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**South Carolina Celebrates Launch of Sprinter
Van**

*DaimlerChrysler Kicks Off Production with Gov. Sanford at
Ladson Facility*

Columbia, S.C. - Gov. Mark Sanford and South Carolina Secretary of Commerce Joe Taylor today joined DaimlerChrysler in celebrating the official production launch of DaimlerChrysler's Sprinter van from its Ladson, South Carolina facility.

"The Dodge Sprinter and Freightliner Sprinter set standards in their sector for safety, customization and environmental protection. We are proud to be able to offer our latest product in the van segment also on the American market so soon after its presentation. I thank all colleagues who made the opening of this plant possible today through their personal effort and commitment," said Wilfried Porth, head of the Mercedes-Benz Vans Business Unit of DaimlerChrysler AG, who traveled from the Stuttgart headquarters to attend the launch ceremony.

"As we work to compete in the global economy, our ability to attract world-class companies like DaimlerChrysler is increasingly important. Ultimately, we want to create an environment that will not only attract these businesses, but also allow them to grow. Today's launch is further evidence that our efforts to improve South Carolina's economic soil conditions are producing real results," said Gov. Sanford. "Additionally, our efforts are going a long way to diversify our state's economy. Whether it's composite material for the 787 Dreamliner or the Sprinter van, South Carolina is producing new opportunities and that means more jobs for our state."

DaimlerChrysler, the world's largest commercial vehicle producer, introduced the Sprinter to the U.S. market in 2001. The new facility near Charleston in Ladson is increasing production capacity to 32,000 units. DaimlerChrysler invested \$35 million in the new facility and employs 180 people.

“An excellent workforce is the most important asset of any successful company. At our DaimlerChrysler plant in Ladson, South Carolina, we have an exceptional, highly motivated team. I know that all of us are excited about the opportunity to build the Dodge Sprinter and the Freightliner Sprinter in the Charleston area,” said Andreas Maas, President and CEO, DaimlerChrysler Manufacturing International LLC.

“Today’s launch by DaimlerChrysler represents another major boost to our growing automotive sector. South Carolina continues to attract significant investment from companies headquartered abroad and DaimlerChrysler’s commitment to our state is further proof that we are competitive in attracting jobs and investment in today’s global economy. From the onset of this announcement, Andreas Maas and the DaimlerChrysler team have demonstrated their commitment to South Carolina’s business community and we look forward to a long and prosperous relationship in the years ahead,” said Joe Taylor, South Carolina Secretary of Commerce.

About the next-generation Sprinter

North America’s top-performing van, Sprinters for the U.S. and Canada are offered in three vehicle lengths on two new wheelbases. With a line-up of cargo vans, passenger vans and chassis cab models; it also boasts three roof heights, the most among full-size vans. Powered by two all-new V-6 engines, a 3.0-liter diesel or 3.5-liter gas engine, standard equipment includes ADAPTIVE ESP. Taking electronic stability programs to the next level, ADAPTIVE ESP features additional sensors that now take into consideration vehicle payload further reducing the risk of vehicle skidding and loss of control. The all-new Sprinter goes on sale this spring.

About DaimlerChrysler

DaimlerChrysler’s product portfolio ranges from small cars to sports cars to luxury sedans; and from versatile vans to heavy-duty trucks or coaches. Commercial vehicle brands for the company include Mercedes-Benz, Freightliner, Sterling, Western Star, Thomas Built Buses, Orion, Setra, and Mitsubishi Fuso. DaimlerChrysler’s strategy rests on four pillars: global presence, superior products, leading brands, and technology leadership.

You can find more information at www.media.daimlerchrysler.com.