## **Corporate Presentation**

Fall 2014



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DAIMLER Actuals Q3 2014

## Highlights of Q3 2014

Group unit sales	637,400	+7%
Highest unit sales ever at Mercedes-Benz Cars	431,000	+9%
Significant increase in EBIT from ongoing business	€2.8bn	+21%

World debut of the new Mercedes-AMG GT sports car

Presentation of the new smart fortwo and smart forfour

Presentation of the self-driving Mercedes-Benz Future Truck 2025

Production launch of the new Mercedes-Benz Vito mid-size van

Sale of 50-percent equity interest in Rolls-Royce Power Systems Holding completed

### Restructuring of the cooperation with Tesla

- Very successful partnership will be continued, but this does not require a financial stake
- Daimler continues to purchase the powertrain for the Mercedes-Benz B-Class Electric Drive from Tesla
- Change in Tesla board composition after the annual meeting triggered remeasurement of Tesla stake and a non-cash EBIT effect of €718 million in Q2 2014
- This was partially offset by negative non-cash EBIT effects due to the share price hedge
- In mid-October 2014, Daimler discontinued the share-price hedge and sold the stake in Tesla of approximately 4%
- Cash inflow of €0.6 billion in Q4 2014 will be used to strengthen Daimler's operational business
- EBIT effect of €488 million in Q1-Q3 2014
- A further gain of €0.1 billion will be recognized in Group EBIT in the fourth quarter

## **Key financials**

- in billions of euros -

	Q3 2013	Q3 2014
Revenue	30.1	33.1
EBIT		
as reported	2.2	3.7
from ongoing business	2.3	2.8
Net profit	1.9	2.8
Earnings per share (in euros)	1.72	2.56
Net liquidity industrial business (2013: year-end)	13.8	17.9
Free cash flow industrial business	1.6	5.4

### **Unit sales**

- in thousands of units -

	Q3 2013	Q3 2014	% change
Daimler Group	594.9	637.4	+7
of which			
Mercedes-Benz Cars	395.4	431.0	+9
Daimler Trucks	124.5	125.6	+1
Mercedes-Benz Vans	65.3	72.2	+11
Daimler Buses	9.6	8.6	-11

## Revenue by division

- in billions of euros -

	Q3 2013	Q3 2014	% change
Daimler Group	30.1	33.1	+10
of which			
Mercedes-Benz Cars	16.5	18.7	+13
Daimler Trucks	8.0	8.5	+6
Mercedes-Benz Vans	2.3	2.5	+12
Daimler Buses	1.1	1.0	-8
Daimler Financial Services	3.7	4.0	+9
Contract volume of Daimler Financial Services*	83.5	93.7	+12

 $<sup>^{\</sup>ast}$  Figures as of December 31, 2013 and September 30, 2014.

## **EBIT** by division

– EBIT in millions of euros; RoS in % –

	Q3 2013		Q3 2014	
	EBIT	RoS*	EBIT	RoS*
Daimler Group	2,231	7.2	3,732	11.6
of which				
Mercedes-Benz Cars	1,200	7.3	1,584	8.5
Daimler Trucks	522	6.5	588	6.9
Mercedes-Benz Vans	152	6.7	176	7.0
Daimler Buses	59	5.2	64	6.2
Daimler Financial Services	322	-	355	-
Reconciliation	-24	-	965	-

<sup>\*</sup> Return on sales; Daimler Group excluding Daimler Financial Services

## Net profit excluding RRPSH and Tesla

#### January-September

	, ,
	2014
Net profit, Group	6.1
Profit attributable to shareholders of Daimler AG	5.9
M&A transactions (RRPSH and Tesla)	1.4
Profit attributable to shareholders of Daimler AG, excluding M&A transactions	4.5

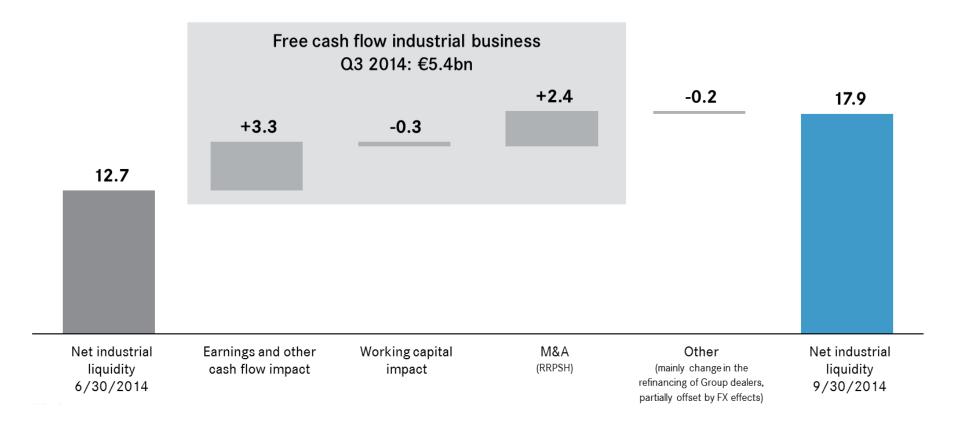
## **Key balance sheet figures**

- in billions of euros -

Daimler Group	Dec. 31, 2013	Sept. 30, 2014	
Equity ratio	24.3%	24.1%	
Gross liquidity	18.1	19.5	
Industrial business			
Equity ratio	43.4%	42.8%	
Net liquidity	13.8	17.9	

