

### **BharatBenz premieres all-new CV portfolio for India**

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- **New generation of trucks and buses premiere with 'ProfitTechnology+' benefits package.**
- **Best-in-class fuel efficiency, superior safety and comfort paired with unmatched reliability and connectivity to offer reduced maintenance costs.**
- **BSVI-compliance achieved months ahead of April 2020 deadline.**
- **Mr. Satyakam Arya, MD & CEO, Daimler India Commercial Vehicles, said, "BharatBenz's new CV range offers Indian customers the solution they need for the future, setting new benchmarks for medium and heavy duty trucks with improved fuel efficiency, safety and connectivity. Going forward, we will move away from tonnage and focus on customized solutions for different applications."**

Mumbai- Daimler India Commercial Vehicles (DICV) today showcased its all-new range of BharatBenz vehicles. On display were over a dozen medium and heavy duty trucks, and buses updated inside and out. The new product portfolio, compliant with BSVI, is now available for pre-bookings and will be introduced depending on the fuel availability in each region. DICV has already begun receiving orders from customers.

Speaking on the occasion, **Mr. Satyakam Arya, MD & CEO, Daimler India Commercial Vehicles**, said, "BharatBenz's new CV range offers Indian customers the solution they need for the future, setting new benchmarks for medium and heavy duty trucks with improved fuel efficiency, safety and connectivity. Going forward, we will move away from tonnage and focus on customized solutions for different applications."

Daimler's new generation of CVs offers 'ProfitTechnology+', a package of technologies and features ensuring industry-leading fuel efficiency, safety, comfort and reliability. With the new generation of BharatBenz trucks, Daimler moves away from the traditional tonnage classification. Instead it will focus on creating 'the best truck for every need', customizing vehicles for use applications and targeting specific sectors such as e-commerce.

### **Increased focus on digitalization for customers**

Key among the technologies showcased was Proserv, its customer service digital platform, and the new telematics solutions 'Truckconnect' and 'Bus Connect'. These connectivity-enhancing services allow operators to track and analyse their vehicles in real time. The benefits of this include improved fleet and fuel management, reduced running costs, increased utilization of assets and improved driver performance.

The Proserv application is enabled with 65+ features including advance booking, parts ordering, renewal of contracts, extended warranty, insurance, fleet maintenance, 24x7 RSA and integration with all types of online payment options bringing everything for the customer at their fingertips.

### **Upgraded features on BharatBenz BSVI range**

The new BharatBenz range introduces numerous new features. The exteriors get a bold and solid styling and are equipped with a distinctive front grille with a bumper spoiler, giving the trucks a mighty look. The cabins are more comfortable, thanks to air suspended seats. The vehicle comes with soft cruise control that helps drivers maintain a constant speed and thereby improves fuel efficiency. The instrument cluster will also have a gear-shift advisory, bringing more awareness to driving in the right gear.

BharatBenz buses will come with the new future-ready electrical and electronic architecture 'ETec' that offers an advanced human interface, easy fault detection, chassis-body CAN interface, and next generation electronics.

Bus Connect will cater to both passengers and operators. Passengers will be able to select routes, get tracking alerts, access onboard entertainment and also earn reward miles. Operators will get fleet summaries and dashboards with reports that will improve fleet administration.

The BharatBenz trucks and buses will be powered by the OM926 engine and 4D34i. The key differentiator in technology will be the after treatment systems used in the vehicles. BharatBenz trucks come with up to 6 years standard warranty and industry-best extended warranty upto 8 years. The trucks will have service intervals up to 20 percent longer and will reduce maintenance cost significantly by up to six percent.

The new range further achieves BSVI compliance months ahead of the government's April 2020 deadline. DICV leveraged Daimler's global network of technological expertise to quickly and efficiently localize proven EURO6 technologies for use in the Indian market. With an investment of around INR 500 crore, DICV developed new facilities and over 1000 new parts for BSVI, all while achieving localization above 80%.

In addition to completing over 5.2 million kilometers of BSVI testing in India, DICV is also gearing up its after-sales network with learnings from other markets. These competencies have been incorporated into training modules at its dealerships, which now spread across India with over 235 customer touchpoints nationwide.

#### **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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