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# DAIMLER TRUCKS

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K. Rebstock

March 2012



## Economy: Still Uncertainties in Europe – how will they have an effect on worldwide Truck Markets?

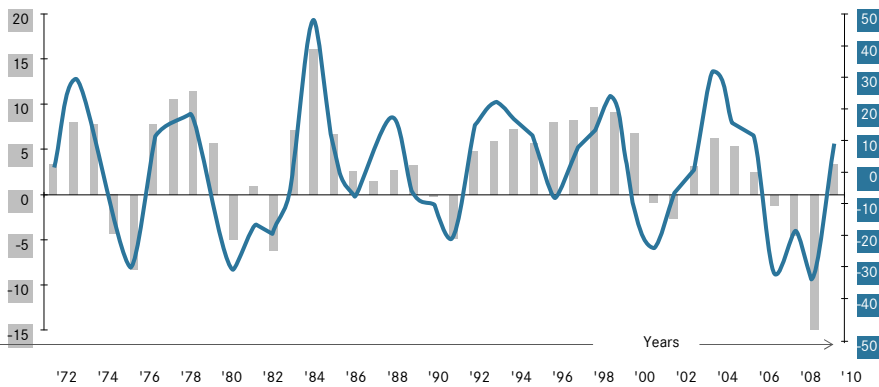


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## Economic growth means truck market growth

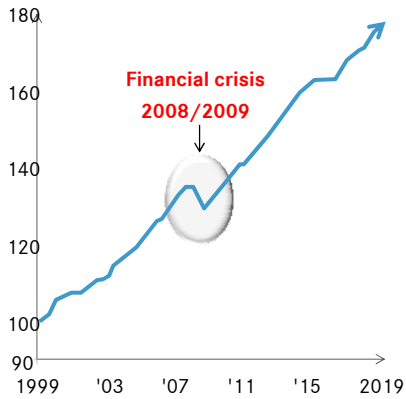
**Fixed Investment**  
YoY in %

**US Truck market**  
development (M/HDT)  
YoY in %

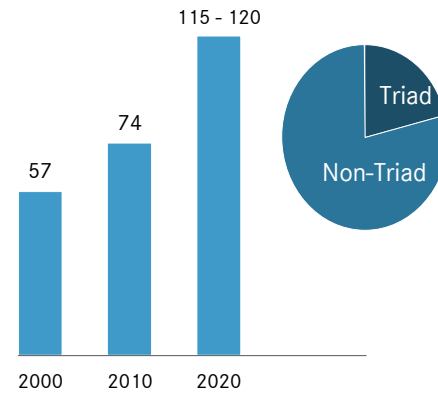


## Economy: Long-Term Growth Trend Remains

GDP growth  
[real, index; 2000 = 100]



World automotive market  
[Passenger cars and commercial vehicles in million units]



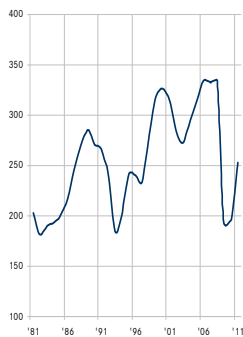
Source: MAPIS, Strategic Planning 2011

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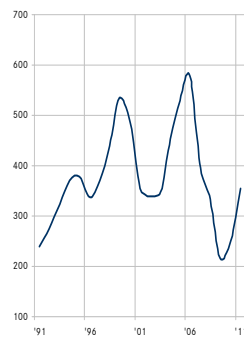
## CV markets: Cycles in Triad – Growth in Emerging Mkts

