

### The automotive related business accounts for 99% of DaimlerChrysler's total revenues

### DAIMLERCHRYSLER

Mercedes **Car Group** 





- Mercedes-Benz
- Maybach
- smart

Chrysler Group



- Chrysler Jeep

- Dodge

Commercial **Vehicles** 





- Mercedes-**Benz Trucks**
- Freightliner
- MB Vans
- Buses & Coaches
- Mitsubishi Fuso

**Financial Services** 



- Leasing & **Financing**
- Insurance
- Banking

Other **Activities** 

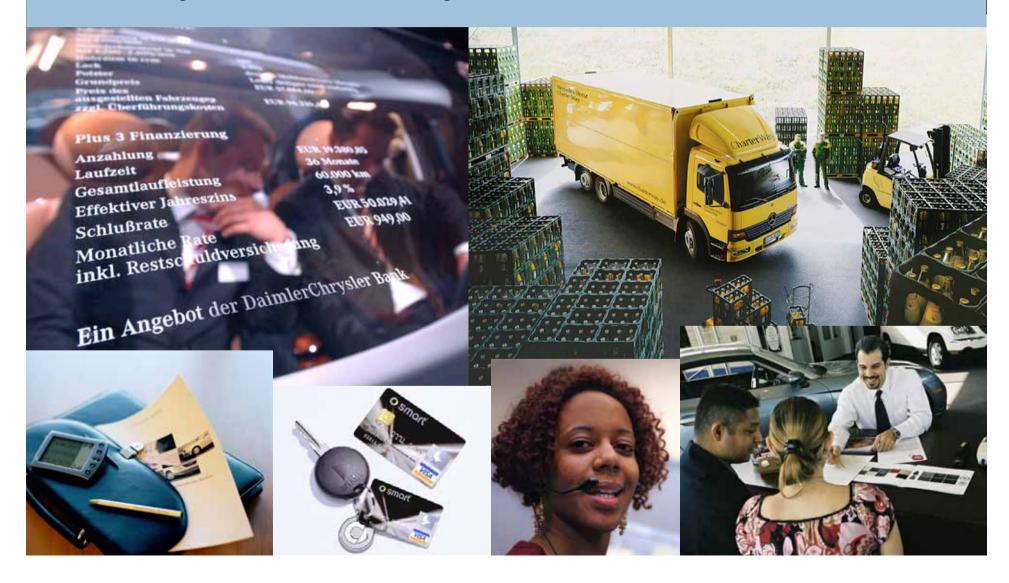


- EADS Off Highway **Engines**
- Mitsubishi **Motors** Corporation

**Strategic** partners



# DaimlerChrysler Financial Services finances more than one out of every three DaimlerChrysler vehicles sold



### Agenda

### **DaimlerChrysler Financial Services**

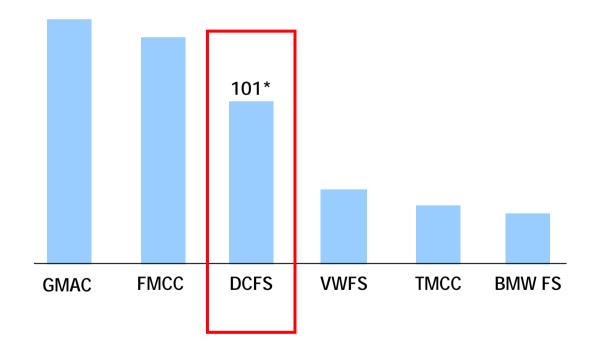
- Strategy and Business Scope
- Key Figures
- Brand Support Projects
- Perspectives

