



The brand-new Mercedes-Benz GLA gets people's hearts racing on both normal roads and rugged terrain.



Younger, more efficient and more diverse than ever before. The broadest product portfolio in our history is an excellent foundation for enhancing customer loyalty and attracting new customers.

Attractive and Fascinating Products.  
Thrilling people.



The coveted S-Class sedan is being followed by an expansion of the top range of our model program. The Concept S-Class Coupe offers a preview of the new sporty luxury model from Mercedes-Benz.

“New vehicles in all segments and across the entire model range are the drivers behind our sustainable and profitable growth.”

S-Class years are always very special, and 2013 was no different in this regard. The new Mercedes-Benz flagship and the world’s best-selling luxury vehicle was launched in all key markets in record time last year and enthusiastically received by our customers. The new Mercedes-Benz E-Class – a successful volume model and the centerpiece of Daimler’s growth strategy – also met with an outstanding customer response.

**On the offensive with the best Mercedes fleet ever.**

The new GLA is now the fourth of a total of five young compact models from the brand with the star. The sporty off-roader continues our offensive in the growth market for premium compact vehicles. Daimler scored another success at the beginning of 2014 with the completely redesigned and newly developed C-Class, which is the highest-volume

series from Mercedes-Benz. With its clear and sensuous design, technical innovations and extensive standard equipment, as well as exemplary levels of emissions and fuel consumption, the new model also meets the highest demands in its segment.

**Mercedes-Benz is currently the fastest-growing premium brand, in large part due to our young generation of compact vehicles.**

Our ongoing success in the marketplace is demonstrated not only by our significant sales growth, but also by numerous domestic and international awards. To name one example, the Interbrand “Best Global Brands 2013” study once again confirmed the great appeal and charisma of Mercedes-Benz by naming it the world’s most valuable premium automotive brand and the most valuable European brand.



The new Mercedes-Benz C-Class boasts a lightweight design concept, a touchpad and head-up display, an agile chassis and exemplary assistance systems adding up to perceived value that feels like an “upgrade to a higher class.”





Upper picture: The new V-Class is the full-size MPV from Mercedes-Benz. The model makes a big impression with regard to value and quality, safety and efficiency at the highest levels – like all vehicles with the star. Lower picture: The Mercedes-Benz Arocs – the new force in construction – meets the varied demands of the construction sector with a unique diversity of available models.



The new Setra TopClass 500 features the Predictive Powertrain Control (PPC) system, which is unique in the touring coach segment.

The A-Team continues on the road to success: Following on the heels of the Actros for long-distance haulage and the Antos for heavy-duty distribution transportation, the new Arocs is now on the scene to continue the success story at Mercedes-Benz Trucks. The new construction specialist has attracted a great deal of interest since its world premiere and is helping Daimler extend its lead in the European truck market.

**The biggest product offensive in Daimler's history is strengthening our position as the world's number one commercial vehicle manufacturer.**

The Mercedes-Benz Sprinter is once again setting new standards – right from the start of series production of the latest generation of the model. The Sprinter is a top seller in the 3.5-ton segment all over the world. It's also one of the key pillars of our global growth strategy in the van segment. This strategy has been an ongoing success – and the new Vito and new V-Class from Mercedes-Benz are contributing to its continuation.

**Our strategy for the future: To offer exactly the right model for every requirement and application.**

We are successfully defending our leading position in the bus sector with the new Setra TopClass 500. The model highlights our outstanding technological expertise and also completes the premium portfolio of vehicles from Daimler Buses.

**Our innovative vehicles already meet many of tomorrow's mobility requirements today.**

Daimler was the first commercial vehicle manufacturer to offer a complete range of Euro VI-compliant trucks and buses. These forward-looking products not only meet the rigorous statutory emission standards, they are also meeting our sales targets.