### DAIMLER

In the following please find the release of the Mercedes-Benz Cars concerning worldwide vehicles sales in December 2008:

**Investor Relations Release** 

Date:

January 8, 2009

# Mercedes-Benz Cars Delivers 1,256,600 Vehicles to Customers Worldwide in 2008

- Sales at Mercedes-Benz Cars about as high as in the previous year
- Mercedes-Benz sells 1,121,700 passenger vehicles
- smart boosts deliveries to 134,800 units
- Sales of C-Class and smart at record level
- Mercedes-Benz posts high sales growth in China, Russia, and India

Stuttgart - The Mercedes-Benz Cars division delivered 1,256,600 vehicles of the Mercedes-Benz, AMG, smart, and Maybach brands to customers worldwide in 2008 (2007: 1,285,900, minus two percent). As a result, sales at Mercedes-Benz Cars almost matched the previous year's level, despite the massive market declines in the second half of the year.

Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and head of Mercedes-Benz Cars: "Although we managed to post high sales growth in the first half of the year, the second half of 2008 was characterized by an extremely difficult market environment in Western Europe, Japan and the U.S. All in all, sales at Mercedes-Benz Cars in 2008 were about as high as in the previous year."

Page 2

Global sales of Mercedes-Benz brand vehicles amounted to 1,121,700 passenger cars in 2008 (2007: 1,185,300, minus five percent). In a difficult market environment, Mercedes-Benz outperformed the overall market in key countries such as the U.S., Germany, the UK, and Spain, and was able to gain market shares. Mercedes-Benz presented two important new products in 2008: the GLK and the CLC sports coupé. In addition, the brand introduced various new model generations, including the new SL-, SLK-, CLS-, A-, B-and M-Class.

#### smart continues to be successful

smart continues to be very popular with customers all over the world. Sales of the smart fortwo rose to the record figure of 134,700 vehicles (2007: 97,200), representing an increase of 39 percent. Factors that contributed to this increase were in particular the great success of the smart fortwo in the United States and a double-digit growth in the brand 's established markets in Europe. Deliveries in the U.S. amounted to 24,600 vehicles, even though the brand was only in its first year of sales in the country. As a result, the United States is the world's third-largest market for smart vehicles, behind Italy (33,800) and Germany (32,000). smart celebrated its tenth anniversary in 2008. The brand has delivered more than one million vehicles since it was established. Today, the smart fortwo is thrilling customers in 37 countries on five continents. Following its market success in the U.S. in 2008, the vehicle will be introduced in Denmark, China, and Brazil in 2009. In September 2008 the brand presented the second-generation smart fortwo electric drive. Featuring an innovative lithium-ion battery, this new electric vehicle will begin to roll off the assembly line as a small-series model at the end of 2009.

#### Sales development in Western Europe and the U.S.

In 2008, Mercedes-Benz delivered 638,100 vehicles to customers in Western Europe (2007: 682,300, minus seven percent). The brand managed to gain market shares in Spain and the UK. Mercedes-Benz also outperformed the overall market in Germany. All in all, the brand handed over 300,900 vehicles to customers in its home market (2007: 309,900, minus three percent). With a market share of more than ten percent, Mercedes-Benz thus maintained its position as the best-selling premium brand in Germany. This success was primarily due to the great popularity of the vehicles in the C-Class segment with Mercedes-Benz customers.

In the U.S., Mercedes-Benz also outperformed the overall market, which declined by 18 percent. The brand sold a total of 225,100 vehicles in the U.S. (2007: 253,400, minus 11 percent). Sales were particularly driven by the new C-Class and the M-Class. The brand achieved a new sales record in Canada, with sales rising by 26 percent to 20,400 passenger vehicles (2007: 16,100).

#### Strong growth in new markets

Mercedes-Benz posted high sales growth in China, Russia, and India. In China, the brand increased sales by 39 percent to 42,600 units (2007: 30,600). Mercedes-Benz deliveries of SUVs and of vehicles in the C, E and S-Class segments reached an all-time high. China is now the world's second most important sales market for S-Class luxury sedans, surpassed only by the United States.

Deliveries in Russia rose by nine percent to the record figure of 16,800 units (2007: 15,300). This increase was primarily due to the high growth rates for the new C-Class as well as for the M-Class and

Page 4

GL-Class. A new record was also posted in the Middle East, where deliveries increased to 20,800 units (2007: 19,100, plus nine percent). Mercedes-Benz boosted sales in India by 39 percent to 3,400 units (2007: 2,400).

## S-Class and C-Class sedans maintain market leadership worldwide

The new C-Class sedan and station wagon continue to be very popular with customers, registering record sales in many key regions, such as the U.S., Western Europe, China, and Russia. A total of 291,700 customers worldwide (2007: 261,500) opted to buy a C-Class sedan, 12 percent more than in the previous year. The C-Class sedan thus is the worldwide market leader in its competitive segment. Meanwhile, sales of the new C-Class station wagon have more than doubled to 72,700 vehicles (2007: 29,500). Mercedes-Benz has delivered more than 500,000 C-Class sedans and station wagons to customers since the current model series was introduced in 2007.

