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Daimler India Commercial Vehicles Pvt. Ltd.

Press Release  
February 13, 2013

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## **BharatBenz achieves sales of over 1000 trucks in 2012**

- A total of 1098 trucks sold in 3 months from Launch until end 2012
- Vehicles comprise the 25 tonne & 31 tonne models
- The Heavy-duty trucks were launched on 26 September 2012

**Chennai:** Daimler India Commercial Vehicles Pvt. Ltd (DICV), a wholly owned subsidiary of Daimler AG, today announced its sales achievement of 2012 for its newly launched brand **BharatBenz**. Since the launch of 3 models of its Heavy-duty range (25 tonne Rigid, 25 tonne Construction & the 31 tonne Construction) on 26 September 2012, in Mumbai, the brand has sold 1098 of these trucks.

**Mr. Marc Llistosella, Managing Director & CEO** said, “2012, was very eventful. We showcased our trucks, completed our Plant, began the production of our trucks and finally launched our Heavy-duty Trucks in September. Even through tough market conditions during and after our launch, BharatBenz has achieved this milestone. This is a validation of our promise with our products & services”.

**Mr. V R V Sriprasad, Vice-President, Marketing, Sales & After-sales** said, “A clear substantiation of the success lies in the repeated interest expressed by our customers who have purchased BharatBenz trucks. We are confident that the market in 2013 will resurge and with newer additions to our product range, BharatBenz will create substantial impact”.

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In the past few months, the Truck market has been witnessing a downtrend in demand owing to various factors. While market forces have been reacting to the situation, BharatBenz continued to focus on providing value to the customers. Crossing the sale of a 1000 Heavy-duty trucks in the category above 25 tonnes in such a short span of time is indeed a highly positive achievement.

This achievement is due to the all-round focus of BharatBenz with regards to the customer. While creating products that provide superior value through greater quality, reliability, efficiency and performance, BharatBenz has also set about creating appropriate Service support infrastructure in major locations. As of end 2012 outlets have been opened in 30 locations and the network is set to expand to an additional 79 locations through 2013.

Financing has been another major focus area for BharatBenz. Backed by the financial power and expertise of Daimler's financial arm - Daimler Financial Services - customers 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 also has tied up with several leading Indian financial institutions – **ICICI, HDFC, Sundaram Finance, Shriram Transport Finance, Kotak, Cholamandalam, IndusInd, Reliance Capital, Srei, Magma & Axis Bank** who offer tailored financing solutions for customers.

**2013 will carry the excitement forward with more models to be launched including Light/Medium duty trucks.**

**DICV released the data post the release of Annual Results of Daimler AG, on 07 February 2013.**

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## 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 has begun to offer Indian customers an entire truck portfolio in the 6 to 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.

## **Daimler India Commercial Vehicles Pvt. Ltd.**

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV will produce light, 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 will be customized to serve all major customer segments, from owner-drivers up to large fleet operators. The efficiency of BharatBenz trucks will be 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.

Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

This document contains forward-looking statements that reflect our current views about future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "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 deterioration of our funding 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 as well as to 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, most notably EADS; the successful implementation of strategic cooperation's and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental 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 Report" in Daimler's most recent Annual

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Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our 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. Any forward-looking statement speaks only as of the date on which it is made.