

Daimler India Commercial Vehicles Pvt. Ltd.

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3,000 BharatBenz Trucks sales registered by Autobahn Trucking

Kochi: Autobahn Trucking, the Calicut dealership of Daimler India Commercial Vehicles Pvt. Ltd. (DICV), today announced that it has crossed the delivery milestone of 3,000 trucks in Kerala.

Autobahn Trucking operates the dealerships for BharatBenz trucks in Kochi and Thiruvananthapuram and Calicut provides the customer a holistic trucking experience. The dealership has achieved this landmark by catering to customer requirements in the region and continues to win new customers because of the overall efficiency, safety and Total-cost of ownership of BharatBenz trucks. BharatBenz has a market share of 33% in the state of Kerala.

Autobahn Trucking offers a 3S facility (Sales, Service & Spares). With highly trained manpower, a fully-equipped and completely covered workshop, supported with a full complement of Spares and a showroom providing focused Sales consulting, this dealership will ensure that BharatBenz customers receive all the attention under one roof.

Mr. Sreeram. V, Vice President Domestic Sales, Product Management & Network, DICV, said, "We would like to thank all our customers in the Kerala region for trusting the BharatBenz brand and who continue to invest in our products. This delivery milestone of 3,000 trucks by Autobahn Trucking is the reflection of the customers' acceptance that the brand has been rapidly gaining. We have been able to achieve this due to our strong commitment towards offering modernized trucking solutions and will continue to deliver products on customer requirements. BharatBenz has by far become an aspirational truck brand in the country for many truckers."

Mr. Mohamad Farzad, Managing Director - Autobahn Trucking, said, "BharatBenz products offer great return on investment. We share a symbiotic partnership with Daimler India Commercial Vehicles. Our superior sales and after-sales service experience cater to the needs of the customers' and ensure they focus on their business, while we will take care of the trucks."

At the dealerships, the customer can experience a host of primary and value-added services. On the sales front, the personnel have been trained to provide tailor-made solutions depending on the specific needs of each customer. Thus purchasing BharatBenz trucks from Autobahn Trucking

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ensures that every customer is able to choose the trucks most appropriately suited to his business needs.

Customers will enjoy the benefits of a fully '**Pro-Active**' service that ensures his trucks provide maximum productivity. On the After-sales front, the dealership has a 24x7 enabled workshop. It is manned by qualified & Daimler trained engineers/technicians and equipped with high productivity tools, advanced guided diagnostics & Mobile Service vans. The dealership will provide a host of value-added services viz., Cashless Zero-depreciation Insurance, Full Maintenance Contracts, Extended Warranty, 24x7 Roadside Assistance, Vehicle tracking systems, Driver Training and Express & On-site Service.

Customers will also enjoy easy financing solutions. The dealership will provide financing solutions ably supported by Daimler's own captive financing brand – **BharatBenz Financial**. Key financing partners like HDFC Bank, ICICI Bank, Sundaram Finance & Kotak Bank add substantial choice and value.

This integrated approach will offer BharatBenz customers the combined benefit of Best-in-Class Products, Pro-Active after-sales service and easy financing under one roof, making ownership a powering experience.

Daimler India Commercial Vehicles Pvt. Ltd. :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

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49 tonne range across various applications. The name – BharatBenz – brings out the two most defining qualities 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