



Mercedes-Benz

GESCHICHTE

Daimler AG is a German manufacturer of automobiles, motor vehicles, and engines, which dates back more than a century. An Agreement of Mutual Interest was signed on 1 May 1924 between Benz & Cie (founded 1883 by Karl Benz) and Daimler Motoren Gesellschaft (founded 1890 by Gottlieb Daimler and Wilhelm Maybach).

Both companies continued to manufacture their separate automobile and internal combustion engine brands until, on 28 June 1926, when Benz & Cie. and Daimler Motoren Gesellschaft AG formally merged—becoming Daimler-Benz AG—and agreed that, thereafter, all of the factories would use the brand name of Mercedes-Benz on their automobiles.

In 1998, Daimler-Benz and Chrysler Corporation announced the world's largest cross-border deal ever, valued at US\$38 billion, and the resulting change in company name to "DaimlerChrysler AG".

In 2007, when the Chrysler group was sold off to Cerberus Capital Management (see below), the name of the parent company was changed to simply "Daimler AG".

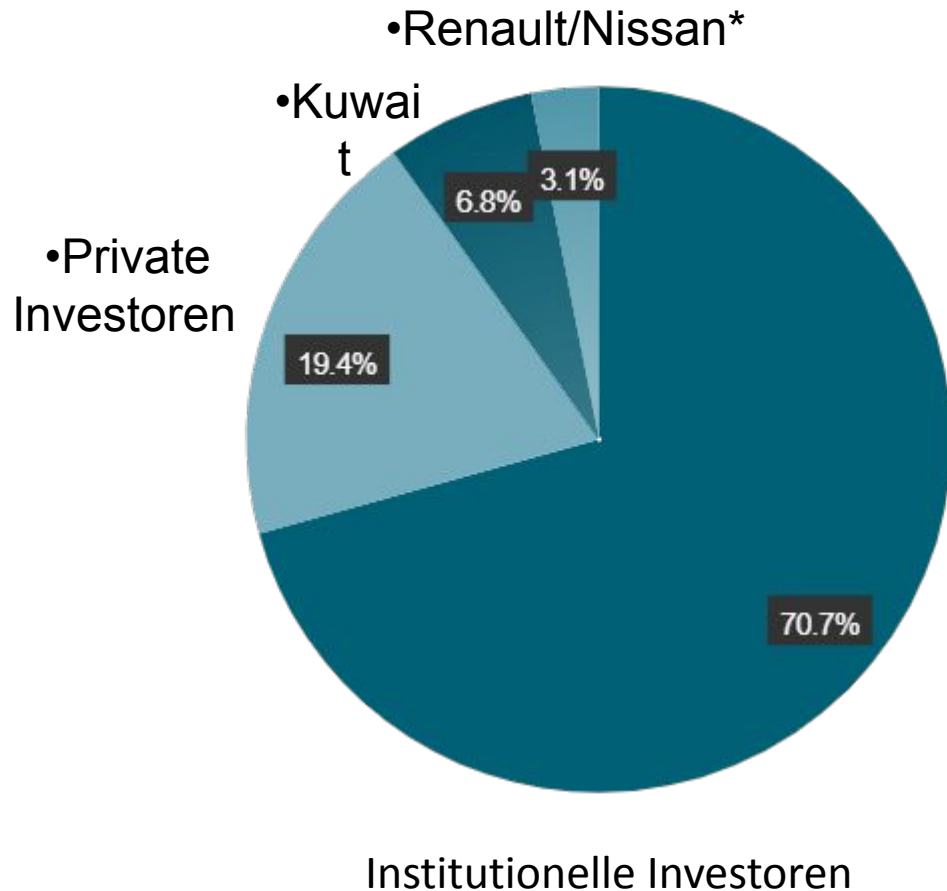
In November 2014, Daimler announced it would acquire 25 percent of Italian motorcycle producer MV Agusta for an undisclosed fee.



