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## **Full Speed with United Forces: Daimler Trucks Bundles Asia Business for Further Growth**

- **Daimler Trucks continues to expand its presence in new growth markets**
- **The “Asia Business Model” will tap into the full synergy potential of Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and Daimler India Commercial Vehicles (DICV)**
- **Kawasaki and Chennai plants positioned as important Daimler Trucks production locations in Asia**
- **From 2nd quarter 2013 Daimler will produce FUSO trucks in Chennai for export markets in Asia and Africa**

The future new growth markets are already a reality for Daimler’s Commercial Vehicles division. Daimler Trucks has set the course for further growth in promising markets in Asia and Africa with its integrated business model “Asia Business Model”. The model, which is an integral component of the Global Excellence Program “Daimler Trucks Number One”, provides for stronger bundling and optimization of Daimler’s business operations in the region of Asia, and the related systematic expansion of its presence.

Concretely, Daimler profits from the global positioning of the subsidiaries Mitsubishi Fuso Truck and Bus Corporation (MFTBC) headquartered in Kawasaki, Japan, and Daimler India Commercial Vehicles Pvt. Ltd. (DICV) based in Chennai, India. With synergies from both companies, Daimler will begin manufacturing robust trucks in Chennai under the established FUSO brand for distribution and sales in export markets as early as in the second quarter of 2013. Daimler will be presenting the extended commercial vehicles portfolio shortly.

The “Asia Business Model” already in place is designed to secure Daimler Trucks’ leadership position in the new growth markets by leveraging strengths of MFTBC and DICV to pull in further unit sales increases in Asia and Africa. The Asian business will thus contribute significantly to Daimler Trucks’ sales target of over 500,000 units sold in the year 2015 and 700,000 trucks in the year 2020.

“With the Asia Business Model we are bringing our operations to the next level in order to support our existing and new customers with the right products and the best service in Asia and Africa,” underscored Dr. Albert Kirchmann, MFTBC President & CEO and Head of Daimler Trucks Asia. “With the united forces of MFTBC and DICV, we are very well positioned and moving ahead of our competitors in terms of bringing concepts into reality.”

Marc Llistosella, DICV Managing Director & CEO, said: “Our `Quality Made in India´ has been successfully proven with the milestone of over 1,000 BharatBenz trucks sold in three months since its launch. Now, we will start the production of BharatBenz and FUSO trucks under one roof – BharatBenz vehicles for the Indian market and FUSO vehicles for selected export markets.”

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“With the combined strengths of MFTBC and DICV, we are ready for additional growth and efficiency,” said Kai-Uwe Seidenfuss, MFTBC Senior Vice President of Sales & After Sales. “It is an unique opportunity to offer an extended FUSO product portfolio of modern, robust, and economical trucks – thus capturing increasing customer demand in Asia and Africa.”

### **Strong positioning in Asia and Africa**

The global production network of Daimler Trucks facilitates efficient business operations and profitable growth. The integrated Asia Business Model draws on a multitude of synergies of the two Daimler subsidiaries MFTBC and DICV. Accordingly, the BharatBenz trucks and the new FUSO trucks produced for selected export markets are based on the same Daimler Trucks technical product platform. Therefore, MFTBC and DICV will co-operate even more closely in the fields of product development and production. Daimler is thus creating optimum conditions for conquering additional future growth markets with the Japanese subsidiary MFTBC.

In Indonesia, MFTBC´ s largest export market, the company has sold 68,000 units in 2012, posting sales record for the third consecutive year, and marking a double-digit growth over the previous year.

Sales were also up in other Asia stronghold markets, such as in Taiwan, the company's second largest export market, in Malaysia, and in Thailand. In Africa, the Daimler subsidiary grew its unit sales by a formidable 88.7% to over 8,000 vehicles. With the "Asia Business Model", Daimler Trucks will tap into even greater growth potential.

### **About Mitsubishi Fuso Truck and Bus Corporation (MFTBC)**

The Mitsubishi Fuso Truck and Bus Corporation (MFTBC), headquartered in Kawasaki, Japan, is one of the leading commercial vehicle manufacturers in Asia. The company produces and sells light-duty, medium-duty and heavy-duty trucks and buses. Daimler AG holds 89.29% of the shares in MFTBC. The remaining 10.71% are held by various companies of the Mitsubishi Group. MFTBC is part of the Daimler Trucks business division of Daimler AG.

### **About Daimler India Commercial Vehicles Pvt. Ltd. (DICV)**

DICV is a wholly owned subsidiary of Daimler AG and has been producing trucks for the "modern domestic segment" since 2012. DICV is gearing up for the rising demand for modern trucks for the volume segment in India. The products are closely aligned to the requirements of the important customer segments, which range from individual business drivers through to the largest fleet operators.

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 worsening of the sovereign-debt crisis in the euro zone; 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; 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 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 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.

Further Investor Relations information on Daimler is available on the Internet via [www.daimler.com/investors](http://www.daimler.com/investors) and on handhelds via [www.daimler.mobi/ir](http://www.daimler.mobi/ir).

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