



Mercedes-Benz


北京奔驰



**Beijing Benz Automotive Co., Ltd.**  
**Frank Deiss, President & CEO**



BBAC is a joint venture according to the Chinese automotive policy based on a strong and long lasting partnership between BAIC and Daimler

Shareholder Set-up	
Shareholder	Shareholding Ratio
 <b>北京汽车</b> BAIC MOTOR	51%
<b>DAIMLER</b>	49%

Beijing Benz Automotive Co. Ltd.  
(BBAC)







# A partnership that looks back to a successful history



**2004**  
Ground-breaking ceremony of the new factory



**2005**  
BBDC launched the Mercedes-Benz E-Class



**2008**  
BBDC launched the Mercedes-Benz C-Class



**2010**  
Ceremony of Job #1 Long wheelbase E-Class



**2011**  
Grand-breaking ceremony of Engine Plant



**2012**  
Ceremony of Job#1 GLK-Class



**2012**  
Grand-breaking ceremony for Phase II



**2014**  
Ceremony of Job #1 Long wheelbase C-Class



# Mercedes-Benz “made in Beijing”

TODAY

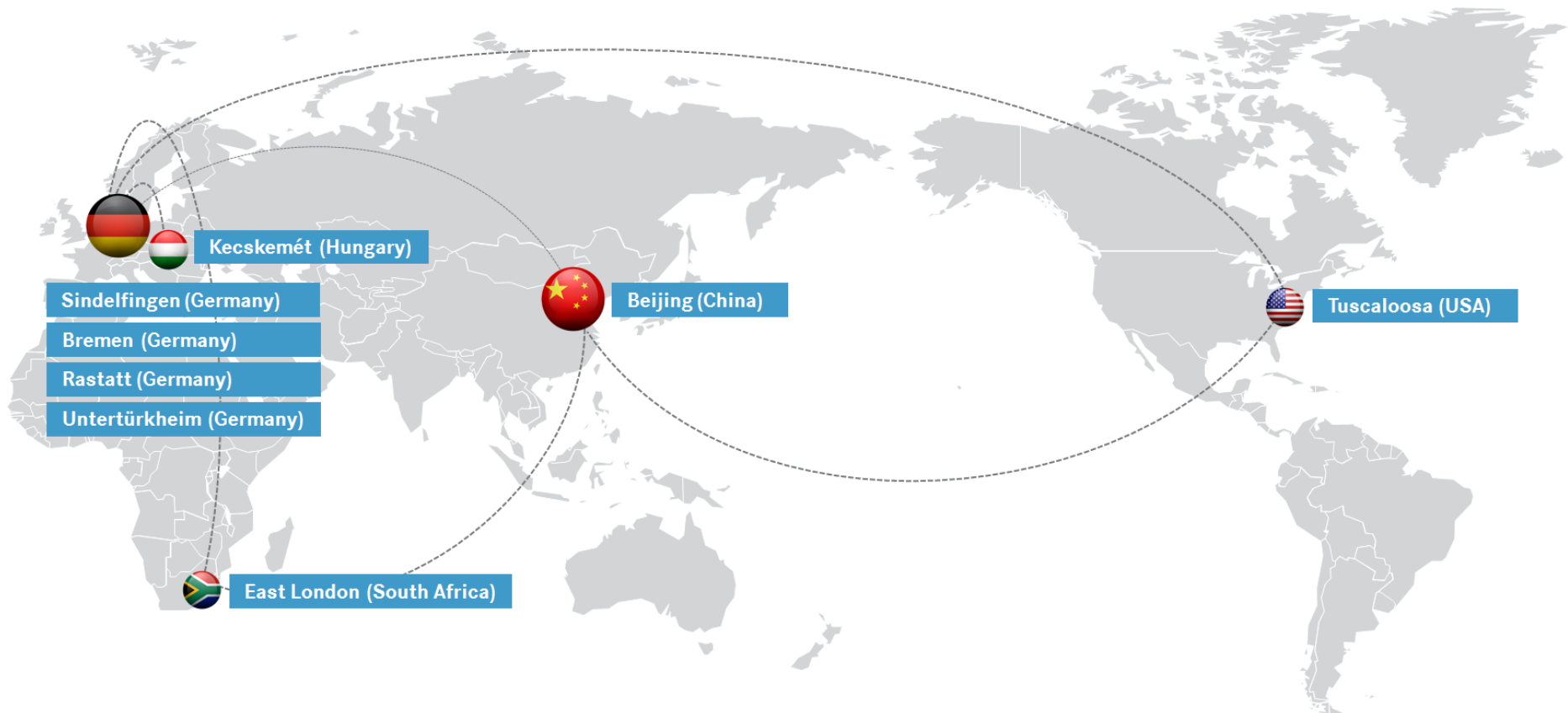


TOMORROW





As a main production hub, BBAC is an integral part of Mercedes-Benz global production network





