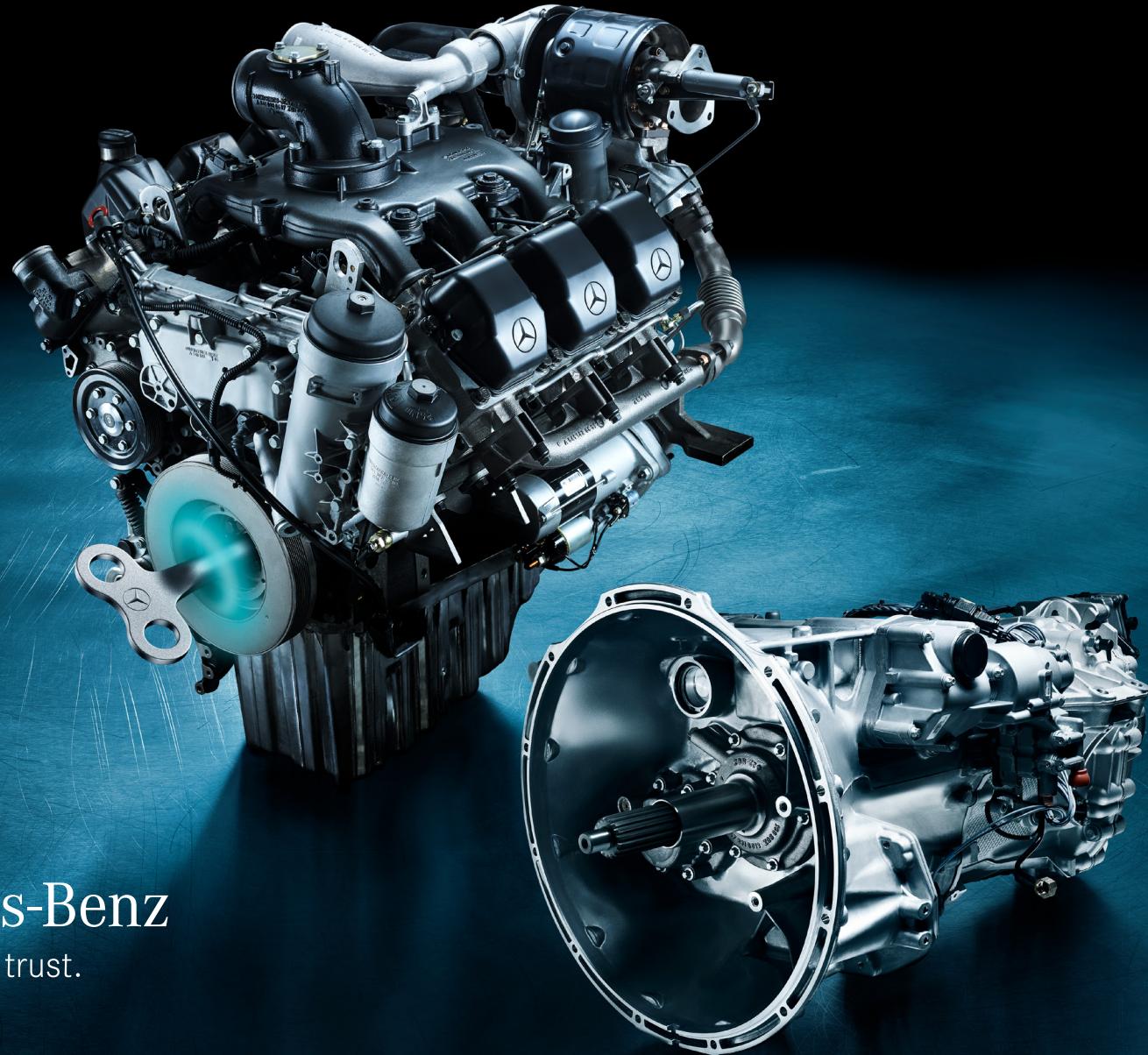


# Reman Engines and Transmissions Awareness Campaign Dealer Communication Toolkit



Mercedes-Benz  
Trucks you can trust.





Introduction

Campaign

Objectives

Dealer tools

Market View

## Overview

1. Introduction
2. Campaign
3. Objectives
4. Dealer tools
  - Print elements on Market View
  - Digital Elements on Market View

