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Daimler Trucks Asia invests 300 Million Euro in Future Sales Growth

- **Daimler Trucks Asia is bundling the activities of Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and Daimler India Commercial Vehicles (DICV) for further sales growth**
- **Daimler Trucks Asia will invest additional 300 million euro in the extension of the sales and production networks for FUSO and BharatBenz trucks from 2014 to 2018**
- **New FUSO truck from DICV production celebrates international trade fair debut at Tokyo Motor Show**

Stuttgart / Tokyo, Japan – The Japanese Daimler subsidiary, Mitsubishi Fuso Truck and Bus Corporation is presenting itself at this year’s Tokyo Motor Show under the motto “Building Together”. True to this motto, the two commercial vehicle subsidiaries MFTBC and DICV are bundling their Asian business under the umbrella of Daimler Trucks Asia with a view to generating further sales growth in Asia and Africa. To this end, Daimler Trucks Asia will invest 300 million euro in the international sales and production structures on schedule in the period from 2014 to 2018. By the year 2020, around 290,000 units of the FUSO and BharatBenz brand are to be sold worldwide.

Dr. Albert Kirchmann, Head of Daimler Trucks Asia and MFTBC President & CEO, said on the occasion of the Tokyo Motor Show: “With the investments, we are expanding our existing sales and production network in order to take advantage of future sales potential in Asia and Africa.” Dr. Kirchmann added: “Thus, we are investing in the future of a strong team from two cultures. I am proud of the team from Japan and India, which is working together hard in order to bring the right products for the future markets on the road.”

The starting shot for the production of new FUSO truck models was sounded at Daimler India Commercial Vehicles in May of this year. Until 2014, these vehicles will be rolled out successively in 15 selected export markets – Bangladesh, Brunei, Indonesia, Kenya, Malawi, Malaysia, Mauritius, Mozambique, Zambia, the Seychelles, Zimbabwe, Sri Lanka, Tanzania, Thailand and Uganda. The market launch in further export countries is being examined.

The markets of Southeast Asia have a significant market potential for the long term. According to external forecasts, annual truck sales for the entire region of Southeast Asia are expected to grow by about 20 to 30 percent until 2020. In the same period, the truck market on the African continent promises to grow by five to ten percent per year.

Trade fair debut of new FUSO “FI” truck from DICV production

Currently, the new medium-duty FUSO “FI” truck is celebrating its trade fair debut before an international audience at the 43rd Motor Show in Japan. The vehicle, which is one of a total of five FUSO truck models from the production of Daimler India Commercial Vehicles, is tailored to customers in the growth markets.

The trade fair debut of the new “FI” was reinforced by additional highlights from FUSO’s product range, which included four concept studies: the FUSO Canter Eco Hybrid “Canna” developed by and for women, the luxury coach FUSO Aero Queen “Premium Cruiser”, the repairs vehicle FUSO Canter Eco Hybrid “Moving Pit” and the heavy-duty truck FUSO Super Great “Fuel Efficient Truck”. In addition, the chrome-plated special model “Black Chrome” of the medium-duty dump truck FUSO Fighter was also showcased at the Motor Show.

The first generation of the FUSO Canter truck came on the market in the year 1963. Fifty years and eight generations later, in March of this year, the light-duty truck celebrated its golden anniversary and sales of more than 3.7 million units worldwide. For the occasion of the anniversary year, a restored second generation “T90” model from the year 1970 was exhibited at the Tokyo Motor Show.

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “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 Eurozone; an exacerbation of the budgetary situation in the United States; a deterioration of our refinancing 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 and 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 government 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 to be incorrect, the 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 since they are based solely on the circumstances at the publication date.

Further Investor Relations information on Daimler is available on the Internet via www.daimler.com/investors and on handhelds via www.daimler.mobi/ir.

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