

DAIMLER

COMBATING COUNTERFEIT PARTS

4TH CII CONFERENCE ON COUNTERFEITING & PIRACY, MUMBAI

DAIMLER

PART I	ABOUT DAIMLER
PART II	BRAND INFRINGEMENTS
PART III	PRODUCT SECURITY FEATURES
PART IV	INSTANCES OF FAKES
PART V	COOPERATION WITH POLICE & CUSTOMS

PART I

ABOUT DAIMLER

DAIMLER

Mercedes-Benz Cars

Maybach



Mercedes-Benz



smart

DAIMLER

Daimler Trucks



Mercedes-Benz



FUSO



Freightliner



Western Star



Sterling

Daimler Brands (selection)



Mercedes-Benz



STERLING



Daimler facts & figures

Daimler Group		
	2008	2007
Amounts in millions of €		
Revenue	95,873	99,399
Net profit	1,414	3,985
Net profit from continuing operations	1,704	4,855
Earnings per share (in €)	1.41	3.83
Employees (Dec. 31)	273,216	272,382
Investment in property, plant and equipment	3,559	2,927
Research and development expenditure	4,442	4,148

Actual R & D expenses



PART II

BRAND INFRINGEMENTS

Counterfeits

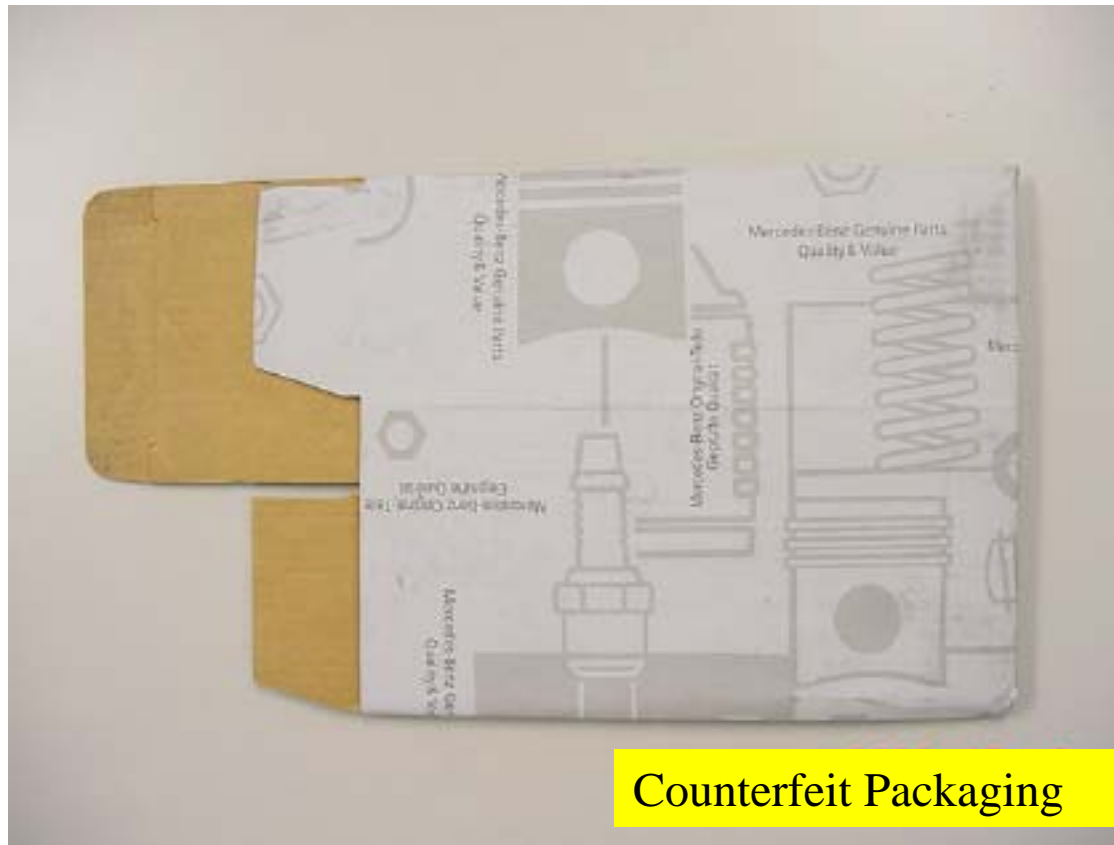
- The term ‘counterfeit’ is loosely used to describe Trademark Infringements.
- ‘Trademark Infringement’ is the illegal use of trademark or logo to represent the part as the authentic brand.



