

Daimler India Commercial Vehicles Pvt. Ltd.

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BharatBenz Power Yatra returns to Chennai after a rousing reception from Trucking community

- *Power Yatra covered 22 cities, 19 Transport Nagars, 100 Dhabas and BharatBenz dealerships along the Golden Quadrilateral*
- *Phenomenal response during interactions with over 3,400 stakeholders, including customers, drivers, mechanics and transporters*
- *Trucks ranging 9 to 31 tonnes (Light-Duty and Heavy-Duty) featuring rigids and tippers establish confidence amongst Indian truckers.*
- *Arrived to a rousing welcome at DICV's Chennai plant*

Chennai: BharatBenz Power Yatra, flagged off by Daimler India Commercial Vehicles (DICV), the Indian subsidiary of the world's leading truck manufacturer – Daimler AG, in mid-April, returned to Chennai to a rousing welcome at its Oragadam manufacturing facility, near here, after covering over 8,000+ km pan-India drive.

During the Power Yatra, the BharatBenz range was showcased in a real world environment along the Golden Quadrilateral across 22 cities, 19 Transport nagars, 100 Dhabas and state-of-the-art BharatBenz dealerships.

BharatBenz Power Yatra gave customers, transporters, financiers and drivers a close look at the BharatBenz product range – for the very first time across the country. The Power Yatra convoy representing the BharatBenz product range of LDTs & HDTs showcased 6 different trucks.

Speaking on the occasion, Mr. V.R.V. Sriprasad, Vice President, Marketing, Sales & After-Sales, DICV, said, "The BharatBenz Power Yatra was designed not only to showcase the performance and efficiency of our product range in real-life conditions but also to receive feedback and inputs from the trucking community. At the end of the Power Yatra, we are upbeat about the enthusiasm and positive feedback during the 8,000+ km epic journey."

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“To reiterate our belief that a trucker knows best about trucks, we showcased BharatBenz range of products during the Power Yatra. It has been a fascinating journey where the trucking community has had the opportunity to explore every inch of our trucks – under the hood, the chassis, the cab etc and responded positively. The Yatra has given us the confidence that our engineers have designed the most appropriate trucks for India. With this, we are very positive about taking our trucks to the customers. Soon, BharatBenz trucks will begin to elevate customer expectations by offering trucks that feature not just what the customers need today, but also taking in consideration his future needs,” he added.

BharatBenz range will offer value-for-money trucks and be priced competitively. It also includes significant fuel efficiency advantages, best-in-class reliability with parts engineered for long lifespan and longer service intervals, which will reduce the operational cost and keep the trucks in running condition.

BharatBenz will offer 24/7 customer support service including roadside assistance, interactive vehicle diagnostics in a short a turnaround time.

Daimler’s captive financial arm (Daimler Financial Services) has created an exclusive branded financing scheme called ‘**BharatBenz Financial**’. **This will offer tailor-made financial packages for BharatBenz customers. Besides,** BharatBenz has also tied up with three leading Indian banks – HDFC Bank, ICICI Bank and Sundaram Finance.

The Yatra was flagged off on April 18th by Mr. Andreas Renschler, Head of Daimler Trucks, along with Mr. Marc Llistosella, Managing Director and CEO of Daimler India Commercial Vehicles (DICV), in the presence of Dr. Dieter Zetsche, Chairman, Board of Management, Daimler AG and Head of Mercedes-Benz Cars, and other top executives of Daimler AG during the inauguration of DICV’s manufacturing plant at Oragadam.

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BharatBenz is the Indian truck brand of Daimler AG, the world's largest Commercial Vehicle manufacturer and inventor of the truck. Backed by 115 years of global trucking experience and an in-depth understanding of the Indian terrain, BharatBenz is here to transform the country's trucking industry. BharatBenz will 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 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 to automobiles for generations.

Powered by the synergy between global leadership in technology and local, deep rooted customer knowledge, BharatBenz is set to build robust, reliable, performance-oriented trucks to drive maximum productivity and deliver maximum value to customers across the country. With BharatBenz, the new era of Indian trucking has arrived.

Daimler India Commercial Vehicles Pvt. Ltd.

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). Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products. The Company also handles Marketing, Sales and After Sales of Mercedes-Benz Actros Trucks in India.

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, labor 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.