

DAIMLER



Daimler at a Glance.

Edition 2015.

Contents.

Daimler at a Glance	3
Group Overview	4
Mercedes-Benz Cars	6
Daimler Trucks	12
Mercedes-Benz Vans	18
Daimler Buses	22
Daimler Financial Services	26
Our Brands and Divisions	30
Contact Information	32



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Daimler at a Glance.

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance, financial investments, credit cards, and innovative mobility services.

The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate. Daimler consequently invests in the development of alternative drive trains with the long-term goal of emission-free driving: from hybrid vehicles to electric vehicles powered by battery or fuel cell. Furthermore, the company follows a consistent path towards accident-free driving and intelligent connectivity all the way to autonomous driving. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Its current brand portfolio includes, in addition to the world's most valuable premium automotive brand, Mercedes-Benz, as well as Mercedes-AMG and Mercedes-Maybach, the brands smart, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, and Daimler Financial Services' brands: Mercedes-Benz Bank, Mercedes-Benz Financial, Daimler Truck Financial, moovel and car2go. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2014, the Group sold more than 2.5 million vehicles and employed a workforce of 279,972 people; revenue totaled €129.9 billion and EBIT amounted to €10.8 billion.

Group Overview.

In 2014 the signs were pointing towards growth at all of our divisions. We are also on schedule with our efficiency-enhancing programs. In addition, we have strengthened our leading position in the areas of safety and fuel efficiency as well as with autonomous driving.



Amounts in millions of EUR		
	2014	2013
EBIT	10,752	10,815
Value added	4,416	5,921
Net profit	7,290	8,720
Earnings per share (in EUR)	6.51	6.40
Investment in property, plant and equipment	4,844	4,975
Research and development expenditure ¹	5,680	5,489

¹ For the year 2013, the figures have been adjusted due to reclassifications within functional costs.

Amounts in millions of EUR		
	2014	2013
Revenue	129,872	117,982
Western Europe	43,722	41,123
thereof Germany	20,449	20,227
NAFTA	38,025	32,925
thereof United States	33,310	28,597
Asia	29,446	24,481
thereof China	13,294	10,705
Other markets	18,679	19,453

By divisions

Mercedes-Benz Cars	73,584	64,307
Daimler Trucks	32,389	31,473
Mercedes-Benz Vans	9,968	9,369
Daimler Buses	4,218	4,105
Daimler Financial Services	15,991	14,522

Employees (Dec. 31)

	2014	2013
Total	279,972	274,616
Germany	168,909	167,447
United States	22,833	20,993
Rest of World	88,230	86,176

By divisions²

Mercedes-Benz Cars	129,106	96,895
Daimler Trucks	82,743	79,020
Mercedes-Benz Vans	15,782	14,838
Daimler Buses	16,631	16,603
Sales Organization ²	n. a.	52,455
Daimler Financial Services	8,878	8,107
Group Functions & Services ²	26,832	n. a.

² Due to reorganization in the context of the Customer Dedication initiative, the numbers of employees previously reported under "Sales Organization" are included in the respective divisions as of 2014.

Mercedes-Benz Cars.

Mercedes-Benz Cars celebrated yet another record year in 2014. Unit sales and revenue increased once again and earnings were significantly higher than in the previous year. We expanded our production capacities around the world in the year under review, thereby creating the conditions necessary for future growth.



Amounts in millions of EUR		
	2014	2013
EBIT	5,853	4,006
Revenue	73,584	64,307
Investment in property, plant and equipment	3,621	3,710
Research and development expenditure ¹	4,025	3,808

¹ For the year 2013, the figures have been adjusted due to reclassifications within functional costs.

Employees (Dec. 31)		
	2014	2013
Total²	129,106	96,895
Germany	92,489	85,102
United States	5,679	3,446
Rest of World	30,938	8,347

² Due to reorganization in the context of the Customer Dedication initiative, the numbers of employees previously reported under "Sales Organization" are included in the respective divisions as of 2014.