### Net industrial liquidity: development in Q3 2014

- in billions of euros -



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**DAIMLER** Daimler Group

## Major global trends...



**DAIMLER** Daimler Group

#### ...and our answers.



## **Combining growth and efficiency**



**DAIMLER** Daimler Group

### **Our financial targets**



"Return on Sales" target automotive business: 9 percent

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**DAIMLER** Mercedes-Benz Cars

#### **New smart**



#### **New smart**



**DAIMLER** Mercedes-Benz Cars

#### **New GLA-Class**



#### **New C-Class launched March 2014**



## **New C-Class launched September 2014**



## **New C-Class interior significantly upgraded**



**DAIMLER** Mercedes-Benz Cars

#### The facelifted B-Class



**DAIMLER** Mercedes-Benz Cars

### The facelifted CLS-Class



## The S-Class Plug-In Hybrid



**DAIMLER** Mercedes-Benz Cars

### The new Mercedes-AMG GT



**DAIMLER** Mercedes-Benz Cars

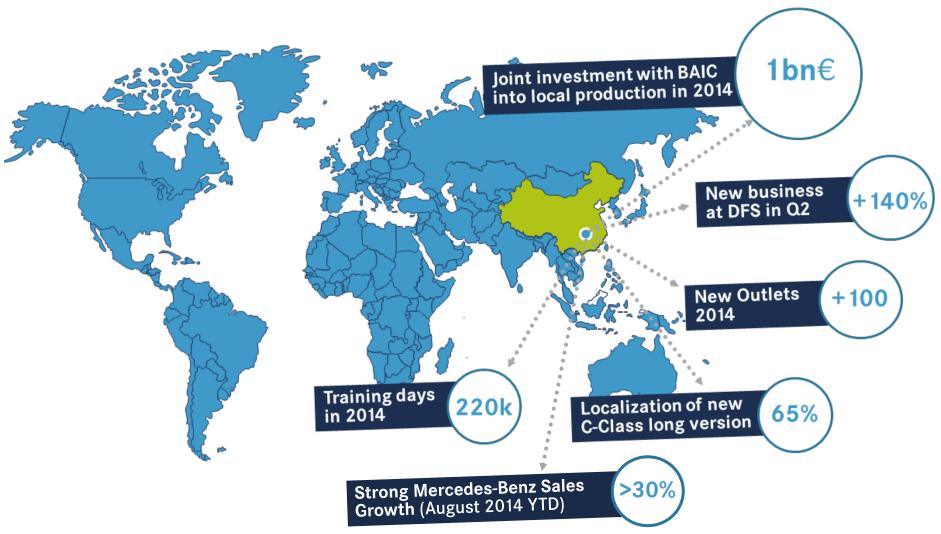
#### The new Mercedes-AMG GT



## Product offensive continues: 11 additional models by 2020



## China: We do our homework Achievements 2014



## China: All new long-wheelbase C-Class is a Game Changer Designed in China, made in China, for China















## China: As a main production hub, BBAC is an integral part of Mercedes-Benz







**Expected shift in Chinese production mix:** 

~50% Imports
~50% Local Production
2013



~ 1/3 Imports ~2/3 Local Production

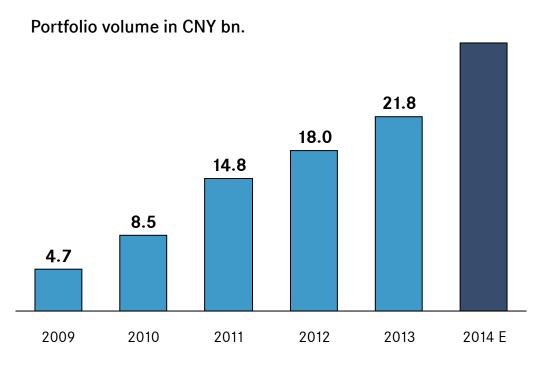
2015

## China: Dealer network expansion with clear focus on cities in lower tiers and quality of the dealer network



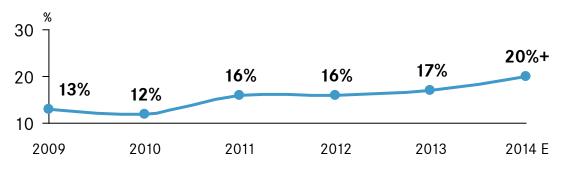


# China: Our commitment to drive Daimler's success in China is reflected in the growth of our portfolio





#### **MBF China Penetration Rate**





## China: We are on a journey to build broad and innovative financing solutions to best serve our customers

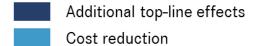
#### **Daimler Financial Services Product Roadmap China**

