

## New Touchpoint for Daimler Trucks and Buses in Bhutan

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- **State-of-the art 3S (sales, service, spares) facility opened in Bhutan to cater to BharatBenz range of trucks and Fuso buses**
- **Launches Fuso's light duty Rosa buses in Bhutan**
- **Mr. Amit Bisht, Head of Daimler Commercial Vehicles - Regional Center Southern Asia: "We are happy to strengthen our relationship with Ugen Auto. Within a short span of two years, we are already expanding our network for BharatBenz trucks and introducing Rosa buses that will cater to the tourist and inter-city segment in the region. Phuentsholing is a commercial hub and our network here by Ugen Auto plays an important role for trade between Bhutan and India."**

Phuentsholing, Bhutan– Daimler Trucks' Regional Center Southern Asia in association with Ugen Auto today inaugurated a new 3S state-of-the-art dealership in Phuentsholing which will cater to Daimler's commercial vehicle brands of BharatBenz trucks and Fuso buses. This also marks the official market launch for Fuso's light duty Rosa buses in Bhutan. This second facility is owned and operated by Ugen Auto and reflects the strong growth trajectory of Daimler's commercial vehicle brands in Bhutan.

Speaking at the event, **Mr. Amit Bisht, Head of Daimler Commercial Vehicles - Regional Center Southern Asia said**, "We are happy to strengthen our relationship with Ugen Auto. Within a short span of two years, we are already expanding our network for BharatBenz trucks and introducing Rosa buses that will cater to the tourist and inter-city segment in the region. Phuentsholing is a commercial hub and our network here by Ugen Auto plays an important role for trade between Bhutan and India."

**Mr. Ugen Norbu Jamyang, Chief Executive Officer of Ugen Auto, said**, "We are delighted to be on this growth journey with Daimler's commercial

vehicle brands. We have been able to give Bhutanese customers a superior sales and after sales experience. Ugen Auto completely focuses on the customers and their business needs. Customers can be assured of the best of sales advisory and state-of-the-art aftersales service and spares support for BharatBenz trucks and Rosa Buses.”

### **Features of the BharatBenz Phuentsholing touchpoint**

The avant-garde 3S facility (sales, service, spares) has four mechanical bays. The dealership will have trained manpower who understand the diverse needs of the customers and will provide onsite services. It comes equipped with high productivity tools, advanced guided diagnostics and mobile service vans that can reach customers in Bhutan within 6 hours. The dealership will provide a host of value-added services such as 24x7 roadside assistance, vehicle tracking systems, and driver training.

### **About BharatBenz in Bhutan**

The BharatBenz trucks for Bhutan are exported out of the state-of-the-art manufacturing facility of Daimler India Commercial Vehicles Pvt. Ltd. near Chennai, India. BharatBenz has partnered with Ugen Auto in Bhutan since 2017 which operates the two state-of-the-art facilities staffed with Daimler-certified sales and service experts catering to the diverse needs of the customers.

### **About Daimler Commercial Vehicles Regional Center Southern Asia**

Daimler Commercial Vehicles Regional Center Southern oversees sales and service of trucks and buses of Daimler’s commercial vehicle brands BharatBenz and FUSO. Its regional responsibility extends to the six markets of Bangladesh, Bhutan, Maldives, Myanmar, Nepal, and Sri Lanka.

#### **Media Contact:**

Shina Satyapal, +9199402 99406, [shina.satyapal@daimler.com](mailto:shina.satyapal@daimler.com)

Ravi S (MSL Group) +9193832887608, [ravishankar.kandarpa@mslgroup.com](mailto:ravishankar.kandarpa@mslgroup.com)