

Daimler Truck AG as 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.

However, this does not replace the need for explicit coordination and approval in individual cases.

Citing Daimler Truck AG as a (Customer) Reference

When citing Daimler Truck AG 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.

If a supplier/service provider is to cite Daimler Truck AG 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 Truck 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 Truck AG corporate logotypes

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

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

Any mention of Daimler Truck AG 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 Truck 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 Truck 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		
No.	Unacceptable	Acceptable
1	Plagiarism or modification, even if only in part, of Daimler Truck AG 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 Truck AG 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 Truck AG which are mounted into certain products; no Daimler Truck AG 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 Truck AG 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 Truck AG.
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Use of images from Daimler Truck AG

The use of images from Daimler Truck 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 Truck 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:

Advertising		
No.	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 Truck AG.	
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 Truck AG visible in each case..	Depictions of vehicles which represent only a minor part of the overall image and are thus not its focal point; vehicle is a noneye-catching part of a composition; Daimler brand marks may not be placed in the foreground. Side views of trucks are permissible if no Daimler Truck AG brand marks are to be seen, not even on the hubcaps. Presentation of vehicles with Daimler Truck AG 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.	Depictions of a vehicle's interior, the interior of the motor, side elevations of the engine in graphical drawings on which no brand mark of Daimler Truck AG 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...	Any depictions of vehicles, interior and exterior view, of graphs or diagrams on which Daimler Truck AG 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 Truck AG'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.
6	Presentation of Daimler Truck AG plants (including the Daimler Truck Campus in Leinfelden-Echterdingen), in which our brand marks figure prominently.	Depiction of supplier production plants installed in the Daimler Truck AG plants without any brand mark of Daimler Truck AG being pictured to the extent that this does not affect any interests of confidentiality. It is permissible to refer to Daimler Truck AG in the accompanying copy.
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.	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 Truck AG vehicle.
8	Depictions of parts with brand mark and Daimler Truck AG part numbers.	
9	Presentations of vintage vehicles in a way which directly refers to Daimler Truck AG's image.	Depiction of vintage vehicles (old-timers), for example as an illustration of the "good old times".
10	Depictions of Carl Benz and Gottlieb Daimler in a way which directly refers to Daimler's image.	Depictions of Carl Benz and Gottlieb Daimler in a way which exclusively refers to them as entrepreneurs.