



T_{otal} C_{ost} of O_{wnership}

Viitorul afacerii dumneavoastra

Conferinta "Ziua Cargo" 27.03.2015



Mercedes-Benz

T.C.O. - Total Cost of Ownership

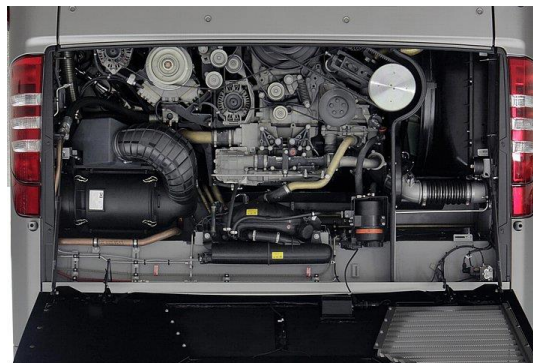
Total Cost of Ownership costul real pentru stabilirea si monitorizarea profitabilitati companiei pe intreaga durata de exploatare a flotei dumneavoastra.



Valoarea de
achizitie



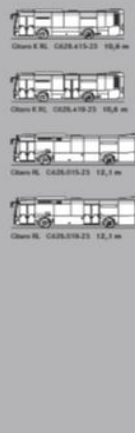

Cheltuieli cu
exploatarea


Valoarea de
revanzare




Identificarea corecta a produsului




Stadtbusse




Citaro  <small>Citaro E: CA26.405-13 10,8 m Citaro E: CA26.454-13 10,8 m Citaro CA26.513 12,1 m Citaro CA26.514 12,1 m Citaro CA26.515 12,1 m Citaro G CA26.233-13 10,1 m Citaro G CA26.234-13 10,1 m</small>	Citaro LE  <small>Citaro LE: CA26.503-13 12,2 m Citaro LE: CA26.504-13 12,2 m</small>	Citaro Rechtslenker  <small>Citaro R: CA26.419-23 10,8 m Citaro R: CA26.419-23 10,8 m Citaro R: CA26.519-23 12,1 m</small>	Sprinter City  <small>Sprinter City 20 0.412.750 6,9 m Sprinter City 35 0.412.762 7,3 m Sprinter City 40 0.412.767 7,7 m Sprinter City 77 0.412.768 6,7 m</small>
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Conecto

Conecto CA26.514-13 10,8 m
Conecto C CA26.514-13 10,8 m

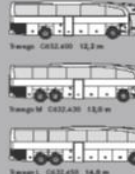


Fahrgestelle Stadtbus

Chassis-DC: CA26.422-11/CA26.423-21

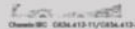
Überlandbusse

Citaro Ü  <small>Citaro Ü: CA26.526-13 12,1 m Citaro Ü: CA26.236-13 10,1 m</small>	Citaro LE  <small>Citaro LE Ü: CA26.515-13 12,2 m Citaro LE MC: CA26.533-13 12,2 m Citaro LE MC: CA26.534-13 12,2 m</small>	Sprinter Transfer  <small>Sprinter Transfer 20 0.412.751 6,9 m Sprinter Transfer 34 0.412.762 6,9 m Sprinter Transfer 35 0.412.763 6,9 m Sprinter Transfer 45 0.412.773 7,3 m Sprinter Transfer 50 0.412.763 7,3 m</small>
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Integro  <small>Integro CA22.620-13 12,1 m Integro M CA22.640-13 12,8 m Integro L CA22.640-13 12,8 m</small>	Intouro  <small>Intouro CA22.729-13 12,1 m Intouro M CA22.729-13 12,8 m Intouro L CA22.743-13 12,8 m</small>	Sprinter Mobility  <small>Sprinter Mobility 20 0.412.750 6,9 m Sprinter Mobility 30 0.412.760 6,9 m Sprinter Mobility 35 0.412.763 6,9 m Sprinter Mobility 45 0.412.773 7,3 m</small>
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Reisebusse

Travego  <small>Travego CA22.400 12,2 m Travego M CA22.430 12,8 m Travego L CA22.430 12,8 m</small>	Tourismo  <small>Tourismo K CA22.400-13 10,8 m Tourismo CA22.410-13 11,1 m Tourismo M/1 CA22.433-13 12,8 m Tourismo M/2 CA22.470-13 12,8 m Tourismo L CA22.451-13 12,8 m Tourismo M CA22.420-13 12,1 m Tourismo M M CA22.440-13 12,8 m</small>	Sprinter Travel  <small>Sprinter Travel 45 0.412.762 7,3 m Sprinter Travel 50 0.412.762 7,3 m Sprinter Travel 60 0.412.767 7,7 m</small>
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Fahrgestelle Überland-/Reisebusse

