DAIMLER TRUCK
Southern Africa

Daimler Truck Southern Africa Ltd

Press information **30 October 2026**

From trial to triumph: Mercedes-Benz Trucks celebrates first eActros 300 sale to Bakers S.A. Limited.

- Mercedes-Benz Trucks celebrates its first eActros 300 sale in Southern Africa with handover to Bakers S.A. Limited.
- Three Mercedes-Benz eActros 300 trucks mark a significant milestone in Daimler Truck Southern Africa's electric mobility journey.

Pretoria, South Africa – Daimler Truck Southern Africa (DTSA) is proud to announce the sale and handover of its first three Mercedes-Benz eActros 300 battery-electric trucks to Bakers S.A. Limited, marking a significant milestone for Mercedes-Benz Trucks and the advancement of sustainable commercial transport in Southern Africa. The models include the eActros 300L 4x2 Rigid, eActros 300L 6x2 Rigid and the eActros 300LS 4x2 City Tractor.

The milestone follows the launch of DTSA's electric truck range to the Southern African market in 2024 and the extensive customer demonstration and trial programme that followed. Recognising that the transition to battery-electric transport represents a significant shift for fleet operators, Mercedes-Benz Trucks made its electric vehicles available to customers to experience the technology first-hand and assess its suitability within real-world operations.

Bakers S.A. Limited was among the first customers that embraced the opportunity. Through its extensive demonstration and trial of the eActros, the company was able to evaluate the vehicle under operating conditions and recorded significant energy cost savings.

The decision to introduce three eActros 300 trucks into its fleet builds on Bakers S.A. Limited's longstanding commitment to exploring new technologies, advancing fleet modernisation and continuously seeking opportunities to improve the efficiency of its operations. As one of the early adopters to experiment with electric trucks, the company has demonstrated a willingness to test emerging technologies and assess their practical application within the transport environment.

Executive Directors: M. Gerber (CEO), P. Kriek (CFO)
Non-Executive Directors: H. Schick (Chairman), A. von Wallfeld, J. Distl; M. Dietz; D. Gueven
Independent Directors: N. Ketwa, T. Sefolo, B.T. Nkambule
Company Secretary: S. Bishop

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A milestone built on partnership

Daimler Truck Southern Africa Ltd

"This Landmark NEV deal between Daimler Truck Southern Africa and Bakers is an epitome of loyalty built on a long-standing partnership and is most fitting as Daimler Truck Southern Africa and Bakers S.A. Limited were ahead, being the first mover in the country with extensive trials since 2023 until current. These vehicles' exceptional product quality boasts world-class engineering and design, representing the best available EV technology. This is further underpinned by Daimler Trucks' core DNA of unprecedented reliability and maximum uptime. We look forward to upcoming linehaul offerings from Daimler Trucks' global strategy on alternative fuel as this perfectly aligns with Bakers' forward-thinking decision and strategy to be an early adopter as we move forward into the 2027–2030 horizon. Bakers remains committed to, and confident in, achieving major value-add efficiencies and sustainability targets. We will continue providing competitive solutions to our clients within closed-loop, final-mile distribution and advancing customers to medium-distance routes. Furthermore, Bakers is excited to enhance our dealer partnership with the Sandown Commercial Vehicles Centurion's executive and operational teams. Thank you to the Daimler Truck Southern Africa's executive team as well as the Sandown Commercial Vehicles and Daimler Truck Financial Services teams, for their ongoing customer support and collaboration", says Abdool Kader Tayob, Chief Executive Officer of Bakers S.A. Limited.

Commenting on the handover, Olaf Petersen, Vice President: Sales and Marketing, Daimler Truck Southern Africa, said: *"We congratulate Bakers S.A. Limited on this important milestone and thank them for the confidence they have placed in Mercedes-Benz Trucks. Bakers S.A. Limited is a longstanding and loyal customer and we are privileged to support their business as they continue to explore technologies that can enhance the efficiency and sustainability of their operations. Our responsibility extends beyond supplying trucks, it is about understanding our customers' businesses and ensuring that we continue to add value as they keep Africa moving.*

He continues: *"Battery-electric trucks are one of the technologies Daimler Truck is investing in as part of the future of transportation. While adoption in our market has been more gradual than initially anticipated, we are encouraged by the progress we are seeing. As diesel and broader energy costs remain an important consideration for transport operators globally and in South Africa, we believe alternative drivetrain technologies will become increasingly relevant. The experience of customers such as Bakers S.A. Limited is important in demonstrating what is possible when the right technology is matched with the right application."*

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A first for the dealer network

The handover is equally significant for Sandown Commercial Vehicles Centurion, which becomes the first Mercedes-Benz Truck dealership in South Africa to sell a Mercedes-Benz battery-electric truck. Mark Croxon, CEO of Sandown Commercial Vehicles Centurion, said: *"We sincerely congratulate Bakers S.A. Limited on the addition of these three eActros 300 trucks to their fleet. We are grateful for the trust they continue to place in Sandown Commercial Vehicles as their dealer partner and look forward to supporting them as they take this next step in their fleet journey. For our team, it is an incredibly proud moment to become the first Mercedes-Benz Truck dealer in South Africa to sell a battery-electric truck but this milestone is about more than the delivery of three vehicles, it reflects the strength of the partnership between the customer, dealer and manufacturer as we collectively navigate the transition towards new commercial vehicle technologies."*

From demonstration to real-world adoption

Since introducing its electric truck range in 2024, DTSA has placed a strong emphasis on allowing customers to experience battery-electric technology within their own operations before making long-term investment decisions. By moving beyond theoretical discussions around electrification and enabling customers to evaluate the technology against their own operational requirements, the demonstration programme has provided practical insights into the opportunities associated with battery-electric commercial vehicles and its potential role in the future of commercial transport.

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Mercedes-Benz Trucks and Buses SA

FUSO Trucks Southern Africa

Daimler Truck Southern Africa Group of Companies at a glance:
Since the invention of the truck 130 years ago, Daimler Truck AG has been a pioneer in the commercial vehicle sector and is today one of the world's largest commercial vehicle manufacturers. Established in South Africa over 60 years ago, Daimler Truck Southern Africa Ltd together with its subsidiaries, Daimler Truck Financial Services South Africa (Pty) Ltd and Sandown Motor Holdings (Pty) Ltd provides an optimal experience for our esteemed customers, supported by a comprehensive portfolio of products and services. The Group's success is based on its leading brands including Mercedes-Benz Trucks, Mercedes-Benz Buses, FUSO Trucks in addition to offering parts and services for Freightliner and Western Star Trucks. Its product range is backed by its market-leading value-added services, including Fleetboard, TruckStore, TruckTraining, and Financial Services. With a Southern African footprint that includes South Africa, Namibia, Lesotho, Botswana, Eswatini, Malawi, Mozambique, Zimbabwe, and Zambia, the company is headquartered in Pretoria, the capital city of South Africa, and all its products are assembled locally at its production plant in KuGompo City (East London).

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