



MBC Capital Market Day 2017

Mercedes-Benz Cars – Marketing & Sales

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September 11th, 2017

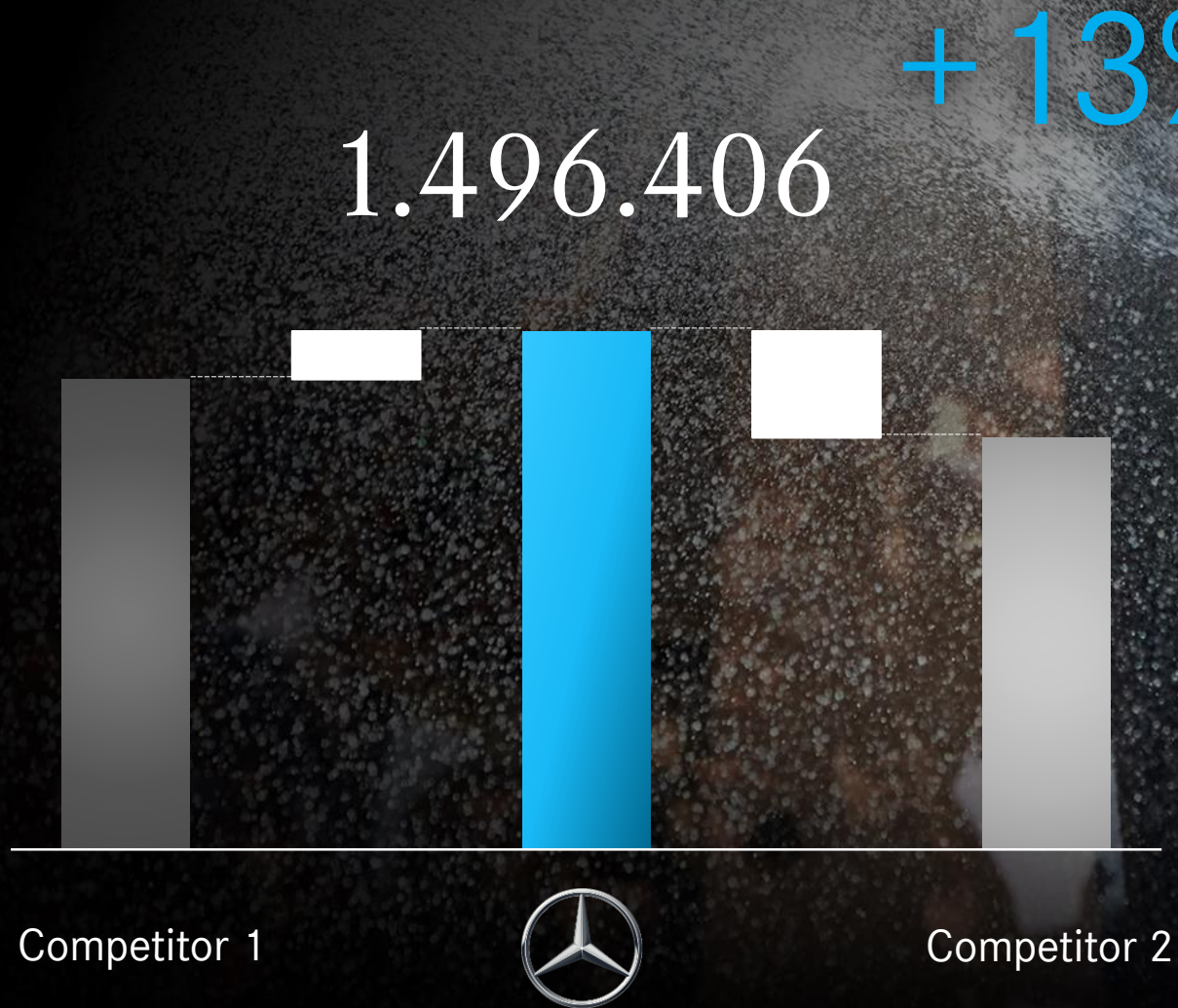
Mercedes-Benz

The best or nothing.



