

# DAIMLER

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## Who is Daimler Trucks North America?



Eugene, OR  
February 27, 2014

## A Division of Daimler AG



Trucks

Vans

Passenger cars



## Daimler Vehicle Brands & Services

### DTNA

#### COMMERCIAL VEHICLE BRANDS



#### ENGINES



#### USED TRUCKS AND COMPONENTS



#### STRATEGIC PARTNERS

Daimler Truck Financial



### Global

## DAIMLER

#### Mercedes-Benz Cars



#### Daimler Trucks



#### Mercedes-Benz Vans



#### Daimler Buses



#### Daimler Financial Services



## Daimler Trucks History

1896



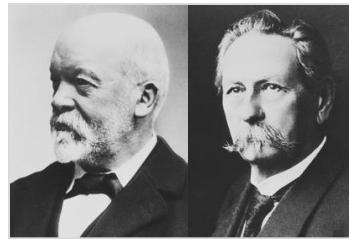
Gottlieb Daimler creates first truck.

1923



First diesel truck: Mercedes-Benz.

1926



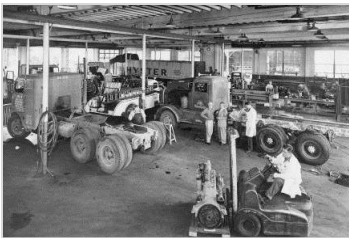
Daimler and Benz merge.

1942



Leland James founds the Freightliner Corporation.

1947



Freightliner opens its first truck plant in Portland, Oregon.

1950



Hyster Company is the first private carrier to order a Freightliner truck.

1951



Freightliner signs agreement to retail trucks through White Motor Corporation dealerships.

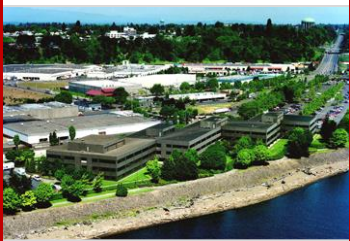
1967



Western Star founded by White Motor Corporation.

## Daimler Trucks History

1976



Freightliner opens new corporate headquarters in Portland and sets up regional sales offices.

1977



Freightliner launches an independent network of dealerships, and ends its agreement with White Motor Corporation.

1981



Mercedes-Benz AG purchases Freightliner Corporation from Consolidated Freightways.

1992



Production starts at Freightliner's new truck plant in St. Thomas, Ontario.

1995



Freightliner launches Freightliner Custom Chassis Corporation and acquires American LaFrance.

1997



Freightliner acquires Ford Motor Company's heavy-truck business and names it "Sterling."

1997



Freightliner launches SelectTrucks.

1998



Freightliner acquires Thomas Built Buses.

## Daimler Trucks History

1998



Daimler and Chrysler merge.

1999

1,000,000

The one-millionth Freightliner truck is built.

2000



Freightliner acquires Western Star Trucks.

2000



DaimlerChrysler buys Detroit Diesel Corporation.

2002



Freightliner starts production of the Coronado, the new o/o flagship, and launches the Business Class® M2 series.

2002



Western Star launches 4900EX. The low cab height makes it popular with auto-haulers and owner-operators.

2002



Western Star production moves to Portland.

2003



Thomas Built Buses debuts the Saf-T-Liner C2, a revolutionary school bus design.

## Daimler Trucks History

2003



Sterling Trucks earns the JD Powers award for Highest Customer Satisfaction in 2003.

2004



Freightliner opens its high-tech wind tunnel center in Portland, Oregon.

2004



FCCC introduces the hybrid electric walk-in van chassis.

2005



Opening of a high-tech cold chamber in Portland, Oregon.

2006



Launch of RPM, an industry-leading prospecting tool, allowing FTL, STL, and WST dealers to effectively target new truck buyers.

2007



Daimler and Chrysler split. The new Daimler AG is founded. Freightliner LLC is renamed Daimler Trucks North America.

2007



Freightliner launches its new flagship – the Cascadia.

