



Daimler Truck North America Rolls Out Comprehensive Dealer Certification Program for Battery-Electric Vehicles

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PORTLAND, Ore (Mar. 5, 2024) – As the industry marches toward more sustainable transportation solutions, Daimler Truck North America, LLC (DTNA) announces a comprehensive Battery-Electric Vehicle (BEV) Dealer Certification Program that builds on the foundations of the Elite Support program – a certified network of Freightliner dealers committed to delivering superior customer experience throughout all areas of dealership operations. With the heavy-duty Freightliner eCascadia and medium-duty Freightliner eM2, DTNA has already deployed battery-electric trucks in over 50 fleets across the country, logging over 4 million customer battery-electric miles.

“After several months of collaboration between DTNA and the Freightliner Dealer Council Principals, representing over 40% of all dealer locations in the USA and Canada, we are pleased to introduce and support the BEV Dealer Certification Program that will become the model for our entire industry at providing a safe and world-class customer experience for our battery-electric truck customers,” states John Hopkins, co-chair of the Freightliner Dealer Council.

The in-depth and comprehensive BEV Dealer Certification program covers all areas required to help customers navigate moving toward emissions-free driving. Starting with Detroit eConsulting aiding customers in understanding their infrastructure and vehicle optimization needs, to specing and maintaining electric trucks, the certification encompasses every aspect of electrification. Freightliner’s dealer network is investing substantially to meet the requirements of the BEV Dealer Certification Program, which covers over 75 specific criteria in four key areas:

- Safety
- Comprehensive safety policy and training, nominating a frontline contact person, and being fully equipped with high-voltage safety-specific equipment

- Charging Infrastructure
- Commercial vehicle charging infrastructure including stationary or mobile charging solutions
 - Baseline competency to enable infrastructure and vehicle deployment readiness activities backed by the expert-level support of the Detroit eConsulting team

- Dealership Infrastructure
- Dedicated BEV service bays, battery storage space and key parts stocking, plus installation of safety signage

- Training
- BEV training and resources for the dealership personnel covering all aspects of the dealership business; sales, service and parts

“Having our dealer network BEV certified benefits the market as a whole. For customers owning or purchasing an electric vehicle in the near term, it is likely their first experience with electrification in the heavy-duty truck space. We see it as our responsibility to support them on

their journey,” states Drew Backeberg, senior vice president of aftermarket at DTNA. “For wider market adoption, we need experts and safety leaders and we want to ensure that our dealer network sets the standard high through our new BEV Dealer Certification Program.”

Eight dealerships have already completed the rigorous certification and the number is doubling in the coming weeks. With the growth of electric vehicles and the deployment throughout North America, now is the time to rapidly expand the optional BEV Dealer Certification throughout the Freightliner dealer network, with a plan to have 100 dealer locations certified by 2025.

DTNA has been a pioneer in commercial electric vehicle development since 2018. Their electric lineup includes the Jouley, an all-electric bus from Thomas Built Buses, available since 2020, the FCCC MT50e walk-in van chassis for final mile delivery, available since 2021, and the Class 8 Freightliner eCascadia, available since 2022. In 2023, DTNA added the eM2, with a 180-mile range for Class 6 and 250 miles for Class 7, ideal for pick-up and delivery customers who require an adaptable electric solution. DTNA's vocational innovation program, launched last year, aims to provide zero-emission solutions for vocational customers and expand eM2 coverage into more applications.

Media Contact

Anja Weinert, anja.weinert@daimlertruck.com or

DTNA Press Inbox, northamerica_press@daimlertruck.com

About Daimler Truck North America

Daimler Truck North America LLC, headquartered in Portland, Oregon, is a leading provider of comprehensive products, services 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.