



Mercedes-Benz



## Strategy and targets of Mercedes-Benz Cars Sales and Marketing

Dr. Joachim Schmidt, September 29, 2010  
UBS Paris Auto Show Investor Conference



Mercedes-Benz



## 1. Our current performance

## 2. Our targets

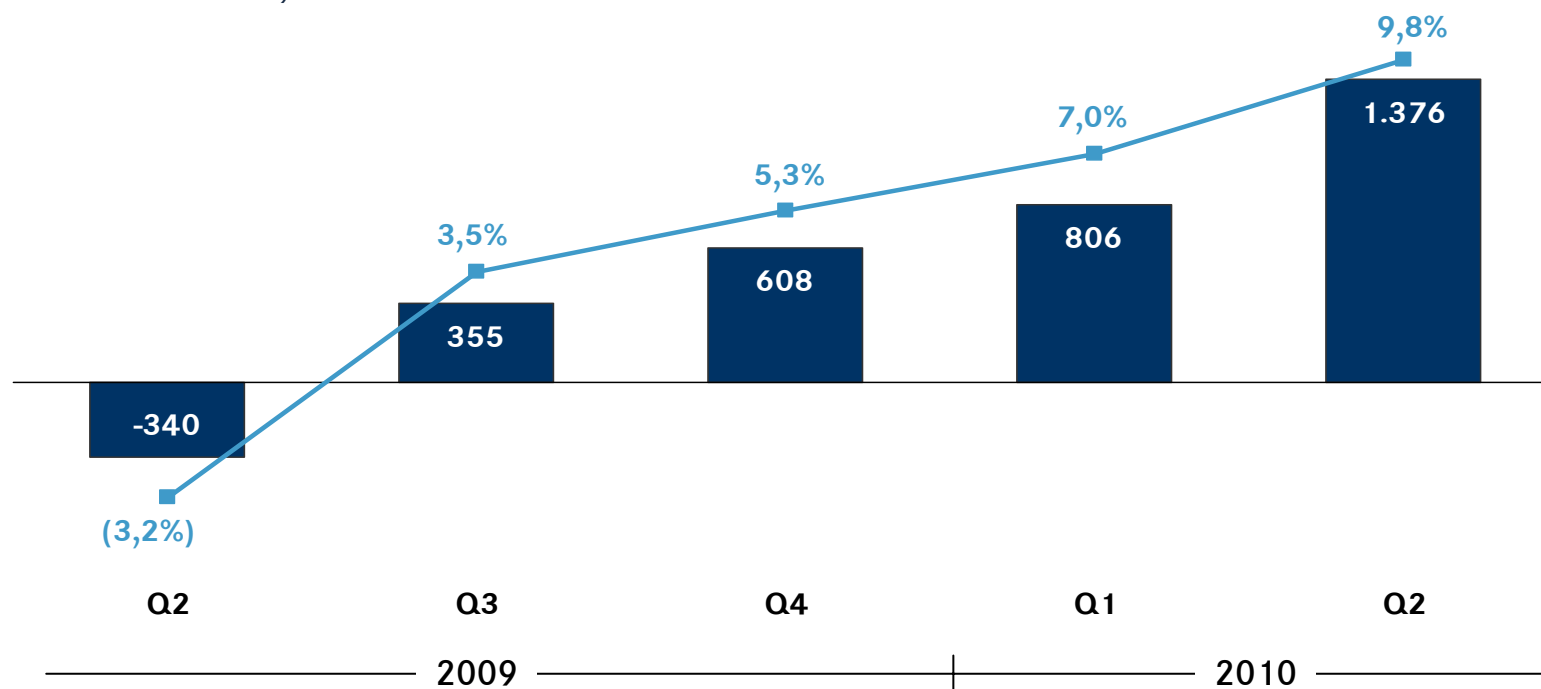
## 3. Strategy of MBC Sales and Marketing





