



BHARATBENZ



# CONTENTS



## LED BY INNOVATION

Daimler: Pioneering Innovations

Daimler: For all who keep the world moving

4

## GUIDED BY UNDERSTANDING

Relevant insights and rigorous analysis

10

## STEERED TOWARDS EXCELLENCE

7 years, 1 lakh vehicles on road.

16

## FORWARD WITH BSVI

Performance through pedigree

20

## PROFIT TECHNOLOGY+

The pillars of Profit Technology+

Class-leading benefits that empower your business

27

## AHEAD WITH BEST-IN-CLASS FEATURES

The engine for every need

Higher fuel efficiency

Low maintenance

Unmatched reliability

Unparalleled safety

Stunning aesthetics

Better driving comfort

Comprehensive selection of class-leading models

30

## DRIVEN BY COMMITMENT

54

BharatBenz Universe

Bringing trucks to where you are

ProServ

Genuine Parts

BharatBenz Financial

BharatBenz Power Pack Insurance

Dieselaabh

BharatBenz Excellenz

Truckconnect

BharatBenz Exchange

Committed to you at all times





# LED BY INNOVATION

>>>>



# Daimler: Pioneering Innovations >>>>

## The pioneers >>>> >>>> of motoring



Carl Benz



Gottlieb Daimler

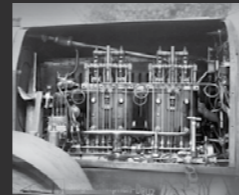
1896

By combining a cab-over-engine and a cart, Gottlieb Daimler introduces the world's first motorised truck.



1923

Introduction of the first diesel-engined trucks.



1932

Daimler-Benz launches the Lo 2000 (2 tonnes), the world's first series-production light truck, at the Geneva Motor Show.



1954

Daimler introduces the first truck in India.



1954

Mercedes-Benz launches the LG 6600 for military use.



## A tradition of innovation spanning over 130 years

Well over a century ago, when horse-drawn modes of transport were the only known ways of mobility in the world, Gottlieb Daimler and Carl Benz came up with a revolutionary idea: motorised movement.

By combining an engine with a cab-over-chassis structure, they invented the first truck. Beginning in 1886, Daimler gave the world the first car, the first truck and the first bus in quick succession.

At Daimler, excellence is the driving force behind our history of innovation that continues into the 21st century. Our designers and engineers have ensured that we remain at the forefront of the trucking industry.

Numerous patents in automotive performance, safety and eco-friendly innovations, some of which are milestones in the history of the truck, are eloquent testimonies to our commitment towards redefining mobility for the world.

Global leadership and a rich reservoir of local insights are a natural outcome of our zeal for innovation. The creation of new markets and opportunities is the result of the value we place on excellence, the strong belief in our brands and our constant endeavour to provide only the very best.

# Daimler: For all who keep the world moving >>>>



Mercedes-Benz

#### Trucks for Europe/Latin America

Tailor-made solutions for the medium-duty and heavy-duty truck segments.



FUSO

#### Trucks for Asia

As one of the leading manufacturers of commercial vehicles in Asia, Mitsubishi Fuso Truck and Bus Corporation produces light, medium and heavy-duty trucks.



#### Trucks for North America

State-of-the-art technology, superb efficiency and optimum safety.



WESTERN STAR

#### Trucks for North America

Western Star is the premium manufacturer in North America for heavy-duty trucks for special-purpose and long-distance haulage.



BHARATBENZ

#### Trucks for India

BharatBenz is the youngest member of the Daimler commercial vehicle family. The brand was developed specifically for the Indian market.

## Leadership through diverse brands

Food, clothing, furniture, building materials – these and numerous other items are transported by truck from point A to point B each and every day. As the largest manufacturer of trucks over six tons, we have a global footprint and build the right trucks to meet the needs of each specific market.

Our international family is made up of six brands. Whether the truck is from our Mercedes-Benz, Freightliner, FUSO, Western Star, BharatBenz or Thomas Built Buses

brands, they all have one thing in common: we build trucks you can trust. We have vehicles to suit every purpose, with a product range that includes light, medium and heavy-duty trucks for long-haul, short-radius distribution and construction site operations.

The portfolio is rounded off with a range of special-purpose vehicles, including for municipal operations.



A night cityscape featuring a prominent bridge with two tall, illuminated pylons on the left. The bridge spans across a body of water, with city lights reflecting on its surface. In the background, a dense skyline of skyscrapers is visible, some with lights on. A large, dark red geometric shape, resembling a triangle, is overlaid on the right side of the image, partially obscuring the cityscape. The text 'GUIDED BY UNDERSTANDING' is written in large, white, bold, sans-serif capital letters across the red shape. Below the text are four white chevrons pointing to the right. The overall mood is modern and sophisticated.

# GUIDED BY UNDERSTANDING

»»»»



Relevant insights and  
**rigorous analysis >>>>**



A deep understanding  
**of Indian conditions >>>>**

As India's skyline soars through the clouds and modern roads uncoil swiftly over its vast vistas, its steady growth has made it an attractive opportunity. At Daimler, we have approached our Indian journey with a spirit of discovery and an eye for detail - with a crystal-clear focus on the Indian customer and his needs, and on the Indian market and its conditions; all with our customary thoroughness. As every industry in India moves to the next level of

growth, logistics will be at the centre of India's progress. Yet, as a professional in the logistics business, you still face several challenges. Whether you are a mining contractor in the forested heartland, an entrepreneur working out of a bustling city, or a transporter bringing perishable farm produce to emerging towns, you could certainly derive an advantage from trucks that help you meet the rising demands of your customers and



ensure timely deliveries at competitive prices. Margins are always under pressure due to relentless competition, ever-increasing fuel prices and recurring fleet maintenance costs. Powerful trucks designed for frugal fuel consumption and faster turnaround times will boost your profits.

Then there is the opportunity cost of needless downtime. Ensuring delivery despite poor roads, treacherous terrains and inclement weather, through trucks that give you trouble-free performance, is critical for you to gain the trust of your clients.

You need to strengthen your reputation for reliability with modern vehicles that will deliver more, deliver faster and deliver cheaper, while conquering the challenges of the Indian terrain. At Daimler, we understand that it is not enough to just stay on the road; it is important to stay ahead.





