

Daimler opens new Regional Centre for Commercial Vehicles

Mercedes-Benz South Africa (MBSA), along with its brand divisions Daimler Trucks & Buses and Mercedes-Benz Vans, has opened a new Regional Centre Southern Africa (RCSA) in Pretoria.



Mercedes-Benz South Africa CV via [Quickpic](#)

RCSA will be responsible for Daimler's full commercial vehicles portfolio in the region, from the full offering of Mercedes-Benz Vans, heavy-duty Mercedes-Benz trucks and buses as well as the uniquely suited products (trucks and buses) from FUSO. The Regional Centre Southern Africa will be in charge of South Africa, Namibia, Botswana, Zimbabwe, Mozambique, Malawi, Zambia, Lesotho and Swaziland.

Kobus van Zyl, executive director, Daimler Trucks & Buses Southern Africa: "Having a stronger presence in the Southern African markets means that we are able to react faster and be in touch more frequently with our commercial vehicles customers and the various general distributors in the respective countries. The Regional Centre Southern Africa provides further opportunities for all our commercial vehicle endeavours, including sales, after-sales, marketing, client services and parts."

Region with long-term potential

Southern Africa is a promising growth region for all of Daimler's commercial vehicles. In line with the global outlook, the region is facing a tough economic cycle but is still expected to grow at a rate of 3.75% in 2016. Improved external prospects and domestic policy improvements will support gradually stronger growth rates from 2017, with the regional average back up to more than 4.5% annually during 2018-2020. Moreover, Southern Africa possesses large reserves of untapped natural commodities such as copper, oil and gas. In 2015, Daimler sold approximately 5,500 trucks and buses in the region.

About the Commercial Vehicles Regional Centres

The Regional Centre Southern Africa is the third of six Regional Centres being opened for Daimler's commercial vehicles business around the world. Two days ago, the Regional Centre for East, Central, and West Africa started its operations based in Nairobi, Kenya. The first Regional Centre was opened in October 2015 in Dubai as Daimler Commercial Vehicles Middle East North Africa (DCV MENA). Similar bases will follow for South Asia, Southeast Asia and Latin America within

the next few months. In the past, Daimler had managed these regions primarily from its group headquarters in Stuttgart.

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