

Important Events in 2013.

The year 2013 was dominated by product offensives at all of our divisions.

Our innovative vehicles, pioneering technologies and efficient production processes set new standards in automobile manufacturing and strengthened our position on international markets, thus laying the groundwork for further growth.



Product offensive in the luxury segment: Start of production of the new S-Class at the Mercedes-Benz plant in Sindelfingen. In 2013, Daimler invests around €1 billion in the facility.



A pioneering feat on the road to autonomous driving. With its S 500 INTELLIGENT DRIVE research vehicle, Mercedes-Benz becomes the world's first automaker to prove that autonomous driving is also possible in cities and on highways and country roads.



The first customized Mercedes-Benz Arocs rolls off the assembly line in Wörth. Daimler is the first automaker to offer a comprehensive portfolio of Euro VI-compliant vehicles in the heavy-duty class – six months before these emission standards go into effect.

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Mercedes-Benz makes the most beautiful cars.

The readers of the automotive magazine “Auto Zeitung” vote for their favorite cars with the most exciting designs. The Mercedes-Benz A-Class wins in the compact segment, and the Mercedes-Benz CLS Shooting Brake not only takes first place in the wagon/sedan category but is also voted the most beautiful car of any segment.



A new research and development center in India. With its 1,200 employees, Mercedes-Benz Research and Development India (MBRDI) in Bangalore is Daimler’s largest research and development center outside Germany and the largest and most modern R&D center of any German automaker in India.

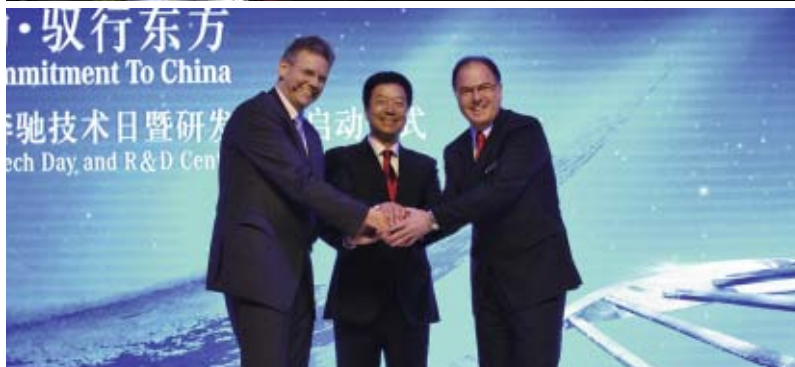
World premiere of the new Mercedes-Benz Atego.

Thanks to a rigorous lightweight engineering process, state-of-the-art Euro VI engines and a powertrain that is tuned to specific applications, the new Mercedes-Benz Atego achieves record values for fuel efficiency, driving performance and total cost of ownership.



Daimler van joint venture in China opens new research and development center. After only two years of construction, the new research and development center of the Chinese vans joint venture Fujian Benz Automotive Corporation is officially opened in Fuzhou.

Monitorship successfully concluded at Daimler. The monitorship that had been agreed on with the SEC ends as scheduled on March 31, 2013. The monitor Louis Freeh and his team, who have investigated Daimler for three years, confirm that the company now sets standards with regard to integrity and compliance.



Daimler’s earnings drop year-on-year in first quarter.

Many markets did not perform as well as expected in the first three months of the year. Daimler’s revenue and sales were nonetheless almost unchanged from the same period of 2012. At €917 million, EBIT is lower than in the prior year. A significant earnings improvement is expected for the following quarters.

Annual Shareholders' Meeting approves a dividend of €2.20. At the Annual Shareholders' Meeting in Berlin, the shareholders of Daimler AG decide to keep the dividend unchanged from the previous year, at €2.20 per share. The total dividend payout for 2012 is €2,349 million.

Mercedes-Benz presents the Concept GLA at the Shanghai Motor Show. The compact premium-class SUV combines a dynamic design with great recreational value. With its wide range of striking features, the concept vehicle demonstrates just how innovative our designers are.

Daimler successfully sells its 7.4% interest in EADS. In an accelerated placement process, Daimler sells 61.1 million EADS shares to international investors. The company receives approximately €2.2 billion in total proceeds from the placement. After completing the sale, Daimler no longer holds any EADS shares.

Daimler Trucks consolidates its Asia operations to achieve more growth. With its integrated "Asia Business Model," Daimler lays the groundwork for more growth. Among other things, FUSO brand trucks are produced also in India for export markets in Asia and Africa.