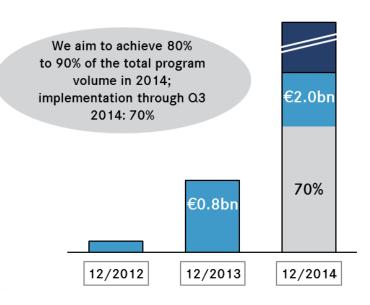


Increasing benefit to the customers

# Mercedes-Benz Cars: Fit for Leadership

## Flight path towards benefits



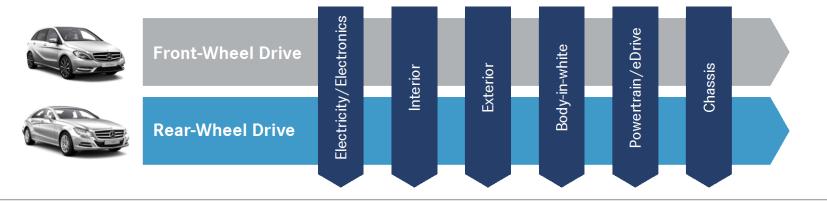


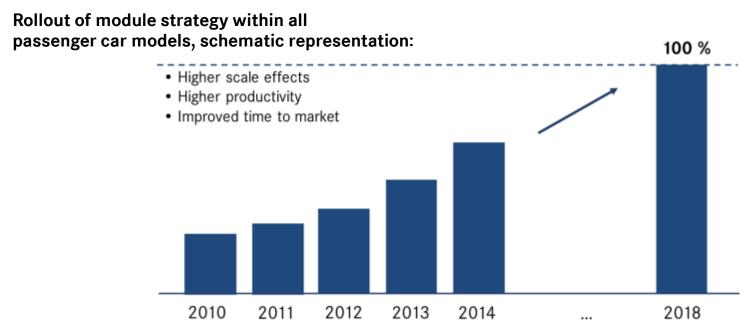
#### Key levers

- 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

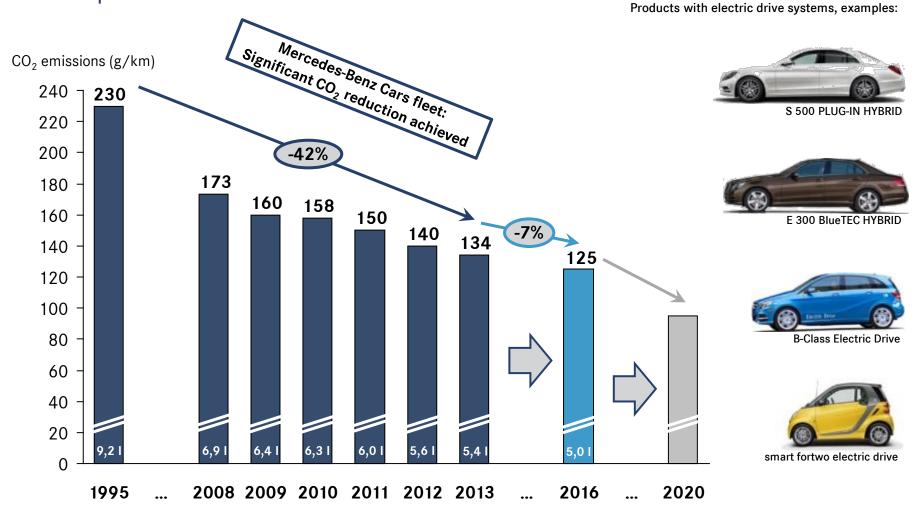
Common vehicle architectures and module strategy enable efficient use of resources





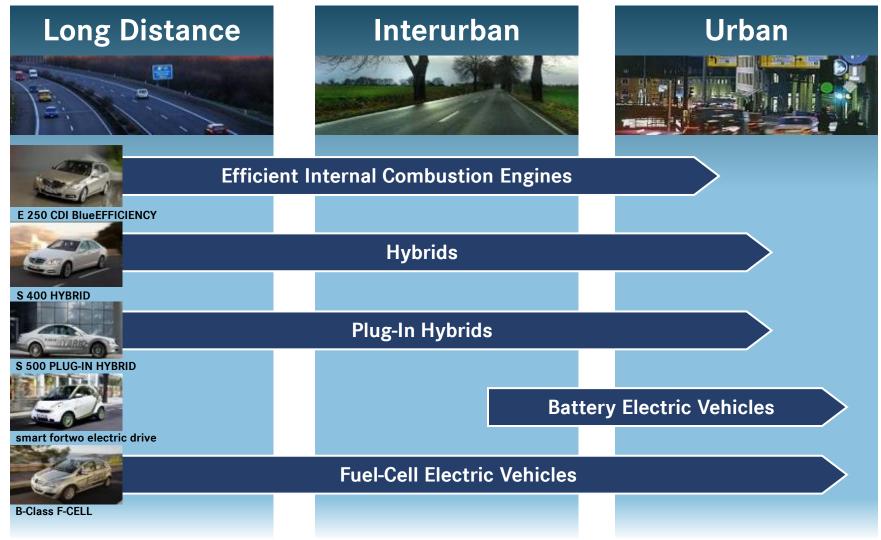
# Targets to reduce CO<sub>2</sub> emissions

