

DAIMLER

Daimler at a Glance.

Fiscal Year 2010.



125! years inventor of the automobile

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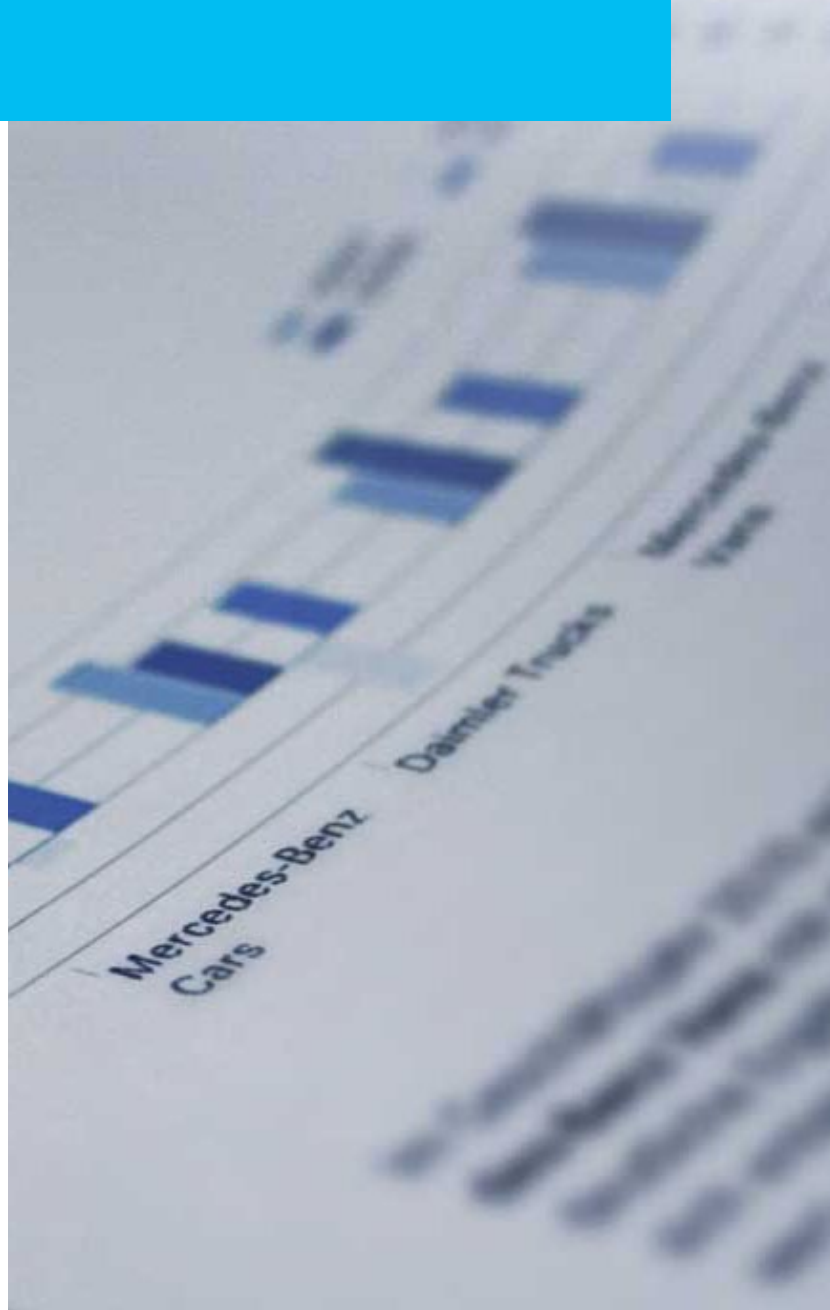
Daimler at a Glance

The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. 125 years later, in anniversary year 2011, Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides its customers with a full range of automotive financial services including financing, leasing, insurance and fleet management.

