

BharatBenz expands reach in northern India with Ghaziabad dealership

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- **New touchpoint in BharatBenz’s network owned and run by Espirit Trucking**
- **State-of-the art 3S (sales, service, spares) facility to cater to BharatBenz trucks and buses, Mercedes-Benz buses**
- **Mr. Sominder Singh, Vice President Domestic Sales, Product Management & Network, Daimler India Commercial Vehicles: “We want to get even closer to our customers - in line with our continuous growth, we are further expanding our sales and service network. Espirit Trucking is an experienced partner who will provide excellent sales and services to our customers from this new venture in Ghaziabad.”**

Ghaziabad –Daimler India Commercial Vehicles (DICV) in association with Espirit Trucking today inaugurated a new state-of-the-art BharatBenz dealership for its commercial vehicle brands in National Capital Region (NCR), Ghaziabad. The latest addition to DICV’s domestic sales and service network will cater to BharatBenz trucks and buses as well as to Mercedes-Benz luxury buses. The opening of this new dealership which is owned and run by Espirit Trucking is an example of how DICV’s dealer network continues to proliferate deeper into domestic market regions including tier II and tier III cities.

Speaking at the inauguration of the new dealership, **Mr. Sominder Singh, DICV’s Vice President responsible for Domestic Sales, Product Management & Network** said: “We want to get even closer to our customers - in line with our continuous growth we are further expanding our sales and service network. Espirit Trucking is an experienced partner who will provide excellent sales and services to our customers from this new venture in Ghaziabad.”

Mr. Vivek Avasthi, Director, Espirit Trucking said: “We are proud to grow together with DICV. Ghaziabad is the perfect location for this new full-fledged commercial vehicle dealership. Our investment here reflects our

belief into the enormous growth opportunities for commercial vehicles in one of India's most vibrant regions, with the BharatBenz and Mercedes-Benz brands giving us the right products to be successful. The motto of Spirit Trucking is to provide a unique trucking experience to its valued customers on both sale and proactive after sale service.”

Esprit Trucking at Ghaziabad – ‘the gateway of Uttar Pradesh’ – is strategically located on NH58, Morta Village. The dealership spread over 67,000 sqft has been designed to provide a superior experience for customers. It features an avant-garde 3S facility (sales, service, spares) that has seven mechanical bays and three accidental bays with a washing facility. The dealership encompasses a unique driver lounge and rest room which customers/drivers can use while their vehicles are being serviced. The dealership will have trained manpower who understand the diverse needs of the customers. The 24x7 enabled workshop is manned by qualified Daimler trained engineers/technicians and comes equipped with high productivity tools, advanced guided diagnostics and mobile service vans. The dealership will provide a host of value-added services such as cashless zero-depreciation insurance, full maintenance contracts, extended warranty, 24x7 roadside assistance, vehicle tracking systems, driver training, and on-site service.

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DICV 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 tons trucks for the Indian volume market, under the brand BharatBenz. BharatBenz 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. 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.