## **Daimler Truck**

Strategy Day
May 20, 2021



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### **AGENDA**

► INTRODUCTION TRANSFORMING DAIMLER

► DAIMLER TRUCK UNLOCKING THE POTENTIAL

► FINANCIALS DELIVERING ON OUR AMBITIONS

► NORTH AMERICA FROM STRONG TO STRONGER

► MERCEDES-BENZ REBUILDING PROFITABILITY

► TRUCKS ASIA OPPORTUNITY AND GROWTH

► TECHNOLOGY LEADING THE WAY TO ZERO EMISSIONS

► Q&A



# INTRODUCTION

TRANSFORMING

**DAIMLER** 

Ola Källenius



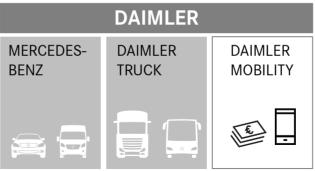
#### SEPARATION OF DAIMLER INTO TWO PURE-PLAY COMPANIES

Driving value creation, greater focus and financial discipline

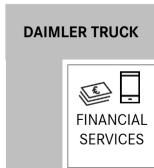


**TODAY** 

**TOMORROW** 







Schematic representation

#### ON TRACK WITH TRANSACTIONAL AND OPERATIONAL SEPARATION

Significant progress made towards expected timeline

TRUE INDEPENDENT ATTRACTIVE FINANCIAL PRIME LISTING FOR **GOVERNANCE OF** PROFILES DAIMLER TRUCK DAIMLER TRUCK FOR BOTH COMPANIES SPIN-OFF OF SIGNIFICANT STRONG CAPITAL FRANKFURT LISTING MAIORITY STAKE **STRUCTURES** TARGETED FND 2021 **INDEPENDENT AMBITIOUS** DAX QUALIFICATION **GOVERNANCE** FINANCIAL TARGETS **EXPECTED** 



DAIMLER TRUCK

**UNLOCKING THE** 

POTENTIAL

Martin Daum



#### TIME TO UNLOCK THE POTENTIAL

Targeting higher financial performance as an independent company



\*before eliminations

#### **EVERY REGION MUST DELIVER**

#### **OUR MISSION AS AN INDEPENDENT COMPANY IS CLEAR**

RESET PROFITABILITY

LEAD THE WAY
TO ZERO EMISSIONS





#### **RESET PROFITABILITY**

Willing to take the hard decisions to create value for shareholders



#### **OUR STRATEGIC FINANCIAL GOALS**

TARGET REGIONAL PROFIT BENCHMARKS FOCUS ON HIGHEST RETURN SEGMENTS LOWER
BREAKEVEN TO
MANAGE
CYCLICALITY

SYSTEMATIC LOWERING OF FIXED AND VARIABLE COST GROW
SERVICES AND
RECURRING
REVENUES

NO EXCUSES: EVERY REGION MUST DELIVER

#### LEAD THE WAY TO ZERO EMISSIONS

We are going 'all in' on zero-emission trucks to achieve technology leadership

#### **OUR STRATEGIC TECHNOLOGY GOALS**

TECHNOLOGY
PATH SET
TO GET TO
ZERO EMISSIONS

BUSINESS ROADMAP FOR ZEV IN PLACE AMBITIOUS COST TARGETS FOR ZEV & TCO PARITY

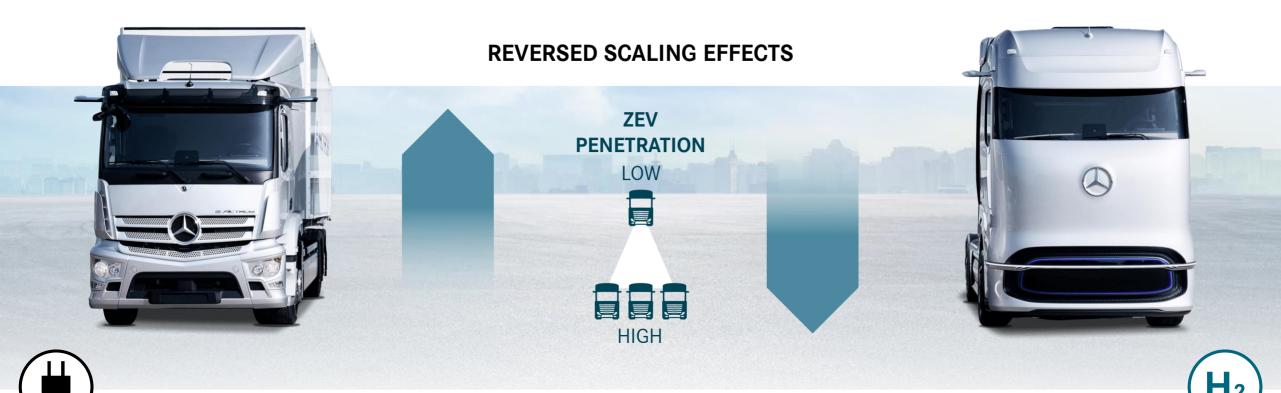
IN-HOUSE TECH DEVELOPMENT AND RESOURCES PUSH DEDICATED BEV
TRUCK MULTIPLE USE
CASES