Mercedes-Benz S-Class EVOLUTION

- 1903 — 1905 Mercedes-Simplex HP 40**
Largest ever built when it was first built. The success of the Simplex in the United States, where it was the most popular car of the time, led to the development of the Mercedes-Simplex HP 40. It was the first car to feature a steering wheel, a gear shift, and a clutch pedal.
- 1928 — 1933 Mercedes-Benz W121**
Aldi, the first luxury car, was the first to feature a steering wheel and a gear shift. It was the first car to feature a steering wheel and a gear shift.
- 1930 — 1938 Mercedes-Benz 770 (W122)**
Decision, decision, decision! The 770 was the first car to feature a steering wheel and a gear shift. It was the first car to feature a steering wheel and a gear shift.
- 1951 — 1962 Mercedes-Benz 300 (W128 / W129)**
The 300 was the first car to feature a steering wheel and a gear shift. It was the first car to feature a steering wheel and a gear shift.
- 1951 — 1954 Mercedes-Benz 220 (W121)**
Modern design, with a technologically advanced high-performance 2.3-liter four-cylinder engine. It was the first car to feature a steering wheel and a gear shift.
- 1954 — 1959 Mercedes-Benz 220 SE (W121)**
Taking the performance of the previous year's model one step further, the 220 SE was the first car to feature a steering wheel and a gear shift.
- 1950 — 1965 Mercedes-Benz 220 SE (W121)**
New design, new features, and a new level of performance. It was the first car to feature a steering wheel and a gear shift.
- 1963 — 1981 Mercedes-Benz 600 (W120)**
Single part A study in sophistication, the 600 was the first car to feature a steering wheel and a gear shift.
- 1965 — 1972 Mercedes-Benz 360 S (W124)**
Heaven on earth, this model was built for the world. It was the first car to feature a steering wheel and a gear shift.
- 1972 — 1980 Mercedes-Benz S-Class (W124)**
A class in itself, the 1978 S-Class set the standard for the Mercedes-Benz S-Class. It was the first car to feature a steering wheel and a gear shift.
- 1979 — 1991 Mercedes-Benz S-Class (W124)**
Mercedes-Benz 120 series took the S-Class to a new level. It was the first car to feature a steering wheel and a gear shift.
- 1991 — 1998 Mercedes-Benz S-Class (W140)**
The sleek, sleek line accentuated the S-Class's elegance. It was the first car to feature a steering wheel and a gear shift.
- 1998 — 2005 Mercedes-Benz S-Class (W220)**
The 2005 S-Class was the first car to feature a steering wheel and a gear shift.
- 2005 — 2013 Mercedes-Benz S-Class (W221)**
Mercedes-Benz's most advanced car yet. It was the first car to feature a steering wheel and a gear shift.
- 2013 Mercedes-Benz S-Class (W222)**
The road that lies ahead. Among the most advanced cars in the world, the 2013 S-Class is the first car to feature a steering wheel and a gear shift.

Aktionärsstrukturübersicht nach Inhaberschaft und nach Region



nach Inhaberschaft in Prozent des
Grundkapitals (Stand: 30.09.2017)