## Mercedes Benz Cars: Continued strong improvement of EBIT over the last quarters

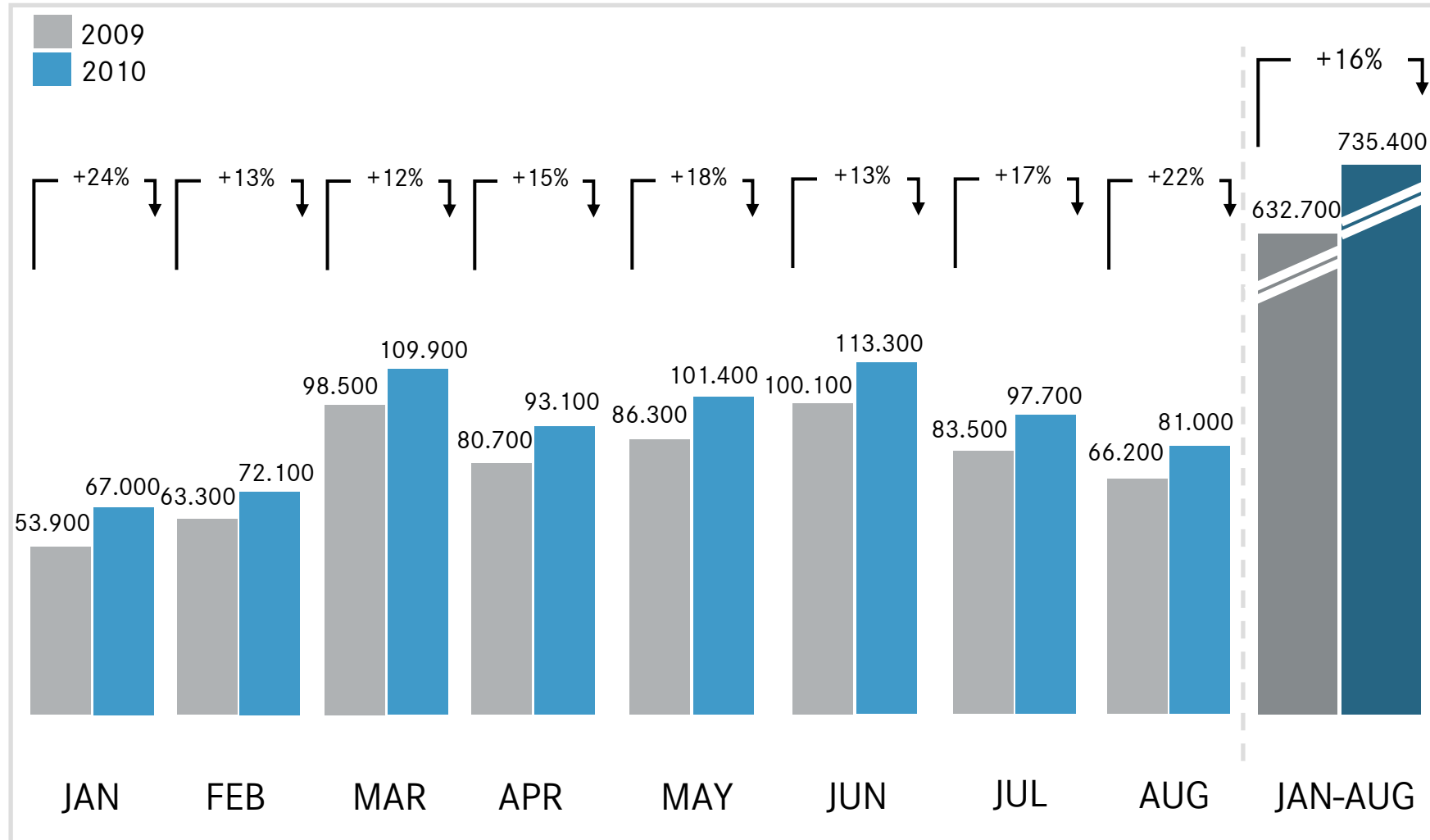
- EBIT in millions of €, return on sales in % -



- Strong increase driven by higher sales volume in all regions and especially in China
- More favorable product mix and better pricing
- Positive exchange rate development and efficiency enhancements



