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Press Information

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Daimler Unveils BharatBenz – An Exclusive Brand for its Trucks in India

- **Daimler strengthens India commitment by launching BharatBenz, which also serves as the basis for introducing a new generation of trucks**
- **Brand to represent entire Daimler India Commercial Vehicles portfolio of trucks from 6 to 49 tonnes**
- **Fifth brand in the Daimler Trucks portfolio**

Chennai/India – Daimler, the world’s largest manufacturer of Medium- and Heavy-duty trucks above 6 tonnes, today unveiled its exclusive new brand of trucks for the Indian market. The brand, BharatBenz, will offer Indian customers an entire range of trucks from 6 to 49 tonnes across various applications.

Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG & Head of Mercedes-Benz Cars; Andreas Renschler, Head of Daimler Trucks and Daimler Buses; and Marc Llistosella, Managing Director and CEO of Daimler India Commercial Vehicles, unveiled the BharatBenz brand at the production location in Oragadam, near Chennai, India.

“We are sending a clear message with our new truck brand: Daimler is at home in India. Our BharatBenz trucks are the right combination

125! years inventor of the automobile

Daimler Communications, 70546 Stuttgart/Germany

of Daimler's DNA and India's market know-how. These trucks will be developed and built in India, for India, and by specialist employees from India," said Dr. Zetsche.

"India's macroeconomy has been on a growth track over the last years and is estimated to grow between seven and eight percent in the next ten years. Additionally, India has become the world's second largest market for Medium- and Heavy-duty trucks. By 2020, we expect the Indian truck industry to double. We will play a significant role in this leap. For us, the most promising market is the "new middle market", for which we will offer our new truck product portfolio. That's why we'll see a general upward-trend towards vehicles that will set new standards in terms of performance, quality reliability and efficiency". This market is expected to grow to as much as 80 percent of the Indian truck market until 2020", Andreas Renschler explains.

"The BharatBenz product range will draw on Daimler Trucks' entire range of technological expertise in order to best address the special needs of Indian customers. The product range in the Light-duty segment is based on the Fuso Canter tried-and-tested platform, while the heavy-duty range is based on one of our Mercedes-Benz trucks platform. With these platforms the trucks have been ideally tailored to the needs of our India's customers", Marc Llistosella adds.

The choice of the "Bharat" part of the name reinforces Daimler Trucks' commitment to serving the local market.

Daimler AG, headquartered in Stuttgart, is commemorating 125 years of the automobile this year. The pioneering spirit of its founders set the world in motion, by creating the world's first automobile. Having spearheaded a tradition of innovation, with many firsts to its credit, including the world's first truck 115 years ago, the new exclusive Indian brand BharatBenz is yet another great achievement in Daimler's quest for excellence.

The company will roll out trucks in 2012 from its manufacturing facility at Oragadam, near Chennai. Spread over about 160 hectares, the facility also houses a state of the art test track, which is a testimony to the promise of uncompromising quality and performance. Over one million kilometers of testing have already been achieved by the company. DICV has a total dedicated investment of over INR 4400 crs (approximately €700 million).

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Further information from Daimler is available on the Internet at:
www.media.daimler.com and **www.daimler.com**

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 a slowdown in the recovery of the global economy or a renewed deterioration of global economic conditions, in particular a renewed decline of consumer demand and investment activity in Western Europe or the United States, or a downturn in major Asian economies; a renewed worsening of the situation in the credit and financial markets, which could result in an increase in borrowing costs or limit our funding flexibility; changes in currency exchange rates or interest rates; the ability to continue to offer fuel-efficient and environmentally friendly products; a permanent shift in consumer preference towards smaller, lower margin vehicles; the introduction of competing, fuel-efficient products and the possible lack of acceptance of our products or services, which may limit our ability to adequately utilize our production capacities or raise prices; price increases in fuel, raw materials, and precious metals; disruption of production due to shortages of materials, labor strikes, or supplier insolvencies; a renewed decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization programs at all of our segments, including the repositioning of our truck activities in the NAFTA region and in Asia; the business outlook of companies in which we hold an equity interest, most notably EADS; successful implementation of the strategic cooperation with Renault-Nissan; changes in laws, regulations, and government policies, particularly those related to vehicle emissions, fuel economy, and safety; the resolution of pending governmental investigations and the outcome 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 and under the headings “Risk Factors” and “Legal Proceedings” in Daimler’s most recent Annual Report on Form 20-F filed with the Securities and Exchange Commission. 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.