



Daimler Truck North America launches Extended OPTIMUM – its latest manufacturer-backed, used truck coverage solution

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FORT MILL, SC/PORTLAND, OR (Oct. 25, 2023) - Daimler Truck North America (DTNA) announces the launch of Extended OPTIMUM, its new extended coverage solution. This customizable coverage is especially suited for Freightliner and Western Star trucks with Detroit engines that are out of warranty or do not have extended coverage. An additional benefit of Extended OPTIMUM is the availability for customers who already own a used truck and for those who are in the process of buying one.

Typically, extended coverages are primarily tailored for the buyers of new vehicles, leaving future owners with limited options to protect their investment. With the introduction of Extended OPTIMUM, DTNA is filling a gap in the market by offering an extended coverage using genuine OEM (original equipment manufacturer) parts and is backed by a robust dealer service network. This is a proactive approach that will improve the ownership experience for all customers throughout the vehicle lifecycle.

“Until now, fleets and owner-operators with expired coverages have resorted to non-OEM warranty providers,” shared Kelly Gedert, general manager aftermarket strategic value chain and technology. “Many simply go without coverage. With Extended OPTIMUM, customers now get protection for their investment and the peace of mind that comes with DTNA’s extended coverage, comparable to the original base warranty.”

Customer uptime is DTNA's top priority, and repair work on covered components is pre-approved by the manufacturer to avoid delays in diagnosis and repair. “Extended OPTIMUM covers what our customers need,” stated Kirk Lewis, executive vice president of I-State Truck Centers. “Coverage from the manufacturer also means no delays chasing down repair and expense approvals. That’s good for customer uptime, and great for our service department throughput.”

The Extended OPTIMUM portfolio of extended coverage for used trucks is flexible and customizable, allowing customers to choose just the engine or chassis, a bundle of engine and chassis, or other standalone coverages. In addition, there are no claim caps, deductibles, or limits of liability and all work is performed by certified Freightliner, Western Star, and Detroit technicians.

For complete details about Extended OPTIMUM, contact a Freightliner or Western Star dealer (U.S. and Canada) or visit www.ExtendedOptimum.com.

Media Contact, Anja Weinert, anja.weinert@daimlertruck.com

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.