

# DAIMLER

Getting grip to the road!

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Group Research & Mercedes-Benz Cars Development

2014 was a fantastic year!

Mission accomplished:

#1

Constructor's & Driver's  
World Championship



And Mercedes-Benz did follow this pace ...

**2014 was the best year ever in MB history!**

**Every single month in 2014 was a record month!**

**MB increased its market share in almost all markets!**

**MB is growing faster than BMW and Audi!**



## How did we gain such a huge grip?

### #1: Coolest and youngest product portfolio ever ...

More than 470,000 units sold in 2014



A-Class

CLA-Class

GLA-Class

B-Class

+ additional high-margin AMG models



+ CLA Shooting Brake in 03/2015



Mission accomplished in 2015:  
Full availability of all 5 Compact Cars

▶ Our MB Front-Wheel-Architecture (MFA) and MB modular strategy enables us to control complexity, quality & costs.

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## #2: Upcoming launch of our full SUV portfolio



**4** new SUV models  
in 2015

(GLE Coupé, GLE FL, GLS FL, GLC)

World Premiere Detroit January 2015

## #3: Unmatched innovations & cutting edge technology



# Key factors for a successful future

Fascinating products, groundbreaking innovations  
and stunning design



Emission-free  
Driving

Connected  
Driving

Autonomous  
Driving

## Consequent hybridization S 500 PLUG-IN HYBRID was just the start



# 8

Cylinder  
Performance

**325 kW & 650 Nm**

Powerful V8-like driving  
0-100 km/h in 5.2 seconds.

# 4

Cylinder  
Consumption

**2,8 l/ 100 km**

Incredibly low fuel consumption,  
better than  
most four-cylinder engines.

# 0

Emissions

**0g CO<sub>2</sub>/ km**

Electric driving experience with  
zero local emissions  
for more than 30 km.

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## We will launch 10 PLUG-IN Hybrids until 2017



48 g CO<sub>2</sub>/km

31 km electrical range



▶ Our hybrid module strategy allows for a fast and efficient roll-out of our Plug-In vehicles.

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and stunning design



Emission-free  
Driving

Connected  
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Autonomous  
Driving

# The Mercedes-solution Connectivity in it's most beautiful way

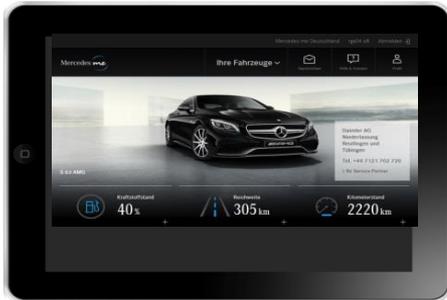
Two large high-resolution TFT displays

High quality materials

Powerful telematics generation



## Mercedes connect me enables our customers to access their car - anytime and anywhere!



Mercedes  
connect me



**MB Connect  
Remote Online**  
(e.g. Auxiliary heating) ✓

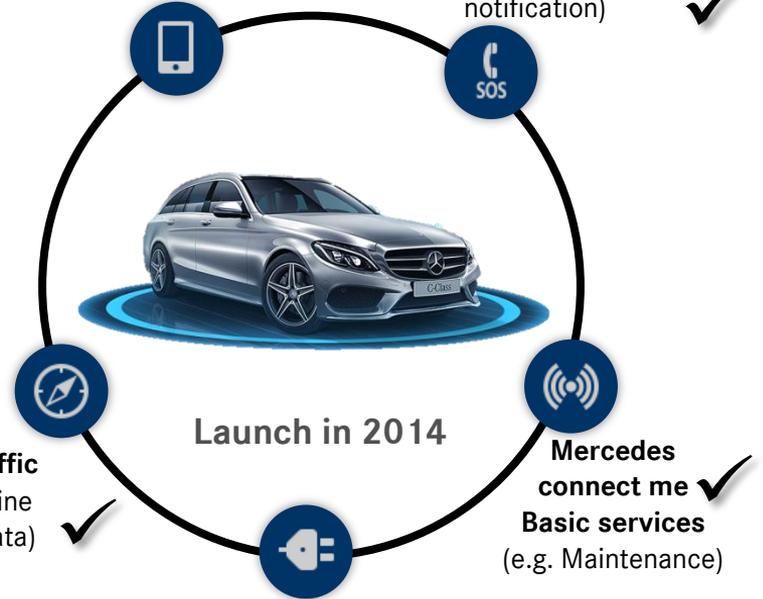
**Mercedes-Benz eCall**  
(e.g. automatic  
notification) ✓

