

# DAIMLER

Contact:

Christoph Ludewig

Phone: +49 (0) 711-17-91105

**Press Information**

Karin Langner

Phone: +49 (0) 711-17-91909

Date:

28 April 2009

## **TRUCKERMANIA for the FleetBoard Drivers' League – the suspense rises in the trucking industry**

- **National leagues compete across Europe from 1 to 30 June for the most economical driving style**
- **Registration begins on 1 May at [www.driversleague.com](http://www.driversleague.com)**
- **In the winner's luggage: a DTM VIP ticket for the final race of the season at Hockenheimring**

Every year the FleetBoard Drivers' League fires up the imagination of thousands of truck drivers with its winning mixture of passion and sporting ambition. Economical driving is the name of the game, and this year, too, persistently driving to the very best of one's abilities again can spell superb success. The driver who from the 1st through the 30th of June efficiently handles his trips in day-to-day business and gets better scores than his compatriots takes part in the European finals in Germany. Registration is possible through the Drivers' League homepage [www.driversleague.com](http://www.driversleague.com) starting in May. Every registered driver entering the competition gets a starter's package which includes a Shell prepaid card valued at five euros.

The Drivers' League motto – TRUCKERMANIA – stands for best performance and the enthusiasm of the participants. For four long, emotional weeks they demonstrate how fuel-efficiently they handle their trips. The national driving contests being held concurrently in Germany, the United Kingdom, Italy, Romania, the Netherlands and other countries promise to be especially exciting. Competing truck drivers everywhere in Europe will show that they safely and efficiently accomplish their trips in day-to-day operation. Driving style and economy will be evaluated and ranked by means of the FleetBoard Performance Analysis. This takes into account consumption and wear-related variables, such as anticipatory driving, speed changes and braking behaviour. On the 30th of June the most efficient drivers will be known and then participate in the live European final in September in Germany, where the top drivers from all countries put their driving skill to the test and determine the winner.

The partners in this year's FleetBoard Drivers' League are: Mercedes-Benz CharterWay, Mercedes-Benz Global Service & Parts, Mercedes-Benz Accessories GmbH, Shell, Allianz, FERNFAHRER Club and LOGISTIK AKADEMIE. They support the drivers with attractive prizes. Shell additionally offers cost-saving fuels and lubricants. Shell Diesel with fuel economy formula and Shell Rimula diesel engine oils can cut cost by up to five percent.

All participants belong to the winners. Altogether they help their companies save hundreds of thousands of litres of diesel annually. And in the end the best are rewarded:

First place: a DTM VIP ticket for the end-of-season race at Hockenheimring incl. overnight accommodation for two persons, from Mercedes-Benz Global Service & Parts

Second place: Truck GrandPrix weekend tickets incl. overnight accommodation for two persons, from Shell

Page 3

Third place: Trucker Selection gift set from Mercedes-Benz Accessories GmbH

The other finalists can look forward to top driver prizes from Allianz Versicherungs-AG.

The company of the winning driver will again have three months' free use of an Actros semitrailer tractor complete with FleetBoard Vehicle Management from Mercedes-Benz CharterWay.

Further information, tips, and registration details can be found at [www.driversleague.com](http://www.driversleague.com)

#### **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. The steadily growing number of participants in the last six years testifies to the success of this efficient-driving competition staged throughout Europe. More than 4000 drivers from 170 companies worked in 2008 to notch up a first-class driving style score during daily operations. This driving style score is then used in the FleetBoard performance analysis 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 increasingly large range of evenly matched talent among the top drivers proves that more and more drivers and companies consistently seek to practise a resource-conserving driving style in everyday business. In the end this is the key to success in the form of fuel savings and reduction of CO2 emissions.

#### **About FleetBoard**

Daimler FleetBoard GmbH was established in 2003 as a wholly owned subsidiary of Daimler AG and currently has over 140 employees. The company combines many years of experience in the truck sector with a wide range of IT know-how in order to support the freight-forwarding and logistics industry with telematics-based internet services. Since launching its FleetBoard services in 2000, the company, which is certified according to DIN ISO 9001:2000, has installed its systems in over 50,000 trucks operated by more than 1100 freight-forwarding companies. The company has its registered office in Stuttgart, Germany. FleetBoard sales representatives, who are experts in telematics, can be found throughout the whole of Europe as well as in the Middle East, South Africa and Brazil. Daimler FleetBoard is growing all the time and is constantly expanding its range of products

and services, with the result that refinancing of the initial cost of the hardware is possible within 12 months. With market-leading standard systems and its own computer centre, the company provides clearly understandable and future-proof solutions which can easily be integrated into existing freight-forwarding programs.

Page 4

**Picture caption:**

Who's the most economical driver? In the FleetBoard Drivers' League every trip counts