Sales (units)		
	2014	2013
Mercedes-Benz	1,630,100	1,467,400
A-Class, B-Class, CLA, GLA	471,700	383,700
C-Class, SLK	362,700	356,700
E-Class, CLS	329,000	332,300
S-Class, CL, SL, SLS, Maybach	125,100	71,400
M-Class, R-Class, GLK, GL, G-Class	341,500	323,300
smart	92,500	98,200
Mercedes-Benz Cars	1,722,600	1,565,600
Western Europe	668,600	640,200
thereof Germany	272,500	279,900
NAFTA	390,700	363,100
thereof United States	344,400	318,500
Asia	475,600	389,100
thereof China	292,700	238,700
Japan	61,300	53,700

Mercedes-Benz Cars main production locations worldwide

Sindelfingen Mercedes-Benz E-Class sedan, E-Class wagon, CLS, CLS Shooting Brake, S-Class sedan, S-Class coupe, Mercedes-Maybach S-Class, Mercedes-AMG GT.

Untertürkheim Engines, axles, transmissions, components including upstream operations foundry and forge.

Bremen Mercedes-Benz C-Class sedan, C-Class wagon, C-Class coupe, SLK, SL, E-Class coupe, E-Class cabriolet, GLK.

Berlin Engines, components, transmission parts, fuel systems.

Hamburg Axles and axle components, steering columns, components for exhaust gas technology, lightweight structural parts.

Rastatt Mercedes-Benz A-Class, B-Class, B-Class Electric Drive, GLA.

Kölleda Engines.

Tuscaloosa, Alabama (USA) Mercedes-Benz M-Class, GL, R-Class, GLE coupe (as of first half-year 2015).

East London (South Africa) Mercedes-Benz C-Class sedan.

Kecskemét (Hungary) Mercedes-Benz B-Class, CLA, CLA Shooting Brake.

Hambach (France) smart fortwo, smart fortwo electric drive.

Beijing (China) Beijing Benz Automotive Co., Ltd., production and sales company with BAIC Motor, the car division of Beijing Automotive Industry Corporation (BAIC). Mercedes-Benz C-Class sedan (long-wheelbase version), E-Class sedan (long-wheelbase version), GLA (as of first half-year 2015), GLK as well as engines to power locally produced Mercedes-Benz passenger cars and vans.

Sebeş (Romania)¹ Transmissions.

¹ Star Transmission s.r.l. is a non-consolidated subsidiary of Daimler AG.

Mercedes-Benz Cars Employees (Dec. 31)		
	From MBC	On Site
Sindelfingen	25,513	25,948
Untertürkheim	18,683	18,708
Bremen	12,410	12,672
Berlin	2,532	2,538
Hamburg	2,610	2,624
Rastatt	6,344	6,489
Kölledda	1,074	1,074
Tuscaloosa (United States)	3,386	3,386
East London (South Africa)	3,076	3,076
Hambach (France)	863	863
Kecskemét (Hungary)	3,973	3,973
Sebeş and Cugir (Romania) ¹	1,499	1,499

Production vehicles (units)	
Sindelfingen	367,313
Bremen	338,495
Rastatt	292,784
Tuscaloosa	232,662
East London	45,881
Kecskemét	150,287
Hambach	87,195
Beijing	146,126

Production components (units)	
Untertürkheim	
Engines	676,453
Rear Axles	1,385,568
Front Axles	575,114
Transmissions	1,517,502
Berlin	
Engines	126,716
Hamburg	
Rear Axles	392,034
Front Axles	798,137
MDC Power GmbH/Kölledda	
Engines	865,651
Star Transmission s.r.l./ Romania ¹	
Transmissions	251,585

¹ Star Transmission s.r.l. is a non-consolidated subsidiary of Daimler AG.