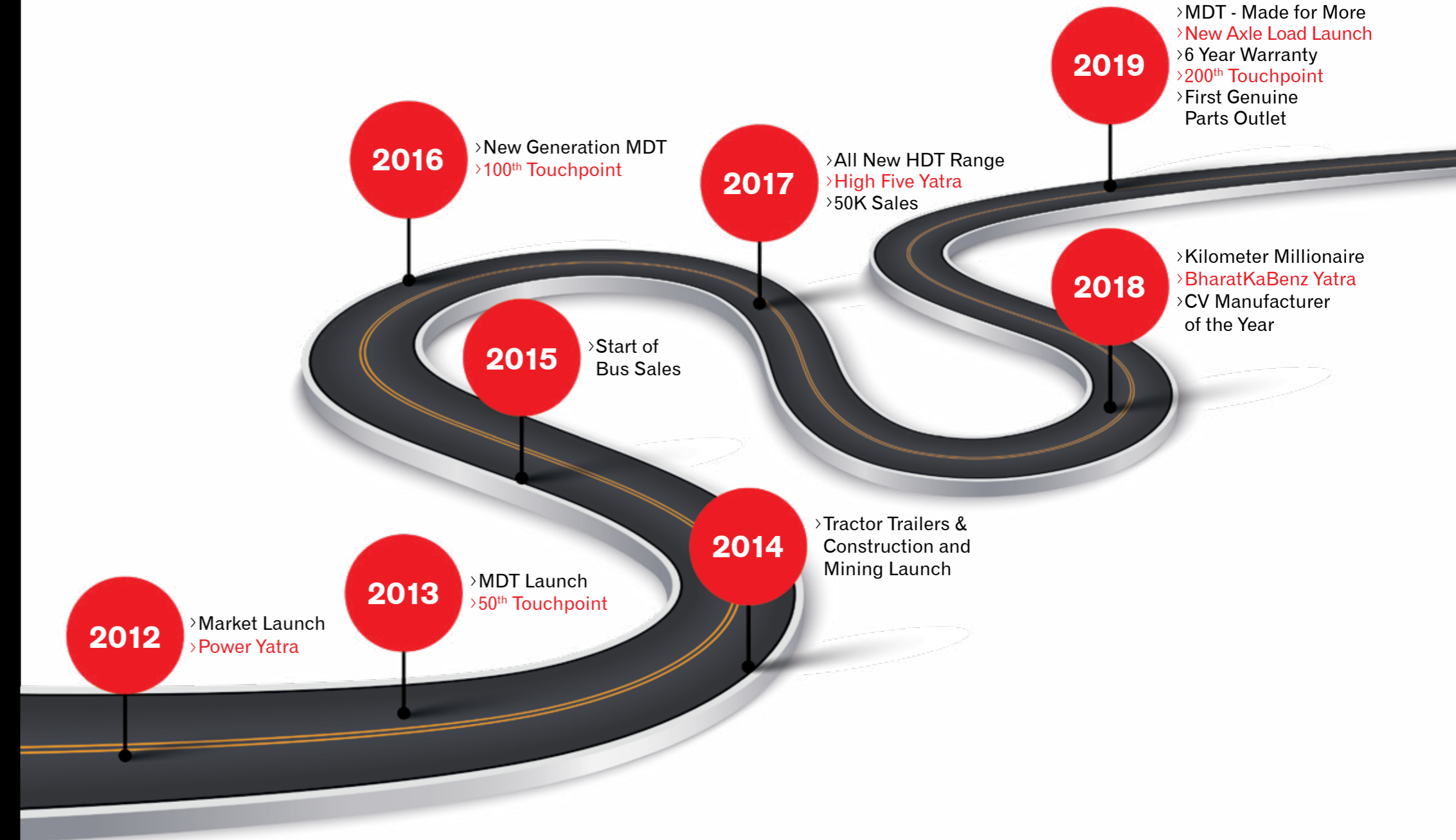


# STEERED TOWARDS EXCELLENCE

>>>>



More than 1 lakh vehicles on road.  
In less than 7 years  
of our journey. >>>>







# FORWARD WITH BSVI



At BharatBenz, we believe in taking responsibility. Of not only our customers, products, employees, community or nation... but of the environment as well. Hence, the new BSVI emission norms, for us, came as a welcome step in the right direction. And being already aligned with the Euro VI emission standards, we were excited to push our boundaries further and explore the possibilities on offer.

So, we left no stones unturned in making sure that our BSVI trucks not only aid the environment, but also inspire a whole new generation that is taking this big leap into the future.



## Performance through pedigree >>>>



## Globally proven platforms >>>>

For the rest of the nation, the transition to BSVI emission norms may seem like entering a whole new realm of operations, by taking unprecedented steps and employing major overhauls to their products. But for us at BharatBenz, it was just about taking advantage of our global heritage.

Having many years of superlative experience in Euro VI technology, Daimler's BSVI equivalent products have been available in more than 40 countries since 2010. With more than 1.4 million trucks and buses plying on the road, globally.

- > 1.4 million+ Daimler trucks and buses on road
- > 40+ countries with BSVI - equivalent norms
- > More than 9 years of solid experience in BSVI technology

BharatBenz trucks draw their pedigree from these proven platforms, and are specially designed and built for India, bringing to the fore the highest levels of technological advancement, efficiency and reliability, while at the same time playing a relevant part in building a healthier environment.



## Class-leading benefits that empower your business >>>>

We understand how much your business means to you and the lengths to which you go, to shape your business into its most optimal, productive form.

Which is exactly why we offer you our line-up of world-class commercial vehicles, built for India, that do not compromise on performance and provides superior value for money. Our remarkable portfolio of trucks includes Medium Duty Trucks (9-14.5 tonnes), Heavy Duty Haulage (16-42 tonnes), Tippers (12-31 tonnes) and Tractors (40-55 tonnes).

Every truck that rolls out of BharatBenz is a marvel of engineering excellence, a product of the Indian environment,

for the Indian environment and in complete harmony with it. The truck designs are based on meticulous research done on road-load data patterns across the country and have been tested on various terrains. Its superior pulling power and gradeability will make each trip in a mining operation faster and easier. Its unmatched fuel-efficiency will make intercity trips more profitable. The low maintenance and longer service intervals make it a perfect asset for operating in remote locations, and lead to an increased vehicle uptime.

