

Daimler India Commercial Vehicles Pvt. Ltd.

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BharatBenz launches its Light-Medium-duty Trucks

- **3 models (914R, 1214R & 1217C) introduced**
- **Based on the FUSO Fighter Chassis & Canter Cab**
- **India's most fuel efficient and ergonomically designed trucks in the segment**

Press Information

February 20, 2013

Chennai: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the 100% Indian subsidiary of the world's NO. 1 truck manufacturer Daimler AG, today launched its Light-Medium-duty range of trucks under the BharatBenz brand at its manufacturing facility in Oragadam near Chennai. – in the presence of media, financiers and dealers of BharatBenz.

The three Light-Medium-duty BharatBenz Trucks - 914R and 1214R for the haulage segment and 1217C for the construction segment – will now be commercially available through a growing number of state-of-the-art dealerships.

The launch is being conducted as a week-long celebration during which over 1200 customers have been invited to take a closer look. Besides, the launch of the trucks, elaborate arrangements are in place to orient the visiting customers and other stakeholders, to the benefits of BharatBenz Trucks. The occasion also opens the state-of-the-art manufacturing facility and Test Track to the visitors, who will witness first-hand the stringent Testing & Manufacturing process.

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Speaking on the occasion, **Dr. Albert Kirchmann, President – MFTBC & Vice-Chairman, DICV** said: “I am extremely happy with the excitement Daimler India is creating with BharatBenz in Indian Trucking. In fact, the entire Daimler Truck world is watching this new brand with interest. A new market, new brand, new products and a great team.

India is not just one more market for Daimler. Today, along with China, it is the most important market. Daimler Trucks has everything needed to take these markets to newer levels in Trucking”.

Since the launch of BharatBenz, a new dedicated brand for Trucks in India, DICV has gone through an **intense process of selection of the right platforms** and developed a whole new Supplier network to supply high quality and reliable parts. The Light-Medium platform is based on the well-established **FUSO Fighter Chassis** and the well-known **FUSO Canter Cab**.

However, the focus on rigorous testing, a key Daimler advantage with its world-wide experience have seen these trucks cover more than 7 million Test Kms along with other platforms. The confidence derived from such testing is the backbone of the BharatBenz claim of Superior Trucks.

Speaking on the occasion, **Mr. Georg Weiberg, Head – Product Engineering, Daimler Trucks, Germany**, said: “It is an obligation for us and our Brand BharatBenz brand, to ensure the customers will be as happy with these trucks as with our Heavy-duty Trucks. Our focus was to create a Truck with superior performance, efficiency and the best quality but for a very competitive price. To achieve this we involved our German/Japanese Engineers for their technology_experience and Indian engineers for their local expertise and ability to create cost-aware solutions”.

Speaking on the occasion, **Mr. Marc Llistosella, Managing Director and CEO, DICV** said: “In September 2012 we delivered our first promise through our Heavy-duty trucks. We are

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extremely encouraged by highly positive feedback and through repeat orders. Today is another important milestone for DICV & BharatBenz. Our Light/Medium-duty trucks will add a new dimension to reliable trucking by being very fuel efficient along with superior driving dynamics”

Bharat**Benz** offers value-for-money trucks with a strong focus on Total Cost of Ownership (TCO). The proven fuel efficiency of Bharat**Benz** trucks is a major advantage, especially in the current day scenario where fuel prices are sky-rocketing. These trucks boast of fuel efficiency that is a minimum of 10% better, in comparison to existing products in the market.

The Light/Medium-duty Trucks, based on the **FUSO Fighter/Canter platform**, have been localised to suit specific needs of Indian customers, featuring the **4D34i** four-cylinder CRDi (Common-rail Direct Injection) engine with 140 Hp (100 Kw) & 170 Hp (125 Kw), for the Rigid & Construction models, respectively. The focuses of these trucks are on “**High Fuel Efficiency**”, “**Cabin Comfort**” and very importantly “**Cabin Safety**”.

The Light/Medium-duty trucks are competitively priced as follows:

	Min Price Rs. (Cab & Chassis)	Max Price Rs. (Fully built)
9t Rigid	1,015,010	1,066,366
12t Rigid	1,111,644	1,162,090
12t Construction	1,175,057	1,358,759

* Prices are Ex-showroom Chennai

* Prices include 14.5% VAT (Tamilnadu)

*Taxes & Levies applicable in different states vary

Bharat**Benz** trucks are now available through an expanding state-of-the-art dealership network. This network will offer complete sales consulting, 24X7 after-sales service with advanced interactive vehicle diagnostics, roadside assistance for best service reach, leading to the lowest turnaround time in our workshops. These dealerships also provide tailor-made financial services/service packages – ensuring comprehensive attention to our customers - all under one roof. LOI’s have already been issued for setting up these facilities in over 100 locations in the country, covering the most prominent trucking routes and hubs.”.

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Backed by the financial power and expertise of Daimler's financial arm - Daimler Financial Services - customers will benefit from the captive financier under the name of '**BharatBenz Financial**'. **BharatBenz Insurance**, India's first Branded Commercial Vehicle Insurance, offers cashless facility including zero depreciation and a host of other value-adds. This integrated approach will offer the customers the combined benefit of products and financial services under one roof, making ownership a hassle-free experience.

BharatBenz also has tied up with several leading Indian financial institutions – **ICICI, HDFC, Sundaram Finance, Shriram Transport Finance, Kotak, Chola mandalam, IndusInd, Reliance Capital, Srei, Magma & Axis Bank** who will offer tailored financing solutions for customers.

BharatBenz

BharatBenz is the Indian truck brand of Daimler AG, the world's largest Commercial Vehicle manufacturer and inventor of the truck. Backed by over a century of global trucking experience and an in-depth understanding of the Indian terrain, BharatBenz is here to transform the country's trucking industry. BharatBenz has begun to offer Indian customers an entire truck portfolio in the 6 to 49 tonne range across various applications. The name – BharatBenz – brings out the two most defining qualities of a brand that is being built exclusively for India. 'Bharat' carries the values, ideologies and spirit of the nation, and reinforces the brand's commitment to serve the Indian market. 'Benz' upholds the lineage of innovation, technological brilliance and engineering excellence that have given unparalleled performance and great value for generations. Powered by the synergy between global leadership in technology and local deep rooted customer knowledge, BharatBenz builds robust, reliable, performance-oriented trucks to drive maximum productivity and deliver maximum value to customers across the country. With BharatBenz, a new era in Indian trucking has arrived.

Daimler India Commercial Vehicles Pvt. Ltd.

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV will produce light, 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 will be customized to serve all major customer segments, from owner-drivers up to large fleet operators. The efficiency of BharatBenz trucks will be 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 €700 million).

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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.

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 business outlook of companies in which we hold a significant equity interest, most notably EADS; 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.