

# DAIMLER TRUCK

North America

## TRANSFORMING COMMERCIAL TRANSPORTATION WITH DATA ANALYTICS



Presented by: Doug Murphy and Raquel Kusters

# DAIMLER TRUCK

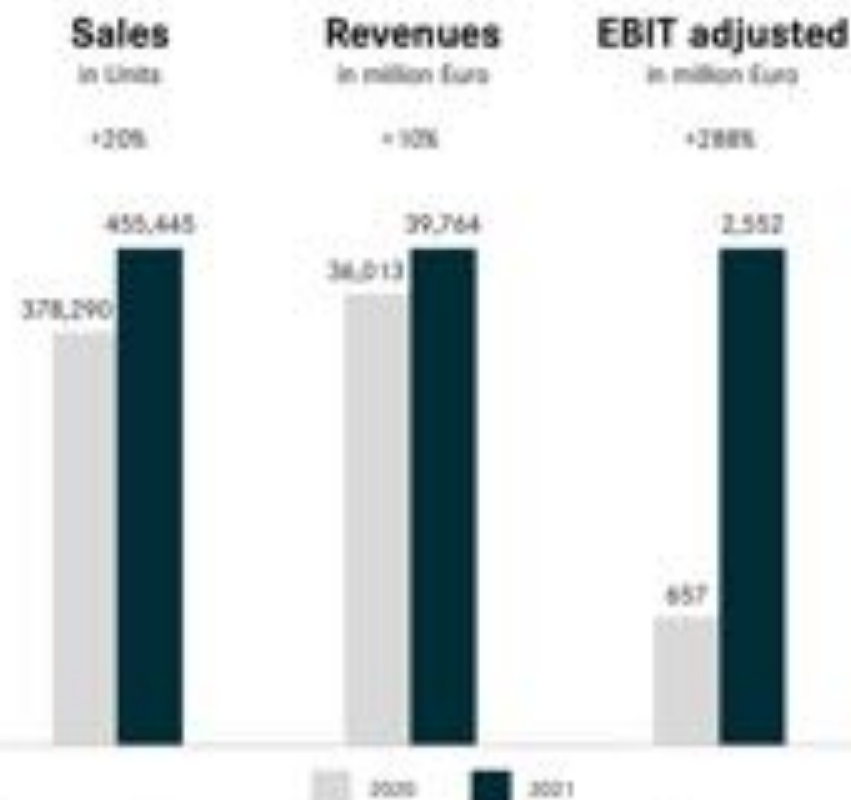
FOR ALL  
WHO KEEP THE WORLD  
MOVING.





# 1 DAIMLER TRUCK GLOBAL LEADERSHIP

Platform, powertrain and system commonality



GLOBAL LEADER<sup>2</sup>

**#1**  
NORTH AMERICA  
Class 6-8

**#1**  
EU-30<sup>3</sup>  
MOT/HOT

**#3**  
JAPAN  
Trucks Total

**#2**  
BRAZIL  
MOT/HOT

**#1**  
EU-30  
Buses >8t

<sup>1</sup> In September local production of Mercedes-Benz Trucks for Chinese market started. <sup>2</sup> FY 2021. Source: Company estimates. <sup>3</sup> Brand View

# 1 DAIMLER TRUCK NORTH AMERICA: UNDISPUTED INDUSTRY LEADER

On-highway business presents a very clear framework for vocational success

## LEADING POSITION...<sup>1</sup>

**#1** On-highway  
large/mega fleets

**#1** On-highway  
small fleets

**#2** Vocational

## ...STRONG FOUNDATIONS...

**826k+** UNCOMPROMISED  
CASCADIAS BUILT<sup>2</sup> customer focus

**34%** INDUSTRIAL-LEADING  
IMPROVED FUEL EFFICIENCY<sup>3</sup> updated technology

**~11,000** WORLD-CLASS  
SERVICE BAYS dealer network

**~60%** MARKET SHARE OF LARGE  
fleets from a total market  
share of ~40% for Class 8

## ...RIGHT PRODUCT PORTFOLIO



On-highway  
large/mega fleets



On-highway  
small fleets



Off-highway  
vocational



[daimlertruck.com](http://daimlertruck.com)

HI THERE!



## Doug Murphy

Department: Data Intelligence Hub (IT)

My Pronouns: he/him

What I do: Coach and Lead Analytics

HI THERE!



## Raquel Kusters

Department: Data Intelligence Hub (IT)

My Pronouns: her/she

What I do: AI/ML Product Manager

# What DrivesUS

#AI-first



## Purpose

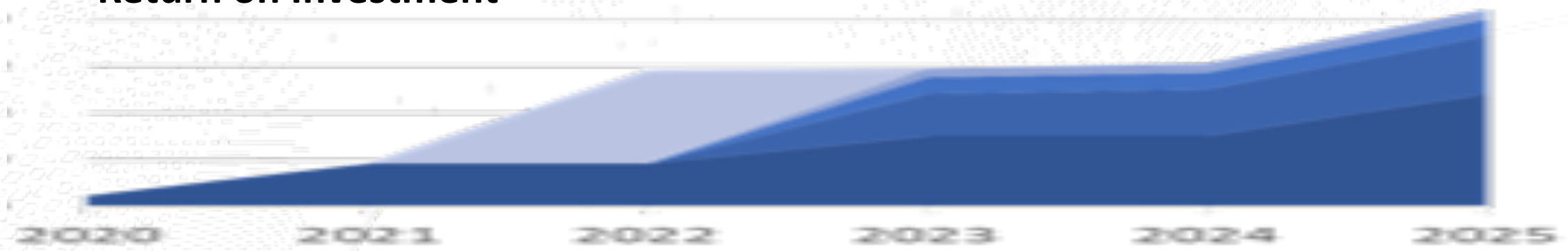
We create intelligence for all those who keep the world moving.



# DIH Timeline



## Return on Investment



# HOW CAN WE DERIVE VALUE FROM TELEMATICS DATA?

100s Thousands  
Connected Trucks

Billions of Miles  
Travelled

10s Thousands Fleets





# What insights can we gather on how our trucks are utilized with our current data and capabilities?



## 1 | CHALLENGE

Lack of a publicly available, nationwide electric charging infrastructure for commercial vehicles.



## 2 | MISSION



## 3 | COLLABORATION

**BlackRock.**

**NEXTERA**  
ENERGY  
RESOURCES

**DAIMLER TRUCK**  
North America

## 4 | FOCUS

Battery electric medium- and heavy-duty vehicles with option for light-duty vehicles.



## 5 | ROUTES







# Lessons Learned

1.

Duplicate Data Science projects company wide

2.

Rapid business innovation is underleveraged  
w/ no onramp to sustainability

3.

Missing opportunities to focus on Highest Value solutions

4.

Talent; Not leveraging scale appropriately company-wide

5.

We could leverage data assets to create NEW revenue opportunities



# DATA Use Case Innovation Funnel

The Data Use Case Funnel ensures that every day we are working on the highest value use cases.