FCEV FOR RAPID FUELING AND LONG HAUL



#### INFRASTRUCTURE REQUIRES A DUAL ZERO-EMISSION STRATEGY

Battery electric and fuel-cell electric - both technologies needed



LEVERAGING EXISTING ENERGY CAPACITIES

PLANNED HUB CHARGING

BEV: Easier to scale initially

REFUELING EFFICIENCY AND H2 PRODUCTION

FLEXIBLE ON-DEMAND

FCEV: Works at scale with infrastructure

#### DEDICATED LEADERSHIP TO UNLOCK THE POTENTIAL

The Future Daimler Truck Management Team



KARIN RÅDSTRÖM
Head of Europe & Latin America



HARTMUT SCHICK
Head of Asia



JOHN O'LEARY
Head of North America



**STEPHAN UNGER**Head of Financial Services



**ANDREAS GORBACH** CTO



JÜRGEN HARTWIG
Head of Human Resources



JOCHEN GOETZ

**CFO** 



MARTIN DAUM

**FINANCIALS** 

**DELIVERING ON OUR** 

**AMBITIONS** 

Jochen Goetz



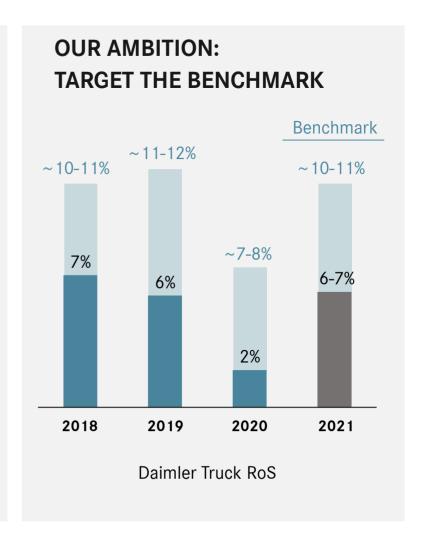
#### DAIMLER TRUCK: THE STARTING POINT

Financial performance needs improvement



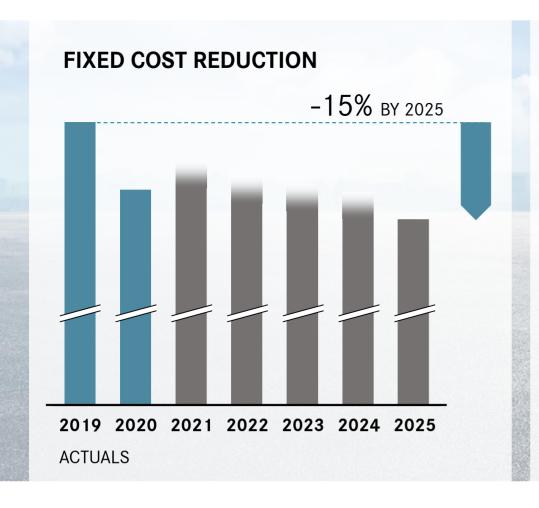
# THE CHALLENGE: COST COMPETITIVENESS

- Global EBIT margin not competitive
- Profit leader in North
   America but problems in
   Europe, Brazil & Asia
- Greater volatility due to high fixed costs
- Essential to raise returns and generate shareholder value



#### PROGRESS IN 2020 - BUT NOT ENOUGH

Learn from 2020; make savings permanent; push further



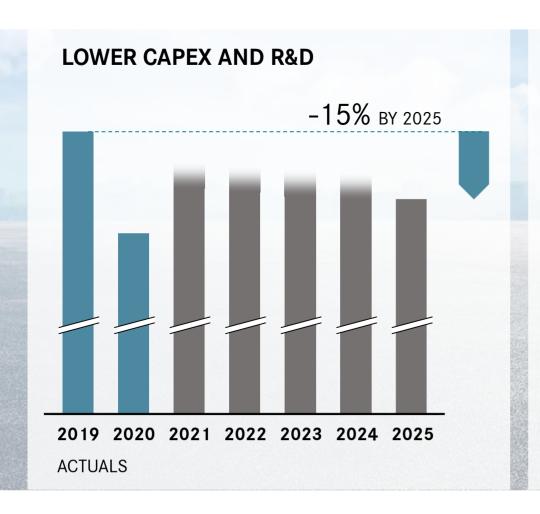
#### STRUCTURAL ACTIONS

- Personnel cost reduction target for Mercedes-Benz of €300M by 2022
- Process streamlining and complexity reduction
- Sustainable implementation of COVID-19 learnings
- Reduced external spending



#### **SMARTER CAPITAL ALLOCATION ESSENTIAL**

Greater focus on our most profitable segments and regions



#### **IMPROVE FOOTPRINT**

- Focus on heavy duty in main regions
- Manage portfolio actively to focus and reduce complexity
- Reduce spending on ICE powertrain
- Standardize global EV architectures
- Implement absolute € budgets year by year for Capex and R&D (not % of sales targets)