As an automotive pioneer, Daimler continues to shape the future of mobility. The Group applies innovative and green technologies to produce safe and superior vehicles which fascinate and delight its customers. With the development of alternative drive systems, Daimler is the only vehicle producer investing in all three technologies of hybrid drive, electric motors and fuel cells, with the goal of achieving emission-free mobility in the long term. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities on five continents. In addition to Mercedes-Benz, the world's most valuable automotive brand, Daimler's brand portfolio includes smart, Maybach, Freightliner, Western Star, BharatBenz, Fuso, Setra, Orion and Thomas Built Buses. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DA1). In the year 2010, the Daimler Group sold 1.9 million vehicles and employed a workforce of more than 260,000 people; revenue totaled €97.8 billion and EBIT amounted to €7.3 billion.

Group Overview



Amounts in millions of EUR		
	2010	2009
EBIT	7,274	-1,513
Value Added	2,773	-4,644
Net profit (loss)	4,674	-2,644
Earnings (loss) per share (in EUR)	4.28	-2.63
Investment in property, plant and equipment	3,653	2,423
Research and development expenditure	4,849	4,181

Amounts in millions of EUR		
	2010	2009
Revenue	97,761	78,924
Western Europe	38,478	36,458
thereof Germany	19,281	18,788
NAFTA	23,582	19,380
thereof United States	20,216	16,569
Asia	19,659	12,435
thereof China	9,094	4,349
Other markets	16,042	10,651

By divisions		
Mercedes-Benz Cars	53,426	41,318
Daimler Trucks	24,024	18,360
Mercedes-Benz Vans	7,812	6,215
Daimler Buses	4,558	4,238
Daimler Financial Services	12,788	11,996

Employees (Dec. 31)		
	2010	2009
Total	260,100	256,407
Germany	164,026	162,565
United States	18,295	17,697
Rest of World	77,779	76,145

By divisions		
Mercedes-Benz Cars	96,281	93,572
Daimler Trucks	71,706	70,699
Mercedes-Benz Vans	14,557	15,226
Daimler Buses	17,134	17,188
Sales Organization	48,299	47,625
Daimler Financial Services	6,742	6,800

Mercedes-Benz Cars



Amounts in millions of EUR		
	2010	2009
EBIT	4,656	-500
Revenue	53,426	41,318
Investment in property, plant and equipment	2,457	1,618
Research and development expenditure	3,130	2,696

Employees (Dec. 31)		
	2010	2009
Total	96,281	93,572
Germany	84,986	83,156
United States	3,028	2,992
Rest of World	8,267	7,424

Sales (units) ¹		
	2010	2009
Mercedes-Benz	1,178,300	974,700
A-Class, B-Class	222,400	215,500
C-Class, CLK-Class, SLK-Class	341,900	322,800
E-Class, CLS-Class	330,800	212,100
S-Class, CL-Class, SL-Class, SLR, Maybach	80,400	57,100
M-Class, R-Class, G-Class, GL-, GLK-Class	202,800	167,200
smart	94,300	113,900
Mercedes-Benz Cars ¹	1,276,800	1,093,900
Western Europe	635,800	623,500
thereof Germany	292,900	297,800
NAFTA	256,400	235,500
thereof United States	220,500	203,000
Asia/Pacific	281,300	155,900
thereof China	160,000	67,500
thereof Japan	31,200	26,700

¹ Includes Mitsubishi vehicles manufactured and/or sold in South Africa

Mercedes-Benz Cars main production locations worldwide

Sindelfingen C-Class Saloon, E-Class Saloon, E-Class Estate, CLS-Class, S-Class, CL-Class, SLS AMG, Maybach.

Untertürkheim Engines, axles, transmissions, components incl. preliminary foundry and forge shops.

Bremen C-Class Saloon, C-Class Estate, C-Class Coupé, GLK-Class, E-Class Coupé and Cabriolet, SLK-Class, SL-Class.

Berlin Engines, components and parts.

Hamburg Axles and components.

Rastatt A-Class and B-Class.

Kölleda Gasoline and diesel engines.

Tuscaloosa (United States) M-, R-, GL-Class.

East London (South Africa) C-Class Saloon.

Juiz de Fora (Brazil) CLC-Class (Production discontinued at the end of 2010).