## Mercedes-Benz Passenger Cars with strong growth rates in retail sales in 2010





# Mercedes-Benz Passenger Cars with strong sales momentum in 2010

- Retail YTD August 2010 -





Mercedes-Benz

## Strong growth across modell ranges and excellent modell mix - Retail YTD August 2010 -



E-Class sedan  
136.000 (+52%)



E-Class Coupe  
32.700 (+98%)



S-Class sedan  
41.000 (+32%)



C-Class sedan  
161.300 (+9%)



GLK  
45.900 (+15%)



GL-Class  
17.600 (+24%)



Mercedes-Benz



## 1. Our current performance

## 2. Our targets

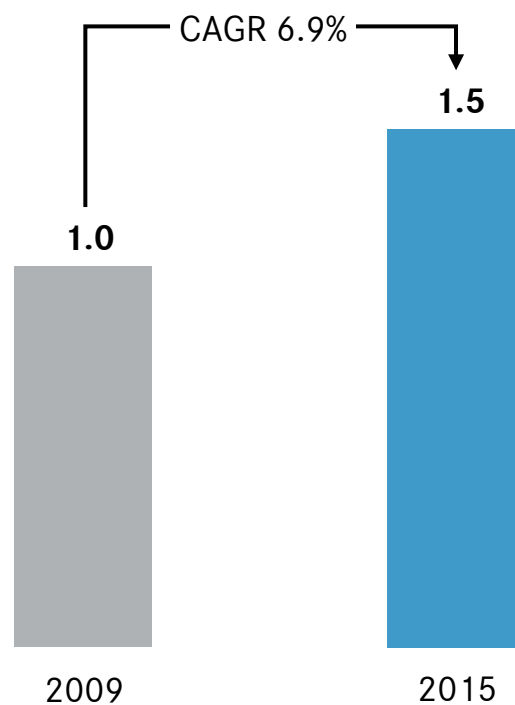
## 3. Strategy of MBC Sales and Marketing





Our ambition at Mercedes-Benz Cars:  
The most successful car manufacturer in the premium and luxury segment

Mercedes-Benz Passenger Cars\*  
vehicle sales [million units]



\* excludes smart





Mercedes-Benz



**1. Our performance**

**2. Our targets**

**3. Strategy of MBC Sales and Marketing**





Mercedes-Benz

# Mercedes-Benz Cars Strategy



### Our strategic pillars

**GO FOR 10**

Profitable Growth  
**10%**  
RoS  
constantly

- Superior Products & Customer Experience
- Leading Brands
- Innovation & Technology Leadership
- Global Presence & Network
- Operational Excellence
- High Performing, Inspired People

### Current topics

- Constantly leading & profitable large cars
- New attractive compact cars (MB/smart)
- Delightful customer care
- Brand positioning and claim
- Green technology leadership
- Global footprint
- Cooperations
- Powerful sales & service organization
- Excellence



## Mercedes-Benz Cars Sales and Marketing Strategy





# The new brand aspiration of Mercedes-Benz: Our brand star





Mercedes-Benz

1. Brand aspiration



# Mercedes-Benz

The best or nothing.



Cross Functional Brand Team: Responsible for the roll-out of the brand positioning across all functions



- Functional strategies have been developed per brand experience
- Operational targets & measures have been defined  
⇒ Direct implications for products services etc.
- Image study controls efficiency of measures for respective targets (brand monitor, market research)

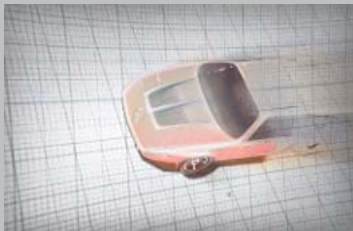


Mercedes-Benz

# 1. Brand aspiration

## International Brand Campaign: Print, TV, online and media communications

**TVC**



**Print**



**Online**



[www.the-best-or-nothing.com](http://www.the-best-or-nothing.com)

