

## Daimler makes exciting debut with two BharatBenz buses

Daimler India Commercial Vehicles (DICV) made its debut at Busworld India, drawing wider attention of both customers and competitors alike with its BharatBenz-branded school and staff buses that were displayed at the show. During the year, DICV has established itself as a fast-emerging player in the Indian bus market with the ramp-up of its BharatBenz school, staff and tourist buses, besides the Mercedes-Benz Super-High Deck coach. The company plans to take the game to the next level with the launch of its 16-tonne bus next year. We could gather further details from an exclusive interaction with Mr. Markus Villing, Managing Director, Daimler Buses India.



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### Excerpts:

It was good to see DICV participate in Busworld India this year. What does your presence here indicate to the industry?

The concept of a trade fair exclusively dedicated to buses makes a lot of sense globally where the annual 'Busworld' in Europe is the bus industry's annual highlight. Given the size and potential of the Indian bus market, this concept looks promising here as well. Our message is that Daimler Buses India has quickly become an established player in the market and that customers should have us on their shopping list.

What is DICV's focus at the fair? Could you share details on the two products on display?

Our focus at the fair was to showcase the strength of our products as well as our integration into Daimler's global bus business which gives us access to leading technologies and know-how. So we have our successful BharatBenz school bus on display, which comes with advanced safety features and provides best-in-class ride quality. We are also showcasing our staff bus that is a comfortable and a cost-effective mode of transit for employees. We will introduce our 16-tonne bus next year so tune in for some exciting news.

It has been over a year since you premiered your range of BharatBenz buses, and the new Daimler coach. How has the market accepted your products? Please give us an update on the kind of progress you have made since the market launch.

2016 has been great with this being the year of the ramp-up for our BharatBenz school, staff, and tourist buses as well as for our Mercedes-Benz Super-High deck coach. Our products are performing successfully in the field. Customer feedback is very good, and we are very pleased with the incoming orders. So we follow a growth trajectory that is positive and systematically strengthen our position in the Indian bus segment.

Given regulations such as the Bus Body Code finally setting in, what are your views on the future of the Indian bus market? What role would DICV play in it in the coming years?

We welcome and support regulatory changes aiming at making transportation safer, cleaner and more reliable. Our products provide bus operators exactly with what they need to succeed in this changing environment. Just one example: our Aluminium structure gives our buses and coaches a unique competitive advantage. It is strong and safe, contributes to fuel efficiency with its lightweight design and increases the body's life span substantially as corrosion is a non-issue with aluminum parts. So we continue to be excited about the Indian bus market's growth potential, and we're convinced we have the right products to resonate with customers.

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