# DaimlerChrysler Financial Services is operating in 39 countries with more than 100 operating companies



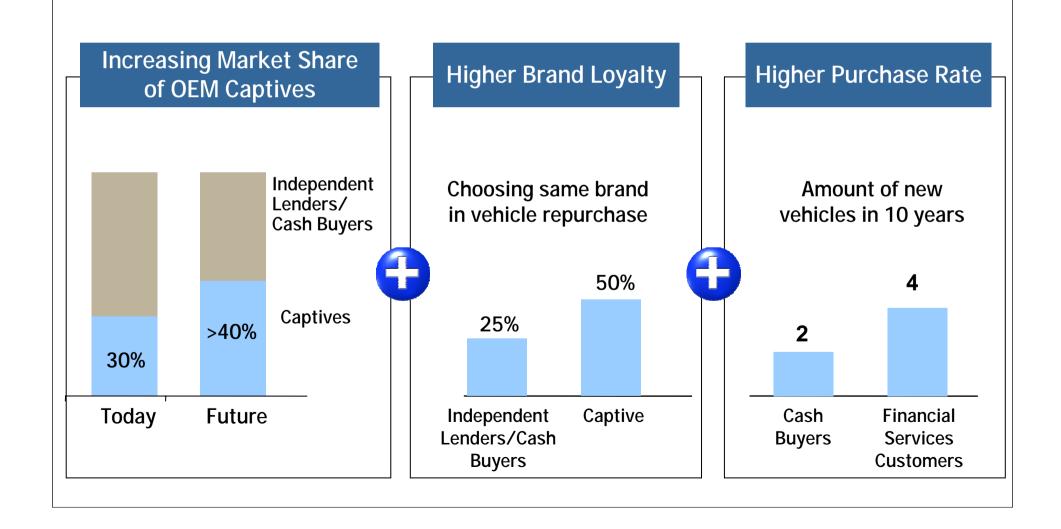
# DaimlerChrysler Financial Services is the third largest captive automotive financial services provider in the world

Managed Automotive Portfolio of Captive Automotive Financiers as of Q1 2005 (in € bill.)



Source: DC Financial Services, Benchmarking Study \* only automotive portfolio, total portfolio EUR 107 bn

# Compared to Independent Lenders and Cash Buyers, DCFS drives significantly higher loyalty rates for our brand partners

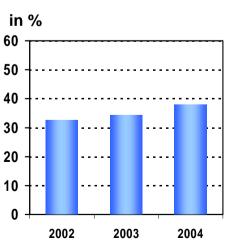


# Cooperation with Brand Partners has reached a high level and showed positive development with a special dynamic for Chrysler

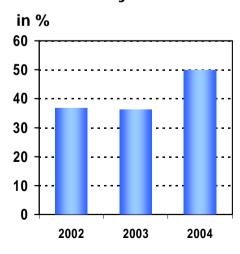
### **Penetration Rate Development**



Mercedes-Benz

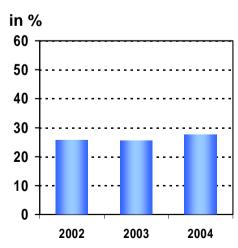


Chrysler





**Commercial Vehicles** 



### Agenda

#### DaimlerChrysler Financial Services

- Strategy and Business Scope
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## The foundation for our global business activities is reflected in our vision and mission statements

#### Our Vision:

To be the first choice provider in financial services for our dealers and customers in partnership with our automotive brands

#### **Our Mission:**

We are committed to excellent Financial Services that:

- create value for our brands, dealers and customers
- contribute to the financial success of DaimlerChrysler and
- offer opportunities for our employees and communities where we live and work













