



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

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Mitsubishi Fuso announces “Hap Seng Trucks Distribution” as new General Distributor for FUSO Products in Malaysia

- Hap Seng Trucks Distribution acquires Mercedes-Benz Malaysia Commercial Vehicles (MBM CV); will manage import, assembly, wholesale distribution and after-sales service for FUSO products in Malaysia
- Separation of commercial vehicles business from Mercedes-Benz passenger cars in Malaysia in line with Daimler’s global Customer Dedication strategy
- Mr. Thomas Hilse, CEO of Daimler Commercial Vehicles South East Asia Pte. Ltd.: “Southeast Asia is a key region for FUSO and we are committed to provide our local customers in Malaysia with unrivalled products and services. Taking customer dedication to the next level, it was a natural step for us to source for a strong local player. With Hap Seng Trucks Distribution, we have found a partner with invaluable experience in the commercial vehicles business.”
- Mr. Roland Schneider, CEO of Hap Seng Trucks Distribution: “We are proud to announce that Hap Seng Trucks Distribution will be the new GD for FUSO’s exceptional vehicles in Malaysia. As a business with strong local roots and over 40 years of experience in the CV sector, we have established close relationships based on trust with our customers and are excited to further build on this base in partnership with Daimler.”

Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC), part of Daimler Trucks, announced that it will appoint Hap Seng Trucks Distribution as its new General Distributor (GD) for FUSO products in Malaysia, replacing Mercedes-Benz Malaysia Sdn. Bhd (MBM) as wholesale distributor.

The signing ceremony took place on April 25th, in Kuala Lumpur, Malaysia. Mitsubishi Fuso was represented by Mr. Thomas Hilse, CEO of Daimler Commercial Vehicles South East Asia Pte. Ltd.: “Southeast Asia is a key region for FUSO and we are committed to provide our local customers in Malaysia with unrivalled products and services. Taking customer dedication to the next level, it was a natural step for us to source for a strong local player. With Hap Seng Trucks Distribution, we have found a reliable partner with invaluable experience in the commercial vehicles business.”

Mr. Roland Schneider, CEO of Hap Seng Trucks Distribution: “We are proud to announce that Hap Seng Trucks Distribution will be the new GD for FUSO’s exceptional vehicles in Malaysia. As a business with strong local roots and over 40 years of experience in the CV sector, we have established

close relationships based on trust with our customers and are excited to further build on this base in partnership with Daimler.” Mr. Schneider has 28 years of experience with Daimler commercial vehicles and will lead Hap Seng’s business entity dedicated to commercial vehicles.

FUSO has a presence in Malaysia for over 25 years. Since 2005, MBM CV has been the general distributor for FUSO products. Its current product mix focuses on light and medium-duty trucks which are shipped as complete knock-downs (CKD) from MFTBC in Japan.

The shift to a local general distributor is part of Daimler’s customer dedication strategy to allow its business units to exclusively focus on their respective customers’ needs. In addition, since 2016, Daimler started to establish Regional Centers dedicated to commercial vehicles in major regions worldwide to intensify relationships with its local markets and customers.

Hap Seng Trucks Distribution, is part of Hap Seng Consolidated Berhad a Malaysian public company listed on the Main Market of Bursa Malaysia Securities Berhad. As a diversified conglomerate with six core businesses - plantations, property investment and development, credit financing, fertilizers trading, building materials, automotive - and a major fleet-owner of Daimler trucks itself, Hap Seng intimately understands the needs of local customers. With over 40 years of experience in the commercial vehicles sector and a trusted Daimler partner, Hap Seng is fully dedicated to the CV business in Malaysia.

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FUSO at a Glance

FUSO is a Daimler Truck brand, covering nearly all regions around the world. FUSO’s light-duty to heavy-duty trucks (GVW 3.5–49 tons), vans, industrial engines, and buses are sold in more than 170 markets. The FUSO brand is based on four core brand values; Trusted Quality, Economic Efficiency, Solid & Functional Design, and Committed Services.

MFTBC at a Glance

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is one of Asia's leading commercial vehicle manufacturers. In 2016, the company sold a total of 130,000 vehicles including light, medium, and heavy-duty trucks and buses under the FUSO brand, with 89.29% of its shares owned by Daimler AG and 10.71% by various Mitsubishi group companies. MFTBC is an integral part of the Daimler Trucks division of Daimler AG.

Daimler Trucks Asia at a Glance

Daimler Trucks Asia (DTA) is an organizational unit that jointly operates Mitsubishi Fuso Truck and Bus Corporation (MFTBC) – an icon of the Japanese commercial vehicle industry with more than 80 years of history – and Daimler India Commercial Vehicles (DICV), a young challenger in the Indian market. DTA has a strategic business model that allows its group entities to collaborate in product development, production, exports, sourcing and research activity to provide the best of value products.

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