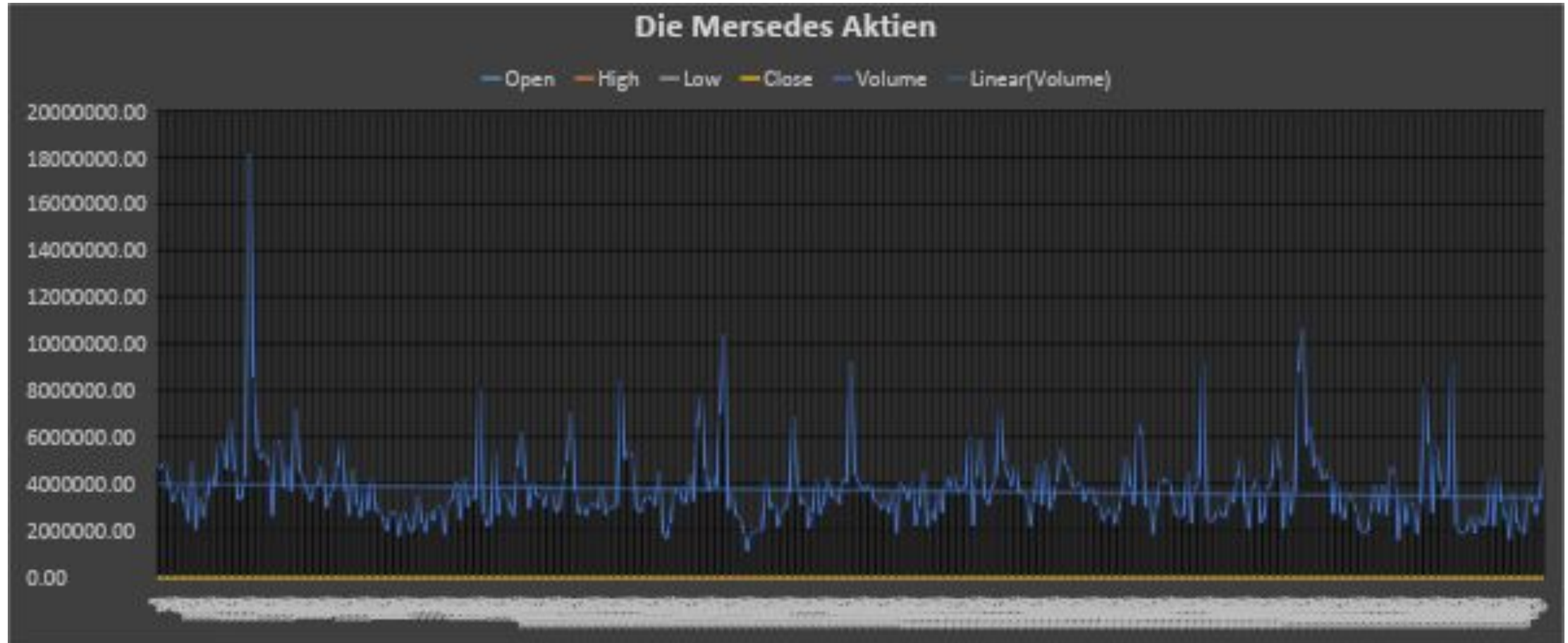
*: jeweils 1,54 %

Kuwait	6,8%
Renault/Nissan*	3,1%
Institutionelle Investoren	70,7%
Private Investoren	19,4%
Summe	100,0%