Counterfeit Brake-Pad

Package Design/ Copyright Infringement

Packages and labels that copy the look of authentic genuine parts package, or have a resemblance in design and coloration are another common type of counterfeiting.



DAIMLER

Product Design Infringement



Noble (Made in China) 2007

Signage Infringement



Fake Oil Filters (seized in Thailand)



DAIMLER

Fake Merchandising Articles



DAIMLER

Seized Counterfeit Stars (Most commonly counterfeited)

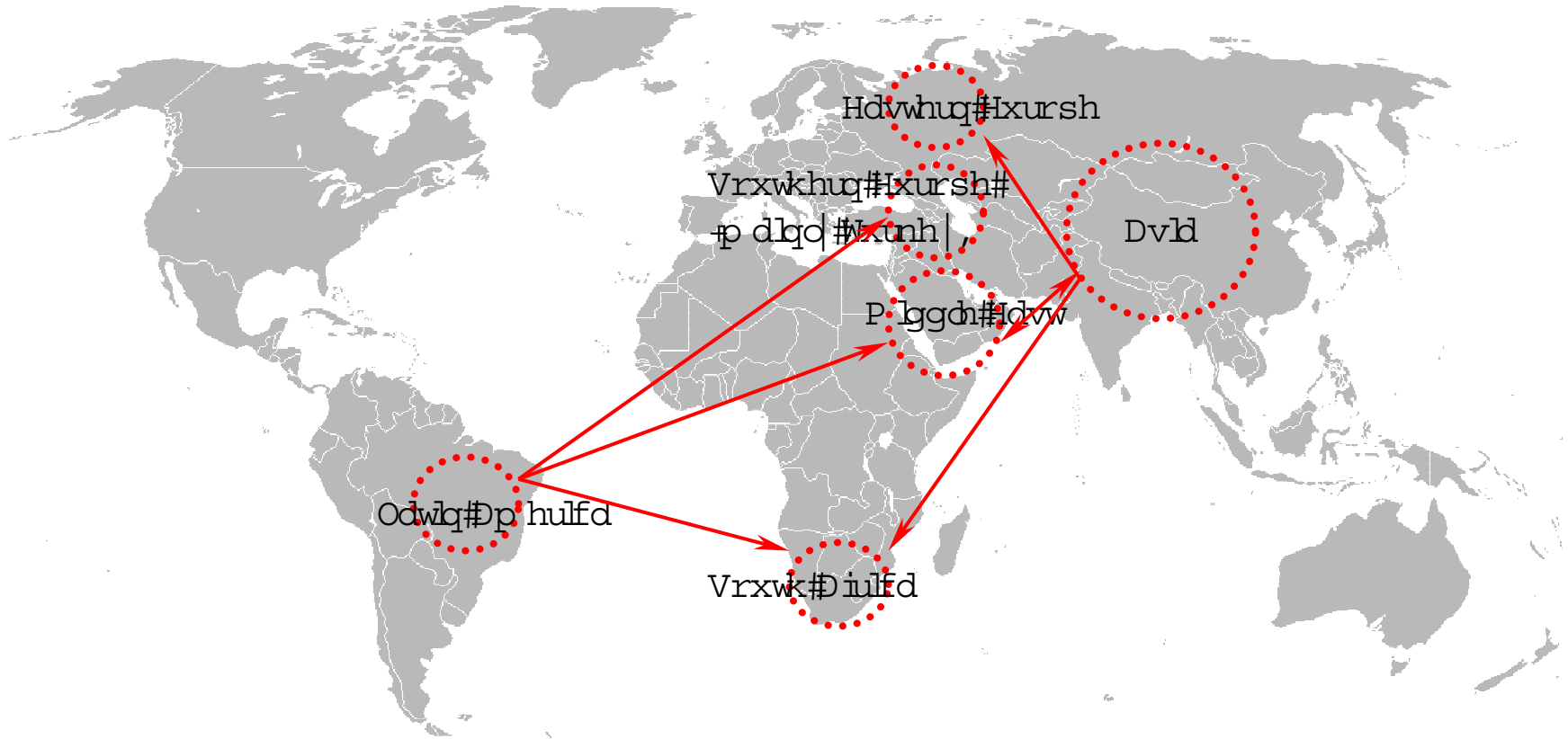


When Counterfeit Parts Are Used