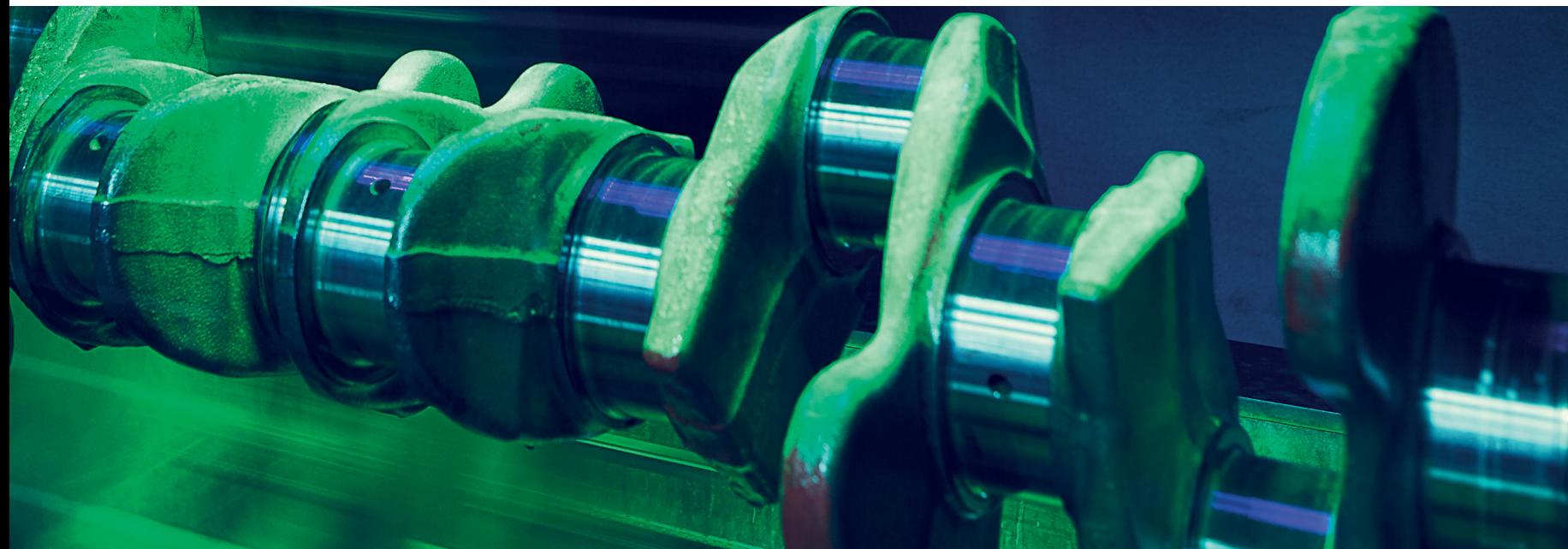


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## Introduction

Mercedes-Benz Genuine Remanufactured Engines and Transmissions are a very convincing proposition. They are the particularly cost-effective and flexible repair solution for many Mercedes-Benz trucks. From repair kits to complete, remanufactured units, we are able to offer a complete portfolio for all repair requirements. All Genuine Remanufactured assemblies have this in common: they lower costs without compromising tried-and-tested Mercedes-Benz quality.

Mercedes-Benz Genuine Remanufactured assemblies are completely overhauled to high standards, updated with Mercedes-Benz GenuineParts and subsequently checked on in-house test stands. This allows us to quickly get vehicles back on the road – saving both time and money.



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## Campaign

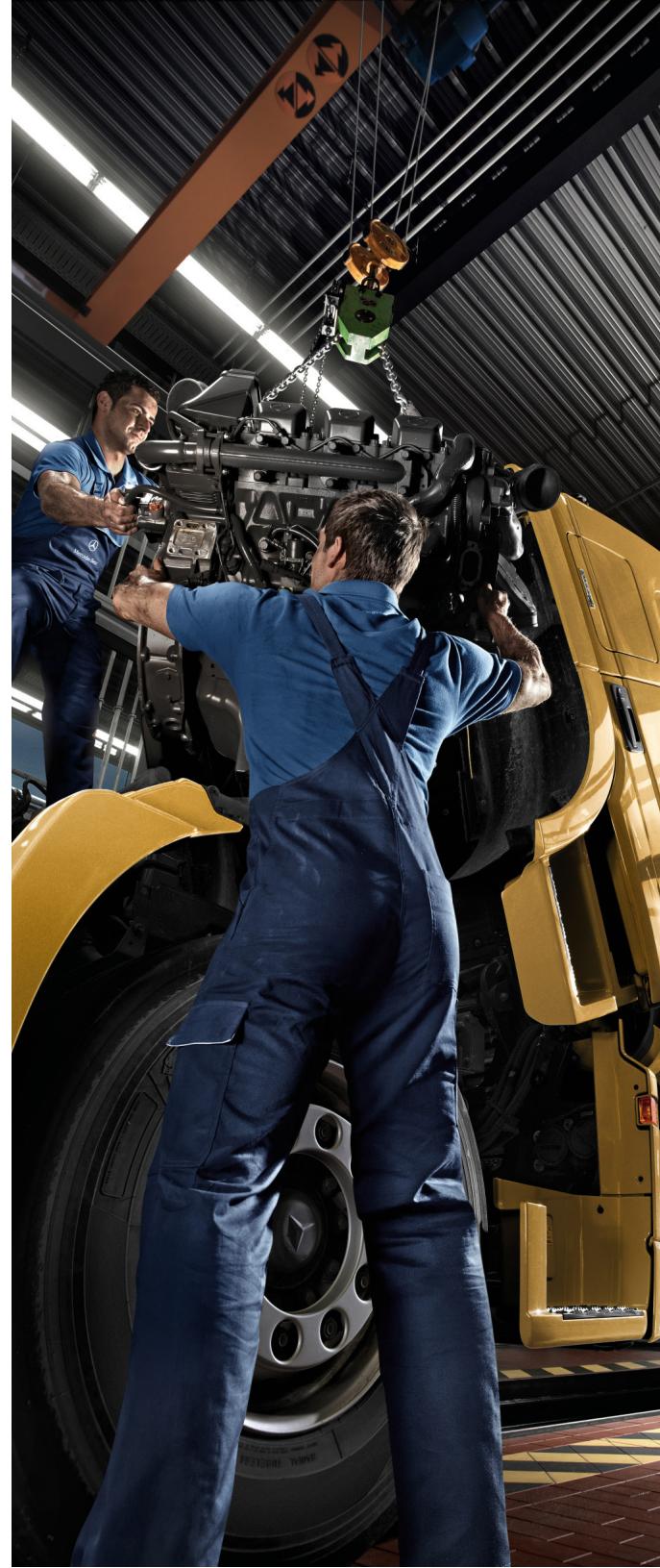
The aim of the campaign is to create awareness and promote Reman Engines & Transmissions.