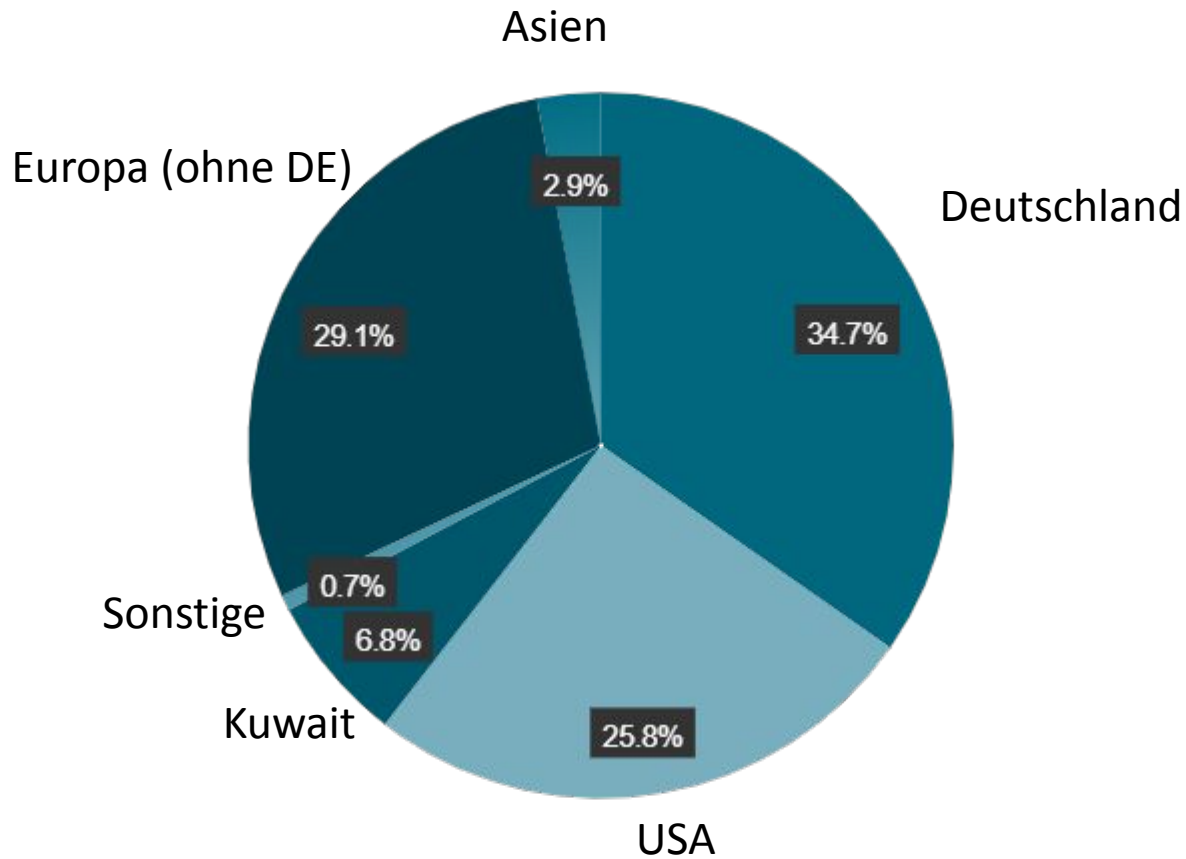
22 MÄRZ 2016 - 22 OKTOBER 2017

Der Aktien Preis (22 oct 2017)

€[68.36](#)