As Noted by Vehicle Testing Experts:

- Counterfeit oil filters can cause sudden engine failure
- Counterfeit suspension parts and wheels break when not made out of hardened steel
- Vehicle hoods without crumple zones penetrate the passenger compartment
- Counterfeit brake pads, made of grass clippings and saw dust, have caused fatal accidents
- Counterfeit windshields without safety shatterproof glass, cause injury or death

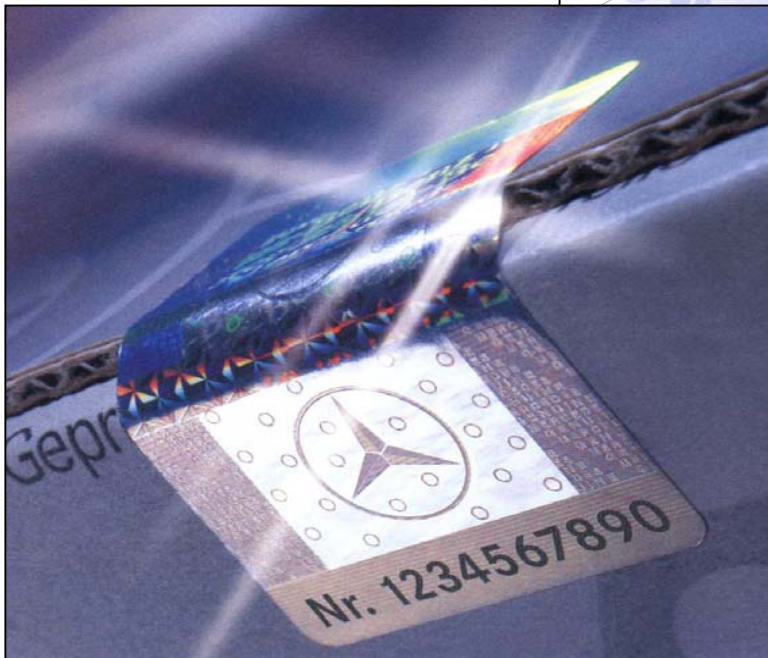
Major Counterfeit Regions with a Worldwide network



