

Daimler India Commercial Vehicles Pvt. Ltd.

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Daimler India Commercial Vehicles is the 'CV Maker of the Year'

- **BharatBenz 3128 awarded 'HCV Cargo Carrier (above 25 tonnes GVW)'**

Chennai: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% wholly-owned subsidiary of the world's leading truck manufacturer Daimler AG, has been awarded the '**CV Maker of the Year**' award by Apollo-CV awards. It also won for its BharatBenz trucks **3128 & 1217** the '**HCV Cargo Carrier (above 25 tonnes GVW)**' & '**CV Innovation of the Year**' awards respectively.

In 2013, BharatBenz 3123 won the "Best Rigid Haulage Truck of the Year" and BharatBenz as a brand won the "CV of the Year" award. This was within 3 months of the launch of its trucks in the market in September 2012.

The awards besides adding fillip to the brands performance in India also acknowledges the long sought positive transformation the brand BharatBenz has brought to Indian Truckers. The brand besides providing the best in terms of products & services has also changed the paradigm of customer orientation for the entire industry.

The Apollo-CV awards is a prestigious awards event for the commercial vehicle industry. The awards honour a gamut of performers within the Commercial Vehicle industry, spanning, Trucks, Buses, Dealers, Fleet Operators and high-performing individuals. The awards have been instituted by 'Next-Gen Publishing' which runs an exclusive magazine titled 'CV' (Commercial Vehicle). The title sponsor for the awards is M/s Apollo Tyres. Other sponsors include 'ZEE Business' (Media), 'Metric Global' (Research Consultants) & 'MAZARS' (Knowledge Partners).

This is the 5th year of the awards and was held at the hotel ITC Grand Central, in Mumbai on 14 January 2014. The awards were attended by the entire industry fraternity representing all major players.

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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 will produce light, medium and heavy-duty commercial vehicles for the Indian volume market, under the brand name – BharatBenz. BharatBenz stands for Indian engineering with German DNA. The products have been engineered to serve all major customer segments, from owner-drivers up to large fleet operators. The efficiency of BharatBenz trucks is an optimal fit for customers keen on efficiency, a low Total Cost of Ownership over the life-cycle and highest profit potential for their businesses. 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 a total dedicated investment of over INR 4400 crs (approximately €700 million).

The Company also handles Production, Marketing, Sales and After Sales of Mercedes-Benz Actros Trucks in India. Mercedes-Benz Trucks with the Brand Promise “Trucks you can Trust” are renowned world-wide for their reliability and efficiency under most extreme operating conditions, as well. These trucks also offer the best that Truck Technology has to offer. The Daimler Bus division in India was merged with DICV in April 2013. In May 2013, a new range of FUSO trucks were launched as part of Daimler’s ‘Trucks Asia’ strategy.

Sustainability being a core of Daimler’s corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

BharatBenz

BharatBenz is the Indian truck brand of Daimler AG, the world’s largest Commercial Vehicle manufacturer and inventor of the truck. Backed by over a century of global trucking experience and an in-depth understanding of the Indian terrain, BharatBenz is here to transform the country’s trucking industry. BharatBenz offers Indian customers an entire truck portfolio in the 6 to 49 tonne range across various applications. The name – BharatBenz - brings out the two most defining qualities of a brand that is being built exclusively for India. ‘Bharat’ carries the values, ideologies and spirit of the nation, and reinforces the brand’s commitment to serve the Indian market. ‘Benz’ upholds the lineage of innovation, technological brilliance and engineering excellence that have given unparalleled performance and great value for generations. Powered by the synergy between global leadership in technology and local deep rooted customer knowledge, BharatBenz builds robust, reliable, performance-oriented trucks to drive maximum productivity and deliver maximum value to customers across the country. With BharatBenz, a new era in Indian trucking has arrived.

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “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 deterioration of our funding 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 as well as to adequately utilize our production capacities; price increases in fuel or raw materials; disruption of

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production due to shortages of materials, labour strikes, or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the successful implementation of strategic cooperation's and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental 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 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 incorrect, then our 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. Any forward-looking statement speaks only as of the date on which it is made.