Average CO<sub>2</sub> emissions per kilometer of our Mercedes-Benz car fleet in Europe



# Drive train portfolio for tomorrows mobility

Different use cases and options



## The new Mercedes-Benz B-Class Electric Drive

Specifications*	
Vehicle	Mercedes-Benz B-Class Electric Drive
Launch	2014: USA (followed by Europe)
Engine	130 kW
Range	200 km (NEFZ), 115 Miles (US City)
V <sub>max</sub>	160 km/h (100 mph)
Acceleration 0-100 km/h (0-60 mph)	7.9 sec
Battery	Lithium-lon
Charging time: 100 km (NEDC) / 60 miles (US City)	ECE: 1,5 h @ 400V / USA: 2 h @ 240V



<sup>\*</sup> preliminary values

## The new S-Class

Premium Performance with 3 liters per 100km



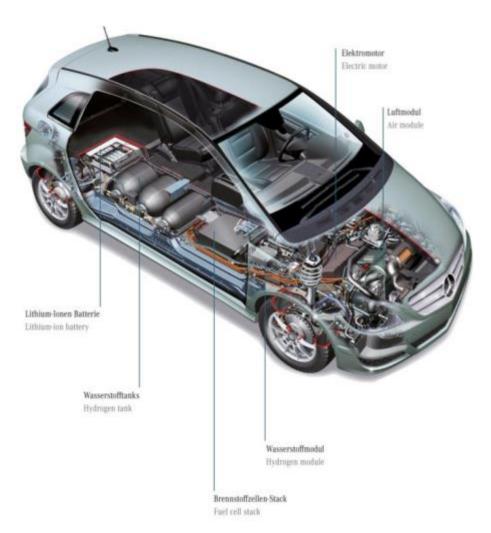
### **\$ 500 PLUG-IN-HYBRID**

245 + 80 kW 480 + 340 Nm 30 km electrical range 3 l/100km 69 g CO2



## **Fuel Cell Vehicles**

"Driving the Future" becomes Reality

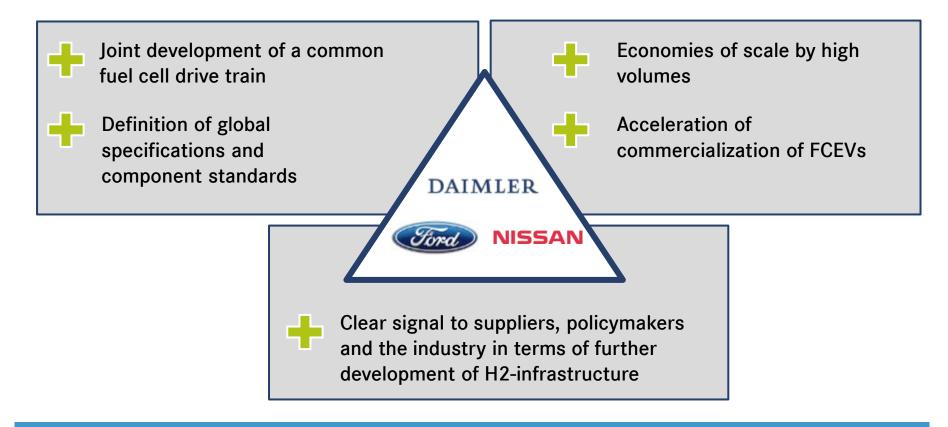


Technical Data	
Vehicle	Mercedes-Benz B-Class
Fuel Cell System	PEM, 90 kW (122 hp)
Engine	Output (Cont./ Peak) 70kW / 100kW (136 hp) Max. Torque: 290 Nm
Fuel	Compressed hydrogen (70 MPa)
Range	380 km (NEDC)
Top Speed	170 km/h
Li-Ion Battery	Output (Cont./ Peak): 24 kW / 30 kW (40 hp) Capacity: 6.8 Ah, 1.4 kWh



# F-Cell Cooperation Nissan/Ford/Daimler

"The Hydrogen Vehicle for the World"



H<sub>2</sub>-Infrastructure and market conditions are expected to be on an appropriate level by 2017. From 2017 onwards, we are planning for series production of F-Cell vehicles.

# **Mercedes-Benz Intelligent Drive**



## Accident-free driving

Prevent and avoid accidents altogether or at least mitigate their effects to an amount of minimum harm and damage

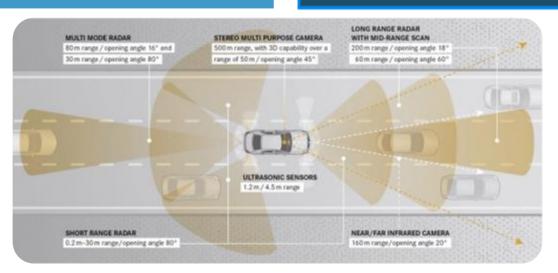
# Safety



## Autonomous driving

**Assist drivers** with maneuvers **if they want it**, but only when and where it is technically possible without taking imponderable risks

### Comfort



# **Financial Outlook and Targets**

Outlook 2014
We expect unit sales as well as EBIT from ongoing business significantly above prior year.

