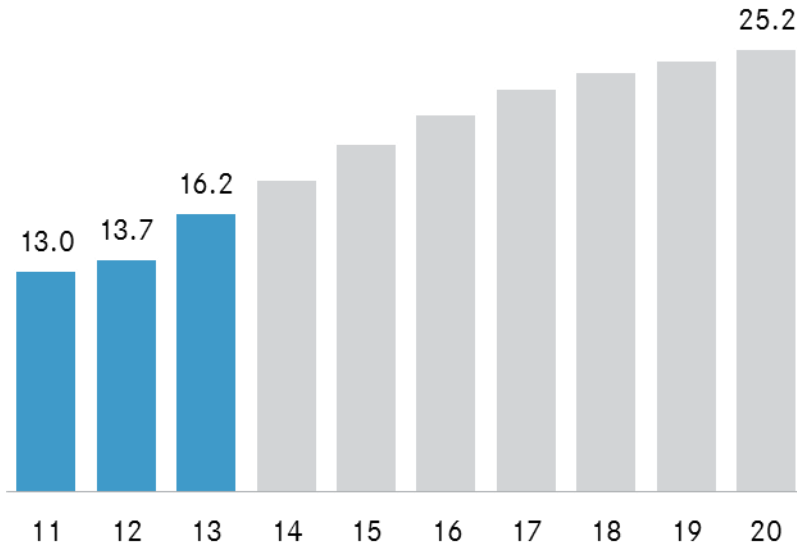


As the largest automotive market worldwide, China reached 22 million units auto sales in 2013

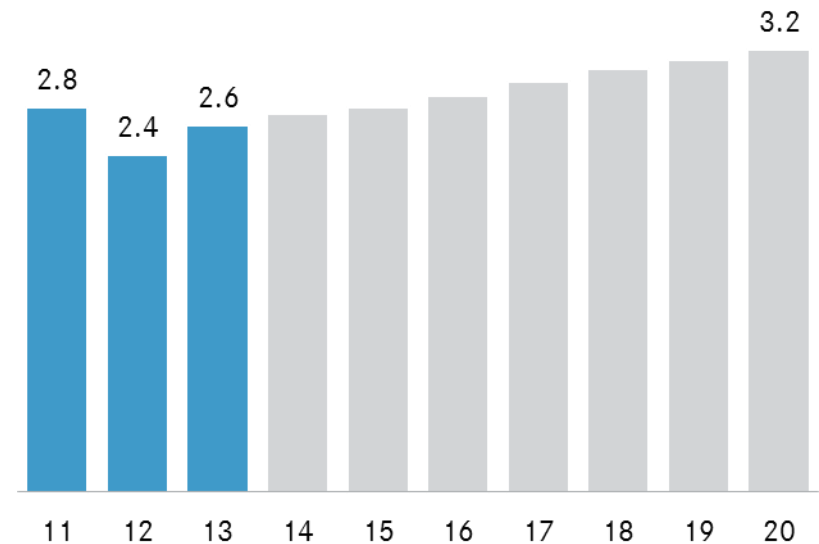
volume in thousands units	FY 2013 Sales Volume	FY 2013 YoY Growth	YTD April 2014 YoY Growth
PV	16,224	+19%	+12%
Truck	2,644	+10%	+4%
Van	2,950	+4%	+6%
Bus	250	+5%	-1%
Total Market	22,069	+15%	+10%

And China will continue to top the global automotive market

China PV Sales
In million units



China Truck Sales
In million units



Source: IHS Automotive Q1 2014
J.P. Morgan China Submit 2014

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1 China Economy & Market

2 **Presence of Daimler in China**

Daimler in China



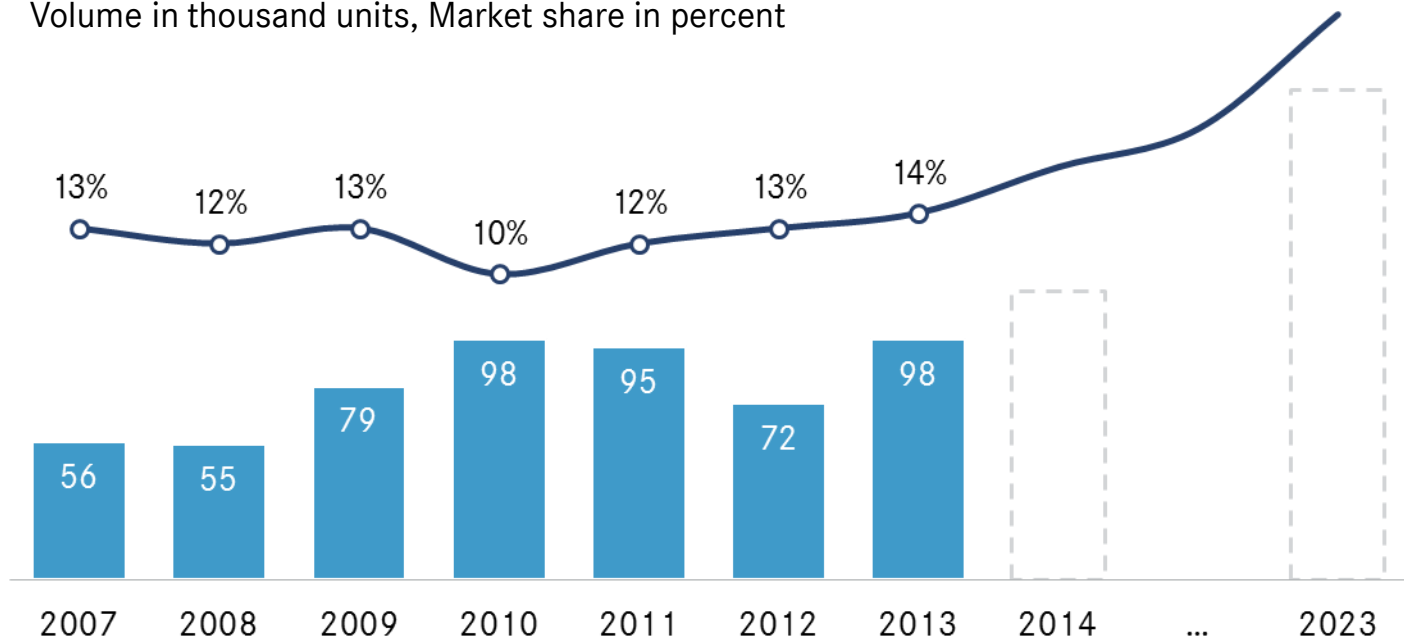
Auman Trucks



Continuously increased its sales performance and pursues an ambitious growth plan for the next years

