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Daimler India Commercial Vehicles Pvt. Ltd.

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‘BharatBenz triggers a powerful change in Indian Trucking’

- BharatBenz completes 1 year on Indian roads
- 9 models launched, 52 dealerships operational, Industry-first features offered
- Delivers on all its commitments
- Drives the industry to provide customers with never-before offers

Chennai: Daimler India Commercial Vehicles Pvt. Ltd (DICV), a wholly owned subsidiary of Daimler AG, today celebrates the completion of 1 year on Indian roads of its BharatBenz trucks. DICV launched the BharatBenz range of Heavy-duty trucks on 26 September 2012, at Mumbai.

Ever since the launch of its trucks, the promise of superior value to customers has been constantly delivered and BharatBenz has introduced “**industry-first value offers**” along with its trucks. This has not only led to renew the belief in Indian Trucking by our customers but has actually driven other players to follow us in offering new features and services than ever before. The end beneficiary of this change is the Indian trucker. BharatBenz is proud to have triggered such a positive change and will continue to do so in future.

As on date there are more than 5000 Medium & Heavy-duty BharatBenz trucks on Indian roads delivering superior value which customers have longed for over a long time.

Mr. Marc Llistosella, Managing Director & CEO said, “When we launched our brand and our trucks we stated clearly that we will deliver superior value to our customers and will also

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transform the Indian trucking industry. We are proud that we have already begun achieving this in such a short time, especially when the industry has been through one of its worst phases.

We will continue to deliver more value to our customers. We are also confident that the change that we have triggered in the industry will ensure that the Indian trucker will realize the potential in his hands which he had been missing in the past”.

The 4 ‘Powers’ of BharatBenz makes the customer “Power Ahead”

The “Power of Understanding”:

From the beginning the focus of DICV was to ensure a thorough and continuous process of ‘Understanding’ the Indian customer and conditions. This philosophy is what puts BharatBenz ahead of others. BharatBenz takes lays a clear emphasis on his aspect and instills this as a culture in the entire organization. This has been the guiding light that has led to superior products and services

The “Power of Innovation”:

BharatBenz will constantly innovate itself, be it creating the right products, being flexible to changing customer needs in terms of products and services. BharatBenz constantly keeps the customer needs at its centre of attention while innovating newer ways of making ‘Customer Experience’ a delight. DICV created its Test Track way before start of production of its trucks. The technology used in its trucks from the well-established Daimler platforms both for the Heavy & Light/Medium-duty trucks. These trucks ranging from 9 – 49 tonne GVW are the Best-in-Class in performance and TCO. 9 models have been launched so far. More models including the Tractor-Trailer will be launched in the months to come.

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The “Power of Excellence”:

BharatBenz trucks have been crafted by keeping every possible requirement of Indian truckers. Breaking many myths related to power and efficiency of trucks, BharatBenz trucks offer finely-tuned engines of higher power and reliability that have also proved clearly more efficient in terms of fuel consumption than other comparable trucks in the Indian market.

All aggregates be it the Powertrain, Chassis, Cabin and other aspects related to Cabin ergonomics and comfort, driver-friendly features such ‘Distance-to-empty’ indicators, green band, unique and industry-first safety features such ‘engine-brake’, retractable seat-belts and a high-strength passenger cell, performance enhancing aspects such as ‘unitized-injection’ and ‘CDI’ engines, have made BharatBenz a superior and a reliable experience

The “Power of Commitment”:

Along with the launch of superior trucks BharatBenz has bolstered the customer experience with a host of services.

Industry-first features – These include **Exceptional Warranty terms, Longer Service & Oil change intervals. Other players are following with new schemes.**

Warranty and Oil Change Interval								
	914R	1214R	1217C	2523R	3123R	2523C	2528C	3128C
Engine Oil	30000 km*	30000 km*	18000km/500 Hr	50000km*	50000 km*	1000Hr / 30000km	1000Hr / 30000km	1000Hr / 30000km
Gear Box Oil	60000 km*	90000 km	72000km/2000 Hr	100000km	100000 km	2000Hr / 90000km	2000Hr / 90000km	2000Hr / 90000km
Rear Axle Oil	90000 km	90000 km	72000km/2000 Hr	150000km	150000 km	2000Hr / 90000km	2000Hr / 90000km	2000Hr / 90000km
Warranty	3years/ Unlimited km	3years/ Unlimited km	2years/3000 Hr	2years/2000 00 km	2years/ 200000 km	2years/400 0 Hr	2years/4 000 Hr	2years/400 0 Hr