► Sales leadership
Milestone: >1.6 mn 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 ~5.5%

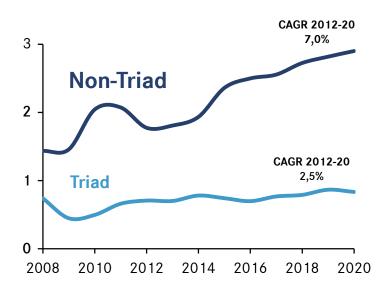
Strategic Return Target10% RoS on average



# Megatrends impacting global truck business

#### Regional volume growth

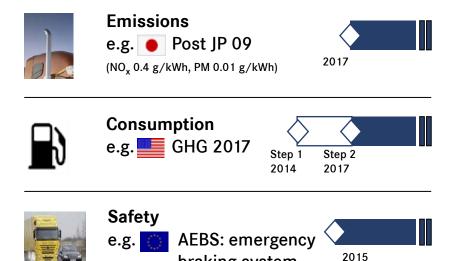
M/HDT in million units, source SP



Major growth in Non-Triad

#### Legislation

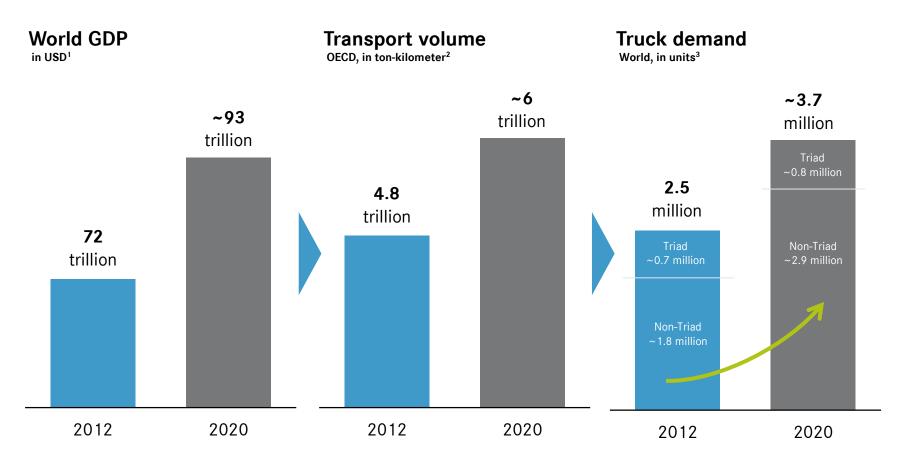
selected examples (JP, US, EU)



Standards regarding Emission, Consumption and Safety driven by Triad

braking system

# Long-term outlook for truck industry shows strong growth potential in Non-Triad



<sup>&</sup>lt;sup>1</sup> real, in 2012 USD; source: Daimler AG

<sup>&</sup>lt;sup>2</sup> All transport modes; Source: OECD International Transport Forum, Daimler AG

<sup>&</sup>lt;sup>3</sup> medium and heavy duty trucks; Source: Daimler AG Triad: Western Europe, NAFTA (Cl. 6-8), Japan

# Strategy of Daimler Trucks within the three defined market segments



## **Product Offensive at Daimler Trucks**









**New Actros** 

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 Future Truck 2025



# **Product Highlights**

New Mercedes-Benz Arocs SLT



# **Product Highlights**

New Western Star 5700XE



# **Product Highlights**

New FUSO Super Great V



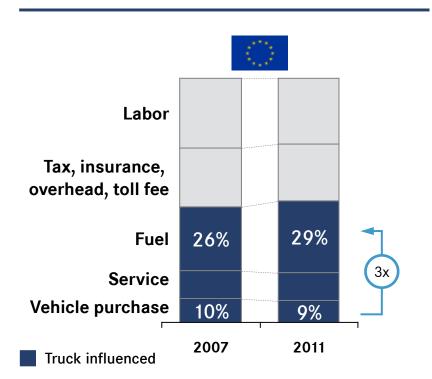
# First OEM to offer full Euro VI compliant product portfolio in Europe



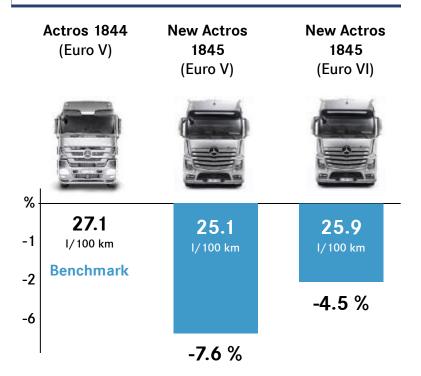


# TCO increasingly relevant as key driver for customer decisions

Typical operator cost structure (triad)



DT benchmark in fuel efficiency - example Europe -



New global engine generation ensures benchmark position in <u>all</u> regions

# **Increasing Global Commonality of Engines and Powertrain Components**

Strong product base...