The S-Class sedan is the market leader worldwide in the luxury segment. The most fuel efficient S-Class of all time was introduced in December 2008: the S 320 CDI BlueEFFICIENCY. Compared to its predecessor, the new model variant reduces fuel consumption by around ten percent to 7.6 liters per 100 kilometers while maintaining the same level of performance, comfort, and driving pleasure. Sales in the luxury segment as a whole totaled 90,600 units (2007: 109,000, minus 17 percent). The new generation of the SL was again the top-selling vehicle in its segment in Western Europe in 2008, with customer deliveries of 12,400 vehicles worldwide (2007: 11,600, plus seven percent).

Due to the upcoming model changeover, sales in the E-Class segment dropped to 177,000 units (2007: 234,600, minus 25 percent). A total of 1.5 million customers worldwide have bought an E-Class vehicle since the current model series was introduced in 2002. As a result, a total of 12 million E-Class vehicles have been sold in the segment's 60-year history. On January 10, 2009, the new Mercedes-Benz E-Class sedan will be presented in Detroit.

An important new model that Mercedes-Benz introduced in 2008 was the new GLK. This compact SUV, which hit showrooms in Western Europe last October, has been welcomed by a very positive market response. Beginning in spring, the GLK will also for the first time be available with the new, especially fuel-efficient four-cylinder diesel engine.

Mercedes-Benz sold 160,600 SUVs worldwide (2007: 180,100, minus 11 percent). A particularly successful model within the SUV segment was the new generation of the M-Class, which posted double-digit growth rates in China, Russia, and India. Despite the difficult market environment, sales of Mercedes-Benz SUVs in the U.S. performed better than the market for the corresponding vehicle segment as a whole. Last fall Mercedes-Benz also began delivering BlueTEC SUVs, which meet the demanding BIN 5 emissions standard and are therefore eligible for registration in all 50 states.

In the compact segment, Mercedes-Benz sold 253,800 A- and B-Class vehicles (2007: 275,100, minus eight percent). In early 2009 Mercedes-Benz will also introduce the B-Class in the Chinese market.

Mercedes-Benz Cars' performance brand AMG posted a record year in 2008, with sales increasing by 19 percent to 24,200 units (2007: 20,300). Despite the challenging economic environment, AMG managed to grow in almost all markets and strengthened its leading position among performance car brands. AMG's key sales market in 2008 was the U.S., followed by Germany and Japan. China and Brazil were among the largest growth markets. AMG also continued to increase sales in Germany, due particularly to the success of the new C 63 AMG and the completely revamped SL 63 AMG.

### Maybach continues its fascinating tradition

The Maybach brand is fascinating customers all over the world by offering them customized luxury and comfort of the highest quality imaginable. A total of 300 Maybach brand vehicles were delivered to customers in 2008. Last year the brand also continued the tradition of the open-top landaulet, which is meeting with a positive response and is manufactured on demand in accordance with customers' specific wishes.

Page 7

Retail Sales Mercedes-Benz Cars in December 2008

	December 2008	December 2007	Change in %*	YTD 2008	YTD 2007	Change in %*
Mercedes-Benz	87,100	105,900	- 17.8 %	1,121,700	1,185,300	- 5.4 %
of which: A-/B-Class	20,400	21,300	- 4.4 %	253,800	275,100	- 7.7 %
C-/CLK-/SLK-Class	31,600	35,800	- 11.5 %	439,700	386,500	+ 13.8 %
E-Class/CLS-Class	13,700	22,100	- 38.1 %	177,000	234,600	- 24.5 %
S-/CL/SL-Class/ SLR/Maybach	6,000	9,300	- 35.3 %	90,600	109,000	- 16.8 %
ML-/R-/GLK-/GL-/G- Class	15,400	17,400	- 11.6 %	160,600	180,100	- 10.9 %
smart	11,300	10,100	+ 11.8 %	134,800	100,600	+ 34.0 %
Mercedes-Benz Cars	98,400	116,000	- 15.2 %	1,256,600	1,285,900	- 2.3 %
Western Europe (incl. Germany)	57,500	65,000	- 11.5 %	741,000	777,500	- 4.7 %
of which: Germany	26,000	30,200	- 14.0 %	332,900	341,800	- 2.6 %
NAFTA	23,200	29,700	- 21.8 %	280,000	278,300	+ 0.6 %
of which: USA	20,800	27,300	- 23.5 %	249,700	253,400	- 1.5 %
Asia/Pacific	11,300	15,300	- 26.6 %	147,500	142,700	+ 3.4 %
of which: Japan	2,900	5,200	- 44.9 %	37,000	45,300	- 18.3 %
of which: China	3,700	3,900	- 3.1 %	42,700	30,700	38.9 %

<sup>\*</sup> Changes are related to exact numbers

Further Investor Relations information on Daimler is available on the Internet via <a href="http://mobile.daimler.com/investors"><u>www.daimler.com/investors</u></a> and on handhelds via <a href="http://mobile.daimler.com"><u>http://mobile.daimler.com</u></a>. If you have any questions, please contact our Investor Relations Team:

Dr. Michael Mühlbayer Dr. Dieter Buhl

 Tel.
 +49/711-17-93139
 Tel.
 +49/711-17-92286

 Fax
 +49/711-17-95235
 Fax
 +49/711-17-95235

 Michael.Muehlbayer@daimler.com
 Dieter.Buhl@daimler.com

Lutz Deus

Tel. +49/711-17-92261 Fax +49/711-17-94075 Lutz.Deus@daimler.com Tel. +49/711-17-95256 Fax +49/711-17-94075 Bjoern.Scheib@daimler.com

Bjoern Scheib