**Campaign period** - Valid until 31 December 2019.

### Terms and Conditions

All prices depicted herein are VAT inclusive and may be subject to change.

Parts bought over the counter have a 12-month warranty, while parts bought and fitted in the workshop of an authorised MBCV Dealer have a 24-month warranty including unlimited mileage. This is subject to the vehicle being serviced at an authorised MBCV Dealer during this period. Please note: Changes may have been made to the products since this brochure went to press on (05/2019). The manufacturer reserves the right to make changes to the design, form, colour and specification during the delivery period, provided these changes, while taking into account the interests of the vendor, can be deemed reasonable with respect to the purchaser. Where the vendor or the manufacturer uses symbols or numbers to describe an order or subject of an order, no rights may be derived solely from these. The illustrations may show accessories and items of optional equipment which are not part of the standard specification. Colours may differ slightly from those shown in the brochure, owing to the limitations of the printing process. This brochure has been compiled by Daimler Trucks & Buses Southern Africa (Pty) Ltd and is distributed nationally. It provides a general indication of the range of models, features, optional extras and/or colours available. For current and more specific information in relation to the range of models, features, optional extras, and colours available, as well as pricing, you should contact your nearest authorised Mercedes-Benz Commercial Vehicles Dealer. Only available at authorised Mercedes-Benz Commercial Vehicles dealers. All information contained in this brochure replaces all previously distributed marketing material, including prices and parts codes.



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## Objectives

Outstanding profitability, sustainable growth and CSI No.1 in the service and parts business is our major target. That is why we have created this document: to provide you with the necessary tools to sell Reman Engines and Transmissions.

**This is an exciting opportunity for you to:**

- Win back lost customers
- Actualization of CRM database through win back of lapsed customers
- Acquire new customers
- Increase loyalty of existing customers
- Improve workshop utilization

## Your advantages at a glance.



Outstanding price/  
performance ratio



Guaranteed Mercedes-Benz  
quality



Availability assured



Conservation of resources  
during manufacture

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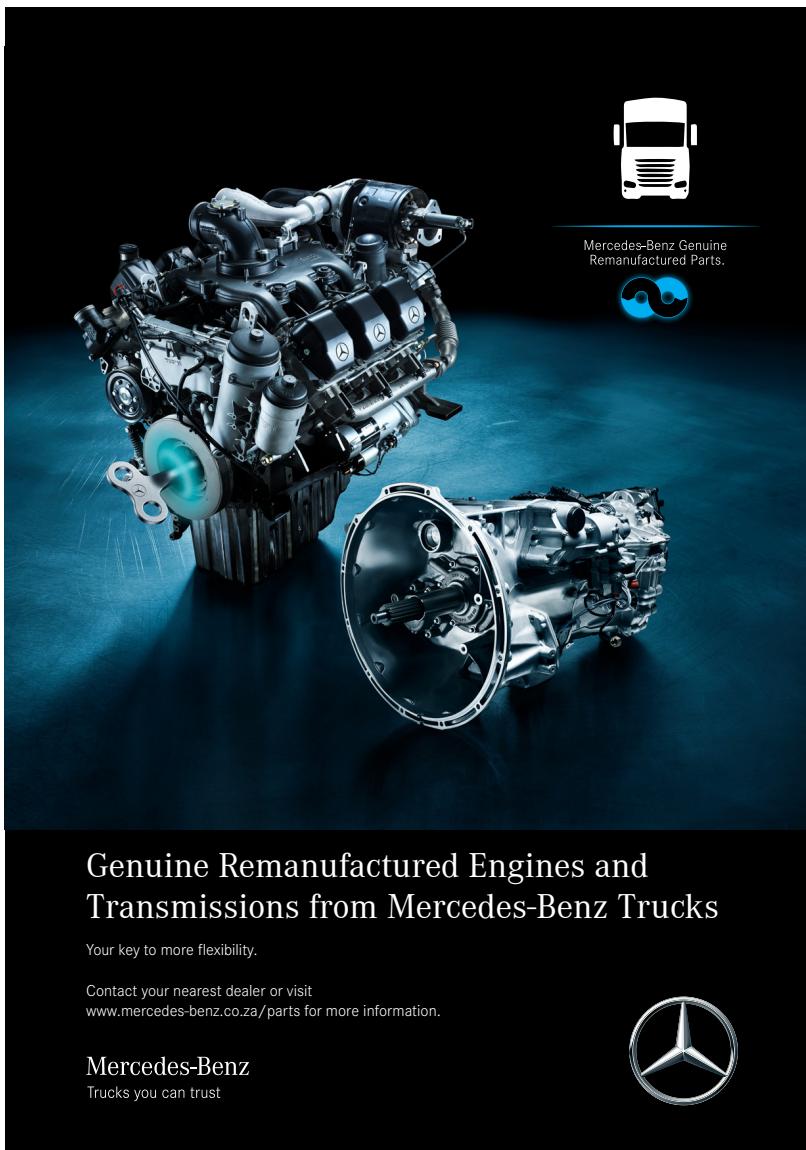
► Print