...and a clear vision



HDEP/MDEG
The new global engine platforms

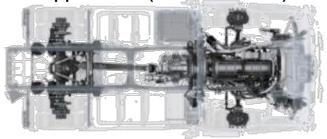


PowerShift
Perfect integration for high performance



Common Axle Platform Cutting edge, globally

Integrated Powertrain with global application (Daimler inside)

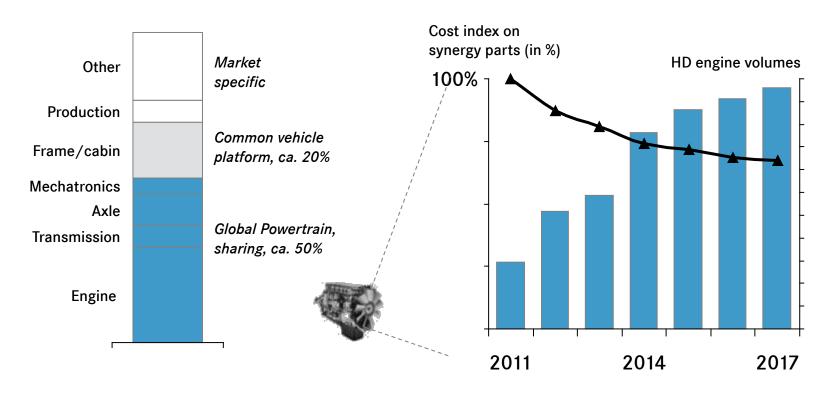


# Scale benefits of common modules just starting

Up to 70% of vehicle sharable

Significant scale benefits (example engine)

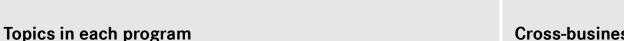
SFTP cost structure



# The program DT#1 addresses all levers in regions and cross-business







- Sales and Aftersales push
- Material cost optimization
- Production cost optimization
- Quality push
- People and high performance culture



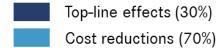
# Cross-business initiatives to achieve global synergy effects, e.g.:

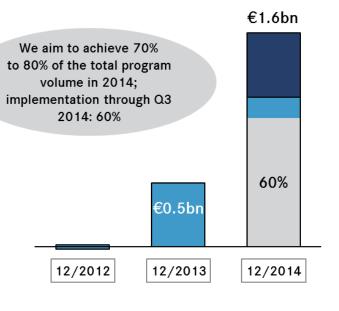
- Global Sales and Aftersales push
- Module strategy and global scale realization
- Integrated Asia Business Model

Significant progress achieved in all regions and in cross-business initiatives

## **Daimler Trucks #1**

#### Flight path towards benefits





### **Key levers**

- Sales and aftersales push
- Module strategy to realize global scale
- 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 2014

We expect unit sales as well as EBIT from ongoing business significantly above prior year.

## ▶ 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 bn, coming from Sales / After Sales Push, variable / fixed cost reduction and platform/module rollout



**DAIMLER** Mercedes-Benz Vans

## **Our new V-Class**

The Mercedes among multi-purpose vehicles



DAIMLER

## **Our new V-Class**

The Mercedes among multi-purpose vehicles

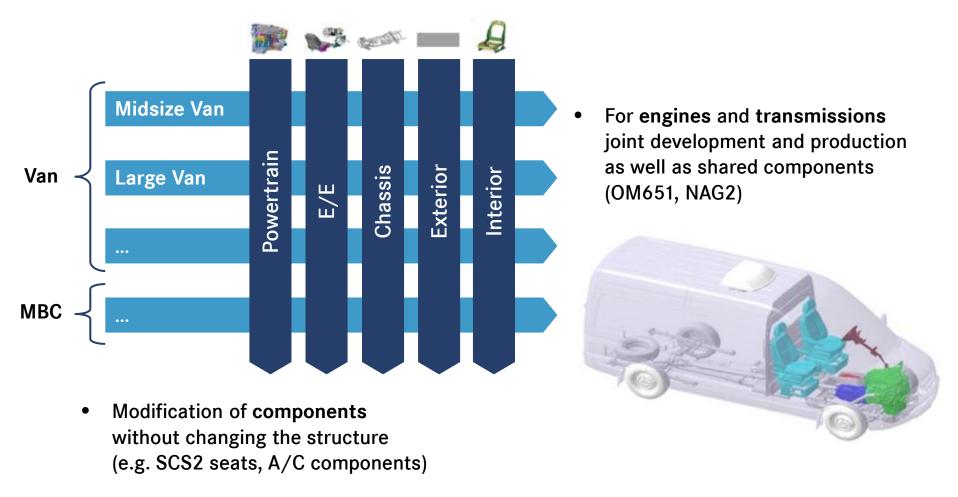


**DAIMLER** Mercedes-Benz Vans

## **Our new Mercedes-Benz Vito**



## Joint module strategy with Mercedes-Benz Cars



 Blocking of electronic architecture and control units (e.g. engine control unit, ESP9i, airbag control unit)



**DAIMLER** Daimler Buses

# **Product Highlights**



## Growth in traditional as well as new markets

#### **Europe**

- New generation city bus Citaro (C2) triggered by Euro VI
- Travego with Euro VI
- New coach Setra TC/CC500
- New interurban MB/Setra generation
- Start of "MB Business" in 2015
- C2 with CNG, hybrid
- Altogether ca. 40 launches until 2017