Hambach (France) smart fortwo, smart fortwo electric drive.

Mercedes-Benz Cars Employees (Dec. 31)		
	From MBC	On Site
Sindelfingen	23,563	26,992
Untertürkheim	15,782	17,188
Bremen	10,585	12,416
Berlin	2,599	2,707
Hamburg	2,277	2,569
Rastatt	5,756	5,982
Kölledda	399	399
Tuscaloosa (United States)	2,792	2,792
East London (South Africa)	2,324	2,324
Juiz de Fora (Brazil)	874	874
Hambach (France)	788	788

Production vehicles (units)	
Sindelfingen	460,038
Bremen	257,861
Rastatt	238,351
Tuscaloosa	125,393
East London	52,101
Juiz de Fora	12,260
Hambach	97,435

Production components (units)	
Untertürkheim	
Engines	853,008
Rear Axles	906,744
Front Axles	701,239
Transmissions	1,244,990
Berlin	
Engines	165,837
Hamburg	
Rear Axles	499,037
Front Axles	482,344
MDC Power GmbH/Kölledda	
Engines	351,421

Major markets (units) ¹	2010	2009
	1. Germany	292,900
2. United States	220,500	203,000
3. China	160,000	67,500
4. United Kingdom	81,900	74,400
5. Italy	76,900	80,000
6. France	52,900	53,100
7. Japan	31,200	26,700
8. Spain	30,300	28,000
9. Canada	29,700	27,400
10. South Africa ¹	22,600	19,500
11. Belgium	21,500	19,900
12. Russia	20,300	12,100

¹ Excluding Mitsubishi vehicles manufactured and/or sold in South Africa

Mercedes-Benz Cars range

A-Class Saloon with 4-cylinder gasoline and diesel engines; 60 to 103 kW (82 to 140 hp).

B-Class Sports Tourer with 4-cylinder gasoline and diesel engines; 70 to 103 kW (95 to 140 hp).

C-Class Saloon, Estate and Coupé with 4-, 6- and 8-cylinder gasoline and diesel engines; 88 to 358 kW (120 to 487 hp); four-wheel drive (4MATIC) as option.

SLK-Class Roadster with 4- and 6-cylinder gasoline engines; 135 to 225 kW (184 to 306 hp).

E-Class Saloon, Estate, Coupé and Cabriolet with 4-, 6- and 8-cylinder gasoline and diesel engines; 100 to 386 kW (136 to 525 hp); four-wheel drive (4MATIC) as option.

CLS-Class 4-door Coupé with 4-, 6- and 8-cylinder gasoline and diesel engines; 150 to 410 kW (204 to 557 hp), four-wheel drive (4MATIC) as option.

S-Class Saloon (two wheelbases) with 4-, 6-, 8- and 12-cylinder gasoline and diesel engines plus hybrid drive; 150 to 463 kW (204 to 630 hp); four-wheel drive (4MATIC) as option.

CL-Class Coupé with 8- and 12-cylinder gasoline engines; 320 to 463 kW (435 to 630 hp); four-wheel drive (4MATIC) for CL 500 as option.

SL-Class Roadster with 6-, 8- and 12-cylinder gasoline engines; 170 to 450 kW (231 to 612 hp).

Mercedes-Benz SLS AMG Premium Sports Car with 8-cylinder gasoline engine and transmission in transaxle configuration; 420 kW (571 hp).

GLK-Class Compact Off-Roader with 4- and 6-cylinder gasoline and diesel engines; 105 to 200 kW (143 to 272 hp); two-wheel drive for GLK 200/220 CDI as option.

M-Class Off-Roader with 6- and 8-cylinder gasoline and diesel engines; 150 to 375 kW (204 to 510 hp).

G-Class Cross-Country Vehicle (two wheelbases and cabriolet option) with 6- and 8-cylinder gasoline and diesel engines; 155 to 373 kW (211 to 507 hp).

GL-Class Luxurious Full-Size SUV with 6- and 8-cylinder gasoline and diesel engines; 155 to 285 kW (211 to 388 hp).