Digital

Market View

## Dealer tools

File Name: Reman Engines and Transmissions Brochure



Genuine Remanufactured Engines and  
Transmissions from Mercedes-Benz Trucks

Your key to more flexibility.

Contact your nearest dealer or visit  
[www.mercedes-benz.co.za/parts](http://www.mercedes-benz.co.za/parts) for more information.

Mercedes-Benz  
Trucks you can trust



### Engine Longblock 457 series

PART NUMBER	DESCRIPTION	MODEL	RETAIL PRICE	INCLUSIVE PARTS
X0099901780	Engine Longblock	6 Cyl 457 EURO III	R173 450.291	Longblock with cylinder head, timing case, injectors and oil pump

### Engine Longblock 542-541 series

PART NUMBER	DESCRIPTION	MODEL	RETAIL PRICE	INCLUSIVE PARTS
X0099902180	Engine Longblock	V8 EURO III	R202 010.679	Longblock with cylinder head, timing case, injectors and oil pump
X0099901780	Engine Longblock	V8 EURO III	R201 249.977	Longblock with cylinder head, timing case, injectors and oil pump
X0099902080	Engine Longblock	V6 EURO III	R173 450.291	Longblock with cylinder head, timing case, injectors and oil pump

### Engine Longblock 900 series

PART NUMBER	DESCRIPTION	MODEL	RETAIL PRICE	INCLUSIVE PARTS
X0099901080	Engine Longblock	6 Cyl 926 EURO II	R140 542.33	Longblock with cylinder head, timing case and oil pump
X0099901080	Engine Longblock	6 Cyl 926 EURO III	R140 542.33	Longblock with cylinder head, timing case and oil pump
X0099902080	Engine Longblock	6 Cyl 906 EURO III	R140 542.33	Longblock with cylinder head, timing case and oil pump
X0099901680	Engine Longblock	6 Cyl 906 EURO III	R140 542.33	Longblock with cylinder head, timing case and oil pump
X0099901480	Engine Longblock	4 Cyl 904 EURO II	R113 483.02	Longblock with cylinder head, timing case and oil pump
X0099901580	Engine Longblock	4 Cyl 904 EURO III	R113 483.02	Longblock with cylinder head, timing case and oil pump

### Complete Engine 900 series

PART NUMBER	DESCRIPTION	MODEL	RETAIL PRICE	INCLUSIVE PARTS
X0090221280	Complete Engine	4 Cyl 904 EURO III	R253 298.11	Complete Engine with hang-on parts
X0090244680	Complete Engine	4 Cyl 904 EURO III	R208 263.65	Complete Engine with hang-on parts

### Transmission

PART NUMBER	DESCRIPTION	MODEL	RETAIL PRICE
X0028008580	Transmission	C240-16 Speed	R299 818.81
X0028004680	Transmission Complete	C240-16 Speed	R297 740.46
X0028009180	Transmission Complete	C240-16 Speed	R253 492.74
X0028005370	Transmission	C210-16 Speed	R253 492.74
X0028006120	Transmission	C221-9 Speed	R210 575.01
X0025545830	Transmission	C100-12 Speed	R199 426.60
X0028007780	Transmission	C85-4 Speed	R118 388.26
X0028002480	Transmission	C40-4 Speed	R100 417.76