BBAC assures the world-renowned Mercedes-Benz quality standard







# Global standards – locally applied

We perform strictly to our global standards to achieve Mercedes-Benz quality but also listen to the voices from the market and adapt our products to the quality expectations of the Chinese customer

**We implement the Global MB standards**

**We know the voice of the Chinese customer**

**...and we want to become No.1 in quality perception in China**

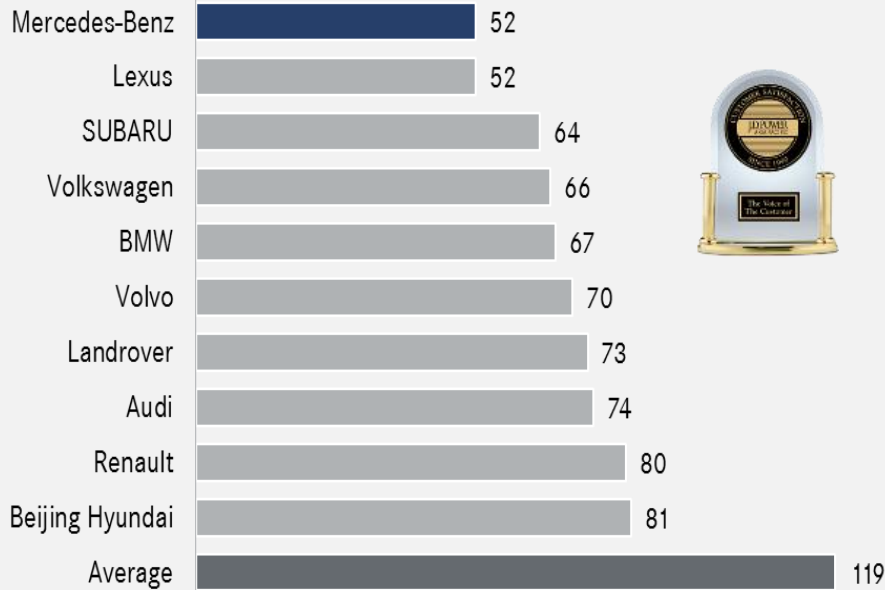


**Feedback to enhance Mercedes-Benz standards**



# Strictly following Mercedes-Benz quality management and standards achieves customers' recognition

## Brand Ranking for China Initial Quality



## Successfully achieved TS 16949 Certificate

**认证证书**  
标准 ISO / TS 16949:2009  
证书登记号码 01 111 1325624  
IATF 证书号码 0175303

证书持有者: 北京奔驰汽车有限公司  
中华人民共和国北京市亦庄经济技术开发区  
邮编: 100176  
包括其总经销地已于证书附件上

认证范围: 乘用车的生产  
- 包括产品设计 -

通过审核, 审核报告号码为 1325624  
证明满足了 ISO / TS 16949:2009 标准  
将来所有审核期限为 18-10 (日)  
有效期: 证书有效期从 2013-12-06 至 2016-12-05  
2013-12-06

