

# DAIMLER

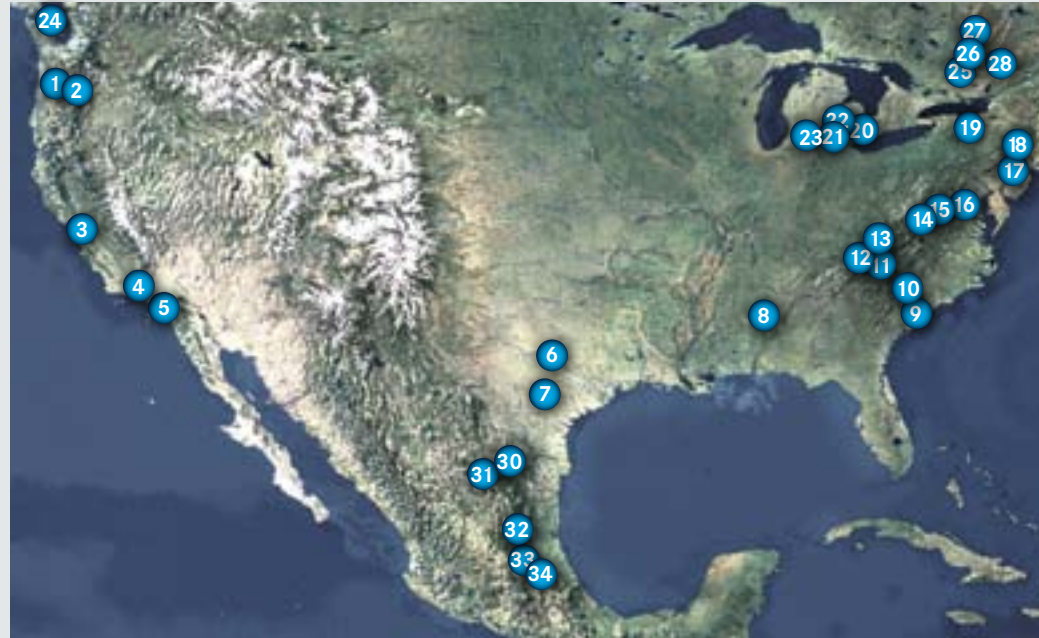
## Commitment to North America



# Daimler in North America Locations

## USA

- 1 Portland, Oregon**  
Daimler Trucks North America  
Headquarters and Product Development
- 2 Portland, Oregon**  
Daimler Trucks North America  
Truck Assembly
- 3 Palo Alto, California**  
Mercedes-Benz  
Research & Development  
Headquarters
- 4 Long Beach, California**  
Mercedes-Benz  
Research & Development
- 5 Carlsbad, California**  
Mercedes-Benz  
Research & Development
- 6 Fort Worth, Texas**  
Mercedes-Benz Financial Services  
Operations Center
- 7 Austin, Texas**  
car2go
- 8 Tuscaloosa, Alabama**  
Mercedes-Benz U.S. International
- 9 Charleston, South Carolina**  
Daimler Vans Manufacturing
- 10 Mount Holly, North Carolina**  
Daimler Trucks North America  
Truck Assembly
- 11 Fort Mill, South Carolina**  
Mercedes-Benz Financial Services
- 12 Gaffney, South Carolina**  
Freightliner Custom  
Chassis Corporation
- 13 Gastonia, North Carolina**  
Daimler Components and Logistics
- 14 Cleveland, North Carolina**  
Daimler Trucks North America  
Truck Assembly  
North America Headquarters
- 15 High Point, North Carolina**  
Thomas Built Buses
- 16 Greensboro, North Carolina**  
Daimler Buses
- 17 Logan, New Jersey**  
Mitsubishi Fuso Truck of America



- 18 Montvale, New Jersey**  
Mercedes-Benz USA
- 19 Oriskany, New York**  
Orion Bus Manufacturing Plant
- 20 Redford, Michigan**  
Detroit Diesel, Axle Alliance Company
- 21 Redford, Michigan**  
Mercedes-Benz  
Research & Development
- 22 Farmington Hills, Michigan**  
Mercedes-Benz Financial Services
- 23 Ann Arbor, Michigan**  
Mercedes-Benz  
Research & Development

## Canada

- 24 Vancouver, British Columbia**  
car2go
- 25 Mississauga, Ontario**  
Orion Bus Manufacturing Plant
- 26 Mississauga, Ontario**  
Mercedes-Benz Financial Services  
Canada

- 27 Mississauga, Ontario**  
Mercedes-Benz Canada  
Logistics Centre and Training Academy
- 28 Toronto, Ontario**  
Mercedes-Benz Canada

## Mexico

- 30 Monterrey, Nuevo Leon**  
Bus Manufacturing Plant
- 31 Saltillo, Coahuila**  
Daimler Trucks North America  
Truck Assembly
- 32 Santiago Tianguistenco, Mexico**  
Daimler Trucks North America  
Truck Assembly
- 33 Mexico City, Mexico**  
Daimler Mexico Group  
Headquarters
- 34 Mexico City, Mexico**  
Daimler Financial Services  
Mexico

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# Our Commitment to North America



Dear Reader,

2011 is a special anniversary year for our company and industry. 125 years ago, German engineers Carl Benz and Gottlieb Daimler invented the automobile, setting in motion a revolution in personal mobility. It wasn't long before our company crossed the Atlantic, beginning in 1888 with a license-production venture with Steinway in New York. Much has changed since those early days, but two things have remained constant for Daimler: our love of innovation and our strong commitment to North America. You'll find proof of that everywhere on the continent.

