



**The new S-Class.
The Essence
of Luxury.**

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of Management of Daimler
Head of Mercedes-Benz Cars**

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Gaining market share in compact segments



Boosting sales in SUV segments



Defending traditional strongholds with new E-Class



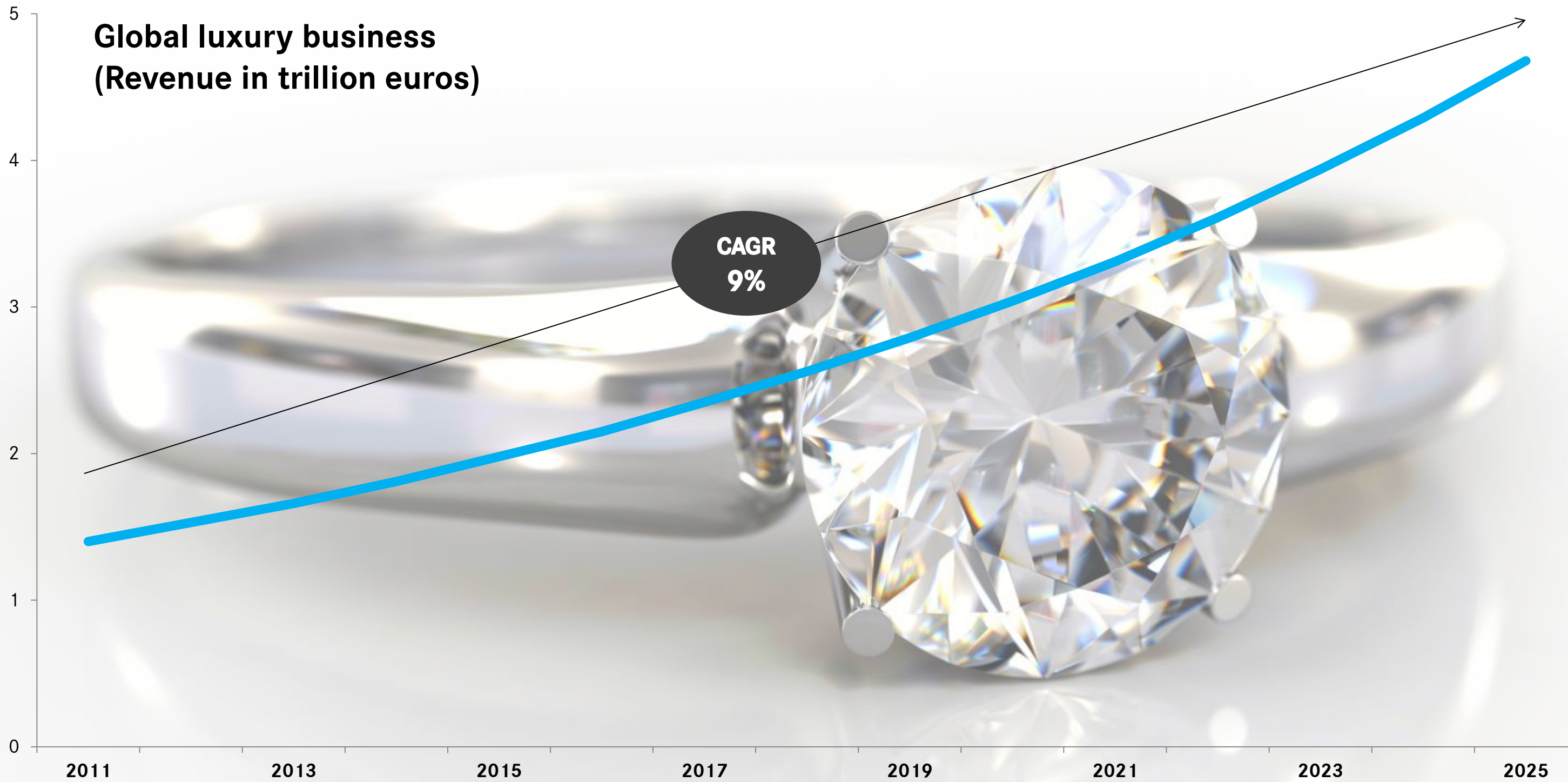
The S-Class: Brand shaper and profit backbone



Delivering on “The best or nothing”

