



The right financing or leasing conditions often play an important role for people who are looking for a dream car. That's why the financial services products from Daimler Financial Services are integrated into the Mercedes-Benz websites.

Making it easier for private and commercial customers to obtain a vehicle. Our attractive and new offers for financing, leasing, insurance, fleet management and banking are giving our vehicle business even more impetus.

Tailored Financial Services.
Boosting product offensives.



Our “Digital Financial Services” are offered precisely where more and more customers spend a lot of their time: on the Internet.

“Our customers can always drive and enjoy the latest models, thanks to our attractive financing solutions, leasing packages and automotive insurance.”

Our financing offers fulfill the individual wishes of our customers. For example, customers can select the amount of the down payment and the duration of the contract, which, in turn, lets them influence the amount of the monthly installments. Once they have paid off the loan, customers obtain ownership of the vehicle. Leasing customers also individually determine their installments, depending on the duration of the contract and the total mileage. When a contract expires, customers decide whether they would like to switch to a new vehicle. This regularly ensures that customers pleasantly anticipate driving the newest model. In 2013, Daimler Financial Services for the first time had more than three million financed or leased vehicles on its books worldwide.

Boosting brand loyalty.

Our financial services offer our customers outstanding quality, which is why our products won numerous awards worldwide in 2013. These awards once again demonstrate that Daimler Financial Services has the right corporate philosophy, which states that satisfied employees ensure satisfied and loyal customers. This is also the case at the Berlin service center

of the Mercedes-Benz Bank, which was named one of the best employers in Germany’s capital in 2013.

Offering pioneering services through websites and apps.

Our “Digital Financial Services” enable customers to clarify financing and leasing issues at home or while on the go. At the push of the button, customers can display the monthly payments for their desired cars. What’s more, contracts can be managed online in many countries. In the United States, our customers have already used their smartphones to make more than \$200 million in monthly payments.

Star-brand financing and mobility.

In Germany, Daimler Financial Services’ Mercedes-Benz Rent program enables customers to rent vehicles for short periods directly from dealerships. This program completes Daimler Financial Services’ product portfolio, which ranges from traditional leasing contracts all the way to flexible mobility concepts such as car2go.



Upper picture: Mercedes-Benz Rent is another attractive means of boosting new target groups' enthusiasm for the vehicle models. Lower picture: Mercedes-Benz Bank's Berlin service center is one of the best employers in the German capital. It provides an ideal environment for highly motivated employees, who ensure that more and more customers can fulfill their dream of owning a star-brand automobile.