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## **MAN Truck & Bus wins Brand Award 2019 in the category "Best Brand Relaunch"**

- **The Brand Award is presented by “absatzwirtschaft” and German Marketing Association (DMV) to recognize excellent achievements in brand leadership**
- **The jury honored successful repositioning of the MAN brand based on the new brand promise "Simplifying Business"**

MAN Truck & Bus attained first place in the category "Best Brand Relaunch" at the Brand Award 2019. Regarded as a benchmark in the industry, the Brand Award was presented to MAN Truck & Bus for its successful repositioning of the MAN brand – away from a strategically product-oriented to a customer-focused brand.

### **From commercial vehicle manufacturer to provider of intelligent transport solutions**

The MAN brand's new strategic positioning turns the focus of business activity towards customers and their key need for reduced complexity. MAN sees itself as an understanding and far-sighted partner, who knows exactly the needs of its customers and develops tailored products, services and solutions to meet their demands. On this basis, MAN pursues the goal of making customers' business operations and drivers' complex everyday lives as easy and efficient as possible. As a result, the company has, since the roll-out of the MAN brand mission in 2017, progressed from a commercial vehicle manufacturer to a provider of intelligent transport solutions. "Our new brand mission underscores our identity as a leading manufacturer of commercial vehicles. At the same time, we are proactively meeting both the challenges posed by the industry and the demands of our customers and creating holistic and sustainable transport solutions for tomorrow," says Björn Loose, Senior Vice President Marketing & Brand at MAN Truck & Bus SE.

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of some 11 billion euros (2018). 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 SE and employs more than 36,000 people worldwide.

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### **Implementation**

The brand roll-out was purposely implemented from inside out. Intensive and continuous involvement with the new brand mission has resulted in numerous measures contributing to internal and external activation of our brand promise. "Ultimately, it is the employees who fill our brand promise with life each day anew by acting as brand ambassadors vis-à-vis our customers, partners and even their own colleagues and in this way, consistently promote our transition," adds Dr. Stefan Zwerenz, Vice President Marketing & Brand Management.

Since the end of 2016, the new MAN brand promise "Simplifying Business" has consequently developed from an internal approach to a formative brand experience for customers, which is conveyed by all MAN products and services and facilities.