Auman (BFDA) HDT Domestic Sales Development

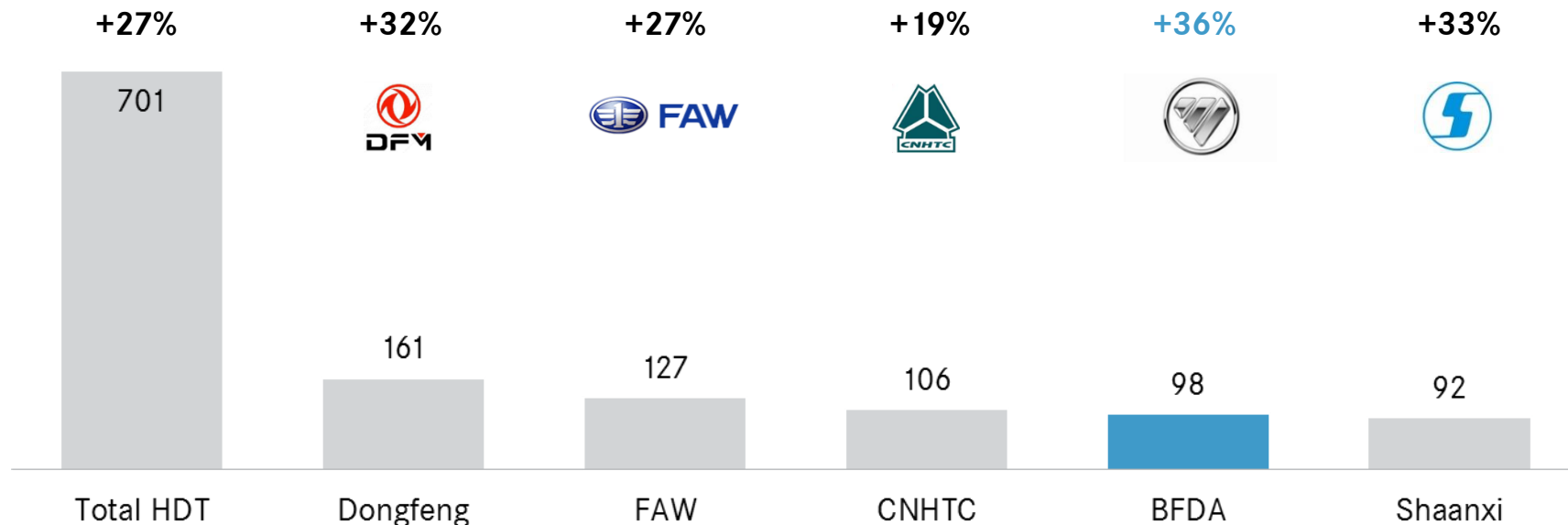
Volume in thousand units, Market share in percent



Auman HDT achieved highest annual growth among Top 5 OEMs

Top 5 OEM HDT Domestic Sales 2013

Volume in thousand units, annual growth rate in percent



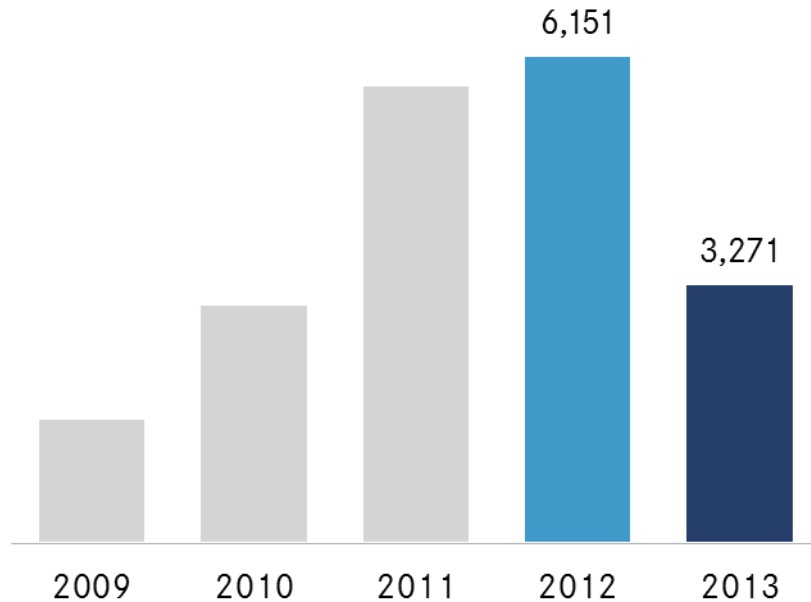
Sources: Domestic HDT sales volumes are based on CAAM minus China Customs export sales / Auman domestic sales is provided by BFDA

Mercedes-Benz Trucks

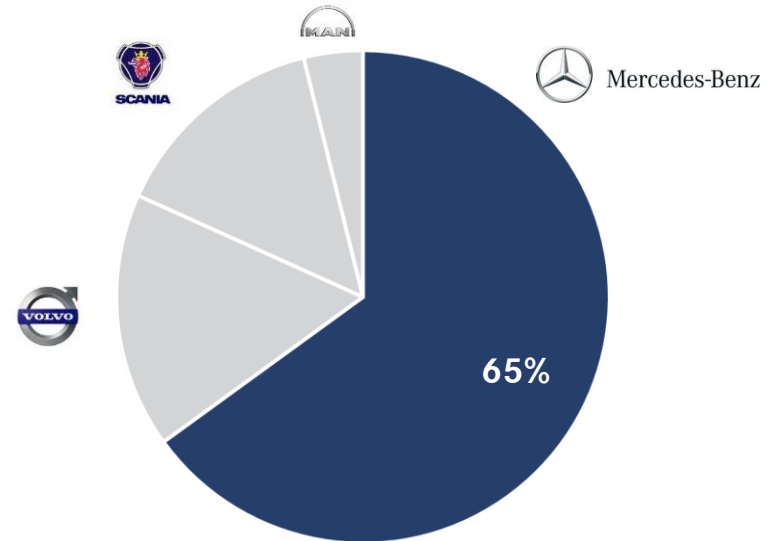


Mercedes-Benz Truck remains No.1 European Importer in China with market share of 65% in 2013

