

# DAIMLER

Daimler India Commercial Vehicles Pvt. Ltd.

Press Note  
April 10, 2014

Contact:	<b>Telephone:</b>
Balaji K L (DICV)	+91 44 4599 6557
Shina Satyapal (MSL India)	+91 99402 21948

  

<p><b>BharatBenz trucks ride on high gear; cross 10,000 units sale</b></p> <ul style="list-style-type: none"><li>• <b>Crosses sale of 1,000 units in a month in March 2014</b></li><li>• <b>Sales up by 67.4% in the first quarter of 2014</b></li><li>• <b>Gains 5.3% Market Share in the addressable market above 9T segment</b></li></ul>
--

**Chennai:** Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% wholly-owned subsidiary of the world's leading commercial vehicle manufacturer Daimler AG, today, announced that it has crossed the sale of its 10,000<sup>th</sup> truck, since its market launch. Adding to this milestone, the company has also sold 1,000 units in a month, for the first time in March 2014. Sale of BharatBenz trucks grew over 67% in the 1<sup>st</sup> quarter of 2014 (2,203 units) as compared to the same period in 2013 (1,316 units) with a significant market share of 5.3% in addressable markets above 9T segment, while the overall truck market >9T decreased by another 22% in the same period, clearly indicating that BharatBenz is steadily becoming the brand of aspiration for many Indian truckers.

**Mr. Marc Llistosella, Managing Director and CEO, Daimler India Commercial Vehicles (DICV),** said, "The year 2014 began well for us and it underlines some key developments in the company. The sale of the 10,000<sup>th</sup> truck is a remarkable achievement for us, given the fact that we have made it in just 18 months of operations in the country. Another notable aspect is that these trucks were sold with transparent pricing without any discount. This is a clear testimony of the trust we have built in our customers, dealer and supplier partners who have partnered us in this successful journey so far. The current slowdown in the industry has given us an opportunity to feed the market with highly competitive products and services, offering our customers an unbeatable value proposition for their business."

# DAIMLER

Daimler India Commercial Vehicles Pvt. Ltd.

**Mr. VRV Sriprasad, Vice President, Marketing, Sales and After-sales, DICV,** said: “BharatBenz rolled out into the market with a highly systematic planning that focused on a clear understanding of the Indian customer. This achievement of sales of 10,000 trucks in such a short time of 18 months clearly proves that BharatBenz has acquired this understanding. Our future focus will remain to stay close to the Indian trucker to provide him products of the highest quality and reliability matched by a highly efficient service package.”

DICV launched its Heavy-duty trucks in September 2012 and followed it by the launch of its Medium-duty range in February 2013. In January 2014, it launched its Tractor and Construction Mining models, covering the entire range of trucks in the medium and heavy duty segments. DICV has gained a substantial market share in the Southern region and has been registering a steady growth in other markets of West, North and Central.

The products have been well received by the customer and have been ably supported by a state-of-the art and customer-friendly after-sales across a robust network of 71 state-of-the-art dealer outlets in the country. Customers have also been able to experience industry-first finance and insurance packages that have made owning a BharatBenz a delightful experience.

On the exports front, DICV along with Mitsubishi Fuso Truck and Bus Corporation (MFTBC) has made significant inroads into the African market with the launch of robust DICV-made FUSO trucks in Tanzania, besides Kenya and Zambia as part of Daimler’s Asia Business Model.

DICV received the coveted TS16949:2009 certification for implementation and maintenance of Quality Management System in the area of Design & Development and Manufacture of commercial vehicles and has been rated ‘Stable’ by CRISIL for its long term operations in the country. DICV recently laid the foundation stone for its new Bus plant in Oragadam, with an earmarked investment of INR 425 crore that will roll out front and rear engine buses under the brand BharatBenz and Mercedes-Benz, respectively.

---

## **Daimler India Commercial Vehicles Pvt. Ltd.**

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV produces 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 have been engineered to serve all major customer segments, from owner-drivers up to large fleet operators. The efficiency of BharatBenz trucks is 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).

# DAIMLER

Daimler India Commercial Vehicles Pvt. Ltd.

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. The Daimler Bus division in India was merged with DICV in April 2013. In May 2013, a new range of FUSO trucks were launched as part of Daimler’s ‘Trucks Asia’ strategy. In March 2014, DICV laid the foundation stone for its upcoming Bus plant. This plant whence in completed in 2<sup>nd</sup> quarter 2015 will roll-out buses under the brands Mercedes-Benz and BharatBenz.

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

## **BharatBenz**

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 offers Indian customers an entire truck portfolio in the 9 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 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.

**Disclaimer:**This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “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 worsening of the sovereign-debt crisis in the Eurozone; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing 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 and 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; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government 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 and Opportunity 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 to be incorrect, the actual

# DAIMLER

Daimler India Commercial Vehicles Pvt. Ltd.

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 since they are based solely on the circumstances at the publication date.