**PR**





# Comprehensive communication activities in 2010 support the three brand values



**Perfection**  
**Driver Assistance Systems Campaign**



**Fascination**  
**CLS Campaign**



**Responsibility**  
**BlueEFFICIENCY Campaign**





Customers can experience the fascination of the Mercedes-Benz brand on their iPad





## Examples of fascinating new product highlights



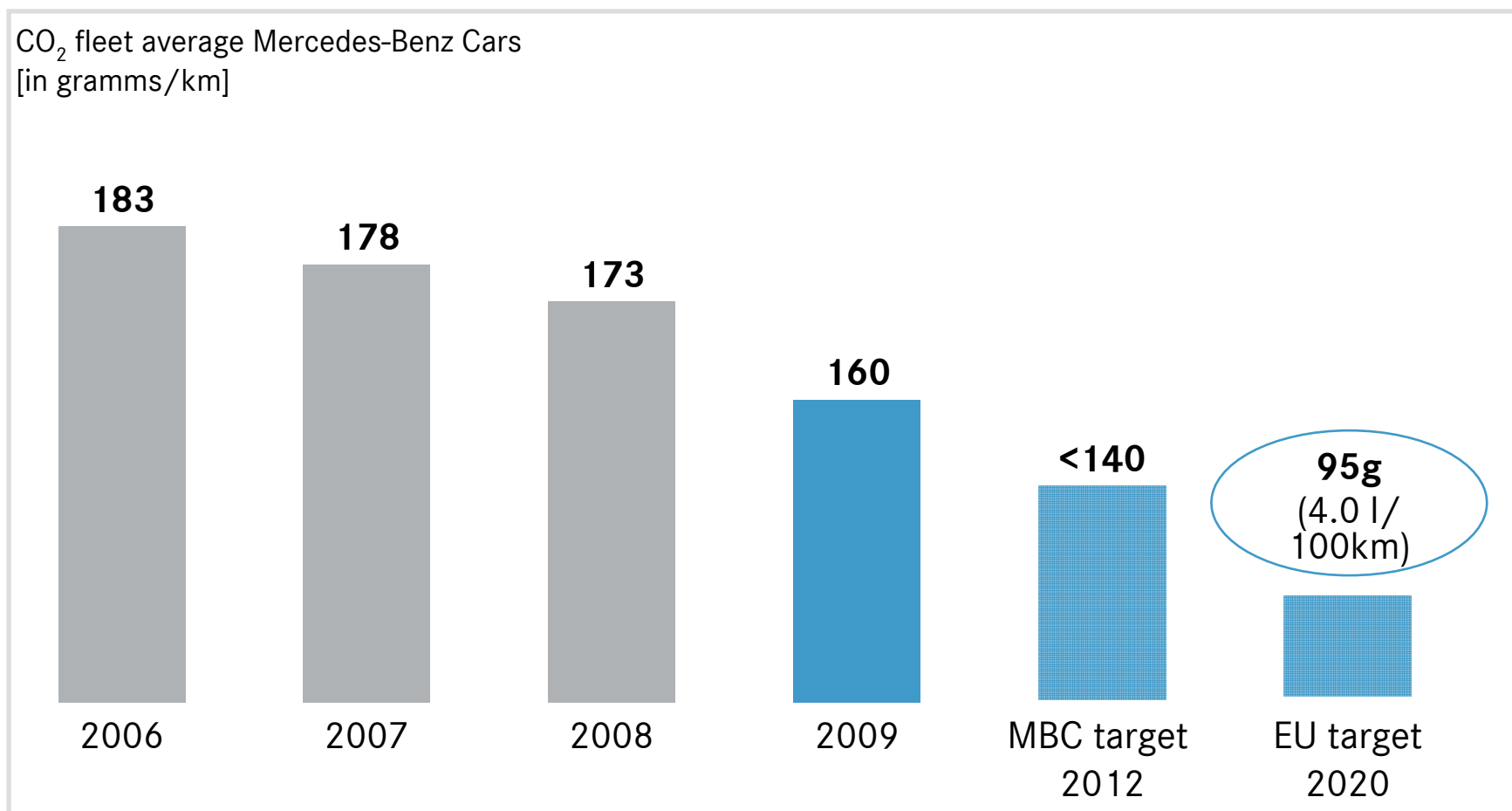
**CLS**



**Shooting Brake**



## Ambitious CO<sub>2</sub> targets for Mercedes-Benz Cars





# Mercedes-Benz Cars aims at leading position with green technologies

Roadmap for sustainable mobility:

