



## Press Information

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# Unmatched reliability: BharatBenz celebrates its first 'kilometre millionaire'

- **BharatBenz 2523R heavy-duty truck crosses mark of ten lakh kilometres with original engine and transmission**
- **'BharatKaBenz' yatra concluded in Chennai after completing a pan-Indian journey of 10,000 kilometers over 40 days**
- **Mr. Rajaram Krishnamurthy, Vice President Marketing and Sales, Daimler India Commercial Vehicles (DICV): "Our first BharatBenz 'kilometre millionaire' truck underlines the unmatched reliability of our vehicles. Covering 10 lakh kilometres in just five years with the original engine and transmission is a remarkable achievement, and many more will follow."**

Chennai – BharatBenz has reached another milestone as the brand's first vehicle crossed the mark of 10 lakh kilometres - with the original engine and transmission. The heavy-duty truck has been showcased to operators and truckers across India, touring with a convoy that completed a pan-Indian yatra of 10,000 kilometres over 40 days.

Mr. Rajaram Krishnamurthy, Vice President Marketing and Sales, Daimler India Commercial Vehicles (DICV): "Our first BharatBenz 'kilometre millionaire' truck underlines the unmatched reliability of our vehicles. Covering 10 lakh kilometres in just five years with the original engine and transmission is a remarkable achievement, and many more will follow."

The first BharatBenz 'kilometre millionaire' vehicle, a 25-ton rigid truck with 230 hp, runs in the fleet of JSS Logistics in Nagpur, Maharashtra for long-haulage of parcels between Nagpur and Salem, Tamil Nadu. JSS Logistics is a major BharatBenz customer in Nagpur and a service provider for renowned companies like Safexpress. The truck, which has received only standard preventive maintenance, still runs with the original, factory-installed powertrain; further indicators like clutch and brake life or tyre wear also exceed industry averages significantly.

(video: <https://www.youtube.com/watch?v=E9VW9ovy2Ik>)



## **About the 'BharatKaBenz' brand campaign**

'Pride of ownership' is the theme of the current BharatBenz brand campaign under the tagline of 'BharatKaBenz'. Spread over 3 months, the campaign includes advertisements, videos and radio snippets as well as BharatBenz' traditional campaign highlight of a yatra, which led from Jaipur to Chennai this time. On the journey of 10,000 kilometers in 40 days the route followed the shape of the letters B,E,N,Z. Two customer vehicles, of which one completed 10 lakh kilometers en route, were part of the convoy to showcase the hallmark BharatBenz reliability. Throughout the tour, fleet owners and drivers were engaged through interactive programs. For more details, visit <https://www.bharatbenz.com/bharat-ka-benz>.

## **About BharatBenz**

The BharatBenz brand is 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, the brand was launched in September 2012 with the introduction of its heavy-duty haulage trucks. The portfolio was continuously expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The pan-Indian BharatBenz sales and service network of more than 150 touchpoints is continuously expanded. Within six years after the market launch, more than 75,000 vehicles have already been handed over to customers – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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