Designed to give you more of everything, a BharatBenz is the perfect partner for your business to soar. And achieve greatness.





Class-leading trucks  
specially built for India with



# TOWARDS GREATNESS WITH **PROFIT+** TECHNOLOGY



With Profit Technology+, BharatBenz is all set to leap into a new era.  
An era of best-in-class productivity. Of higher efficiency. Of better safety.  
And most importantly, of a greater respect for the environment.  
With BharatBenz, step towards the future.  
Towards greatness.



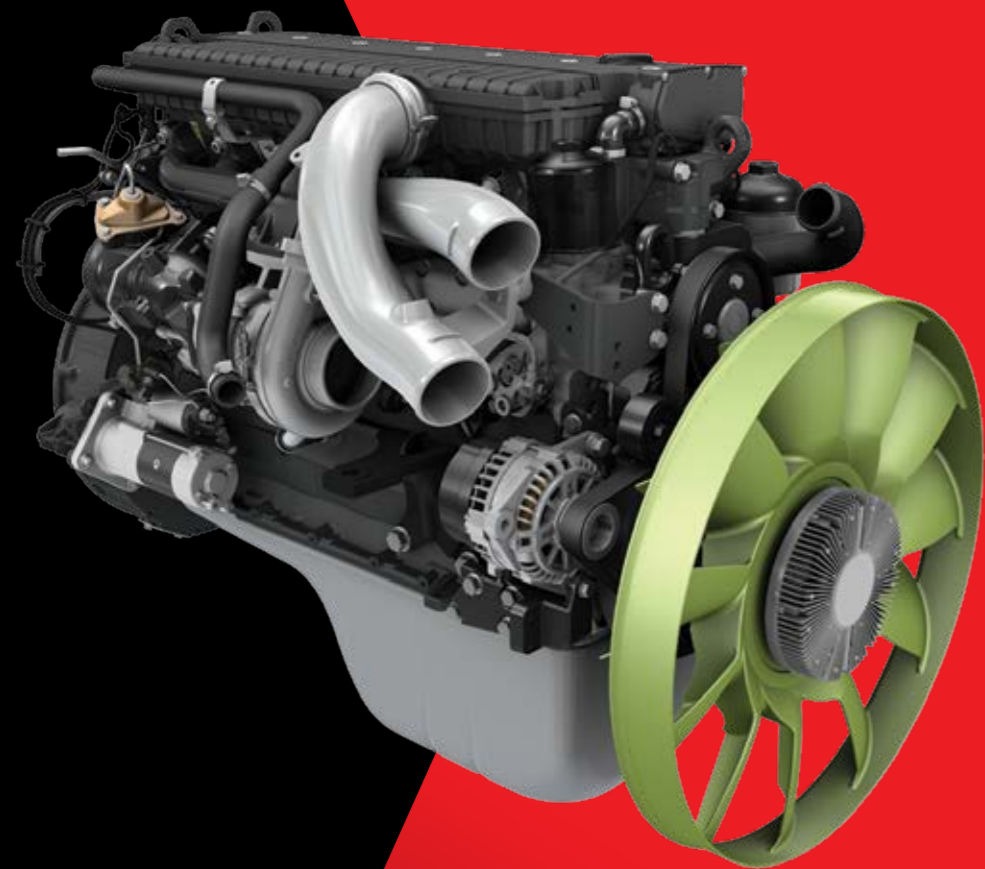




# AHEAD WITH BEST-IN-CLASS FEATURES







## The engine for every need



Powerful, reliable, economical – that's what a modern day trucker looks for, from an engine. And that's something the OM 926 is known for, globally. Thanks to all the years of engineering efforts that made it the perfect choice for demanding conditions across different terrains. The six-cylinder in-line engine with 7.2L cubic capacity offers best-in-class fuel efficiency, long service intervals and unmatched reliability that truck owners would love.

The drivers have more to look forward to in terms of spontaneous response, ample tractive power and very smooth running. As expected, this great road power comes with a great environmental responsibility of compliance with the Bharat Stage VI emission standards.

---

Up to **10%** fuel efficiency improvement

---

Up to **20%** longer service interval

---

Up to **280** HP

---

Up to **6** years warranty

---



# Less fuel for your truck. More for your business. >>>>



**E-viscous Fan:** The high-performance engine is constantly monitored with the help of a Smart Fan and it is cooled only when necessary, thus reducing extra load on the engine and ensuring unmatched cooling efficiency.

**All New Accelerator Pedal (MDT):** With optimised spring stiffness for steady fuel injection.

**Improved Air Drier (MDT):** Reduced engine load through a wider cut-in/cut-out range.

**Low Rolling Resistance Tyres (HDT, 16t):** Uniquely engineered tyres to realise maximum fuel efficiency in highway operations.

In a market where fuel prices are mercurial, to say the least, fuel efficiency plays a crucial role in determining the growth of your business. Also, the shift to BSVI emission norms requires a redesigned engine which, inevitably, uses up additional energy to reduce emissions, which can affect fuel efficiency. Keeping that in mind, we have equipped our brand-new line-up of trucks with some judicious features that make our trucks run at optimum fuel efficiency, while reducing emissions significantly.

**Gear Shift Advisory (HDT):** Driver coaching in every trip by intelligently sensing the optimal operating band for the vehicle and providing Up/Down indications.



**Constant Throttle Valve (HDT):** When the engine brake is switched on, the constant throttle valve and the butterfly valve work in tandem to save fuel, reduce brake wear and at the same time make driving in downhill operations safer.

**Unitized Fuel Pump (HDT):** 6 individual fuel pumps, one for each cylinder, inject precise quantity of fuel at a high-pressure of 2200 bar. This ensures optimum combustion of fuel.





**New Air Compressor (HDT):** Improved operational efficiency of the air compressor results in reduced engine load, thereby improving fuel efficiency.

