

Daimler India Commercial Vehicles Supports SAFE ROADS India Summit 2019

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- **DICV proves commitment to improving road safety by again supporting SAFE ROADS India Summit**
- **National premiere of Experimental Safety Vehicle 'Mercedes-Benz ESF 2019', expert panel discussions on 'Automated Driving and Future of Road Safety in India', BharatBenz school bus on display**
- **Mr. Satyakam Arya, MD & CEO, Daimler India Commercial Vehicles, spoke on potential safety improvements to revolutionize the Indian CV industry.**

21st November 2019

New Delhi - Daimler India Commercial Vehicles (DICV), operating under the umbrella of Daimler Trucks Asia, helped improve public road safety awareness by participating in the 2nd edition of the SAFE ROADS Summit India together with Mercedes-Benz Research and Development India (MBRDI) and Mercedes-Benz India (MBIL).

The theme for this year's summit was 'Automated Driving and Future of Road Safety in India', making it the ideal opportunity to premiere the futuristic Experimental Safety Vehicle 'Mercedes-Benz ESF 2019'. The vehicle was unveiled in the presence of Shri Nitin Gadkari, honourable Minister for Road Transport & Highways of India and Shipping Ministry of Micro, Small and Medium Enterprises, Government of India.

A number of automotive industry and safety experts participated to discuss ways to revolutionize road safety in the Indian market. Among them was DICV's MD & CEO, Mr. Satyakam Arya, explaining how the BharatBenz brand has led India's commercial vehicle industry in safety since being launched in 2012 with crash-tested steel cabins. BharatBenz was also the first CV brand in India to introduce a Driver State Monitoring System that warns the driver when he is drowsy or inattentive.

A BharatBenz school bus was displayed at the event, showcasing the features that make the brand a trusted choice for schools across India. Equipped with seat belts and first aid kits, the bus has switches that the children can use to alert the driver to stop when necessary. The bus is designed so that school bags can be safely stowed under the seat and a stop sign extends from the side of the bus to warn surrounding drivers when children are getting on and off. BharatBenz buses boast the best anti-rollover performance in the industry.

About Daimler India Commercial Vehicles

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany and operating under the umbrella of Daimler Trucks Asia along with Mitsubishi Fuso Truck and Bus Corporation (MFTBC), is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks as well as BharatBenz buses, Mercedes-Benz coaches and bus chassis. DICV's state-of-the-art manufacturing plant at Oragadam near Chennai spreads over 400 acres (160 hectares) including a highly modern test track and is home to the company's headquarters, R&D and training operations. With one global quality standard, it also produces for Daimler Trucks' brands of FUSO, Mercedes-Benz and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

About BharatBenz

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, the brand was launched in September 2012 with the introduction of its heavy-duty haulage trucks. The portfolio was expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The panIndian BharatBenz sales and service network of more than 200 touchpoints is being continuously expanded. Within six years after the market launch, BharatBenz has already handed over more than 80,000 vehicles to customers – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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