

Daimler Trucks Asia Taiwan opens office to strengthen FUSO sales

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- **Daimler Trucks Asia Taiwan (DTAT) established to expand FUSO brand offerings in Taiwan, inaugurates Taiwanese Office in Taipei, Taiwan**
- **DTAT, a joint venture between MFTBC and SYC, will expand its local product portfolio based on Taiwanese requirements to ensure the best truck customer experience**
- **DTAT to launch a number of programs addressing social responsibility in Taiwan**
- **With FUSO's strong brand presence, establishing DTAT further extends its long-term commitment in Taiwan's market**

Kawasaki, Japan/Taipei, Taiwan – Daimler Trucks Asia Taiwan Ltd. (DTAT) today launched its new office in Taipei, Taiwan, officially introducing DTAT to the Taiwanese market. DTAT was established in Taiwan in August, 2016, as a joint venture between Mitsubishi Fuso Truck and Bus Corporation (MFTBC) - one of Asia's leading commercial vehicle manufacturers, and Shung Ye Trading Company Ltd. (SYC), a leading player in the Taiwanese commercial vehicles market. The joint venture, in which MFTBC holds a 51 percent stake, and SYC 49 percent, is responsible for the exclusive import and wholesale businesses for the full range of FUSO products, including light-, medium-, heavy-duty trucks, and light-, medium-duty buses. With the newly formed business setup including import, assembly, wholesale and retail, DTAT will further enhance FUSO's strong presence in the Taiwanese market.

Michael Kamper, Senior Vice President and Head of Marketing, Sales and Customer Services Trucks Asia at the opening ceremony held in Taipei, said: "A strong market presence is key to DTA's success. Taiwan is among the most important markets for DTA in the world. Therefore, through our direct presence with DTAT, we have a simple mission: to be close to our customers in our top market. We are confident that we will be able to bring our Truck Customer Dedication to the next level in Taiwan."

DTAT's presence brings the Fuso brand closer to Taiwan's customer base, reinforcing its clear commitment to the Taiwanese market. It continues to provide world-class customer services and the highest uptime to customers through 159 dealerships – the most extensive retail network in Taiwan.

Under the new company, DTAT will strengthen Taiwanese product portfolio which brings specific market oriented products to ensure the best-in-class customer experience for customers. Below are some of the offerings to be introduced in 2017.

- The independent front suspension, 3.49t light-duty Canter, with both Automatic Manual Transmission and Manual Transmission versions ensures customers will not only get the most comfortable driving experience, but one that is also the most cost efficient and with the highest payload.
- The 6.5t light-duty Canter, designed in compliance with the Taipei's new regulation of the maximum allowable gross vehicle weight, will be introduced to meet the needs of Taiwanese customers.
- Safety and drivability are important features; DTAT will provide customers with the best 360 degree visibility driving experience during this opening month of April, for all new purchases, front and rear cameras will be included for all light-duty trucks, and 4-camera systems for medium-duty, heavy-duty trucks and buses, giving customers the best driving experience.
- DTAT as a pioneer in innovation of technology will provide vehicles with the most-advanced technologies. To this end, DTAT will start a feasibility study of FUSO's all-electric truck eCanter for the Taiwanese market.

Kristin Chun-Chi Lin, Chairwoman of SYC and DTAT said: "The establishment of DTAT represents a new page of FUSO commercial vehicles in Taiwan. To support various customers' transportation needs is our first and principal commitment. Now the new company has started its operation. We definitely will soon bring more FUSO products meeting the needs of our Taiwanese customers, and introduce innovative services satisfying Taiwanese customers."

Joe Wong, CEO of DTAT said: "Taiwan is one of FUSO's most important markets worldwide, and I am convinced that DTAT's direction will help further enhance our commercial vehicles business and strengthen FUSO's dominant position in Taiwan."

Social Responsibility for the Taiwanese society

DTAT has a strong commitment to the Taiwanese society in the areas of advanced products, as well as helping to develop Taiwan's local talent through social responsibility programs.