2007



Sterling Trucks earns the JD Powers award for Highest Customer Satisfaction in 2007.

## Daimler Trucks History

2007



Detroit Diesel starts production of the new heavy-duty engine – the DD15.

2007



Saltillo, Mexico plant opens.

2008



Parts of the company's operations are moved to Fort Mill, SC.

2008

Daimler Trucks North America

Freightliner LLC becomes DTNA LLC.

2008



Detroit Diesel adopts Daimler-proven BlueTec system for all heavy-duty EPA 2010 engines.

2008



Detroit Diesel Corporation Launch of the DD15 World Engine in Redford.

2009



Freightliner Trucks introduces the new Coronado for on-highway and Coronado SD for vocational applications.

2009



Freightliner Trucks earns the JD Powers award for Highest Customer Satisfaction in the Vocational Segment.



## Daimler Trucks History

2009



Western Star launches three-axle 6900XD 40-ton dump truck, designed for speed, stability, and outstanding fuel efficiency.

2009



TBB introduces hybrid electric C2 school bus.

2009



The Sterling brand retires.

2010



Together, Diesel Direct and Freightliner Trucks develop the first ever diesel electric hybrid fuel truck.

2010



Detroit Diesel invests an additional \$190 million in Redford Plant and signs new 6 year UAW Labor Contract.

2010



Detroit Diesel was recognized for Achievement in Energy Efficiency. Within one year, energy intensity was reduced by 17%.

2010



FCCC introduces hydraulic hybrid chassis and achieves zero-waste-to-landfill status.

2011



Freightliner Trucks Introduces New Severe Duty Family of Trucks, which includes the new 114 SD and 108 SD.

## Daimler Trucks History

2011



Western Star re-launches the 4800 with twin-steer axle option; the 4800 is available in a day cab or sleeper cab configuration.

2011



Western Star launches the 4700 to meet the demanding needs of vocational applications.

2011



Detroit Diesel Corporation is renamed Detroit to encompass engine family and future products.

2011



FCCC introduces the all-electric walk-in van chassis.

2011



TBB achieves zero-waste-to-landfill status.

2012



Freightliner celebrates 70th Anniversary.

2012



Freightliner's new Cascadia Evolution, with the Detroit DD15 engine, achieves up to 7% increase in fuel efficiency over the previous model.

2012



Freightliner introduces the Revolution Innovation Truck – a new concept in crossover cab design, modern styling and aerodynamic engineering.

## Daimler Trucks History

2012



Freightliner Vocational makes history as Class 6 and Class 7 market share leader.

2012



Western Star celebrates 45th Anniversary.

2012



Western Star launches 4900SB FE package with Detroit DD15 engine, aerodynamic features and lightweight options improve fuel economy.

2012



Western Star announces new 4700 Tractor; with several 5th wheel options, it is ideal for bulk haul, local delivery and construction applications.

2012



Detroit produces 100,000th DD platform engine.

2012



Launch of the Detroit brand for engines, axles, Virtual Technician and DT12.

2012



Freightliner Trucks wins three heavy-duty JD Power awards: (1) Vocational, (2) On-Highway, and (3) Heavy-Duty Engine

2013



Detroit celebrates 75th Anniversary.

