

Daimler AG in a Customer Reference

We consistently receive numerous requests from our business partners dealing with the "Referenz-Nennung" topic. The range of such requests is large: from a partner who wants to publish our company name (or brand name) on a client list to case studies, in which shared projects shall be described in detail and published and press releases containing our respective business connection. To give you an overview of our most important requirements in this regard, we have summarized the key points you should consider when you are planning a reference.

This, however, does not replace the explicit vote in a particular case.

Citing Daimler as a (Customer) Reference

When citing Daimler as a reference, only the company name in mixed notation may be reproduced but not our company brand(s). The prohibition of cross-advertising (third-party advertising) must be observed.

ABC GmbH
Alit Venibh GmbH
Daimler AG
Onullut GmbH
Vulputpat AG

ABC GmbH | Daimler AG |
Onullut GmbH | Venibh GmbH |
Vulputpat AG | Zlbmn AG

If a supplier/service provider is to cite Daimler as a reference in a brochure, on a website or at a trade show, the citation essentially has to take the form of depicting the company name "Daimler AG" in mixed notation (capitals and small letters) in the company font used by the supplier/service provider.

Highlighting the company name by means of color or other stylistic forms of emphasis is not permitted. The different companies should preferably be listed in alphabetical order.

Use of Daimler corporate logotypes



The corporate logotype is reserved for publications, events, trade show displays and web pages initiated by Daimler. Use of the Daimler logotype by third parties requires written approval in all cases. The use of other brand logos of the Daimler Group is generally not permitted.

Communication activities by suppliers and service providers referring to Daimler AG and its brands

Any mention of Daimler in publications by the supplier/service provider, e.g. in case studies on the Internet, articles in employee or customer magazines or press releases, always requires specific agreement and individual approval. As a general principle – to avoid the danger of third-party advertising – the supplier should concentrate on showcasing his own products and services rather than on representing his business relationship with Daimler AG or its products, production conditions, requirements and the like.

These kinds of communication activities are based on an active and mutually successful supplier/customer relationship. Daimler AG reserves the right of individual approval of form and content of any such representation, as well as the right to withhold its approval in general.

To provide you with an idea of the kind of advertising that can be approved by us if required, we have compiled some examples in the following table:

Advertising Text

Unacceptable	Acceptable
1. Plagiarism or modification, even if only in part, of Daimler advertisement copy or slogans. For example: (1) The original: “Mercedes – Ihr guter Stern auf allen Straßen.” (Mercedes – your good star on all roads you travel by). Changes: “Your good planet on all roads you travel by”; (2) “This star does you loads of good. On all roads.” (Advertisement for an alcoholic beverage).	
	2. Reference on the packaging to the fact that Daimler has approved certain products. Example: “‘XYZ’ oil, cleared for use pursuant to Daimler fuel regulations, page...”
3. “The Mercedes of office machinery, washing machines, computers”, etc.	
	4. A text – only reference, not formatted as an eye-catcher, where a supplier delivers certain parts to Daimler which are mounted into certain products; no Daimler brand marks may be visible.
	5. A text – only reference, not formatted as an eye-catcher, where a supplier has installed specific equipment in our plants; no Daimler brand marks may be used.
	6. Reference to our company in an alphabetically sorted list of client references. Under the letter “D”, the name of “Daimler

Use of images from Daimler AG

The use of images from Daimler AG (e.g. from the media site) for reference purposes by the supplier/service provider requires prior approval. The same applies to the use of other images showing products or production sites/plants of Daimler AG. We also resolve questions concerning the use of such illustrations in accordance with the relevant brand, copyright and competition legislation and can provide you with the following specific examples as an aid in assessing your own project:

Pictorial Advertising

Unacceptable	Acceptable
1. The isolated use of our brand marks and brand names in whatever kind of form, including similar logos or names which could be mistaken for one of ours.	
2. Presentation of flags, banners or the like using a brand mark of Daimler.	
3. Depictions filling the entire image or the page and serving as an eye catcher of, for example, Mercedes-Benz vehicles; this especially includes images of free-standing vehicles and their depiction from the front, slanted from the front, from the back, slanted from the back, with brand marks of Daimler visible in each case.	3. Depictions of vehicles which represent only a minor part of the overall image and are thus not its focal point; vehicle is a non-eye-catching part of a composition; Daimler brand marks may not be placed in the foreground. Side views of trucks are permissible if no Daimler brand marks are to be seen, not even on the hubcaps. Presentation of vehicles with Daimler brands, if used in conjunction with wheel/tire advertising, with a view to relating the esthetic impact of the product.
4. Depictions of our vehicles' interiors or dashboards, including the steering wheels, with any brand marks recognizable, e. g. the star on the hood.	4. Depictions of a vehicle's interior, the interior of the motor, the trunk, side elevations of the engine in graphical drawings on which no brand mark of Daimler can be seen.
5. Depictions of vehicles, including line drawings of vehicles for commercial purposes; for example, on business documents, on websites, or as part of multimedia presentations...	5. Any depictions of vehicles, interior and exterior view, of graphs or diagrams on which Daimler brand marks are recognizable, may be included in informational literature (automotive technology), schoolbooks (illustrations), in press articles and on television to the extent that this does not affect any interests of confidentiality. Any illustrations which are used in Daimler's advertisement will be made available to third parties only if the communications departments responsible for such cases feel that this could be useful for the brand.

<p>6. Presentation of Daimler plants (Mercedes-Benz and others including headquarters), in which our brand marks figure prominently.</p>	<p>6. Depiction of supplier production plants installed in the Daimler plants without any brand mark of Daimler being pictured to the extent that this does not affect any interests of confidentiality. It is permissible to refer to Daimler in the accompanying copy.</p>
<p>7. Depictions of hubcaps, spare parts, equipment (technical/non-technical), and accessories, such as steering wheels, floor mats, key chains, polishing cloths, etc., as eye-catchers, in each instance bearing our brand marks.</p>	<p>7. A tire is shown in the direct surroundings of the vehicle. The focus is clearly directed at that tire. It is not detrimental if an interested layperson can recognize that the vehicle is a Daimler vehicle.</p>
<p>8. Depictions of "Tier 2" parts with brand mark and Daimler parts number.</p>	
<p>9. Presentations of vintage vehicles in a way which directly refers to Daimler's image.</p>	<p>9. Depiction of vintage vehicles (old-timers), for example as an illustration of the "good old times".</p>
<p>10. Depictions of Carl Benz and Gottlieb Daimler in a way which directly refers to Daimler's image.</p>	<p>10. Depictions of Carl Benz and Gottlieb Daimler in a way which exclusively refers to them as entrepreneurs.</p>