Note: DT R&D capitalization policy results in very low net P&L uplift

#### **GROW SERVICES AND RAISE PROFITABILITY**

Leverage technology to grow recurring revenues and reduce cyclicality

SERVICES TODAY ~30% of Daimler Truck revenues				SERVICES 2030 ~50% of Daimler Truck revenues		
Traditional	Spare parts	Reman	Dynamic service contracts	On-site maintenance	24h guarantee	
Financial	Financing & Leasing	Insurance	Rental	Dynamic lease	Dynamic insurance	
Digital	НМІ	хОТА	MB uptime	Track & trace	Fleet Management	
Electric	Battery management	Consulting	Charge management	Infrastructure	Battery 2 <sup>nd</sup> life	
Autonomous	L4 chassis		Virtual driver		Hub operation	

#### NO EXCUSES: EVERY REGION AND UNIT MUST DELIVER

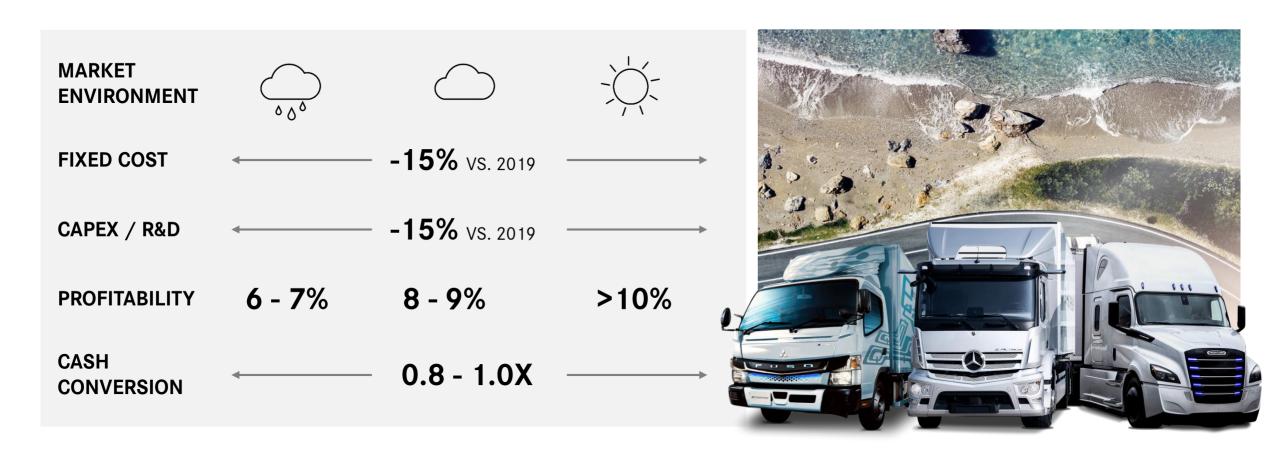
Systematic focus on financial performance across the five reporting segments

**TRUCKS MERCEDES-BENZ FINANCIAL** TRUCKS ASIA DAIMLER BUSES **NORTH AMERICA TRUCKS SERVICES** ~ 10% | 33k\* ~42% 204k\* ~34% | 138k\* ~ 14% | 150k\* MAXIMI7F PROFIT POOL **HIGH ROF** MAINTAIN DRAMATICALLY **POTENTIAL FOCUS BUSINESS DOUBLE-DIGIT IMPROVE** 

#### FULL HISTORICS AND REGIONAL PROFIT TARGETS TO BE PROVIDED AHEAD OF LISTING

#### **OUR 2025 FINANCIAL AMBITIONS FOR DAIMLER TRUCK**

Unlock potential; manage cyclicality; fully reward shareholders



#### FULL FINANCIAL TARGETS AND GUIDANCE TO BE PROVIDED AHEAD OF LISTING

# TRUCKS NORTH AMERICA

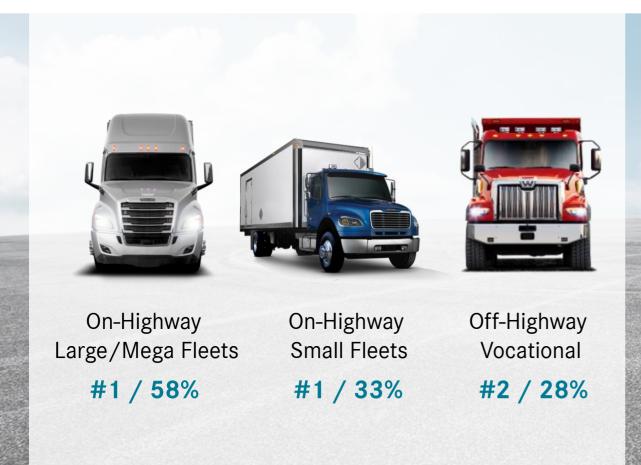
FROM STRONG TO STRONGER

John O'Leary



#### UNPARALLELED STRENGTH: THE NORTH AMERICAN SUCCESS STORY

Winning with a sophisticated and demanding customer base



# KEY SUCCESS FACTORS THAT WILL CONTINUE TO MAKE US STRONG IN THE FUTURE

- Industry-leading, continuously updated technology
- ► Best-in-class production footprint
- World-class dealer network
- Uncompromised customer focus

















