



Mercedes-Benz

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Mercedes-Benz to Integrate Sprinter Commercial Vehicle Operations Into U.S. and Canadian Subsidiary

- **Formation of Daimler Vans USA, LLC**
- **Focus on two-brand strategy: Established Sprinter commercial vehicles will be available under the Mercedes-Benz and Freightliner brands.**
- **Return of Mercedes-Benz brand of commercial vehicles to U.S. and Canadian Market**

MONTVALE, NJ - Mercedes-Benz USA, LLC announced today that it will assume responsibility for the sales, marketing, distribution and service of Mercedes-Benz and Freightliner Sprinter commercial vehicles in the United States. Central to the announcement is the creation of Daimler Vans USA, LLC - located in Montvale, NJ - a wholly-owned subsidiary of Daimler AG. The Dodge Sprinter will be discontinued.

Daimler Vans USA, LLC combines the brand awareness and technology leadership of Mercedes-Benz with the commercial vehicle expertise of Freightliner. The Mercedes-Benz Sprinter also marks the official return of the three-pointed star to the U.S. and Canadian light duty commercial vehicle market. Delivery of the Mercedes-Benz Sprinter to dealers and customers will begin in January 2010.

Introduced in North America in 2001, the Mercedes-Benz Sprinter has developed a successful following with more than 130,000 Sprinter vehicles sold in the U.S. and Canada. The Sprinter in the U.S. and Canada is offered in three vehicle lengths on two wheelbases with three GVWRs. With a line-up of cargo vans, passenger vans and chassis cab models, it also offers two roof heights. Powered by an efficient 3.0 V-6 turbo diesel engine, standard equipment includes ADAPTIVE ESP. Taking electronic stability programs to the next level, ADAPTIVE ESP features additional sensors that take into consideration vehicle payload, further reducing the risk of skidding and loss of control.

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“The Mercedes-Benz Sprinter and Freightliner Sprinter set standards in the sector for safety, customization and environmental responsibility and we are proud to offer this product in the U.S. market under the three-pointed-Star”, said Ernst Lieb, President and CEO of Mercedes-Benz USA.

About Sprinter

A benchmark in its class, the Sprinter has been on-sale in the U.S. since 2001. Manufactured in Germany and assembled in Charleston, South Carolina it has established a firm commercial customer base of small business owners, fleet managers and van buyers, looking for more than just a work vehicle - powered by clean and efficient turbo diesel engines. Additional information can be accessed at www.daimler.com.

About Mercedes-Benz USA

Mercedes-Benz USA, headquartered in Montvale, New Jersey, is responsible for the sales, marketing and service of all Mercedes-Benz and Maybach products in the United States. For more than forty years, MBUSA has taken pride in providing superior quality luxury vehicles coupled with a commitment to outstanding customer support. More information on MBUSA and its products can be found on the Internet at www.mbusa.com and www.maybachusa.com.

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News Media Contacts:	Rob Moran	201-573-2245	robert.moran@mbusa.com
	Dan Barile	201-573-4785	daniel.barile@mbusa.com
	Toll-free	888-MBNEWS-1	