Chassis-DC: CA26.413-11/CA26.413-21
Chassis-DC: CA26.403-11/CA26.407-21
Chassis-DC: CA26.404-11/CA26.405-21



identificarea corecta a autovehiculului



diversitatea gamei de produse acopera si cele mai stricte cerinte



personalizare pana in cel mai mic detaliu

Exploatarea



Noua gama de produse, eficienta la superlativ

- ✓ Consumul de combustibil redus cu 8%
- ✓ Intervalul de service marit

Solutiile tehnice care participa direct la rentabilizarea investitiilor prin intermediul sistemelor:

- ✓ Lane Departure Warning
- ✓ Advance Brake Assist 3
- ✓ Predictive Powertrain Control
- ✓ PowerShift
- ✓ Fleet Board System

Motoare Euro VI



OM 936 - 7,7 L
12,8 L

220kW/260kW
350kW/375kW



Performante crescu



OM 470 - 10,7 L

265kW/290kW/315kW



Eficienta crescuta



OM 471 -



Fiabilitate crescuta

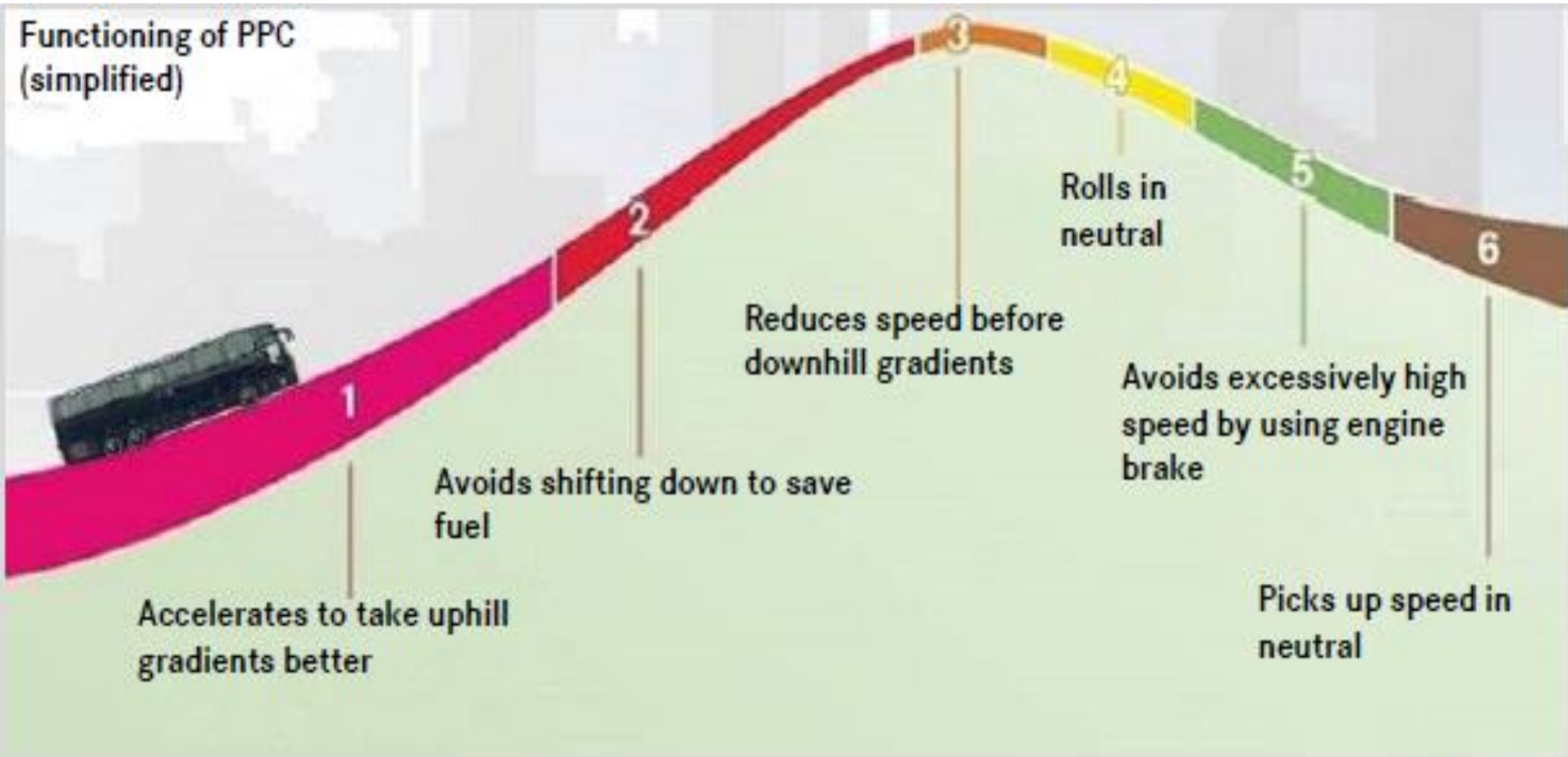


Advance Brake Assist



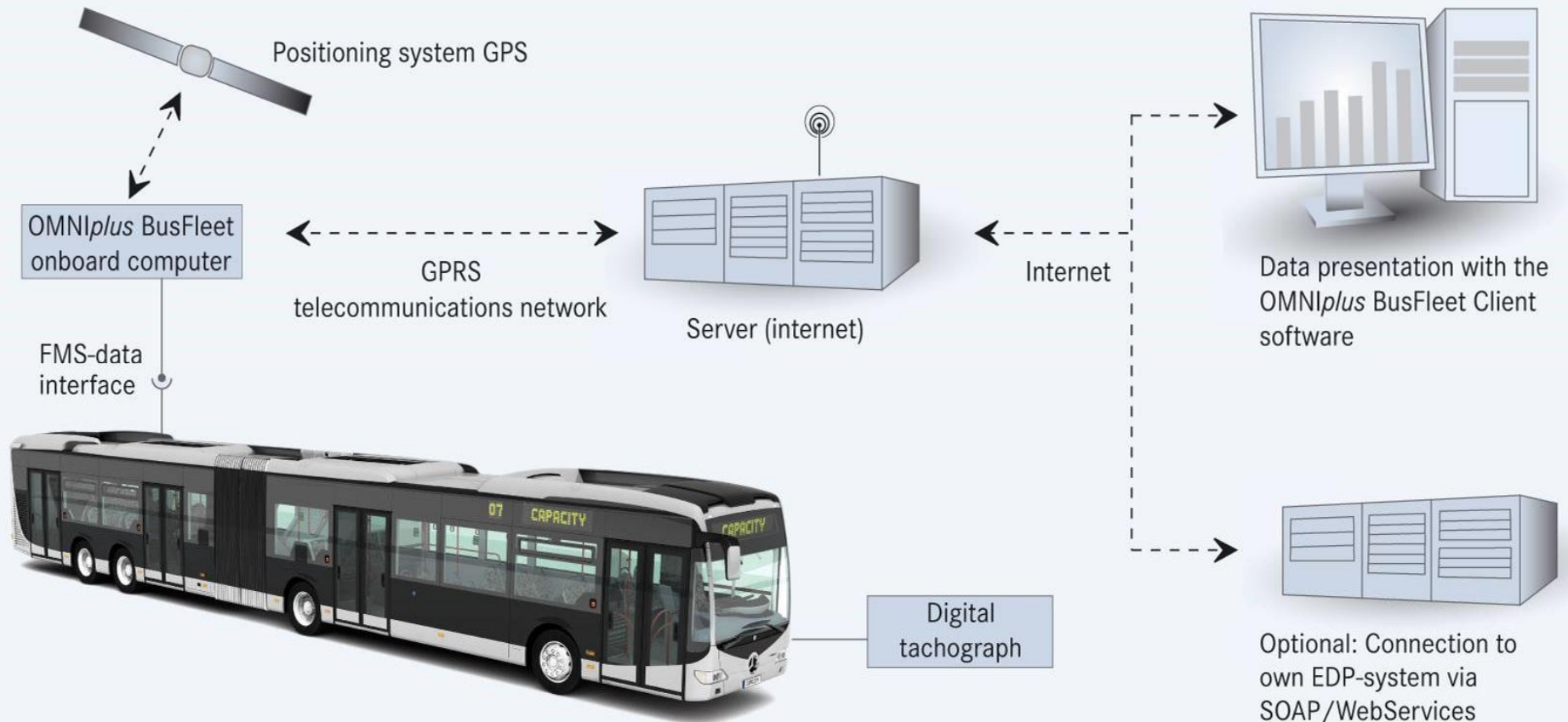
Sistem de siguranta obligatoriu din **Noiembrie 2015** – solutie Daimler ajunsa la a III-a generatie (**ABA 3**)

Predictive Powertrain Control



Impreuna cu noua cutie de viteze cu actionare automata PowerShift, sistemul PPC contribuie la reducerea substantiala a consumului de combustibil.

FleetBoard: un sistem transparent, sigur si economic



Service Card

OMNIplus ServiceCard Premium

Full Service for Mercedes-Benz and Setra buses and coaches.

706000 833789 00128

Mustermann Reisen GmbH
S-SC 7654
04 60 999



12E 12.18



OMNIplus ServiceCard Premium:

- un garant pentru siguranta si mobilitate fara frontiere;
- asigura asistenta in toata reseaua noastra de service din întreaga Europa, avand la baza un concept axat pe flexibilitate.

Full Service Card UTA:

- conceput ca o contributie pentru reducerea activitatii administrative prin transparenta si reducerea costurilor în parcul de vehicule comerciale;
- acesta este un instrument-cheie atat pentru vehicul, cat si pentru companie prin simplificarea instrumentelor de gestionare a flotei.

Revanzarea autovehiculului



Valoarea de revanzare a unui autobuz sau unui autocar este strans legata de urmatoarele elemente:

- modul de exploatare
- calitatea activitatilor de mentenanta



Der neue Tourismo K.
Eine sichere Investition.

Va multumim pentru atentie !