#### BEHIND THE RESULTS, HARD WORK

Targeted, rigorously executed measures for sustained high performance



#### ...DRIVEN BY INTENSE FOCUS ON PERFORMANCE

- ► Continued focus on **TECHNOLOGY LEADERSHIP**
- ► Non-negotiable **CUSTOMER FOCUS**
- ► Highest focus on rigorous COST MANAGEMENT
- ► CASH-FOCUSED business model
- ► Best-in-class **OPERATIONS AND FLEXIBLE** production
- Insatiable DRIVE FOR IMPROVEMENT

#### HOW WE WILL CONTINUE TO WIN

New opportunities, new profit pools and relentless execution



# VOCATIONAL STRATEGY BOOSTING FUTURE GROWTH

- New dedicated platform 49X
- ► Overall market: 130k
- Our current share: 28%
- Dedicated organization to fight for #1



# **AFTERMARKET**FULL RANGE OF SERVICES

- 24hrs customer turnaround
- Strong Aftermarket network
- Increased focus on new service offerings and digital portfolio



# TECHNOLOGY PUSH EXPAND LEADERSHIP POSITION

- Accelerate ZEV strategy
- Drive industry towards zero emission trucking
- Industry-leading safety technology

# **MERCEDES-BENZ**

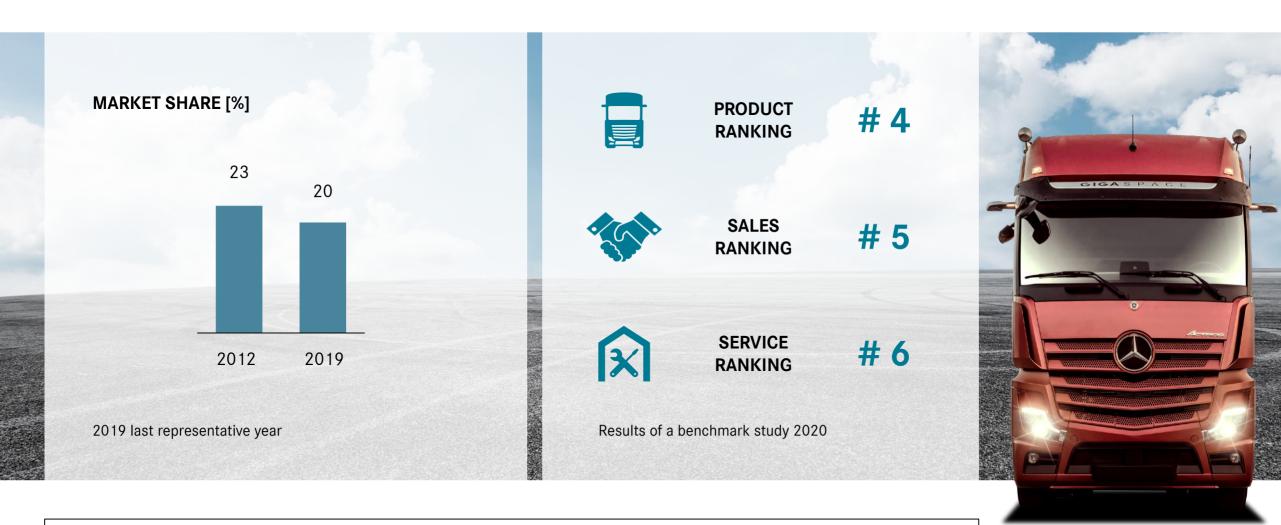
# REBUILDING PROFITABILITY

Karin Rådström



#### **EUROPEAN PERFORMANCE UNACCEPTABLE**

Mercedes-Benz was once the benchmark



THE CHALLENGES: LACK OF CUSTOMER FOCUS AND COST COMPETITIVENESS

#### **NEW CUSTOMER-FOCUSED STRATEGY**

We need to raise our game to win back customer trust

#### **PRODUCT**

- ► Involve customers in R&D process
- ► Focus on TCO improvements

#### **SALES**

- ► Integrated offering of our portfolio
- Improve support for frontline
- ► Extend training and digitalization

#### **SERVICES**

- ► Strengthen service network
- Optimize spare parts availability



#### **ACCELERATED PERFORMANCE INITIATIVES**

Systematic plan to drive a European profit turnaround



#### PERFORMANCE MANAGEMENT

- Multiple previous initiatives now in one program
- Program management: >6,000 cost items targeted
- Direct steering by Head of Mercedes-Benz Trucks

