



P R E S S R E L E A S E

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Swiss “Emil Frey Group” appointed as future General Distributor for FUSO in 21 European markets

- **Swiss distributor with 100-year experience in automotive segment appointed across 21 European markets**
- **Part of integration of FUSO and Hino brands under ARCHION**
- **Reinforcing commitment to European markets and customers**

Mitsubishi Fuso Truck and Bus Corporation (Headquarters: Kawasaki City, Kanagawa Prefecture, President and CEO: Karl Deppen, hereafter “MFTBC”) announces that its parent company Daimler Truck AG has appointed Emil Frey Group, headquartered in Switzerland, as the future General Distributor of FUSO trucks, aftersales and services across 21 European markets. This reorganization of European FUSO sales is part of the integration of the FUSO and Hino brands under the new holding company ARCHION, which plans to start operations on April 1, 2026. FUSO light-duty trucks will continue to be available in all current European markets.

This strategic partnership will cover the following countries:

Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, France, Germany, Greece, Kosovo, Liechtenstein, Monaco, Montenegro, North Macedonia, Poland, Romania, Switzerland, Serbia, Slovakia, Slovenia, Hungary.

The 100% family-owned Emil Frey Group, founded in 1924 in Zurich, Switzerland by car mechanic Emil Frey, is among the leading mobility providers in Europe with a vast sales and service network for passenger cars, light commercial vehicles, trucks, busses, agricultural machineries and motorbikes as well as the corresponding finance and logistics services. Customers have the choice between traditional dealerships and cutting-edge digital sales platforms. The Group, with its 25,000 employees, sells more than 600,000 vehicles a year in 20 European countries.

With this collaboration, MFTBC reinforces its commitment to the European market and its customers, ensuring strong representation and service through one of the most respected automotive distribution groups in Europe. MFTBC remains committed to driving forward the electrification of commercial vehicles in Europe. The FUSO eCanter all-electric light-duty truck has been on European roads since 2017 and is proving electric trucks for various business applications from urban last-mile deliveries to municipality services, landscaping or construction business. Together with Emil Frey, MFTBC is aiming to accelerate the transition to sustainable transport solutions and strengthen the brand’s position as a leader in the European truck market in the light-duty segment.

Andreas Deuschle, Head of FUSO International Sales and Customer Services: “Mitsubishi Fuso is providing light duty commercial vehicles, produced in our plant in Tramagal, Portugal, for our European customer since 1980. The partnership with Emil Frey brings together two strong players in the European truck market. We are confident that combining FUSO’s innovative products with Emil Frey’s extensive network and expertise will deliver exceptional value to our customers.”

Gerhard Schürmann, CEO of the Emil Frey Group: “We are honored to expand and further strengthen our longstanding partnership with FUSO by becoming the distribution partner in additional strategic regions across Europe. Emil Frey’s strong customer focus and deep market expertise, combined with FUSO’s innovative and sustainable products and outstanding quality, will enable us to deliver the best possible service to our customers and dealer partners in each country.”



MFTBC at a Glance

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is a commercial vehicle manufacturer based in Kawasaki City, Japan. 89.29% of its shares are owned by Daimler Truck AG and 10.71% by various Mitsubishi group companies. MFTBC provides trucks, buses and industrial engines under the FUSO brand with a longstanding history of over 90 years, serving approximately 170 markets worldwide. MFTBC proactively develops cutting-edge technologies such as electrification, with its eCanter being Japan’s first mass-produced electric light-duty truck. MFTBC’s heavy-duty Super Great Truck was also the first of its kind in Japan to include SAE Level 2-equivalent automated driving support technology, now a benchmark in the Japanese commercial vehicle market.

FUSO at a Glance

FUSO is a Daimler Truck brand, offering a range of commercial vehicles such as trucks and buses and industrial engines in about 170 markets worldwide. The brand is characterized by effectiveness, safety and comfort, built over its 90-year history with a foundation of Japanese quality and craftsmanship. The Canter light-duty truck claims the top share in various markets around the world. FUSO leads electrification of commercial vehicles by globally offering Japan’s first mass-produced electric light-duty truck, the eCanter. FUSO promises customers a “Future Together,” a bold claim that continues to drive the brand’s contributions to safe and sustainable transport.