#### Mexico

- New coach generation (G 7) with Polomex
- Nationalization of Braz. chassis to reduce costs
- LO successor to cover midibus market

#### **Latin America**

- Expand product portfolio (school bus, Capachassis, CNG)
- LO successor
- New BRT projects
- Increasing demand for alternative fuel products (Dual, Hybrid)

#### Russia

■ Bus sales via MBTV

#### China

MB chassis and CBU sales

#### India

- Cooperation in coach segment (2-/3 axle):
  - Chassis together with truck (DICV), body from Wrightbus
  - Exports out of India starting end of 2014

### Algeria

 CKD production city bus (Conecto) and midi-bus (Medio)

### **BRT (Bus Rapid Transit)**

 Public transport solution for fast growing cities in emerging markets

# **Technology Leadership**

#### **Alternative drives**

- Fuel Cell, Hybrids (Mercedes-Benz)
- CNG
- Dual Fuel





#### **Powertrain**

Optimization of current engines (EEV; Euro 6) and new generation



### Technology leader

■ In safety, comfort, design & customer value (TCO)

### **Production Network**

■ Flexible production network/green production



## **Pushing mobility services and Digital Life:**

Connecting with our customers



## **Pushing mobility services and Digital Life:**

A new dimension of carsharing





## moovel: building the mobility ecosystem



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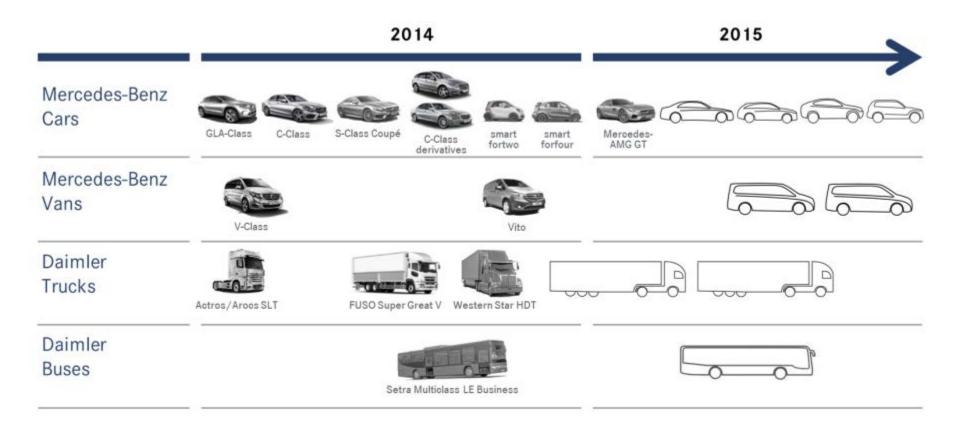
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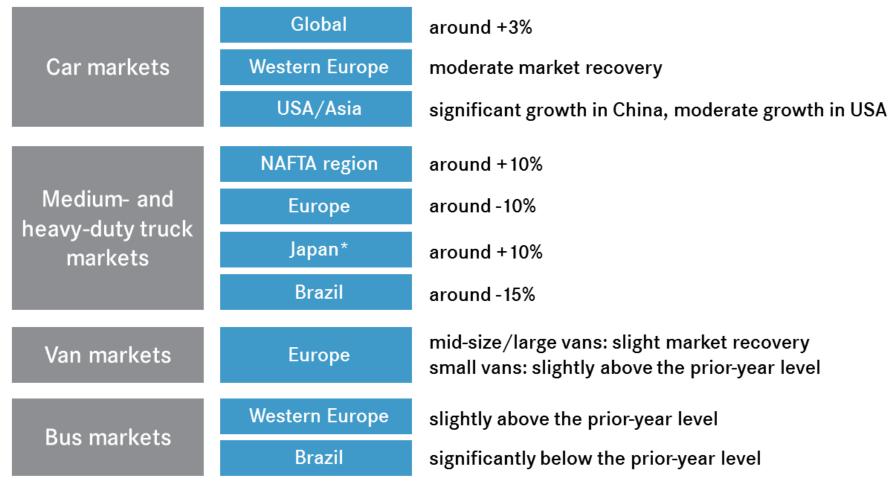
Outlook 2014

**Appendix** 

## Our product offensive continues



## Assumptions for automotive markets in 2014



In general, we carefully monitor the development in the emerging markets.

<sup>\*</sup> including light-duty trucks

#### Sales outlook for 2014



- · Significantly higher unit sales
- Strong momentum from new S-Class, S-Class Coupé and compact cars
- · Launch of new GLA, C-Class, CLS-Class and smart



- Slightly higher unit sales
- Further increase based on full availability of the product portfolio
- · Growth potential due to new Asia Business Model



- Significantly higher unit sales
- Additional momentum from new Sprinter and Citan city van
- Launch of new Vito and V-Class



- · Unit sales slightly below the prior year
- · Significantly higher sales of complete buses in Western Europe
- Significantly lower unit sales in Latin America

## 2014 outlook for EBIT from ongoing business

#### DAIMLER

We expect Group EBIT for FY 2014 to increase significantly based on the following expectations for the divisional EBIT:



Significantly above the prior year



Significantly above the prior year



At prior year's level



Significantly above the prior year



Slightly above the prior year

This guidance is based on the current market expectations and exchange rate environment.