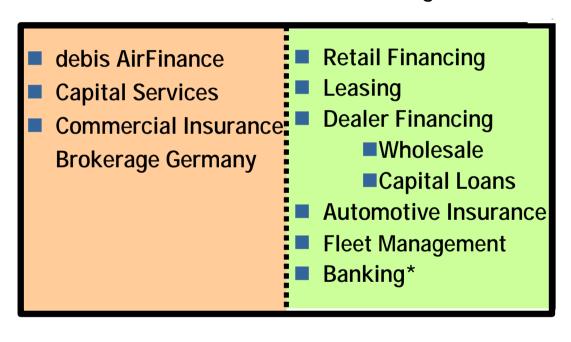


# Our 11,000 employees worldwide, one of our key success factors, are committed to living our core values



# As a captive automotive financial services company, we have clearly defined our business strategy...

#### Assessment of DCFS' Business Segments



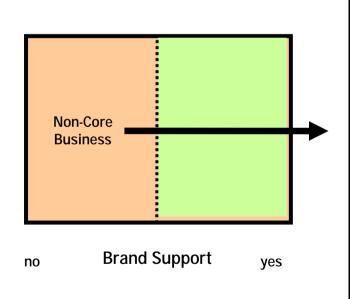
no **Brand Support** yes

Core Business

Non-Core Business

\*Banking: deposit business, credit cards, mutual funds – mainly Germany

## ... and have developed strategic options for non-core activities



#### **Non-Core Business**

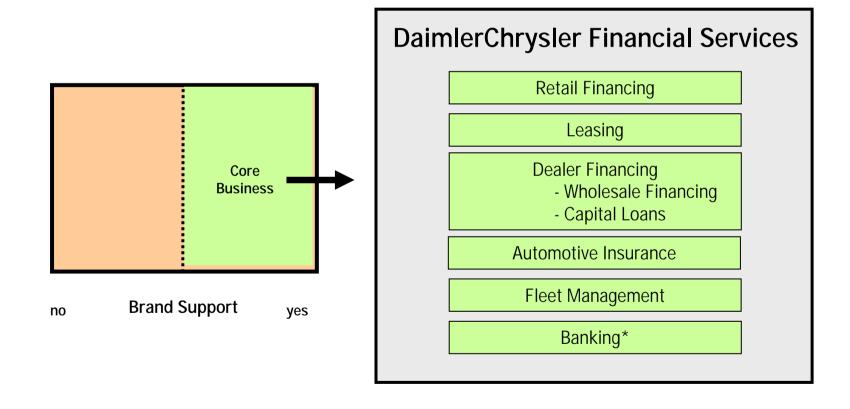
- Divestiture of debis AirFinance B.V. in progress
- Divested Commercial Insurance brokerage business in Germany
- Capital Services portfolio almost sold; remaining Leverage Lease portfolio will liquidate long-term

### Toll Collect started successfully on January 1, 2005

#### **Toll Collect**

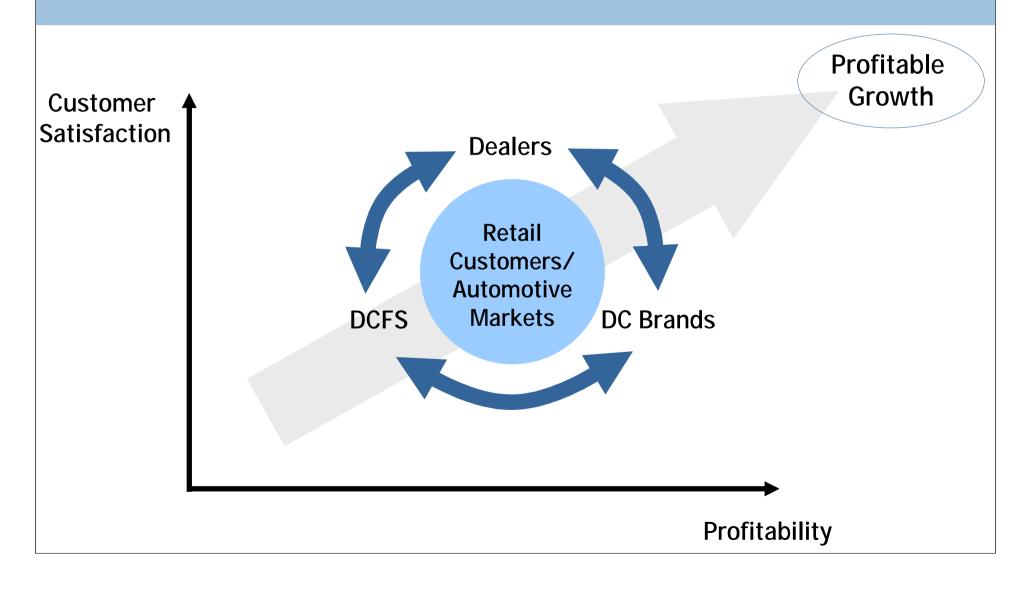
- No noticeable interferences after launch on January 1, 2005
- More than
  - 650,000 trucks registered
  - 440,000 on board units (OBU) installed
  - € 1.1 bn toll collected (currently about € 50 mill per week)
- Approximately 12 billion toll kilometers charged by 06/2005
- Several European countries consider the German toll system; international feasibility of Toll Collect system is under review
- Development of next OBU generation on plan

# To better underline our strategic direction of focusing on captive automotive activities, our name was changed to DaimlerChrysler Financial Services



\*Banking: deposit business, credit cards, mutual funds – mainly Germany

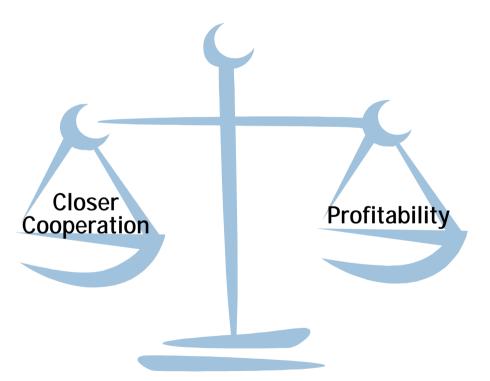
# Joining forces with our key partners is necessary to create competitive advantages in the automotive industry