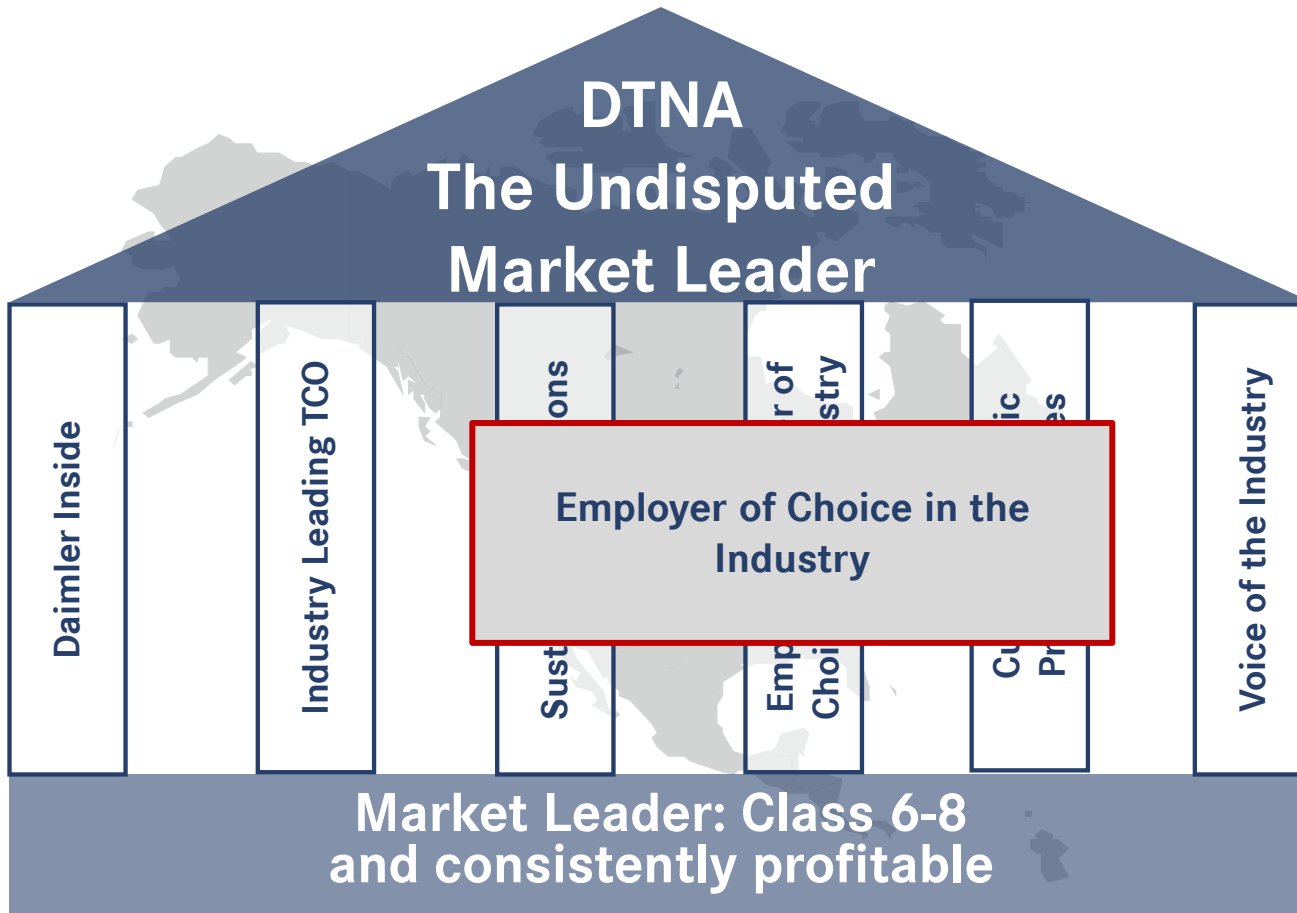
## 2014 and beyond...



2014: Western Star steps into the roll of Optimus Prime for the new Transformers film

2016: DTNA completes construction on their new Swan Island Headquarters in Portland, Ore.

# Six pillars serve as the guiding principles to DTNA



## Daimler Trucks North America At A Glance

**Corporate Headquarters** | Portland, Oregon, USA

**Ownership** | Daimler Trucks North America is a Daimler company, the world's largest commercial vehicle manufacturer with global reach

**Founded** | 1942

**Number of Employees** | 21,000 (including affiliated companies)

**Products** | Heavy- and medium-duty commercial vehicles for long-haul transport, local and regional distribution, construction and services; school buses; chassis for delivery vans, recreational vehicles and shuttle buses; heavy- and medium-duty diesel engines; mechanical transmissions, drive and steering axles

