

## Daimler's 'Bus Care' Program gets Thousands Back on the Road

- Daimler Bus India launches 'Bus Care' program, helps customers restart operations post-lockdown
- Includes free vehicle check, driver training on COVID-19 preventive measures, distribution of personal hygiene kits, thermometers and disinfectant sprayers
- Already covered over 1400 buses and 1900 drivers in 75 locations
- **Mr. Karl-Alexander Seidel, CEO & Head of Daimler Bus India:**  
"Restarting bus services after lockdown is a challenge but it is also vital to help people resume their daily lives. We offered the Bus Care program to make that restart process as smooth and safe as possible for our customers and their passengers all across India."

Chennai – Daimler India Commercial Vehicles' bus division Daimler Bus India has launched 'Bus Care', a free service campaign to help customers resume operations after lockdown. The campaign offered customers free vehicle fitness checks and gave drivers training on COVID-19 preventive measures, as well as personal hygiene kits, thermometers and disinfectant sprayers.

**Mr. Karl-Alexander Seidel, CEO & Head of Daimler Bus India said,** "Restarting bus services after lockdown is a challenge but it is also vital to help people resume their daily lives. We offered the Bus Care program to make that restart process as smooth and safe as possible for our customers and their passengers all across India."

**Mr. Rohit Bhan, General Manager, Marketing & Sales, Daimler Bus India,** added "The COVID-19 pandemic has left many bus customers with idle fleets for long months now. Our Bus Care initiative gives them the confidence to resume operations knowing that their drivers and their vehicles are in good hands."

**Mr. Ranjit Singh, Manager Operations, Indo-Canadian Transport Company** acclaimed, "We are in the intercity bus service with a fleet of 88 buses in operation. Until best hygiene practices and preventive measures are ensured, passengers will avoid traveling by bus. Daimler India's 'Bus Care' is a very good initiative that helps takes care of our driver and

passenger safety while supporting us to restart our operations in a smooth way.”

The Bus Care program started in July 2020 and has already covered over 1400 BharatBenz and Mercedes-Benz vehicles in 75 locations. In total, the program has reached around 1900 drivers across India.

“Caring for our customers does not stop here. Our dealer partners continue to conduct service camps and offer onsite support for customers to revive their business and generate revenue; We stand strong together to combat the slowdown!” **Mr. Bhan** added.

### **About Daimler India Commercial Vehicles**

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks as well as BharatBenz buses, Mercedes-Benz coaches and bus chassis. DICV’s state-of-the-art manufacturing plant at Oragadam near Chennai spreads over 400 acres (160 hectares) including a highly modern test track and is home to the company’s headquarters, R&D and training operations. With one global quality standard, it also produces for Daimler Trucks’ brands of FUSO, Mercedes-Benz and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

### **About BharatBenz**

The BharatBenz brand is tailored for the Indian market and its demanding customer requirements by Daimler AG, the world’s leading CV manufacturer with a global reach. First unveiled in February 2011, the brand was launched in September 2012 with the introduction of its heavy-duty haulage trucks. The portfolio was expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The pan Indian BharatBenz sales and service network of more than 230 touchpoints is being continuously expanded. Within eight years after the market launch, BharatBenz has already produced over 100,000 vehicles – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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