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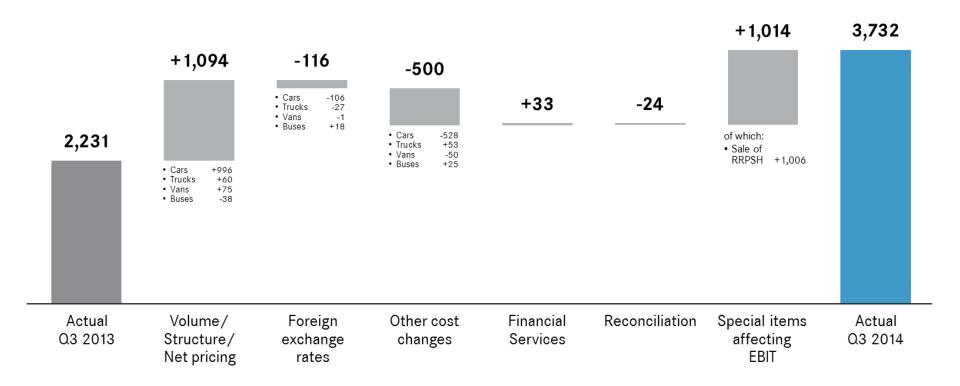
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## **Group EBIT in Q3 2014**

- in millions of euros -



## **Special items affecting EBIT**

- in millions of euros -

	(	Q.3		January-September	
Mercedes-Benz Cars	2013	2014	2013	2014	
Impairment of investments in the area of alternative drive systems	-51	-30	-94	-30	
Daimler Trucks					
Workforce adjustments*	-8	-30	-103	-106	
Mercedes-Benz Vans					
Reversal of impairment of investment in FBAC	-	-	-	+61	
Daimler Buses					
Business repositioning	-2	-	-26	-9	
Reconciliation					
Divestiture of EADS shares	+13	-	+3,222	-	
Measurement of put option for Rolls-Royce Power Systems Holding	-21	-	-50	-118	
Sale of shares in Rolls-Royce Power Systems Holding	-	+1,006	_	+1,006	
Hedge of Tesla share price	-	-1	-	-230	
Remeasurement of Tesla shares	-	-	-	+718	

<sup>\*</sup> Daimler Trucks expects expenses from workforce adjustments in a total of more than €150 million in 2014 and 2015, the majority of which will be recognized in 2014.

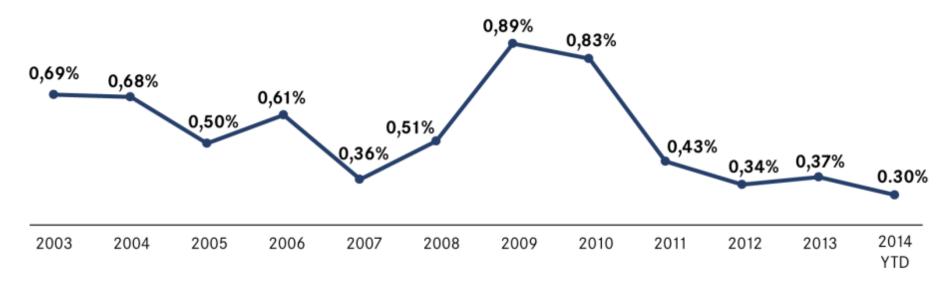
# **EBIT from ongoing business**

- EBIT in millions of euros; RoS in % -

	Q3 2	013	Q3 2014					
	EBIT	RoS*	EBIT	RoS*				
Daimler Group	2,300	7.5	2,787	8.4				
of which								
Mercedes-Benz Cars	1,251	7.6	1,614	8.6				
Daimler Trucks	530	6.6	618	7.3				
Mercedes-Benz Vans	152	6.7	176	7.0				
Daimler Buses	61	5.4	64	6.2				
Daimler Financial Services	322	-	355	_				
Reconciliation	-16	-	-40	-				

<sup>\*</sup> Return on sales; Daimler Group excluding Daimler Financial Services

# Daimler Financial Services: Net credit losses\* at low level



<sup>\*</sup> as a percentage of portfolio, subject to credit risk

# Capital expenditure / Research and development

- in billions of euros -

	Investment in property, plant and equipment			Research and development expenditure				
	Actual 2012	Actual 2013	Plan 2014-2015	Actual 2012	Actual 2013	Plan 2014-2015		
Daimler Group	4.8	5.0	10.7	5.6	5.4	11.0		
of which								
Mercedes-Benz Cars	3.5	3.7	8.1	3.9	3.8	7.7		
Daimler Trucks	1.0	0.8	2.0	1.2	1.1	2.4		
Mercedes-Benz Vans	0.2	0.3	0.4	0.4	0.3	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	-	_	-		

#### 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 euro zone; an increase in political tension in Eastern Europe; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, epidemics, 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 preferences towards smaller, lower-margin vehicles; 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 for 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 for 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 and Opportunity Report" in the current Annual Report. If any of these risks and uncertainties materializes 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 date of publication.