Major markets of Mercedes-Benz Cars (units)		
	2014	2013
1. United States	344,400	318,500
2. China	292,700	238,700
3. Germany	272,500	279,900
4. United Kingdom	127,500	114,400
5. Japan	61,300	53,700
6. Italy	61,300	64,100
7. France	54,900	50,800
8. Russia	49,800	45,000
9. Canada	36,000	33,900
10. South Korea	35,700	24,300
11. Spain	33,500	25,300
12. South Africa	27,500	24,600

Mercedes-Benz Cars range



A-Class



B-Class



CLA



GLA



C-Class



E-Class



CLS



S-Class



Mercedes-Maybach
S-Class



SLK



SL



Mercedes-AMG GT



GLK



M-Class



GL



R-Class



G-Class



smart fortwo



smart forfour

Daimler Trucks.

Daimler Trucks is consolidating its position as a technology leader. 2014 was marked by the highest unit sales since 2006, the launch of numerous new models and groundbreaking technologies, with the biggest highlight being the presentation of the autonomously driving Mercedes-Benz Future Truck 2025.



Amounts in millions of EUR		
	2014	2013
EBIT	1,878	1,637
Revenue	32,389	31,473
Investment in property, plant and equipment	788	839
Research and development expenditure ¹	1,188	1,171

¹ For the year 2013, the figures have been adjusted due to reclassifications within functional costs.

Employees (Dec. 31)		
	2014	2013
Total²	82,743	79,020
Germany	30,547	29,909
United States	15,739	14,230
Rest of World	36,457	34,881

² Due to reorganization in the context of the Customer Dedication initiative, the numbers of employees previously reported under "Sales Organization" are included in the respective divisions as of 2014.

Sales (units)		
	2014	2013
Total	495,700	484,200
Western Europe	57,400	65,900
thereof Germany	29,000	33,500
United Kingdom	8,100	9,400
France	5,600	8,900
NAFTA	161,500	135,200
thereof United States	141,600	117,800
Latin America (excluding Mexico)	47,100	59,300
thereof Brazil	32,200	38,800
Asia	167,200	162,700
thereof Japan	43,900	38,300
Indonesia	58,300	64,700
<i>Additional information:</i>		
BFDA (Auman Trucks)	99,200	103,300
Total (including BFDA)	594,900	587,500

Daimler Trucks main locations worldwide

Trucks Europe (Mercedes-Benz)

Wörth Production of Mercedes-Benz trucks and Mercedes-Benz special trucks.

Mannheim Production of commercial vehicles engines and industrial engines, foundry, remanufactured engines for Mercedes-Benz trucks, passenger cars and vans.

Kassel Production of front and rear axles and propeller shafts for commercial vehicles; components for Mercedes-Benz passenger cars.

Gaggenau Mercedes-Benz trucks, buses, vans and passenger car gearboxes as well as planetary hub axles and portal axles, converter production, cutting and forming technology as well as international logistics (Consolidation Center).

Aksaray (Turkey) Production of Mercedes-Benz trucks and Mercedes-Benz special trucks.

Molsheim (France) Customization of special purpose vehicles (Mercedes-Benz Custom Tailored Trucks).

Trucks Latin America (Mercedes-Benz)

São Bernardo do Campo (Brazil) Mercedes-Benz Latin American truck product range; production of engines, transmissions and axles, stamping facility, product engineering.

Juiz de Fora (Brazil) Assembly of Mercedes-Benz trucks Accelo and Actros.

Trucks NAFTA (Freightliner, Western Star, Thomas Built Buses)

Portland, Oregon (United States) Daimler Trucks North America LLC, truck assembly, head office functions, research and development.

Cleveland, North Carolina (United States) Daimler Trucks North America LLC, truck assembly.

Mount Holly, North Carolina (United States) Daimler Trucks North America LLC, truck assembly.

Redford, Michigan (United States) Assembly of engines and transmissions, Axle Alliance Company, axle assembly.

