

Mercedes-Benz Vans.

Significant increase in unit sales to 61,100 vehicles (Q1 2013: 52,600)
Mercedes-Benz Vans on growth path in United States, China and Europe
World premiere of new V-Class
EBIT of €123 million (Q1 2013: €81 million)

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Amounts in millions of euros	Q1 2014	Q1 2013	% change
EBIT	123	81	+52
Revenue	2,212	1,986	+11
Unit sales	61,119	52,623	+16
Production	73,939	63,169	+17
Employees (March 31)	16,247	14,913	+9

Significant increases in unit sales, revenue and EBIT

Mercedes-Benz Vans increased its unit sales by 16% to 61,100 vehicles in the first quarter of 2014 (Q1 2013: 52,600). Revenue increased compared with the first quarter of last year by €0.2 billion to €2.2 billion. The van division posted EBIT of €123 million, which was significantly higher than the figure for the prior-year period (Q1 2013: €81 million).

The Mercedes-Benz Vans division remains on its growth path

In its core region of Western Europe, Mercedes-Benz Vans increased its first-quarter unit sales by 20% to 39,100 vehicles. Growth was particularly strong in Germany (+24%), the United Kingdom (+30%) and Spain (+76%). Expansion continued also in Eastern Europe; despite a difficult market environment in Turkey, sales in this region rose from 5,200 to 6,000 units.

The development of unit sales in the United States and China was positive once again: In the United States, Mercedes-Benz Vans increased its sales in the first quarter by 26% to 5,000 units. We posted a double-digit growth rate also in China, where unit sales increased by 14% to 2,700 vehicles. In Latin America, however, sales of 3,600 units were lower than in the prior-year period (Q1 2013: 4,100). The decrease primarily reflects the difficult market environment in this region.

Our growth is based on the market success of all model series. We sold 37,300 units of the Sprinter worldwide in the first quarter of 2014, which is 19% more than in the prior-year period. Of the Vito and Viano models, a total of 19,000 units were sold in the first quarter of this year (Q1 2013: 16,600). 4,700 units of the Mercedes-Benz Citan were sold (Q1 2013: 4,100).

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Unit sales	Q1 2014	Q1 2013	% change
Total	61,119	52,623	+16
Western Europe	39,057	32,646	+20
Germany	15,657	12,595	+24
Eastern Europe	5,994	5,213	+15
United States	5,020	3,976	+26
Latin America (excluding Mexico)	3,647	4,109	-11
China	2,695	2,371	+14
Other markets	4,706	4,308	+9

The benchmark for MPVs: the new Mercedes-Benz V-Class

With the introduction of the unique multipurpose vehicle with the three-pointed star, we have set another milestone in our growth strategy: the new Mercedes-Benz V-Class. Mercedes-Benz Vans redefines the MPV segment with this vehicle. Following the world premiere in January 2014, production of the new V-Class started at the van plant in Vitoria, Spain, in early March.

The new V-Class sets new standards in its segment both aesthetically and technologically. It stands out from the crowd already due to its shape, which follows the new design idiom of Mercedes-Benz Cars. In addition, it is the only MPV to offer a wide range of assistance systems combining safety and comfort. They include the standard Crosswind Assist and Attention Assist, and the optional Active Parking Assist. A completely new feature is the latest multimedia generation with a touchpad to operate all telematics functions. A key attraction of the V-Class is of course its generous space and versatile seating and loading configurations. Access to a second loading level is obtained through a separately opening rear windscreen for easy loading and unloading. State-of-the-art turbo-diesel engines with extremely low fuel consumption ensure optimal efficiency.

The new V-Class focuses on three customer groups: families, people with lots of leisure activities involving extensive sport and outdoor equipment, as well as operators of luxurious VIP shuttles or hotel shuttles.