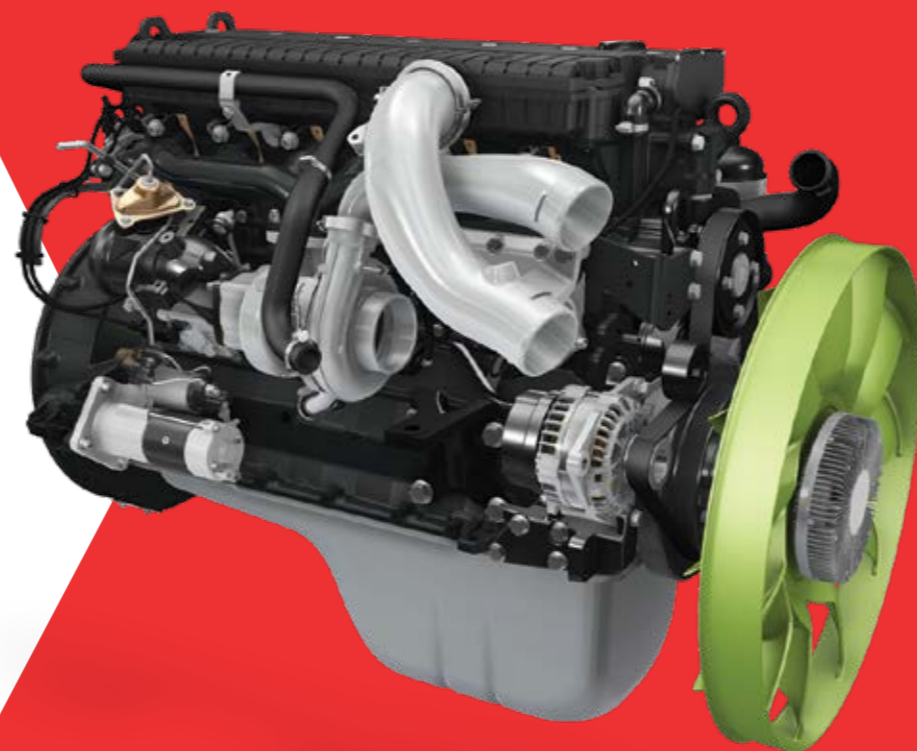
**G85 with Improved Gear Ratio:** Improved gear ratios to ensure that maximum operating time is spent by the vehicle on the higher gears. Better gradeability is an added advantage.

**Optimal Rear Axle Ratios:** For optimal powertrain performance.



**Aerodynamic Cabin Design:**

With years of research and testing, the cabin has been sculpted to offer the lowest drag.



**Turbocharger:** High boost turbocharger ensures the perfect blend of air and fuel mixture, thus reducing fuel consumption.

**Fuel Theft Protection Device:** Worried about fuel getting siphoned off in every trip? This device provides an anti-fuel-theft mechanism.



**Soft Cruise (HDT):**

The all-new cruise control now improves fuel efficiency by intelligent gradient monitoring.



# Low on maintenance. High on savings. >>>>



Low maintenance expenses and trouble-free running are important factors in the profitability of any operation. BharatBenz trucks have been designed with several enhanced features to ensure that maintenance is minimal, easy and in fact, preventive. Driver convenience and your own satisfaction are valuable benefits that accrue from this kind of maintenance profile. Taken together, these features form a powerful array of advantages that will ensure maximum uptime for a BharatBenz truck, and more business for you.

**Lesser Grease Points in Rear Suspension:** BharatBenz heavy duty trucks are designed with minimal grease points to ensure that the vehicle is always on road.

**Engine Overrun Buzzer:** Alerts the driver during gear mis-shift.

**Longer Oil-Change Intervals:** Longer and synchronised oil change intervals to ensure minimal number of visits to the dealership.

**Wider and Thicker Brake Lining:**  
For better braking efficiency and longer life.



**Clutch Wear Indicator:** For preventive maintenance, ensuring trouble-free running

**Tilttable Cabin:** Ensures larger access and easier serviceability of the engine, thus reducing the service time.





# Unmatched reliability. Long-lasting value. >>>>



BharatBenz trucks are built for a longer, trouble-free life. This has been ensured by building the engine and all major aggregates to stringent specifications. Components that take up severe strain have been specially tested and designed. We build reliability into our trucks, so that you can build trust with your clients.

**UV Testing:** The BharatBenz cabin stays as good as new for many years, thanks to the stringent UV testing procedure.



**Joggled Frame:** The Joggled Frame helps in accommodating a bigger engine and ensures better vehicle stability. It also reduces in-cabin noise for better driver comfort.

**German Engineered OM 926 Engine (HDT) & 4D34i (MDT):**  
Globally proven platform, now with higher capacity and bigger pistons.

**Durable Chassis:** The chassis is manufactured with high strength steel (material used: BSK 46, E 500) ensuring superior durability and reliability.



**Bogie Rear Suspension:** Carefully designed robust suspensions for the toughest operating conditions.

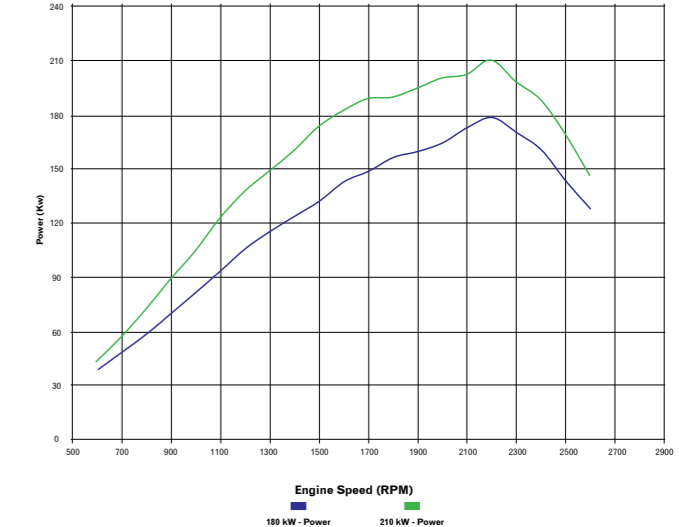
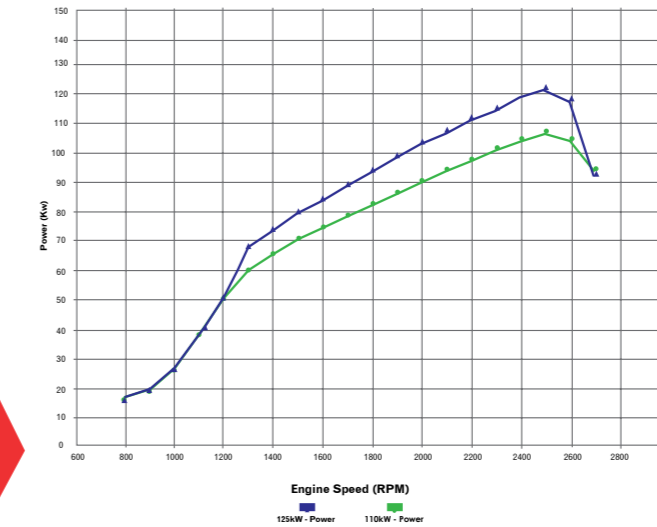


**Differential Lock:** Inter-wheel and inter-axle differential locks help avoid the wheel spinning on slushy roads, enabling faster trip turnaround time.