Mercedes-Benz Truck Sales Development
Volume in units



China HDT WEU Segment in 2013
SoM in percentage



MB Truck in China is strong in following segments



Concrete Pump



Firefighting



Oilfield



Logistics: Cold-Chain



Logistics: E-Commerce

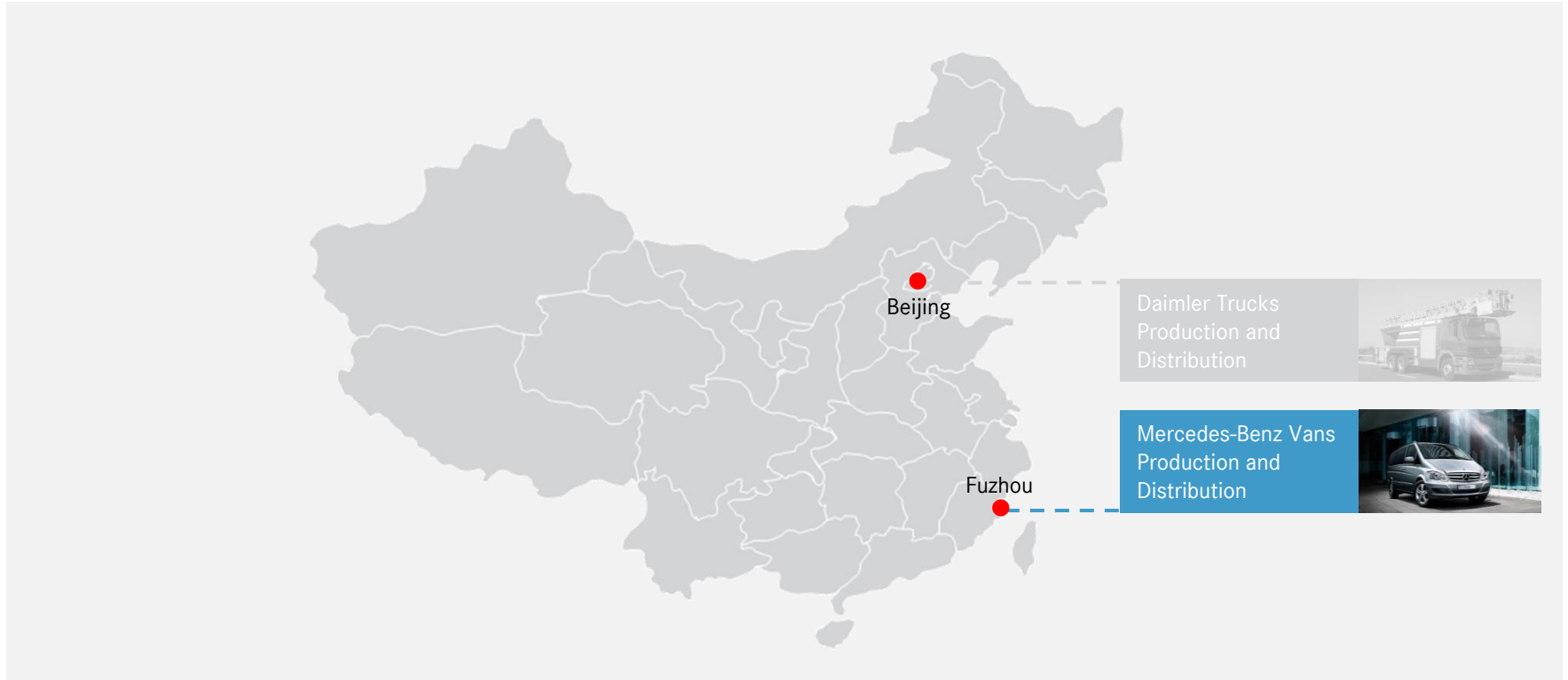


Logistics: SLT



Logistics: Dangerous Goods

Daimler in China



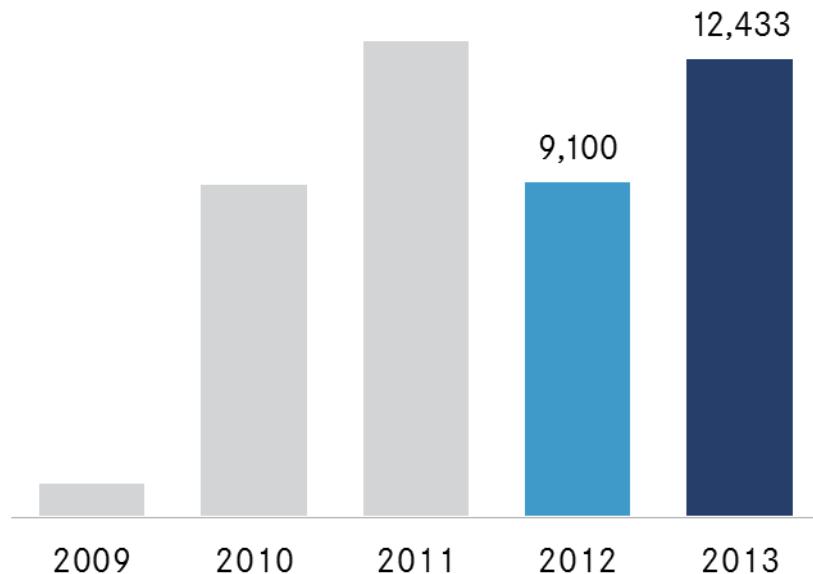
Mercedes-Benz Vans



Renewed strong sales growth in 2013

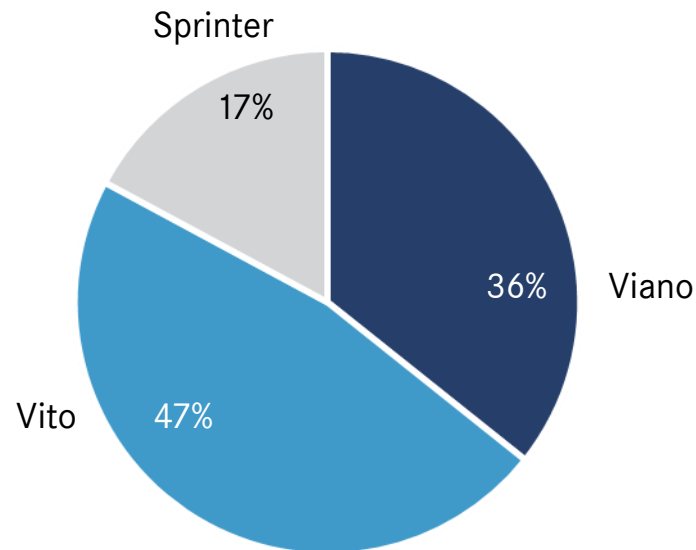
Mercedes-Benz Vans Retail Development

Volume in units

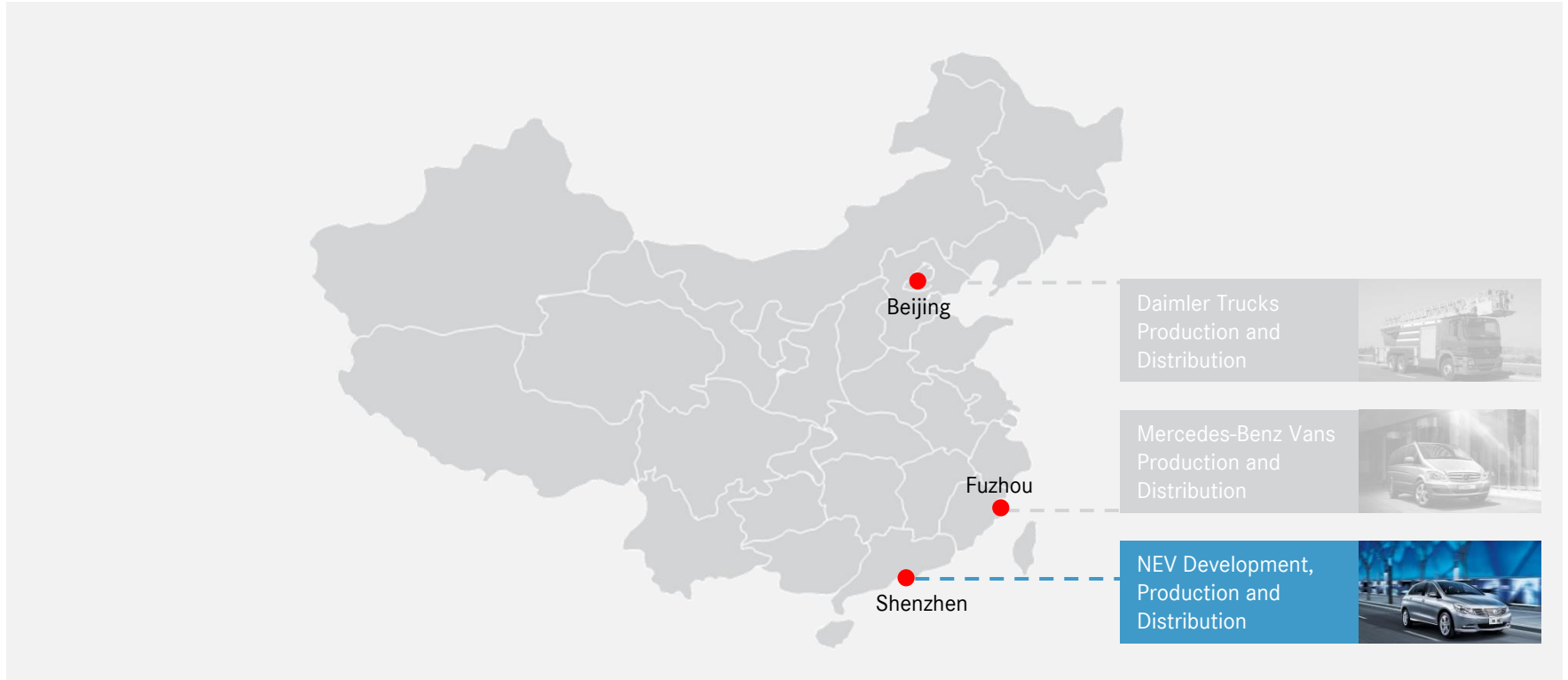


Mercedes-Benz Vans Retail in 2013

Model mix in percentage



Daimler in China



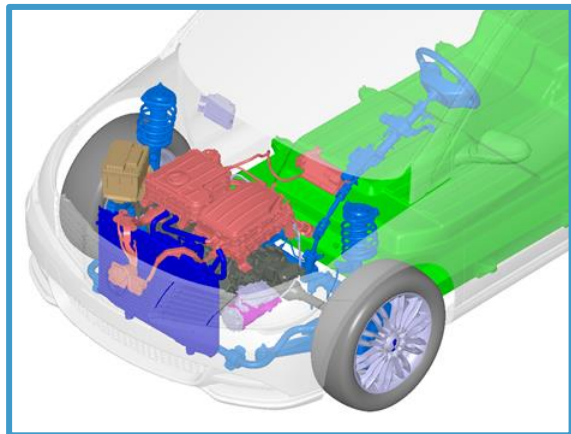
DENZA



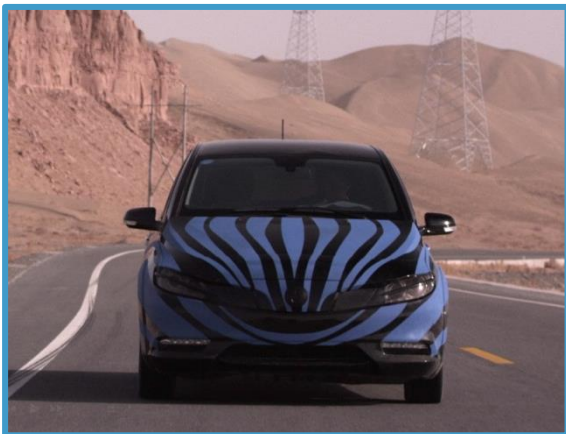
DENZA World Premier at Auto Beijing 2014



