

## MIKE BELK APPOINTED NEW MANAGING DIRECTOR FOR MERCEDES-BENZ TRUCKS UK

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Mercedes-Benz UK has announced that Mike Belk has been appointed the position of Managing Director, Mercedes-Benz Trucks, effective from 1 May 2015.

Mike will replace Michael Kamper, who has started a new role as Vice President of Marketing, Sales & Customer Services Trucks Asia, responsible for Asian brands FUSO and BharatBenz worldwide.

Mike brings with him a wealth of knowledge and experience of the automotive industry, having served most recently as President and CEO of Daimler Middle East and Levant, with regional responsibility for both Mercedes-Benz Commercial Vehicles and Passenger Cars.

Mike said: "I'm absolutely delighted to take over the responsibility for Mercedes-Benz Trucks in the UK. We have a fantastic portfolio of vehicles ranging from the FUSO Canter through to the Actros, matched to a comprehensive and compelling array of Customer Service offerings, which in-turn are supported by a mature and customer focused organisation.

"Under the leadership of the Truck Board, the UK team has achieved tremendous success and has strengthened its position in the UK Truck market across all sectors, while the recent implementation of a successful CV strategy has set new milestones in Customer Service. I can't wait to get involved and start meeting both our customers and the team."

Mike joined Mercedes-Benz UK in 1991 and became Director of After Sales Operations in 2001 with responsibility for technical & warranty support for all Daimler Business units. In 2002 he advanced to the role of Managing Director Customer Services, becoming responsible for the parts and service of Mercedes-Benz in the UK.

Previous to joining Mercedes-Benz, Mike enjoyed a 12 year career in the British Army.

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### About Mercedes-Benz Trucks in the UK

Mercedes-Benz Trucks is the sales and marketing organisation responsible for all Daimler Truck products, including Fuso Canter, and services in Britain 2013 marked the best year ever for Mercedes-Benz Trucks in the UK, with 9,500 trucks (8,468 Mercedes-Benz and 1,003 Fuso Canters) registered - a 7% increase on 2012, while also beating 2005's previous record.

Mercedes-Benz Truck registration volumes grew in 2013 by 32%, against a market that increased by 28%, outperforming market growth by 4%.

With over 4,000 Euro VI vehicles already sold in the UK and a further 52,670 throughout Europe, Mercedes-Benz Trucks offers a far more compelling package, not only for our products but for our customer services offerings too.

## Company Contact:

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