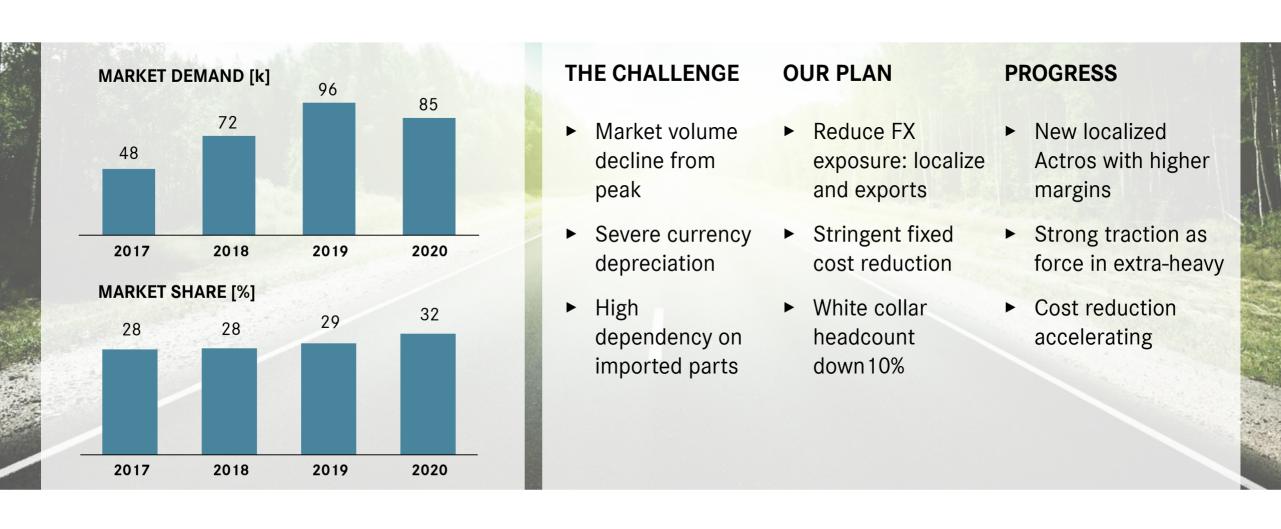
#### **PERFORMANCE TARGETS**

- ► Fixed cost reduction targeting regional benchmark
- ► €300M personnel cost program on track
- New manufacturing performance plan initiated

TURNAROUND OBJECTIVE: DRAMATIC EBIT IMPROVEMENT

#### **BRAZIL: INTENSE RECOVERY PROGRAM**

Comprehensive restructuring and product cost actions underway



#### **MERCEDES-BENZ TRUCKS: REBUILDING PROFITABILITY**

- **▶** NEW PERSPECTIVES
- ► REVISED STRATEGY
- ► TARGET BENCHMARK IN EUROPE
- ► FIX BRAZIL
- ► INTENSIFIED COST MANAGEMENT
- **▶ INTENSE CUSTOMER FOCUS**



# TRUCKS ASIA OPPORTUNITY AND GROWTH

Hartmut Schick



#### DAIMLER TRUCK IN ASIA: OPPORTUNITY AND GROWTH

Strong technology, low cost production, clear growth potential

JAPAN

42k UNITS

**MARGIN STABILITY** 



**INDONESIA** 

39k UNITS
HIGH ROIC GROWTH



CHINA

**82k** UNITS (JV)
HIGH POTENTIAL



INDIA

14k UNITS

LOCAL TECHNOLOGY LEADER



Figures refer to 2019

#### **FUSO: MAXIMIZING THE POTENTIAL**

Stable core business; high ROIC Asian operations; electric leader



# JAPAN MAXIMIZE THE POTENTIAL

- ► Stable margins
- Very strong service revenues
- Reduced structural cost
- ► HD Fuel efficiency leader



# INDONESIA & OTHER HIGH ROIC OPERATIONS

- ► Indonesian market leader
- ► Near 50% SoM
- Efficient JV structure
- Strong growth potential



# **ELECTRIC LEADER**PIONEERING EV TECHNOLOGY

- ► 1<sup>st</sup> mover advantage
- Advanced battery/drivetrain
- ► 3<sup>rd</sup> Gen eCanter 2022
- Leverage technology globally

#### LEVERAGING ASIAN FOOTPRINT TO GROW IN 'NEXT30' COUNTRIES

Pursuing profitable growth in new markets



- India: export and low cost, high value service hub
- China: leverage industry-leading supplier network
- ► Leverage full Daimler Truck portfolio for best local customer-fit
- Focus resources on high potential markets
- Double digit growth planned for next decade

#### SET UP FOR SUCCESS IN CHINA

The time has come for 1st fully localized world-class Mercedes-Benz technology in China



# THE PATH AHEAD NEW GAME-CHANGER FOR GROWTH SoP Q4 2022 with very high localization World-class quality and fuel efficiency Massive cost reduction