R-Class SUV-Tourer (two wheelbases) with 6- and 8-cylinder gasoline and diesel engines; 140 to 285 kW (190 to 388 hp); rear-wheel drive as option.

Maybach 57 Luxury Saloon; 5.72m, 12-cylinder gasoline engine; 405 to 463 kW (550 to 630 hp).

Maybach 62 Luxury Saloon; 6.17m, 12-cylinder gasoline engine; 405 to 463 kW (550 to 630 hp).

Maybach Landaulet 6.17m, 12-cylinder gasoline engine; 463 kW (630 hp).

smart fortwo coupé/smart fortwo cabriolet 2-seater coupé and cabriolet with 3-cylinder gasoline and diesel engines; 45 to 75 kW (61 to 102 hp).

Daimler Trucks



Amounts in millions of EUR		
	2010	2009
EBIT	1,323	-1,001
Revenue	24,024	18,360
Investment in property, plant and equipment	1,003	597
Research and development expenditure	1,282	1,116

Employees (Dec. 31)		
	2010	2009
Total	71,706	70,699
Germany	28,288	28,582
United States	11,809	11,026
Rest of World	31,609	31,091

Sales (units)		
	2010	2009
Total	355,300	259,300
Western Europe	55,400	44,300
thereof Germany	30,300	25,000
United Kingdom	5,800	3,800
France	6,100	4,900
Italy	2,300	1,800
NAFTA	76,700	61,700
thereof United States	62,600	52,400
Latin America (excluding Mexico)	58,200	37,100
thereof Brazil	44,300	30,500
Asia/Australia	126,300	93,000

Daimler Trucks main production locations worldwide

Trucks Europe/Latin America (Mercedes-Benz)

Wörth Mercedes-Benz Truck assembly including cab production; chassis and assembly plant for special purpose vehicles.

São Bernardo do Campo (Brazil) Mercedes-Benz Latin American truck product range; production of engines, transmissions and axles, stamping facility.

Juiz de Fora (Brazil) Integration into the Mercedes-Benz truck production network in the year 2011.

Aksaray (Turkey) Mercedes-Benz Trucks.

Mannheim Production of commercial vehicle and industrial engines, foundry, remanufactured engines for passenger cars and vans.

Kassel Front and rear axles, trailer axles and propeller shafts for commercial vehicles; components for Mercedes-Benz passenger cars.

Gaggenau Passenger car and truck gearboxes as well as planetary hub axles and portal axles, converter production, cutting and forming technology as well as international logistics (Consolidation Center).

Molsheim (France) Customization of special purpose vehicles.

Trucks NAFTA (Freightliner, Western Star, Thomas Built Buses)

Portland, Oregon (United States) Freightliner, Western Star.

Cleveland, North Carolina (United States) Freightliner.

Mount Holly, North Carolina (United States) Freightliner.

Redford, Michigan (United States) Detroit Diesel: Production of engines, AAC: axles assembly.

High Point, North Carolina (United States) Thomas Built Buses.

Santiago Tianguistenco (Mexico) Freightliner.

Saltillo (Mexico) Freightliner.

Trucks Asia (Fuso)

Kawasaki (Japan) Light-, medium- and heavy-duty trucks, vehicle engines and industrial engines, axles.

Toyama (Japan) Light, medium and heavy buses.

Tramagal (Portugal) Canter truck for Europe.

Daimler Trucks Employees (Dec. 31)	From Daimler Trucks	On Site
Trucks Europe/Latin America		
Wörth	10,708	10,839
São Bernardo do Campo (Brazil)	11,201	11,201
Aksaray (Turkey)	1,500	1,500
Mannheim	4,993	5,024
Kassel	2,860	2,873
Gaggenau	5,931	6,024
Molsheim (France)	512	512
Trucks NAFTA		
Portland (United States)	2,520	2,520
Cleveland (United States)	1,308	1,308
Mount Holly (United States)	476	476
Detroit/Redford (United States)	1,852	1,852
High Point (United States)	1,225	1,225
Santiago Tianguistenco (Mexico)	1,683	1,683
Saltillo (Mexico)	1,453	1,453
Trucks Asia		
Kawasaki (Japan)	4,932	4,932
Toyama (Japan)	663	663
Tramagal (Portugal)	317	317

