

Press Release
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Daimler launches Mercedes-Benz SHD 2436: Super High Deck coach

- 15 meter coach built to offer a safe and luxurious travel experience

Chennai: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% Indian subsidiary of the world's leading truck manufacturer Daimler AG, today announced the start of sales of the Mercedes-Benz coach - the Super High Deck SHD 2436 with the handing over of the first set of buses to a customer in Chennai. The luxury coach is manufactured out of its plant in Oragadam and offers a high seating capacity of upto 61 pushback seats and 14 cubic meters of luggage space. Built with a unique aluminique body, this coach is the lightest in its class offering ultra -fuel efficiency.

Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles, Mr. Markus Villinger, Managing Director, Daimler Buses India handed over the keys to Mr. KPN Raajesh, Owner of KPN Travels at the DICV Bus plant in Chennai. KPN Travels is one of the largest luxury coach operators in South India with a fleet size of over 330 intercity buses.

Commenting on the occasion, **Mr. Markus Villinger**, Managing Director, Daimler Buses India said, "This product, being the longest coach in the country built with strong features, is sure to set benchmarks in ultra-luxury travel. We are excited to be offering a state-of-the-art vehicle concept to the Indian market. Inter-city travel becomes more safe, comfortable and modern."

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The Mercedes-Benz SHD 2436 has an active steerable tag axle that results in low turning circle diameter to effortlessly navigate sharp turns and bends. It also has an advanced braking system and a strategically positioned fuel tank for added safety.

With an investment of INR 425 crore, the bus plant at Oragadam, near Chennai produces BharatBenz and Mercedes-Benz buses and houses Wrightbus, an Ireland based body manufacturer within its premises. Catering to diverse needs of the market with a twofold strategy; BharatBenz front-engine buses meets the needs of school, staff and tourist transportation for intra-city travel. In parallel, the premium segment is addressed by Mercedes-Benz rear-engine buses for inter-city transportation. The bus plant manufactures buses with gross vehicle weight of 9, 16 and above 16 ton range. The plant has a capacity of 1,500 units per year scalable to 4,000 units.

The BharatBenz network of over 80 dealerships - ramped up to offer tailor-made service packages and 24X7 after-sales support with advanced interactive vehicle diagnosis for the new Mercedes-Benz coach. BharatBenz sales is backed by BharatBenz Financial, a captive financing unit that offers full coverage vehicle Insurance, offers cashless facility including zero depreciation and full maintenance contracts. Daimler India Commercial Vehicles also has tie-ups with leading Indian banks to provide comprehensive financing solutions.

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Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a fully fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tonne trucks for the Indian volume market, under the brand name - BharatBenz. BharatBenz stands for Indian engineering with German DNA. Under its bus division, the company will produce and sell 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.

Under the umbrella of Daimler Trucks Asia, DICV and MFTBC (Mitsubishi Trucks and Bus Corporation) are optimizing research activities, product development and sourcing. The DICV built FUSO trucks from Oragadam are exported to markets in South East Asia, Africa, and Latin America.

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 made an initial investment of 4,400cr and additional 425cr for the bus plant facility (approximately ₹50 million). Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

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