**Clutch:** Larger clutch plate diameter with higher wear depth results in lesser maintenance costs and longer uptime.

**After Treatment System (ATS):** The Two-cylinder After Treatment System offers optimal packaging, better thermal encasing of exhaust energy and improves muffler efficiency. 14 lakh trucks with this ATS is already on road, globally.



**High-Powered Engine:** Based on insights into usage patterns across India, we have built in several features into our trucks that provide a class-leading performance. The BharatBenz trucks are equipped with engines designed for higher efficiency and a longer life, which also give maximum power with optimal consumption to enable you to maximise your revenues. Faster turnaround time and more trips in a year are direct results of more power.



# Unparalleled safety. Sure and secure delivery. >>>>



Indian highways, construction sites and mines can pose several challenges, which is why BharatBenz trucks are designed differently. Sitting in these trucks, one instantly gets a sense of stability and safety, even when driving uphill, downhill or while negotiating a sharp turn. Changing lanes or overtaking with a fully loaded BharatBenz truck is safe and easy. Advanced features underline the importance given to safety, giving you peace of mind, while undoubtedly boosting driver confidence. Faith in your ability to deliver cargo securely is a welcome benefit for your client.

**Wiper Mounted Nozzle:** The nozzle for water flow is mounted on the wiper itself, which results in better coverage during windscreen cleaning.

**Seatbelts:** 3-point Emergency Locking Retractor (ELR) for the driver and the co-driver, with retractors on both sides coupled with a seatbelt reminder for superior occupant safety.

**Co-Driver Seat Headrest:** Acts as a safety padding to the head against whiplash effects, in the event of a collision.

**Anti-Roll Bar:** The Anti-Roll Bar enables better road grip and stability of the vehicle, especially during cornering at high speeds.

**Cross Car Beam Structure:**

In the event of a collision, the beam absorbs the impact energy and minimises steering wheel displacement, thus ensuring driver safety.

**Double Bumper:** In addition to the exterior bumper, the Double Bumper, which is an extension of the frame, ensures superior safety during a collision.







**Driver State Monitoring System:** An industry-first in India's commercial vehicle segment, the Driver State Monitoring system aims to avoid dangerous situations of drivers falling asleep or otherwise being distracted at the wheel. The BharatBenz DSM system employs state-of-the-art artificial intelligence and computer vision technologies to identify facial patterns including eyes, face, head gaze, and other natural cues. Based on this, it differentiates between attentive drivers and others using acoustic and visual alert.

**All Steel Factory-Built Cabin:** Adhering to all AIS 029 standards.

**Fire Extinguisher:** The truck cabin is equipped with a fire extinguisher to avoid any thermal incident.

**Diffuser Tailpipe:** Through an innovative design, the diffuser tailpipe helps in exhaust temperature management and also in the reduction of dust throw.



**Demister:** Worried about a rainy day and a foggy screen? Our demister helps you get 100% visibility all the time.

**Reverse Camera:** State-of-the-art technology that aids the driver in safely reversing.

**Dual Chamber Headlamps (HDT) with Daytime Running Lamp (All Models):** Provides high luminosity, ensuring safer driving in dark ambience.





# Stunning aesthetics. Outside and inside. >>>>



At BharatBenz, we take great effort to ensure that your truck looks good on the outside, and great on the inside. Having said that, we make sure the looks serve a purpose as well. Be it making your trips more enjoyable or streamlining the performance of the truck, BharatBenz trucks make it a point to look great while getting your job done.

**New Front Fascia:** Completely redesigned exteriors with the honeycomb styled front grille, bold grey bumper, stylish spoiler and sun visor provide a bold and sturdy stance to all BharatBenz trucks.

**Revamped Interiors:** The beige coloured opulent interiors, coupled with new chequered seat fabric, exudes comfort and luxury.





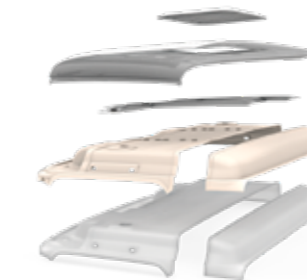
# Better driving comfort. Better productivity. >>>>



Your driver is literally at the leading edge of your enterprise. He spends more time in the truck than in his home. After studying usage patterns across the country, in varied conditions, no effort has been spared to make your driver's journey comfortable and productive.

The expertly designed cabin ergonomics makes even long and continuous hours of driving comfortable. From adjustable seats and tiltable and telescopic steering, to practical and insightful touches like a common key for doors, steering and the fuel tank, careful thinking has gone into the making of every vehicle. The sense of spaciousness, panoramic visibility and thoughtful storage spaces all add up to a refreshingly new driving experience.

**Cabin Roof Trim:** The 7 layered cabin roof trim, made of heat resistant materials, keeps the cabin cool and helps the driver weather hot days.



**Ergonomically Designed Seats:** The bucket shaped seat with a slightly curved profile supported with panes provides optimal support to the driver's shoulders and back, resulting in increased driver productivity.

**Side Wall Trims:** Easily washable trims that help you maintain a clean cabin.

**Pedal Support:** The small raised platform in front of the accelerator pedal ensures less strain on your legs while accelerating.

**Parabolic Front Suspension:** The parabolic suspension provides better ride comfort and reduces driver fatigue.



**Static Steering:** Enables easier manoeuvrability during tight turns.

**Air Suspended Seat:** Ensures maximum driving comfort even on bumpy roads and reduces backaches.







**Tilt and Telescopic Steering:**

The tilt/telescopic feature allows the driver to adjust the steering wheel to suit their driving posture.

