

Mercedes-Benz AG as Customer Reference

We receive numerous requests from our business partners who would like to mention our company and brands as a reference. The wide range of requests extends from prominently displaying the brand logo or casually mentioning our name and brands in press releases, newsletters, trade journals or on social media to citing Mercedes-Benz Group AG in lists of clients.

Reference texts, images and films from the suppliers **are subject to approval by Mercedes-Benz AG**. This is agreed in the **General Terms and Conditions of Purchase** under Item 5. It explicitly states: "The contracting parties may only advertise their business relationship with the contracting partner with the prior written consent of the others."

To give you an overview of **our most important requirements for references**, images and brand logos, we have summarized the key points for you. The examples cited do not include every possible case, however.

Please observe our requirements if you are planning on using a reference. **Observing and implementing them does not replace the express coordination and release in the individual case**. A reference request must always be submitted.

Mentioning Mercedes-Benz AG – General Requirements

- Reference requests **are possible no earlier than 3 months after the market launch** of the affected product or series. Mercedes-Benz may reserve the right to set longer periods.
- Mercedes-Benz Group AG retains the right to **initial communication** of new products, processes, procedures, etc.
- Reference requests are **generally assessed based on different parameters**, such as the amount sales volume, length and type (good, constructive, goal- and result-oriented) of cooperation and existing strategic partnerships. We weigh these factors on a case-by-case basis and **reserve the right to reject** requests outright or their format/content.
- We do not give **any blanket approval** for unfinished material. For any approval, we require the **actual material** (final texts, photos, captions, etc.) meant for publication. **The intended place of publication and use must be specified**.
- **The focus** of reference texts must be on **the supplier and its services** and **not on Mercedes-Benz AG, the products or features** (i. e. quality, security). At the same time, Mercedes-Benz AG and its brands must **not** be mentioned in **headings** and may only be mentioned a **maximum of once or twice per page**. The principles of the ban on third-party advertising must be observed.
- **Interviews** with employees of Mercedes-Benz AG and **quotes** from them generally cannot be approved.
- Our **corporate logotype** and our **brand logos** are generally intended for use initiated by us and may not be used by external parties.
- If Mercedes-Benz AG is to be cited as a reference in a brochure or on a website, the **name "Mercedes-Benz AG"** must generally be used with initial capitals in the corporate typeface of the supplier / service provider. Color or other stylistic accentuation of the company is not permitted. Different companies should be placed in alphabetical order on reference lists.

- If **photographs and artwork** are used for referential purposes, the focus must not be on vehicles and products of Mercedes-Benz AG and its brands or on the brand logos. Additionally, no Mercedes-Benz AG employees may be depicted.
- **Infoboxes** about our company or boilerplates must not be used.
- Mercedes-Benz AG will not produce reference texts or sign any **pre-printed forms**.
- We are very restrictive about **photo shoots and filming** on the property of Mercedes-Benz AG. In exceptional cases with very good justification, we will check with corporate communications regarding such recordings.
- Mercedes-Benz AG retains the right to **initial communication** of new products, processes, procedures, etc.
- Reference requests are generally assessed based on different parameters, such as the amount sales volume, length of cooperation and existing strategic partnerships. We weigh these factors on a case-by-case basis and **reserve the right to reject** requests outright or their format/content.
- Reference requests from **sub-suppliers** are not permitted.

Examples of acceptable and unacceptable text advertising

Unacceptable text advertising	Acceptable text advertising
01 Copying advertising text from Mercedes-Benz AG, even as excerpts or in modified form. Original: "Mercedes – Your good star on every street." Modifications: "Your good planet on every street."; "The star that's good. On every street." (advertisement for alcohol).	
	02 Reference to Mercedes-Benz approval for operating fluids in containers. Example: "XYZ oil, approved based on Mercedes-Benz & Mercedes-Benz Group Specifications for Operating Fluids, sheet ..."
03 "The Mercedes of office equipment, washing machines, computers, etc."	
	04 Purely textual reference without obvious emphasis that a supplier provides certain parts to Mercedes-Benz AG for installation in specified products; our brands and models must not appear as part of this.
	05 Purely textual reference without obvious emphasis that a supplier has installed certain pieces of equipment at our factories; our brands and models must not be used.
	06 Referential mention of our company in an alphabetized reference list. The name "Mercedes-Benz AG" may be listed under the letter "M." Please note: Obvious emphasis must not be placed on "Mercedes-Benz AG."