Truck Market

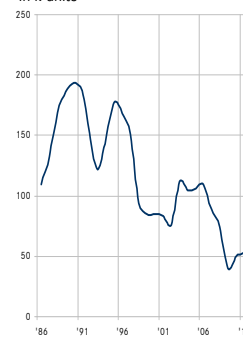
W. Europe (MDT/HDT)  
in k units



NAFTA (MDT/HDT)  
in k units



Japan (MDT/HDT)  
in k units

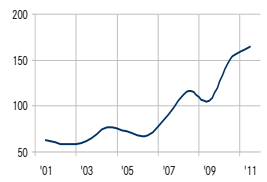


Source: ACEA, VDA, Global Insight and others

## CV markets: Cycles in Triad, Growth in Emerging Mkts

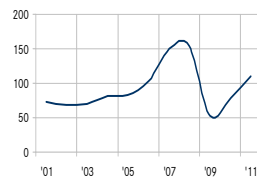
### Brazil

Truck sales  
M/HDT > 6t, in k units



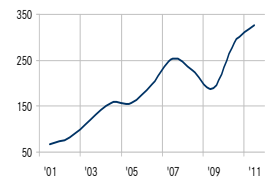
### Russia

Truck sales  
M/HDT > 6t, in k units



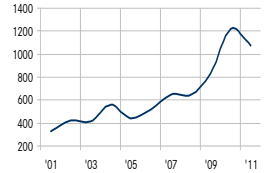
### India

Truck sales  
M/HDT > 6t, in k units



### China

Truck sales  
M/HDT > 6t, in k units



Source: Daimler, Global Insight and others

## Our Performance: 2011 results

### Sales

(in units)

	Actual YTD 12/10	Actual YTD 12/11	Delta (in %) Actual '11 vs. Actual '10
Mercedes-Benz	135.201	159.315	+18%
FUSO	140.680	147.653	+5%
FREIGHTLINER  W	79.382	118.788	+50%
<b>Daimler Trucks</b>	<b>355.263</b>	<b>425.756</b>	<b>+20%</b>

- Sales growth in Europe (+24%)
- Latin America slightly above prior year (+4%)
- Chinese sales distinctively above '10 (+2.784 units)
- Despite natural disaster sales above '10 level
- Main sales increase in Indonesia (+11%) and Taiwan (+42%), Japan (+9%)
- Growing sales esp. in USA (+57%) and Canada (+43%)
- Increase Latin American sales (+56%)

N.B: Figures may not tie due to rounding; Trucks Asia = External View

Source: FTR

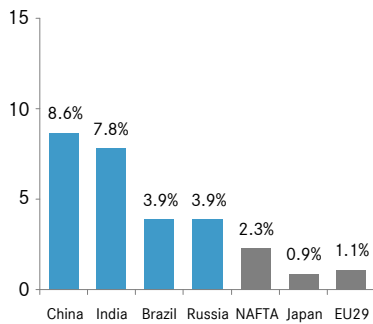
## Our engine: Global Excellence



## Global GDP Dynamic Drives Truck Industry Growth

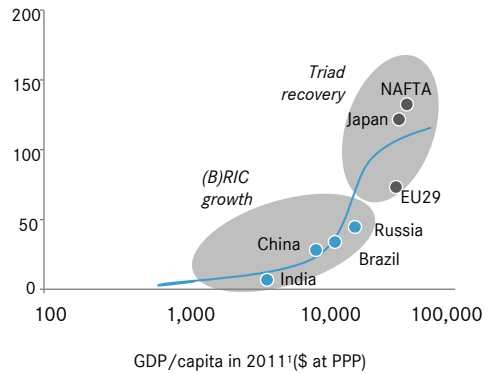
### Global GDP growth ...

Annual GDP growth 2010-2014 (in %)

