



P R E S S R E L E A S E

Aug. 30, 2017

Mitsubishi Fuso Launches the new Super Great in Hong Kong

- Hong Kong is the first market outside Japan that launches the new Fuso Super Great
- Fuso's flagship product has been completely redeveloped and now features new engines that allow up to 15% more fuel efficiency as well as the latest Safety features from the Daimler technology staple.

Kawasaki, Japan - Mitsubishi Fuso Truck and Bus Corporation (MFTBC), a subsidiary of Daimler AG and one of Asia's leading commercial vehicle manufacturers, has unveiled the all new Super Great heavy-duty truck in Hong Kong. The event marks an important milestone as it is the first international market launch for the Heavy-duty truck that was first launched in Japan in May this year.

Michael Kamper, Head of Sales & Marketing Trucks Asia said: "As our flagship product, the all new Fuso Super Great is an extremely important truck for us, as it further shapes the FUSO brand as a technology leader. By launching this state-of-the-art truck, that features Euro 6 emission norm, leading fuel efficiency and cutting-edge safety features, we demonstrate that we are technically ahead of our competition in Hong-Kong and other Asian markets. It will help us to expand our market share in Hong Kong, a market that shows continuous high demand of heavy duty trucks."

Fuso is one of the leading commercial vehicle brands in Asia. The all-new Fuso Super Great already conforms to the new exhaust gas regulations-Euro VI that Hong Kong will introduce in 2018 – therefore being ahead of all competitors with this new technology. Super Great was developed with the aim of uniting the interests of customers, drivers and the general public into one vehicle offering the best in Efficiency, Comfort and Safety. These are the guiding principles for the technological features found in the truck.

Installed with newly developed small-displacement engines (Models 6R20, 10.7 liters), the new model has become extremely light compared with conventional vehicles. A newly-developed 12-speed automatic manual transmission (AMT) called "ShiftPilot" is installed in all vehicles, achieving comfortable, smooth shift operation. This new Powertrain leads to fuel-efficiency improvements of up to 15% compared to the previous model.



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A wide range of passive safety features have been introduced into the Super Great, making it unrivalled in this area. The Emergency Stop Signal (ESS) warns cars following the truck by flashing rear lights, when brakes are activated at high speeds. This function significantly reduces the risk of rear end collisions. The new Anti-Spin Regulator (ASR) prevents the wheels from spinning on slippery surfaces and maintains stability of the vehicle. This system decreases the risk of accidents on dangerous road surfaces or tight corners. Electronic Brakes system is the integrated ABS function ensures driving stability and steer ability throughout the braking procedure. These are just some of the new Super Great's advanced safety features.

The new Super Great will be distributed by Universal Cars Limited, the highly reputed and successful partner for FUSO in Hong Kong since 1976.



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Image of Product



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Fuso at a Glance

Fuso is a Daimler Truck brand, covering nearly all regions around the world including, Asia, Africa, Australia, Latin America, Europe and the Middle East. Fuso's light-duty to heavy-duty trucks (GVW 3.5–49 tons), vans, industrial engines, and buses are sold in more than 170 markets worldwide. The Fuso brand is based on four core brand values; Trusted Quality, Economic Efficiency, Solid & Functional Design, and Committed Services.

MFTBC at a Glance

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is one of Asia's leading commercial vehicle manufacturers. In 2016, the company sold a total of 130,000 vehicles including light, medium, and heavy-duty trucks and buses under the Fuso brand, with 89.29% of its shares owned by Daimler AG and 10.71% by various Mitsubishi group companies. MFTBC is an integral part of the Daimler Trucks division of Daimler AG.

Daimler Trucks Asia at a Glance

Daimler Trucks Asia (DTA) is an organizational unit that jointly operates Mitsubishi Fuso Truck and Bus Corporation (MFTBC) – an icon of the Japanese commercial vehicle industry with more than 80 years of history, and Daimler India Commercial Vehicles (DICV) - a young challenger in the Indian market. DTA has a strategic business model that allows its group entities to collaborate in product development, production, exports, sourcing and research activities to provide the best of value products.

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