# Being a captive, DCFS increases cooperation with brands while meeting corporate profitability requirements

Ensure long term viability of DCFS business model

Increase automotive
brand support through
closer cooperation
with automotive
brands and expanded
captive offerings



Ensure sufficient, competitive funding

Improve process quality and cost position

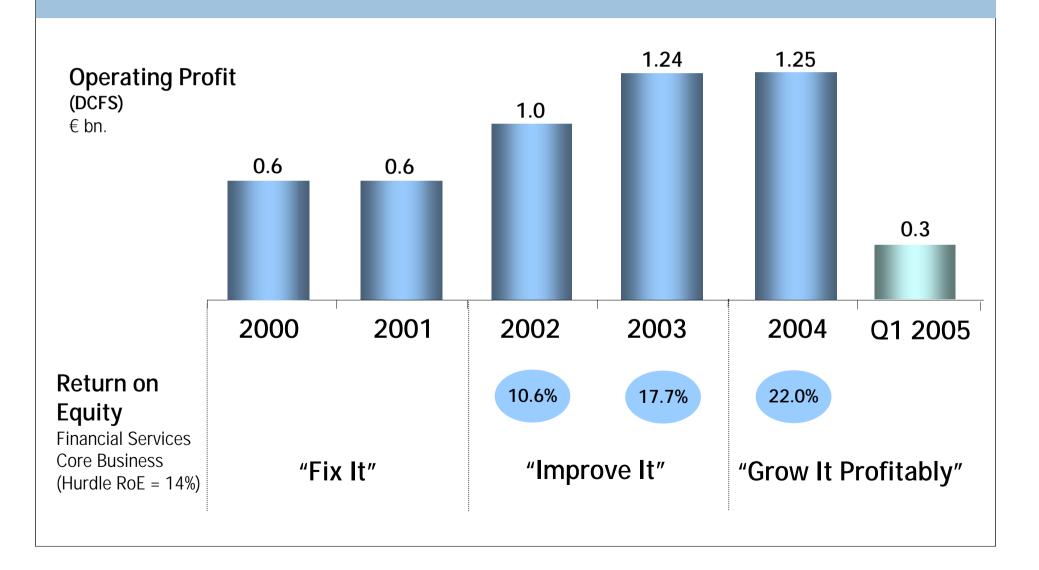
Ensure talent development and attractiveness of DCFS as an employer

### Agenda

### DaimlerChrysler Financial Services

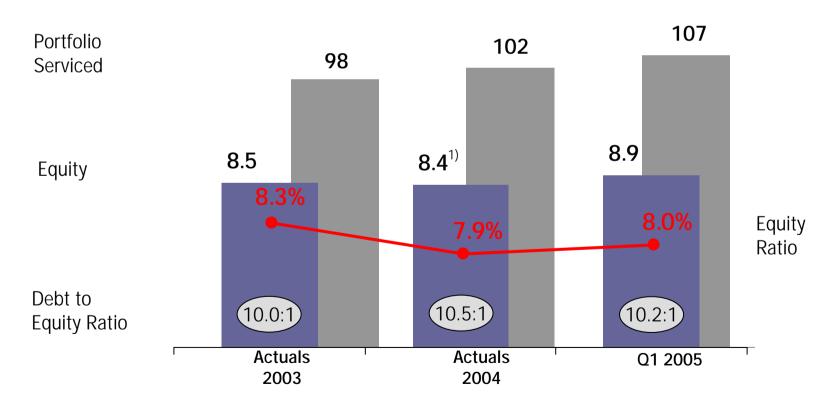
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# DCFS contributes a significant Operating Profit and creates value for DaimlerChrysler