More competitive

pricing

# **TECHNOLOGY**

LEADING THE WAY TO

**ZERO EMISSIONS** 

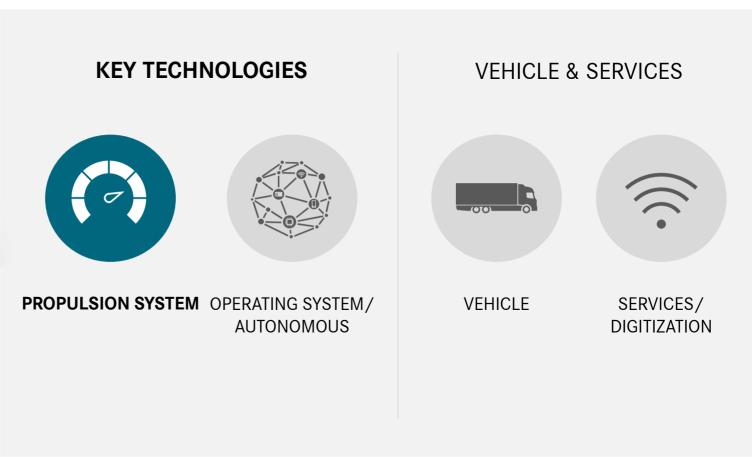
Andreas Gorbach



### **TECHNOLOGY WILL DRIVE OUR CUSTOMERS' FUTURE SUCCESS**

Maximizing return on truck investment





### CONVICTIONS DRIVING OUR PROPULSION SYSTEM STRATEGY



WE ARE COMMITTED
TO BOTH BEV &
HYDROGEN
SOLUTIONS

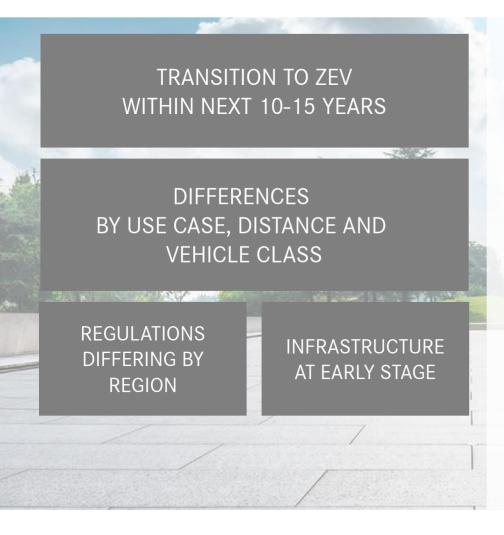
BEV and FCEV are complementary and both will be needed

WE WILL MOVE
RAPIDLY TO WIN
THE PROPULSION
TECHNOLOGY RACE

We have the right levers to accelerate ZEV

### ICE RAMPDOWN: ACTIVELY MANAGING THE END OF AN ERA

Partnering, scaling and ramp down of investment



#### **OUR STRATEGIC LEVERS**

PARTNERING STAGE 1: initiated for MEDIUM DUTY engines with Cummins

PARTNERING STAGE 2: actively seeking partners to share **HEAVY DUTY** development costs of EURVII et al.

#### TRANSITIONING:

significantly reduce ICE spending; vast majority of R&D spending to be ZEV-focused by 2025



# THE TRANSITION TO ZEV

High potential variability in timing - but we are ready for any outcome



#### DT KEY 2030 ASSUMPTIONS

- Governmental support incl. carbon pricing & infrastructure
- Zero emission PT cost driven down further
- ► H2 cost €4/kg, with infrastructure buildout
- Electricity cost: €0.15/kwh

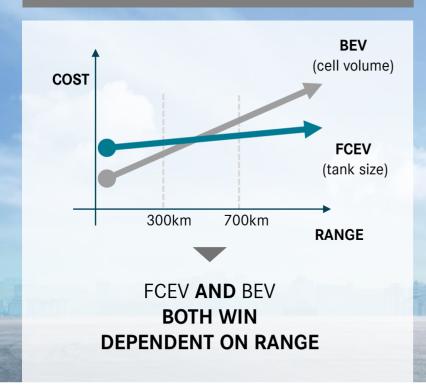
#### **TCO OUTCOMES**

- Parity for BEV possible after 2025
- Parity for FCEV possible after 2027
- Significant variations likely by region

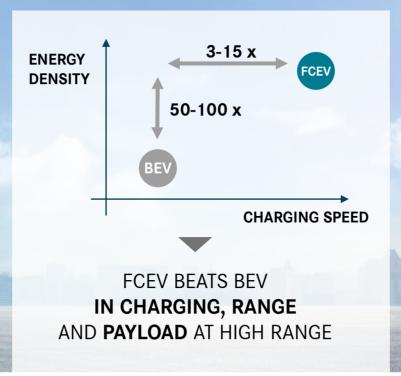
### ZEV TECHNOLOGY: BOTH BEV AND HYDROGEN WILL BE NEEDED

Three key factors drive our dual strategy

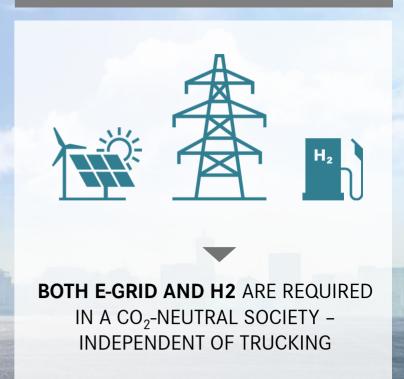




**ENERGY DENSITY/CHARGING:** "THESE LINES NEVER CROSS"



GLOBAL ENERGY ECOSYSTEM:
"WILL BE ESTABLISHED ANYWAY"



# WE WILL MOVE RAPIDLY TO WIN THE PROPULSION RACE

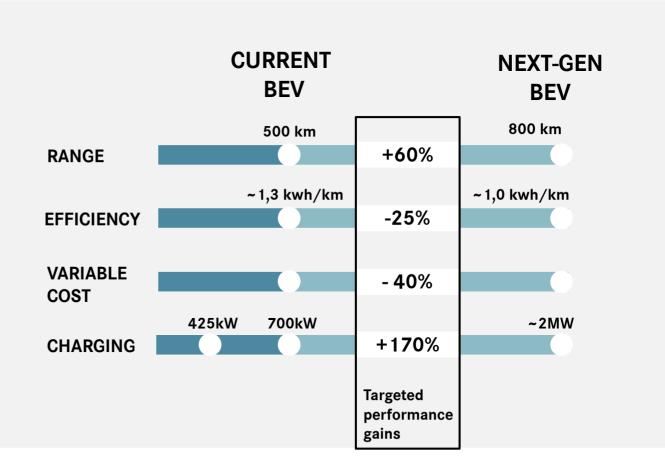
Committed to offering the strongest ZEV portfolio across all key segments and regions