**Steering - HDT:** 9 degree up; 3 degree down; 60mm telescopic movement.

**Steering - MDT:** 7 degree up; 2 degree down; 40mm telescopic movement.

**Power Windows:** Windows that can be raised or lowered just with the press of a button.

**Central Locking:** Locks the whole cabin with just a flick of the driver-side lock handle.



**Sleeper Cabin:** Comfortable sleeper-berth for a good-quality rest.



**Music System:** Standard fitment across all models for entertainment on the go.



**Heating, Ventilation & AC (HVAC):** High throw air conditioning on all premium variants adds to a car-like comfortable drive.





# DRIVEN BY COMMITMENT

>>>>



The all-round services  
package for your truck

>>>>





Bringing trucks  
to where you are >>>>



We believe that the customer's convenience is paramount. Area sales offices in 14 leading cities and a network covering 236 locations mean that you can quickly purchase a BharatBenz truck, whenever and wherever the need arises.

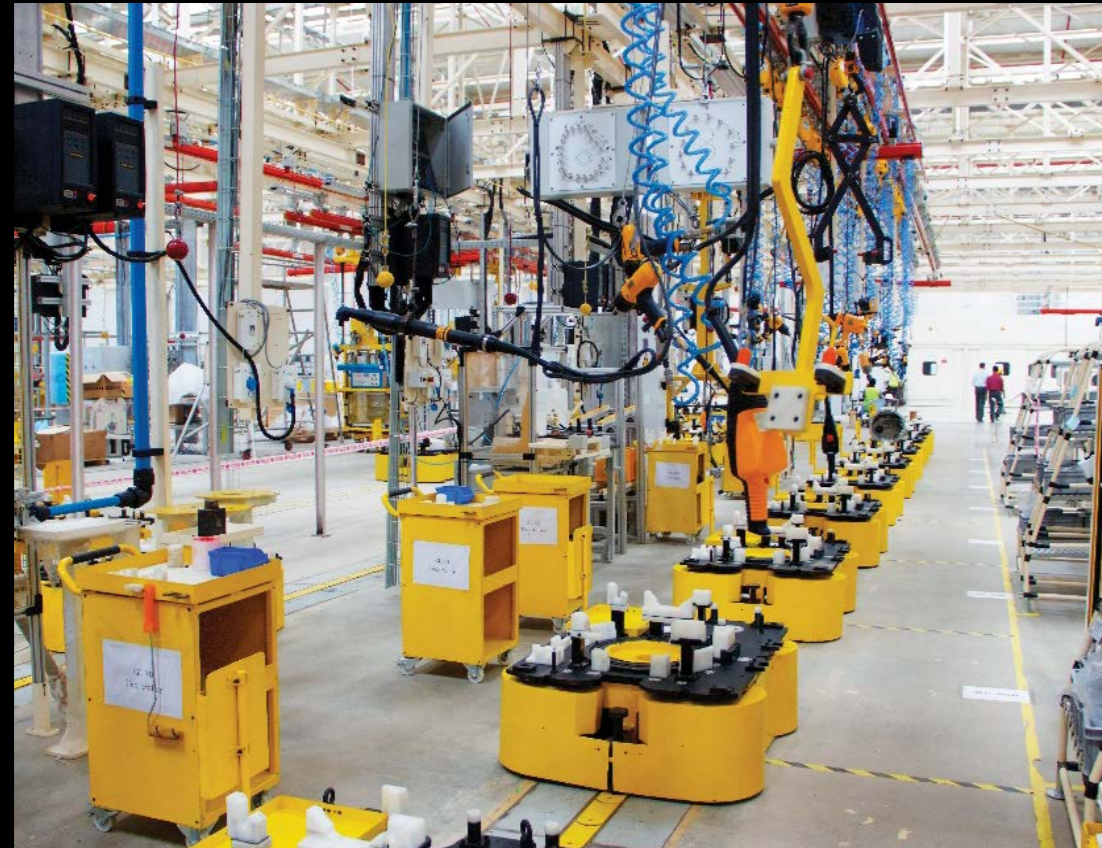
We are already setting benchmarks in the Indian trucking industry with well-trained sales staff, highly qualified service personnel, customised services and products and state-of-the-art infrastructure.

We are committed to delivering a superlative experience across the length and breadth of India.





# A service that keeps you on the move >>>



ProServ is designed to suit the specific needs of your business. It's speedy, effective and reliable, ensuring that you only need to manage your business and concentrate on expanding it, leaving everything else about the truck to us.

**Network Reach:** Easy access to our services and facilities with a wide network of dealerships set up across 236 strategic locations, across India. So, no matter where you are, we will reach you in less than 4 hours.

**Well-Trained Service Staff:** Our fully trained technicians are here to offer all-round scheduled services to complex aggregate repairs with ease.

**Digital Technical Information Platform:** After Sales Central (ASCENT) is a touch-enabled, animated multilingual single interface system available at our workshops across India, which provides details about the functioning of every aggregate used in a BharatBenz truck. This is to ensure that our service technicians always have ready access to the necessary information and can rectify issues accurately.

**Special Tools & Equipment:** We use specialised tools for tricky repairs and special equipment to carry out aggregates repair across all BharatBenz dealerships.

**High Productive Express Bays & Speed Fix:** Our exclusive express bays are equipped with specialised tools and equipment allowing us to service vehicles faster, so that your driver, along with your truck, will face no delays and is back on road in no time.

**Onsite Services:** To enable higher uptime, we offer you customisable service options at your doorstep based on your application.

**6-Years Warranty:** We bring to our customers Bharat's "Real" and "Best-in-Class" 6-Years Warranty for our HDT range of vehicles. We ensure that all the parts that matter the most to you are protected under warranty. We thus stand differentiated as always for being the most customer-centric when it comes to our products and offerings.

**Maintenance Pack:** BharatBenz offers one of the widest choices of service packages for your vehicles to ensure that all maintenance related needs and hassles are well taken care of. This is customisable for all models across applications for the longest duration, with exclusive financing facility and flexible payment options.