Optimization of combustion engines

Further efficiency gains through hybridization

Locally emission-free electric engines

C 220 CDI



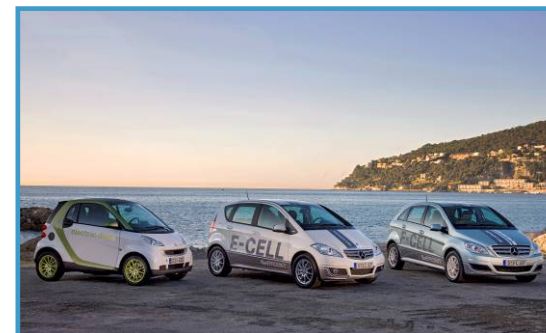
**117**  
grams CO<sub>2</sub>/km

S 500 Plug-in Hybrid



**74**  
grams CO<sub>2</sub>/km

smart electric drive, E-Cell, F-Cell



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



Highlights Paris Auto Show:  
New concepts for emission free urban mobility



**SLS AMG E-CELL**



**A-Class E-CELL**



**smart escooter**



**S250 CDI**

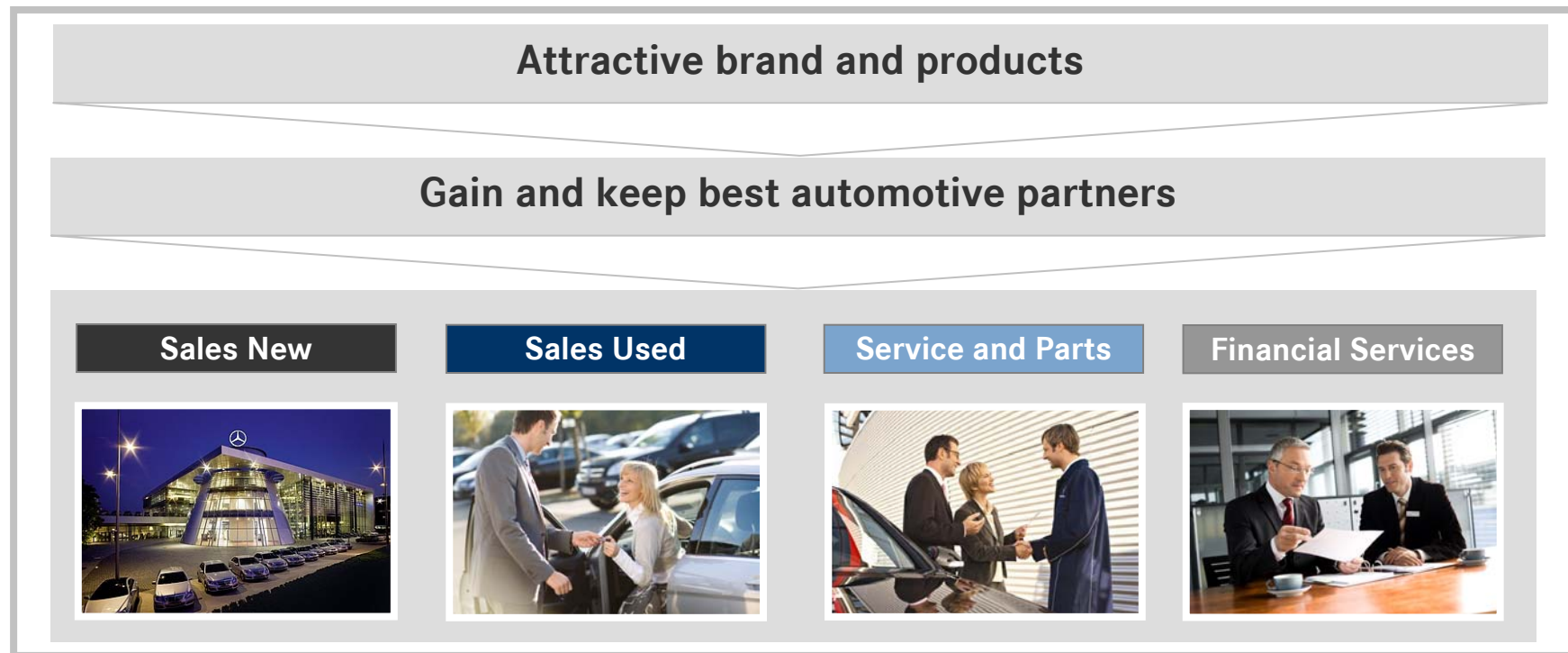


## New Sales Organization – „More Customer, less bureaucracy”





## Mercedes-Benz – “The Best Premium Franchise”










# Mercedes-Benz with strong improvements in customer satisfaction in most markets

Customer Satisfaction Ranks in the Premium Segment <sup>1</sup>		
Sales 2005 → 2009		Service 2005 → 2009/10
5 → 1 ↑	Germany	↑ 3 → 1
5 → 2 ↑	UK	↑ 6 → 3
5 → 2 ↑	France	↑ 3 → 1
6 → 1 ↑	Italy <sup>2)</sup>	↑ 4 → 3