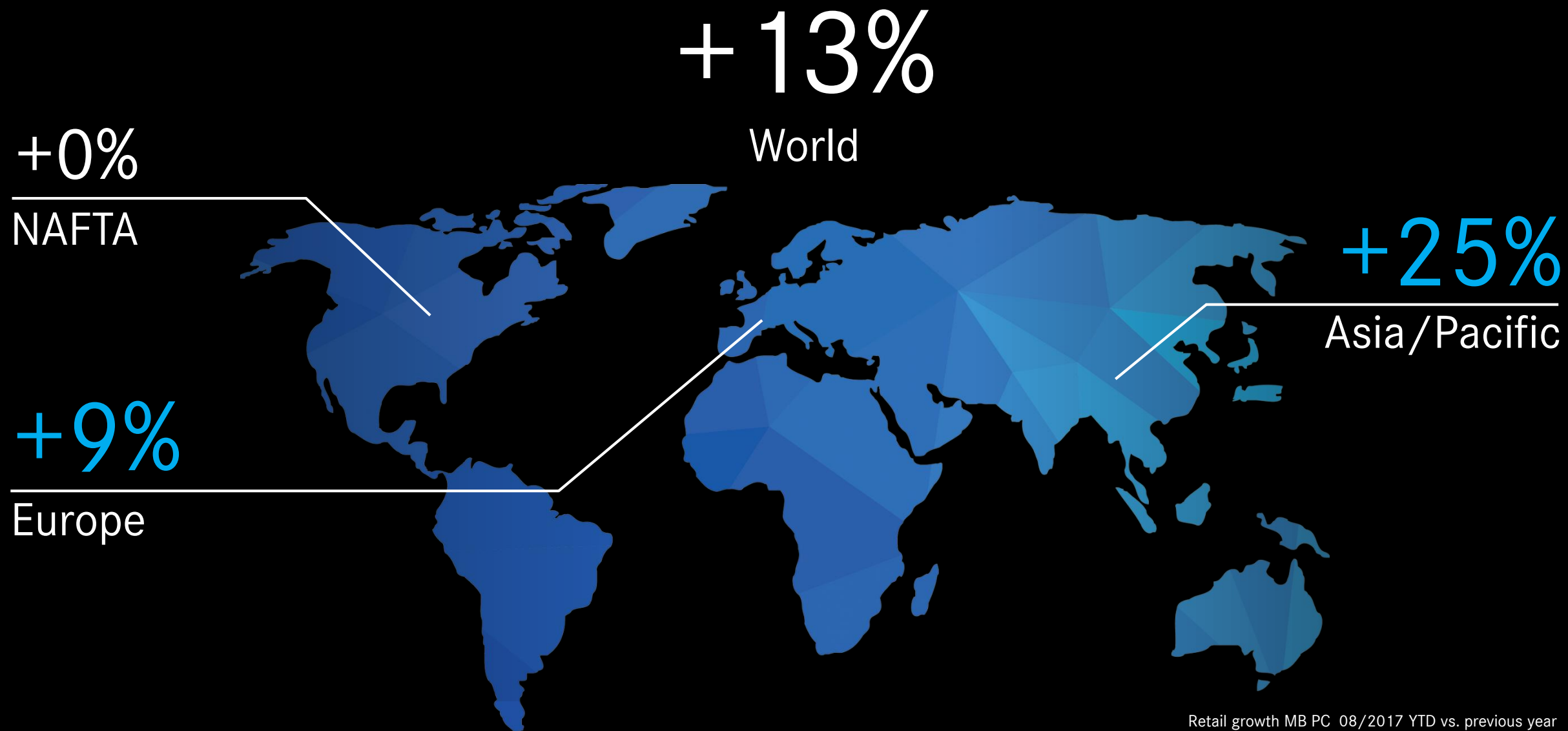
No. 1

Holding our speed: 54th consecutive record month.



