



Press Information

04 December 2017

BharatBenz delivers Euro-V ready trucks in New Delhi to Sure Cargo Control

- **First deliveries of Euro-V ready trucks in New Delhi and NCR**
- **Latest new product introduction from BharatBenz illustrates fast track to further air quality improvements**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales DICV: “Reducing air pollution is the need of the hour especially in a city like New Delhi and the NCR region. At BharatBenz, we offer solutions - our Euro-5 ready trucks bring down Nitrogen Oxide levels by more than 40% compared to the new BS-IV standards.”**

New Delhi – Daimler India Commercial Vehicles (DICV) with its BharatBenz brand has handed over the first units of its all-new, eco-friendly medium-duty trucks in the Delhi and NCR region. The customer, logistics firm M/s Sure Cargo Control Pvt. Ltd. received the keys of two units of BharatBenz 1014R E5 trucks at Dhingra Trucking, one of the brand’s authorized sales and service partners in the region.

In line with the Euro-V emissions standard, nitrogen oxide (NOx) emissions are reduced by more than 40 percent compared to BS-IV. Nitrogen oxides are considered to be a major source of air pollution in high-traffic metro areas which leads to respiratory diseases and other negative impacts on people and environment.

Commenting on the occasion, **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales DICV**, said: “Reducing air pollution is the need of the hour especially in a city like New Delhi and the NCR region. At BharatBenz, we offer solutions - our Euro-5 ready trucks bring down Nitrogen Oxide levels by more than 40% compared to the new BS-IV standards.”

Mr. Ram Rattan Singhi, Director, Sure Cargo Control, said: “We have opted for BharatBenz based on our experience of better reliability and cost of operation. With our new Euro-V ready trucks, we want to demonstrate our



support for their eco-friendly strategy, which can help to improve the dramatic air pollution in Delhi and NCR. We are happy to associate with a brand that walks the talk and look forward to further strengthen our partnership.”

Commemorating its fifth anniversary in the Indian market, BharatBenz had introduced Euro-V ready trucks earlier in September to underline its technology leadership. In line with the Euro-V emissions standard, nitrogen oxide (NOx) emissions are reduced by more than 40 percent compared to BS-IV. Nitrogen oxides are considered to be a major source of air pollution in high-traffic metro areas which leads to respiratory diseases and other negative impacts on people and environment.

Sure Cargo Control Pvt. Ltd. is operating in the Industrial Packaging segment and is a 100% BharatBenz fleet owner with over 60 trucks.

BharatBenz – made in India, made for India

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, it celebrated its market launch in September 2012. Soon featuring a full-fledged product portfolio in the medium- and heavy-duty segments, the brand crossed the first major milestone of 10,000 units in April 2014 and has further accelerated its growth from there.

With the refresh of the medium-duty range in 2016 and the all-new heavy-duty range in 2017, BharatBenz updated its entire truck portfolio within a short span to give customers even more value for their money. Within five years after its market entry, more than 55,000 BharatBenz trucks were handed over to customers, an unprecedented ramp-up in the Indian CV industry. BharatBenz products are sold and serviced through a pan-Indian network of more than 130 touchpoints which is continuously expanded further also beyond the tier-2 and tier-3 cities.

Contact:

Sebastian Wahle, +91 73 5879 2916, sebastian.wahle@daimler.com

Shina Satyapal, +91 44 45996039, shina.satyapal@daimler.com

Ritu Bagri, MSLGroup, +91 98 84 173290, ritu.bagri@mslgroup.com