DENZA: the safest, most reliable, and most convenient electric vehicle



C-NCAP 5 Stars



**Over 1.2 million
kilometers testing**



**Up to 300 kilometers
driving range**

Easy access to license plates, central and local subsidies



MSRP starts from

369,000 RMB

Customer price in Beijing starts from

255,000 RMB

Dedicated dealerships in Beijing, Shanghai and Shenzhen for DENZA



Daimler in China



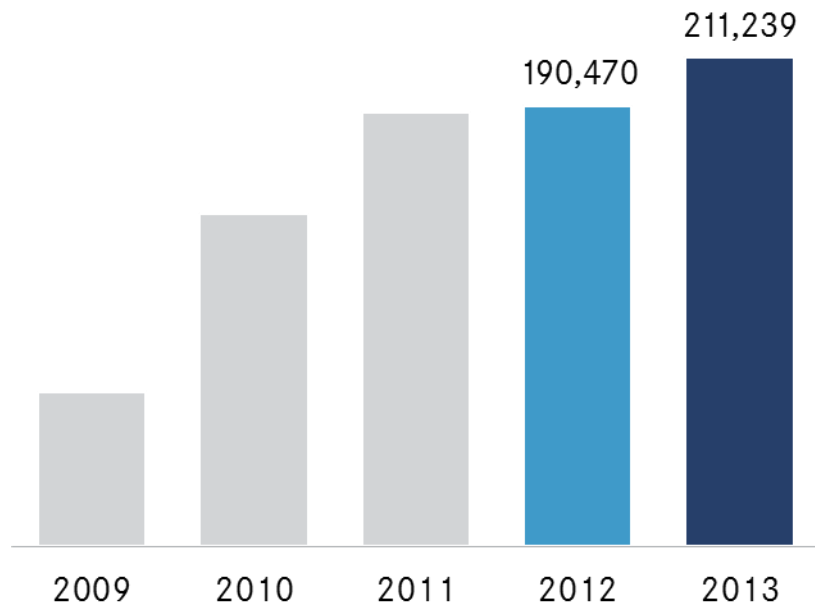
Mercedes-Benz Cars



Mercedes-Benz with positive momentum in 2013

Mercedes-Benz Cars Retail Development

Volume in units



GLK-Class
China as #1 market
41,500 units retail



S-Class
China as #1 market
22,000 units retail

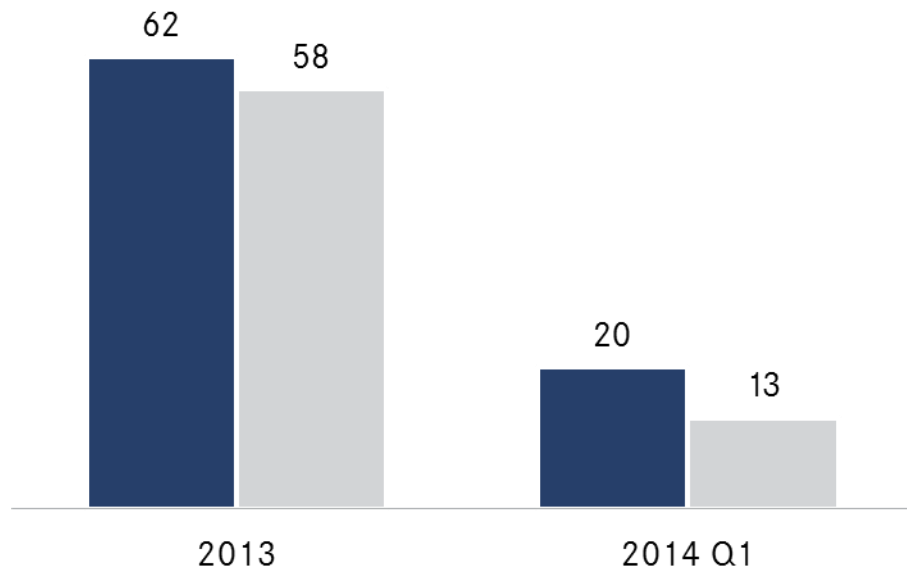


R-Class
China as #1 market
12,700 units retail

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

Luxury SUV Segment Competitor Analysis

Retail sales in thousand units ■ Mercedes-Benz ■ Competitor A



Source: Competitor Retail figure from Press Release

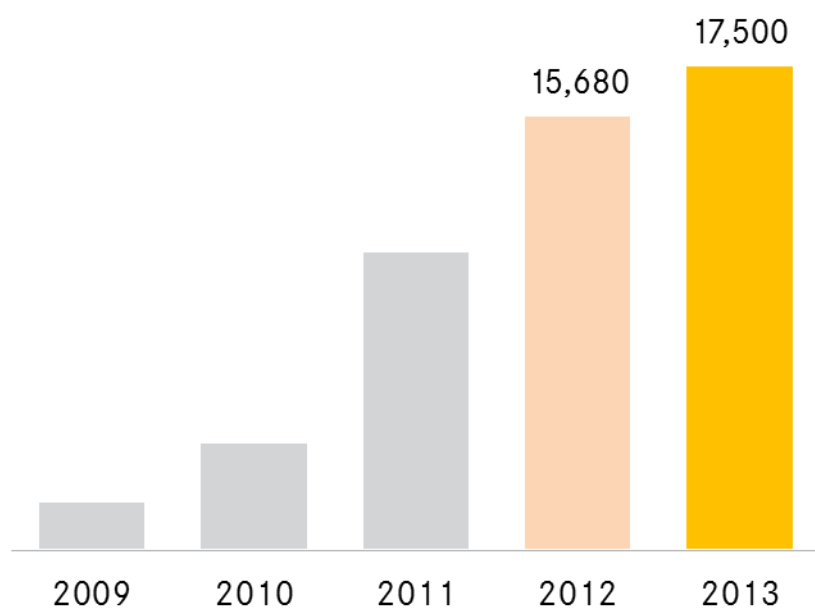
J.P. Morgan China Submit 2014



The smart story continues with 5 years of success

smart Retail Development

Volume in units



smart, A-Class, S-Class and R-Class are category winners in AMS CHINA BEST CARS 2014 Survey