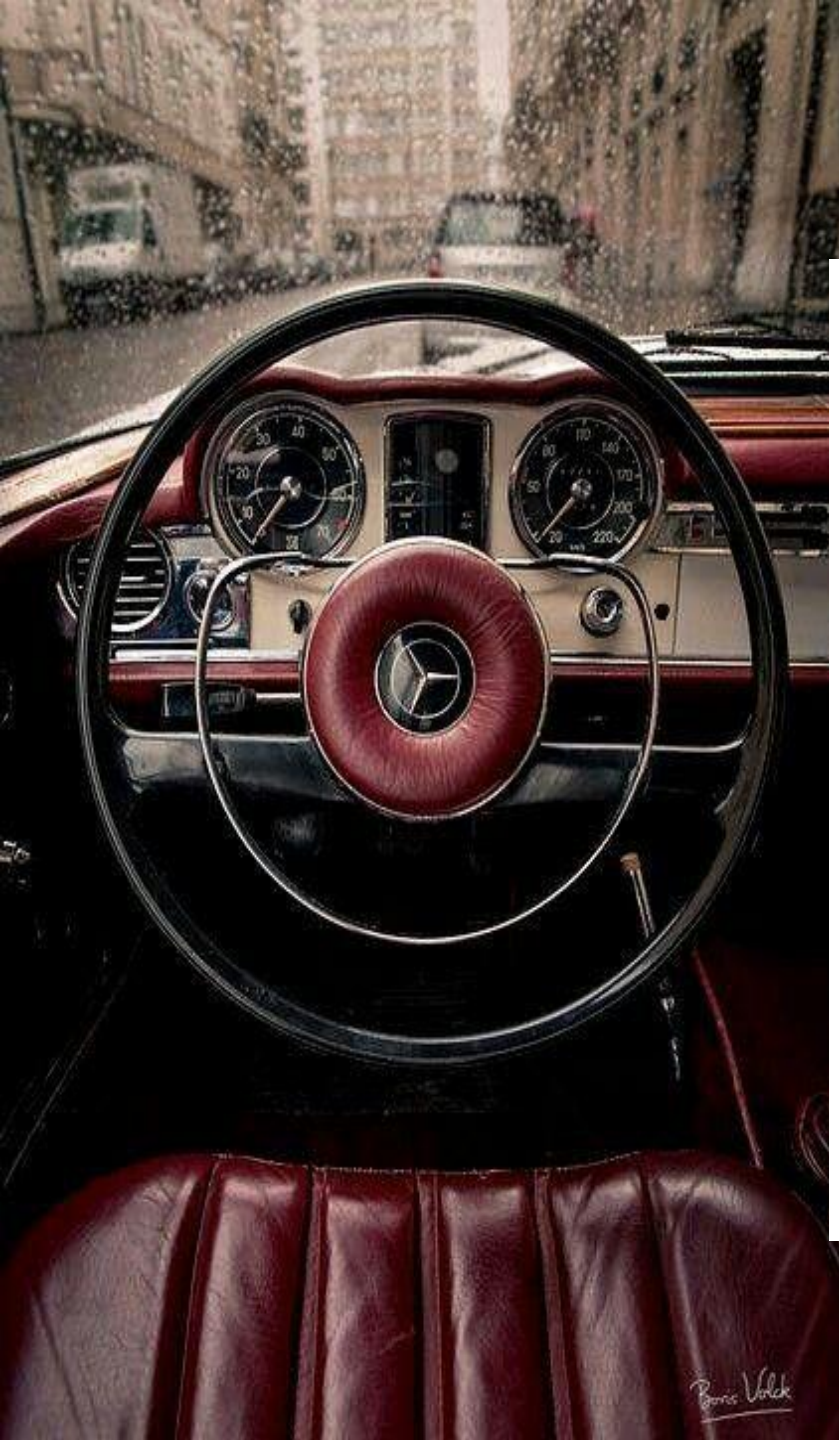


Aktionärsstruktur nach Region in Prozent des Grundkapitals (30.09.2017)



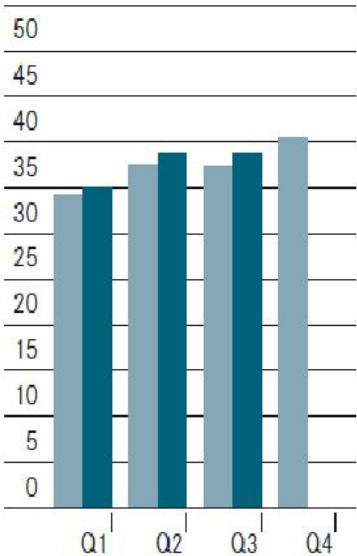
nach Region in Prozent des Grundkapitals
(Stand: 30.09.2017)

Deutschland	34,7%
Europa, ohne Deutschland	29,1%
USA	25,8%
Kuwait	6,8%
Asien	2,9%
Sonstige	0,7%
Summe	100,0%

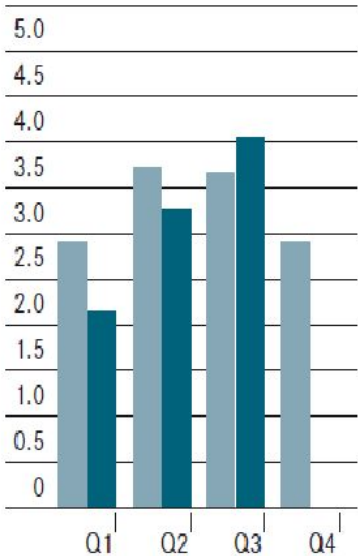


Total

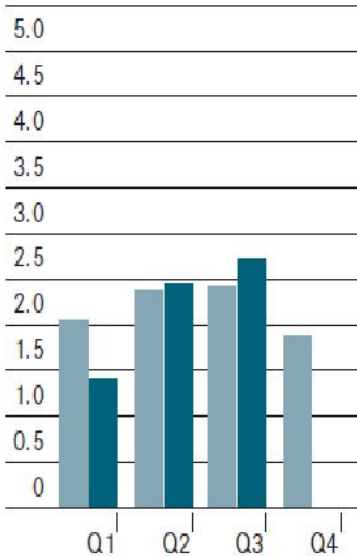
Revenue
In billions of euros



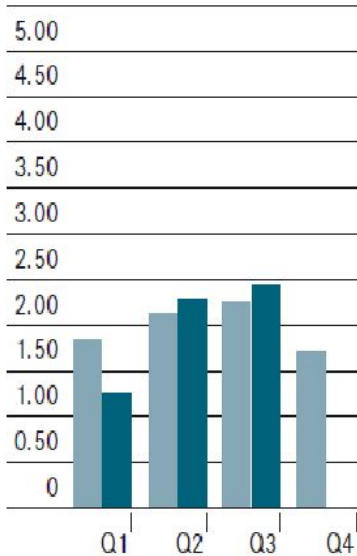
EBIT
In billions of euros



Net profit
In billions of euros



Earnings per share
In euros



2015
2016

Grundkapital in Aktien

30.09.2017

1.069.837.447

Vielen Dank für Ihre Aufmerksamkeit!

