

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

Unit 201, 2<sup>nd</sup> Floor, Campus3B, RMZ Millennia Business Park,  
No. 143, Dr. M G R Road, Perungudi, Chennai 600 096, India.  
Ph: +91 44 4599 6000 /+91 44 4599 6763



**Press Release**

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**Contact:**

**Telephone:**

Capt. J Shankar (DICV)

+91 44 4599 6508

Ravi Shankar (MSL India)

+91 9382887608

## 50 BharatBenz Dealerships are now Operational

- *50 dealerships in 12 months*
- *Strongly positioned to establish complete network by 2014*
- *State-of-the-art 3S facilities for modern trucks – Sales, Service & Spares*

**Chennai:** Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% wholly-owned subsidiary of the world's leading truck manufacturer Daimler AG, announced that it has opened 50 dealership facilities across the country

In a short span of 12 months DICV has established a reliable network of 50 dealerships across the country. The focus is to establish dealership facilities in over 100 identified locations by 2014. The first dealership was established at Chennai on 20 August 2012.

**'Varun Trucking' at Nellore, the latest dealership inaugurated on the 22<sup>nd</sup> of July 2013 is.** located at Padugupadu Village, Kovuru, Nellore district – 524137 the dealership offers a 3S facility (Sales, Service & Spares). With highly trained manpower, a fully-equipped and completely covered workshop, supported with a full complement of Spares and a showroom providing focused Sales consulting, this dealership will ensure that BharatBenz customers receive all the attention under one roof.

**Mr. Marc Llistosella, Managing Director & CEO, DICV,** said: "It is a proud moment for us at BharatBenz to witness 50 BharatBenz dealerships operational across the country. Our promise of reliability extends beyond our trucks to the holistic experience that all our customers will experience through our dealership network. We are well on our way to establish state-of-the-art facilities across major trucking routes that provide a focused customer-oriented service with a pro-active attitude".

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**Mr. V.R.V. Sriprasad, Vice President, Marketing, Sales & After-Sales, DICV**, said, “We have been rapidly expanding our network across the length and breadth of the country; this year we will expand our network from the current 50 to over 70 dealerships. BharatBenz has set forth to provide the Indian Trucker a whole new experience in trucking”

“Our philosophy is to provide the customer with state-of-the-art after-sales service that ensures not just easy reach but pro-active service. Our dealerships, while providing focused sales consultancy will ensure that the customer’s trucks are delivering maximum value to his business. Our goal is to ensure that our customers feel empowered by associating with BharatBenz,” he added.

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**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 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).

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.

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 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

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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.

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 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.