Spectacular world premiere of the new S-Class. The new S-Class, the epitome of the cutting-edge luxury sedan, is unveiled at the delivery center of the Airbus A380 in Hamburg. The vehicle is presented in a spectacular show for 750 international guests from the worlds of politics, business and the media.

Mercedes-Benz and Setra have the best commercial vehicles and brands. Mercedes-Benz and Setra are the winners in the readers' choice poll that "ETM-Verlag" organizes each year to determine the best commercial vehicles and brands. The two brands' products and services take first place in eight categories.

Successful second quarter. Daimler's earnings in the second quarter are much higher than in the same period of 2012 and substantially exceed market expectations. EBIT of €5.2 billion includes a gain of €3.2 billion from the remeasurement and sale of the remaining EADS shares.



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Series production of the new Atego begins at the Wörth plant. The new truck for light- and medium-duty distribution transportation has been further optimized and boasts many new features in its powertrain, chassis and cab.



Production of the new Sprinter begins at the Düsseldorf plant. The new Sprinter features five new safety and assistance systems, including three van firsts. Besides being the first van with engines that meet the Euro VI emissions standards, the new Sprinter boasts incredibly low fuel consumption.



Mercedes-Benz Vans begins operations in Russia. In cooperation with GAZ, Russia's largest van manufacturer, Mercedes-Benz Vans starts producing the Sprinter Classic in Nizhny Novgorod, Russia.

Additional production capacity for the A-Class. The first A-Class rolls off the assembly line at Valmet Automotive in Uusikaupunki, Finland. Production is thus begun as planned about 13 months after the announcement of the contract manufacturing.

Daimler becomes more customer focused. Daimler intensifies its focus on customers and markets to systematically implement its growth strategies at all of its divisions. To this end, the Board of Management decides to strengthen the organization of the divisions.

The long version of the new E-Class rolls off the assembly line in Beijing. The car features 14 centimeters more legroom for rear passengers as well as the widest back seat in its segment. Together with high-quality interior appointments, these attributes create an exclusive and extremely comfortable ambience.



Five Mercedes-Benz world premieres at the Frankfurt Motor Show. With five world premieres, Mercedes-Benz sets standards for automotive excitement and innovation. The new products include the GLA compact SUV and the all-new S 500 PLUG-IN HYBRID, which is to be launched in the second half of 2014.

Daimler achieves excellent results in the third quarter of 2013. Earnings continue to rise in the third quarter. Growth in EBIT to €2.2 billion is mainly due to the good development of sales at the automotive divisions and the increasing impact of the efficiency programs.

The decision is made to build a new car plant in Brazil. Daimler expands Mercedes-Benz Cars' global production network to include a new location in Brazil. A new assembly plant in Iracemápolis (near São Paulo) will manufacture the next generation of the C-Class and the GLA for the local market beginning in 2016.

A major order for Daimler Buses in Brazil. Following a call for bids, Daimler Buses receives a contract from the city of Brasília to supply 2,100 Mercedes-Benz bus chassis for the modernization of the local public transportation companies' fleets.

Five years of car2go. car2go has three reasons to celebrate in October. The mobility concept marks its fifth anniversary, has more than 500,000 customers, and records one million rentals per month. car2go is now active at 23 locations in seven countries in Europe and North America.

The new S-Class is voted best luxury sedan. Together with a panel of automotive experts, the readers of "BILD am SONNTAG" and "AUTO BILD" vote the Mercedes-Benz S-Class the best new car in the upper-range and luxury segments, awarding it the coveted "Golden Steering Wheel."

Mercedes-Benz opens a new engine plant in Beijing. The new plant is Daimler's first production facility for car engines outside Germany. The plant combines cutting-edge technologies with lean and sustainable production processes. The production line has a flexible design. It will initially have a production capacity of 250,000 units per year.

Daimler acquires a 12% interest in BAIC Motor. Daimler becomes the first foreign automaker to acquire an interest in a Chinese automotive company. This step is a clear expression of the partners' good cooperation and great mutual trust. It underscores the partners' long-term commitment to jointly taking advantage of the Chinese car market's opportunities and potential.

Daimler and Aston Martin sign agreements on technical partnership. Mercedes-AMG is to supply Aston Martin with engines for its future sports cars. In line with the development of the partnership, Daimler will receive an interest in Aston Martin of up to 5%.



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