In Tuscaloosa, Alabama, for example, we are preparing the production of our new M-Class vehicles for launch this year. From 2014 forward, we will also build our best-selling Mercedes-Benz there: the C-Class. The U.S. is our most important market for this car, and its latest generation reinforces that our model offensive is in full swing – making our product portfolio even safer, cleaner and more fascinating.

In California, we've placed the first zero-emission B-Class fuel cell vehicles in our customers' hands. Our smart electric drive cars hit U.S. roads last fall. At the 2011 Detroit auto show we introduced the SLS AMG E-CELL to the United States. It is the most advanced and exciting electric sports car in automotive history. Furthermore, in Austin, Texas and Vancouver, British Columbia our innovative car sharing service, car2go, is a major step towards reshaping urban transportation with our smart vehicles.

Michigan, Oregon, New Jersey and California are locations of our Mercedes-Benz R&D North America facilities. Together, they form Daimler's North American Center of Competence for design, research and advanced engineering— developing innovations that continue to enhance our state-of-the-art vehicles.

Portland, Oregon, is home to the continent's largest truck manufacturer: Daimler Trucks North America. Our Freightliner and Western Star trucks transport goods all over the NAFTA region and in 33 other countries. Meanwhile, our buses from Setra, Orion and Thomas Built Buses help to safely and efficiently bring millions of commuters to work and kids to school. Plus, we are the world's market leader in hybrid buses. We've already put more than 3,200 diesel-electric hybrid buses to work on city streets in North America.

So, here in North America, just like everywhere else in the world, we celebrate our anniversary year by doing what we have always done: building on Daimler's great past as we forge an even brighter future. I invite you to read more about our business, our products and our contributions to the North American economy and mobility in the pages that follow.

Sincerely,

Dr. Dieter Zetsche  
Chairman of the Board of Management of Daimler AG, and Head of Mercedes-Benz Cars



Daimler's presence in North America continues to grow, bringing the latest in automotive innovation and a continued commitment to excellence to our customers, employees and communities.

About one-tenth of our global work force— or 24,661 people—is here in North America, contributing to the economies of the United States, Canada and Mexico.

With brands like Mercedes-Benz, smart, Freightliner, Sprinter, Thomas Built Buses, Western Star, Fuso, Orion, Setra, and Detroit Diesel, Daimler is a significant distributor and manufacturer in North America. Even in an economic downturn, Daimler has continued to invest in trusted products which generate employment and drive innovation.

One major initiative is a planned expansion at Daimler Trucks North America, which employs more than 15,700 people. In 2011, Daimler Trucks North America will boost production and create 2,700 additional jobs in the United States and Mexico.

In early 2011, the new Fuso Canter was introduced to North America as the first market outside Japan.

Daimler is a vital part of the solution for sustainable automotive mobility in America. Our growing list of green technologies—from the successful BLUETEC emissions technology to our new parallel hybrid Orion buses—are helping reduce pollution. Meanwhile, our smart fortwo cars continue to garner top tier awards for improving fuel efficiency and air quality.

Daimler is experiencing ongoing success in North America because of our dedicated employees, the superior products built here, and Mercedes-Benz Financial Services, a reliable partner for our customers and dealers.

In this milestone year, as we mark the 125th anniversary of the invention of the automobile by German engineers Carl Benz and Gottlieb Daimler, we are proud to reaffirm our longstanding commitment to North America.

We invite you to read our brochure and to see for yourself the kind of impact Daimler has on the economy, on communities and on the people who work for us and drive our products in North America.



## Daimler at a Glance

### Company Ownership:

Daimler is owned by European, U.S. and other international investors. More than one billion shares are circulating (December 31, 2010).

### Stock Listings:

The stock is listed on the stock exchanges in Frankfurt and Stuttgart, Germany.

### Headquarters:

Stuttgart / Germany

### Chairman of the Board of Management:

Dr. Dieter Zetsche

### Board of Management:

Consists of 7 members (including the Chairman and the heads of the operating and functional divisions).

### Supervisory Board:

Consists of 10 shareholders' representatives and 10 employees' representatives. The Supervisory Board appoints the Board of Management and approves important corporate decisions.

### Brands:

Mercedes-Benz, smart, Maybach, Freightliner, Western Star, BharatBenz, Fuso, Setra, Orion and Thomas Built Buses.

### Financial Reporting:

IFRS accounting (from 2007 onward); earnings reported quarterly.

