

DAIMLER TRUCK



Press Release

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Daimler Truck AG

From the First Truck to the Future of Transportation: Daimler Truck Celebrates '130 Years of Forward'

Leinfelden-Echterdingen, Germany – Daimler Truck is launching its global anniversary campaign “**130 Years of Forward**”, marking 130 years since Gottlieb Daimler invented the world’s first truck in 1896 – and celebrating a legacy defined not just by history, but by progress.

Karin Rådström, President and CEO of Daimler Truck: “From Gottlieb Daimler’s pioneering invention in 1896 to a global leader in trucking today, Daimler Truck has always been driven by the courage to move forward. For our teams around the world, carrying this legacy is an honor – and shaping what comes next is our responsibility. By decarbonizing transportation, digitalizing our vehicles and services, we are focused on what truly matters: enabling our customers to keep the world moving. Now and in the future.”



From the very beginning, Daimler Truck has been at the heart of global transportation. In 1896 Gottlieb Daimler's invention, the first Daimler motorized truck, was based on a converted horse-drawn goods wagon and delivered to a customer in London. In France too, the Daimler truck was a welcome guest as Gottlieb Daimler traveled with it through the streets of Paris to publicize his new product at the world exhibition a few years later. What started with a pioneering invention 130 years ago laid the foundation for a new industry. The first motorized bus is technically even one year older. As early as 1895, Carl Benz's *Landauer* was already linking Siegen with the towns of Netphen and Deuz over a distance of about 15 kilometers.

For all who keep the world moving

Ever since, trucks and buses have helped keeping economies running and societies connected around the world. Whether it is through haulers transporting goods from ports and warehouses to supermarkets, construction sites and hospitals. Whether it is through transport providers bringing people to work, children to school or families on vacation. Or through public services that keep our streets and cities clean – with trucks supporting municipalities in waste collection, recycling, and essential urban services.

Today, Daimler Truck stands strong with committed teams and around 100,000 employees across the globe and a broad portfolio of leading brands, products and services its customers can rely on. With market-leading positions in key regions and a clear lead in zero-emission trucking in Europe with a 35 percent market share in medium- and heavy-duty battery-electric trucks in 2025, the company continues to shape the future of transportation.

From Heritage to Transformation: How Daimler Truck Is Shaping What Comes Next

But the anniversary is about more than looking back. “**130 Years of Forward**” puts the focus firmly on what comes next: driving the transformation of transportation by decarbonizing mobility, digitalizing vehicles and services, and continuing to create new ways to add value for our customers, the economy and society.

This includes Daimler Truck's dual-track strategy to decarbonize transport with battery-electric and hydrogen-powered trucks and buses, currently exemplified on the truck side by the series produced battery-electric flagship Mercedes-Benz eActros 600 and the Mercedes-Benz NextGenH2 Truck currently under development. It also means continuing to lead key markets with the continuous development of efficient diesel technology for vehicles such as the Freightliner Cascadia, the market-leading long-haul truck in North America, or the Mercedes-Benz Actros L in Europe. At the same time, Daimler Truck is advancing the digital transformation of commercial vehicles through solutions such as the Detroit digital services platform, or Mercedes-Benz TruckLive and Fleetboard. Partnerships are thereby essential for the company's way forward – for example with Volvo Group in the joint venture Coretura for

software-defined vehicles. With Volvo Group and Toyota Motor Corporation in cellcentric when it comes to fuel-cell systems. Or with Torc Robotics for autonomous driving.

Global Campaign to run throughout the entire year

Throughout the year, the campaign will spotlight defining milestones from Daimler Truck's unique journey – from the world's first truck to today's industry leading zero-emission and digital solutions – showing how a pioneering spirit from the past continues to shape the future. The campaign targets both internal and external stakeholders – from employees, to customers, to shareholders – through different channels from branding across global locations, social media posts to local events and much more.

More information about the **130 Years of Forward** campaign is available at:

<https://daimlertruck.com/130years>

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Forward-looking statements

This document contains forward-looking statements that reflect our current views about future events. The words "aim", "ambition", "anticipate", "assume", "believe", "estimate", "expect", "intend", "may", "can", "could", "plan", "project", "should" and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, pandemics, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates, customs and foreign trade provisions; a shift in consumer preferences; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government investigations or of investigations requested by governments and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which are described under the heading "Risk and Opportunity Report" in the current Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.

Daimler Truck at a Glance

Daimler Truck is one of the world's leading commercial vehicle manufacturers, operating **35 main locations** and employing **around 100,000 people** worldwide. With **130 years** of heritage – dating back to the invention of the first trucks and buses – Daimler Truck is committed to a clear purpose: For all who keep the world moving. Together with its global partners, the company is shaping the future of transportation with the ambition to be the industry's leading truck and bus manufacturer. Daimler Truck focuses on delivering sustainable, regulation compliant transport solutions that enable our customers to succeed in their respective markets. The company operates through **four key segments**: Trucks North America (Freightliner, Western Star, Thomas Built Buses), Mercedes Benz Trucks (including BharatBenz), Daimler Buses (Mercedes Benz and Setra) and Daimler Truck Financial Services. Daimler Truck's portfolio includes light-, medium-, and heavy-duty trucks for long haul, distribution, construction, vocational and defense applications. In the bus segment, the company offers city buses, school buses, coaches and bus chassis. In addition to vehicle sales, Daimler Truck also offers financing products, after-sales services, digital and connectivity solutions.