



Mercedes-Benz

Mercedes-Benz Canada achieves its best all-time sales results and claims the number one position in the luxury passenger car segment

Best year ever for the group in the following categories:

- **Mercedes-Benz and smart combined sales with 32,914 units delivered**
- **Mercedes-Benz passenger cars and light trucks with 31,063 units retailed**
- **Mercedes-Benz passenger car sales with 17,207 units sold (lead position in the luxury market in Canada)**
- **Mercedes-Benz light truck sales with 13,856 units retailed**
- **Mercedes-Benz Pre-Owned sales with 13,079 vehicles delivered**
- **Mercedes-Benz Sprinter sales with 2,479 units retailed**

Press Information

Date:

January 4, 2012

TORONTO, ON – Mercedes-Benz Canada and its national dealer network reported today that the company has surpassed several significant all-time sales records by delivering a grand total of 32,914 Mercedes-Benz and smart units throughout 2011. This represents the best ever year-end result for the group, and equates to an overall increase of 4.0% or 1,263 units compared to 2010's record-breaking sales results.

Mercedes-Benz passenger car and light truck sales totaled 31,063 for the year, which bested last year's landmark sales figures. This impressive total is comprised of overall passenger car sales of 17,207 units, thereby achieving the number one position in the luxury passenger car segment in Canada, and total light truck sales of 13,856 units.

Mercedes-Benz Pre-Owned sales consistently surpassed the previously established sales thresholds throughout 2011. With 884 vehicles delivered throughout December, Mercedes-Benz Pre-Owned sales closed the year with a grand total of 13,079 vehicles retailed. This represents considerable growth for the Pre-Owned business in Canada, and by far its best year ever, with a noteworthy gain of 25.4% or 2,649 units over 2010's stellar results.

smart Canada celebrated a significant milestone in 2011 by delivering more than 20,000 units in Canada since the brand launched in the fall of 2004. With 179 units retailed in December, which was ahead 24.3% for the month, smart finished the year with a grand total of 1,851 units delivered to customers in 2011.



A total of 350 Mercedes-Benz Sprinters were retailed in December, which propelled year end results to 2,479 units sold in 2011. This represents the best year ever for Mercedes-Benz Sprinter sales in Canada, and an overall increase of 58.2% compared to sales in 2010.

Each model range in the Mercedes-Benz product portfolio performed exceedingly well throughout the year, but there were some exceptional results that stood out. Mercedes-Benz continued to dominate the high luxury category in Canada with a 35.6% market share. In addition, with 5,294 and 1,660 units sold, the GLK-Class and GL-Class were the leaders in the luxury compact and luxury large sport utility segments. Despite being the last year for the current generation and not having a full year of production, the B-Class sold an impressive 2,440 units. The success of the current Mercedes-Benz B-Class has clearly demonstrated that the vehicle's unique combination of luxury, safety, and versatility is ideally suited for the Canadian market. Customers and dealers will both be anxiously awaiting the arrival of the next generation B-Class, which will arrive in the fourth quarter of 2012 as a 2013 model.

In the spring of 2011, Mercedes-Benz was extremely pleased to announce that Canada will play an integral role in paving the road to a more sustainable future by taking on the responsibility of producing the next generation of fuel cell drive system stacks for fuel cell vehicles. Construction of an advanced new facility began earlier this year in Burnaby, BC, and when the building is complete, it will bundle the development and production for one of the key components of fuel cell powered electric vehicles.

Mercedes-Benz Canada also continued to invest significantly in the company's infrastructure by opening a state-of-the-art new Logistics Centre and Training Academy that centralized the company's parts and accessories operations. Strategically located near Pearson International airport, the 204,000 square foot facility earnestly began to streamline operations by warehousing all parts, accessories, "Collection" items and technical literature in one location. In addition, an expansive area dedicated to Sales, Product and Aftersales technical education has doubled the capacity for

training and also provided ample space to create a dedicated classroom for Mercedes-Benz Sprinter technical training.

Page 3

This year, Mercedes-Benz Canada continued the overall redevelopment of its existing, corporately owned Greater Vancouver Area retail operations by breaking ground on a new flagship facility in downtown Vancouver. The three acre site on Terminal Avenue will house a modern 165,000 square foot dealership that will offer a significantly expanded sales and aftersales capacity and add a considerable amount of parking to better serve the needs of valued customers.

With the support of its pan-Canadian dealer network, Mercedes-Benz Canada marked the 125th anniversary of the invention of the automobile from coast-to-coast by embarking on two separate cross-Canada tours. The first tour offered an up close look and “test rides” on the world’s first automobile. The second tour demonstrated that the world’s first production electric vehicle is ready to offer an intelligent, local emission free transportation solution through displays and customer test drives. The juxtaposition of the current and highly desirable Mercedes-Benz and smart product range next to the original Patent-Motorwagen and technologically advanced smart fortwo electric drive demonstrated the company’s pioneering tradition of excellence, while also providing a compelling chronology of the evolution of the automobile.

“I am tremendously proud to end this year on such a positive note. When we reflect on the past year, we have a lot to celebrate, including continued significant investment in our national infrastructure and another year of strong momentum that has allowed us to surpass previously established sales milestones to become the leader in the Canadian luxury passenger car market,” said Tim A. Reuss, President and CEO of Mercedes-Benz Canada. “One of my first main priorities when I joined Mercedes-Benz Canada earlier this year was to travel to every retailer to meet our dealers and tour their respective facilities. After completing this objective, I can personally attest to their collective and unwavering commitment to excellence. It is this tireless passion that has helped us realize our impressive sales records. I am deeply grateful for

everyone's hard work, and proud that the three-pointed star is represented by such a strong and devoted team of professionals here in Canada."

Page 4

Reuss continued: "We are all exceedingly proud of our company's pioneering heritage, and together we commemorated this important occasion throughout the year in many different ways. First and foremost, we launched an unprecedented product offensive which included the introduction of such fascinating vehicles as the new CLS-Class, the facelifted C-Class Sedan, the all-new C-Class Coupe, the highly fuel efficient S 350 BlueTEC 4MATIC, the third generation M-Class and SLK-Class and the breathtaking new SLS Roadster. These class-leading vehicles were all very well-received by Canadian consumers, and also garnered significant acclaim, including two prestigious AJAC awards: the 2012 Mercedes-Benz C 350 4MATIC Sedan was named the Best New Luxury Car, and the Mercedes-Benz S 350 BlueTEC 4MATIC earned the Best New Prestige Car (over \$75,000). Our highly desirable product range and dedicated dealer network have been the key to our success, and this powerful combination forms an incredibly strong foundation as we enter a new year with a steadfast commitment to excellence."

About Mercedes-Benz Canada

Mercedes-Benz Canada is responsible for the sales, marketing and service of the four brands within the Mercedes-Benz Group in Canada: Mercedes-Benz, smart, AMG, and Maybach. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc. employs approximately 1,300 people in 19 locations across Canada. Through a nationwide network of 13 Mercedes-Benz owned retail operations and 40 authorized dealerships, Mercedes-Benz Canada sold 32,914 vehicles in 2011, the best year ever reported for Mercedes-Benz Canada Inc.

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Page 5

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