

FleetBoard Drivers' League 2015: Double victory for the Ihro freight company

25 November 2015

- **Marius Hareza from the Ihro freight company is the best driver**
- **Ihro freight company is also Germany's best team**
- **19,438 participants from 359 companies in 18 countries took part in this year's Drivers' League**
- **The most economical driving style wins**

Stuttgart – A total of 19,438 drivers from 359 companies in 18 countries took part in this year's FleetBoard Drivers' League in the period from 1 June to 31 October 2015. This year it was Marius Hareza from the Ihro freight company in Neuenstein who stood at the top of the German winner's rostrum in the "Best Driver" category. Marius Hareza amply demonstrated his skill with a driving style score of 9.92, leaving the other competitors behind him. In the "Best Team" category, the medal likewise went to the team from the Ihro freight company. With a driving style score of 9.76 made up of the scores by the individual drivers, the Ihro freight company showed that a great deal can be achieved as a team.

Marius Hareza looks back on the event: "The Drivers' League is a unique opportunity to measure myself against national and international male and female colleagues from a wide range of fleets, operating profiles and vehicles. However good you might be, with almost 20,000 contestants there may always be someone who is better. That is what I find so exciting. The opportunity to establish a profile, become friends with other drivers and then head the scoreboard neck-and-neck gives the whole thing a special fun factor. I really enjoyed myself."

Dietrich Müller, Managing Director of Daimler FleetBoard GmbH, also sees the Drivers' League as a sporting competition: "It is impressive how many male and female drivers from a wide range of countries took part in this year's FleetBoard Drivers' League. Our aim with this competition is to motivate and stimulate the drivers to integrate an economical driving style into their day-to-day work, and to continuously improve so that they can

overtake their competitors in the Drivers' League and finally emerge as the winners."

Page 2

René Efinger, fleet manager at the Ihro freight company, also encourages his drivers to take part: "We have been using FleetBoard for years, and regularly look at the telemetric data with our drivers. Our drivers are therefore very experienced in economical driving. The Drivers' League is a competition which motivates even the most experienced drivers to improve their performance. We have noticed that. Both with respect to driver commitment and to fuel consumption, which falls even further in some cases. That is good for us, and beneficial to the environment as well."

About the FleetBoard Drivers' League

The international participants in the Drivers' League compete against one another in everyday operations behind the wheels of their trucks in the "Best Driver" and "Best Team" categories, with the prospect of attractive prizes for those demonstrating the most economical style of driving. Contestants competing at national level have the opportunity to secure the monthly victory in the "Best Driver" and "Best Team" categories. At the end of the five-month competition, the best overall driver and the best overall team of a nation are determined.

At the end of the competition there are attractive prizes for the winners: Marius Hareza is looking forward to an AMG Driving Experience, and the team from the Ihro freight company will receive a Mercedes-Benz Professional training.

In order to be eligible for registration, drivers must cover a monthly mileage of at least 4000 km and be FleetBoard users. The winners are determined on the basis of their driving style score in the FleetBoard Performance Analysis. The driving style score is made up of fuel economy factors and braking behaviour. Apart from anticipatory driving in keeping with characteristic maps, the scoring takes into account accelerator movements, consistent speeds and the number of stops, as well as brake pedal movements.

All participants are provided with a profile on the Drivers' League homepage, which they can individualise with personal data and use to view their current ranking and check the standings of their fellow contestants.

Further information can be found at www.driversleague.com

Photos with the numbers **15A1373** and **15A1374** are available at www.media.daimler.com

Photo caption 15A1373:

Maris Hareza from the Ihro freight company wins the FleetBoard Drivers' League in the "Best Driver" category.

Photo caption 15A1374:

Double victory: The Ihro freight company wins the 2015 FleetBoard Drivers' League in both the "Best Driver" and "Best Team" categories.

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About FleetBoard

Daimler FleetBoard GmbH is a leading provider of telematics-based internet services for trucks, vans and buses in the European market. FleetBoard's services support transport companies' long-distance, distribution and construction transport. The principal aim is to optimise routes and reduce fleet operating costs.

On request, Mercedes-Benz commercial vehicles can be equipped with the FleetBoard hardware ex-factory.

FleetBoard is standard in the new Actros.

The telematics system can be retrofitted into vehicles from other brands. All vehicles benefit from the extensive sales and service network.

The products from this wholly owned Daimler subsidiary based in Stuttgart have won multiple awards. Daimler FleetBoard has been audited and certified by DEKRA in accordance with DIN EN ISO 9001:2008