High Point, North Carolina (United States) Thomas Built Buses, school bus assembly, research and development.

Gaffney, South Carolina (United States) Freightliner Custom Chassis Corporation, chassis for vans, school and shuttle buses, motor homes.

Gastonia, North Carolina (United States) Daimler Trucks North America LLC, parts production.

Santiago Tianguistenco (Mexico) Daimler Trucks North America LLC, truck assembly.

Saltillo (Mexico) Daimler Trucks North America LLC, truck assembly.

Toluca (Mexico) Daimler Trucks North America LLC, remanufacturing of engines, transmissions and components.

Trucks Asia (FUSO, BharatBenz)

Kawasaki (Japan) Mitsubishi Fuso Truck and Bus Corporation headquarters (MFTBC), production of trucks, vehicle engines and industrial engines as well as axles and transmissions; Global Hybrid Center, research and development, information technology and procurement.

Aikawa (Japan) FUSO Nakatsu plant, production of transmission parts.

Chennai (India) BharatBenz trucks and truck components production, research and development, proving grounds and test track, FUSO trucks production for selected export markets in Asia and Africa.

Other

Naberezhnye Chelny (Russia) Cooperation with Kamaz. Mercedes-Benz Trucks Vostok (MBTV): Assembly of Mercedes-Benz Actros, Atego, Axor, and Unimog. FUSO Kamaz Trucks Russia (FKTR): Assembly of FUSO Canter trucks.

Beijing (China) Joint venture with Foton. Beijing Foton Daimler Automotive (BFDA): Production of Auman Trucks.

Daimler Trucks Employees (Dec. 31)		
	From Daimler Trucks	On Site
Trucks Europe		
Stuttgart	4,422	4,422
Wörth	11,246	11,380
Mannheim	5,061	5,101
Kassel	2,897	2,920
Gaggenau	6,385	6,490
Aksaray (Turkey)	1,904	1,904
Molsheim (France)	569	569
Tramagal (Portugal)	313	313
Trucks Latin America		
São Bernardo do Campo (Brazil)	9,885	9,885
Juiz de Fora (Brazil)	797	797
Trucks NAFTA		
Portland (United States)	4,236	4,236
Cleveland (United States)	3,037	3,037
Mount Holly (United States)	1,429	1,429
Redford (United States)	2,538	2,538
High Point (United States)	1,387	1,387
Santiago Tianguistenco (Mexico)	1,749	1,749
Saltillo (Mexico)	3,657	3,657
Trucks Asia		
Kawasaki (Japan)	4,714	4,714
Chennai (India)	2,709	2,709
Major markets of Daimler Trucks (units)		
	2014	2013
1. United States	141,600	117,800
2. Indonesia	58,300	64,700
3. Japan	43,900	38,300
4. Brazil	32,200	38,800
5. Germany	29,000	33,500
6. Turkey	22,200	19,500
7. Canada	13,100	11,200
8. U.A.E. Dubai	11,900	15,600
9. India	10,300	6,500
10. Saudi Arabia	10,300	8,500

Daimler Trucks range

Trucks Europe (Mercedes-Benz) Mercedes-Benz trucks with a gross vehicle weight over 6 t: Atego, Axor, Antos, Arocs, and Actros for long-distance and distribution transport as well as for construction and services. Mercedes-Benz special trucks: Econic, Unimog, Zetros.

Trucks Latin America (Mercedes-Benz) In Latin America additionally the heavy and medium-duty trucks Accelo and Atron.

Trucks NAFTA (Freightliner, Western Star, Thomas Built Buses) Heavy and medium-duty commercials for long-distance and distribution transport as well as for construction and services (Freightliner, Western Star); school buses (Thomas Built Buses); chassis for delivery vans, recreational vehicles and shuttle buses (Freightliner Custom Chassis).

