



Contact:

Amy Sills 503.745.8535
amy.sills@daimler.com

Maria McCullough 503-758-3183
maria.mccullough@daimler.com

FREIGHTLINER COMMITTED TO THE VOCATIONAL MARKET

PORTLAND, OR – Freightliner Trucks, the leading heavy-duty truck manufacturer in North America serving GVW Class 3-8 trucks and a [Daimler AG](#) company, the world's leading commercial vehicle manufacturer, offers an updated vision and commitment to growing its share and expanding its coverage of the vocational market.

“By concentrating the company’s technical and marketing resources on more a focused model line-up, Daimler Trucks North America (DTNA) expects to drive further innovation in safety, environmental impact and user productivity across all segments,” said Chris Patterson, President and CEO Daimler Trucks North America, in addressing the Company’s decision to discontinue the Sterling vocational truck brand after March 2009.

“We are not a “new” entrant into the vocational market,” said Melissa Clausen, Director – Product Marketing Freightliner Trucks. “Freightliner covers a myriad of vocational applications and has earned a respected name in vocational markets through continual investment and dedication to building the trucks that customers want based upon knowing the unique demands under which they operate. The brand serves a very broad variety of vocational applications with trucks including the Freightliner M2 and FLD.”

The Freightliner M2 offers maximum option versatility and covers a wide range of vocational applications common to GVW Classes 5-8. The Business Class M2 supports a wide range of bodies and chassis mounted equipment including complex utility bodies, refuse applications and very customized fire and emergency trucks.

-more-

Engineered for maximum customization, the Business Class M2 is loaded with standard features that make body installation easy and affordable. As an example, multiplex wiring provides standard interfaces for engine wiring, transmission wiring and lighting, as well as both high and low current options to meet the needs of all body builders. With multiplex wiring system standard, clear frame rails back of cab and a variety of horizontally mounted exhausts, the M2 is suitable for virtually all applications. Its cab is tested to the highest European standards and provides greatest durability.

The Freightliner M2 models offers features that provide best in class profitability for end-users:

- **Ease of Body Install:** With clear frame rails back of cab, multiple exhaust options and the new multiplex wiring system, body installations are quick, efficient and low cost every time.
- **Engine Accessibility:** Business Class M2 trucks are designed to be easier to maintain, keeping service to a minimum. Easy to reach components, see-through fluid reservoirs and a removable floor section for transmission access make inspection and service hassle free.
- **Versatile Components:** Available with manual and automatic transmissions from Mercedes-Benz, Eaton Fuller and Allison, along with Freightliner's Smart Shift option, Business Class M2 trucks have the versatility you need to get the job done the way you want it.
- The Air Manifold Unit utilizes special modules that reduce the number of pneumatic lines and fittings and make it easier for dealers and body builders to change pneumatic options for different applications.
- The Business Class M2 multiplex wiring system has reduced the number of wires by nearly half, and color-coding and ServiceLink diagnostic tools make maintenance and repairs quick and easy.

Planned additions to the severe duty applications will round-out Freightliner's vocational product portfolio.

"If anything, Daimler's decision to follow a more focused vocational strategy allows Freightliner to re-double its commitment to building market leadership across new "green" product lines such as hybrid and natural gas vocational trucks," Clausen said. "It also will strengthen the brand's development and rollout of new low-lifecycle-cost severe duty trucks and products that will deliver the power and fuel efficiency of the new, highly regarded Detroit Diesel DD13 and DD15 engines with BlueTec SCR emissions control technology beginning in 2010."

Given its current product offering and future plans, Freightliner Trucks is poised to continue increasing its position in the vocational market. The brand has been recognized across the industry for delivering a host of new configurations and options that provide maximum coverage as well as customer satisfaction across all vocational segments.

-more-

One of its strengths, Freightliner's Mt. Holly, N.C. Medium Duty Truck Manufacturing Plant, takes pride in its attention to detail. The plant, which produces heavy-duty and medium-duty (class 5-8) commercial vehicles for local and regional distribution, construction, services, and other vocational applications, won *Quality Magazine's* 2007 Plant of the Year Award - thanks, in part, to its formation of "complexity teams" responsible for custom manufacturing and following unique trucks through the assembly process.

Respecting that local service and regional parts distribution is key to customer satisfaction, Freightliner offers one of the strongest service networks nationwide. This focused commitment includes new efforts to partner with dealers and service providers to address unique applications, reduce customer downtime and engineer solutions. Freightliner's extensive network of more than 400 local dealers offers the highest parts and service commitment in the industry - with many of dealers delivering 24/7 service. The brand's Express Assessment program is implemented by seamless processes and teams who understand the importance of time and efficiency to customers, and provide feedback on repairs within two hours.

Freightliner Trucks

[Freightliner Trucks](#) is a division of [Daimler Trucks North America LLC](#), headquartered in Portland, Ore., and is the leading heavy-duty truck manufacturer in North America. Daimler Trucks North America produces and markets Class 3-8 vehicles and is a [Daimler](#) company, the world's leading commercial vehicle manufacturer.

####