### Worldwide

Amounts in millions, EURO (2010)

<b>Revenue</b>	<b>97,761</b>
<b>EBIT</b>	<b>7,274</b>
<b>Net Profit</b>	<b>4,674</b>
<b>Investment in Property, Plant and Equipment</b>	<b>3,653</b>
<b>Research and Development Expenditures</b>	<b>4,849</b>
<b>Employees (at Year End)</b>	<b>260,100</b>

### Unit Sales

<b>Mercedes-Benz Cars</b>	<b>1,276,827</b>
<b>Daimler Trucks</b>	<b>355,263</b>
<b>Mercedes-Benz Vans</b>	<b>224,224</b>
<b>Daimler Buses</b>	<b>39,118</b>

### North America

<b>Revenue</b>	
U.S.	20,216
<b>North America (NAFTA)</b>	<b>23,582</b>
<b>North America Percentage of Worldwide Revenues</b>	<b>24.1%</b>

### Employees

North America	24,661
U.S.	18,295
Canada	1,926
Mexico	4,440

	Mercedes-Benz Cars	Daimler Trucks	Mercedes-Benz Vans	Daimler Buses	Sales Organization Automotive Businesses	Daimler Financial Services
North America (NAFTA)						
Production Locations	1	14	1	3	-	-
Sales Outlets	-	-	-	-	1,424	5
Revenue in EURO	10,645	6,166	457	540	-	6,026
Employees	3,028	15,749	85	1,346	3,193	1,236

Unconsolidated revenues of each division (segment revenues).

The EURO exchange rate on December 31, 2010 was Euro 1 = U.S. \$ 1.3362.

# Mercedes-Benz USA

In 2010, Mercedes-Benz USA sold 225,007 vehicles – an increase of 18 percent over 2009 – outperforming both the luxury segment and overall market.

## Mercedes-Benz USA (MBUSA)

outperformed both the luxury segment and the overall market in 2010, selling 225,007 vehicles—an increase of 18 percent over the previous year. Despite the economic downturn, the company also made significant strides in product development, and is launching a product offensive featuring new and upgraded models in 2011.

This year's expansion brings the addition of the C-Class Coupe to the restyled C-Class line, which is our customers' entry point to the Mercedes brand. Other highlights include the new generation of the SLK roadster, the new CLS four-door coupe, the S350 BlueTEC, the SLS roadster and the all-new M-Class model line.

These portfolio enhancements build on the advances of model year 2011, which saw the addition of a cabriolet and wagon to our popular E-Class family and the debut of a restyled CL—our top-of-the-line coupe model. The SLS AMG supercar entered the high-end of our car line, while a restyled R-Class became part of our luxury light truck portfolio, which also includes the GLK-, M-, GL- and G-Class models.



Sustainable mobility is a priority at MBUSA, and the company continues to invest in environmentally friendly technologies. In 2011, MBUSA began delivery of the first series-produced electric vehicles with hydrogen-powered fuel cell propulsion. MBUSA also offers the ML450 Hybrid SUV, featuring fuel economy and certified super-ultra-low emissions, and the S400 Hybrid sedan, the world's first series-produced hybrid vehicle with a lithium-ion battery. Among other recent additions are the E350 BlueTEC sedan—which joins our clean diesel model line of M-, R- and GL-Class offerings—and more fuel-efficient gasoline engines with direct injection and stop-start technology in the CL- and S-Class models.

In line with our commitment to customer satisfaction, the Autohaus initiative—a project focusing on dealership facility enhancements and a stronger customer-centric approach—entered its final phase in 2010 with 80 percent of MBUSA's 353 dealers on board. Over a two-year period, MBUSA dealers invested nearly \$1.4 billion in this initiative to enable the retail network to elevate the customer experience and to position for future growth.

These and other efforts placed Mercedes-Benz in top-10 rankings in virtually all major syndicated studies of quality and customer satisfaction. MBUSA is ranked 15th in *Fortune* magazine's "100 Best Companies to Work For."

Headquartered in Montvale, New Jersey, MBUSA employs 1,800 people nationwide, including team members at its new, state-of-the-art dealership, Mercedes-Benz of Manhattan. Its regional offices are located in Costa Mesa, California; Jacksonville, Florida; Parsippany, New Jersey; and Rosemont, Illinois. Vehicle preparation centers, parts distribution centers, training centers, service centers and emission

control laboratories are established at strategic locations throughout the country.

Mercedes-Benz's history in the United States stretches back to 1888 when German engineer Gottlieb Daimler authorized American piano maker William Steinway to produce and market Daimler engines, light trucks and passenger cars in this country. In 1901, Daimler's cars

became known by the name Mercedes, and Steinway's company built its first model, called the American Mercedes, in Long Island City, New York. The first German-manufactured Mercedes-Benz automobiles began to arrive in the United States in 1952. Imported by Max Hoffman, they were sold at the historic showroom on Park Avenue in Manhattan, which is still in operation today.

MBUSA (then MBNA) was founded in 1965 in Fort Lee, New Jersey. Seven years later, the company's headquarters were moved to the present-day location in Montvale. Today MBUSA is responsible for the distribution, marketing and customer service for all Mercedes-Benz, Maybach, smart and Mercedes-Benz Sprinter Van models in the United States.