**Extended Warranty:** Extended Warranty is a highly cost effective and powerful product to further reinforce the Standard Warranty. It covers your entire drive line i.e. engine, transmission and rear axle, for a longer duration and enhances the unmatched durability of BharatBenz vehicles.

**Advanced Diagnostic System:** Our engineers at BharatBenz have developed an advanced diagnostic system aided with troubleshooting which enables us to address problems quickly and effectively, also providing information on problems that may arise in the future.

**ProServ App:** The ProServ app now provides you with all comprehensive products specification and service support information at your fingertip.

**Comprehensive Customer Support:** Our comprehensive customer care set-up ensures that all your service needs are taken care of. This includes a state-of-the-art Mobile Service Workshop equipped with BharatBenz genuine parts, genuine lubes and tools that can handle almost all kinds of breakdowns, as well as a multilingual toll-free number to ensure 24x7 on-road assistance or technical support.



Scan to Download the App



Keep your trucks  
running like new >>>>



## GENUINE PARTS

Always Affordable.

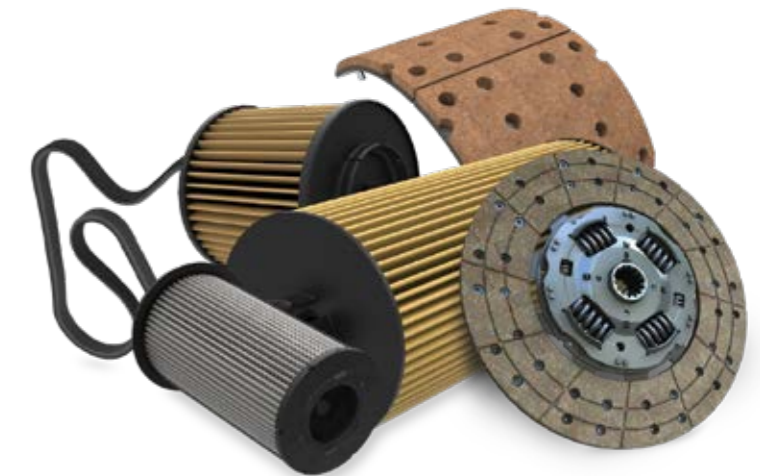
At BharatBenz, we believe in providing a delightful experience to all our customers with the best of services and best-in-quality parts which are predominantly characterised by our persistent focus on delivering high quality products, increasing our reach and ensuring low cost of ownership.

**Reliable & Safe:** Every BharatBenz genuine part undergoes stringent quality checks to ensure that it meets the BharatBenz global quality standards before it reaches our customers. This ensures safe driving for customers for a long period.

**Always Available Closer to You & Delivered at Your Doorsteps:** BharatBenz Genuine Parts are available to all our customers across India.

1. At all our Dealership Outlets
2. At all our Parts Outlets
3. With 'Dial- a- Part', it's just a phone call away. Call us at our Toll Free No. 1800-120-381381
4. Order online at your convenience, using the "ProServ 2.0" App and the products will be door-delivered to you with no extra cost.

**Always Affordable:** BharatBenz parts are competitively priced and their usage ensures a longer aggregate life, which translates to minimum maintenance and repair cost, improved vehicle performance and maximum profitability.



Scan to Download the App



# Financing that works for you >>>>



## BHARATBENZ Financial

### Holistic Finance & Insurance Solutions for BharatBenz

At BharatBenz Financial, we specialise in creating financing solutions tailored to suit your business needs, by working as your partner throughout your BharatBenz journey. We established BharatBenz Financial to serve as one of the specialised brands, serving both dealers and customers of the Daimler Group. As the dedicated financier for BharatBenz vehicles, BharatBenz Financial specialises in providing a range of tailored finance and insurance options for all BharatBenz customers. Our unparalleled experience in the trucking industry, combined with our position as an exclusive commercial finance provider, makes BharatBenz Financial the smart choice for anyone looking to run their business more efficiently and profitably.

### Explore from a range of services that suit you

**Integrated Product Offering:** One-of-its-kind in the industry. Our one-stop shop approach allows you to avail finance on BharatBenz Insurance, Extended Warranty (EW) and Annual Maintenance Cost (AMC) as well as finance your BharatBenz commercial vehicle.

**Commercial Vehicle Loan:** A fixed payment programme that locks in an interest rate. You can rely on a monthly payment table for the term of the loan and own the vehicle outright at payoff.

**BharatBenz Lease:** With a lease you only pay for what you use, with rentals inclusive of bundled insurance and maintenance. Avail tax benefits and, with predictable monthly costs, ensure better financial planning.





# BharatBenz Power Pack Insurance >>>>



Power Pack Insurance from BharatBenz is India's first branded commercial vehicle insurance programme. Our insurance covers not only give your BharatBenz truck the protection it deserves, they also let you enjoy customised and comprehensive benefits.

**Our Power Pack Insurance Covers include:**

Depreciation Shield | Additional Towing Cover | EMI Cover | Revenue Loss Protection | Engine Cover | Vehicle Replacement Allowance

**We deliver superior services through our specific value additions such as:**

Guaranteed servicing of vehicles at all BharatBenz dealerships and 'Cashless' claim settlement | Assured quality of repairs  
Transparency in claims servicing | 24x7 access to BharatBenz Financial Call Centre



One card.  
Many benefits. >>>>



## DIESELAABH

BharatBenz presents the Dieselaabh card, to make the life of fleet owners simpler. Through our partnership with HPCL, we have created a fuel programme with benefits that not only help the fleet owners keep track of their fleet, but also make the journey of the drivers less challenging. The card offers various benefits such as CCMS, Reward Outlets, Insurance Covers, and more.

All Dieselaabh card-holders are eligible for a flat digital incentive of 0.75%. Dieselaabh cards provide drivers and helpers with insurance covers and mediclaim facilities, and also give them access to rest rooms, bathing and washing facilities, secured parking, etc. at all leading HPCL pumps.

**Other benefits of Dieselaabh cards include:**

**Locating Your Vehicle:** Stay updated on your vehicle location

**Security:** Your card is protected with a unique PIN code

**Day and Night Customer Care Support:** Enjoy 24x7 support for all your queries

**Pump Locator:** Know all HPCL outlets available on your route

**SMS:** Enjoy 24x7 assistance for all your queries



# Building relationships for the long run >>>>



At BharatBenz, we believe in sustaining and extending the relationship with our key customers. And with our unique Key Account Management programme, BharatBenz Excellenz, we offer them a diverse array of benefits and privileges that further our commitment towards giving them an exceptional customer experience.