### **BEV TECHNOLOGY - READY TO GO**

New BEV trucks about to hit the market; next-gen technology will leap further





### **ACCELERATING BEV TECHNOLOGY**

Key announcements today

### DAIMLER TRUCK E-DRIVE DEVELOPMENT



### R&D IN-HOUSE EXPERTISE

Bringing eDrive technology know-how and development in-house

# DAIMLER TRUCK BATTERY SYSTEM



# NEW CATL – DT ENHANCED CELL PARTNERSHIP

Developing the world's most sophisticated dedicated Truck cells

# DAIMLER TRUCK RAPID CHARGING



### DT CHARGING TECHNOLOGY WITH PARTNERS

Industry-leading charging technology infrastructure

### DAIMLER TRUCK NEXT-GEN E-TRUCK



# NEXT GEN ULTIMATE BEV TRUCK

Next eTruck generation to pursue ultimate performance ~800km BEV range

# ANNOUNCING AN EXPANDED BATTERY PARTNERSHIP WITH CATL



Joint development of sophisticated truck-focused batteries and supply agreed beyond 2030



- ► CATL to supply batteries for Mercedes-Benz eActros LongHaul truck starting 2024
- Supply secured beyond 2030
- ► Truck dedicated: Superior ultra-long cycle life with fast-charging ability
- ► Joint design and development of next generation cell technology for the trucking industry
- Exploring future battery production concepts for Europe and North America

### **BUILDING HIGH-POWER CHARGING IN NORTH AMERICA AND EUROPE**

Our plan: supporting customers and kick-starting charging infrastructure

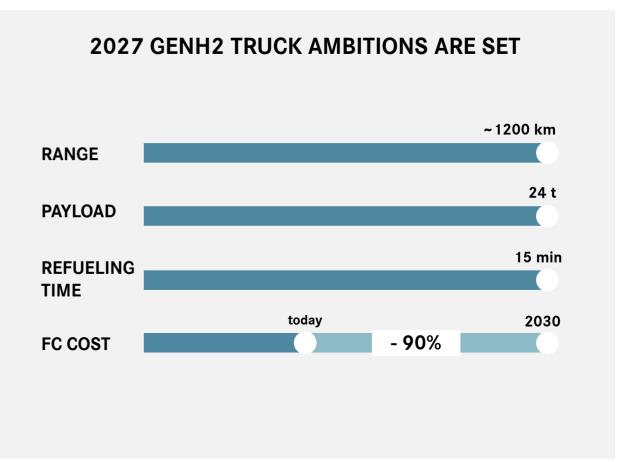


DEVELOPING MEGAWATT CHARGING AND EXPLORING PUBLIC INFRASTRUCTURE SOLUTIONS

### HYDROGEN AT THE CENTER OF OUR ZEV STRATEGY

GenH2 Truck with strong range and cost ambitions





### **ACCELERATING FCEV TECHNOLOGY**

Our key partnerships to deliver the future of hydrogen-powered transport

# FUEL CELL SYSTEMS



#### **CELLCENTRIC**

"Develop, produce and commercialize FC systems for HD trucks in JV with Volvo Group. Gigafactory planned to start in 2026"

# LIQUID HYDROGEN REFUELING



### **LINDE GROUP**

"Jointly develop technology for liquid hydrogen refueling. First prototype station planned to go live in 2023"

# HYDROGEN INDUSTRY PUSH



### **H2ACCELERATE**

"Expedite mass market adoption of fuel cell trucks in Europe along with Volvo Group, IVECO, OMV, and Shell"

# NEW HYDROGEN CORRIDOR LAUNCHED



#### **SHELL**

"Accelerate hydrogenbased transportation in Europe and develop an open standard for refueling"

### ANNOUNCING A EUROPEAN HYDROGEN CORRIDOR WITH SHELL

Kick-starting infrastructure with Rotterdam-Hamburg-Cologne





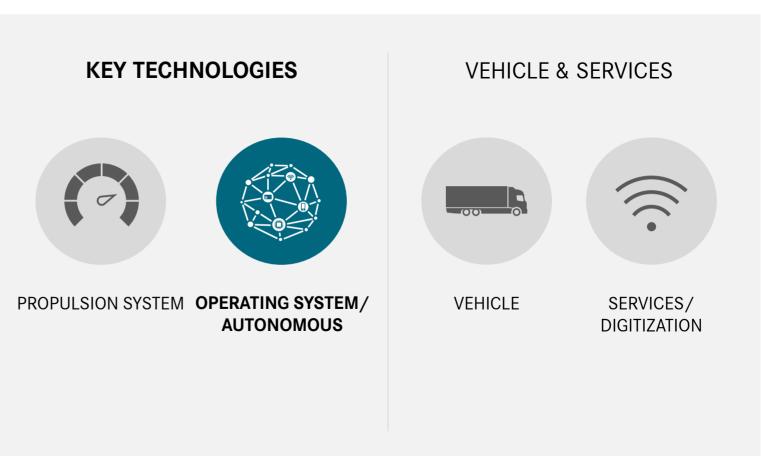
#### DAIMLER AND SHELL KICK-START H2 REVOLUTION