**Geographic Markets** | United States, Canada, Mexico, and more than 35 countries outside of the NAFTA region






**Annual Production:** 133,500 units (2012)

**Annual Factory Sales:** 130,000 units (2012)





**Sales and Service Support** | More than 1,200 locations in the United States, Canada and Mexico (including Detroit Diesel distributors, Petro Truck Centers and TravelCenters of America ServicePoint facilities)

**Market Share** | 33.9% of the NAFTA market for Class 8 commercial vehicles; 37% of the NAFTA market for Class 6-7 commercial vehicles

## DTNA Manufacturing Plants

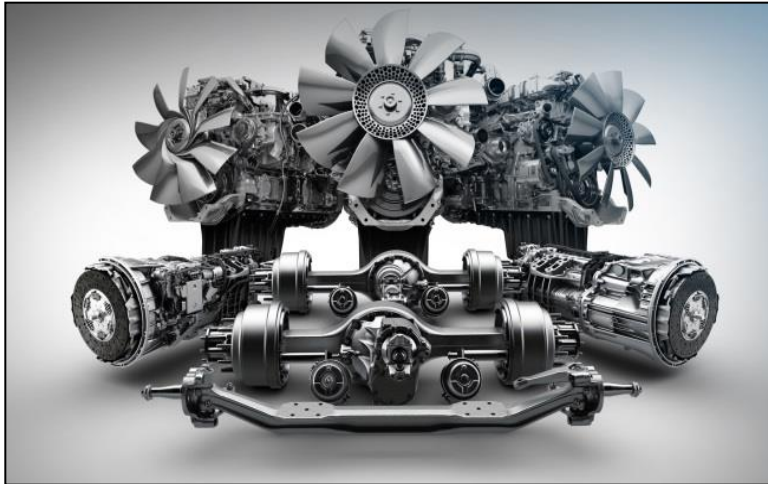
Freightliner/Western Star		<b>Portland/OR USA</b>	Employees as of 03/2013: 986 Founded in: 1942	Daimler Trucks North America LLC, Head office functions, R&D, truck assembly
Freightliner		<b>Santiago Tianguistenco Mexico</b>	Employees as of 03/2013: 1,489 Founded in: 1991	Daimler Trucks North America LLC, Truck assembly
Freightliner		<b>Cleveland/NC USA</b>	Employees as of 03/2013: 2,165 Founded in: 1989	Daimler Trucks North America LLC, truck assembly
Freightliner		<b>Saltillo Mexico</b>	Employees as of 03/2013: 2,927 Founded in: 2008	Daimler Trucks North America LLC, Truck assembly
Freightliner		<b>Mount Holly/NC USA</b>	Employees as of 03/2013: 1,522 Founded in: 1979	Daimler Trucks North America LLC, truck assembly

## DTNA Manufacturing Plants– Cont'd

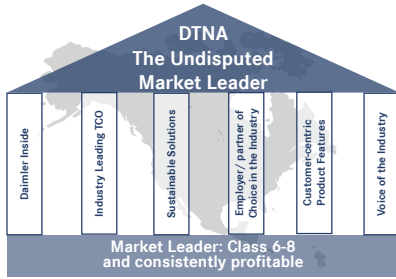
Thomas Built Buses		<b>High Point/NC</b> USA	FCCC		<b>Gaffney/SC</b> USA
	Employees as of 03/2013: 1,277 Founded in: 1916	Thomas Built Buses, school bus assembly		Employees as of 03/2013: 542 Founded in: 1978	FCCC, chassis for vans, school and shuttle buses, mobile homes
Detroit Diesel/AAC		<b>Redford/MI</b> USA	Parts		<b>Gastonia/NC</b> USA
	Employees as of 03/2013: 1,614 Founded in: 1938	Detroit engine production and axle assembly		Employees as of 03/2013: 1,262 Founded in: 1978	Daimler Trucks North America LLC, parts production