PART III

PRODUCT SECURITY FEATURES

The Three Packaging Elements



- Design
- Label
- Hologram

DAIMLER

DELETED

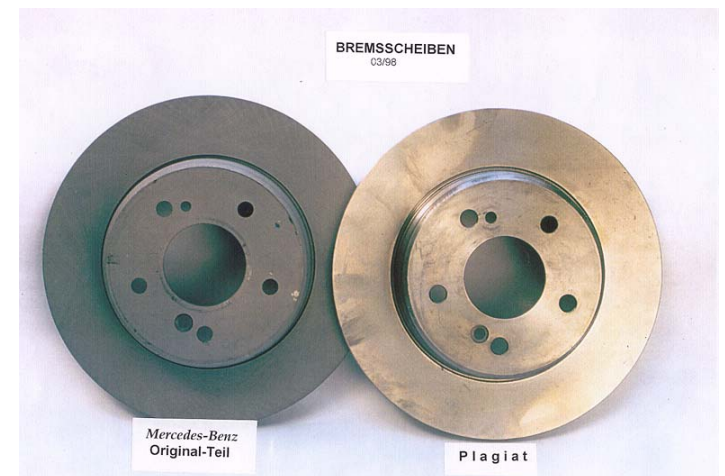
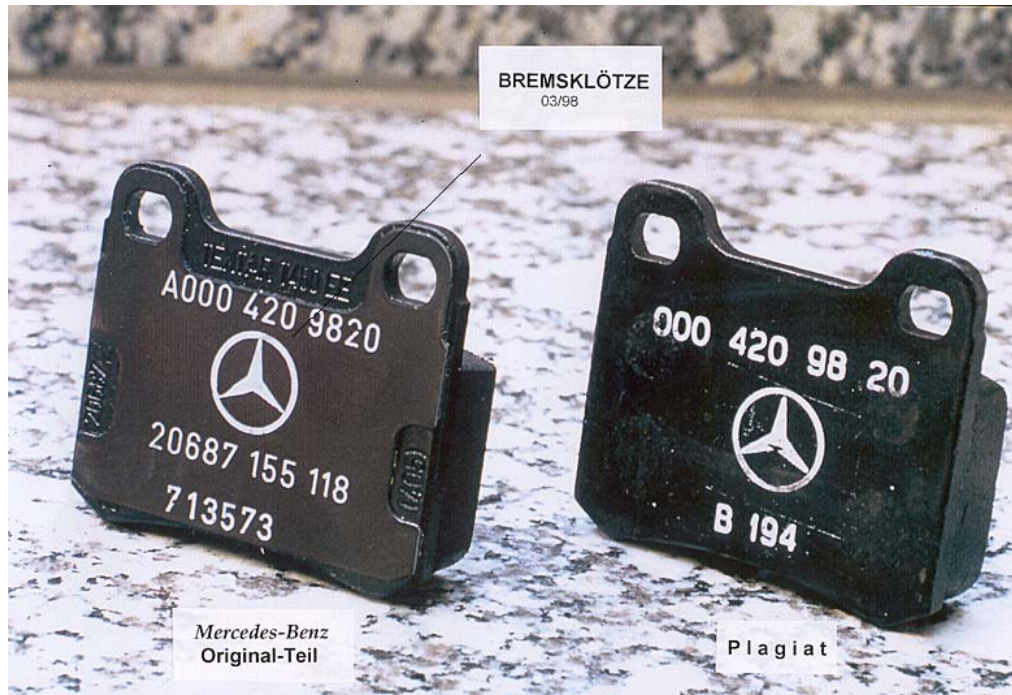
DAIMLER