**Live Traffic**  
(e.g. online  
traffic data) ✓

Launch in 2014

**Mercedes  
connect me** ✓  
**Basic services**  
(e.g. Maintenance)

**EV services**  
(for Electric Drive & Plug-In Hybrid) ✓



# Key factors for a successful future

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and stunning design



Emission-free  
Driving

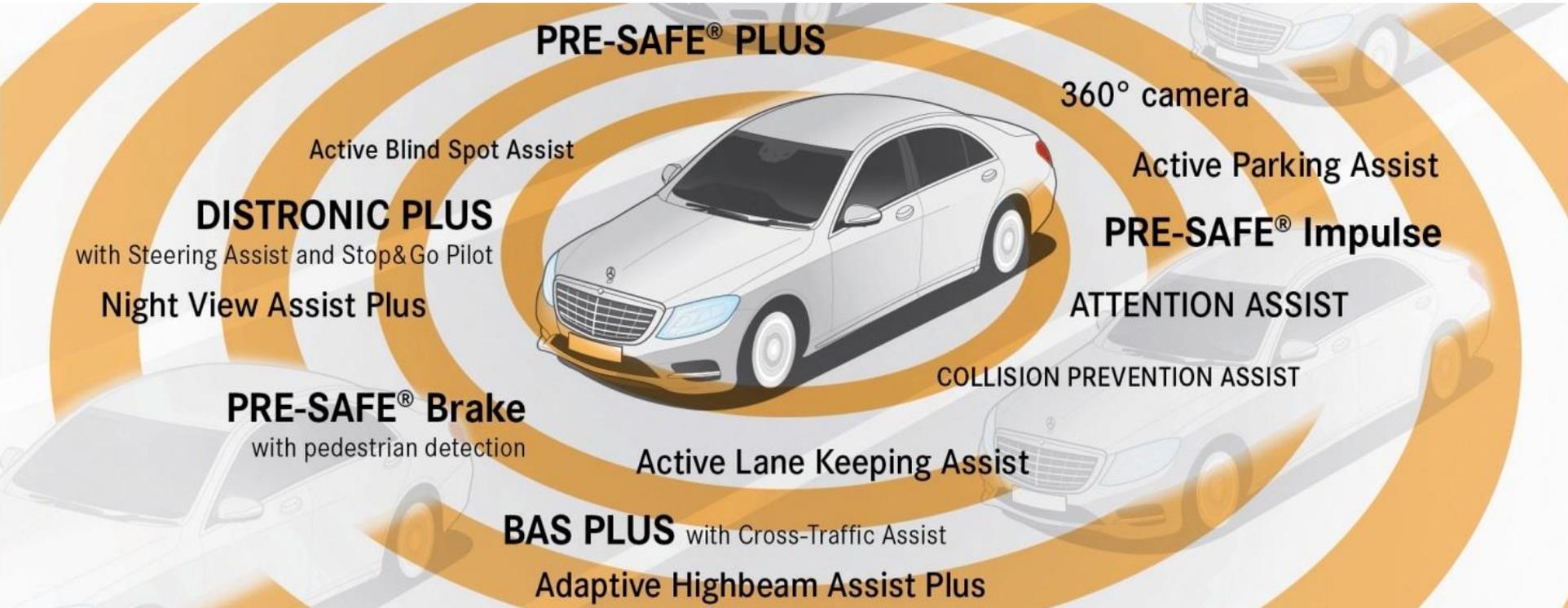
Connected  
Driving

Autonomous  
Driving

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# The intelligent and connected car

## More sensors – more protection



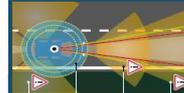
## The intelligent and connected car Mercedes-Benz Intelligent Drive



Accident-free driving

Prevent and avoid accidents

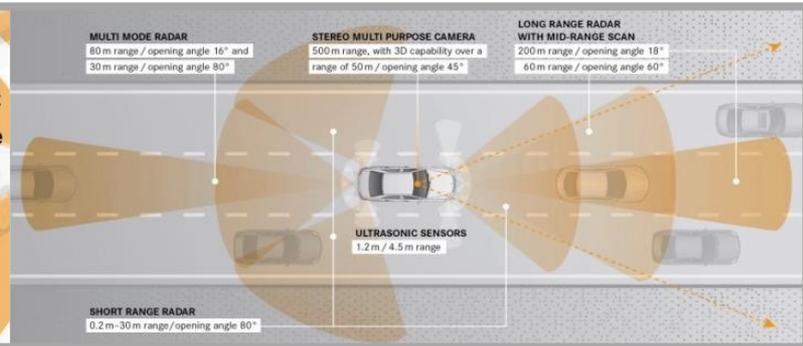
Safety



Autonomous driving

Assist drivers if they want it

Comfort



## Autonomous driving shown by MB in cars and trucks Success-factor: Technology transfer within Daimler

### S 500 Intelligent Drive



- 103 km from Mannheim to Pforzheim
- busy city traffic
- autonomous driving already possible