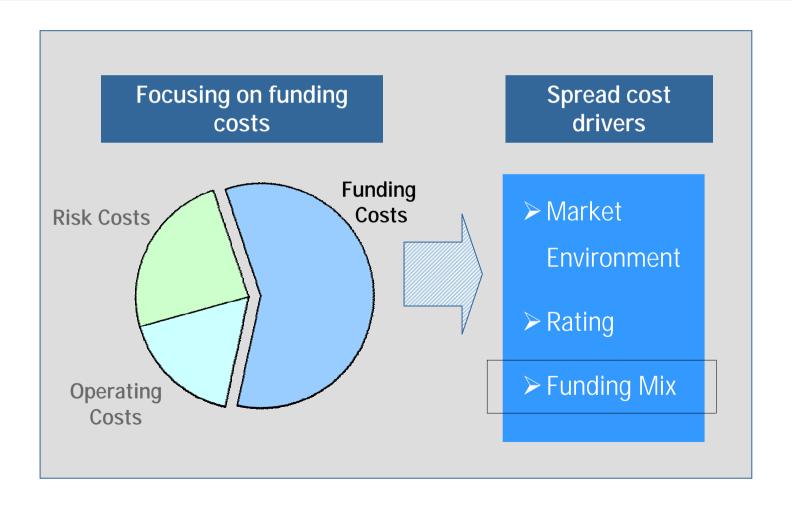
# Controlled development of our portfolio is reflected in sound ratios while we also fulfill corporate dividend requirements



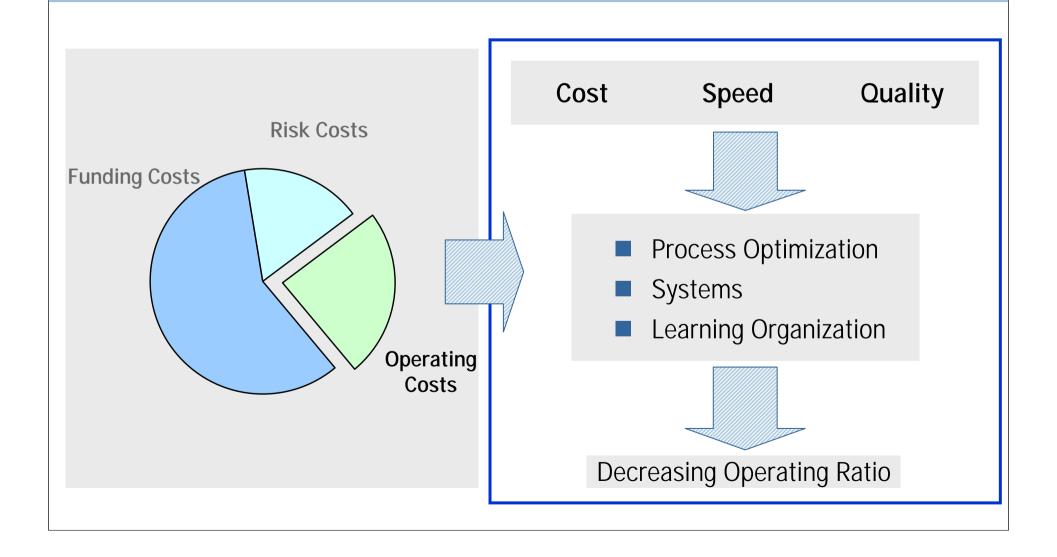


1) Decrease of equity from 2003 to 2004 due to fx-effects

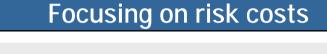
### Funding costs are the single largest item of our total costs

