



Press

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BharatBenz 'High Five' campaign marks count-down to fifth anniversary of brand's market launch

- **Campaign to cover 19 major cities across India**
- **Will cover more than 8,000 km in one month; to stop at Dhabas, Transport Nagars and BharatBenz Dealerships**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles: "Our 'High Five' campaign prepares the ground for us to celebrate the fifth anniversary of BharatBenz in the market. With more than 50,000 trucks on road, we want to involve as many customers, drivers and partners as possible, and thank them for their trust in our brand and our products."**

Chennai – Running up to celebrate the fifth anniversary of its market launch, BharatBenz has embarked on its "High Five with BharatBenz" campaign that has a convoy of BharatBenz trucks from across the brand's portfolio travelling across the country for more than a month. On this journey of more than 8,000 km, the campaign will make more than 50 stops across 19 major cities. It will reach out to thousands of stakeholders at dealership touchpoints, Dhabas and Transport nagar and allow them to gather a first-hand experience of best-in-class BharatBenz trucks.

Commenting on the campaign, **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV)**, said, "Our 'High Five' campaign prepares the ground for us to celebrate the fifth anniversary of BharatBenz in the market. With more than 50,000 trucks on road, we want to involve as many customers, drivers and partners as possible, and thank them for their trust in our brand and our products."



The truck convoy started its route at DICV's manufacturing plant near Chennai, from where it went to Salem, Coimbatore and Kochi and is enroute to its other destinations.

BharatBenz – made in India, made for India

The BharatBenz brand is customer-tailored for the Indian market and its demanding customer requirements by Daimler AG, the world's leading CV manufacturer with a global reach. First unveiled in February 2011, it celebrated its market launch in September 2012. Soon featuring a full-fledged product portfolio in the medium- and heavy-duty segments, the brand crossed the first major milestone of 10,000 units in April 2014 and has further accelerated its growth from there. With the refresh of the medium-duty range in 2016 and the all-new heavy-duty range in 2017, BharatBenz updated its entire truck portfolio within a short span to give customers even more value for their money. BharatBenz products are sold and serviced through a pan-Indian network of more than 130 touchpoints which is continuously expanded further also beyond the tier-2 and tier-3 cities.

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