

Daimler India Commercial Vehicles Pvt. Ltd.

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Dhingra Trucking reaches sales milestone of 2000 BharatBenz trucks

- The sales, service and spares dealership clocks 2000 MDT and HDT truck sales in less than 24 months from inception

Gurgaon: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a 100% wholly owned subsidiary of Daimler AG, Stuttgart, Germany, today announced the delivery milestone of 2,000 BharatBenz trucks by its Gurgaon based Dealership – Dhingra Trucking in less than 24 months from inception. The 3S (Sales, Service & Spare) dealership caters to Delhi NCR and Haryana region offering customers a holistic trucking experience. The increasing customer base in the region and growing sales is testimony to the overall efficiency, safety and low Total-cost of ownership of BharatBenz trucks.

Speaking on the occasion, Mr. Erich Nesselhauf, Managing Director and CEO, DICV said, “BharatBenz is synonymous with quality, power and efficiency and has become a standard for truckers who value performance and commitment. The delivery milestone of two thousand trucks by Dhingra Trucking in less than 24 months highlights the relevance of our products in the market.”

“The team at Dhingra trucking offers an unparalleled customer experience and shares our commitment to transform the Indian CV industry with a solution oriented approach. Together we are committed to make modern trucking a reality.” continued Mr. Nesselhauf.

Mr.Mandeep Dhingra Managing Director – Dhingra Trucking, said, “BharatBenz products offer great return on investment for our customers in terms of low Total Cost of Ownership, great mileage and most importantly- dependable and consistent performance. We thank our customers for the overwhelming confidence shown in BharatBenz products, and reinforcing what we believe from the core of our heart- efficiency and value.”

Dhingra Trucking with its state of the art showroom, professionally trained manpower & fully-equipped high tech workshop offers focused sales consulting and thorough after sales support ensuring that BharatBenz customers receive all the attention under one roof.

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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 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.

Disclaimer: This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “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 worsening of the sovereign-debt crisis in the Eurozone; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing 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 and adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook of companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government 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 and Opportunity 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 to be incorrect, the 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 since they are based solely on the circumstances at the publication date.