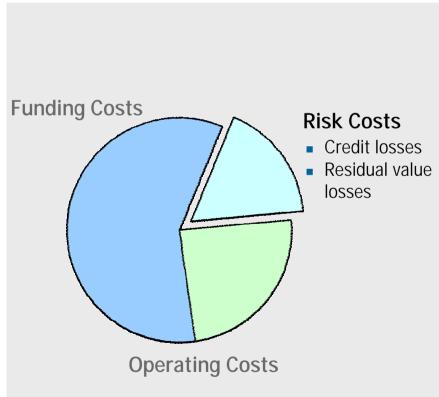


# Further improvement of process quality and cost position is one of our main targets for 2005

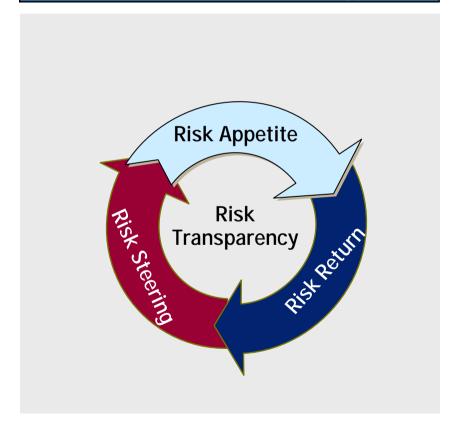


# To manage our risk costs efficiently we are further implementing our functional risk strategy





#### Functional risk strategy

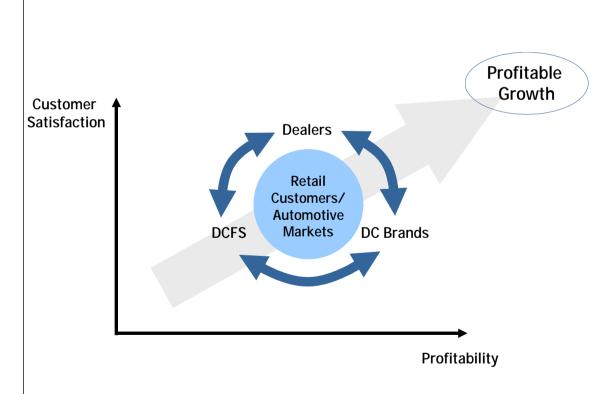


### Agenda

### DaimlerChrysler Financial Services

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## Our programs are set up to support our partners and to create incremental value for DCX



### **Examples**

- Retail in equity
- Bonus cash
- Bridge leases, loans
- Lease "pull-ahead"
- smart box (France)
- RouteOne
- SubPrime partnerships

### Agenda

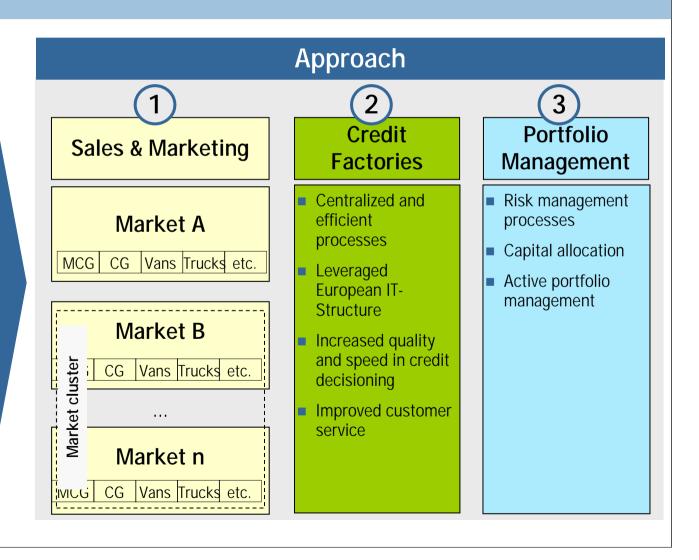
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# The three pillars model is the framework for our pan-European operations

#### Goals

- Serving demand for pan-European products
- Economies of scale and scope
- Quality of risk management
- Optimizing funding
- Achieving benchmark



# Deregulation of European Dealer Markets (Block Exemption Regulation) is already reality in the US

 DCFS has profound experience of deregulated markets with having been the reliable partner of US-American mega-dealers for several years already



 DCFS leverages existing knowledge from the US to the challenges to come in Europe

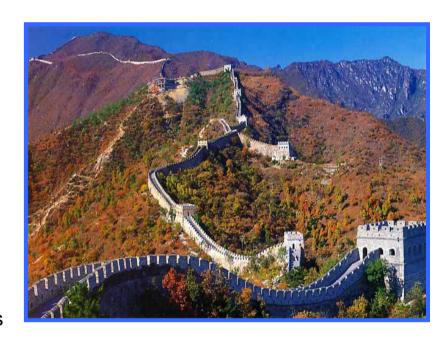
### DCFS is an integral part of the DCX strategy in China

#### **General Approach**

- Starting point: dealership financing
- Subsequently introduction of retail financing
- Using local expertise (Joint-venture partner, local banks, etc.)
- Using a low risk approach

#### **Current Status**

- First Filing with CBRC (Chinese Banking Regulation Commission) - August 2004
- CBRC approval received November 2004
- Project is on track meeting defined milestones and deliverables
- Hiring process for local employees ongoing
- Start of operations planned for Q4 2005



### **Summary**

- Concentration on captive Financial Services, major divestments of non core business completed
- DCFS contributes a significant Operating Profit and creates value for DaimlerChrysler
- Sales support in close cooperation with brand partners
- Further improvement of process quality and cost position one of our main targets in 2005
- Keep Toll Collect on track

#### **Disclaimer**

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