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Daimler India Commercial Vehicles Pvt. Ltd.

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BharatBenz 4928 TT is the “HCV Tractor Cargo Carrier of the Year”

- **Daimler India Commercial Vehicles awarded for the BharatBenz 4928TT at the Apollo CV Awards**

Oragadam / Chennai: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% wholly-owned subsidiary of Daimler AG, won the coveted *HCV Tractor Cargo Carrier of the Year Award* for the BharatBenz 4928 TT at the Apollo-CV Awards.

“We are proud to receive the award for BharatBenz 4928. It shows that we are setting benchmarks with our tractors in the segment that moves India. The 4928 TT is our solution for the long-haul industry, providing efficiency and effectiveness,” commented Mr. Erich Nesselhauf, CEO & Managing Director, DICV. “Our modern tractor-trucks are the key factor for our success - delivering incomparable performance and reliability to our customers”, he added.

Since DICV presented the whole BharatBenz portfolio for the first time to the public back in March 2012, it has sequentially launched its heavy-duty trucks then its medium-duty trucks and finally the tractors and a mining tipper in January 2014. Thus the awarded 4928 TT, together with the 4023 TT and 4028 TT marked the completion of the first wave of BharatBenz trucks, establishing the brand as a full line truck brand in the 9 to 49 ton range.

Meanwhile DICV is already in preparation for the second wave of products to be launched this year, which will enhance the position to a full-fledged CV maker of Trucks & Buses.

The Apollo-CV Awards is a prestigious event for the commercial vehicle industry. The awards honor a gamut of performers within the Commercial Vehicle industry, spanning, Trucks, Buses, Dealers, Fleet Operators and high-performing individuals.

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The 6th edition of the Apollo-CV Awards was held at the ITC Grand Central, in Mumbai on 21 January 2015. The awards were attended by the entire industry fraternity representing all major players.

This award besides adding fillip to the brands performance in India also acknowledged the positive transformation that BharatBenz has brought to Indian Truckers. This has helped DICV garner 3rd position in the heavy duty segment in a very short span of time. The brand besides providing the best in terms of products & services has also changed the paradigm of customer orientation for the entire industry.

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Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV produces 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. In March 2014, DICV laid the foundation stone for its upcoming Bus plant. This plant whence in completed in 2nd quarter 2015 will roll-out buses under the brands Mercedes-Benz and BharatBenz. 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 9 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,

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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.

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.