



Tariff Plan Announcement for US and Canada

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DTNA Communication
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! Tariff Plan Announcement for US and Canada

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US & Canada Dealers, Freightliner & Western Star,

As you are all aware, the executive orders regarding tariffs on goods coming into the United States from China, Mexico and Canada were set to go into effect on March 4th. While the Mexico and Canada tariff exemptions announced March 6th will last until April 2nd, there are still immediate tariff impacts associated with goods imported from China. In addition, uncertainty remains regarding the timing and enforcement of tariffs for steel, aluminum and copper. These various tariffs will have a significant impact on our overall North American vehicle manufacturing costs, thus resulting in higher truck prices. As the situation continues to develop, our current plan to provide stability to you and our mutual customers is outlined below:

1. All trucks currently **scheduled to build on or before Friday, May 2nd will be protected from all tariff related increases.** Trucks within this window are non-cancellable as of today. We will not approve TIAs to refund floor plan for trucks within this window that are delivered more than 30 days earlier than the requested delivery date.
2. As of March 22nd, trucks in the backlog with a **scheduled build date between May 5th and July 4th** will be subject to the potential of tariff impact fees. In an effort to limit risk, DTNA will implement a **"not to exceed" tariff impact fee cap of \$3,500** for all trucks scheduled in this timeframe.

- a. Dealers have until **Friday, March 21st** to submit **RDD TCO requests** to pull trucks up in the schedule using a **RDD of 6/1/25-7/31/25** to qualify for the **\$3,500 cap**.
- b. Dealers also have until **Friday, March 21st** to submit **new orders** using a RDD of 6/1/25-7/31/25 to qualify for the **\$3,500 cap**.
- c. Orders scheduled between May 5th and July 4th can be cancelled at N/C until March 21st. **This applies to both concession and program priced trucks**. Cancellations within this scheduled build window will be considered forfeits and **will impact CY26 plan volumes** per the CY25 DRS Rules.
- d. As of March 22nd, all trucks scheduled prior to July 7th will be considered **non-cancellable**.
- e. CY25 DRS rules apply for TCOs/RTSOs within the May 5th through July 4th timeframe.
3. For trucks that **remain in the backlog after the March 21st deadline with a scheduled build date of July 7th or later, DTNA will pass through any and all tariff related increases** as they are assessed to us. Any applicable tariffs will be communicated in written form as we receive them. The 60-day cancellation policy will still apply, so dealers will need to manage expectations with customers to ensure that trucks building July 7th or later don't get inside of 60 days from scheduled build date without a plan for managing potential tariff exposure. Trucks inside of 60 days will be non-cancellable regardless of tariff announcement timing.
 - a. Dealers have until **Friday, March 21st** to submit **RDD TCO** requests to push trucks scheduled July 7th or later out in the schedule using a requested delivery date not to exceed 1/31/26.
 - b. Dealers have until Friday, March 21st to cancel concession or program priced trucks scheduled to build July 7th or later. These cancellations will **NOT** impact dealer plan volume.
 - c. Any cancellations of trucks scheduled July 7th or later that are submitted **after** March 21st will impact dealer plan volume.

Important Notes

- Any new truck orders placed or RDD TCOs submitted with a 7/31/25 RDD or earlier will not be accepted if long lead times or limited component availability preclude DTNA from being able to schedule the truck(s) in the 2nd Quarter.
- Allison 4000 Series transmissions will be available through the March 21st timeframe on a first come, first serve basis for builds in Q2-Q4. Please refer to published first opens for quarterly availability. DTNA will not accept RTSO from Endurant/DT12 to Allison 4000 series.
- DTNA will manually adjust all Dealer Plan Q2 volumes to accommodate RDD TCO pull-ups requested between now and Friday, March 21st. Incremental Q2 Plan volume for new truck orders will need to be coordinated with your District Manager.
- If applicable, the total non-discountable Tariff Impact fee will be presented as a line item on the truck invoice.

■ This letter does not apply to Battery Electric Vehicles. Tariff impacts related to battery electric eM2s and eCascadias will be communicated at time of "live" concession approval.

We greatly appreciate your continued support. Please trust that we are doing our very best to navigate these challenging circumstances so that we can continue to supply our essential products and services to All Who Keep North America Moving.

Any impacts beyond new truck sales of Freightliner and Western Star trucks (including FCCC, TBB, DTNA Parts, Extended Warranty, etc.) will be communicated at a later date.

Regards,
David Carson,
Daimler Truck North America
SVP Sales & Marketing

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