## Product Introduction



## The Undisputed Market Leader



# #1

US Class 8  
 US Class 6-7  
 CAN Class 6-8  
 NAFTA Class 6-8

### Market share 2013: 38.2%

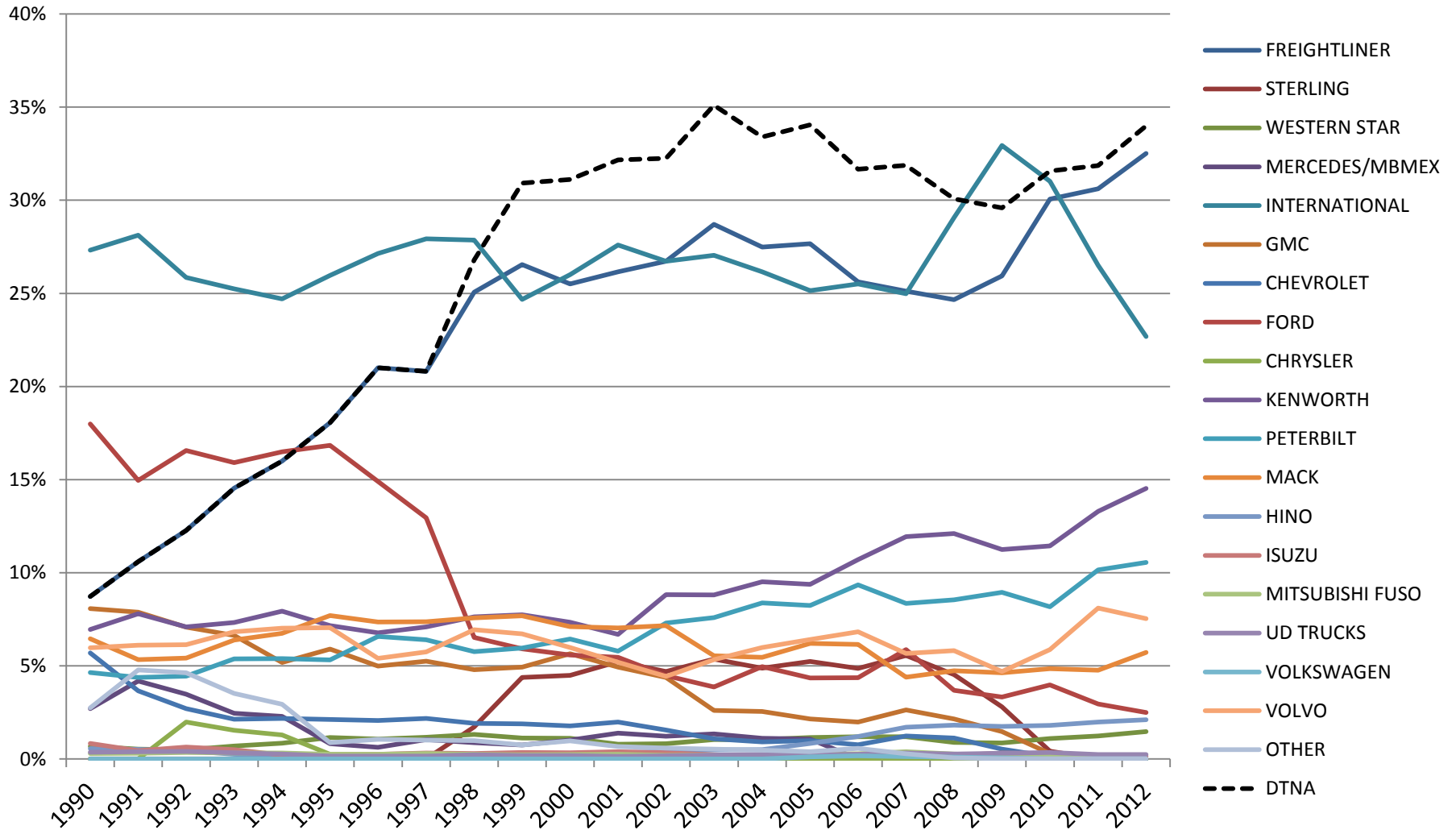
NAFTA 6-8	2011	2012	2013	%Chg
DTNA	31.9	34.0%	38.2%	4.2%
PACCAR	23.4	35.1%	23.8%	-1.3%
Navistar	26.5	22.7%	17.7%	-5.0%
Volvo/Mack	12.8	13.3%	13.1%	-0.2%