**Certificate**  
Standard ISO / TS 16949:2009  
(1<sup>st</sup> edition, 2009-08-15)  
Certificate Registr. No. 01 111 1325624  
IATF Certificate No. 0175303

TÜV Rheinland Cert GmbH certifies:  
Certificate Holder: Beijing Benz Automotive Co., Ltd.  
No. 8 Soong Road, Beijing Economic Technological  
Development Area (BDA), Beijing 100176, P. R. China  
with remote location according to annex

Scope: Manufacturing of Passenger Cars  
- with product design -

An audit was performed. Report No. 1325624. Proof has been  
furnished that the requirements according to ISO / TS  
16949:2009 are fulfilled.  
The due date for future audits is 18-10 (dd.mm).  
Validity: The certificate is valid from 2013-12-06 until 2016-12-05.  
2013-12-06

TÜV Rheinland Cert GmbH  
Am Grauen Stein 61155 Köln  
Germany

www.tuv.com

## Best in Luxury Segment



## Best in Entry Luxury Segment







# Striving for a responsible corporate citizen with consistent green concept



Green plant, green products, green business



# Striving for a responsible corporate citizen with strong social commitment

Vocational Training



Charity/Social Care

Academic/Dialogue



Sports/Arts/Culture





Focusing on “localizing the human factor” with significant investment while localizing the products







Adopting new technologies, production capacity of MRA Plant is further extended with new facilities and equipment



New Stamping Shop



New Welding Shop



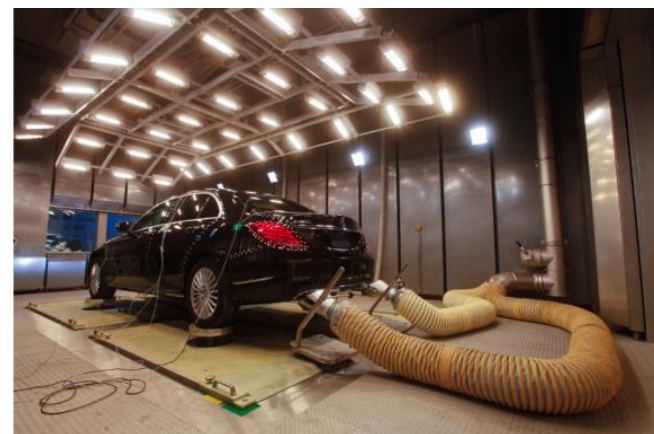
New Paint Shop



New Assembly Shop



The biggest R&D center in Daimler Joint Venture became fully operational in July 2014







The first Mercedes-Benz engine plant out of Germany started production and export of the components to Germany



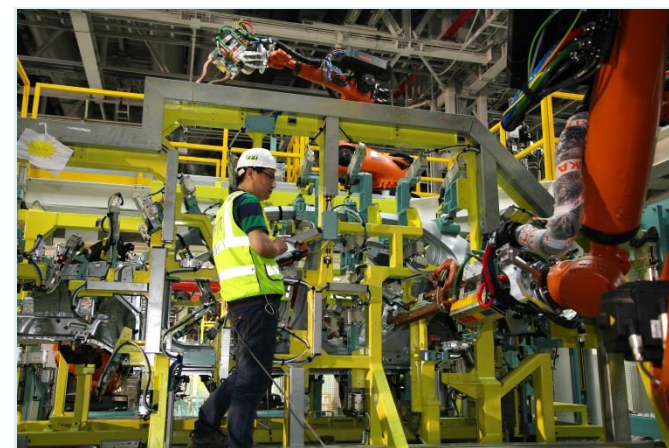
# 北京奔驰发动机零件出口启动仪式 BBAC Engine Components Export Kickoff Ceremony







GLA, as the first NGCC model will be launched early 2015 in the all new facility





# BBAC: A proof of our confidence into the future of Mercedes-Benz in the key market China

## Strong footprint



## Huge & fast development, unique location strategy



## Global quality standard





## Disclaimer

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.