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Daimler India Commercial Vehicles Pvt. Ltd.

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BharatBenz gets its whole range ready with Bharat Stage IV

Oragadam, India: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a 100% wholly owned subsidiary of Daimler AG, Stuttgart, Germany, today announced that its entire range of above 9 to 49 tonne trucks in current portfolio will now be available in Bharat Stage IV variant across the country. With its new range of buses set for market launch in September 2015, DICV is also offering the Bharat Stage IV variant for the school and staff applications in the front engine 9T bus product range.

In alignment with the governmental emission regulations, DICV will meet the norms using system derived from Bluetec technology proven in Daimler Vehicles in many markets over a decade. DICV has tested this technology in Indian operating conditions for over a million kilometers before offering to customers. Apart from meeting the stringent emission regulations by reducing toxic gas levels within the proposed Bharat Stage IV norms, the trucks and buses will also provide better fuel economy to customers.

Speaking on the topic, **Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles** said, "We are ready with our entire range of trucks adhering to Bharat Stage IV norms to capture a larger market share. In India, pollution has been a rising concern and moving to Bharat Stage IV across the country has been the need of the hour. Our access to the worldwide Daimler technology pool helped us to cut time and cost to implement this in a fast and efficient manner."

Mr. Markus Villinger, Managing Director, Daimler Buses India ,said, "As increasing number of cities are moving towards BS IV norms and with growing environmental concerns, we are committed to bringing the most eco-friendly transportation solutions to the Indian bus market going forward."

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Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a fully fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tonne trucks for the Indian volume market, under the brand name – BharatBenz. BharatBenz stands for Indian engineering with German DNA. Under its bus division, the company will produce and sell BharatBenz buses and Mercedes-Benz buses from its manufacturing plant at Oragadam. Bharat-Benz products have been engineered to serve all major customer segments with a focus on total-cost-of ownership, safety, reliability and comfort.

Under the umbrella of Daimler Trucks Asia, DICV and MFTBC (Mitsubishi Trucks and Bus corporation) are optimizing research activities, product development and sourcing. The DICV built FUSO trucks from Oragadam are exported to markets in South East Asia, Africa, and Latin America.

The state-of-the-art production plant at Oragadam, near Chennai, spreads over 400 acres (160 hectares). It includes a modern test track designed to simulate Indian conditions – making it one of its kind in Asia. DICV has made an initial investment of 4,400cr and additional 425cr for the bus plant facility (approximately ₹50 million). Sustainability being a core of Daimler’s corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

Disclaimer: This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a worsening of the sovereign-debt crisis in the Eurozone; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower-margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook of companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk and Opportunity Report” in Daimler’s most recent Annual Report. If any of these risks and uncertainties materialize or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the publication date.
