

Daimler India Commercial Vehicles Announces Factory Clearance of BSIV stock

27th March 2020

- DICV sells all BSIV stock well in advance of March 31 deadline
- All-new BSVI-compliant BharatBenz portfolio to make up 100% of domestic sales from now on
- **Mr. Satyakam Arya, MD & CEO, Daimler India Commercial Vehicles:** “From the beginning, we fully believed in the necessity of BSVI as a way of creating a greener future for India. This made us proactive in developing BSVI technology so we could discontinue BSIV as quickly as possible. Rather than continuing to sell these higher-emission vehicles until the last day, we instead prioritized the environment. We are pleased to announce that our efforts have paid off and DICV once again leads the transition to a new emissions norm.”

Chennai – Daimler India Commercial Vehicles (DICV) has announced the clearance of its remaining BSIV stock with zero units left in the factory and less than a handful of vehicles left at dealers nationwide. Despite considerable headwinds in the market including the ongoing slump in the CV industry and the challenges presented by the recent COVID-19 lockdown, DICV was able to beat the March 31 deadline for final registration of BSIV vehicles.

Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles, said: “From the beginning, we fully believed in the necessity of BSVI as a way of creating a greener future for India. This made us proactive in developing BSVI technology so we could discontinue BSIV as quickly as possible. Rather than continuing to sell these higher-emission vehicles until the last day, we instead prioritized the environment. We are pleased to announce that our efforts have paid off and DICV once again leads the transition to a new emissions norm.”

DICV was the first CV manufacturer in India to attain BSVI certification for its globally-proven OM900 engine series last July, attaining a homologation

certificate for its heavy-duty tractor trailer model 5528TT. The company then began series production of its BS VI-compliant OM 926 engines and MD 2 Box After Treatment Systems three months ahead of schedule right here in India.

Following on from that, DICV premiered an all-new BharatBenz CV range in January 2020 that set new benchmarks for medium and heavy duty trucks with improved fuel efficiency, safety and connectivity. Sales of these models are now well-underway with several lakh kilometres already driven by satisfied customers.

“As we approach the March 31 deadline, we have less than a handful of BSIV trucks left at our dealerships. Like our customers and the rest of the Indian public, we are looking forward to moving into the the next stage of our future – BSVI,” said **Mr. Rajaram Krishnamurthy, Vice President Marketing and Sales, Daimler India Commercial Vehicles.**

About Daimler India Commercial Vehicles

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany and operating under the umbrella of Daimler Trucks Asia, 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 home to the company's headquarters, R&D and training 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 5,500 crores.

About BharatBenz

The BharatBenz brand is tailored for the Indian market and its demanding customer requirements by Daimler AG, the world's leading CV manufacturer with a global reach. First unveiled in February 2011, the brand was launched in September 2012 with the introduction of its heavy-duty haulage trucks. The portfolio was expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The pan Indian BharatBenz sales and service network of more than 235 touchpoints is being continuously expanded. Within eight years after the market launch, BharatBenz has already produced over 100,000 vehicles – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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