



## Press Information

14<sup>th</sup> June, 2019

# BharatBenz opens its first exclusive genuine parts outlet

- **New facility in Coimbatore will offer all the fast moving parts & lubes with trained technicians for quick & minor repairs**
- **Mr. Ramesh Rajagopalan, Vice President - Customer Service, DICV: “Easy availability of BharatBenz genuine parts becomes even more vital as we rapidly grow our vehicle park. This is an extension of the ProServ promise to ensure high vehicle uptime. We will continue to expand this service to other regions.”**

Coimbatore, Tamil Nadu – Daimler India Commercial Vehicles (DICV) in association with Prabal Trucking, today inaugurated its first ever BharatBenz genuine parts outlet in Coimbatore. This well-equipped genuine parts outlet ensures that customers are guaranteed best in class services and readily available genuine parts for BharatBenz vehicles.

Speaking at the inauguration of the new facility, **Mr. Ramesh Rajagopalan, Vice President - Customer Service, DICV:** “Easy availability of BharatBenz genuine parts becomes even more vital as we rapidly grow our vehicle park. This is an extension of the ProServ promise to ensure high vehicle uptime. We will continue to strengthen our aftermarket support for customers and will expand this service to other regions.”

**Mr. Kannan Veeraiyan, CEO of Prabal Trucking,** said: “We are very keen on serving our customers with availability of genuine parts close to their actual operation areas. This will enable us to retain more customers and increase vehicle uptime.”

This instant availability across the counter ensures that customers continue to benefit and are able to get maximum value from their BharatBenz Trucks over its lifecycle.

### **About the BharatBenz Sales & Service network in Tamil Nadu**

In Tamil Nadu, BharatBenz now has 18 network touchpoints. The dealerships in the region are run by KUN Trucking (Chennai- 2, Vellore, Maraimalai Nagar and Villupuram), Prabal Trucking (Coimbatore-3, Salem, Hosur, Sankagiri, Palladam and Karur) and Jayaraj Trucking (Madurai, Tirunelveli, Tuticorin, Tiruchirappalli,



Thanjavur). All the dealerships provide sales & service for the complete range of BharatBenz trucks and buses.

### **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 continuously 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 180 touchpoints is continuously expanded. Within six years after the market launch, more than 80,000 vehicles have already been handed over to customers – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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