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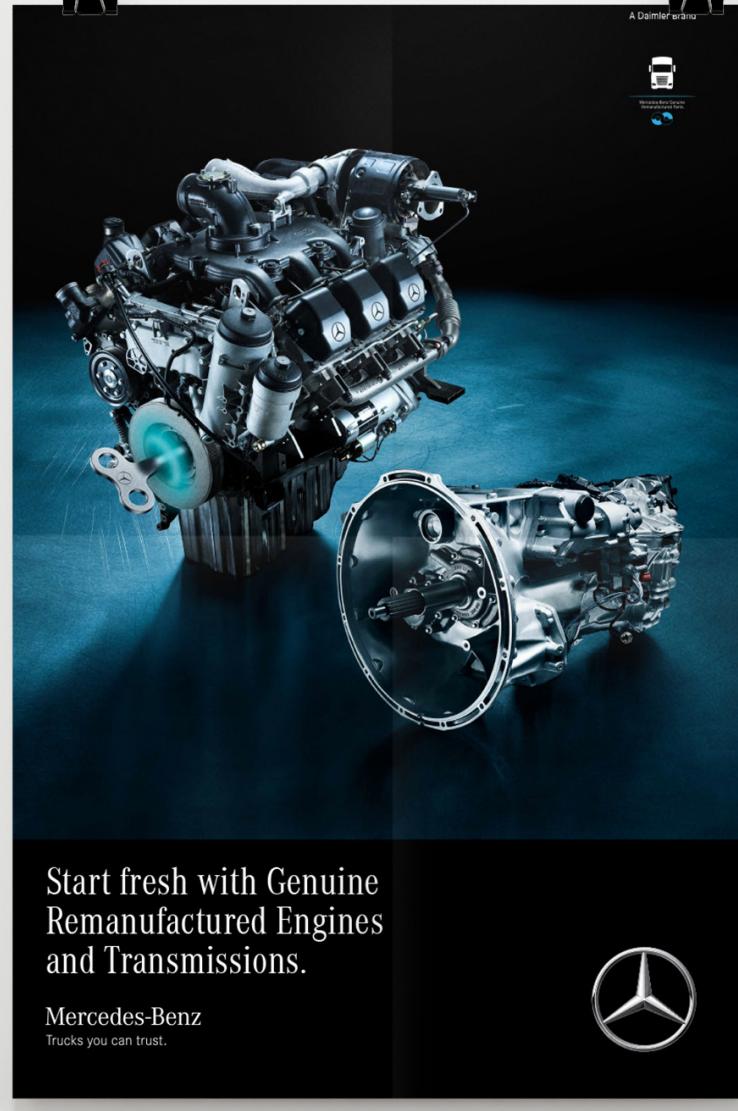
► Print

Digital

Market View

## Dealer tools

File Name: A1 Poster



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Print

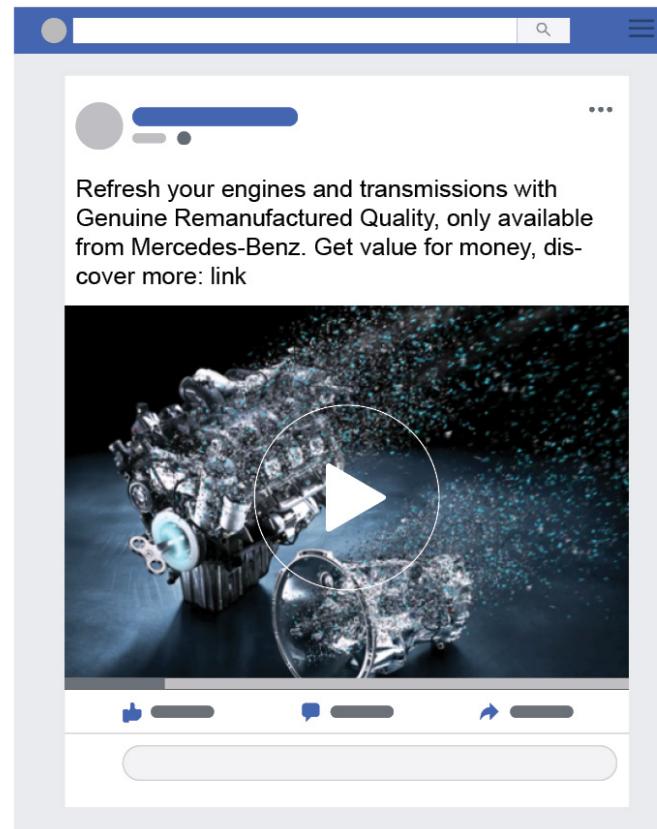
Digital

Market View

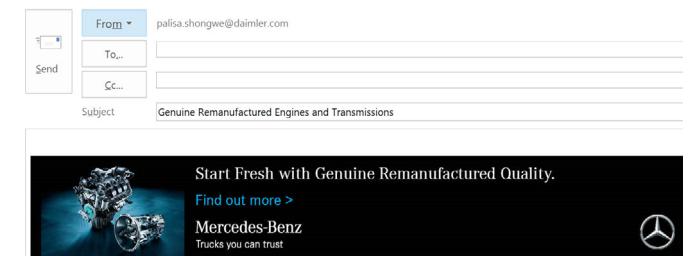
## Dealer tools

File Name: Reman Engines and Transmissions Social Media Video and Email Signature