Major markets (units)	2010	2009
	1. United States	62,600
2. Indonesia	56,100	30,700
3. Brazil	44,300	30,500
4. Germany	30,300	25,000
5. Japan	24,800	23,100
6. Turkey	14,600	5,200
7. Taiwan	8,500	6,500
8. Canada	8,000	5,800
8. U.A.E. Dubai	7,800	8,700
10. France	6,100	4,900
11. Mexico	6,100	3,500
12. United Kingdom	5,800	3,800

Daimler Trucks range

Trucks Europe/Latin America (Mercedes-Benz) Mercedes-Benz Trucks brand model series with a permissible gross weight over 6t: Actros, Axor, Atego, Econic, and Zetros for long-distance and distribution transport as well as construction and special-purpose vehicles, also the medium-duty Accelo truck in Latin America. Mercedes-Benz Unimog as equipment carriers, tractor engines and for highly mobile cross country use.

Trucks NAFTA (Freightliner, Western Star, Thomas Built Buses) Heavy- and medium-duty commercial vehicles for long-haul transport, local and regional distribution, construction and services (Freightliner and Western Star trucks); school buses (Thomas Built Buses); chassis for delivery vans, recreational vehicles and shuttle buses (Freightliner Custom Chassis).

Trucks Asia (Fuso) Broad product range of light-, medium- and heavy-duty trucks for distribution and goods transportation, construction, services and numerous other industrial uses. Includes the Canter light-duty truck and flagship Super Great heavy-duty truck. Small, mid-size and large buses for city transportation and touring. Product line also includes light-duty hybrid trucks and large-size hybrid buses as well as industrial engines.

Components Mercedes-Benz, Detroit Diesel, and Fuso brand four-, six- and eight-cylinder in-line and V diesel engines with a power range from 75 to 450 kW. Manual and automatic transmission for input torques of 250 to 3,300 Nm for passenger cars, large-capacity vehicles, vans, trucks, buses, and special-purpose vehicles as well as front and rear axles for maximum axle load ranging from 1.35 to 16t, trailer axles from 9 to 10.5t and propeller shafts.

Mercedes-Benz Vans



Amounts in millions of EUR		
	2010	2009
EBIT	451	26
Revenue	7,812	6,215
Investment in property, plant and equipment	91	113
Research and development expenditure	267	193

Employees (Dec. 31)		
	2010	2009
Total	14,557	15,226
Germany	9,824	10,202
United States	85	72
Rest of World	4,648	4,952

Sales (units)		
	2010	2009
Total	224,200	165,600
Western Europe	156,800	128,100
thereof Germany	62,200	58,200
Eastern Europe	16,400	11,000
United States	10,500	1,600
Latin America (excluding Mexico)	12,500	9,500
China	12,200	1,300
Other Markets	15,900	14,100

Mercedes-Benz Vans production locations worldwide

Düsseldorf Chassis and assembly plant for vans.

Ludwigsfelde Chassis and assembly plant for vans.

Vitoria/Barcelona (Spain) Chassis and assembly plant for vans.

González Catan (Argentina) Chassis and assembly plant for vans.

Charleston (United States) Assembly plant for vans.

Mercedes-Benz Vans Employees (Dec. 31)		
	From Vans	On Site
Düsseldorf	6,583	6,638
Ludwigsfelde	2,104	2,104
Vitoria/Barcelona (Spain)	3,315	3,315
González Catan (Argentina)	1,323	1,323
Charleston (United States)	85	85
Stuttgart	1,137	1,137

Major markets (units)	2010	2009
	1. Germany	62,200
2. United Kingdom	23,900	16,700
3. France	20,200	13,900
4. China	12,200	1,300
5. United States	10,500	1,600
6. Italy	8,500	6,500
7. Netherlands	8,100	6,500
8. Spain	6,800	5,700
9. Belgium	6,700	5,800
10. Brazil	6,400	5,700

Mercedes-Benz Vans Four Mercedes-Benz model series: Vito and Viano (up to 3.2t); Sprinter (2.59 to 5.0t; in the NAFTA region under the brand names Freightliner and Mercedes-Benz) and Vario (5.99t to 7.5t) as crew buses, panel vans and chassis for various bodies.