Best Luxury Cars: S-Class



Best Compact Car: A-Class



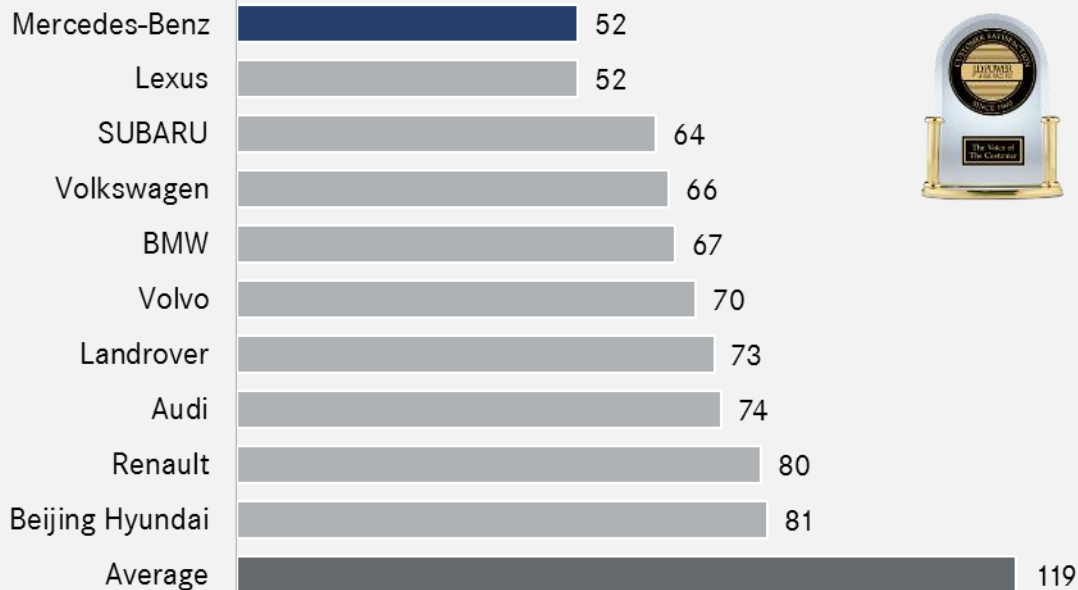
Best MPV: R-Class



Best Micro Cars: smart

Mercedes-Benz dominates 2013 China Initial Quality Study

Brand Ranking for China Initial Quality

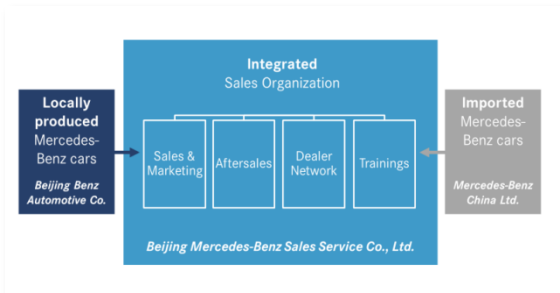


Best in Luxury Segment



Best in Entry Luxury Segment

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



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio



Extension Local Production