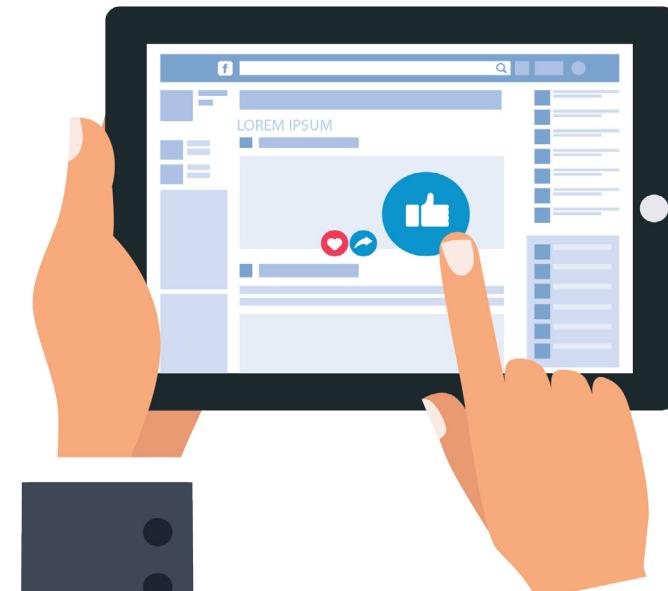
### Social Media Video



### Email Signature



### Like it/ Post it/Share it



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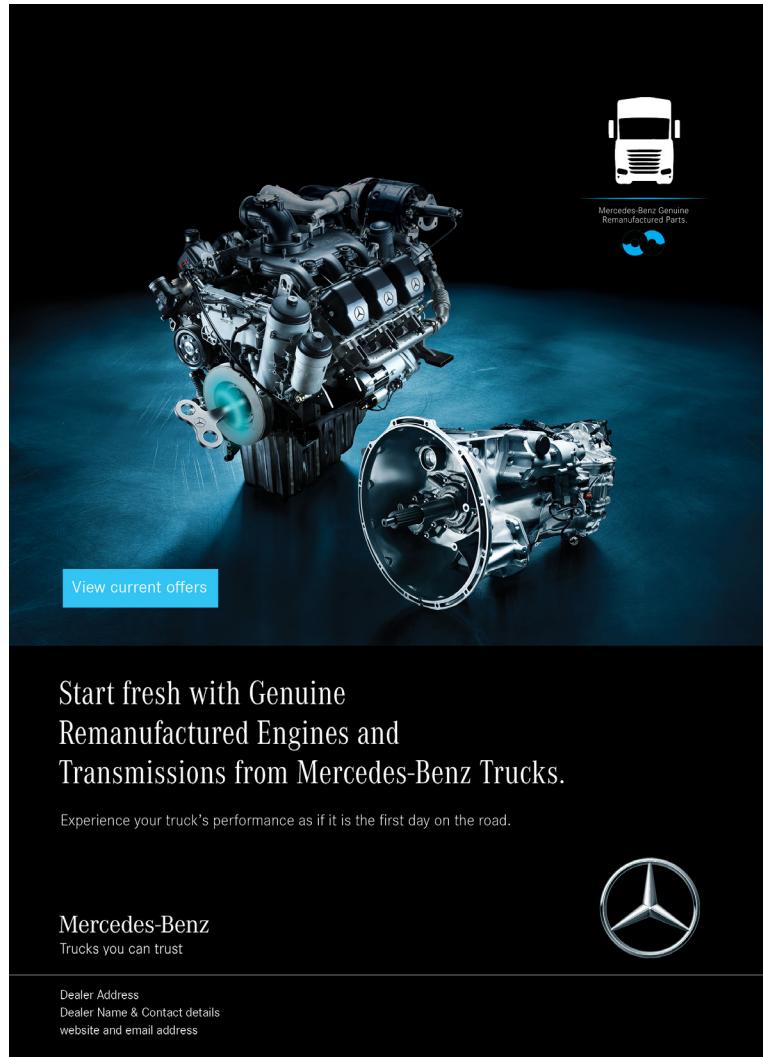
Market View

