

20. November 2015

### Daimler Fleet Management's Role within the Group



#### **Our Offer and Background**

Daimler Fleet Management is the multiple-brand provider of fleet management services within Daimler Financial Services. Daimler Fleet Management offers a complete set of fleet services for car and van fleets of all makes. We provide consulting and solutions for all aspects of business mobility, from planning to corporate carsharing concepts and the integration of alternative drive mechanisms. Our main objective is to increase efficiency in our customers' fleets and significantly reduce the administrative costs. As a result, our customers save costs and are able to focus on their core business activities. We work closely with our partners at Mercedes-Benz Cars to surpass our customers' expectations and ensure the success of the Daimler Group in the commercial accounts sector. Daimler Fleet Management is represented in several European countries and offers a worldwide portfolio of more than 280,000 contracts.

Seen internally, Daimler Fleet Management's objective is to create profitable growth for Daimler Financial Services and to support sales of the Daimler Group vehicles in the commercial sector. We

manage service contracts and used vehicle warranties for the Daimler Group's automotive brands in several international markets in addition to our external customers. We strive for sustainable growth, and support vehicle sales significantly by providing an innovative full product range and by delivering effective mobility solutions. Select expansion of our network and acquisition of new customers will form the basis of our future growth.

Another significant task for Daimler Fleet Management is to cooperate closely with Mercedes-Benz Cars and Daimler Financial Services to ensure the Group's utmost benefit from the automotive supply chain. Joint effort enables the Daimler Group to provide outstanding solutions for fleets.

## Daimler Fleet Management's Corporate Design

Daimler Fleet Management's communications are characterized by a striking and immediately recognizable corporate design. The Daimler Fleet Management's corporate design is used to present business unit activities. In marketing communications, the Daimler Fleet Management Label is not used together with the Daimler corporate logotype. Various media are used in Daimler Fleet Management corporate design, including advertisements, company brochures, mailings, and sponsorship activities.