Class-leading products deserve an industry-leading finance program. That’s why Freightliner Trucks and Daimler Truck Financial have teamed up to offer the Driven to Succeed Finance Program, with money-saving incentives on eligible dealer stock Freightliner Class 6 or 7 vehicles financed by December 20th.

The program offers one of two financing incentive options to qualifying customers looking to purchase Freightliner Class 6 or 7 vehicles:

- **2.99% Financing for 36 Mos.**
- **$3,000 Down Payment Match**

Our goal is to help drive our customers’ business toward success, helping many afford the new industry-leading vehicles they need through financing incentives.

“The value of this program truly is in the financing,” stated Grant Hummel, Medium Duty Product Manager, Freightliner Trucks. “Customers can get a consumer rate for a commercial product.”

“When you have a great product like the Freightliner M2 106, which can do a variety of different jobs, you really need a financing program that’s second-to-none,” Hummel emphasized.

For more information, visit daimler-truckfinancial.com, freightlinertrucks.com or see your local dealer.

“At Daimler Truck Financial, we are focused on providing the best commercial financing options for the best products in the market for our customers. This is what we do.”

Jeff Watson, Brand Manager, Marketing, Daimler Truck Financial

*Actual rates, terms, down payment and program eligibility will be determined by Daimler Truck Financial's Credit Team, based upon creditworthiness of customer. Daimler Truck Financial reserves the right to modify or terminate the program at any time with no notice.*
Recently, Customer Source had an opportunity to talk with Brandi Kuykendall, Small Business Credit Manager, Daimler Truck Financial. The department she manages is comprised of 17 individuals who make credit decisions for commercial vehicle customers for many Daimler Trucks North America (DTNA) brands, including Freightliner, Western Star, Thomas Built Buses and Sprinter. You may not hear about this Daimler Truck Financial (DTF) department when applying for a commercial loan, but this group of individuals is working with your dealer to provide quick and timely approval of your finance application. “The Small Business Credit department is definitely fast-paced,” Kuykendall states. “We receive about 2,500 customer applications and finance about $5 million dollars of commercial vehicle business every month. It certainly keeps us busy and motivated.”

**Growth in Volume and Service**

Application and approval volume is up over 30 percent in 2014. One of the major reasons for this is the growth of vehicle sales and financing to vocational customers. DTNA dealers have a great line-up of superior vocational products, and DTF is focused on supporting these products. “This has definitely increased the number of applications and approvals in our department,” states Kuykendall.

To better respond to the increased volume of vocational credit applications, Small Business Credit created a team of senior vocational analysts to help support this business growth. As the most seasoned members of the Small Business Credit Department, the vocational senior analysts understand the unique needs of vocational customers and the various types of financing options.

**Western Star Introduces the All-New 5700XE**

The 5700XE builds on proven aero dynamic technologies developed by Daimler Trucks North America and adds the Western Star edge to set it apart from other trucks. All-new features, such as an aerodynamic hood, roof, side fairings and cab fairings, reduce drag and increase fuel efficiency.

“**This is a new model for Western Star, but creating a financial solution suited for small and medium fleet target segments is where Daimler Truck Financial excels,”** stated Jeff Watson, Brand Manager, Marketing, Daimler Truck Financial. “We can provide lines of credit without the fees that banks typically charge, because we want to make it easy for customers to buy the 5700XE.”

Full production on the 5700XE will begin in 2015. For more information about this new Western Star, visit the 5700XE website, allnew5700.com.

**Ongoing Training Focused on Your Needs**

Training is also an important part of the success story of Small Business Credit. The entire team is cross-trained in the different customer segments. In addition, all team members spend time each year visiting dealerships and trade shows to better understand our customers’ needs. “We realize we can gain a tremendous amount of knowledge by reaching out and talking with our dealers and customers about their businesses,” stresses Kuykendall.

**Every Experience Matters**

There is a very focused customer service philosophy built into the processes of the department. Kuykendall states: “We believe every experience matters, so we have developed a team commitment to communicate effectively and to listen to our dealer and customer needs. We like to go above and beyond what might be considered a normal customer expectation because we know our customers are waiting for a response.”

“Our goal is to work with our dealers and customers in getting the information needed to provide a fast approval turnaround,” states Kuykendall. She points out that by providing complete documentation, a customer can help to increase the speed of a credit decision.

Here is a list of documentation needed:

- **Complete Owner-Operator/Vocational application including a signed Authorization to Conduct a Credit Investigation**
- **Employment information with contact names and numbers**
- **Credit reference information with contact names and numbers**
- **Complete specs for used unit**
- **MSRP/Invoice for new unit**
- **Desired term and down payment**
- **Line of Business for Vocational Customers**

In summary, Kuykendall states: “Even though we primarily work with dealers, we know there is a customer behind every transaction. Our goal is to provide first class service along with a financing solution to meet the needs of each and every commercial vehicle customer.”

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**Customer Spotlight — ATS Logistics — Financing Growth and Success**

In 1986, the Gianoukos brothers, Jimmie, Andy and Tony, started their family Transportation Services business as a courier service. After delivering lost luggage for several airlines at Charlotte International Airport. They started with one truck. Now, 28 years later, that business has transformed into a large warehousing, transportation and freight management company, ATS Logistics, Inc., located in North Charleston, South Carolina.

Despite this growth, the company’s initial success was due, in part, to the support of Daimler Truck Financial, one of the leading finance companies in the industry. The company’s financing relationship with Daimler Truck Financial has been strong since 1994.

After learning that the company wanted to add a brokerage division to their warehousing business, the company decided to expand into the tractor trailer space to better serve their customers. With the support of Daimler Truck Financial, the company was able to finance the purchase of new, fuel-efficient trucks, which were critical to their success.

The company is now poised for even more growth, thanks to the support of Daimler Truck Financial. The company’s continued success is a testament to the strong relationship that they have developed with Daimler Truck Financial. The company is always looking to the future and is confident that with the support of Daimler Truck Financial, they will continue to grow and succeed.

**From the Front Line: Small Business Credit Meets Needs Quickly**

Daimler’s Small Business Credit department is fast-paced and responsive to the needs of small business customers. The department is comprised of 17 individuals who work closely with dealers to ensure quick and seamless funding for commercial vehicle purchases.

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New Overnight Payment Address

Effective November 1, 2014, the overnight payment addresses for Daimler Truck Financial have changed. Please document these changes below in your records.

Non-fleet customers mail overnight payments to:
Mercedes-Benz Financial Services
RPC-MBFS-5260
961 N. Weigel Avenue
Elmhurst, IL 60126-1029

Fleet customers mail overnight payments to:
Mercedes-Benz Financial Services
RPC-MBFS-5261
961 N. Weigel Avenue
Elmhurst, IL 60126-1029