

Daimler Buses India records strong year 2018, expects continuous growth

12th March 2019

- **Mark of 2,000 unit sales crossed for the first time**
- **Full-year domestic sales up by 72% to 1,555 buses, luxury coaches and bus chassis**
- **Mr. Thomas Fricke, Managing Director, Daimler Buses India: “2018 was another very successful year for Daimler Buses India. Within three years after our market launch, we have grown to become the fifth-largest individual market for Daimler Buses on the global scale.”**

Chennai – Daimler Buses India, a unit of Daimler Buses under the umbrella of Daimler India Commercial Vehicles (DICV), looks back at a successful business year 2018. In India, sales of buses, luxury coaches and chassis grew by more than 70 percent to 1,555 units (2017: 906 units), while exports saw an increase of more than 50 percent to 616 units (2017: 405 units). For 2019, Daimler Buses India expects to achieve further significant growth, driven both by domestic and exports business.

Mr. Thomas Fricke, Managing Director, Daimler Buses India: “2018 was another very successful year for Daimler Buses India. Within three years after our market launch, we have grown to become the fifth-largest individual market for Daimler Buses on the global scale. We remain committed to continue our sustainable growth.”

In 2019, Daimler Buses India is focusing on the preparations to upgrade its entire portfolio to the BS-VI standard, including BharatBenz 9-tonne buses in the school, staff and tourist bus sub segments, Mercedes-Benz 15-meter multi-axle luxury coaches and bus chassis for the 9, 16 and 24-tonne segments.

“BS-VI is an excellent opportunity for us to further lead the shift in India’s bus market towards global standards. Our aim is clear: we want to offer the best BS-VI product package available in the Indian market,” Mr. Fricke added.

Exports of Daimler Buses India, which include bus chassis for the 9 and 16-Page 2 tonne segments, have reached a cumulative volume of more than 1,200 units already since the start of the business. Today, 13 markets in Africa, Latin America, the Middle East and South East Asia are being served with high-quality bus chassis made by Daimler Buses in India, and further export projects with additional growth potentials are underway.

About Daimler Buses India

Daimler Buses India, a unit of Daimler Buses under the umbrella of Daimler India Commercial Vehicles (DICV), is catering to the domestic market with a twofold strategy: BharatBenz front-engine buses and coaches are designed to create a new benchmark in the volume segment, while the premium segment is addressed with Mercedes-Benz rear-engine coaches. In addition, bus chassis are offered both in the domestic market and exported to markets in Africa, Latin America, the Middle East, and South East Asia. All vehicles are produced at the state-of-the-art plant in Oragadam near Chennai. Domestic customer services for both brands are provided through BharatBenz' pan-Indian dealer network, offering tailor-made service packages, 24x7 after-sales support, and advanced interactive vehicle diagnosis. Custom-tailored financing solutions are provided by Daimler Financial Services India.

About Daimler India Commercial Vehicles

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany, is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks as well as BharatBenz buses, Mercedes-Benz coaches and bus chassis. DICV's state-of-the-art manufacturing plant at Oragadam near Chennai spreads over 400 acres (160 hectares) including a highly modern test track and is also home to the company's headquarters and R&D operations. With one global quality standard, it also produces for Daimler Trucks' brands of FUSO, Mercedes-Benz and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,000 crores.

Media contacts:

Shina Satyapal, +91 99 4022 1948, shina.satyapal@daimler.com

Ravi Shankar, MSL Group, +91 93 8288 7608, ravishankar.kandarpa@mslgroup.com