

**Press Information**

22nd January 2020

**BharatBenz Network Grows by a Third**

* **BharatBenz celebrates 30% network growth for 2019 despite economic slowdown**
* **Trident Trucking opens 8th touchpoint, bringing BharatBenz touchpoint total to 14 for Karnataka**
* **State-of-the art 3S (sales, service, spares) facility in Attibele to cater to BharatBenz range of trucks and buses**
* **Mr. Satyakam Arya, Managing Director & CEO, DICV: “While competitors contract, we expand. In 2018 we announced our intention to reduce customer reach from 200 to 100 kilometres in 3 years. With this, our 236th touchpoint, we are already down to 140 km. It is our continuous endeavour to be present wherever our customers need us; our fast-growing network demonstrates our confidence in the Indian market.”**

Bengaluru: Daimler India Commercial Vehicles (DICV) in association with Trident Trucking today inaugurated a new 3S state-of-the-art BharatBenz dealership in Attibele which will cater to BharatBenz trucks and buses. The opening of this new network touchpoint, owned and operated by Trident Trucking, reflects the strong growth trajectory of BharatBenz in the state of Karnataka and India as a whole. **Mr. Samir Choudhry, Managing Director, Trident Trucking** along with **Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles** inaugurated the dealership.

Speaking at the event, **Mr. Satyakam Arya, Managing Director & CEO, DICV** said**:** “While competitors contract, we expand. In 2018 we announced our intention to reduce customer reach from 200 to 100 kilometres in 3 years. With this, our 236th touchpoint, we are already down to 140 km. It is our continuous endeavour to be present wherever our customers need us; our fast-growing network demonstrates our confidence in the Indian market.”

BharatBenz - a Daimler brand www.bharatbenz.com



**Mr. Samir** **Choudhry, Managing Director, Trident Trucking** said: “We are delighted to partner with BharatBenz once again with our new state-of-the- art BharatBenz dealership at Attibele. This will be our 8th BharatBenz dealership in India. We are fully ready to ensure that our customers experience superior sales and after - sales service at our new dealership.”

**Features of the BharatBenz Attibele dealership**

Largest BharatBenz 3S facility (sales, service, spares) in the South zone with twenty-four mechanical bays, six accident bays and an exclusive paint shop. The dealership will have trained manpower who understand the diverse needs of the customers and will offer onsite services. It comes equipped with high productivity tools, advanced guided diagnostics and mobile service vans.

**About BharatBenz sales & service network in Karnataka**

In Karnataka, BharatBenz now has 14 network touchpoints, including dealerships in Bangalore, Chitradurga, Kalyan Nagar, Mangalore, Shivamoga, Mysore and Chikkabalapur. All the dealerships provide complete sales & service support for the entire range of BharatBenz trucks and buses.

**About Daimler India Commercial Vehicles**

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks as well as BharatBenz buses, Mercedes-Benz coaches and bus chassis. DICV’s state-of-the-art manufacturing plant at Oragadam near Chennai spreads over 400 acres (160 hectares) including a highly modern test track and is home to the company’s headquarters, R&D and training operations. With one global quality standard, it also produces for Daimler Trucks’ brands of FUSO, Mercedes-Benz and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

**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 expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The panIndian BharatBenz sales and service network of more than 235 touchpoints is being continuously expanded. Within eight years after the market launch, BharatBenz has already produced over 100,000 vehicles – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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