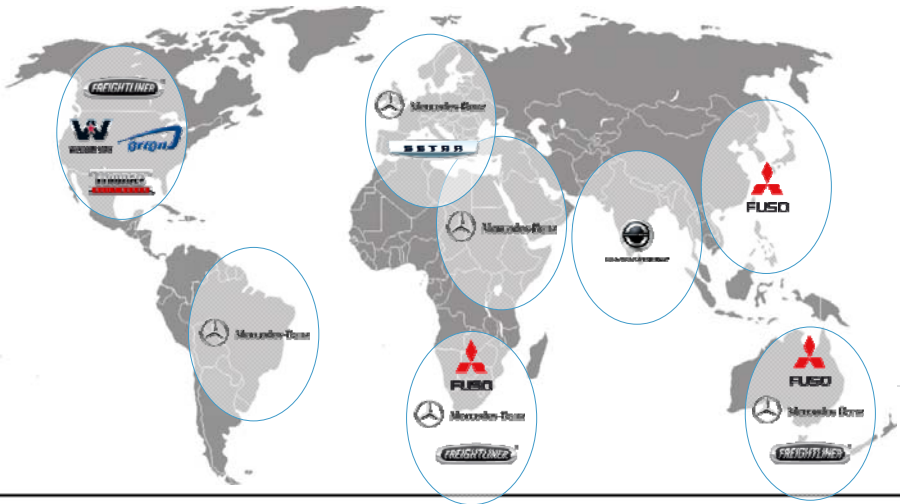


### ... driving transportation demand

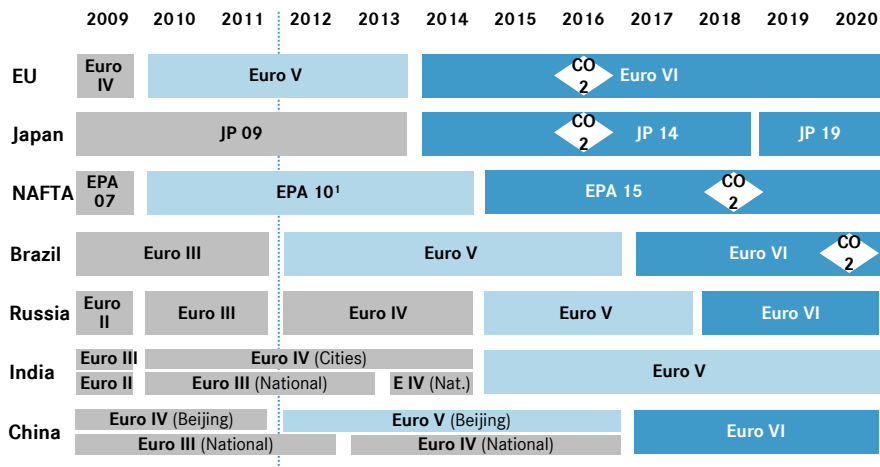
Trucks per 1,000 capita in 2011 (units)



## Global Footprint / Local Expertise



## Converging Emission Regulations Enable Global Truck Technology



1. EPA 10 emission limits in between Euro V and Euro VI emission limits.

## Better Technology: Global Innovation / Local Adaptation



## Market Development 2012

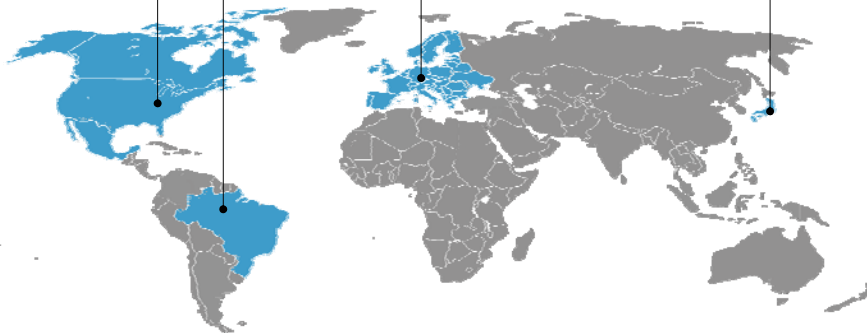
Outlook Truck Markets FY 2012

Market NAFTA:  
**+15 to +20%**

Market Brazil:  
**-10 to -15%**

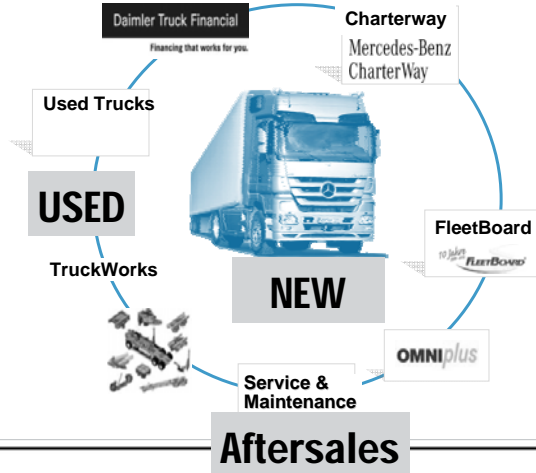
Market Europe:  
**0 to -10%**

Market Japan:  
**+5 to +10%**



### Better Service: Global Customers / Local Presence

## Financial Services



**Total Cost of Ownership =**  
**Key Buying Criteria:**  
90% of costs occur after truck purchase

We want to utilise our strength in the Australian Market...







DAIMLER TRUCKS     FUSO     Mercedes-Benz     FREIGHTLINER

**We represent strong brands and a great portfolio...**

- **Market Leader of US - Market:** (Trucks) 
- **Most promising asian Brand :** (Trucks, Buses) 
- **Market Leader of european Market:** (Trucks, Buses, Vans)  Mercedes-Benz