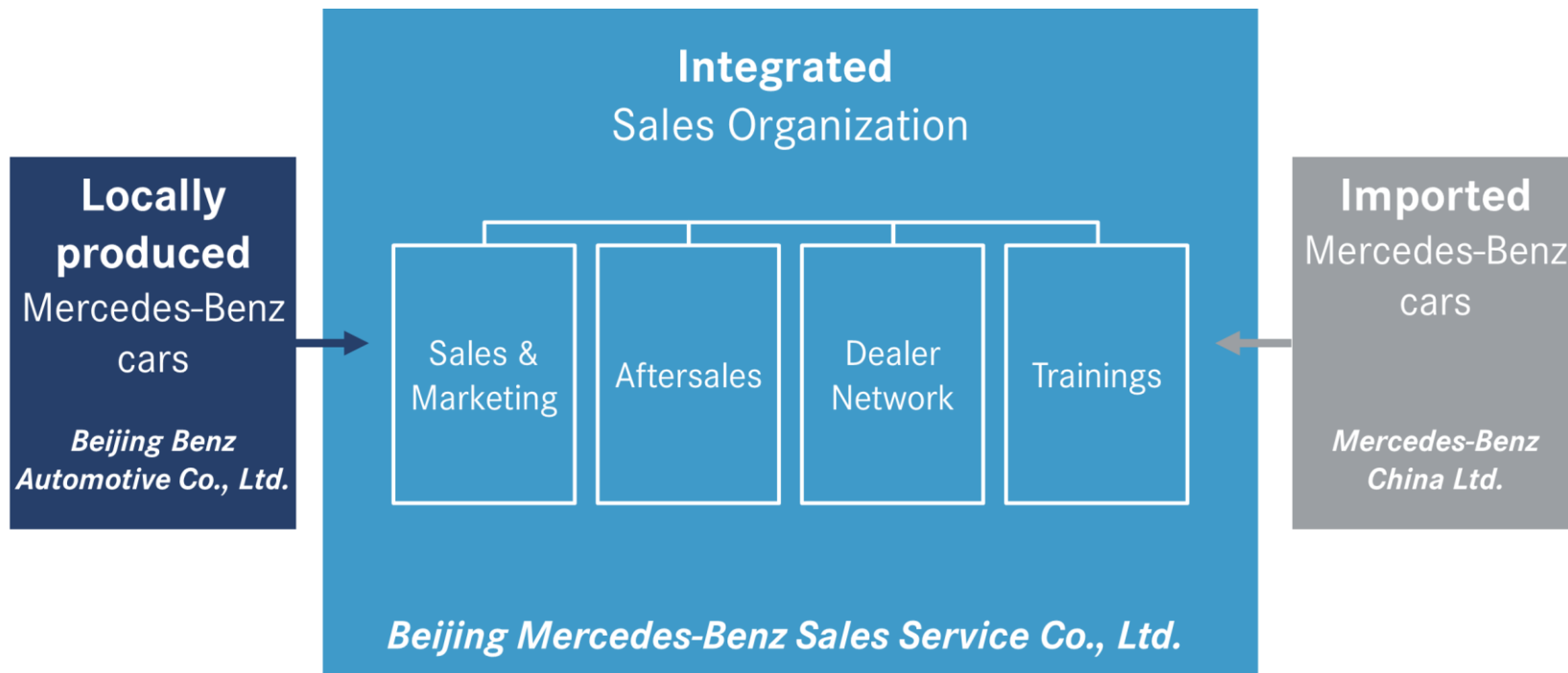


Extension Local R&D

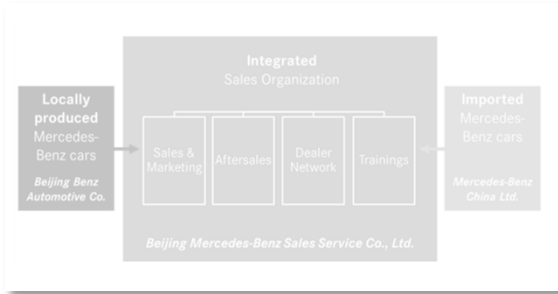


Leverage Financial Services

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



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Integrated Sales Organization

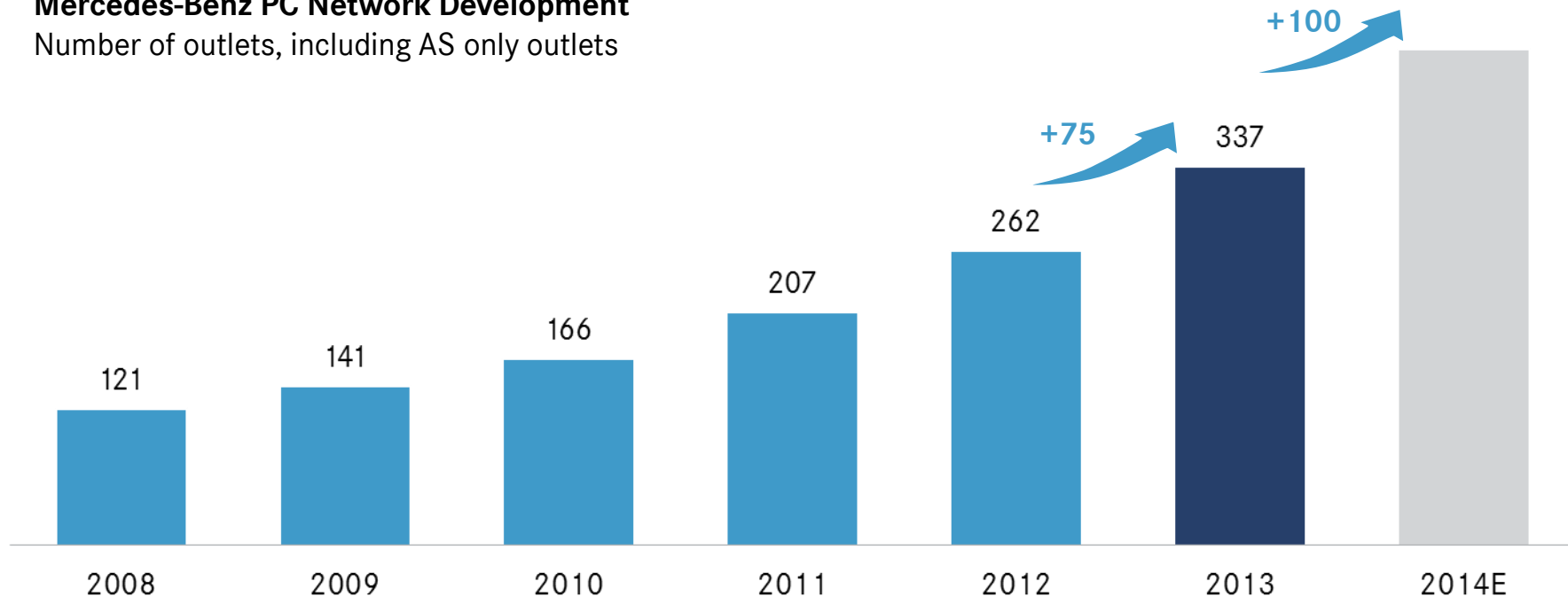


Expansion Dealer Network

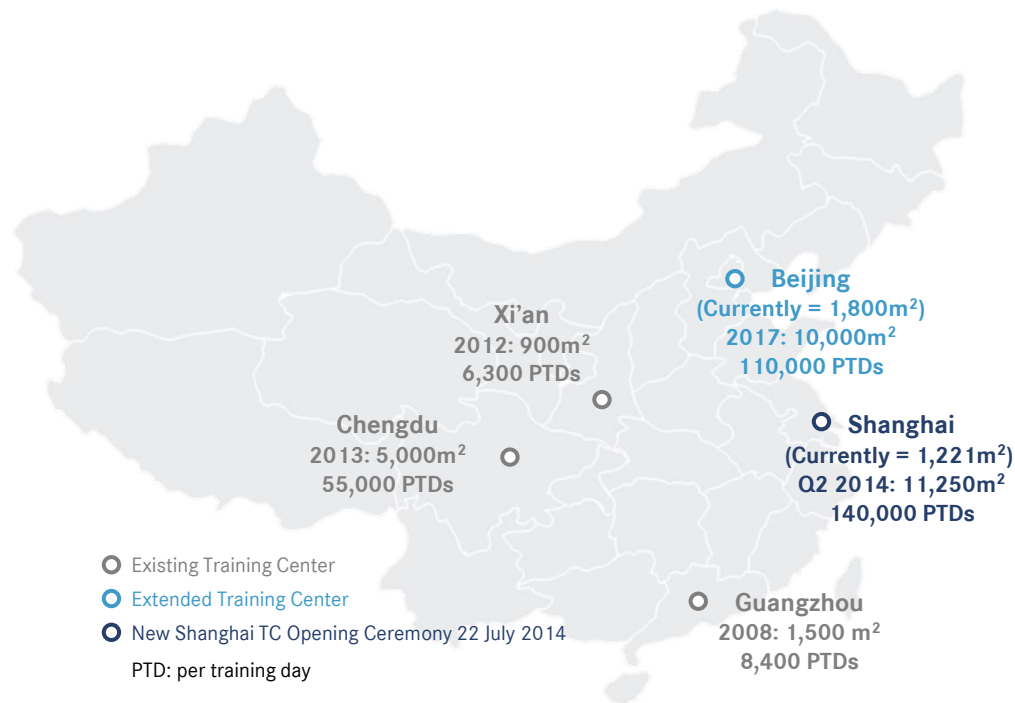
Accelerate the expansion of Dealer network in 2013 and 2014 with focus on new cities in lower tiers