- ► Technical and development collaboration
- ► ~1,200km freight corridor in place by 2025
- ► Shell to build H2 stations along corridor
- Daimler Truck to supply H2 trucks
- $\sim$  150 H2 stations and  $\sim$ 5,000 H2 trucks by 2030
- ► Leveraging H2Accelerate and open for partners

### **TECHNOLOGY WILL DRIVE OUR CUSTOMERS' FUTURE SUCCESS**

Maximizing return on truck investment





### **OPERATING SYSTEM AT THE CORE OF THE VEHICLE**

Software architecture as platform for our next generation trucks and service offerings



### WHAT WE DO

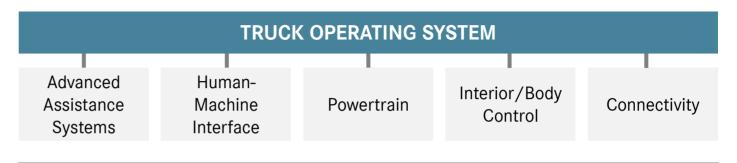
- ► In-house development of core elements
- Fewer compute units and reduced layers
- Delinked software cycles

# BENEFITS FOR CUSTOMERS

- Uptime: less and more efficient workshop visits driven by OTA
- ► Tailored digital service offering for our customers
- Seamless E2E integration

# BENEFITS FOR US

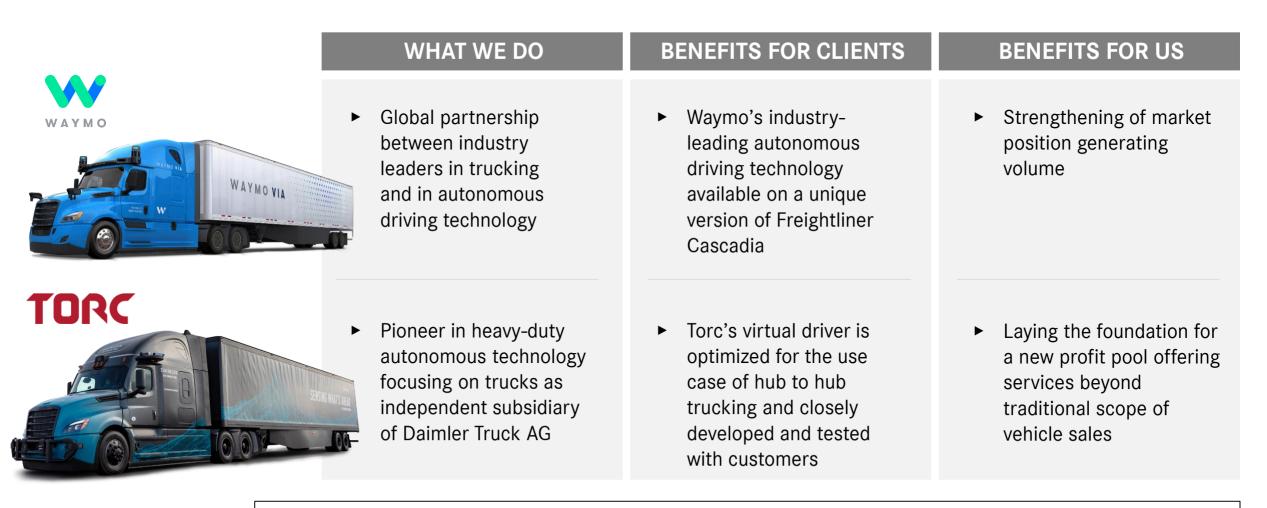
- Drive service revenues and customer loyalty
- Leverage big data for improved customer understanding
- Faster development cycles



**MAJOR RELEASES: 2023 - 2025 - 2027** 

### REDUNDANT CASCADIA AND AUTONOMOUS DRIVING TECHNOLOGY

Clear target: industry leading autonomous technology with our dual-track strategy



TWO PILLAR STRATEGY: ACCELERATE TECHNOLOGY AND PROVIDE OPTIONS TO CUSTOMERS

# **OUR MISSION AS AN INDEPENDENT COMPANY IS CLEAR**

### **RESET PROFITABILITY**

- ► Intense focus on fixing Europe
- ► Target profit benchmarks in each region
- ► No excuses: every region must deliver
- Grow services rapidly
- Commitment to strong shareholder returns

### LEAD THE WAY TO ZERO EMISSIONS

- Seek cost and performance leadership
- Dual-track BEV and FCEV strategy
- Refocusing of R&D activities
- Kick-start infrastructure
- Sundown ICE with partners

### IN PURSUIT OF PROFIT AND TECHNOLOGY LEADERSHIP

