

Press Note

November 25, 2015

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BharatBenz debuts at Excon with the broadest range of tippers

- **Displays 11 trucks from its construction and mining range**
- **Brand has put more than 30,000 vehicles on Indian roads, fastest ever in the truck industry**
- **More than one million parts being exported from its India hub to Daimler entities worldwide**

Bengaluru, India: For the first time, Daimler India Commercial Vehicles Pvt. Ltd. (DICV) with its exclusive brand –BharatBenz debuted at the Excon exhibition 2015 in Bengaluru. Excon is the largest construction equipment exhibition in South Asia. BharatBenz displayed 11 trucks from its construction & mining range of products including India’s first indigenized mining truck 3143 making an indelible mark at its first public fair in the country.

BharatBenz product offensive

With the impetus on infrastructure projects, BharatBenz is set to transform the way of work in the construction and mining industry. BharatBenz 3143 is a natural progression towards high powered, cost efficient mining trucks that will bridge the gap in the industry that currently offers premium trucks and trucks that are underpowered. The truck is capable of operating in challenging terrains and can efficiently operate in deep mining conditions, making it an unbeatable value proposition. It comes with the trusted and proven OM 457 Mercedes-Benz engine, with a 12 litre capacity and six-cylinders delivering 430hp. The BharatBenz 3143 is available in two variants 19.5Cu.M rock body and 32Cu.M coal carrier. The key differentiator that BharatBenz offers in this segment is higher payload, better fuel efficiency and lower maintenance costs. In addition, the high localisation of the parts translates into a very high availability of spare parts.

India a Global production Hub

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India will increasingly play an important role in the global operations of Daimler. Not only is DICV exporting India-made trucks under the FUSO brand to 21 countries, it will also increase its market presence in 30 countries within the next two years. It has also already exported more than one million parts from its plant in Oragadam to Daimler entities in the world.

Commenting on the development, **Mr. Erich Nesselhauf, Managing Director and CEO of Daimler India Commercial Vehicles** said, “With top quality products from our world class factory in Oragadam, we have not only made a mark with our Indian and International customers, but also convinced other Daimler brands and entities to source parts from us and our supplier network. Our Indian operations will become more and more important for Daimler Trucks, with regards to sales volumes as well as parts and knowledge-transfer.

Addressing the media, **Mr. Sominder Singh, Vice President, Domestic Sales, Product Management & Network of Daimler India Commercial Vehicles**, said “Since its market launch in September 2012, BharatBenz has sold over 30,000 trucks. This shows the great acceptance that the brand BharatBenz has received in the market. We will continue to strengthen our presence and expand into northern market. Our tailor-made products will modernize the Indian trucking industry. With our participation at Excon, we demonstrate superior lineup for Construction and Mining, offering the widest range that cater to every requirement in the industry.”

Under the umbrella of Daimler Trucks Asia, DICV and MFTBC (Mitsubishi Fuso Truck and Bus Corporation) have combined their strength to tap its sales potential further. Currently, DICV exports to 21 countries. While DICV focuses on the Indian market with its brand BharatBenz and caters to countries such as Nepal, that are similar to the Indian market conditions, MFTBC will service the rising demand in the Asian and African regions with its existing portfolio of Mitsubishi-Fuso trucks from its plant in Kawasaki and the robust Fuso trucks produced in Oragadam. Fuso today is a leader in Asia and the Middle East, with business in over 150 countries around the world.

Daimler India Commercial Vehicles Pvt. Ltd.

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV will produce medium and heavy-duty commercial vehicles for the Indian volume market, under the brand name – BharatBenz. BharatBenz stands for Indian engineering with German DNA. The products have been engineered to serve all major customer segments, from owner-drivers up to large fleet operators. The efficiency of BharatBenz trucks is an optimal fit for customers keen on efficiency, a low Total Cost of Ownership over the life-cycle and highest profit potential for their businesses. 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 a total dedicated investment of over INR 4400 crs (approximately ₹400 million).

The Company also handles Production, Marketing, Sales and After Sales of Mercedes-Benz Actros Trucks in India. Mercedes-Benz Trucks with the Brand Promise “Trucks you can Trust” are renowned world-wide for their reliability and efficiency under most extreme operating conditions, as well. These trucks also offer the best that Truck Technology has to offer. The Daimler Bus division in India was merged with DICV in April 2013. In May 2013, a new range of FUSO trucks were

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launched as part of Daimler's 'Trucks Asia' strategy. DICV is currently focussed on expanding its presence in the Indian Bus market. To this end DICV is currently in the process of setting up a dedicated manufacturing facility for the manufacture of Daimler Buses under the Mercedes-Benz and BharatBenz brands. The new manufacturing facility will also include a state-of-the-art body-building facility within its premises.

Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

This document contains forward-looking statements that reflect our current views about future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "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 deterioration of our funding 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 as well as to adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labour strikes, or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the successful implementation of strategic cooperation's and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental 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 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 incorrect, then our 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. Any forward-looking statement speaks only as of the date on which it is made.