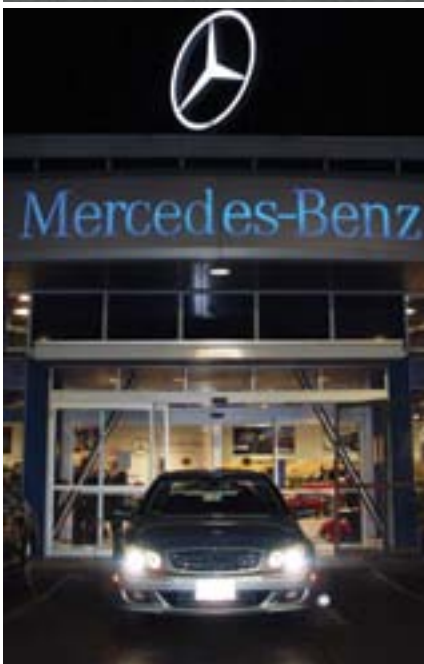
For more information:  
[www.mbusa.com](http://www.mbusa.com)

# Mercedes-Benz Canada

Mercedes-Benz Canada reported 12 consecutive record-breaking months of growth in 2010, surpassing several all-time sales milestones and ultimately becoming the luxury sales leader in Canada with 31,651 Mercedes-Benz and smart vehicles sold.

Overall, 2010 was by far the best year in Mercedes-Benz Canada's history, earning the company a second place standing at the "Market of the Year" assessment for outstanding sales performance, and placing it among the top-10 global Mercedes-Benz markets.

The year's highlights include the market introduction of the Mercedes-Benz Sprinter,



2010 was the best year in Mercedes-Benz Canada's 55-year history, as the company shattered several all-time sales records.

the continued growth of the Mercedes-Benz Certified Pre-owned program and the smart fortwo and increased interest in the company's innovative Driving Academy.

The Sprinter commercial vehicle brand was fully integrated into the Mercedes-Benz Canada infrastructure in 2010. As the most technologically advanced and versatile commercial vehicle on the market, the Mercedes-Benz Sprinter exceeded its first-year sales target, with a total of 1,567 units retailed.

A similar trend emerged in the Mercedes-Benz Certified Pre-owned program, which surpassed a significant yearly sales threshold in December when the 10,000th pre-owned vehicle was delivered to a customer in Thornhill, Ontario. A total of 10,430 pre-owned units were retailed in Canada by year-end, representing the best year to date for pre-owned sales.

Meanwhile, customers in Canada continued to embrace the smart fortwo's intelligent approach to transportation. Since its

launch six years ago, more than 19,000 units have been delivered to customers across the country. In 2010, the smart fortwo electric drive was successfully launched as part of Canada's first electric vehicle incentive program – a testament to the smart fortwo's reputation as a trendsetter in forward-thinking design and sustainable mobility.

Also experiencing remarkable growth is Mercedes-Benz Canada's esteemed Driving Academy, which offers a safe and

controlled environment to experience the exhilarating performance, driving control and handling competence of our vehicles. Its unique combination of small class size (where each participant gets his own car) and expert instruction provides a level of training unmatched in the industry. The academy enjoyed a record number of registrations last year, and has expanded in 2011. A special winter program and several

new cities were added to the already extensive pan-Canadian course roster.

Behind Mercedes-Benz Canada's strong performance is the company's steadfast commitment to developing an effective national retail network to meet the needs of our customers. In the past few years, Mercedes-Benz Canada and its dealers, invested more than \$250 million. In 2010, four dealerships opened new facilities. Meanwhile, a Toronto-area dealership, and two dealerships located in the province

of British Columbia expanded existing facilities to better serve our customers in these regions.

Mercedes-Benz Canada was incorporated in 1955, and is the second-oldest automobile import company in Canada. Headquartered in Toronto, Ontario, it employs more than 1,300 people in 18 locations across Canada, and is responsible for the sales, marketing and service of Mercedes-Benz, smart, AMG and Maybach brands.

For more information:  
[www.mercedes-benz.ca](http://www.mercedes-benz.ca)

# Mercedes-Benz U.S. International

## Mercedes-Benz U.S. International (MBUSI)

— the manufacturing facility where the M-, R- and GL-Class vehicles are built — showed a strong output in 2010 despite the unfavorable economic climate. A total of 125,393 vehicles were built last year, and plans are underway to bring production of the next generation C-Class to the plant beginning in 2014.

MBUSI was established in Tuscaloosa, Alabama, in 1997, and became the first Mercedes-Benz passenger vehicle manufacturing plant located outside Germany. The initial focus of the Tuscaloosa plant was the M-Class SUV, which exceeded original expectations with 570,000 built during the vehicle's eight-year life cycle. That success paved the way for a \$600-million expansion, followed in 2009 with announcements of a \$290-million expansion of the plant's Body Shop.