Daimler Buses



Amounts in millions of EUR		
	2010	2009
EBIT	215	183
Revenue	4,558	4,238
Investment in property, plant and equipment	95	78
Research and development expenditure	223	212

Employees (Dec. 31)		
	2010	2009
Total	17,134	17,188
Germany	8,338	8,420
United States	586	739
Rest of World	8,210	8,029

Sales (units)		
	2010	2009
Total	39,100	32,500
Western Europe	7,200	7,200
thereof Germany	2,600	2,800
NAFTA	3,900	3,900
Latin America (excluding Mexico)	23,200	16,300
Other Markets	4,800	5,100

Daimler Buses production locations worldwide

Mannheim Bodyshell assembly: Mercedes-Benz and Setra city/intercity buses and touring coaches; painting, assembly: Mercedes-Benz city/intercity buses.

Ulm/Neu-Ulm Painting, assembly: Mercedes-Benz and Setra city/intercity buses and touring coaches.

Dortmund Bodyshell assembly, painting and manufacturing plant: Mercedes-Benz minibuses.

Istanbul-Hoşdere (Turkey) Bodyshell assembly, painting and manufacturing plant: Mercedes-Benz city buses, intercity buses and coaches.

Ligny-en-Barrois (France) Painting and assembly: Mercedes-Benz city/intercity buses.

Oriskany (United States) Assembly: Orion buses.

São Bernardo do Campo (Brazil) manufacturing plant: Mercedes-Benz chassis.

Holýsov (Czech Republic) Bodyshell segments and components for Mercedes-Benz and Setra buses.

Monterrey (Mexico) Assembly plant: Mercedes-Benz chassis.

Sámano (Spain) Manufacturing plant: Mercedes-Benz chassis.

Mississauga (Canada) Painting and bodyshell assembly: Orion buses.

Buenos Aires (Argentina) Assembly: Mercedes-Benz chassis.

East London (South Africa) Assembly: Mercedes-Benz chassis.

Pune (India) Assembly: Mercedes-Benz chassis.

Wanaherang (Indonesia) Assembly: Mercedes-Benz chassis.

Daimler Buses Employees (Dec. 31)		
	from Buses	on Site
Mannheim	3,505	3,505
Ulm/Neu-Ulm	3,774	3,774
Dortmund	240	240
Istanbul-Hoşdere (Turkey)	3,623	3,623
Ligny-en-Barrois (France)	424	424
Oriskany (United States)	473	473
São Bernardo do Campo (Brazil)	1,154	1,154
Holýsov (Czech Republic)	402	402
Monterrey (Mexico)	347	347
Sámamo (Spain)	267	267
Mississauga (Canada)	413	413

Major markets (units)		
	2010	2009
1. Brazil	15,600	11,500
2. Argentina	3,600	2,600
3. Mexico	3,100	2,700
4. Germany	2,600	2,800
5. Chile	2,000	1,000
6. France	1,600	1,700
7. Indonesia	900	500
8. Egypt	800	900
9. Peru	800	400
10. South Africa	700	300

Daimler Buses The range of products supplied by Daimler Buses, the world's leading manufacturer of buses and coaches above eight tons with the brands Mercedes-Benz, Setra and Orion, includes coaches, city buses and intercity buses as well as bus chassis. Daimler Buses thus disposes of a full-line product portfolio ranging from minibuses to double-deckers to articulated buses. Orion, the US city bus brand, is the global leader for hybrid buses.