August 2013



### Mercedes-Benz Future Truck 2025



- first Truck driving autonomous
- highway-pilot at 80 km/h
- more safety, efficiency and connectivity in transport branch

July 2014



World premiere at the CES Las Vegas in January  
The „F 015 Luxury in Motion“

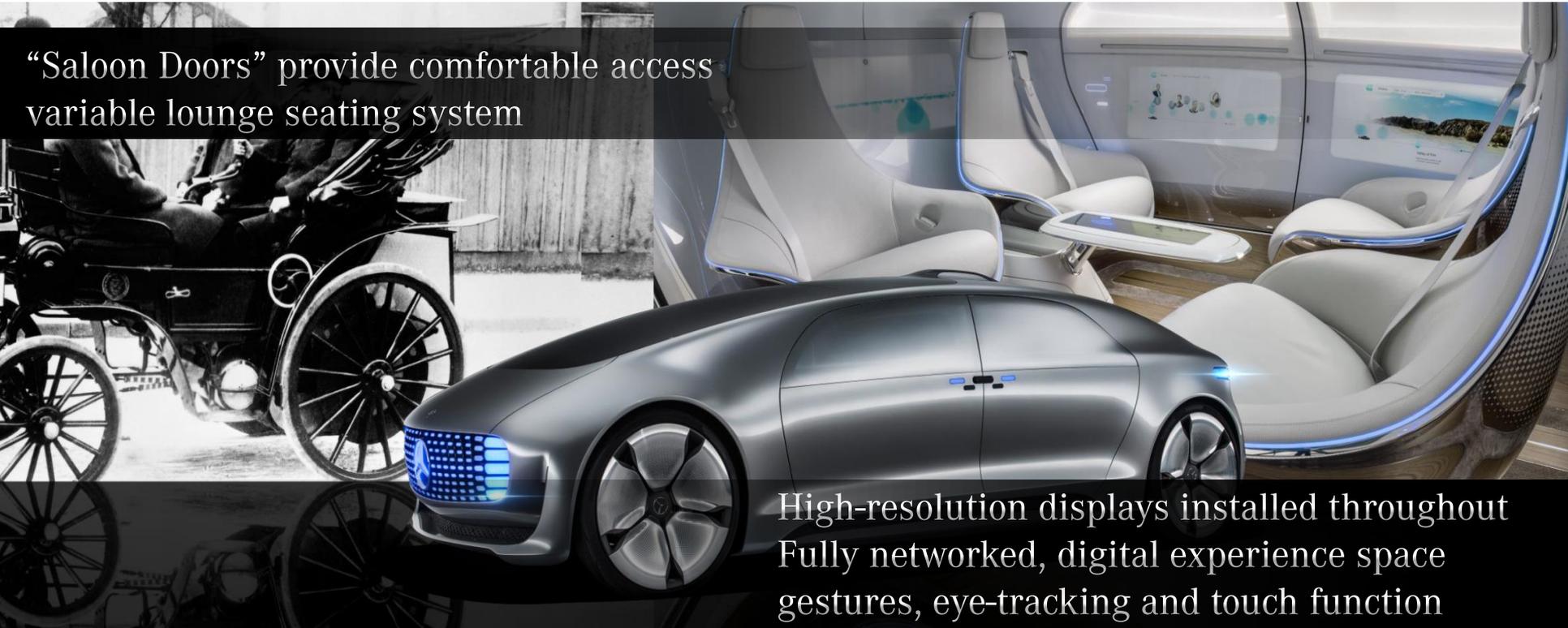


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## Our vision of the autonomous luxury sedan With a revolutionary interior concept

“Saloon Doors” provide comfortable access  
variable lounge seating system



High-resolution displays installed throughout  
Fully networked, digital experience space  
gestures, eye-tracking and touch function

# 2014 was a fantastic year for us...

## And: 2015 will be even better!

### Competitive and fascinating Product Portfolio

- ▶ 8 new models in 2015
- ▶ 4 new high-margin SUV models in 2015 and the all new sport cars GT
- ▶ 12 new models until 2020 with no predecessor

### Technology & Innovation Leadership

- ▶ 10 Plug-In models until 2017
- ▶ Benchmark in terms of fuel efficiency, comfort and sportiness
- ▶ Mercedes Me and MB Intelligent Drive set new standard
- ▶ Pioneer of autonomous driving

## 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 official 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 Daimler’s most recent 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.