4 → 1 ↑	Spain <sup>2)</sup>	↓ 2 → 3
3 → 2 ↑	Switzerland <sup>2)</sup>	↑ 4 → 3
5 → 1 ↑	The Netherlands <sup>2)</sup>	→ 3 → 3
2 → 1 ↑	South Africa <sup>2)</sup>	↑ 4 → 2
3 → 2 ↑	USA	↑ 7 → 6

<sup>1)</sup>Source: NCBS, JDP SSI/CSI, CBS

<sup>2)</sup>Results 2006 → 2008

### Further awards for customer satisfaction

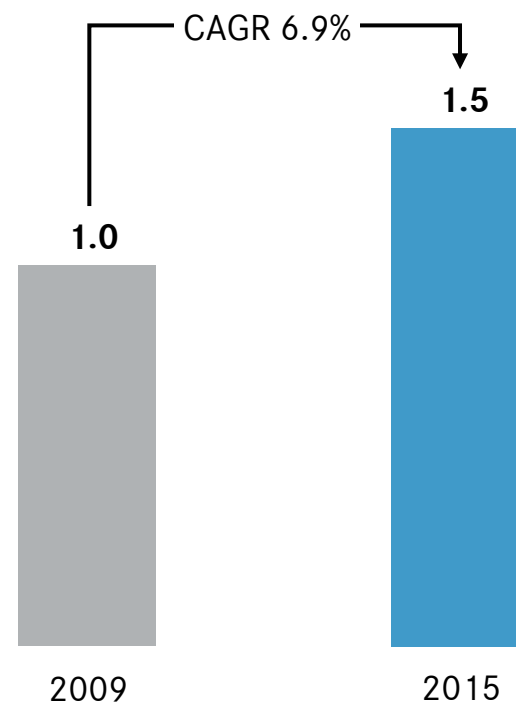
-  **J.D. Power 2010**  
Initial Quality Study
-  **J.D. Power VOSS<sup>SM</sup> Germany**  
No.1 Premium Brand in Service Satisfaction
-  **J.D. Power CSI France**  
No.1 Premium Brand
-  **Grand Prix des Marques Automobiles 2010**  
No.1 in Sales and After Sales Service
-  **ADAC and auto motor sport**  
No. 1 in workshop tests with best results overall in both tests





Our ambition at Mercedes-Benz Cars:  
The most successful car manufacturer in the premium and luxury segment

Mercedes-Benz Passenger Cars\*  
vehicle sales [million units]



\* excludes smart



For the full year 2010 we expect Mercedes-Benz Cars EBIT of about 4 billion Euros

