Beat: Automobiles

Daimler Trucks Keeps Advancing in India

Four New BharatBenz Truck Models

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USPA NEWS - Three tractor trailers and one truck for construction-mining enlarge product portfolio.
75 dealership outlets for comprehensive customer services.
Export of Fuso trucks from India to growth markets expanding as planned.

Daimler Trucks keeps advancing its activities on the Indian market. Merely two weeks after Daimler India Commercial Vehicles (DICV) was named “CV maker of the year“ in India, the wholly-owned subsidiary of Daimler presented four new truck models of its BharatBenz brand at an event in Mumbai today. As of now, three tractor trailers (BharatBenz 4023TT, 4028TT and 4928TT) as well as a vehicle for construction and mining purposes (BharatBenz 3128CM) complement the product portfolio of the latest member in the Daimler Trucks family.

“The on-schedule market launch of the new BharatBenz models is yet another proof that our growing commercial vehicle business in India is fully on track,“ says Dr. Wolfgang Bernhard, member of the Daimler Board of Management responsible for trucks and buses. “Despite a strongly declining market, we have managed to establish a completely new truck brand in the country within one and a half years. The brand has met our expectations and has won a great deal of recognition in the industry already.“

Only 15 months after market launch, BharatBenz won several of the renowned “CV Apollo Awards“ handed over by the leading Indian commercial vehicle magazine CV. Next to the important “CV maker of the year“ award, the brand received awards for the BharatBenz 1217C tipper in the “commercial vehicle innovation“ category and for the heavy-duty cargo carrier BharatBenz 3128C in the category above 25 tonnes. In addition, the brand managed to come in fourth in the country´s medium- and heavy-duty truck segment from scratch.

In September 2012, BharatBenz started its product offensive with the market launch of the first heavy-duty truck models. The product offensive grew by several variants and medium-duty trucks in the months that followed. The trucks presented today enable customers to choose from vehicles in the range from nine to 49 tonnes GVW (gross vehicle weight).

Beyond the attractive product portfolio, BharatBenz offers comprehensive consultation and excellent service with a network of 75 dealership outlets that will further increase to more than 100 sales and service points in the next months. They also offer financing and insurance services as well as customized service packages, and thus a one-stop-solution for clients. “This offer gives us a real competitive advantage. It is one of the many examples showing how we revolutionize the Indian commercial vehicle market in a sustainable way“, explains Marc Llistosella, Managing Director and CEO of DICV.

In the framework of the “Asia Business Model“, describing the close cooperation between Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and DICV, Fuso trucks have rolled off the assembly line in Chennai since May 2013. They are determined for export in Asian and African growth markets. By the end of the year, they will be available in more than ten countries.

(Source: Daimler AG.)

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