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4000 Drivers' League participants help their haulage companies substantially cut fuel costs

- **New record: 4000 truck drivers take part in the FleetBoard Drivers' League**
- **Major competition for the best driving style in terms of fuel economy got underway on June 1, 2008, entering its sixth season**

The 6th FleetBoard got underway on June 1, 2008 under the motto "Best of master class!". 4000 European truck drivers will see the tension rising to boiling point during the month-long event. Right up to June 30, their economical driving style will be measured and assessed on the basis of the FleetBoard operations analysis, which takes into consideration relevant consumption and wear criteria such as anticipatory driving, speed variation and braking behaviour. This challenge faced on a daily basis by truck drivers will help reduce costs since most participants find the incentive to drive economically becomes second nature after the Drivers' League. Following the month-long Drivers' League, the 'Top 20' drivers will be pitted against each other in a live final to demonstrate their prowess in economical, safe and skilled driving to determine who is finally crowned champion.

Bruno Jalosinski works as a driver trainer at the Swiss logistics company von Bergen and has registered 38 drivers for this year's Drivers' League: "We are a forward-looking haulage company that uses state-of-the-art technology and supports drivers. FleetBoard enables our fleet manager to appreciate the progress drivers make in terms of an economical driving style and to reduce consumption by

5-10%. Our Drivers' League participants are aged between 25 and 60 and have successfully risen to the new technological challenge. Thanks to the Drivers' League they can demonstrate just how important their contribution to our company's success actually is."

The sponsors Mercedes-Benz CharterWay, Mercedes-Benz Accessories GmbH and MercedesServiceCard have put up a range of prizes as recognition for genuine top-class performance. The winner along with a companion will have the opportunity to enjoy an exciting DTM race weekend in 2008 and will also pick up a great prize for their company. The company will receive three months' free usage of an Actros semitrailer tractor including FleetBoard Vehicle Management. The winner's and company prize are sponsored by Mercedes-Benz CharterWay. MercedesServiceCard will be presenting the runner-up with a voucher worth 500 euros to spend on items from the Mercedes-Benz Collection. Meanwhile, the third-placed driver will receive a gift set from Mercedes-Benz Accessories GmbH. The prize-giving ceremony for the best three drivers will be held straight after the live final.

Additional information, tips and interim results can be found at www.fahrerliga.com

About FleetBoard

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Stuttgart-based Daimler FleetBoard GmbH offers telematics-based internet services for state-of-the-art vehicle and transport management for all truck brands. Forwarding agents and haulage companies receive FleetBoard services including communications costs in the form of an international flat rate. Since its launch in 2000, over 45,000 trucks at over 1,000 forwarding agents have been fitted with FleetBoard. The European market leader for fleet telematics has been certified by DEKRA in accordance with DIN EN ISO 9001:2000 since April 2004.

About the FleetBoard Drivers' League

The FleetBoard Drivers' League has become a major fixture on the calendar of many European haulage companies and freight agents. Companies and their drivers spend a month trying to notch up a first-class driving style score during daily operations in the FleetBoard operations analysis. This driving style score is then used to rank competitors in the Drivers' League table and is calculated based on factors such as anticipatory driving, speed variation and braking behaviour to provide an objective statement on the economical handling of the truck. The combination of efficient driving style and sporty competition is becoming increasingly popular as companies and truck drivers are equally facing up to the issue of economy. While almost 700 truck drivers took part in 2004, the Drivers' League 2007 managed to attract a record 3500 participants.

Caption:

Extremely proud to be there, just like all the other participants: the von Bergen fleet aims to scoop one of the top slots in the Drivers' League