Trucks Asia (FUSO) Broad product range, from the FUSO Canter light-duty truck up to the new FUSO Super Great V for distribution and goods transportation, construction, services and numerous other industrial uses. Small, mid-size and large FUSO buses for city transportation and touring. The product range also includes light-duty hybrid trucks and large-size hybrid buses as well as industrial engines. Based on the strategic partnership between Daimler and Renault-Nissan, FUSO cooperates with Nissan through supply agreements for the FUSO Canter Van as well as the FUSO Canter Guts.

BharatBenz Product range of trucks with a gross vehicle weight between 6 and 49 t for various deployment areas; developed for the Indian market.

Kamaz Two joint ventures in Russia. Mercedes-Benz Trucks Vostok assembles the Mercedes-Benz models Actros, Atego, Axor, and Unimog. FUSO Kamaz Trucks Russia produces the FUSO Canter. Supplier agreement for cabs, engines and axles coming from the German Mercedes-Benz plants for Kamaz trucks and buses.

Auman Heavy and medium-duty trucks for the Chinese market from the joint venture Beijing Foton Daimler Automotive Co., Ltd. (BFDA).

Components Mercedes-Benz, Detroit, and FUSO brand 4-, 6-, and 8-cylinder in-line and V diesel engines with a power range from 75 to 460 kW. Manual and automated manual transmissions for input torques of 250 to 3,300 Nm for passenger cars, large-capacity vehicles, vans, trucks, buses, and special purpose vehicles. Front and rear axles for maximum axle load ranging from 1.35 to 16 t and propeller shafts. Different powertrain options, including natural gas and hybrid.

Mercedes-Benz Vans.

Mercedes-Benz Vans set a new sales record in 2014 and recorded double-digit growth in both its core region of Western Europe and in the United States. We successfully continued our product offensive in the year under review and upgraded our products in the mid-size van segment.



Amounts in millions of EUR		
	2014	2013
EBIT	682	631
Revenue	9,968	9,369
Investment in property, plant and equipment	304	288
Research and development expenditure ¹	293	329

¹ For the year 2013, the figures have been adjusted due to reclassifications within functional costs.

Employees (Dec. 31)		
	2014	2013
Total²	15,782	14,838
Germany	10,186	9,879
United States	169	104
Rest of World	5,427	4,855

² Due to reorganization in the context of the Customer Dedication initiative, the numbers of employees previously reported under "Sales Organization" are included in the respective divisions as of 2014.

Sales (units)		
	2014	2013
Total	294,600	270,100
Western Europe	190,000	169,200
thereof Germany	79,900	71,500
Eastern Europe	30,800	26,900
United States	25,800	22,800
Latin America (excluding Mexico)	16,100	19,600
China	12,800	12,700
Other Markets	19,100	19,000

Mercedes-Benz Vans production locations worldwide

Düsseldorf Chassis and assembly plant for vans.

Ludwigsfelde Chassis and assembly plant for vans.

Vitoria (Spain) Chassis and assembly plant for vans.

Maubeuge (France) Strategic alliance with Renault-Nissan. Chassis and assembly plant for vans.

González Catan (Argentina) Chassis and assembly plant for vans.

Charleston, South Carolina (United States) Assembly plant for vans.

Fuzhou (China) Fujian Benz Automotive Corporation, joint venture between Mercedes-Benz Vans and Fujian Motors. Chassis and assembly plant for vans.

Nizhny Novgorod (Russia) Contract manufacturing by GAZ (Gorky Automobile Plant). Chassis and assembly plant for vans.

Yaroslavl (Russia) Contract manufacturing by YaMZ. Production of engines for vans.

