

## Daimler Opens New Regional Center for Commercial Vehicles in Chennai

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- **Operations to cater to Nepal, Bhutan, Bangladesh, Myanmar, Sri Lanka and Maldives, overseeing sales and service of BharatBenz trucks, FUSO trucks and buses, and Mercedes-Benz trucks, buses, and vans**
- **Realignment of global sales and services organization for Daimler Commercial Vehicles completed after seven months**
- **Dr. Wolfgang Bernhard, Member of the Board of Management of Daimler AG, responsible for Daimler Trucks & Buses: "Within just seven months we have succeeded in realigning our sales and service organization in key regions of growth – close to our customers and with a clear focus on commercial vehicles. In Southern Asia we are now launching the last of a total of six new regional centers. This will also enable us to offer tailored products and services from a single source to our customers in markets such as Sri Lanka, Myanmar or Nepal."**

Chennai – Just seven months after the opening of the first Regional Center for Commercial Vehicles in Dubai, Daimler AG has completed the regionalisation of its sales and service organization for its commercial vehicle business in key regions of growth. The opening of the Regional Center Southern Asia in Chennai marks the last in a series of launches which further included Regional Centers dedicated to markets in Africa, South East Asia and Latin America. The new operations will oversee sales and service in the six neighbouring markets of Nepal, Bhutan, Bangladesh, Myanmar, Sri Lanka, and Maldives.

Speaking at the opening ceremony in Chennai, **Dr. Wolfgang Bernhard, Member of the Board of Management of Daimler AG, responsible for Daimler Trucks & Buses** commented: "Within just seven months we have succeeded in realigning our sales and service organization in key regions of growth – close to our customers and with a clear focus on commercial vehicles. In Southern Asia we are now launching the last of a total of six

new regional centers. This will also enable us to offer tailored products and services from a single source to our customers in markets such as Sri Lanka, Myanmar or Nepal."

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Added **Mr. Marc Llistosella, President and CEO of MFTBC and Head of Daimler Trucks Asia**: "The Regional Centers are an excellent example of how Daimler Trucks Asia directly benefits from the global reach of our parent Daimler. We expect these Regional Centers across the globe to provide us with substantial further momentum for exports both from Japan and India."

### **Regional Center Southern Asia oversees promising sales region**

The new Regional Center Southern Asia oversees regional sales and service of a wide range of brands and products from BharatBenz trucks to FUSO trucks and buses, and Mercedes-Benz trucks, buses, and vans. Its market responsibility extends to Nepal, Bhutan, Bangladesh, Myanmar, Sri Lanka and Maldives.

"We are very positive about this region", said **Mr. Amit Bisht, Head of the Regional Center Southern Asia**. "Demand across our brands and product lines has already been favorable, and with our new setup we see great potential to capture additional sales for Daimler."

### **Overview of market responsibility of the regional centers**

#### Regional Center Middle East & North Africa:

Afghanistan, Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Tunisia, the United Arab Emirates (UAE) and Yemen.

#### Regional Center Central Africa:

Angola, Benin, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of the Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Liberia, Madagascar, Mali, Mauritania, Mauritius, Niger, Nigeria, Republic of the Congo, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Sudan, Sudan, Tanzania, Togo, Uganda, Western Sahara.

#### Regional Center Southern Africa:

Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia, Zimbabwe.

Regional Center South East Asia:

Brunei, Cambodia, Fiji, French Polynesia, Hong Kong, Indonesia, Laos, Malaysia, Mongolia, New Caledonia, Papua New Guinea, the Philippines, Singapore, South Korea, Taiwan, Thailand, Vanuatu and Vietnam.

Regional Center Southern Asia:

Bangladesh, Bhutan, Maldives, Myanmar, Nepal and Sri Lanka.

Regional Center Latin America:

Antigua, Bahamas, Barbados, Belize, Bermuda, Bolivia, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, St. Kitts, St. Lucia, Surinam, Trinidad & Tobago, Uruguay and Venezuela.

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**Daimler Trucks Asia at a Glance**

Daimler Trucks Asia combines the strength of two distinct legal entities Daimler India Commercial Vehicles (DICV) and Mitsubishi Fuso Truck and Bus Corporation (MFTBC), collaborating on a range of topics ranging from product development, production and R&D to Sales & market development activities.

**MFTBC at a Glance**

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is one of Asia's leading commercial vehicle manufacturers. In 2015, the company sold a total of about 154,200 vehicles including light-, medium- and heavy-duty trucks and buses as FUSO brand. Daimler AG owns 89.29% and various Mitsubishi group companies own 10.71% of MFTBC shares. MFTBC is an integral part of the Daimler Trucks division of Daimler AG.

**DICV at a Glance**

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a full-fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tons trucks for the Indian volume market, under the brand 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. The DICV-built FUSO trucks from Oragadam are exported to markets in South East Asia, Africa, and Latin America.

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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 kinds 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.