

# Daimler Trucks - Strategy Focus, Plans & Outlook for 2016

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## Abstracts

The report analyzes the overall, near to medium term Strategy Focus and provides Insights into Key Strategies & Plans being conceptualized & pursued by Daimler AG as the company plans to further enhance its stronghold & leadership of the global medium & heavy truck market over the medium term horizon through a mix of strategic product portfolio offensive and continued expansion of presence across key emerging markets. The Global Medium & Heavy Truck market was valued at around \$100 billion in 2014, and is projected to grow at 3.1% CAGR through 2024. The global trucking industry is driven by strong fundamentals & has long term, sustainable growth drivers given the key role played by the transportation industry towards economic growth & development globally. The market has been on the recovery path over the recent years while battling a difficult & complex global macroeconomic environment marked by a growing macroeconomic divide amongst key global economies as of late with strong economic recovery underway in the U.S. followed by moderate economic growth across China & India while other key emerging markets, namely, Brazil & Russia face strong headwinds & a host of complex economic challenges which is likely to impact overall demand trend across these markets.

The Chinese economy is projected to slow down with the pursuit of structural reforms impacting economic growth significantly leading to significant deceleration of growth momentum accompanied by financial volatility which is likely to persist through 2016 with the GDP growth forecast for China pegged to slow down to 6.9% in 2016. Brazilian economy continues to be on the rocks contracting through the first three quarters of 2015 with rising unemployment & inflation impacting domestic demand while reducing investments and political deadlock dampen confidence. India, on the contrary, has been pacing up well with respect to economic reforms, deregulation & stronger policy focus on growth being on priority with GDP growth projected to pace up to 7.5% in 2016 with

increased focus & allocation towards infrastructure development likely over near term. Russian economy, too, continues to face significant headwinds with plummeting of oil prices and western sanctions over the Ukraine crisis, which has impacted economic growth severely. The focus, stance & timing of fiscal & monetary policy interventions in the U.S. in 2016, thus, are going to be crucial for the industry & the global economy over near term.

However, the significant projected growth in sales volumes for medium & heavy trucks across emerging markets over the next decade and the rapidly expanding scope of technology evolution & integration are amongst the top trends & drivers which are likely to drive industry growth & spearhead development of new business and service models as well as concepts over the next decade. The sustained low crude oil price environment as of late has been favorable and has boosted utilization and profitability across fleet operators across most traditional markets besides driving maintenance activity and aftermarket sales across industry OEMs. Additionally, OEMs have been focusing significantly on expanding their technology driven services portfolio aimed at boosting fleet efficiency & productivity for operators which is likely to witness further significant growth over medium term.

Relevance & Usefulness: The report will be useful for:

Inputs for Strategic Planning, Assessment & Decision-Making Processes

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Near to Medium Term Market Outlook, Inputs on Market Evolution & Growth Projections

Demand Projections for Medium & Heavy Trucks across Key Geographic Markets & Regions through 2024

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those associated with and having interest in the Global Medium & Heavy Truck market. The report will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors, Fleet Operators, Maintenance & Technology Services and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

#### Key Features:

Provides Macro View and Big Picture Quickly

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

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