



1/21/2011

Freightliner touts 2010 retail sales, market share growth

PORTLAND, Ore. -- Daimler Trucks North America (DTNA) has declared it finished 2010 as the market share leader for the US and NAFTA regions in the Classes 6-8 and Class 8 markets.

The company attributes its market share growth to the acceptance of its selective catalytic reduction (SCR) engine emissions technology.

DTNA's Classes 6-8 retail sales climbed to 67,800 units in the NAFTA market in 2010, reaching 31.6% market share, a gain of 2% over 2009, according to the company.

US sales accounted for 56,900 units and 32.6% of the market.

Daimler also scored 32.4% of the Class 8 NAFTA market and 33.9% of the Class 8 US market.

Not surprisingly, Freightliner led the way among DTNA brands. The NAFTA market saw 42,800 Class 8 Freightliners sold for 30.3% of the market share. Western Star also saw retail sales growth over 2009.

"Our 2010 sales success significantly exceeded our expectations," said Martin Daum, president and chief executive officer, DTNA. "While the total market rose only slightly over 2009, a crisis year for our industry, DTNA benefited from very high customer acceptance of our proven BlueTec emissions technology. We look forward to continued growth, and a productive and rewarding year for DTNA and the industry in 2011."