



## Daimler Truck North America makes appearance at South by Southwest®

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**PORTLAND, Ore. – March 8, 2023** – The nation's largest manufacturer of Class 6-8 commercial vehicles, Daimler Truck North America (DTNA), will participate in the annual South by Southwest® (SXSW®) Conference and Festivals in Austin, Texas to showcase their latest truck innovations and to provide insights into the future of commercial transportation.

On March 12, the company will launch a program in collaboration with the Capital Factory, located at the Voltron room of the downtown OMNI Hotel. The program will focus on future transportation and include discussions with experts from various industries. DTNA's head of eMobility, Rakesh Aneja, will explain why he believes we are at the tipping point of electrification in the trucking market and Suman Narayanan, lead engineer of DTNA's autonomous trucking program and other experts, will discuss why trucks might become the biggest IoT devices available. The events will feature networking opportunities over meals, as well as happy hours following the main programs. A detailed agenda of all activity can be found at <https://house.capitalfactory.com/schedule/moving-at-the-speed-of-right>.

From March 11-13, DTNA will additionally display some of their latest and most advanced products at an outdoor venue at Red River & 5th Street. Attendees will have the opportunity to explore the L4 autonomous-ready, Freightliner Cascadia, and discuss the progress for autonomous trucks with experts from Torc Robotics. Visitors can learn more about the battery electric, Freightliner eCascadia, the electric semi-truck, which has been in series production since last year. DTNA's experts will highlight the technology that goes into each vehicle and answer questions related to truck development, design and sustainability. A virtual reality experience will show how DTNA is leveraging immersive technology in different areas of the business, and an installation will allow attendees to move a semi-truck with their minds. Scheduled activities can be found at <https://schedule.sxsw.com/2023/brands/2940>.

On March 14, Dr. Andreas Juretzka, electric mobility group product owner for DTNA, will be on stage at the SXSW® Conference for a discussion on the topic "Electric Trucks: The Future of Transportation." The event will take place from 10 to 11 a.m. at the Austin Convention Center, Room 5ABC, and provide insights into the role transportation plays in our lives, the development of DTNA's first battery-electric heavy-duty truck, and the journey to the future of electric transportation.

### About Daimler Truck North America

Daimler Truck North America LLC, headquartered in Portland, Oregon, is a leading provider of comprehensive products and technologies for the commercial transportation industry. Daimler Truck North America designs, engineers, manufactures and markets medium- and heavy-duty trucks, school buses, vehicle chassis and their associated technologies and components under the Freightliner, Western Star, Thomas Built Buses, Freightliner Custom Chassis Corp and Detroit brands. Daimler Truck North America is a subsidiary of Daimler Truck Holding AG (DTG), one of the world's leading commercial vehicle manufacturers.

Capital Factory is the center of gravity for entrepreneurs in Texas, the number one state for startups in the U.S. Thousands of entrepreneurs, programmers and designers gather day and night, in-person and online for meetups, classes and coworking. With boots on the ground in Austin, Dallas, Houston, and San Antonio, we meet the best entrepreneurs in Texas and introduce them to investors, employees, mentors and customers. According to Pitchbook, Capital Factory has been the most active, early-stage investor in Texas since 2010. To learn more, visit <https://house.capitalfactory.com/about>.

#### About South by Southwest®

South by Southwest® dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film, music, education, and culture. The SXSW® Conference provides an opportunity for the global community of digital creatives to encounter cutting-edge ideas, discover new interests, and network with other professionals who share a similar appetite for forward-focused experiences. To learn more, visit <https://www.sxsw.com>

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