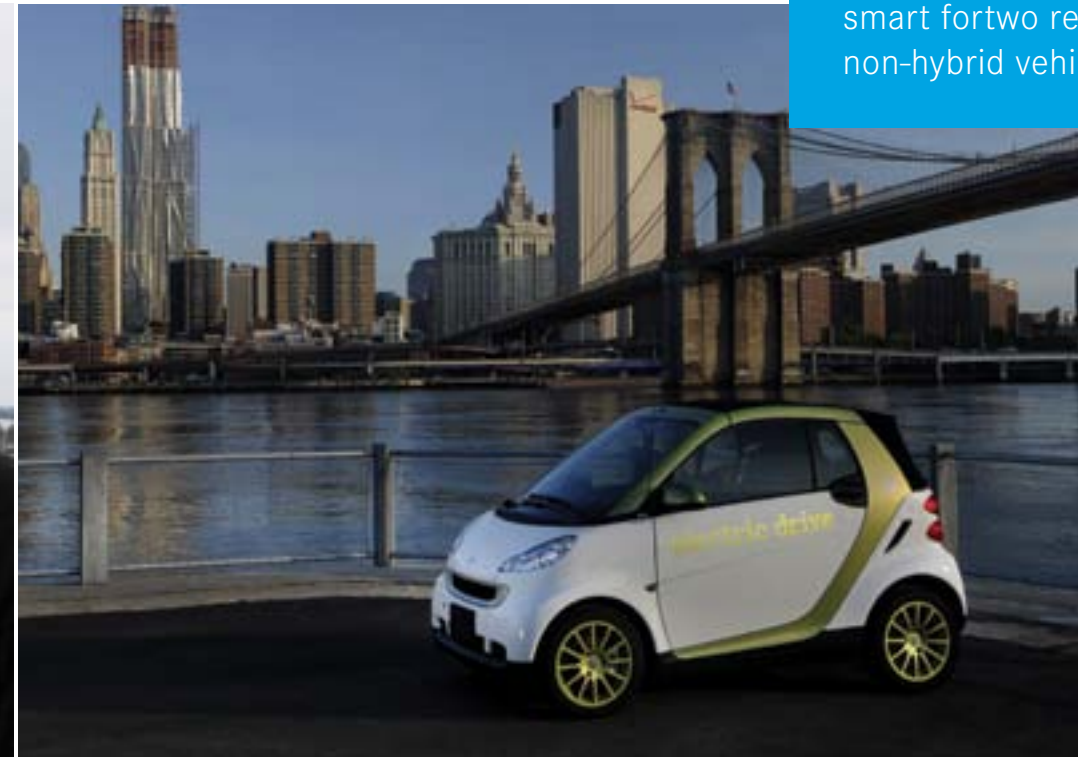


MBUSI represents an investment of more than \$1.2 billion for its parent company, Daimler AG. It has built more than 1 million (and counting) world-class Mercedes-Benz vehicles and continues to have a strong economic impact on local communities. MBUSI employs about 3,000 team members, and is the largest exporter in Alabama, with more than \$1 billion in exports each year to countries worldwide.

For more information:  
[www.mbusi.com](http://www.mbusi.com)

# smart USA

According to the U.S. Environmental Protection Agency's Fuel Economy Guide, the smart fortwo remains the most fuel efficient, non-hybrid vehicle in the United States.



The shortest and smallest vehicles in the United States, the smart fortwo and the smart fortwo electric drive form a portfolio of sustainable, forward-looking technologies for urban mobility. The smart fortwo electric drive is the ultimate zero-emission visual statement on conservation and environmental awareness. Both vehicles measure 8.8 feet (2.7 meters) long, 5.1 feet (1.5 meters) tall and 5.1 feet (1.6 meters) wide, and come equipped with standard functional and safety features.

The United States became the 37th country to sell the smart fortwo in January 2008. Since then, more than 45,000 smart fortwo vehicles have been sold.

The smart dealer network consists of more than 70 smart centers in the United States and Puerto Rico. smart is a member of Mercedes-Benz Cars, a division of Daimler AG. As of July 1st 2011, MBUSA takes over responsibility for distribution and marketing of smart.

For more information:  
[www.smartusa.com](http://www.smartusa.com)

**smart USA**— the exclusive distributor of the smart fortwo and the smart fortwo electric drive in the United States and Puerto Rico—takes pride in its innovative, environmentally responsible and economical vehicles.

The smart fortwo remains the most fuel-efficient non-hybrid vehicle in the United States, according to the EPA's Fuel Economy Guide, and is recognized as a "Smart Way" vehicle by the EPA for its low air pollution and greenhouse gas emissions. It is also classified as an Ultra Low Emission

Vehicle (ULEV) by the California Air Resources Board.

The smart fortwo continues to achieve an estimated 33 mpg (6.1 l/100 km) in the city, and 41 mpg (4.0 l/100 km) on the highway. A technologically advanced vehicle, it is powered by a 1-liter 3-cylinder gasoline engine (52 kW/70 hp). The 2011 smart fortwo is available in three trim levels and features the two-color concept characteristic of the smart brand.

# Daimler Mexico

# Daimler Vans North America

In 2010, DVCM's total domestic sales reached 9,112 units, representing an increase of 45.7% compared to 2009.



Mercedes-Benz Vans focuses on a two-brand strategy in North America: the Sprinter is available as both a Mercedes-Benz and Freightliner



**Daimler Mexico**—comprised of Daimler Commercial Vehicles Mexico (DVCM), Mercedes-Benz Mexico and Mercedes-Benz Financial Services Mexico—experienced significant growth across all three of its divisions in 2010.

DVCM manufactures and distributes all Mexican Freightliner trucks and Mercedes-Benz buses and coaches, and is the leading commercial vehicle exporter in Mexico. In 2010, truck and tractor exports to the United States and Central and South America increased by 64.4 percent, or 38,412 vehicles. Meanwhile, DVCM's total domestic sales reached 9,112 units, representing an increase of 45.7 percent over the previous year. Last

year, its truck plant in Santiago produced 23,882 vehicles, its truck facility in Saltillo produced 19,368 vehicles and its bus and coach plant in Garcia built 2,970 vehicles. Mercedes-Benz Mexico, which distributes Mercedes-Benz passenger cars and Sprinter and Vito vans, sold 7,141 vehicles in 2010. It experienced the best sales month in its history in December 2010, when 878 units were sold. Last year also set an all-time record for Mercedes-Benz passenger cars, with sales reaching 6,099 units, including 936 units of the smart fortwo. In addition, Mercedes-Benz Mexico led in the C- and E-Class segments, and saw a 67 percent increase in van sales over the previous year.