Mercedes-Benz Vans Employees (Dec. 31)		
	From Vans	On Site
Stuttgart	1,624	1,624
Düsseldorf	6,517	6,561
Ludwigsfelde	1,853	1,853
Vitoria/Barcelona (Spain)	3,078	3,078
González Catan (Argentina)	1,644	1,644
Charleston (United States)	108	108

Major markets of Mercedes-Benz Vans (units)		
	2014	2013
1. Germany	79,900	71,500
2. United Kingdom	36,700	30,800
3. United States	25,800	22,800
4. France	18,300	18,000
5. China	12,800	12,700
6. Russia	11,500	6,200
7. Brazil	9,600	9,800
8. Spain	9,100	5,400
9. Netherlands	8,800	8,100
10. Turkey	7,600	10,200

Mercedes-Benz Vans Four commercial Mercedes-Benz model series: Citan (1.79 up to 2.2 t), Vito (2.77 up to 3.2 t; starting as model “Metris” in autumn 2015 in North America), Sprinter Classic (3.5 up to 4.6 t), Sprinter (3.0 up to 5.0 t; in the United States under the brand names Freightliner and Mercedes-Benz). Two passenger car Mercedes-Benz model series: Viano in China (2.77 up to 3.05 t), V-Class (2.8 up to 3.05 t).

Daimler Buses.

As the market leader in Western Europe and Latin America, Daimler Buses focuses on supplying innovative and environmentally responsible products that meet the business requirements of its customers. Higher sales of complete buses and the progress made with additional efficiency measures led to a significant increase in earnings.



Amounts in millions of EUR		
	2014	2013
EBIT	197	124
Revenue	4,218	4,105
Investment in property, plant and equipment	105	76
Research and development expenditure ¹	182	187

¹ For the year 2013, the figures have been adjusted due to reclassifications within functional costs.

Employees (Dec. 31)		
	2014	2013
Total²	16,631	16,603
Germany	7,965	7,869
United States	15	20
Rest of World	8,651	8,714

² Due to reorganization in the context of the Customer Dedication initiative, the numbers of employees previously reported under "Sales Organization" are included in the respective divisions as of 2014.

Sales (units)		
	2014	2013
Total	33,200	33,700
Western Europe	7,600	6,700
thereof Germany	2,900	2,400
Mexico	3,600	3,000
Latin America (excluding Mexico)	17,600	19,100
Other Markets	4,400	4,900

Daimler Buses production locations worldwide

Mannheim Bodyshell assembly of Mercedes-Benz and Setra city/interurban buses and coaches; assembly of Mercedes-Benz city/interurban buses.

Neu-Ulm Painting and assembly of Mercedes-Benz and Setra city/interurban buses and coaches.

Dortmund Bodyshell assembly, painting and manufacturing plant of Mercedes-Benz minibuses.

Istanbul (Turkey) Bodyshell assembly, painting and manufacturing plant of Mercedes-Benz city/interurban buses and coaches and Setra interurban buses.

Ligny-en-Barrois (France) Assembly of Mercedes-Benz city/interurban buses.

São Bernardo do Campo (Brazil) Assembly of Mercedes-Benz chassis.

Holýsov (Czech Republic) Bodyshell segments and components of Mercedes-Benz and Setra city/interurban buses and coaches.

Monterrey (Mexico) Assembly of Mercedes-Benz chassis.

Sámano (Spain) Assembly of Mercedes-Benz chassis.

Buenos Aires (Argentina) Assembly of Mercedes-Benz chassis.

East London (South Africa) Assembly of Mercedes-Benz chassis.

Chennai (India) Assembly of Mercedes-Benz and BharatBenz chassis.

Jakarta (Indonesia) Assembly of Mercedes-Benz chassis.

