

Press Release
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BharatBenz buses hits Indian roads

- BharatBenz staff Buses available in BS III and BSIV variants
- Built for safety, comfort and ultra- fuel efficiency

Mumbai: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% Indian subsidiary of the world's leading truck manufacturer Daimler AG, today announced the start of sales of the BharatBenz staff buses with the handing over of the first set of buses to customers in Mumbai. The staff bus is the first of a range of ultra-fuel efficient BharatBenz buses that is being offered commercially after its introduction at a grand launch event held earlier this year. The 9 tonne, 39 seater BharatBenz staff bus is an ultra- fuel efficient and cost effective mode for staff travel and offers unprecedented level of safety standards. Mr. Markus Villinger, Managing Director, Daimler Buses India handed over the keys to Mr. Manohar Sakpal, Bhagirathi Transport, Mr. Rylan Buthello, Buthello Travels and Mr. Aldrin Lewis, Aaron Tours, marking the start of sales of BharatBenz buses in India.

Commenting on the occasion, **Mr. Markus Villinger**, Managing Director Daimler Buses India said, "We see great potential in the Indian market especially with the impetus of infrastructure and smart city projects. With the growing traffic in urban cities, employees spend a fair amount of time commuting to work. We want to provide a ride that is safe and comfortable for passengers and the driver. We have tested our products under severe conditions at our state-of-the-art test track and the Indian roads to ensure reliability and comfort. With our already established after-sales network and financing solutions in place, we are set to make a mark in the Indian Bus segment."

The BharatBenz staff bus with a unique patented 'Aluminique' profiles and aerodynamic design offers enhanced fuel efficiency and strong structural stability. Safety being of prime concern on road, the front-

engine bus features anti-lock braking system (ABS), front and rear anti-roll bars, fire retardant materials and strategically placed exits.

“We are on track with our progress and will strategically infuse the other products from our range into the market,” added, Mr. Villinger.

With an investment of INR 425 crore, the bus plant at Oragadam, near Chennai produces BharatBenz and Mercedes-Benz buses and houses Wrightbus, an Ireland based body manufacturer within its premises. Catering to the diverse need of the market with a twofold strategy; BharatBenz front-engine buses will meet the needs of school, staff and tourist transportation for intra-city travel. In parallel, the premium segment will continue to be addressed by Mercedes-Benz rear-engine buses for inter-city transportation. The bus plant manufactures buses with gross vehicle weight of 9, 16 and above 16 ton range. The plant has a capacity of 1,500 units per year scalable to 4,000 units.

Available through a network of over 80 dealerships, customers can experience tailor-made service packages and 24X7 after sales support with advanced interactive vehicle diagnosis. BharatBenz sales is backed by BharatBenz Financial, a captive financing unit that offers full coverage vehicle Insurance, offers cashless facility including zero depreciation and full maintenance contracts. Daimler India Commercial Vehicles also has tie-ups with leading Indian banks to provide comprehensive financing solutions.

Daimler India Commercial Vehicles Pvt. Ltd.

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.

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