Mercedes-Benz Financial Services Mexico provides financial solutions to dealers and customers across the country's 31 states and Mexico City. At the conclusion of 2010, its Commercial Vehicle Financing Unit (DFSM) reached 63 percent in bus market penetration, 35 percent in truck market penetration and 28 percent in van market penetration. For the sixth consecutive year, DFSM captured 49 percent of the market share as five of every 10 units funded in Mexico took the DFSM seal.

Established in 1991, Daimler Mexico employs almost 4,500 people.

For more information:  
[www.daimler.com.mx](http://www.daimler.com.mx)

**Daimler Vans Manufacturing, LLC**, based in Charleston, South Carolina, builds Mercedes-Benz and Freightliner Sprinter vans for the North American market. The trusted Sprinter van entered the North American market in 2001. Since then, about 150,000 units have been sold. In 2006, Sprinter production moved from Gaffney to Charleston, South Carolina,

where the latest generation of the Sprinter — the NCV3 — is produced. Daimler Vans Manufacturing employs almost 100 people. Its operations are facilitated by the local highway and railway systems and the nearby deepwater port, which make for the successful distribution of Mercedes-Benz and Freightliner Sprinters throughout North America.

For more information:  
[www.daimler.com](http://www.daimler.com)

# Daimler Trucks North America

Daimler Trucks North America remained the Class 8 NAFTA and U.S. market leader for the 2010 calendar year.



2011 welcomes the newest member of the Freightliner Trucks family, the Severe Duty line of vocational trucks built to tackle the toughest applications in the class 7 and 8 vocational market.



**Daimler Trucks North America (DTNA)** remained the Class 8 NAFTA and U.S. market leader for the 2010 calendar year, with shares of 32.4 percent and 33.9 percent, respectively. In view of its continued success, DTNA will expand production and employment at most of the company's truck and parts manufacturing facilities during the first half of 2011.

**Western Star Trucks** expanded its product line in 2011, adding a new 4700 model.

Known for building "Serious Trucks," Western Star engineers models that appeal to a broad range of customers in construction, logging, crane, heavy-haul, oilfield, mining and plow applications. Western Star Trucks has earned a reputation for trucks that master jobs no other trucks can tackle. All over the world, customers turn to Western Star Trucks to deliver a traditional truck that combines unmatched durability with the highest level of quality, comfort and craftsmanship. Our

vehicles are the industry's most legendary and dependable heavy-duty trucks. Freightliner Trucks introduced the Severe Duty line of vocational trucks in 2011. The new line is built to take on the toughest applications in the Class 7 and 8 vocational markets. The reliability of the Severe Duty cab and chassis complements its superior body upfit and seamless electrical integration. The Severe Duty line efficiently maximizes payload while providing for a long service life.

**Freightliner Trucks** is one of the most recognizable and respected names in the trucking industry. It remains the best-selling brand of heavy-duty Class 8 trucks

in North America. Fleet managers and owner-operators associate Freightliner with efficient, long-lasting vehicles—trucks that exceed expectations even in the most punishing conditions.

Freightliner offers comprehensive customer support, which includes the largest dealer and service network in the industry, rock-solid warranties and workable financing options.

**Detroit Diesel Corporation** is a leading manufacturer of on-highway, heavy-duty diesel engines for the commercial truck market. Its DD platform of engines powers Freightliner and Western Star trucks in the on-highway and vocational markets. DD engines are built in Redford, Michigan, and offer output ranges of 350-600 horsepower and 1250-2050 lb-ft of torque.

Designed to meet all EPA 2010 regulations, BLUETEC combines the diesel oxidation

For more information:  
[www.daimler-trucksnorthamerica.com](http://www.daimler-trucksnorthamerica.com)

# Daimler Trucks North America

catalyst (DOC), diesel particulate filter (DPF) and selective catalytic reduction (SCR) into one component. More than 382,000 trucks and buses worldwide employ the BLUETEC technology.

Since its launch in 2005, BLUETEC has proven to be the best emissions solution to increasing engine performance and boosting profitability while reducing pollutants from exhaust gases. BLUETEC, along with Detroit Diesel's turbo compounding and amplified common rail fuel system (ACRS), underlines our



Thomas Built Buses offers its customers green and customizable transportation solutions.



Since the launch of BLUETEC in 2005, more than 382,000 of our trucks and buses worldwide employ the innovative BLUETEC technology

commitment to clean diesel technology—an approach that works for everyone.

**Detroit Diesel** was founded in 1938 by General Motors' Diesel Engine division and became a Daimler company in 2000. The Detroit Diesel network provides unmatched parts availability, factory-certified technicians, live technical support and more than 800 authorized service locations throughout North America.

**Detroit Diesel Remanufacturing (DDR)** provides genuine Detroit Diesel remanufactured service parts to the Daimler Trucks North America aftermarket under the reliable brand name. All reliable ® parts are remanufactured to like-new conditions that meet our highest quality, performance and engineering standards.

