

DAIMLER TRUCK

Daimler India Commercial Vehicles

Press Release

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Daimler India Commercial Vehicles Goes Live with '*BharatBenz Certified*' - its Own Pre-owned CV Brand

- **BharatBenz Certified will refurbish and restore pre-owned BharatBenz vehicles to as good as new, before sale**
- **BharatBenz Certified vehicles will offer exclusive warranty and AMC for certified vehicles**
- **BharatBenz Certified sale and purchase process will be seamless through its digital platform**

Chennai – Daimler India Commercial Vehicles (DICV), the wholly owned subsidiary of Daimler Truck AG (“Daimler Truck”) and the manufacturer of BharatBenz, India’s trusted truck and bus brand, announced its entry into the pre-owned commercial vehicle market under a new brand '*BharatBenz Certified*'. This new business initiative will undertake the refurbishment and sale of pre-owned BharatBenz trucks to Indian customers who have been aspiring to own a BharatBenz fleet.

Over the last 10 years, BharatBenz has established itself as a highly reputed truck and bus brand that is ahead of the curve in engineering, safety, reliability, performance and total cost of ownership. DICV’s high standard of product engineering and quality make BharatBenz vehicles exceedingly durable for delivering more mileage and a longer lifecycle than what the Indian customers are accustomed to. This makes the proposition of pre-owned BharatBenz vehicles compelling for aspiring customers.

Mr. Rajaram K – President, BharatBenz Marketing, Sales and Customer Service said "Our perpetual and thorough market research practice brought to our attention the aspiration of customers who would like to purchase pre-owned BharatBenz trucks. This need in the market gave birth to the idea of launching *BharatBenz Certified* – a company-steered pre-owned CV business initiative that will enable such customers to contact BharatBenz directly through our website or authorized dealerships, thereby eliminating the need of third party mediators. *BharatBenz Certified* will also be the catalyst for first-hand BharatBenz customers to upgrade

their fleet to new BharatBenz vehicles which in turn creates an opportunity for customers aspiring to own safe and reliable pre-owned BharatBenz vehicles that will be as good as new after they are refurbished and restored by *BharatBenz Certified*.”

BharatBenz Certified will undertake the refurbishment of pre-owned BharatBenz vehicles with a rigorous 125-point quality check that will lead to a thorough technical check, repair and restoration of the vehicles. A detailed pre-delivery inspection (PDI) will be completed on the vehicles before dispatch. All used BharatBenz vehicles repaired and restored to a near showroom condition by '*BharatBenz Certified*' will come with a warranty of 6 months. Customers will have the option of going for a new Annual Maintenance Contract (AMC) for their pre-owned BharatBenz trucks or even transfer the existing warranty and AMC from the previous owner.

While commercial trucks typically have a lifecycle of 5-6 years, BharatBenz trucks have proven that they can run tirelessly for millions of kilometers, only undergoing service at manufacturer-prescribed time intervals. This increases the lifespan of BharatBenz CVs way beyond 5-6 years which makes them a lucrative pre-owned proposition for customers who are keen to buy pre-owned BharatBenz vehicles, which, after being refurbished by *BharatBenz Certified*, would be as good as new with respect to reliability, performance, safety and total cost of ownership.

DICV also has a program called 'BharatBenz Exchange' that was launched with an objective to providing customers, who owned CVs made by other brands, to shift to BharatBenz. While BharatBenz Exchange has increased the sale of BharatBenz CVs in India since its launch in 2020, the newly introduced *BharatBenz Certified* complements BharatBenz Exchange in utilizing the longer lifecycle of BharatBenz CVs that customers can enjoy.

In the pilot phase, *BharatBenz Certified* will be available at Trident Trucking, Bengaluru and will be expanded quickly to all BharatBenz dealerships across the country.

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Further information on Daimler Truck is available at: Asia.daimlertruck.com and www.daimlertruck.com

Daimler Truck at a glance

Daimler Truck Holding AG ("Daimler Truck") is one of the world's largest commercial vehicle manufacturers, with over 40 main locations and more than 100,000 employees around the globe. The founders of Daimler Truck have invented the modern transportation industry with their trucks and buses a good 125 years ago. Unchanged to this day, the company's aspirations are dedicated to one purpose: Daimler Truck works for all who keep the world moving. Its customers enable people to be mobile and get goods to their destinations reliably, on time, and safely. Daimler Truck provides the technologies, products, and services for them to do so. This also applies to the transformation to CO2-neutral driving. The company is striving to make sustainable transport a success, with profound technological knowledge and a clear view of its customers' needs. Daimler Truck's business activities are structured in five reporting segments: Trucks North America (TN) with the truck brands Freightliner and Western Star and the school bus brand Thomas Built Buses. Trucks Asia (TA) with the FUSO and BharatBenz commercial vehicle brands. Mercedes-Benz (MB) with the truck brand of the same name. Daimler Buses (DB) with the Mercedes-Benz and Setra bus brands. Daimler Truck's new Financial Services business (DTFS) constitutes the fifth segment, the product range in the truck segments includes light, medium and heavy trucks for long-distance, distribution and construction traffic and special-purpose vehicles used mainly in the municipal and vocational sector. The product range of the bus segment includes city buses, school buses and intercity buses, coaches and bus chassis. In addition to the sale of new and used commercial vehicles, the company also offers aftersales services and connectivity solutions.

Daimler India Commercial Vehicles Pvt. Ltd. at a glance

Daimler India Commercial Vehicles (DICV), a wholly-owned subsidiary of Daimler Truck AG, Germany, and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in India with a brand dedicated to its home market: BharatBenz. DICV produces and sells trucks from 10 to 55 tons, 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 Daimler Trucks' brands of FUSO, Mercedes-Benz, and Freightliner. Products and parts are exported to more than 60 markets in Africa, Asia, Latin America, and the Middle East. DICV represents an overall investment of more than INR 9,560 crores