

Daimler Trucks pushes connectivity with investment in Zonar Systems

June 25, 2015

- **Share in American telematics services provider Zonar Systems Inc.**
- **Consequent implementation of the corporate strategy with regards to connectivity**
- **Long-term partnership for rapid and comprehensive expansion of data services for North American customers**
- **Dr. Wolfgang Bernhard: “Our investment in Zonar will help us to put connected services on the road with even greater speed and variety. We are partnering with a pioneer in this field.”**

Stuttgart / Portland (Oregon), Seattle (Washington), USA – Daimler Trucks is stepping up its activities in the area of connectivity services and acquires a share in Zonar Systems Inc. in North America, a leading developer and supplier of logistics, telematics and connectivity solutions. The investment is another milestone in the development of fully connected vehicles and value-adding data services for operators and drivers of trucks by the world market leader.

The minority interest is realized via Daimler Trucks North America (DTNA), the leading manufacturer of commercial vehicles in North America that owns the Freightliner, Western Star and Thomas Built Buses brands. Together, DTNA and Zonar will bring customized applications for North American customers on the market.

With this long-term partnership, DTNA and Zonar are pursuing a shared vision: optimal transport logistics through intelligent connectivity. Zonar will continue to operate independently. Martin Daum, President and CEO of Daimler Trucks North America, will get a seat on the supervisory board of the company in order to keep a close dialogue between the manufacturer DTNA and the technology partner Zonar.

“Telematics and connectivity are revolutionizing commercial vehicle operation with enormous opportunities for OEMs – especially for us as the leader of this business. That is exactly why we made connectivity a dedicated part of our strategy,” said Dr. Wolfgang Bernhard, Member of the Board of Management of Daimler AG, responsible for Daimler Trucks and Buses.

“We consistently implement this strategy – and today we have reached an important milestone. Our investment in Zonar will help us to put connected services on the road with even greater speed and variety. We are partnering with a pioneer in this field,” Dr. Bernhard proceeded.

Martin Daum, President and CEO of Daimler Trucks North America, added: “DTNA will benefit in this strategic partnership from Zonar's experience and short time-to-market cycles. This combination of the technological leadership of DTNA and the innovative systems of Zonar will pay dividends for our customers in all markets.”

Daum noted further: “In future, we will advance the products of DTNA and Zonar jointly. Our immediate focus is on the customer benefit and on further improving economic efficiency and safety – to the benefit of all road users.”

“This is a relationship in which the whole is greater than the sum of its parts,” emphasized Brett Brinton, CEO of Zonar. “The drivers and fleet managers will all benefit from combining the big data analytics and rapid technology development Zonar offers with the depth of knowledge, precision and expertise in vehicle engineering DTNA brings. It is an honor to be selected as a technology partner to the world's best vehicle manufacturer,” Brinton added.

The Next Step in the Cooperation of Daimler Trucks and Zonar Systems

The two companies have maintained a partnership for the last five years that began with the market launch of the “Virtual Technician” remote diagnostics system and continued with the development of the all-round solution “Detroit Connect”.

The “Virtual Technician” as part of “Detroit Connect” sends a technical snapshot of the engine’s status to the Detroit Customer Service Center when warning lights come on in order to analyze the data, to identify the problem and sends out an e-mail with advice on what actions should be taken. With the “Virtual Technician”, downtime due to servicing can be reduced and thus maintenance costs can be lowered. Repair costs decline by as much as 20% and vehicle-operating time increases by 6%.

In coordination with the “Virtual Technician”, “Detroit Connect” enables a “Visibility Fleet Software” using a GPS satellite network to determine the exact location, the speed, and the fuel consumption of a truck or an entire fleet from any internet-enabled device, for example an on-board tablet.

“Detroit Connect” is the first telematics solution in the U.S. and Canada which can determine the reason for error messages during the drive. Installed in more than 150,000 vehicles, “Detroit Connect” has already traveled millions of kilometers.

The use of telematics services offers many advantages for fleets: lower fuel consumption, higher vehicle availability and improvement in the adherence to legal regulations. Both companies strive for a common vision of building vehicles which are exactly customized to drivers, route and payload. Zonar will continue to work closely with DTNA in order to build upon the success of the “Virtual Technician” and “Detroit Connect”, and to develop other integrated technologies.

About Zonar

Zonar Systems Inc. was founded in 2001 with headquarters in Seattle (Washington) and today employs around 250 staff members. The company provides electronic fleet inspection, tracking and operations solutions for public and private fleets. Zonar built the first Electronic Vehicle Inspection Report (EVIR) system, revolutionizing how pre-trip and post-trip inspections, mandated by U.S. state and federal law, are conducted by commercial and private fleets. It is based on a simple principle – inspect regularly, follow-up immediately and always be in the know. Today, it has grown into a comprehensive telematics platform providing a comprehensive set of solutions that are nonetheless simple to use. Zonar has installed more than 400,000 telematics devices in commercial vehicles. Zonar Systems is a growing company that generated 80 million U.S. dollar of revenues in the year 2014.

About Daimler Trucks North America

Daimler Trucks North America LLC based in Portland, Oregon is the leading manufacturer of heavy-duty trucks in North America. DTNA manufactures and markets commercial vehicles under the brand names Freightliner, Western Star and Thomas Built Buses. The DTNA production network extends to nine locations. In addition to headquarters and assembly operation in Portland (Oregon), there are four production locations in North Carolina (Cleveland, Gastonia, High Point and Mount Holly) plus production plants in Redford (Michigan) and in Gaffney (South Carolina). DTNA has two more production locations in Mexico (Saltillo and Santiago Tianguistenco).

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**Daimler at a Glance**

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance, financial investments, credit cards, and innovative mobility services.

The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal and fascinate. Daimler consequently invests in the development of alternative drive trains with the long-term goal of emission-free driving: from hybrid vehicles to electric vehicles powered by battery or fuel cell. Furthermore, the company follows a consistent path towards accident-free driving and intelligent connectivity all the way to autonomous driving. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Its current brand portfolio includes, in addition to the world's most valuable premium automotive brand, Mercedes-Benz, as well as Mercedes-AMG and Mercedes-Maybach, the brands smart, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, and Daimler Financial Services' brands: Mercedes-Benz Bank, Mercedes-Benz Financial, Daimler Truck Financial, moovel and car2go.

The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2014, the Group sold more than 2.5 million vehicles and employed a workforce of 279,972 people; revenue totaled €129.9 billion and EBIT amounted to €10.8 billion.