Daimler Financial Services



Amounts in millions of EUR		
	2010	2009
EBIT	831	9
Revenue	12,788	11,996
New business	29,267	25,066
Contract volume	63,725	58,350
Investment in property, plant and equipment	12	14

Employees (Dec. 31)		
	2010	2009
Total	6,742	6,800
Germany	2,358	2,404
United States	987	1,047
Rest of World	3,397	3,349

Contract volume by market in millions of EUR		
	2010	2009
1. United States	18,095	16,204
2. Germany	16,095	16,137
3. United Kingdom	3,265	2,826
4. Brazil	3,063	2,264
5. Canada	2,618	2,002
6. Japan	2,486	2,171
7. Australia	2,034	1,624
8. France	1,880	1,812
9. South Africa	1,768	1,429
10. Italy	1,544	1,517

Daimler Financial Services Global

Daimler Financial Services has a portfolio of 2.5 million financed and leased vehicles worldwide; it leases or finances more than a third of the vehicles produced by Daimler worldwide. This makes Daimler Financial Services one of the world's leading providers of automotive financial services and the world's biggest financer of commercial vehicles.

In the business year 2010, Daimler Financial Services closed a leasing or financing contract every 30 seconds in one of its more than 40 markets and thus put another vehicle of the Daimler Group on the road. Thereby, Daimler Financial Services supports sales of Daimler vehicles and generates a significant contribution to the earnings of the Daimler Group.

Financial services play a key role in retaining the loyalty of Daimler customers as well as winning over new ones and utilize additional earnings potential for the vehicle dealers. Studies show that customers who lease or finance their vehicle are more loyal to their brand than cash buyers. They also invest more frequently in new vehicles and higher-end equipment packages. The importance of the insurance business is increasing. Closing an insurance contract with Daimler Financial Services ensures that in case of damage customers receive top-quality service in authorized repair shops while also generating additional business for our spare parts and repair business.

Together with the Group's vehicle divisions and dealerships, Daimler Financial Services develops products geared toward customers' individual mobility needs and also serves as an important partner and lender for dealers of Daimler Group vehicles. The commitment to customers and dealers was again rewarded with several customer and dealer satisfaction awards around the globe in 2010. After all, customers appreciate the fact that they can obtain all the vehicle-related services they need from a single source in the showroom, including financing, insurance, service contracts and – for commercial customers – fleet management services.

Products

Financing Customers who finance a vehicle generally want to become its owners. Vehicle servicing or insurance can be included in the monthly financing rates. In some markets we also offer balloon payment financing with lower monthly rates. With three-way financing, the customer decides at the end of the contract period whether to return the vehicle, finance the balance, or pay it off.

Leasing Daimler Financial Services remains the owner of all leased vehicles. Customers pay for vehicle usage and tend to return it to the company at the end of the leasing period. Service-leasing packages combine a leasing contract with various service components, such as maintenance, repairs, tire services, etc.

Insurance Daimler Financial Services' range of insurance services includes motor insurance, GAP insurance and payment protection insurance. Additionally, the division Insurance Services is responsible for coverage of Daimler production facilities worldwide, product liability risks and for providing coverage for sea and land transportation. Furthermore, it provides retirement savings programs for Group employees in Germany.

Fleet management In many countries, Daimler Financial Services is one of the leading providers of fleet management services for passenger cars and commercial vehicles. In Europe, its Daimler Fleet Management and Mercedes-Benz CharterWay subsidiaries offer comprehensive fleet management packages for passenger cars and commercial vehicles, respectively. If desired by the customer, these services can be expanded to include the management of entire fleets.

Banking As a subsidiary of Daimler Financial Services, Mercedes-Benz Bank is one of the leading direct banks for private customers in Germany. In addition to vehicle financing and leasing services, other products are offered, such as call money accounts, fixed-rate products, saving plans, funds and certificates. In selected markets, Daimler Financial Services also offers credit cards in close coordination with the Group's vehicle brands.

Daimler Brand Portfolio

Mercedes-Benz Cars



Daimler Trucks



Mercedes-Benz Vans



Daimler Buses



Daimler Financial Services



Daimler AG
Stuttgart, Germany
www.daimler.com
www.daimler.mobi