

DAIMLER

Contacts:

Christoph Ludewig

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

Karin Langner

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

Press Information

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20 truck drivers make it into the "Best of master class!" in the Drivers' League 2008

- **Top 20 from over 4,000 drivers announced**
- **Sensational performance at the top**
- **Companies saved thousands of litres of diesel**

More than 4,000 truck drivers took part in what is probably the most challenging and exciting driving competition of the year: the Drivers' League 2008 held between June 1 – 30, 2008. Their economical driving style was measured and assessed during daily operations on the basis of the FleetBoard operations analysis, which takes into consideration relevant consumption and wear criteria.

Drivers put in a top-class performance under challenging conditions during daily operations. The Top 20 drivers notched up phenomenal driving style scores (on a scale of 1 - 10) of 9.73 – 9.99. Four drivers even managed to achieve the dream score of 9.99 over the entire month of the competition.

The field was tightly packed all the way through, with over 800 drivers earning driving style scores of 9.0 or better, testimony to their outstanding driving style and, in turn, low diesel consumption.

Comparing the fuel consumption figures for June against the figures seen earlier illustrates just how the use of FleetBoard pays dividends when it comes to reducing fuel costs. Participants, who in any case had already mastered a very economical driving style, managed to reduce their fuel consumption on average by another 1%,

motivated as they were by the spirit of competition – equivalent to around 400 litres of diesel per year/truck. A host of drivers managed to reduce the fuel consumption of their trucks by a formidable 15% or more.

What is striking is that certain companies – from all branches of industry – managed to position several drivers at the top of the field. Companies such as GP Günter Papenburg AG, AGRATA Agrarhandel GmbH, DOEGO Fruchthandel und Import eG, Achse GmbH Kraftverkehr Frankfurt (Oder), Scherm Logistik, Georg Bärnreuther GmbH, GCD Glomb Container Dienst GmbH, Brenner Industrieholzspäne GmbH, Wimmer Transportdienst and Stephan Lettl GmbH consistently use FleetBoard to provide their drivers with feedback and highlight individual measures to improve fuel efficiency. These improvements are achieved through the use of driver trainers and bonus schemes.

"The excellent performance put in by very good truck drivers last year – performance that is improving all the time as fleets become increasingly professional – inspired us to look not just for a top driver in 2008, but seek out the "Best of master class!", explains Dr. Ralf Forcher, Managing Director of Daimler FleetBoard GmbH.

Now the Top 20 will be battling it out in the live final at the Driving Center Groß Dölln near Berlin on August 2, 2008, where they will be able to demonstrate their prowess in economical, safe and skilled driving to determine who is finally crowned champion.

"The fantastic response from the Drivers' League shows that drivers are increasingly aware of just how important the issue of an anticipatory, economical driving style is. We also attach a great deal of importance to safety and environmental friendliness with our fleet. That's why we use FleetBoard in our vehicles and offer it to our customers. We didn't think twice about supporting the FleetBoard Drivers' League for the fourth year running", says Armin Mönnich, Head of Rental Fleet CharterWay.

The sponsors Mercedes-Benz CharterWay, Mercedes-Benz Accessories GmbH and MercedesServiceCard have put up a range of prizes as recognition for top-class performance. The overall winner from the Top 20 will have the opportunity to enjoy a DTM race weekend along with a companion and will also pick up a great – in the truest sense of the word – prize for their company. The company will receive three

months' free usage of an Actros semitrailer tractor including FleetBoard Vehicle Management. Mercedes-Benz CharterWay is sponsoring the winner's and company prize. MercedesService Card 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 final results can be found at www.fahrerliga.com

About FleetBoard

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 2008 managed to attract a record 4,000 participants.