US Class 8	2011	2012	2013	%Chg
DTNA	31.7%	34.2%	38.2%	4.0%
PACCAR	27.5	28.3%	27.4%	-0.9%
Volvo/Mack	19.8	19.6%	20.0%	0.4%
Navistar	21.0	17.9%	14.4	-3.5%

DTNA 2013 Year End Results			
	Class 8	Class 6-7	Class 6-8
US	38.2%	44.1%	40.2%
CAN	33.8%	19.4%	31.5%
MEX	22.2%	53.5%	25.1%
NAFTA	36.0%	43.1%	38.2%

## NAFTA Class 6-8 Market Share History 1990-2012

**Note:** Sterling was acquired in 1997. Western Star was acquired in 2000.



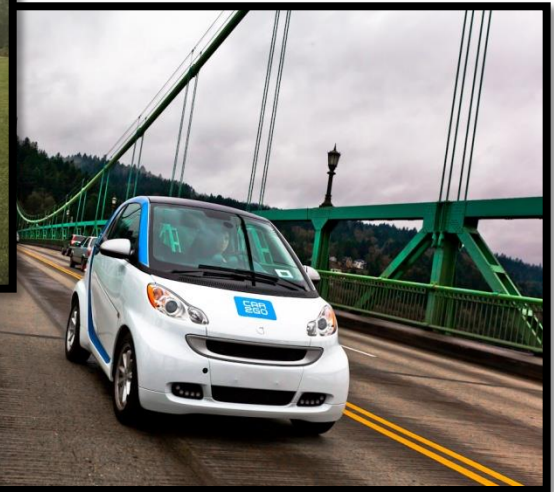
## New solutions for sustainable mobility.



Clean Drive Technologies



New Mobility Concepts



Zero Waste to  
Landfill Initiatives

## CAReer – The Top Talent Program

### General specifications & standards

<b>Objectives</b>	<ul style="list-style-type: none"><li>▪ To recruit and develop passionate, talented, driven individuals for development into Daimler's future leaders</li><li>▪ To share best practices and experiences across business units and countries</li><li>▪ To prepare talented individuals for international, integrated Daimler</li></ul>
<b>Target group</b>	<ul style="list-style-type: none"><li>▪ Highly qualified recent graduates with masters degree</li><li>▪ International experience or second language</li><li>▪ Future leaders</li></ul>
<b>Program</b>	<ul style="list-style-type: none"><li>▪ 12 to 15 months total</li><li>▪ Minimum of 3 projects with close link to target function</li><li>▪ Each project is 3 to 6 months</li><li>▪ One project must be an international assignment</li></ul>
<b>Functional orientation</b>	<ul style="list-style-type: none"><li>▪ Engineering, Research &amp; Development</li><li>▪ Manufacturing &amp; Related Functions</li><li>▪ Procurement &amp; Supply</li><li>▪ Sales &amp; Marketing</li><li>▪ PMO</li><li>▪ Information Technology</li><li>▪ Human Resources</li><li>▪ Finance &amp; Controlling</li></ul>

## Internship Program

DTNA offers paid internships in Engineering, Human Resources, Business Excellence, Finance, Purchasing, Supply Management, IT department and many more. We have internship opportunities **all year round** and are always recruiting excellent candidates.

### Program Details

- Our internships run from 3 to 6 months. 6 months is preferred.
- Pay rate:
  - Junior/Senior \$18.00 per hour
  - Masters \$21.00 per hour
- Candidates must be pursuing a 4 year degree, OR a recent graduate (up to 1 year from graduation date), OR a graduate student.
- Must have a GPA of 3.0 or above.



Thank you for your attention.

**QUESTION AND ANSWERS**

**[GO DUCKS]**