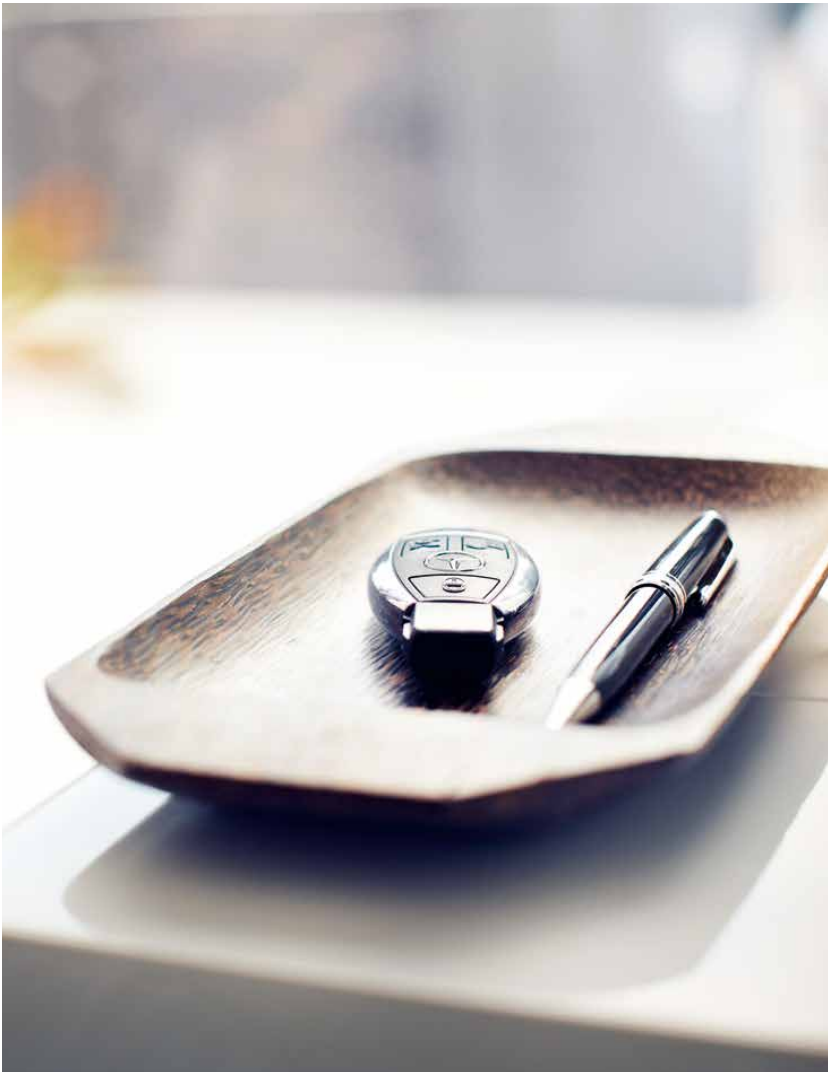
Daimler Buses Employees (Dec. 31)		
	From Buses	On Site
Mannheim	3,336	3,336
Neu-Ulm	3,619	3,619
Dortmund	286	286
Istanbul (Turkey)	4,451	4,451
Ligny-en-Barrois (France)	383	383
Oriskany (United States)	15	15
São Bernardo do Campo (Brazil)	1,106	1,106
Holýsov (Czech Republic)	426	426
Monterrey (Mexico)	426	426
Sámamo (Spain)	240	240
Mississauga (Canada)	9	9
Buenos Aires (Argentina)	183	183
Chennai (India)	90	90

Major markets of Daimler Buses (units)		
	2014	2013
1. Brazil	13,600	12,900
2. Mexico	3,600	3,000
3. Germany	2,900	2,400
4. Argentina	2,200	3,500
5. France	1,900	1,900
6. Egypt	1,100	700
7. Turkey	700	1,200
8. Peru	600	400
9. Chile	600	1,600
10. Austria	500	400

Daimler Buses The range of products supplied by Daimler Buses, the world's leading manufacturer of buses and coaches above eight tons with the brands Mercedes-Benz and Setra, includes coaches, city buses and interurban buses as well as bus chassis. Daimler Buses thus disposes of a full-line product portfolio ranging from minibuses to double-deckers to articulated buses.

Daimler Financial Services.