DELETED

DAIMLER

DELETED

Counterfeit vs. Original



DAIMLER

DELETED

DAIMLER

DELETED

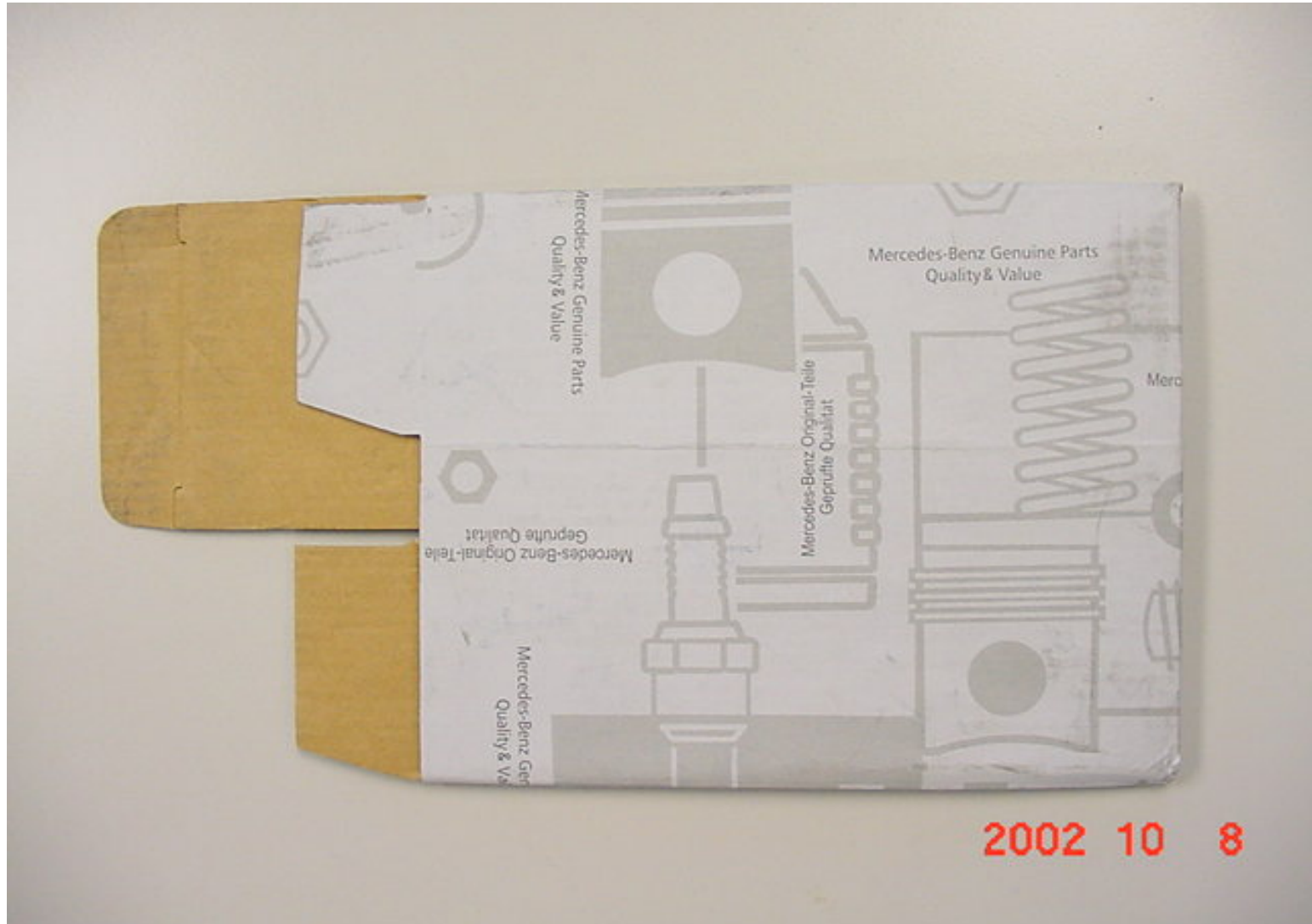
PART IV

INSTANCES OF FAKES

Most Commonly Counterfeited Parts And Accessories

Parts			Accessories	
Maintenance	Collision/ Repair	Suspension	Automotive	Collection / Vintage
<ul style="list-style-type: none">•Oil Filter•Air Filter•Brakes•Brake linings•Seals•Rotors•Flex disks	<ul style="list-style-type: none">•Bumpers•Covers•Head lamps•Tail lamps•Sheet metal•Oil pumps•Water pumps•Mercedes Star•Windshields	<ul style="list-style-type: none">•Steering arms•Tie rods	<ul style="list-style-type: none">•Alloy Wheels•Body striping•Decals•Trim•Plates•Logos	<ul style="list-style-type: none">•Key Rings•Caps•Lighters•Model cars•Clothing (esp. Formula 1 and AMG)

