

Daimler India Commercial Vehicles

Press Release

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DICV to Digitally Transform Driving Techniques with its State of the Art 'BharatBenz Simulated Driver Trainer'

- **BharatBenz *Simulated Driver Trainer* offers an immersive multi-sensory digital experience**
- **An inclusive training program imparted in 5 languages and 27 driving modules**
- **Trains drivers for interstate, intercity, intra-city, hilly and mining applications**
- **Driver training process is fine-tuned by AI, generating reports for improvements**

Chennai – Daimler India Commercial Vehicles (DICV), the wholly owned subsidiary of Daimler Truck AG and the manufacturer of BharatBenz, India's most respected truck and bus brand, has taken a significant step to digitally transform truck driving techniques on Indian roads by launching its state of the art '**BharatBenz *Simulated Driver Trainer***'. *Simulated Driver Trainer* has been jointly developed by DICV and a cutting edge technology partner.

This high-end, technology-backed simulator is one-of-a-kind in the Indian commercial vehicles industry. The *Simulated Driver Trainer* is a combination of a computerized and digital experience for any BharatBenz driver who trains on it. The set up comprises of a multi-screen display positioned upfront in the driver's line of sight. The training driver sits inside a real BharatBenz heavy-duty truck (HDT) cabin that is technologically tethered to real-world dynamics that give the driver an immersive multi-sensory feel of any road or terrain the truck is being driven on. Terrain, weather conditions and other obstacles can be altered via a computer, controlled remotely.

Commenting on the digital transformation initiative, Satyakam Arya – Managing Director & CEO, Daimler India Commercial Vehicles said, "We are looking into every possible aspect that will help us digitally transform, not just DICV and BharatBenz but also those who are contributing towards our endeavor to make our customers successful. Being an important part of our long term digital transformation journey the state of the art BharatBenz *Simulated Driver Trainer* is a new benchmark in the Indian commercial vehicles industry."

Simulated Driver Trainer is intricately programmed to transform the way BharatBenz truck drivers will tackle a variety of terrains and weather conditions by training on driving techniques that they will require to keep pace with India's rapid road and infrastructure development. **BharatBenz Simulated Driver Trainer** will enhance their driving skills, help them learn and adapt to modern technology in BharatBenz trucks, better their logistical efficiency, drive safer than before and strengthen their driving capability for interstate, intra-city, hilly and mining terrain applications. BharatBenz truck drivers can be trained in 5 languages – English, Hindi, Tamil, Kannada and Telugu, with more languages to be added this year. *Simulated Driver Trainer*, in its initial phase, will cater to drivers of heavy-duty trucks (HDT).

Mr. Rajaram K, Vice President - Marketing, Sales and Customer Service, Daimler India Commercial Vehicles, said, "The BharatBenz *Simulated Driver Trainer* is by far, the most comprehensive in the Indian commercial vehicles industry. Truck drivers are the unsung heroes of Indian economy, and it's our constant endeavor to help them enhance their skills and operational efficiency for them to deliver better results in the safest way possible. Our technologically advanced trucks require our drivers to be upskilled so that they can tackle various road and weather conditions with ease, skillfully and efficiently. We will be making our BharatBenz *Simulated Driver Trainer* program available across the country through our Regional Training Centers and authorized Dealerships in a phased manner."

The BharatBenz *Simulated Driver Trainer* offers an almost real-world experience through 16 driving modules for practice, covering basic and advanced training combinations, along with eLearning modules as well. In addition to the 16, 11 are BharatBenz-specific modules that are used for training the drivers on the advanced features and driving techniques in BharatBenz Trucks. These modules generate reports to help track and improve driving performance. It creates a simulation for drivers to practice and learn on different applications and guides them towards effective driving habits for improved performance, cost saving and improving overall efficiency.

The eLearning module of BharatBenz *Simulated Driver Trainer* are crafted for product walkthroughs and fuel efficient and reliable driving that comes with familiarization, daily checks and performance reports.

With *Simulated Driver Trainer*, BharatBenz already rolled out a five-day "**Driver Efficiency Improvement Program**", which focuses on upskilling truck drivers on aspects such as safety, personal development & performance through eLearning, Simulated Driving, Classroom training and on-track training. Detailed report of each driver, with improvement areas, are shared transparently to further enhance the value for fleet owners.

BharatBenz completed 10 years in India in 2022 and has the reputation of manufacturing the safest trucks in the Indian commercial vehicle industry as their trucks are produced with the safest crash-tested cabins in India. BharatBenz recently introduced 'Rakshana', a program which endeavours to make customers more profitable by enhancing service uptime. The brand's dealerships and service stations are located on leading national and state highways, providing ease and flexibility to every type of customer. BharatBenz has a total of 300 plus touchpoints across India covering national highways on the Golden Quadrilateral North-South and East-West Corridors, with reach to customers on these highways within 2 hours.

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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