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## **In Sight: Daimler Trucks is Gearing for Significant Growth in Asia**

- **Activities of Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and Daimler India Commercial Vehicles (DICV) are grouped under the umbrella of “Daimler Trucks Asia”**
- **Combined annual sales target of MFTBC and DICV to 290,000 sold units until the year 2020**
- **From now on production of five new FUSO truck models in Chennai for 15 export markets in Asia and Africa**

The commercial vehicles division of Daimler AG has reached another milestone with the integrated “Asia Business Model”, which is an integral component of the Global Excellence Initiative “Daimler Trucks Number One”. The company will bundle the activities of the subsidiaries Mitsubishi Fuso Truck and Bus Corporation (MFTBC) headquartered in Kawasaki, Japan, and Daimler India Commercial Vehicles Pvt. Ltd. (DICV) headquartered in Chennai, India, under the umbrella of “Daimler Trucks Asia”. For Daimler Truck, this cooperation opens up the opportunity for significant growth in promising, emerging markets in Asia and Africa. In this regard, MFTBC and DICV have planned a sales target of 290,000 units sold until the year 2020.

The Asia business will thus make a significant contribution to Daimler Trucks' sales target of over 500,000 trucks in the year 2015 and 700,000 trucks in the year 2020.

Dr. Wolfgang Bernhard, Board of Management Member of Daimler AG responsible for Daimler Trucks and Daimler Buses: "Strategically, we are very well positioned with the Asia Business Model. The close network ties between MFTBC and DICV allow us to tap into important synergies, through which we can do business in new growth markets efficiently and grow profitably. Our customers benefit from this – through the right products, the best services and low total cost of ownership."

The starting shot for the successful penetration into new growth markets in Asia and Africa was sounded at today's unveiling of the new FUSO products in front of customers, dealers and media representatives at DICV's production plant in Chennai. "Daimler Trucks Asia" is starting immediate production of trucks of the BharatBenz and FUSO brands at the plant.

Dr. Albert Kirchmann, Head of Daimler Trucks Asia and MFTBC President & CEO: "Today's production start of a new generation of modern, robust and economical FUSO trucks that will be made in India for high-growth export markets is an important step in the implementation of the Asia Business Model." Dr. Kirchmann underscored: "I am proud of the entire team of MFTBC and DICV, which will work together even more closely and for even more sustained success in the future."

Strategic cooperation in areas like product development, production and procurement will enable "Daimler Trucks Asia" to use the strengths of both companies. Nevertheless, MFTBC and DICV will continue to operate as independent subsidiaries of Daimler AG.

According to Marc Llistosella, DICV Managing Director & CEO, “DICV pledged to offer reliable and economical BharatBenz trucks – and we have delivered on this promise. Our trucks are well received by our customers.” Llistosella continued, “That we will now also be making FUSO trucks in Chennai is clear proof of the demanding quality standard here, which applies equally throughout Daimler’s entire global production network.”

The DICV plant in Oragadam, Chennai, is starting immediate production of five new FUSO truck types. These include the medium-duty models “FA” and “FI” with a gross vehicle weight of 9 to 16 tons and the heavy-duty models “FJ”, “FO” and “FZ” with a gross vehicle weight of 25 to 49 tons. The FUSO truck portfolio produced in India will be sold exclusively in export markets in Asia and Africa.

“Our new assortment of modern and at the same time economical FUSO trucks will fill the rising customer demand in Asia and Africa,” said Kai-Uwe Seidenfuss, MFTBC Senior Vice President of Sales & After Sales. “We will be supplying a total of 15 export markets through our established MFTBC sales network. The start will be made in Sri Lanka – with the first market launch as early as June, followed by Bangladesh, Zambia, Kenya and Brunei later this year.” For the year 2014 it is planned to begin selling the new robust FUSO trucks in the export markets of Indonesia, Thailand, Malaysia, Tanzania, Malawi, Zimbabwe, Uganda, Mozambique, Mauritius and the Seychelles.

### **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.

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## **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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