



## Press Information

25 October 2021

# BharatBenz inaugurates new dealership in Coimbatore

- Prabal Trucking opens new touchpoint in Mettupalayam Coimbatore, Tamil Nadu; brings total BharatBenz touchpoints in the state to 26
- Dealer network in Tamil Nadu will now be able to service over 5000+ vehicles a month
- Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales and Customer Service, DICV: "Tamil Nadu is an economic power house with it being the second largest in the country, this is our home turf and a market that has appreciated the value add of a BharatBenz . The new dealership opening in Mettupalayam with our long-term partner, Prabal Trucking will help us cater to the increasing demand for BharatBenz trucks and buses and provide a world-class customer experience in the region."

**Coimbatore** - Expanding its footprint in the Southern region, Daimler India Commercial Vehicles (DICV), in association with Prabal Trucking inaugurated the new BharatBenz dealership in Mettupalayam. The opening of the new touchpoint in Coimbatore, a major hub of the automobile industry, reflects the increasing demand for BharatBenz products in the state of Tamil Nadu.

Speaking on the inauguration, **Mr. Rajaram Krishnamurthy, Vice President of Marketing, Sales, and Customer Service, DICV** said, "Tamil Nadu is an economic power house with it being the second largest in the country, this is our home turf and a market that has appreciated the value add of a BharatBenz . The new dealership opening in Mettupalayam with our long-term partner, Prabal Trucking will help us cater to the increasing demand for BharatBenz trucks and buses and provide a world-class customer experience in the region."

**Mr. Kannan Veeraiyan, Head Operations of Prabal Trucking** said, "In the last 10 years of our association with BharatBenz, we have seen the brand grow both in terms of technologies and products, delivering on the constantly evolving consumer demands. Adding to our strong network in Tamil Nadu, the new BharatBenz dealership will provide comprehensive commercial vehicle solutions to vehicles plying in Mettupalayam & Nilgris district. Customers can be assured of the best sales advice and state-of-the-art 'Proserv' aftersales support."



The avant-garde 3S facility is spread over 20000 sqft and houses three mechanical bays. The dealership will be well-equipped with trained manpower that understands the diverse needs of the customers. The dealership will also offer a host of value-added features like 24X7 Road Side Assistance, Dedicated Mobile Reach Vehicle etc.

BharatBenz dealerships are located on leading national and state highways, providing ease and flexibility to every type of customer. On the national highways of the Golden quadrilateral North-South & East-West Corridors, the average distance between two BharatBenz touchpoints varies between 140 and 180 km. BharatBenz's reach to customers on these highways is within 2.5 hours.

### **About the BharatBenz Sales & Service network in Tamil Nadu**

In Tamil Nadu BharatBenz now has 26 network touchpoints, including dealerships in Chennai, Vellore, Villupuram, Salem, Coimbatore, Hosur, Namakkal, Madurai, Trichy, Tirunelveli, Tuticorin to name a few. The dealerships provide complete sales, service & exchange support for the entire range of BharatBenz trucks and buses. They come equipped with high productivity tools, advanced guided diagnostics, and mobile service vans. The dealerships will provide a host of value-added services such as cashless zero-depreciation insurance, full maintenance contracts, extended warranty, 24x7 roadside assistance, vehicle tracking systems, and driver training.

### **About Daimler India Commercial Vehicles**

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.

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