



2nd February, 2016

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BharatBenz Launches MD IN-POWER, New Generation of Modern Medium Duty Trucks

- **Four models 914R, 1214R, 1214RE and 1217C launched in two variants**
- **Key features: Multi Drive Mode, payload advantage, improved fuel efficiency, higher service intervals, radial tyres and enhanced feature-loaded driving comfort**
- **Erich Nesselhauf, Managing Director & CEO, Daimler India Commercial Vehicles: “Only three years after having introduced our first BharatBenz product line of medium-duty trucks, we are again raising standards in the segment with our new generation MD IN-POWER.”**

Chennai: Daimler India Commercial Vehicles Pvt. Ltd. (DICV), the wholly-owned subsidiary of Daimler AG, today launched its new generation of BharatBenz medium duty trucks dubbed **MD IN-POWER**. Featuring four new generation medium duty BharatBenz models (914R, 1214R, 1214RE and 1217C), the new trucks are launched each in a base and a premium variant and will now be commercially available starting today at BharatBenz dealerships across India.

Speaking on the occasion, **Mr. Erich Nesselhauf, Managing Director & CEO, Daimler India Commercial Vehicles** said: “Only three years after having introduced our first BharatBenz product line of medium-duty trucks, we are again raising standards in the segment with our new generation MD IN-POWER. As demand for medium-duty trucks is expected to surge nationwide in India, we are in an excellent position to participate in the MDT segment’s growth with the superior value our MD IN-POWER trucks offer to customers.”

The new MD IN-POWER range underlines the BharatBenz brand’s strong focus on customer requirements and its emphasis on R&D and innovation to further boost its hallmark value-for-money proposition. The most prominent example – and an industry-first in India’s MDT segment – is the **Multi Drive Mode (MDM)** which allows drivers to optimize engine settings



either for urban traffic or highway trucking with the push of a button. Furthermore, the MD-INPOWER range comes with an enhanced focus on **payload advantage, improved fuel efficiency, higher service intervals, radial tyres and enhanced feature-loaded driving comfort**. The radial tyres offer better traction, longer life and greater returns. Further new key features include better low-end torque, longer service intervals, and contemporary styling. Keeping its commitment to a clean environment, the new BharatBenz range of MDTs is available in BS-III, BS-IV and Euro-V ready.

Backed by the financial power and expertise of Daimler's financial arm - Daimler Financial Services - customers can benefit from the captive financier under the name of '**BharatBenz Financial**'. **BharatBenz Insurance**, India's first Branded Commercial Vehicle Insurance, offers cashless facility, including zero depreciation and a host of other value-adds. This integrated approach offers customers the combined benefit of products and financial services under one roof, making ownership a hassle-free experience. BharatBenz has also tied up with several leading Indian financial institutions - currently including **ICICI, HDFC, Karur Vyasa Bank, Canara Bank and others**, who offer tailored financing solutions for BharatBenz customers.

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Daimler India Commercial Vehicles Pvt. Ltd.

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a fully fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tonne trucks for the Indian volume market, under the brand name - BharatBenz. BharatBenz stands for Indian engineering with German DNA. Under its bus division, the company produces and sells BharatBenz buses and Mercedes-Benz buses from its manufacturing plant at Oragadam. Bharat-Benz products have been engineered to serve all major customer segments with a focus on total-cost-of-ownership, safety, reliability and comfort.

Under the umbrella of Daimler Trucks Asia, DICV and MFTBC (Mitsubishi Trucks and Bus Corporation) are optimizing research activities, product development and sourcing. The DICV built FUSO trucks from Oragadam are exported to markets in South East Asia, Africa, and Latin America.

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 made an initial investment of 4,400cr and additional 425cr for the bus plant facility (approximately ₹50 million). Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.



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