**Thomas Built Buses**, an industry leader in sustainability efforts, is working to introduce Saf-T-Liner C2 and Minotour

propane-fueled school buses in 2012. In March 2011, Thomas Built Buses also became the first school bus manufacturer to achieve Zero-Waste-to-Landfill operations—an initiative in which everything received or produced by the company is used, reused, recycled or sold, with nothing sent to the landfill.

Thomas Built Buses has long been an innovator in green technology. More than a decade ago, it launched the HDX with

Compressed Natural Gas (CNG) to offer our customers a green, customizable transportation solution. The HDX CNG results in up to 20 percent lower greenhouse gas emissions than diesel engines while offering a safe, comfortable ride.

Headquartered in High Point, North Carolina, Thomas Built Buses is the leading school bus manufacturer in North America. More than a third of the school buses on

the road today are Thomas Built Buses. Thomas Built Buses offers one of the most extensive dealer networks in the industry, ensuring that there is support nearby when customers need it most.

The company was founded in 1916 as they Perley A. Thomas Bus Works, and began manufacturing school buses in 1936. It was renamed Thomas Built Buses in 1972, and became a part of the Daimler Trucks North America family in 1987.

For more information:  
[www.daimler-trucksnorthamerica.com](http://www.daimler-trucksnorthamerica.com)

# Daimler Buses North America

Daimler Buses North America combines the trusted and proven brands Orion, Setra and Sprinter MiniBus to provide customers with a full range of products from one source. In 2010, the company sold 820 vehicles, and this year two new products were introduced to the Setra and Orion families.

Daimler Buses is a leading commercial bus company in North America, creating superior value for its customers and setting the benchmark in quality and innovation. Headquartered in Greensboro, North Carolina, Daimler Buses North America employs more than 1,300 people.



With over 1,300 employees, Daimler Buses provides the North American market with a full range of products from one source.

**Setra** introduced the ComfortClass S 407 in 2011. This new coach is designed specifically for the U.S. and Canadian markets with the aim of providing superior value and comfort for line-haul and other scheduled charter operations. With a focus on efficiency, the Setra ComfortClass S 407 delivers greater cost savings through its overall design, features and powertrain. As with all Setra motorcoaches in North America, this vehicle is powered by a strong, yet clean, Mercedes-Benz diesel engine with BLUETEC technology.

The Setra ComfortClass S 407 compliments the Setra TopClass S 417—our existing luxury motorcoach leader in North America, which was redesigned in 2010 to offer new features. The S 417 became the first North American vehicle to meet the more stringent emissions standards recently mandated by the EPA.

Long recognized as a leader in Europe, Setra has also positioned itself at the forefront of the North American market, where the brand has become known for its

safety, design, comfort, product support and value.

**Orion**, the world's largest producer of diesel-electric hybrid buses, introduced the latest option in hybrid technology in 2011—the Orion VII Diesel-Electric Parallel Hybrid. The new parallel system—perfect for long-distance, highway driving—complements our series hybrids, which are a good match for more congested city roads. Now, transit agencies across the United States and Canada can select a hybrid system that

works best for their specific routes. Both systems significantly reduce emissions and improve fuel economy for overall operational benefits.

With more than 3,200 units either in service or on order, Orion is the hybrid bus of choice for North American cities. Orion transit buses are manufactured in ISO-

certified facilities located in Mississauga, Ontario, and Oriskany, New York. These facilities together total 400,000 square feet and employ more than 1,000 people. In 2010, both facilities received the 14001 environmental certification.

**Sprinter MiniBus** is a special passenger vehicle that is upfitted to accommodate

more passengers than the standard Sprinter Van (the MiniBus seats up to 18 passengers). A product of Mercedes-Benz and Freightliner, the Sprinter MiniBus is loaded with versatility inside and out. From a luxury commuter shuttle to a side-lift paratransit shuttle, the MiniBus delivers best-in-class fuel economy and performance without sacrificing the style or maneuverability our customers expect from Daimler Buses.

For more information:  
[www.daimler-busna.com](http://www.daimler-busna.com)

# Mercedes-Benz Financial Services

**Mercedes-Benz Financial Services USA, LLC** strives to be the first-choice provider of financial services for our dealers and customers in partnership with our manufacturing brands. From our exceptional insurance program—which has developed and launched numerous aftermarket vehicle protection products—to our successful mobile device account management solutions, Mercedes-Benz Financial Services USA is committed to designing excellent financial tools for our dealers and customers.

The company's core values—integrity, openness and respect, as well as financial and social responsibility—highlight the



The company's core values – including integrity, openness and respect, as well as financial and social responsibility – highlight the importance of brands, dealers, customers and employees working together to create a productive and enjoyable business atmosphere.

Mercedes-Benz Financial Services USA LLC serves as the headquarters for operations in the United States, Canada, Mexico, Argentina and Brazil, and has more than 1,500 employees.

importance of brands, dealers, customers and employees working together to create a productive and enjoyable business atmosphere.

Headquartered in Farmington Hills, Michigan, with Business Center Operations in Fort Worth, Texas, Mercedes-Benz Financial Services USA provides brand-specific financial services and products for Mercedes-Benz and smart USA dealers and customers. In the U.S. trucking industry, it conducts business as Daimler Truck Financial, and finances Daimler



Trucks North America commercial vehicles branded Freightliner, Western Star and Thomas-Built Buses.

