

Daimler India Commercial Vehicles Pvt. Ltd.

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1,500 trucks delivered by Ghatge Trucking

Pune: Ghatge Trucking, the Pune dealership of Daimler India Commercial Vehicles Pvt. (DICV), announced that it has crossed the delivery milestone of 1,500 trucks since September 2012 in the territory of western Maharashtra, operating in Pune, Kohlapur and Satara.

'Ghatge Trucking' has been providing the customer a holistic trucking experience. The dealership has achieved this landmark by catering to customer requirements in the region and continues to win new customers due to the overall efficiency, safety and Total-cost of ownership of BharatBenz trucks.

Ghatge trucking offers a 3S facility (Sales, Service & Spares). With highly trained manpower, a fully-equipped and completely covered workshop, supported with a full complement of spares and a showroom providing focused sales consulting, this dealership will ensure that BharatBenz customers receive all the attention under one roof.

Mr. Sreeram. V, Vice President, Domestic Sales, Product Management & Network, Daimler India Commercial Vehicles, DICV, said, "We would like to thank all our customers in the region for trusting the BharatBenz brand and who continue to invest in our products. A base of 1,500 trucks & satisfied customers is the reflection of the customers' acceptance that the brand delivers what was promised. We have been able to achieve this due to our strong commitment towards offering modernized trucking solutions and will continue to deliver products and services to fulfil customer requirements. BharatBenz has by far become an aspirational truck brand in the country for many truckers."

Speaking on the occasion, Mr. Gaurav Ghatge, Managing Director, Ghatge Trucking, said, "BharathBenz products are phenomenal and offer great return to our customers. This is reflected in the repeat sales and referrals we receive from every user of BharatBenz. We have received immense support and share a symbiotic partnership with Daimler India Commercial Vehicles. We are now more prepared than ever make a difference for logistic companies and drivers alike. We are fully aligned to cater to the needs of the customers and will ensure they focus on their business and profits, while we will take care of their trucks."

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At the dealerships, the customer can experience a host of primary and value-added services. On the sales front, the personnel have been trained to provide tailor-made solutions depending on the specific needs of each customer. Thus purchasing BharatBenz trucks from GhatgeTrucking ensures that every customer is able to choose the trucks most appropriately suited to their business needs.

Customers will enjoy the benefits of a fully '**Pro-Serv**' service that ensures their trucks provide maximum productivity. On the Customer Service front, the dealership has a 24x7 enabled workshop. It is manned by qualified & Daimler trained engineers/technicians and equipped with high productivity tools, advanced guided diagnostics & Mobile Service vans. The dealership will provide a host of value-added services, Cashless Zero-depreciation Insurance, Full Maintenance Contracts, Extended Warranty, 24x7 Roadside Assistance, Mobile Service Vans, Vehicle tracking systems, Driver Training and Express & On-site Service.

The dealerships also provide financing solutions ably supported by Daimler's own captive financing brand – **BharatBenz Financial**.

This integrated approach will offer BharatBenz customers the combined benefit of Best-in-Class Products, Pro-Active Customer Service and easy financing under one roof, making ownership a powering experience.

Daimler India Commercial Vehicles Pvt. Ltd. :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

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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, 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