

Mercedes-Benz India achieves record sales growth in 2008.

- Highest ever sales across all categories for passenger cars and trucks.
- “Despite a lean fourth quarter, we have managed to post strong growth in 2008”: Dr. Wilfried Aulbur, CEO and Managing Director, Mercedes-Benz India.

Pune–Mercedes-Benz India today announced its year-end sales performance for 2008. The company has sold an impressive 3625 passenger cars (46% growth over 2007), 240 trucks (53% growth over 2007) and 16 bus chassis in India from January till December 2008.

The **new C-Class** (launched in January 2008) proved to be the hottest selling luxury sedan in India, powered by locally manufactured petrol and diesel variants. A total of 1756 C-Class cars were sold in Jan-Dec 2008 which is more than double of 2007 C-Class sales (779 units of C-Class sold in 2007).

The **S-Class** continued its strong growth and netted record sales of 561 units in 2008, a growth of 23% over 2007 (457 units of S-Class sold in 2007).

The **E-Class** improved upon a record performance in 2007 with 1167 units sold (+3% vs. 2007).

In the segment of **Completely Built Imported cars**, the company has recorded 20% growth over 2007. The most popular model in this category was the M-Class (82 units), while the SLK-Class, CLS-Class, SL-Class and CL-Class were also well received.

The **Actors 4840K** truck continued to find favour with mining operators and showed a stellar growth of 53% with 240 units sold vs. 157 units in 2007.

Dr. Wilfried Aulbur, Managing Director and CEO of Daimler India: “The first three quarters were very strong for Mercedes-Benz India and despite a lean fourth quarter, we have been able to achieve good results in 2008. We hope the economy will bounce back soon in response to various measures being effected.”

Commenting upon the shape of things to come, Dr. Aulbur mentioned: “The year 2009 will be a challenge in view of the current economic situation; however we are well poised to retain our leadership in this market-space. The recently introduced AMG range will continue to add dynamism to our brand; we also look forward to introduce exciting new products in 2009.”

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