Page 3

- DTAT would sponsor free highway vehicle inspections for dealers to collect and analyze vehicle usage data. The goal is to increase awareness among drivers for correct maintenance practices and safety aimed at contributing to decreasing the number of accidents.
- DTAT will launch a roadshow to promote career programs across Taiwan with the aim of nurturing local talent.
- DTAT will launch an assistance program in which FUSO trucks would be provided for relief after natural disasters.

Strong presence of FUSO in the Taiwanese market

FUSO products have been sold in Taiwan through SYC since 1958. Taiwan is the third largest export market for FUSO, and it is the number one brand in the Taiwanese commercial vehicle market, with a market share of around 34% in 2016. Dating back to 1934, FUSO entered the Taiwanese market for the first time with the light bus "B46". In 1973, a KD operation was started for heavy-duty trucks, followed by one for the flagship light-duty truck "Canter" in 1983. In 2013, the hybrid light-duty truck "Canter Eco Hybrid" was introduced as the first ever hybrid commercial truck for the market. And now in 2017, due to the strength and long-term relationship between MFTBC and SYC, the establishment of DTAT begins a new chapter for FUSO in its already long and proud Taiwanese history.

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MFTBC at a Glance

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) – a part of DTA - is one of Asia's leading commercial vehicle manufacturers. In 2015, the company sold a total of about 154,200 vehicles including light-, medium- and heavy-duty trucks and buses under the Fuso brand. Daimler AG owns 89.29% and various Mitsubishi group companies own 10.71% of MFTBC shares. MFTBC is an integral part of the Daimler Trucks division of Daimler AG.

SYC at a Glance

Shune Ye Trading Co. Ltd. (SYC) is the administrative company of Shung Ye Group. Shung Ye Group is a longstanding FUSO vehicles dealer in Taiwan. It started from import and export trades and now represents various world-famous brands such as FUSO commercial vehicles, Mercedes-Benz heavy-duty commercial vehicles, Mitsubishi passenger and SUV vehicles, Mitsubishi Heavy

Industries gasoline/diesel engines and generators, JX Nippon Oil & Energy's lubricants, STAMFORD/AVK alternators, John Deere diesel engines and etc. in Taiwan. The group focuses mainly on sales and service of motor vehicles and peripheral operations via affiliate companies within the group. One of the leading commercial vehicle dealers in Taiwan, Shung Ye Group continues to build/expand its outlets in the country and to provide customers its quality and speedy service. In 2015, the group has nearly 3,000 employees, owns 80 sales/service outlets with sales revenue exceeds USD 800 million.

Daimler Trucks Asia at a Glance

Daimler Trucks Asia (DTA) is an organizational unit that jointly operates Mitsubishi Fuso Truck and Bus Corporation (MFTBC) – an icon of the Japanese commercial vehicle industry with more than 80 years of its history – and Daimler India Commercial Vehicles (DICV), a young challenger in the Indian market. DTA has a strategic business model that allows its group entities to collaborate in product development, production, exports, sourcing and research activity to provide the best of value products.

MFTBC at a Glance

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is one of the Asia's leading commercial vehicle manufacturers. In 2015, the company sold a total of about 154,200 vehicles including light-, medium- and heavy-duty trucks and buses as FUSO brand. Daimler AG owns 89.29% and various Mitsubishi group companies own 10.71% of MFTBC shares. MFTBC is an integral part of the Daimler Trucks division of Daimler AG.

DICV at a Glance

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a fully fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tons trucks for the Indian volume market, under the brand name – BharatBenz. BharatBenz stands for Indian engineering with German DNA.

Under its bus division, the company will produce and sell BharatBenz buses and Mercedes-Benz buses from its manufacturing plant at Oragadam. Bharat-Benz products have been engineered to serve all major customer segments with a focus on total-cost-of ownership, safety, reliability and comfort. Under the umbrella of Daimler Trucks Asia, DICV and MFTBC (Mitsubishi Trucks and Bus Corporation) are optimizing research activities, product development and sourcing. The DICV built FUSO trucks from Oragadam are exported to markets in South East Asia, Africa, and Latin America.

The state-of-the-art production plant at Oragadam, near Chennai, spreads over 400 acres (160 hectares). It includes a modern test track designed to simulate Indian conditions – making it one of its kind in Asia. DICV has made an initial investment of approximately €750 million for the bus plant facility. Sustainability being a core of Daimler's corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.

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