The number of cars and commercial vehicles financed or leased through Daimler Financial Services reached a new all-time high of more than 3.3 million vehicles in 2014. The mobility subsidiary moovel, which provides services including car2go flexible carsharing, broke the one-million customer mark for the first time ever at the end of 2014.



Amounts in millions of EUR		
	2014	2013
EBIT	1,387	1,268
Revenue	15,991	14,522
New business	47,912	40,533
Contract volume	98,967	83,539
Investment in property, plant and equipment	23	19

Employees (Dec. 31)		
	2014	2013
Total¹	8,878	8,107
Germany	3,014	2,685
United States	1,231	1,162
Rest of World	4,633	4,260

¹ Due to reorganization in the context of the Customer Dedication initiative, the numbers of employees previously reported under "Sales Organization" are included in the respective divisions as of 2014.

Contract volume by market in millions of EUR		
	2014	2013
1. United States	34,567	26,761
2. Germany	18,724	18,245
3. United Kingdom	7,579	6,319
4. China	4,371	2,611
5. Canada	4,044	3,665
6. Brazil	3,257	3,047
7. Japan	2,983	2,599
8. France	2,765	2,595
9. Australia	2,241	2,119
10. Italy	1,879	1,822

Daimler Financial Services

Daimler Financial Services offers a comprehensive range of automobile-related financial services. Its products range from leasing and financing offers to financial services for dealerships, commercial fleet management, insurance solutions, banking services, and innovative mobility services. All of these products help customers realize their automotive dreams, support the Daimler Group's vehicle sales and promote customers' and dealers' loyalty to the brand. On average, Daimler Financial Services finances or leases four out of ten Daimler vehicles worldwide. At the end of 2014, the company had more than 3.3 million vehicles on its books.

Products

Financing Customers who opt to finance their automobiles with a loan usually plan to obtain ownership of the vehicles. Customers can determine the monthly rate by selecting the amount of the down payment and the duration of the contract. Moreover, Daimler Financial Services offers balloon payment financing in many countries so that customers can enjoy especially favorable monthly rates. In the case of an option financing contract, the customer decides at the end of the financing period whether to return the vehicle, refinance the remainder of the loan, or pay it off all at once.

Leasing Daimler Financial Services remains the owner of the vehicle in all leasing contracts; the customer merely pays to use the vehicle and returns it after the contract expires. Service-leasing packages combine the contract with various service components, such as maintenance, repairs, and tire services.



















Insurance Daimler Financial Services offers a range of automobile-related insurance products. In addition to insuring all of the Daimler production locations and transport and product liability risks worldwide, the company's Corporate Insurance unit also manages the company and private pension plans of the Group's employees in Germany.

Fleet management In many countries, Daimler Financial Services is one of the leading providers of fleet management services for passenger cars and trucks. Its Daimler Fleet Management and Mercedes-Benz CharterWay subsidiaries in Europe offer comprehensive fleet management packages for passenger cars and commercial vehicles, respectively. If the customer wishes, such services can be expanded to include the complete management of entire fleets.

Banking services In selected markets, Daimler Financial Services also offers credit cards that provide our customers financial flexibility and comprehensive protection. In Germany, Mercedes-Benz Bank AG also offers attractive financial investment options with current and fixed interest accounts.

Mobility services With moovel, Daimler Financial Services is a pioneer in the realm of innovative mobility services. With its car2go brand, moovel Group is the world's leading provider of flexible carsharing with a fleet of almost 13,000 vehicles worldwide. moovel Group also offers the moovel smartphone app that allows customers to find and book their individually preferred mobility option, e.g. taxi, ridesharing, and public transportation. At the end of 2014, moovel had more than one million customers worldwide.

Our Brands and Divisions.

Mercedes-Benz Cars	 Mercedes-Benz	
	MAYBACH	
Daimler Trucks	 Mercedes-Benz	
		
		
Mercedes-Benz Vans	 Mercedes-Benz	
Daimler Buses	 Mercedes-Benz	
Daimler Financial Services		
		
		

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