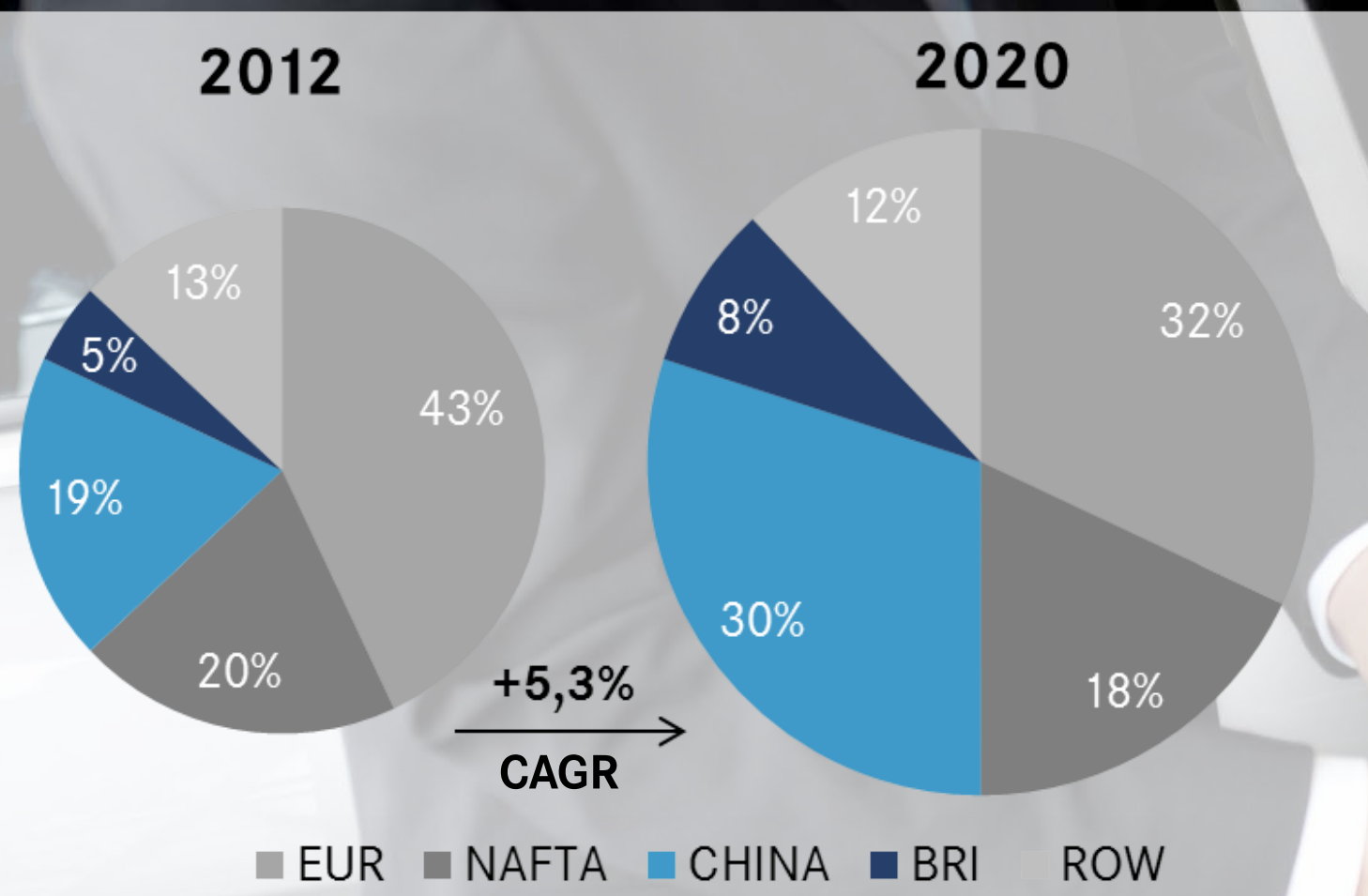


Rising wealth and demand for luxury



Source: Berenberg Bank/HWWI (2012).

Growth in premium car segment mainly driven by China





Gaining market share in China's luxury car segment



Age: mid-/late 50s

High brand loyalty

Focus on private use



Age: 35 to 40

“Brand hoppers”

Focus on business use



Shaping the global luxury market



Luxury as motor for innovation





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