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## **New long-wheelbase E-Class rolls off the production line in Beijing adding further momentum to Mercedes-Benz in China**

- **New model is tailor-made for the Chinese market.**
- **Mercedes-Benz celebrates another milestone in local production with the new long-wheelbase E-Class.**
- **With more than 175,000 E-Class sedans delivered in China since 2002, the E-Class has been at the core of Mercedes-Benz China's development.**
- **Hubertus Troska: "Build in China, for China: The long-wheelbase E-Class is a clear proof of Mercedes-Benz' commitment to China."**
- **Built with Mercedes-Benz quality standards, at the most modern facilities at Beijing Benz Automotive Company Ltd (BBAC) in Beijing.**

Beijing – With more than 175,000 E-Class sedans delivered since 2002, the E-Class is a pillar model for Mercedes-Benz in Mainland China. More than one in five E-Class sedans delivered worldwide in 2012 was delivered to Chinese customers, making China the second biggest E-Class market worldwide after the US. Recently the all new long-wheelbase E-Class began rolling off the production line at Beijing Benz Automotive Company Ltd. (BBAC) and marked, with its launch at the Chengdu Auto Show on August 30, another important

milestone for Daimler's and Mercedes-Benz' growth strategy in China.

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### **Important role in the rejuvenation of product lineup in China**

“As the first Mercedes-Benz model locally produced in China, since 2006 the E-Class has already made history,” said Hubertus Troska, member of Daimler's Board of Management responsible for China. “Built in China, for China: The long-wheelbase E-Class is a clear proof of Mercedes-Benz' commitment to China, developed to exactly meet the needs of our Chinese customers. And with the latest intelligent drive technology and two separate model lines conveying two distinct personalities, the new E-Class will continue its brilliant path in China and plays an important role in the rejuvenation of our product lineup.”

The long version of the new E-Class radiates status and effortless superiority, putting Chinese customer's expectations of luxury vehicles first. Together with 14 centimeters more legroom and the longest rear seat cushion in its segment, an exclusively appointed interior conjures up a prestigious and upmost comfortable atmosphere. For even more convenience, the executive passengers in the backseat can control and adjust the front passenger seat and the panoramic sunroof electronically. For the first time, the long-wheelbase E-Class is available in two different personalities: the Sedan features the classic, three-dimensional saloon radiator grille in three-louvre look with the Mercedes star on the bonnet. The Sport Sedan comes with the sporty front end featuring a centrally positioned star to create a distinctive, emphatically dynamic look.

### **Major driving force for sustainable growth in China**

“Ever since its launch in 2010, the long-wheelbase E-Class has been a core model for Mercedes-Benz in China. Last year, a record number of Chinese customers chose the E-Class, resulting in over 40,000 deliveries,” said Nicholas Speeks, President and CEO of

Beijing Mercedes-Benz Sales Service Co., Ltd. (BMBS). “The long version has been tailor-made for the demands of our Chinese customers. We are convinced that the new E-Class will be a major driving force for sustainable growth in China.”

“Nothing represents our long-term commitment to China better than the production of vehicles in China itself,” affirmed Frank Deiss, President and CEO of BBAC. “Our plant in Beijing is destined to become one of Daimler’s main production hubs, proving Mercedes-Benz’ high global quality standards through products like our new long-wheelbase E-Class”.

Followed by the current-generation C- and GLK-Class, the long-wheelbase E-Class was the first model that Mercedes-Benz localized at its joint venture BBAC, being an upmost modern plant applied with Daimler’s latest technologies and equipment like the first ever automatic filling system in a Mercedes-Benz plant that fills in brake and other operating fluids more safely and efficiently.

Local production at BBAC will be continuously expanded. Two billion Euros are being invested to increase the capacities for existing model series, localization of the GLA-Class, the upcoming compact SUV from Mercedes-Benz, and an engine plant. The latter has been operating since May, being Mercedes-Benz’ first ever engine plant outside Germany.

The brands uncompromising quality approach is globally safeguarded through the consistent application of the Mercedes-Benz Production System MPS as well as the global Quality Management system and its according processes. Throughout the entire production process quality is key, extended to the complete supply chain and supported by significant investments into state of the art technologies. Together with the extensive on- and off- the job training of employees in both China and Germany, customers can be

assured that locally produced cars exemplify and live up to the Mercedes-Benz value of “The best or nothing”.

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This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a worsening of the sovereign-debt crisis in the euro zone; a deterioration of our funding possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labor strikes, or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook of companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk Report” in Daimler’s most recent Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements. Any forward-looking statement speaks only as of the date on which it is made.

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