

DAIMLER TRUCK

Daimler India Commercial Vehicles

Press Release

September 8, 2022

BharatBenz Sales, Service and Parts Now Available in the World's Highest Motorable Region

- **3S facility inaugurated with PAL Trucking on Manali-Leh Highway**
- **The facility will service Leh, Pengong, Shyok, Nubra Valley, Siachen, Janskar, Kargil, Hanle and Chushul**
- **BharatBenz sales, service and parts touchpoints increase to 280**
- **More than 100 heavy duty BharatBenz trucks currently in operation in the Ladakh and J&K region**

Ladakh – Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a wholly-owned subsidiary of Daimler Truck AG (“Daimler Truck”), today announced the inauguration of a new BharatBenz sales, service and spare parts (3S) touchpoint in Leh, the capital city of the Ladakh region. This 1000 square-feet ‘PAL Trucking’ facility is the highest-altitude 3S facility of BharatBenz in the country and is situated on the Manali-Leh highway.

Mr. Rajaram Krishnamurthy, Vice President, BharatBenz Marketing, Sales and Customer Service said, “We are pleased to inaugurate our highest 3S touchpoint with PAL Trucking on the highest motorable region in the world. The capability, reliability and comfort of BharatBenz trucks has won us many customers in the challenging, high-altitude terrain of the Ladakh region. We are proud of our partnership with PAL Trucking, which has rapidly expanded its presence in the Jammu & Kashmir region with five sales and service touchpoints in a short period of time. We see an increasing demand for our heavy duty trucks in the J&K region as our products have proven their mettle in the harshest conditions while consistently contributing to the infrastructure development of our country. With this new outlet, our network footprint increases to 280 touchpoints.”

BharatBenz has nearly a hundred trucks of various configurations operating in the Ladakh region and are becoming increasingly popular amongst Indian customers for their proven high standard

of safety, low cost of ownership and reliability in tough environments. This BharatBenz 3S facility on the Manali-Leh highway is strategically located to reduce service time so that more vehicle uptime is achieved.

Mr. Nishant Luthra, Dealer Principal and Managing Director of PAL Trucking said, “In the past year with BharatBenz, we have seen the brand grow both in terms of technology and products, delivering on the constantly evolving consumer demands. Adding to our existing strong network, the new BharatBenz dealership in Leh will provide comprehensive commercial vehicle solutions to vehicles plying in and through the high altitude of the Himalayas. Customers can be assured of the best sales advice and state-of-the-art ‘Proserv’ aftersales support.”

The state of the art 3S facility is equipped with six well-trained technicians and two Mobile Service Vans to support BharatBenz Customers in and around Leh, Pengong, Shyok, Nubra Valley, Siachen, Janskar, Kargil, Hanle, Chushul.

All BharatBenz sales and service touchpoints of PAL Trucking are well-equipped with trained manpower capable of addressing the diverse needs of customers. Their other outlets in J&K also offer a host of value-added features like Driver Lounge, Driver Trainings, Deiselabh (Payback points with customised card for HP Filling station), Cashless zero-depreciation Insurance, extended warranty up to eight years, up to 10 year AMC, Proserve Mobile App, 24x7 roadside assistance, vehicle tracking systems and many more.

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.

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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.

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