Mercedes-Benz PC Network Development

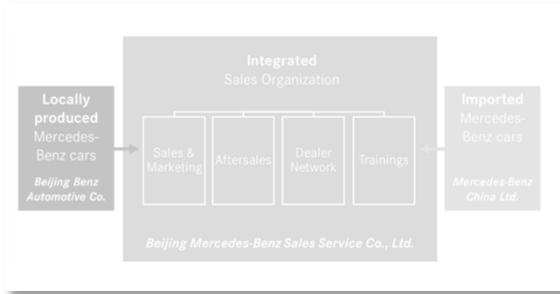
Number of outlets, including AS only outlets



Dealer network expansion will be further accelerating not only in quantity but also in quality



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



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio

In 2013, we celebrated 7 product premieres in China



New A-Class



LWB E-Class Facelift



New S-Class



E-Class Coupe Facelift



C-Class Coupe



New CLS Shooting Break



New GL-Class

Our flagship – the new S-Class



The facelifted E-Class repositioning



All New C-Class Long Wheelbase World Premiere at Auto Beijing 2014



The New CLA-Class



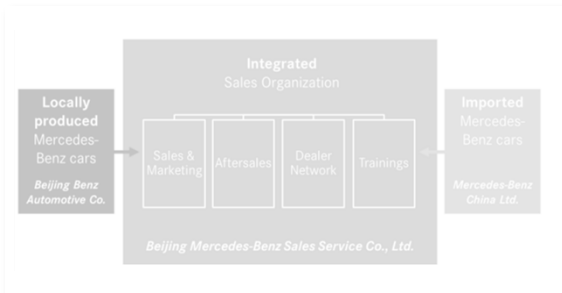
And we will expand our line-up of locally produced cars in China with a new compact SUV: the new GLA



Continue product offensive: more than 20 new/ facelifted models through 2015



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



Integrated Sales Organization



Expansion Dealer Network

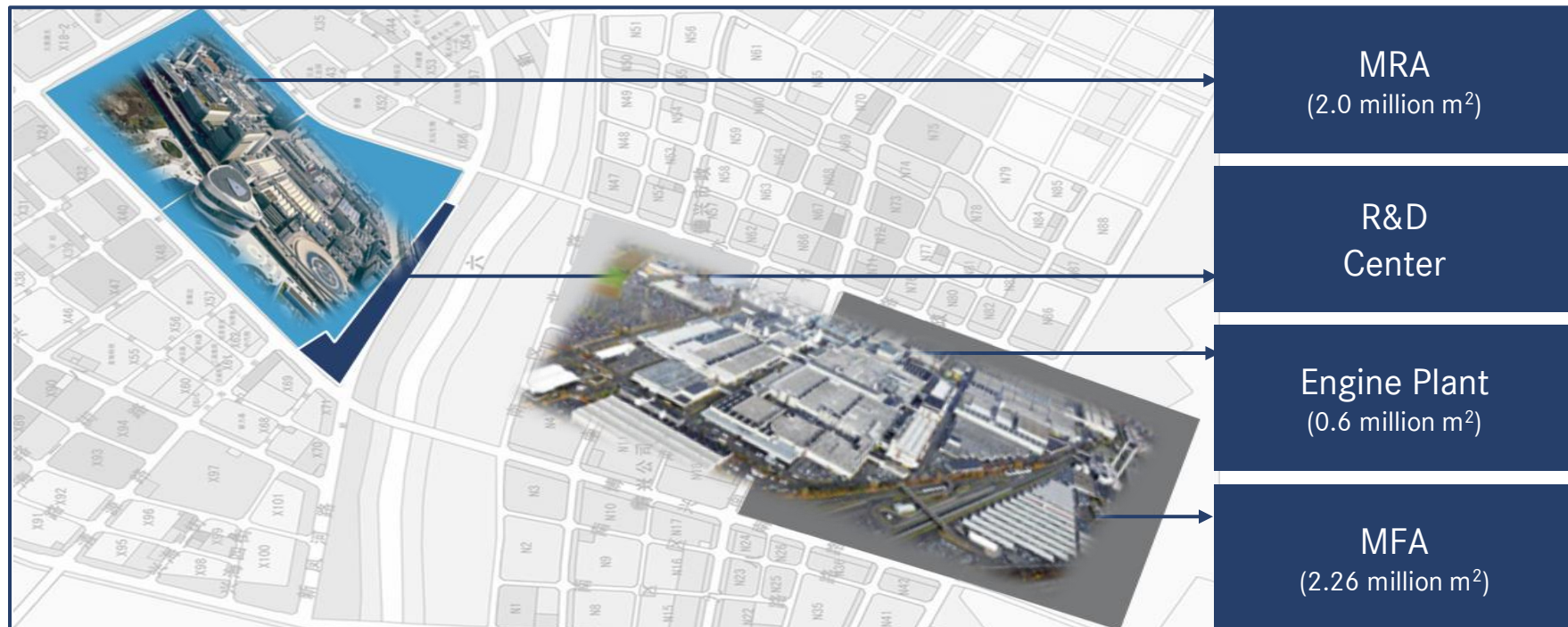


Extension Product Portfolio



Extension Local Production

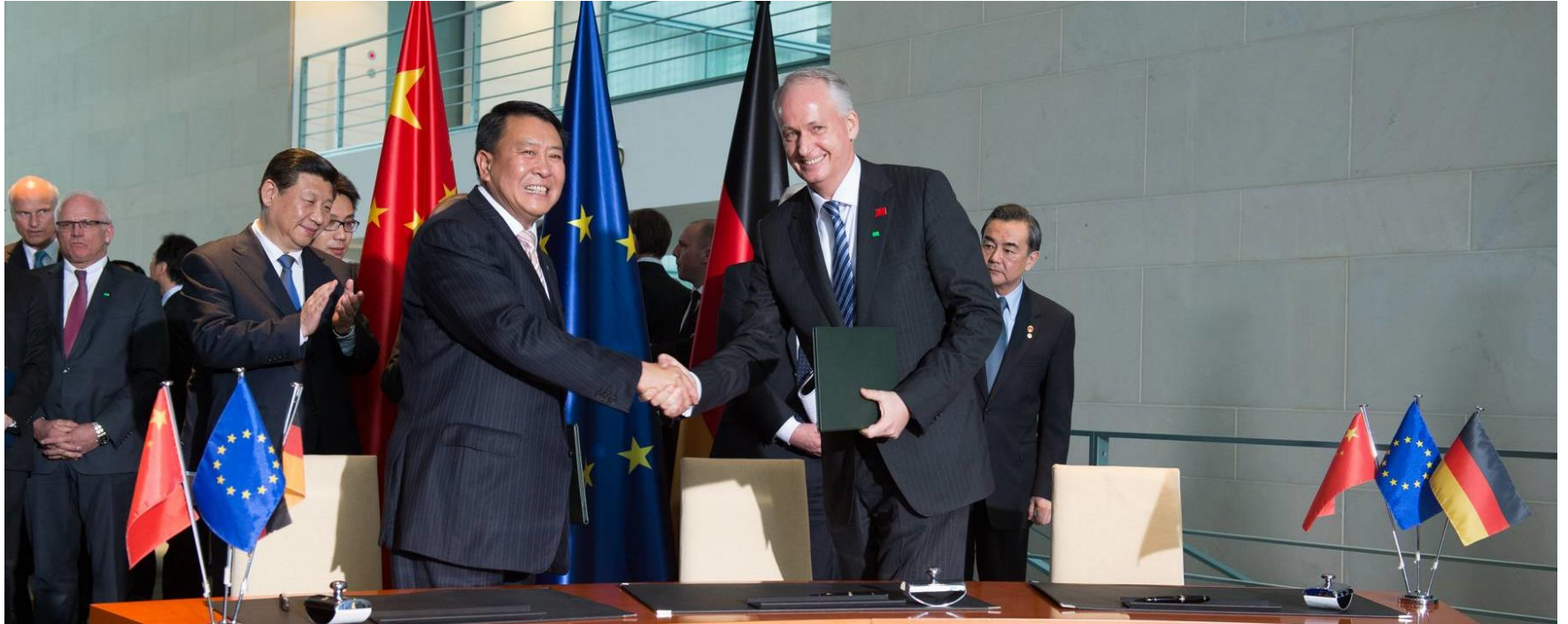
Extension of production capacity at BBAC