YTD Retail 08/17 MB/Competition

Asia/Pacific and Europe as strongest **growth drivers**.

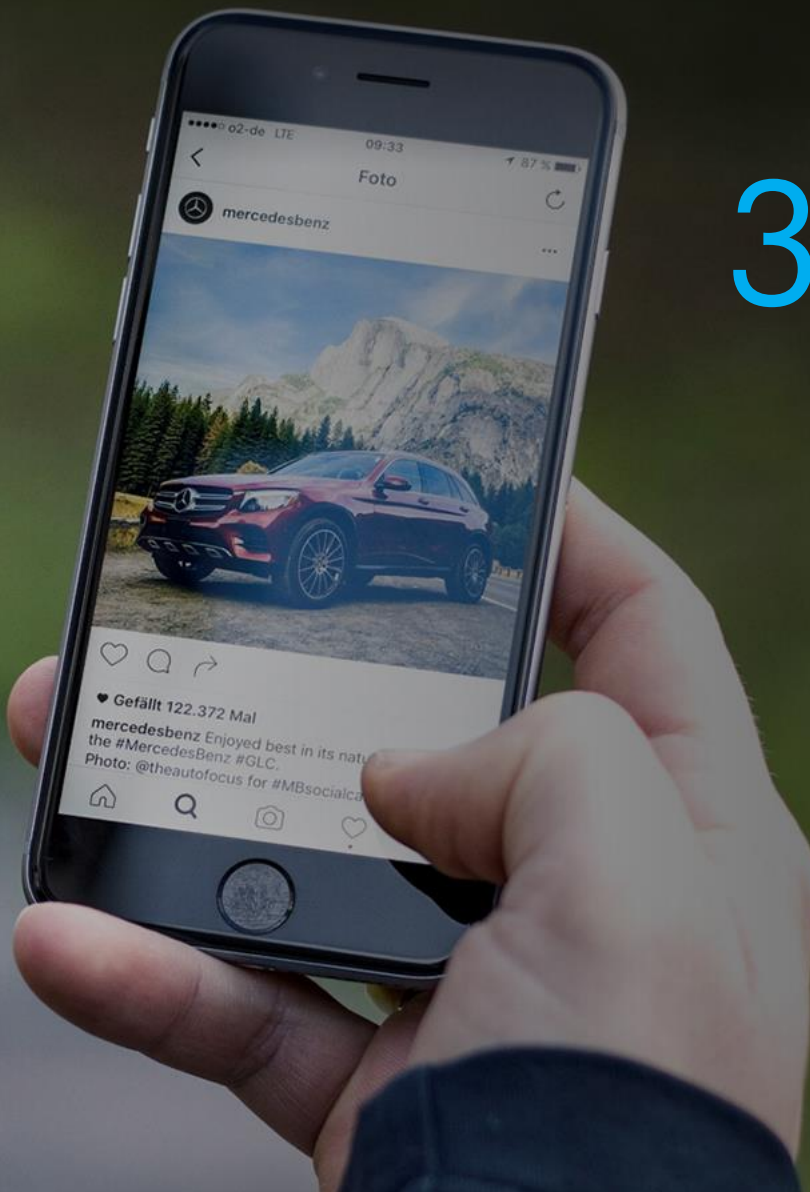


Retail growth MB PC 08/2017 YTD vs. previous year


Mercedes-Benz is a „Automotive Love Brand“ within the social web.

#1

MERCEDES ON TOP
Premium-Brand with highest User-Engagement



39  MILLION FANS
on all HQ-platforms

 20.8_M

 10.6_M

 1.9_M

 1.1_M

We are meeting customers' taste.

C-Class LWB
+13%



+66%



E-Class*

SUVs **+14%**



+28%



Dreamcars

AMG

+45%



*Sedan/Estate; Retail 08/2017 YTD vs. previous year

Our success is boosted by strong **Financial Services**.



