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**Press Release**

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## **Product Debut in Hyderabad: Daimler Unveils the New Trucks for India by the BharatBenz Brand**

- **Daimler's Indian subsidiary presents the first light- to heavy-duty BharatBenz trucks for India**
- **Market introduction of the first models starting in the third quarter of 2012**
- **Product portfolio will include 17 truck variants by 2014**

Daimler had already granted a glimpse of the new BharatBenz heavy-duty truck at the sneak preview event held in New Delhi in January. Today, Daimler's Indian subsidiary Daimler India Commercial Vehicles (DICV) is being joined by future customers, dealers, and media representatives to celebrate the beginning of a special six-day premiere in India's fifth-largest city, Hyderabad. The great attractions are the first light- to heavy-duty BharatBenz trucks weighing 9 to 49 tonnes GVW. Starting already in the third quarter of this year, DICV will offer the first BharatBenz trucks on the Indian market. The complete range of 17 commercial vehicles by the new Daimler brand will be available by 2014. This will enable DICV to meet the growing demand for state-of-the-art vehicles in India's volume segment. At more than 300,000 units, this segment was one of the world's top three truck markets in 2011.

Commenting on the product premiere, Andreas Renschler, the Daimler Board of Management Member responsible for Daimler Trucks and Daimler Buses, underscores the importance of the modern domestic segment in India. “India’s volume segment promises considerable growth accompanied by a rise in customer expectations,” Renschler said. “Our Global Excellence Strategy is bearing fruit here. Using existing truck platforms as a basis, we developed new products specifically for the Indian market, which are also manufactured and sold here in India. Like all Daimler commercial vehicles, BharatBenz trucks will fulfill customers’ expectations with regard to quality, reliability, and efficiency.”

Marc Llistosella, CEO and Managing Director of Daimler India Commercial Vehicles, emphasized the following at the product presentation: “Today’s presentation of BharatBenz products is a significant moment for us. Following a long development phase and over 4.5 million kilometers of testing at our Oragadam proving grounds, we are more than ready to conquer the Indian market. The fact that Daimler is offering a brand for the Indian market shows how important this region is for us. We are investing 44 billion rupees (around €700 million) into highly modern development and production facilities, thus demonstrating our commitment to this fascinating country.”

### **Global truck platforms tailored to India’s volume segment**

The BharatBenz product range includes light-, medium-, and heavy-duty commercial vehicles. The BharatBenz heavy-duty truck is built on the Mercedes-Benz Axor platform, while the light- and medium-duty trucks are based on the Fuso Canter series. BharatBenz products provide customers with a competitive total cost of ownership, as demonstrated by the vehicles’ great fuel efficiency, long lifespans and service intervals, and great value-for-money.

## **Trucks “Made in India” at the Oragadam plant**

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The light-, medium-, and heavy-duty range of BharatBenz commercial vehicles will be manufactured at the new plant in Oragadam near Chennai in Southern India. The 160-hectare facility will be put into operation in a few weeks, and production trials of engines and transmissions have already begun. Although the plant’s production capacity will initially be 36,000 units per year, it can be ramped up to 70,000 units. To manufacture the trucks, DICV is utilizing the capabilities of India’s supplier industry. DICV is currently working together with more than 450 supplier companies, and future BharatBenz trucks will have a localization rate of 85 percent.

## **Dealership network encompasses all of India**

In cooperation with local car and commercial vehicle dealers, DICV has built up a nationwide retail network that will encompass around 70 locations by the end of the year. The dealerships were subject to strict quality and due diligence tests. The retail network will be expanded to more than 100 dealerships by 2014.

## **About Daimler India Commercial Vehicles Pvt. Ltd.**

Daimler India Commercial Vehicles is a wholly owned subsidiary of Daimler AG, which is based in Stuttgart, Germany. DCIV will produce light-, medium-, and heavy-duty commercial vehicles for the Indian volume market, starting this year. The products will be customized to serve all major customer segments, ranging from owner-operators to large fleet customers. The company, which currently has 1,200 employees, also handles marketing, sales, and aftersales of Mercedes-Benz Actros trucks in India.

Further information from Daimler and pictures are available at:

**[www.media.daimler.com](http://www.media.daimler.com)** and **[www.daimler.com](http://www.daimler.com)**

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance and innovative mobility services. The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate its customers. For many years now, Daimler has been investing continually in the development of alternative drive systems with the goal of making emission-free driving possible in the long term. So in addition to vehicles with hybrid drive, Daimler now has the broadest range of locally emission-free electric vehicles powered by batteries and fuel cells. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment. Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities on five continents. Its current brand portfolio includes, in addition to the world's most valuable premium automotive brand, Mercedes-Benz, the brands smart, Maybach, Freightliner, Western Star, BharatBenz, Fuso, Setra, Orion and Thomas Built Buses. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2011, the Group sold 2.1 million vehicles and employed a workforce of more than 271,000 people; revenue totaled €106.5 billion and EBIT amounted to €8.8 billion.