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Finance & Insurance packages – Along with ‘BharatBenz Financial’ the branded Finance & Insurance package offered by Daimler’s in-house financial services company (Daimler Financial Services), DICV has tied-up with several banks & financial institutions making the experience of acquiring a BharatBenz a superlatively positive one.

Dealership facilities - A dealership network that already covers over 50 locations along the most important trucking routes also provide state-of-the-art facilities for sales & service. Sales Consulting provides the customer the right choice of trucks / finance / service packages. BharatBenz dealership also offers faster service with well-trained service personnel, advanced equipment and diagnostic processes. This is also strengthened by the availability of 24/7 Service Vans that ensure the reach of service to any point within a 4 hour period. The importance of the driver is clearly recognized and in a way to make the drivers comfortable while his trucks is being looked-after, there are “Driver Relaxation Rooms” at every dealership.

Besides launching BharatBenz for the Indian market, DICV has also begun the export of its trucks under the brand ‘FUSO’ to Asian and African markets. In alignment with Daimler Trucks’ “Asian Business Model”, the integration of strengths between DICV and MFTBC (Mitsubishi Fuso Truck & Bus Corporation), Japan, has achieved the goal of making Daimler quality trucks for India under the brand “BharatBenz” and for other markets under the brand “FUSO”.

Export & Launch in Asian & African markets

The DICV manufactured “FUSO” trucks have already been exported and launched in SriLanka and Kenya and **will be launched in Zambia, tomorrow, 27 September 2013.**

BharatBenz is the Indian truck brand of Daimler AG, the world’s largest Commercial Vehicle manufacturer and inventor of the truck. Backed by over a century of global trucking experience and an in-depth understanding of the Indian terrain, BharatBenz is here to transform the country’s trucking industry. BharatBenz has begun to offer Indian customers an entire truck portfolio in the 6 to 49 tonne range across various applications. The name – BharatBenz - brings out the two most defining qualities of a brand that is being built exclusively for India. ‘Bharat’ carries the values, ideologies and spirit of the nation, and reinforces the brand’s

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commitment to serve the Indian market. 'Benz' upholds the lineage of innovation, technological brilliance and engineering excellence that have given unparalleled performance and great value for generations. Powered by the synergy between global leadership in technology and local deep rooted customer knowledge, BharatBenz builds robust, reliable, performance-oriented trucks to drive maximum productivity and deliver maximum value to customers across the country. With BharatBenz, a new era in Indian trucking has arrived.

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Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV will produce light, medium and heavy-duty commercial vehicles for the Indian volume market, under the brand name – BharatBenz. BharatBenz stands for Indian engineering with German DNA. The products will be customized to serve all major customer segments, from owner-drivers up to large fleet operators. The efficiency of BharatBenz trucks will be an optimal fit for customers keen on efficiency, a low Total Cost of Ownership over the life-cycle and highest profit potential for their businesses. The state-of-the-art production plant at Oragadam, near Chennai, spreads over 400 acres (160 hectares). It includes a modern test track designed to simulate Indian conditions – making it one of its kind in Asia. DICV has a total dedicated investment of over INR 4400 crs (approximately €700 million).

The Company also handles Production, Marketing, Sales and After Sales of Mercedes-Benz Actros Trucks in India. Mercedes-Benz Trucks with the Brand Promise "Trucks you can Trust" are renowned world-wide for their reliability and efficiency under most extreme operating conditions, as well. These trucks also offer the best that Truck Technology has to offer.

Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

This document contains forward-looking statements that reflect our current views about future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "plan," "project," "should" and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our funding possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labour strikes, or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook of companies in which we hold a significant equity interest, most notably EADS; the successful implementation of strategic cooperation's and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading "Risk Report" in Daimler's most recent Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements. Any forward-looking statement speaks only as of the date on which it is made.