Examples of acceptable and unacceptable image advertising

Prior approval is required to use photographs and artwork of Mercedes-Benz AG/Mercedes-Benz Group AG (e.g. from the Mercedes-Benz Group Media Site) for reference purposes.

The same applies for using any other photographs and artwork that depict the products or production sites / facilities of Mercedes-Benz AG/Mercedes-Benz Group AG. Any **image** for which reference is requested **must generally have a caption and source of picture specified in the reference request**. We decide on requests to use photographs and artwork based on the trademark, copyright and competition law in force.

The following specific examples are intended to help you assess this:

Unacceptable image advertising	Acceptable image advertising
01 Isolated use of our brand logos and brand names in any form, including similar, mistakable brands.	
02 Displaying flags, banners or the like with the brand logos of Mercedes-Benz AG/Mercedes-Benz Group AG.	
03 Eye-catching imagery, e.g. of Mercedes-Benz vehicles, that fill the entire image or page, particularly imagery of approved vehicles. View from front, front angle, rear, rear angle, brand logo visible in every position.	03 Imagery of vehicles that is merely a sub-element of the overall image, i.e. it is not conspicuous; vehicle not an accentuated element of a composition; focus must not be on Mercedes-Benz AG brands. Imagery of vehicles with Mercedes-Benz AG brands if used in conjunction with wheel/tire advertising to convey the aesthetic impact of the product.
04 Imagery of the interior or dash (including steering wheel) of our vehicles with identifiable branding, e.g. three-pointed star on hood.	04 Imagery of the vehicle interior, engine compartment, trunk, engine cross sections, graphical drawings without visible Mercedes-Benz AG/Mercedes-Benz Group AG branding.
05 Vehicle images, line illustrations of vehicles (exception: vehicle contours) for commercial purposes, e.g. on business documents, websites, multimedia presentations.	05 Imagery of vehicles – interior and exterior views – of layouts and diagrams with visible brand logos of Mercedes-Benz AG may be depicted in non-fiction books (auto technology), textbooks (illustration), press and television, provided no secrecy interests are harmed. Imagery used in the advertising of Mercedes-Benz AG/Mercedes-Benz Group AG is provided to third parties only if the competent communications departments consider this useful for the brand from a functional standpoint.
06 Imagery of the factories and headquarters of Mercedes-Benz AG/Mercedes-Benz Group AG, in which our brands are accentuated	06 Imagery of supplier production facilities installed at Mercedes-Benz AG/Mercedes-Benz Group AG factories that do not depict our brands; reference to Mercedes-Benz AG/Mercedes-Benz Group permitted in accompanying text.
07 Conspicuous depiction of hubcaps, replacement parts, fittings (technical/non-technical) and accessories – such as steering wheels, floor mats, key rings and cleaning cloths – that bear our brand logos.	07 A tire is shown directly next to a vehicle. The focal point is clearly the tire. It is harmless for any lay subjects to recognize the vehicle as a Mercedes-Benz vehicle.

08 Depiction with conspicuous use of our brand logos and part numbers.	
09 Imagery of classic cars that plays off the image of Mercedes-Benz.	09 Imagery of classic cars, e.g. to depict the old days.
10 Imagery of Carl Benz and Gottlieb Daimler that plays off the image of Mercedes-Benz.	10 Imagery of Carl Benz and Gottlieb Daimler that exclusively refers to them as inventors.