Leasing & Finance



Service package



Insurances

Loyalty creation

DFS customers are more likely to stay loyal to the brand

The consequent execution of our core business pillars is leading to success.

Best Sales
& Profit



Best
Brands



Best
Product
Portfolio



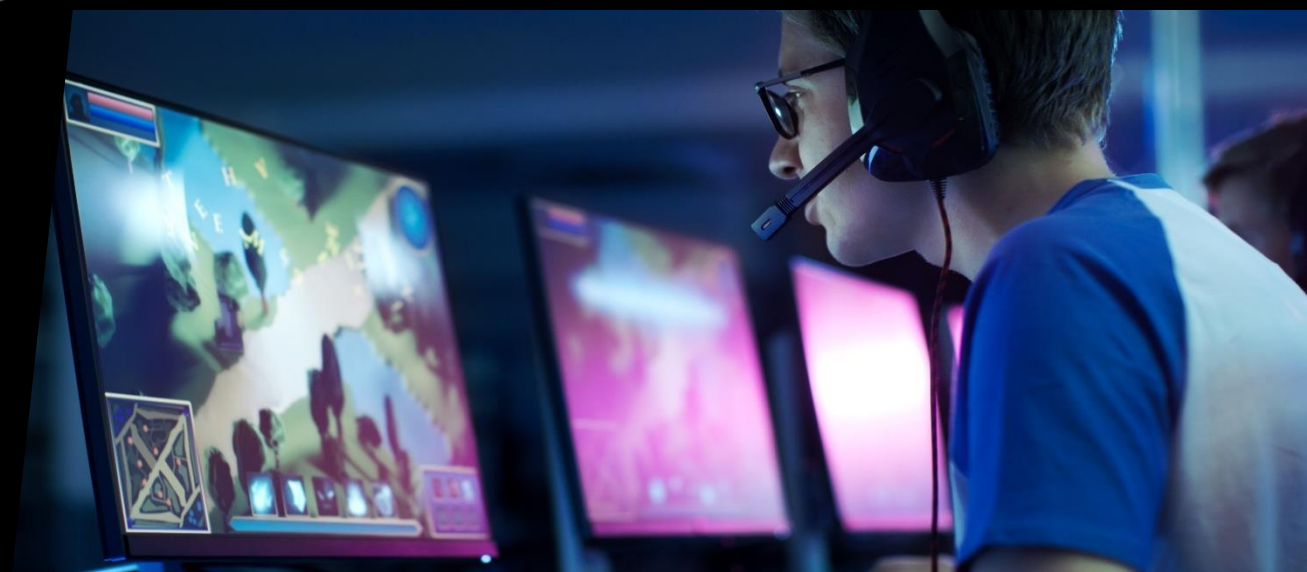
Best
Customer
Experience



Best
People

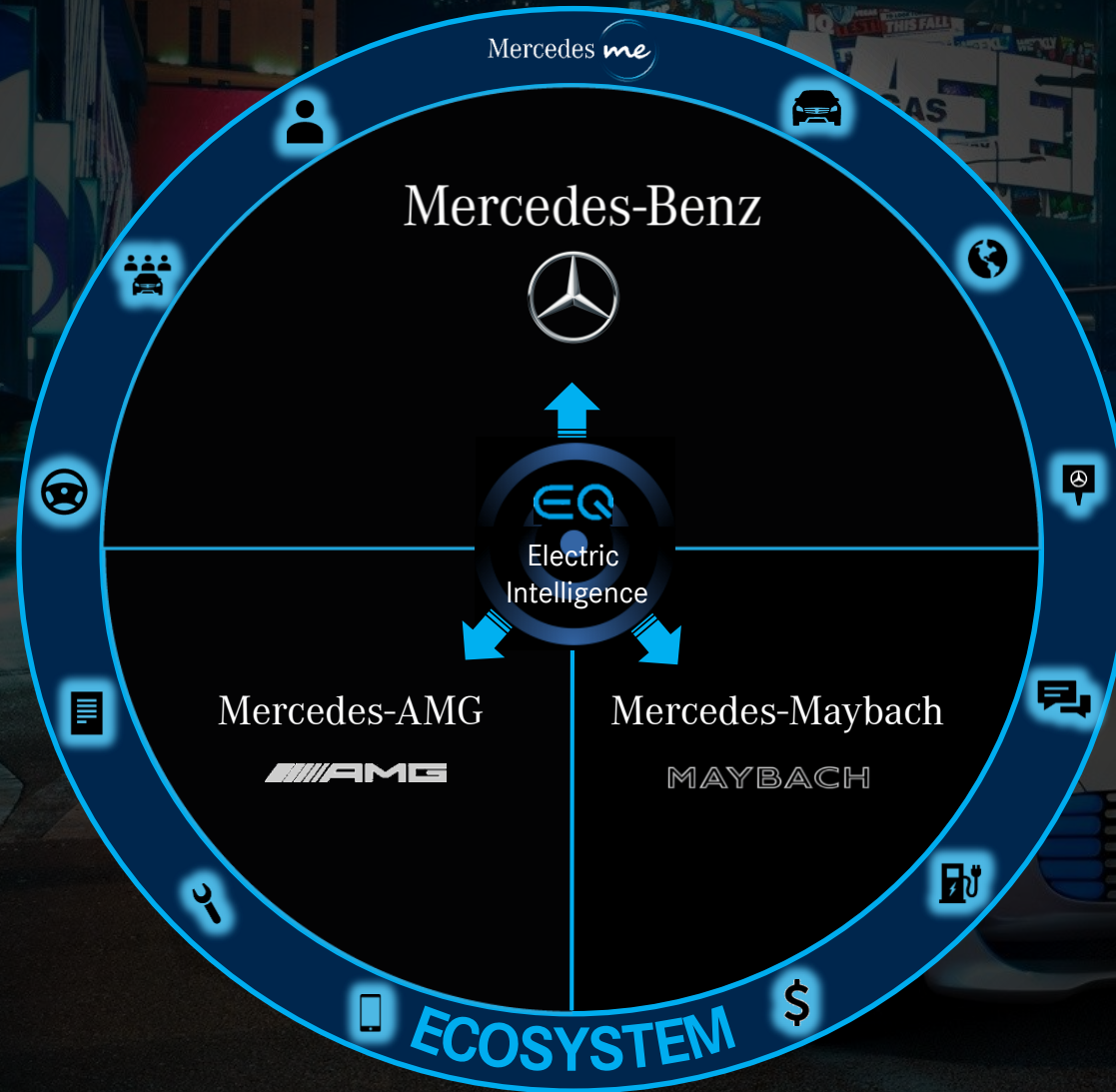


New Marketing and Sponsoring Focus: Engagement in eSports as first OEM and Formula E.





Our consistent brand model ensures long term success of our whole brand portfolio.





Electric Intelligence by Mercedes-Benz

We understand and serve rapidly changing **customer needs**.

Best Sales
& Profit

Best
Brands

Best
Product
Portfolio

Best
Customer
Experience

Best
People

We are facing the biggest transformation in Marketing & Sales ...



... enabling a seamless customer journey with **Next Best Offer** and **Next Best Action** across all platforms and touch points.



Mobility and services at your fingertips!



> 1 Mercedes me million users



Ambition: **Digital Champion**



Looking forward for tonights 67th >>> IAA
and the first ever me convention.

september 15-17
festhalle | frankfurt

#create
the
new

in collaboration with



SXSW



Mercedes-Benz
The best or nothing.

Disclaimer

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “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 deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for 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 for 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 government investigations or of investigations requested by governments and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk and Opportunity Report” in the current Annual Report. If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the 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 since they are based solely on the circumstances at the date of publication.