



mercedes-benz-media.co.uk

Press Information

Mercedes-Benz UK Communications
Tongwell, Milton Keynes MK15 8BA
Rob Halloway 01908 245948
Simon Wood 01908 245846
Julia Elkins 01908 245616



Date: 24 March 2010



Telematics offer on Mercedes-Benz tractors promises big savings

Customers opting to contract hire their new Actros and Axor X tractor units through Mercedes-Benz CharterWay can now take advantage of an exciting new telematics offer.

Daimler FleetBoard's industry-leading hardware will be supplied and fitted, and three months' vehicle management services provided, at no extra cost*.

Daimler FleetBoard technology is already in operation with some of Britain's biggest fleets, where it is delivering significant savings in fuel costs and reductions in carbon emissions, as well as cutting accident rates.

For one fleet of 50 Mercedes-Benz Axors, each of which was covering approximately 100,000 miles per year, the introduction of FleetBoard lifted average returns from 9.6mpg to 10.3mpg, equivalent to a 7.3 per cent saving in diesel costs.

Sam Whittaker, Truck Sales & Marketing Director for Mercedes-Benz UK, declared: "This is a great example of all areas of our truck business working together to produce an offer that will provide operational efficiencies and valuable financial savings for our customers."

The commercial vehicle finance arm of parent company Daimler AG, Mercedes-Benz CharterWay provides flexible, keenly-priced contract hire packages. Daimler FleetBoard, meanwhile, has pioneered the development of internet-based telematics services.

Sam continues: "Operators who contract hire their trucks through Mercedes-Benz CharterWay are already aware of the many benefits of this acquisition method, among them competitive pricing, fixed costs that allow for predictable budgeting, and industry-leading service levels. We see Daimler FleetBoard's telematics solution as the logical next step in our ongoing drive to help customers manage their operating costs."

In addition to services such as vehicle tracking and mapping, logistics management and time management, FleetBoard analyses driver performance against a range of criteria and highlights areas in which improvements can be made. These include over revving, harsh braking, idling, speeding and 'green band' driving.

The new offer runs until 31st December 2010. All costs relating to the FleetBoard hardware, and to the first quarter's vehicle management services, will be incorporated within Mercedes-Benz CharterWay's monthly payment; thereafter, management fees agreed between the customer and Daimler FleetBoard will apply.

For more information, visit www.mbtrucks.co.uk/offers, call 0800 090 090 or visit your local Mercedes-Benz dealer

** Terms and conditions apply*

ends