



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

June 16, 2022

## **FUSO achieves fleet deal of 250 trucks in Zimbabwe**

- **First batch of 50 Canter trucks delivered to Baker's Inn, supplier of baked goods**
- **The robust light-duty trucks will support the growing African business in its product distribution**

Mitsubishi Fuso Truck and Bus Corporation (Headquarters: Kawasaki City, Kanagawa Prefecture, President and CEO: Karl Deppen, hereafter "MFTBC") is pleased to announce the signing of a large fleet deal in Zimbabwe. With the agreement, 250 FUSO trucks will be integrated into the fleet operated by Baker's Inn, a major brand of baked goods. The first 50 vehicles for Baker's Inn were delivered to the customer in May 2022 by general distributor ZIMOCO in a handover ceremony hosted at their sales office in Harare.

Baker's Inn is a brand of baked goods with a considerable footprint in retailers across Zimbabwe, Zambia, and Kenya. The company also operates over 50 quick service locations offering freshly made bread, doughnuts, and cakes. The first batch of 50 light-duty Canter trucks handed over in May will support Baker's Inn's plans of widening its distribution network. The vehicles will run throughout diverse regions of Zimbabwe delivering bread from production factories. The handovers of the remaining 200 vehicles are expected to take place over the next couple of years. Baker's Inn is replacing its fleet just as the business is aiming to expand its bread production, in response to growing consumer demand.

The Canter trucks provided to Baker's Inn are assembled at the Daimler Truck Southern Africa (DTSA) Assembly plant in East London, South Africa with CKD kits sent from MFTBC in Kawasaki, Japan. Other FUSO vehicle in the local lineup, such as the FA and FI medium-duty trucks or the TV heavy-duty model, are sent as CKD packages from the Daimler India Commercial Vehicles plant in Oragadam, India. A major production hub manufacturing a wide range of commercial vehicles, DTSA is essential in providing FUSO trucks, Mercedes-Benz trucks and Mercedes-Benz buses to customers in regional economies. The Zimbabwean government has focused on industrialization and increasing its exports to contribute to its goals of becoming a middle income economy within the decade, according to its Vision 2030. With its selection of robust FUSO trucks, MFTBC hopes to contribute further to Zimbabwean businesses and the country's future development.

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A view of the Canter trucks delivered to Baker's Inn



A light-duty Canter truck in Baker's Inn livery

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### **Daimler Truck Southern Africa at a Glance**

Established in South Africa approximately 60 years ago, Daimler Truck Southern Africa together with its brands provide an optimal experience, expertise, and attractive products and services to its customers. The company's success is based on its strong brands inclusive of Mercedes-Benz Trucks, Mercedes-Benz Buses, and FUSO Trucks in addition to offering parts and services for Freightliner and Western Star Trucks. With a Southern African footprint that includes South Africa, Namibia, Lesotho, Botswana, Eswatini, Malawi, Mozambique, Zimbabwe, and Zambia, the company is headquartered in Pretoria, the capital city of South Africa, and all its products are assembled locally in its East London production plant.

### **Daimler Truck Asia at a Glance**

Daimler Truck 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 90 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.”

### **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 90 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, the first all-electric light-duty truck in series-production 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 Truck 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.

### **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 in Japan's commercial vehicle landscape, the brand has leveraged Japanese quality and craftsmanship over the decades. 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. This year marks the 90th anniversary of the FUSO brand, another milestone in its continuing legacy of setting benchmarks in efficiency, safety, and comfort.



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