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‘All-New BharatBenz’: Daimler India Commercial Vehicles enters the next stage

- **Product portfolio upgrade completed with launch of all-new heavy duty truck range less than five years after market launch**
- **Leading the BS-IV transition with more than 1,000 BS-IV trucks on the road already.**
- **Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles: “Five years ago, we promised to transform the commercial vehicle segment as a newcomer - this year, we have proven to lead the change in our industry as an established player. With an even sharper focus on products, technologies and our customers, BharatBenz is all set to enter the next stage.”**

Chennai – Less than five years after the market launch of the BharatBenz brand, Daimler India Commercial Vehicles (DICV), the Indian subsidiary of Daimler AG, has completed the upgrade of its entire domestic product portfolio with the premiere of its all-new heavy-duty truck range.

The launch coincides with India’s transition to the new emissions standard BS-IV. BharatBenz successfully managed this change with a clear strategy to fully focus on BS-IV trucks from 1st April 2017 onwards. With more than 1,000 BS-IV trucks handed over to customers already, BharatBenz is leading the BS-IV transition in the commercial vehicle segment.

Addressing customers, business partners and media at the launch event held at DICV’s manufacturing plant in Oragadam near Chennai, **Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles** said: “Five years ago as a newcomer, we promised to transform the commercial vehicle segment - this year, we have proven to lead the change in our industry as an established player. With an even sharper focus on products, technologies and our customers, BharatBenz is all set to enter the next stage.”

BharatBenz' all-new heavy-duty models are equipped with proven technology to meet the new Bharat Stage IV emission standards, and deliver significantly better fuel economy as well as lower maintenance costs. Thanks to a host of further innovative features, the all-new range takes productivity, efficiency and safety to the next level. Initially launched in the fall of 2012 with three models, the heavy-duty range has become the backbone of BharatBenz' truck sales. It includes the three product families of haulage trucks, construction trucks, and tractors, all of which are now available in base and premium variants for the first time. The brand's successful medium-duty truck range had already been upgraded with a new generation in 2016.

Leading technologies: making trucks cleaner and safer

The BS-IV transition is just one of the latest examples how BharatBenz has continuously been advocating for available technologies to be rolled out in the Indian market in order to make trucks cleaner and safer. Right with its market launch, the brand had offered crash-tested steel cabins which fulfil global standards and introduced Anti-Lock Braking System (ABS) as standard before it became mandatory, while factory-fitted Air Conditioning has been available as an optional feature from day one.

Customer focus: helping truck owners drive their business

BharatBenz' holistic customer focus is reflected throughout the organization with a digitization drive that helps to streamline processes in order to further raise speed and quality of any interaction with customers. Feedback from owners, operators and drivers is systematically collected and analyzed in order to constantly improve products and services. With state-of-the-art IT systems including mobile applications like the newly launched ProServ app, customers can analyze vehicle data or access maintenance instructions. Sales and customer service representatives across the brand's network have all relevant information at their fingertips to provide personalized consultation or support to customers.

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Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a full-fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tons trucks for the Indian volume market, under the brand BharatBenz. BharatBenz stands for Indian engineering with German DNA. Under its bus division, the company produces and sells BharatBenz buses and Mercedes-Benz buses from its manufacturing plant at Oragadam. Bharat-Benz products have been engineered to serve all major customer segments with a focus on total-cost-of ownership, safety, reliability and comfort. Trucks including knocked-down vehicle kits as well as buses and bus chassis produced for the FUSO brand and the Mercedes-Benz brand are exported to more than 30 markets in the Middle East, Africa, Asia, and Latin America.

The state-of-the-art production plant at Oragadam near Chennai spreads over 400 acres (160 hectares) and was opened in 2012. The site is also home to DICV's headquarters and R&D operations, and features a highly modern test track. DICV has made an overall investment of more than INR 5,000 crores. In August 2016, less than four years after the start of production, the milestone of 50,000 produced vehicles was crossed – an unprecedented ramp-up in the Indian commercial vehicle industry.