

Daimler India Commercial Vehicles celebrates partnership with BharatBenz vehicle financiers

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- **Tailor-made financing packages for customers of modern BharatBenz trucks and buses available through a network of preferred financiers**
- **BharatBenz Financiers Conclave with focus on innovative financing solutions to optimally support sales**
- **Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles: “BharatBenz customers do not only want the best products, they are also asking for tailor-made financing solutions. Our partnerships with leading players from the financial sector are key elements of our success.”**

Mumbai / Chennai – Celebrating its partnerships with leading players from the financial sector, Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a wholly-owned subsidiary of Daimler AG, held its BharatBenz Financier Conclave in the financial hub of the country, Mumbai on April 20, 2016 at Taj land’s end. Over 200 representatives of DICV’s partners and Daimler executives from various areas gathered to exchange ideas on how to further innovate financing solutions to optimally support sales of modern BharatBenz trucks and buses in the Indian commercial vehicle market.

Addressing the representatives of DICV’s financiers at the event, **Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles** said: “BharatBenz customers do not only want the best products, they are also asking for tailor-made financing solutions. Our partnerships with you as leading players from the financial sector are key elements of our success. Thank you for your contributions - we continue to count on your innovative solutions as we power ahead on our growth path. ”

Added **Mr. Sominder Singh, Vice President Domestic Sales, Product Management and Network, DICV**: “Better performance, superior uptime, lower maintenance costs – that is why more and more customers decide for BharatBenz vehicles. Another key reason is that we enable customers through fast, easy and accessible financing solutions.”

Since the market launch of BharatBenz vehicles in 2012, DICV has continuously expanded its set of partners for vehicle financing. Currently DICV has partnered with over 25 banks and NBFC (Non-banking Financing Companies) to offer tailor-made financing packages to customers across the country for modern BharatBenz trucks and buses.

In addition to these external financial partners, BharatBenz customers also have access to the brand's financial services arm – the captive financing unit BharatBenz Financial – for financing, insurance and service packages.

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Further information from DICV is available at:

www.daimler-indiacv.com

Daimler at a Glance

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a full-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, which stands for Indian engineering with German DNA. Under its bus division, the company produces and sells 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 kinds in Asia. DICV has made an initial investment of 4,400cr and additional 425cr for the bus plant facility. Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.