## Dealer tools

File Name: Reman Engines and Transmissions Ad Builder Templates

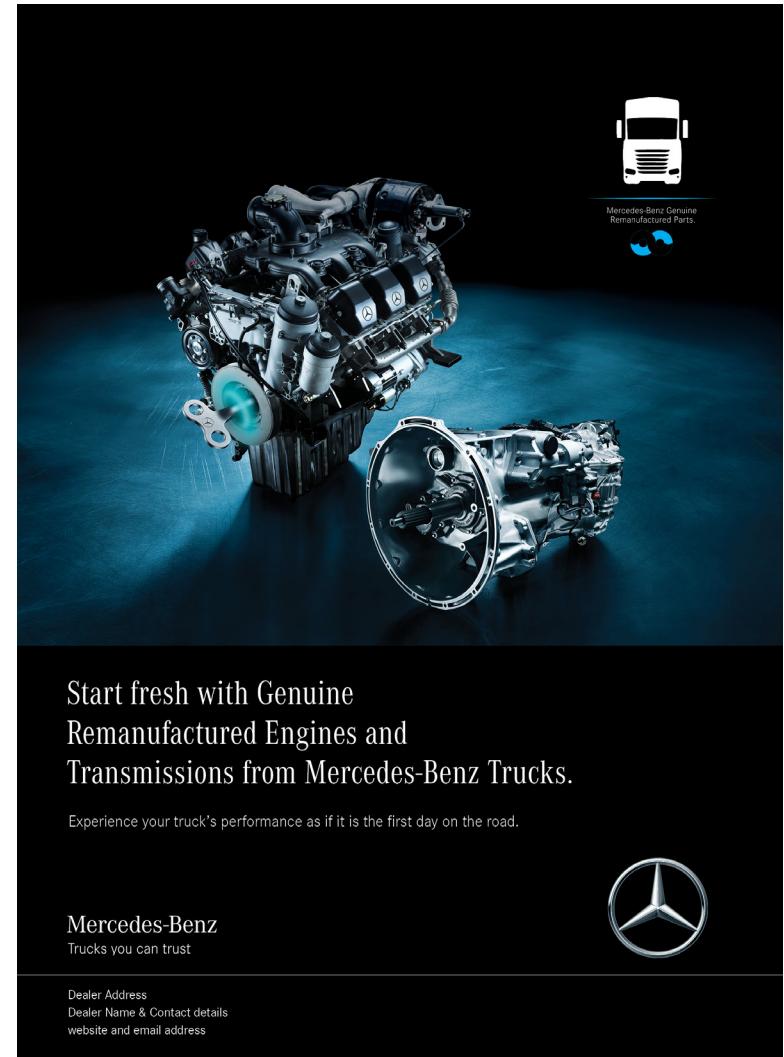
### Template with offers button

- can be used as an emailer



### Template without offers button

- can be used as a print or digital flyer



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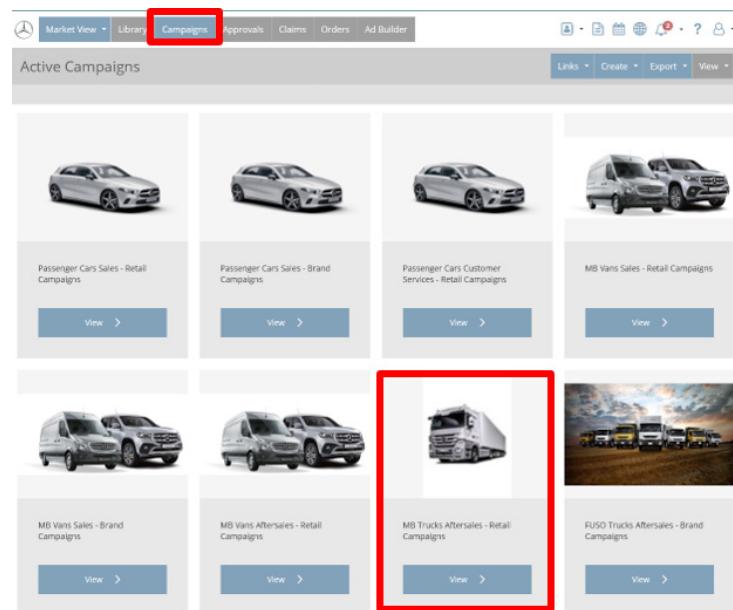
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## Download files on Market View