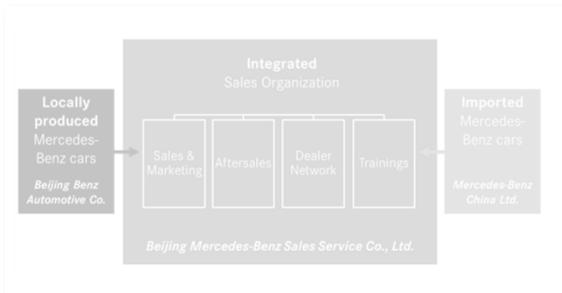
The first Mercedes-Benz engine plant out of Germany celebrated grand opening in November 2013



€1 billion capacity expansion signed witnessed by German Chancellor Merkel and China President Xi



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



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio



Extension Local Production



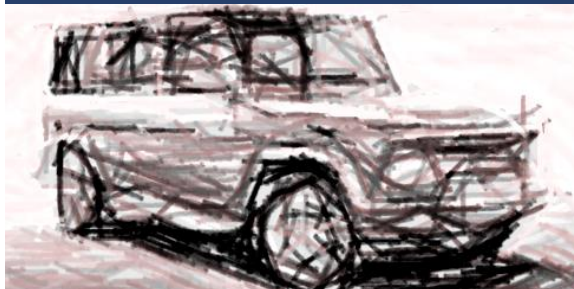
Extension Local R&D

Several new R&D functions are in a build up and qualification phase

Advanced Design



Trends & Innovations



Telematics & Infotainment



Advanced Engineering



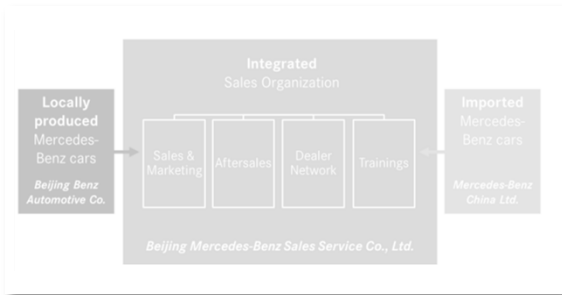
Localization / Development



Engine / Testing



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



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio



Extension Local Production



Extension Local R&D



Leverage Financial Services

“Best Auto Finance Product” Award 2013!

the 3rd time for MBAFC to receive such award since 2011



Mercedes-Benz Financial

>> 到了! 你的 smart offer

“smart新一贷”大学生购车贷款项目,金融/租购专案随你挑
领跑职场未来,轻松秀出你的smart

In 2014, Mercedes-Benz has successfully launched the all-new Agility Lease for the Chinese market

Pre-Payment
Flexibility

Rental
Affordability

Guaranteed Minimum
Future Value



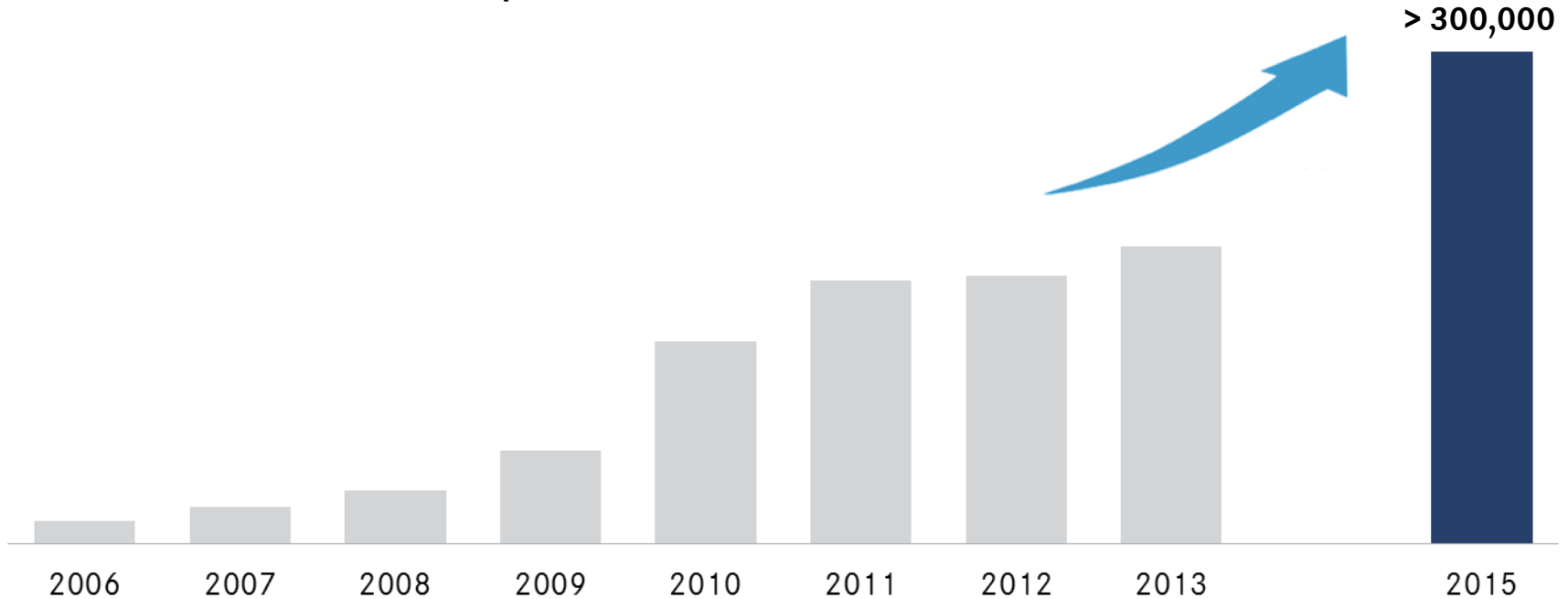
3 Options at Contract End >> Purchase / Trade / Return

Daimler AG is 12% shareholder in Chinese partner BAIC Motor



Mercedes-Benz is on the path to growth

Mercedes-Benz Cars Retail Development



Thank You!