Our KAM benefits, which range from organising business networking events and providing special AMC prices, to exclusive loyalty programmes and more, are grouped by a 3-bucket approach that fulfills the needs of large fleet accounts during the pre-sale, sale and after-sale periods.

### Pre Sales

Business Networking Events | Top Management Interactions | Dedicated Priority Pal | Engagement Activities | Project Solution Offerings

### Sales

Customised Offering | Priority Delivery | Fleet Card | Performance Establishment | Driver Training | Price Contracts | Special Pricing  
Driver Insurance | Loyalty Programme

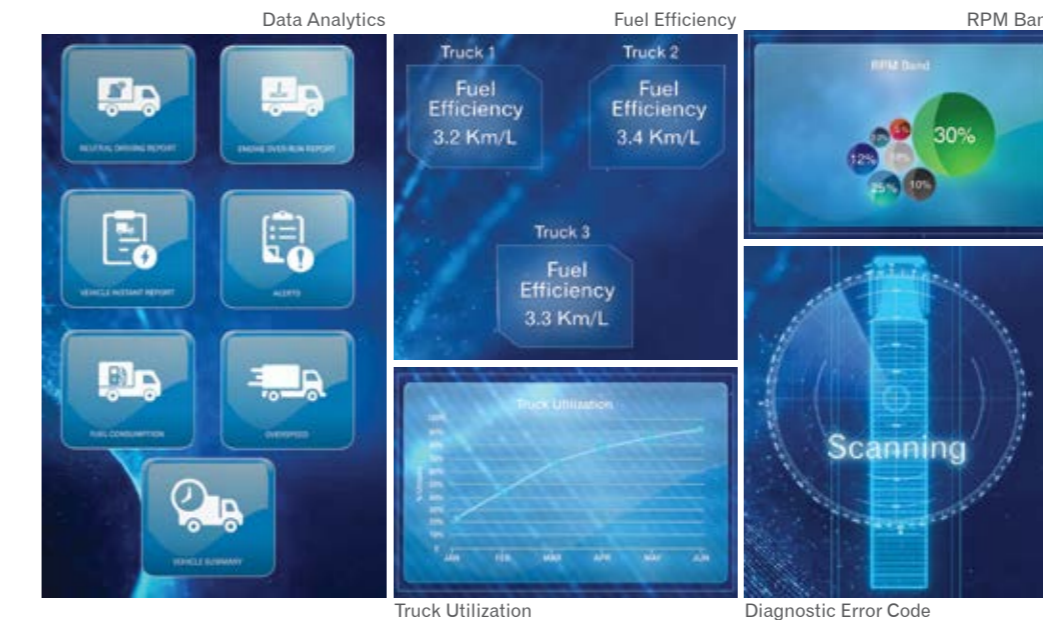
### After Sales

Special AMC Prices | Priority Service | Free Road-Side Assistance | On-Site Support | Dedicated Call Center | TAT Commitment on Repairs  
Direct Parts Ordering

# Your truck at your fingertips >>>>



With Truckconnect, an interactive portal that uses real-time vehicle data extracted directly from your pre-installed CTP (Common Telematics Platform) box, you can monitor and analyse your fleet and processes, including fleet utilisation, fuel efficiency, safety and your fleet location. The core objective of Truckconnect is to increase uptime, provide 24/7 support service through our Customer Assistance Center (CAC), monitor real-time fleet performance and ensure the drivers' safety.





A perfect platform for  
seasoned trucks >>>>



## BharatBenz Exchange

We, at BharatBenz, understand the needs of Indian commercial vehicle customers and therefore we focus on the entire life cycle of a truck and have created a structured eco-system for sustainable business.

For customers willing to exchange their used truck of any brand and buy a new BharatBenz truck, our used vehicle team provides the 'integrated service' of selling their used trucks. With our state-of-the-art technology, transparent evaluation process, we assure the best resale value for your used trucks. Our expert team manages the documentation process from end to end, ensuring that you have complete peace of mind.

And for used truck buyers, we have a carefully picked pool of used trucks, with thorough quality checks, available across our entire dealer network in the country. We also support your business by providing the right options of AMC and Extended Warranty for a range of refurbished used trucks. Our expert team supports you in identifying the right financing partner and hassle-free documentation process from start to end.



# Committed to you at all times >>>>



Daimler has invested 4,400 crores in a 400 acre, state-of-the-art plant in Oragadam, near Chennai. This hub of engineering excellence represents the best of both worlds: German engineering and Indian ingenuity. It is the fountainhead of a continuous stream of superior trucking solutions for a very diverse Indian market.

A uniquely designed Test Track within the premises and a Centre for Research and Development make this a comprehensive facility, one of only a few Daimler production centres, worldwide.

In addition, we have achieved over 85% localisation of parts. This is an important facet of the value created by us in India. It ensures that you benefit from reasonable prices and easy availability of parts.

The BharatBenz brand is backed by Daimler's strong and long-term commitment to India.







BharatBenz is more than a truck. It is a philosophy. A passion for enduring performance, and a commitment to delivering it with thoughtfulness, certainty, efficiency and panaché.

Our trucks are built with passion, responsibility towards the environment and a greater understanding of your needs. We have tested our trucks to meet your specific requirements: for performance with poise, even in the most challenging conditions; for productivity that makes an instant impression on your balance sheets; for efficiency that helps in keeping the environment cleaner.

Whatever you could have wished for in a truck and even some facets you didn't know you wanted, have gone into the making of BharatBenz – the range of trucks that lets you embrace your future, see your wishes come true and lead with honor.

With BharatBenz, you go forward.  
Towards greatness.





**Daimler India Commercial Vehicles Pvt. Ltd.**

SIPCOT Industrial Growth Centre, Oragadam, Mathur Post, Sriperumbudur Taluk, Kancheepuram District - 602105, Tamil Nadu, India.

Toll Free No. : 1800-120-380380 (Service), 1800-121-380380 (Sales), 1800-120-381381 (Parts) | Website: [www.bharatbenz.com](http://www.bharatbenz.com)