



Top team: MAN and FC Bayern extend partnership for another three years until 2027

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- **MAN's longest football cooperation: partnership with FC Bayern dates back to 2008**
- **Both partners are internationally successful**
- **MAN Lion's Coach transports FC Bayern footballers safely, comfortably and efficiently to home and away matches**
- **The club is also on the road with a TGE combi in the youth sector**
- **Partnership focuses on sustainability and future technologies for the commercial vehicle industry**

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MAN Truck & Bus and FC Bayern Munich have extended their long-standing partnership for a further three years until 2027. This has been in place since 2008, making it the longest cooperation between MAN and a football club. "FC Bayern is a brand with international appeal, but it also has strong roots in the region. This also applies to MAN. We are looking forward to continuing our long-standing partnership, which was agreed a long time ago and in which we will place the topics of sustainability and future technologies in the commercial vehicle industry even more strongly at the centre of our joint appearances in the future," says Alexander Vlaskamp, CEO of MAN Truck & Bus.

"We are delighted to be continuing our great journey with MAN. FC Bayern is characterised by continuity, and partnerships like this show how important it is to find common paths and cover distances together," says Andreas Jung, Chief Marketing Officer of FC Bayern, adding: "That's what connects us, that's what characterises strong relationships."

With numerous trophies, FC Bayern is one of the absolute top clubs both nationally and internationally. Since the beginning of the partnership with

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of about 14.8 billion euros (2023). The company's product portfolio includes vans, trucks, buses/coaches and diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of TRATON GROUP and employs approx. 33,000 people worldwide.



MAN, the club has won numerous championships in the German football league as well as important successes in national and international cup competitions. MAN Truck & Bus is also internationally successful, as confirmed by numerous awards. For example, the MAN team bus of FC Bayern was voted "Coach of the Year" by a jury of European experts. In addition, the MAN TGX as "International Truck of the Year" has also been travelling from success to success like the club for years.

Michael Diederich, Deputy Chairman of the Executive Board of FC Bayern: "The partnership with MAN and FC Bayern stands for reliability due to the longstanding cooperation. It is also important to us that it also includes FC Bayern Women. Together we want to continue on the road to success. MAN is an ideal trailblazer and companion."

Arrive relaxed: FC Bayern footballers drive MAN Lion's Coach

As part of the partnership, FC Bayern will continue to ensure that the Munich club's top athletes arrive at their matches relaxed and safe. The players will take their seats in an exclusive MAN Lion's Coach, which impresses with its technical details as well as its unmistakable design and extensive special equipment. In order to provide players and coaches with the best possible support and offer them maximum comfort, economy and safety, the current team coach is to be replaced by a new, even more modern and environmentally friendly model over the course of the partnership. In addition to the bus, other teams at the club use MAN vans, which have been increasingly customised to the needs of the individual departments over the course of the partnership.

Future technologies and sustainability at the centre of the partnership

MAN Truck & Bus has been involved in sport for many years. "Many clubs now rely on team buses from MAN. The activities surrounding FC Bayern's matches in the Allianz Arena regularly generate enthusiasm among our customers and at the same time emotionally charge our products, which helps with their positioning," says Marc Langendorf, Head of Communications & Government Affairs at MAN Truck & Bus. MAN's aim is to increasingly focus on the topic of sustainable mobility with the help of various sponsorship campaigns.



MAN Truck & Bus will also continue to be involved as an official partner of the FC Bayern women's team. The partnership has been in place since 2022. "The topics of diversity and recruiting in the field of future technologies are important to us as a company in this context, which is why we want to continue to promote them," says Langendorf, adding: "Pulling together with FC Bayern, growing closer together and thus being able to make a difference is what drives us."