Mercedes-Benz Financial Services USA employs more than 1,500 people, and serves as the headquarters for operations in the United States, Canada, Mexico, Argentina and Brazil. It is a company of the Mercedes-Benz Financial Services Group, headquartered in Berlin, Germany, which operates in 39 countries with an employee base of 6,700 people.

For more information:  
[www.mbfs.com](http://www.mbfs.com)

# Mercedes-Benz Research & Development

**Mercedes-Benz Research & Development North America, Inc. (MBRDNA)** builds on a longstanding tradition of engineering expertise, a strong commitment to innovation and ingenuity and workable business solutions to help advance safe, convenient and sustainable vehicles.

Headquartered in Palo Alto, California, MBRDNA is part of the Daimler Group and a wholly-owned subsidiary of Daimler North America Corporation. Its four divisions focus on research, advanced



Daimler's first design studio outside Germany, was established in Carlsbad, California.



Group Research and Advanced Engineering USA drives the engineering of best in-vehicle infotainment, telematics and driver assistance solutions, tests fuel-cell vehicles, and supports group research.

engineering, product development and testing and advanced design projects for Mercedes-Benz Cars and other Daimler Group business units.

**Group Research and Advanced Engineering USA** in Palo Alto, California, forges collaborative partnerships with leading consumer electronics and IT companies in the Silicon Valley to engineer the best in-vehicle infotainment and telematics solutions. Our efforts ensure the continued

enhancement of the user experience and offer products that embrace the digital lifestyle of our customers.

Our recent smart drive app combines all the tools needed on the road in a single iPhone app with extra-large buttons and letters. The app helps create a connected media and navigation hub for smart fortwo vehicles. Group Research and Advanced Engineering also tests electric vehicles with fuel cells, explores other sustainable technologies and supports regulatory

efforts for standardization. Additionally, ground-breaking Advanced Driver Assistance and Chassis Systems are being designed for the US market. Our Human-Machine Interaction Lab analyzes driving behavior and preferences in order to anticipate and meet consumer needs. The Society and Technology Research Group monitors U.S. demographics data and tracks other long-term changes, providing the company with a thorough knowledge of the U.S. market.

**eDrive & Powertrain USA**, located in Redford, Michigan, develops alternative powertrain systems for electrified vehicles and high-voltage components for conventional powertrain vehicles. eDrive & Powertrain also creates operating strategies, designs battery management software and develops Electric Motor and Power Electronic components that drive a wide variety of Mercedes-Benz, smart and other Daimler electrified and conventional vehicles.

**TechCenter**, based in Los Angeles, California, and Ann Arbor, Michigan, manages the entire durability fleet in the United States and handles all press testing activities. The division performs comprehensive development work for powertrains, components and finished vehicles. Emissions labs in both cities, located close to the California Air Resource Board in Los Angeles and EPA offices in Ann Arbor, utilize state-of-the-art equipment for successfully meeting existing regulations and anticipating future standards related to fuel economy, as well as pollutant and CO2 emissions.

**Mercedes-Benz Advanced Design of North America**, Daimler's first design studio outside Germany, was established in Carlsbad, California, to incorporate U.S. design input for advanced and production vehicle proposals. Designers in Southern California draw inspiration from the area's strong car culture and its creative, diverse and trendsetting environment. They work closely with their counterparts in Germany to invent new concepts, define innovative technical layouts and realize optimal design solutions.

For more information:  
[www.mbrdna.com](http://www.mbrdna.com)

car2go is an innovative mobility solution which revolutionizes urban transportation. car2go provides “on-demand” transportation which compliments existing public transportation alternatives by bridging the gaps commonly associated with the “first and last mile”. Currently, the program is operational in Austin, Texas, the North American headquarters of car2go, and has reached more than 15,000 registered members. In April 2011, car2go announced Vancouver as the first Canadian market for its innovative mobility service. Operations will start in June 2011 with a network of 225 vehicles. Vancouver will serve as the Canadian headquarters for car2go Canada Ltd., a subsidiary of Daimler North America Corporation.



car2go is an innovative mobility program that revolutionizes urban transportation by offering an extensive fleet of environmental-friendly smart fortwo vehicles for rent.

Unlike traditional car-sharing, car2go allows members’ access to a network of environmentally-friendly smart fortwo vehicles available for use twenty-four hours a day, seven days a week. Members can simply locate an available car2go on the street via the internet, smart phone application or by contacting the car2go customer call center. They can begin their trip spontaneously or reserve a vehicle up

to 24 hours in advance without committing to a specific time or location to return the vehicle.

In March 2011, car2go introduced the world’s first carsharing production model, the smart “car2go edition”. It is specifically designed and manufactured for the purpose of carsharing with a fully integrated solar roof allowing fuel

consumption to be reduced. New telematics technology will make the rental procedure even more convenient.

In 2010, car2go was honored by the U. S. Environmental Protection Agency (EPA) with its prestigious “2010 EPA Clean Air Excellence Award” for outstanding, innovative efforts in improving air quality and received the Chamber of Commerce “2010 Greater Austin Business Award” for its positive impact on traffic.

For more information:  
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