



P R E S S R E L E A S E

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Executive Personnel Change: Arne Barden to succeed Jorge Rosa as President and CEO of MFTE

Tramagal, Portugal/Kawasaki, Japan – Mitsubishi Fuso Truck and Bus Corporation (MFTBC; headquarters: Kawasaki City, Kanagawa Prefecture; President and CEO: Karl Deppen), announces the appointment of Arne Barden as President and CEO of Mitsubishi Fuso Truck Europe-Sociedade Europeia de Automóveis, S.A (MFTE; headquarters: Tramagal), MFTBC's wholly-owned subsidiary in Portugal. Arne Barden has assumed his new role from January 1st, succeeding Jorge Rosa.

Arne Barden joined Daimler in 2001, specializing in production equipment management at the Würth plant. In 2008, he was assigned to Daimler India Commercial Vehicles as the Deputy General Manager of Facility Management for the new production hub in Chennai, playing a key role in readying the facility for its start of operations. In 2017, after an assignment in Singapore, he was appointed the Head of Supply Chain Management for MFTBC at the company's Kawasaki headquarters. In this latest role he was responsible for supplier management, production planning, and global parts logistics.

During his tenure as CEO of MFTE for 16 years, Jorge Rosa oversaw key milestones such as the start of series production of the eCanter truck and the introduction of carbon neutrality initiatives. He has been with the Tramagal plant for over four decades, during which time it has remained a vital part of Mitsubishi Fuso's international production network, serving focus markets in Europe and North Africa. Jorge Rosa will remain with the organization as an external affairs representative.

Karl Deppen, President and CEO of MFTBC and Head of DTA, said, "We are grateful for Jorge Rosa's many years of dedicated service to the organization. His leadership was instrumental to the FUSO brand's strong presence in many international markets. Arne Barden, with his rich experience in facility and production management in key Daimler Truck locations around the world, is a natural choice for the role. We are confident he will contribute to further successes for both MFTE and FUSO."

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MFTBC at a Glance

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is one of Asia's leading commercial vehicle manufacturers, with 89.29% of its shares owned by Daimler Truck AG and 10.71% by various Mitsubishi group companies. An icon in the Japanese commercial vehicle industry with a longstanding history of more than 85 years with its FUSO brand, MFTBC manufactures a range of commercial vehicles including light, medium, and heavy-duty trucks and buses, and industrial engines for over 170 markets worldwide. In 2017, MFTBC introduced the eCanter all-electric light-duty truck as a series-production model and in 2019, the Super Great – Japan's first heavy-duty truck fitted with Level 2 Automated Driving Support Technology, a benchmark in the Japanese commercial vehicle market. MFTBC operates under the umbrella of Daimler Trucks Asia, together with its partner organization Daimler India Commercial Vehicles (DICV) in India. This strategic unit allows the entities to collaborate on areas such as product development, parts sourcing and production to provide the best value to customers.

Daimler Trucks Asia at a Glance

Daimler Trucks Asia (DTA), under Daimler Truck AG, is an organizational unit that jointly operates Mitsubishi Fuso Truck and Bus Corporation (MFTBC) – an icon in the Japanese commercial vehicle industry with more than 85 years of history with its Fuso brand – and Daimler India Commercial Vehicles (DICV), an up and rising challenger in the Indian market. DTA adopts a strategic business model that allows its group entities to collaborate on product development, production, exports, sourcing and research activity to provide innovative, cutting-edge and best-value products to customers. DTA's vision is “to develop mobility solutions to embrace a better life for people and the planet,” and is aligned with Daimler Truck's purpose “For all who keep the world moving.”

FUSO at a Glance

FUSO is a Daimler Truck brand, offering a range of commercial vehicles from light, medium, and heavy-duty trucks and buses, to industrial engines and connectivity solutions for over 170 markets worldwide. A longstanding landmark Japan's commercial vehicle landscape, the brand has leveraged Japanese quality and craftsmanship to set benchmarks in efficiency, safety, and comfort for over 85 years. FUSO is particularly renowned for its offerings in the light-duty segment. The Canter light-duty truck claims the top market share in various markets around the world. In 2017 the eCanter became the first series produced all-electric light-duty truck in Japan, establishing FUSO as a pioneer in eMobility. FUSO promises customers a “Future Together,” a bold claim that continues to drive the brand's contributions to safe and sustainable transport.

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