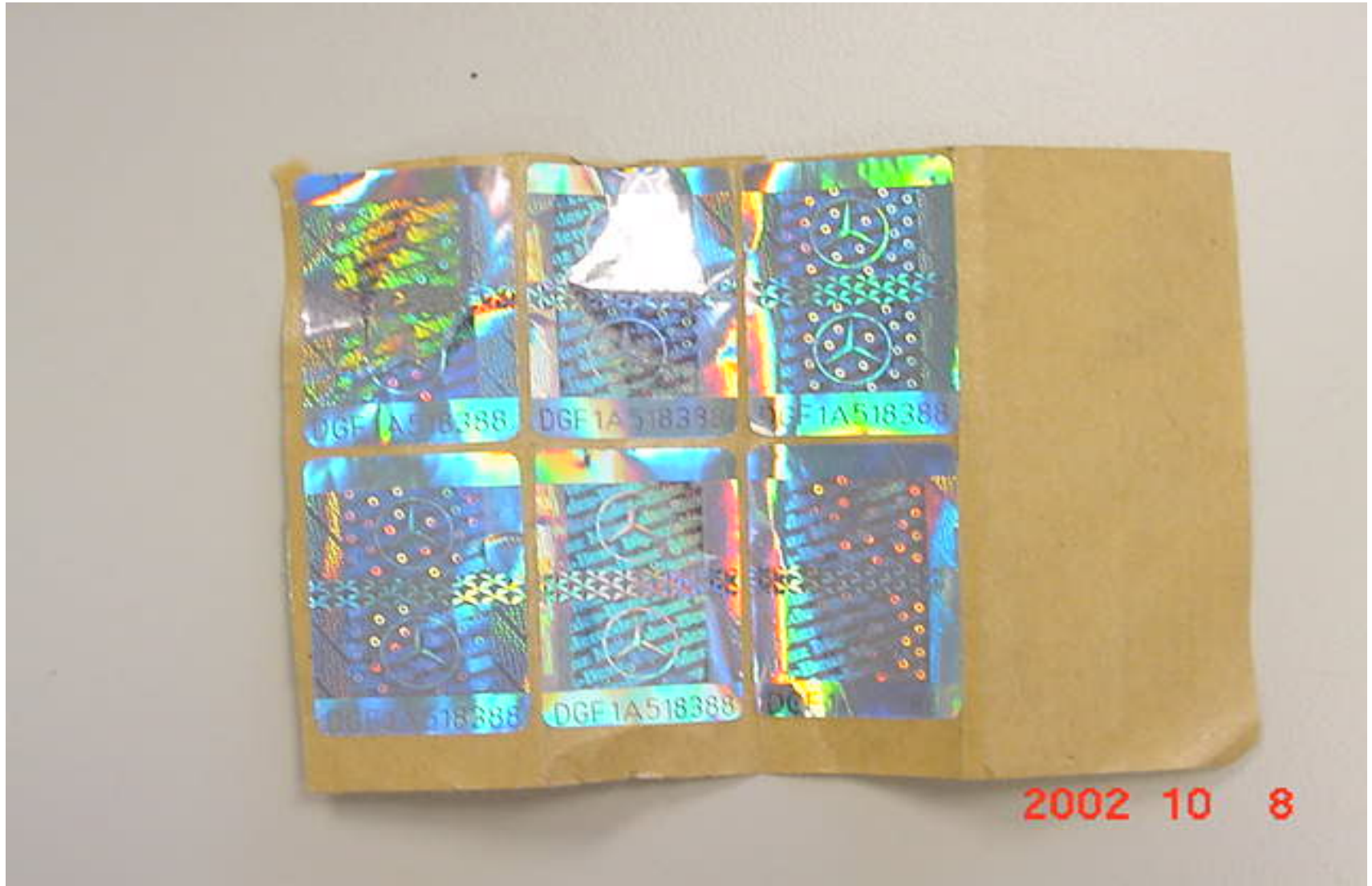
Example of Fake Packaging



Fake Packaging and Labelling



Counterfeit Holograms – All labeled with “DGF1A518388”



Counterfeit: Wrong spelling of supplier's name



DAIMLER



DAIMLER

DELETED

DAIMLER

DELETED

PART V

COOPERATION WITH CUSTOMS & POLICE

DAIMLER

DELETED

Customs Issues

- We participated in 6 Customs Interaction Program (Product Identification Programs) in 2009
- Result: Few LCL containers were stopped in the last more than 2 year
- Exports of counterfeits- a non-issue !
- No *suo-motu* or *ex-officio* actions by Customs even on Imports
- **2 Police training programs coming up in Sept 2010 at National Police Academy and A P Police Academy**