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Daimler India Commercial Vehicles Pvt. Ltd.

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BharatBenz export to Nepal begins

- 10th export market for Daimler India Commercial Vehicles (DICV)
- BharatBenz inaugurates first state-of-the-art dealership in Nepal

Chennai, India and Birganj, Nepal: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a 100% wholly owned subsidiary of Daimler AG, Germany, today launched its modern made-in-India BharatBenz trucks in Nepal and unveiled its state-of-the-art BharatBenz dealership in Birganj, Nepal. With this move, Nepal will be the first export market for BharatBenz trucks, in line with DICV's export plans to 15 markets. In total, DICV now exports to 10 markets.

In Nepal, the trucks will be sold through Omni Trucking dealership providing the customer a holistic trucking experience. The BharatBenz trucks manufactured at DICV's plant in Oragadam and launched in Nepal comprise 7 models (914 R, 1214 R, 1217 C, 2523 R, 2523 C, 3123 R, 4023 T) spanning medium-duty and heavy-duty trucks with various usage and applications. The robust and fuel-efficient trucks, developed to meet customer expectations in India also fit exactly to customer requirements in Nepal.

Mr. Erich Nesselhauf, CEO and Managing Director, DICV, said, "With more than 1,000 trucks exported to various countries last year, we are right on track with our export plans. Entering the Nepalese market marks the next step in expanding our export business. BharatBenz will be an appropriate fit for this country as there are many similarities between the Indian market and the Nepalese market." He added, "Our state-of-the-art dealership network is fully equipped with highly skilled manpower and service capabilities to fulfill the requirements of our customers. Our dealerships, while providing focused sales consultancy will ensure that our BharatBenz trucks are delivering maximum value to the Nepalese customers. "

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In India, BharatBenz is showing strong growth with over 16,000 vehicles on the road within 28 months of its market launch in September 2012.

Export out of India

Under the umbrella of Daimler Trucks Asia, DICV and MFTBC (Mitsubishi Truck and Bus Corporation), combine their strength to tap into further sales potential. While DICV focuses on the Indian market and countries such as Nepal, that are related to the Indian market conditions, MFTBC will service the rising demand in the Asian and African regions with its existing portfolio of Mitsubishi-Fuso trucks from its plant in Kawasaki and the robust FUSO trucks produced in Oragadam. Including Nepal, DICV now exports to 10 countries like Indonesia, Kenya and Tanzania. There are plans to further roll-out in markets like the Middle East and Latin America.

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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 whence in 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.

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 offers Indian customers an entire truck portfolio in the 9 to 49 tonne range across various applications. The name – BharatBenz - brings out the two most defining qualities

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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.

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 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.