1



Market View Library Campaigns Approvals Claims Orders Ad Builder

Active Campaigns

Passenger Cars Sales - Retail Campaigns

Passenger Cars Sales - Brand Campaigns

Passenger Cars Customer Services - Retail Campaigns

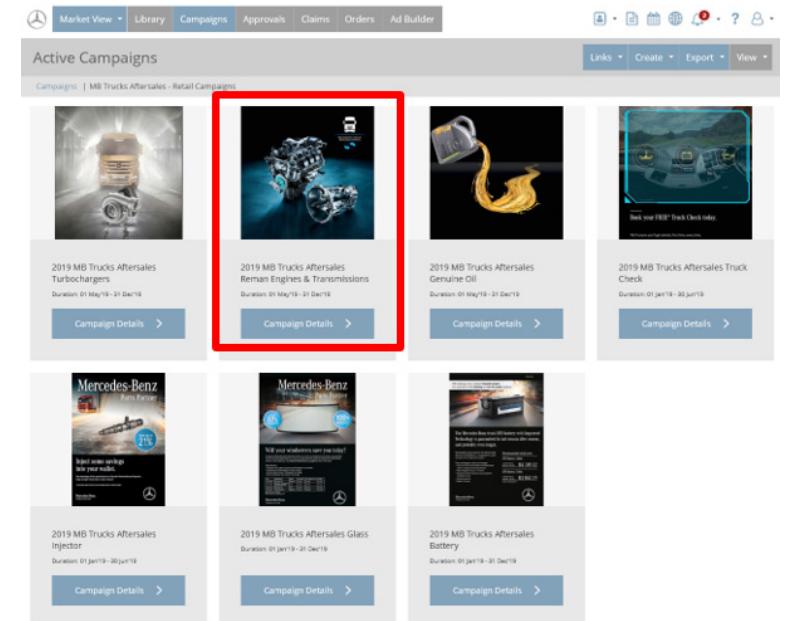
MB Vans Sales - Retail Campaigns

MB Vans Sales - Brand Campaigns

MB Trucks Aftersales - Retail Campaigns

FUSO Trucks Aftersales - Brand Campaigns

3



Market View Library Campaigns Approvals Claims Orders Ad Builder

Active Campaigns

Campaigns | MB Trucks Aftersales - Retail Campaigns

2019 MB Trucks Aftersales Turbocompressors

2019 MB Trucks Aftersales Reman Engines & Transmissions

2019 MB Trucks Aftersales Genuine Oil

2019 MB Trucks Aftersales Truck Check

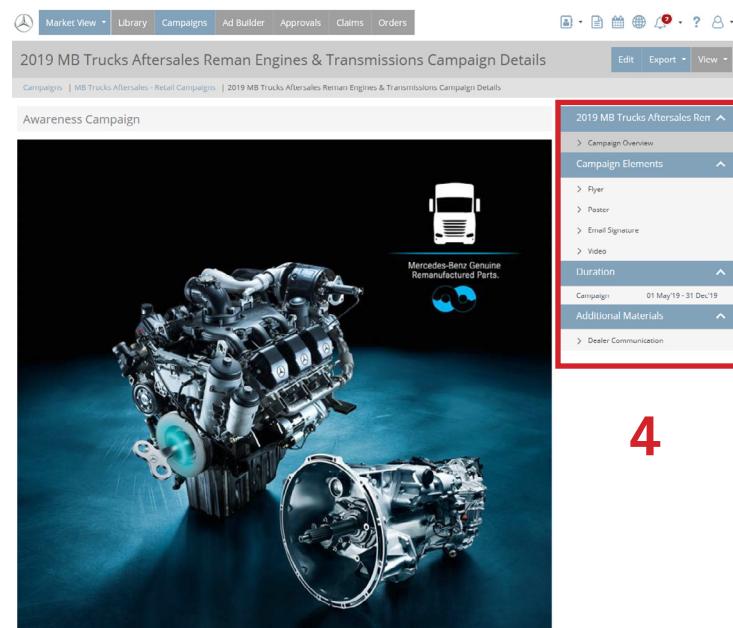
Mercedes-Benz Parts Partner

2019 MB Trucks Aftersales Injector

2019 MB Trucks Aftersales Glass

2019 MB Trucks Aftersales Battery

2



Market View Library Campaigns Ad Builder Approvals Claims Orders

2019 MB Trucks Aftersales Reman Engines & Transmissions Campaign Details

Campaigns | MB Trucks Aftersales - Retail Campaigns | 2019 MB Trucks Aftersales Reman Engines & Transmissions Campaign Details

Awareness Campaign

2019 MB Trucks Aftersales Reman Engines & Transmissions

Campaign Overview

Campaign Elements

> Flyer

> Poster

> Email Signature

> Video

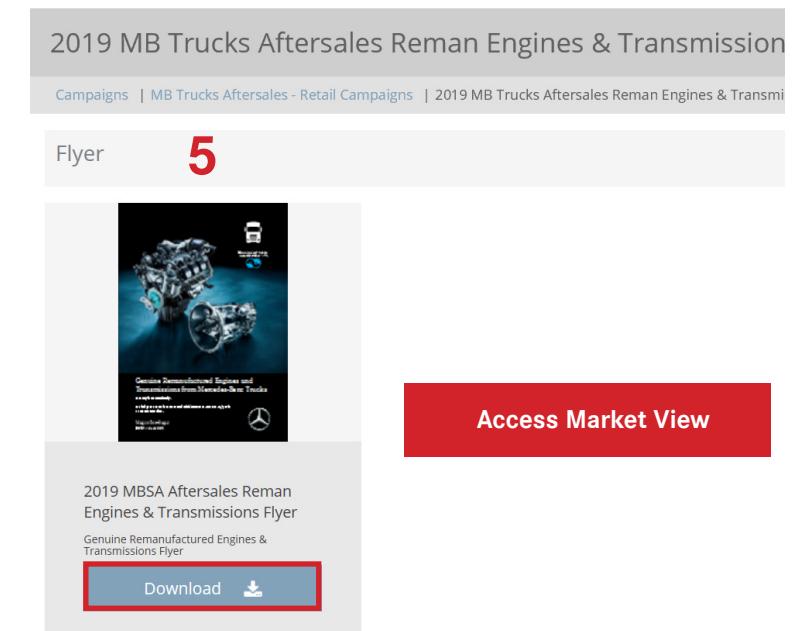
Duration

Campaign: 01 May'19 - 31 Dec'19

Additional Materials

> Dealer Communication

4



2019 MB Trucks Aftersales Reman Engines & Transmissions

Campaigns | MB Trucks Aftersales - Retail Campaigns | 2019 MB Trucks Aftersales Reman Engines & Transmissions

Flyer

2019 MBSA Aftersales Reman Engines & Transmissions Flyer

Genuine Remanufactured Engines & Transmissions Flyer

Download

Access Market View

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## Contact Details

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