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Daimler India Commercial Vehicles Pvt. Ltd.

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20,000 BharatBenz trucks: DICV reaches Sales Milestone in India

- Sales of 20,000 BharatBenz trucks achieved within first two and a half years in the market
- Significant inroads in HDT segment with more than 7% market share

Oragadam, India: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a 100% wholly owned subsidiary of Daimler AG, Stuttgart, Germany, today announced that sales for BharatBenz trucks has surpassed 20,000 units since its market launch in September 2012. Sales of BharathBenz trucks registered a growth of 72% in the first two months of 2015 as compared to same period last year. BharatBenz trucks have been fulfilling the aspirations of the Indian truck market with a robust product portfolio from 9 to 49 tones.

Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles (DICV), said, “This Sales Milestone of 20,000 BharatBenz trucks shows that even under difficult market conditions of the Indian Truck industry, we are fully on track. Our trucks are well perceived by the Indian customers and subsequent orders are evidence of the confidence our customers”.

Mr. Sreeram V, Vice President Domestic Sales, Product Management & Network, DICV, said “BharatBenz is gaining momentum in the Indian market. 20,000 trucks is an important milestone for us and we are already among the top three in the Heavy Duty segment This reflects that our robust product portfolio offers the lowest Total- cost- of -ownership for the Indian customer, better fuel advantage, efficiency and performance.”

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BharatBenz network and Proserv

DICV is significantly increasing the network footprint in the country, with its state-of-the-art dealership outlets. By now, DICV has 81 dealership that cover 85% of the Indian market. The BharatBenz dealerships have a 24x7 enabled workshop. It is manned by qualified & Daimler trained engineers/technicians and equipped with high productivity tools, advanced guided diagnostics & Mobile Service vans. The dealerships provide a host of value-added services viz., Cashless Zero-depreciation Insurance, Full Maintenance Contracts, Extended Warranty, 24x7 Roadside Assistance, Vehicle tracking systems, Driver Training and Express & On-site Service. DICV offers complete trucking solutions that include a reliable and efficient aftersales network. Proserv, DICV's branded aftersales unit is designed to help BharatBenz truck owners save time, money and resources.

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Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV produces 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 ₹700 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 launched as part of Daimler's ‘Trucks Asia’ strategy. In March 2014, DICV laid the foundation stone for its upcoming Bus plant. This plant when completed in 2nd quarter 2015 will roll-out buses under the brands Mercedes-Benz and BharatBenz. Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

Disclaimer: This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “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

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important markets; a worsening of the sovereign-debt crisis in the Eurozone; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing 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 and adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labor 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; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government 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 and Opportunity 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 to be incorrect, the 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 since they are based solely on the circumstances at the publication date.
