

Daimler Truck

Daimler Truck AG as Customer Reference

We focus on long-term and successful cooperations with our business partners. Therefore, we receive numerous inquiries from our business partners about reference naming. The range of such inquiries is wide: Starting with the fact that a supplier or service provider would like to mention our company or brand name in a customer list, to case studies in which joint projects are to be described and published, to social media contributions and press releases on the joint business relationship.

There are a number of things to keep in mind: To give you an overview of our most important requirements, we have summarized the key points you should consider in your request before sending it to us via the [reference request tool](#).

Communication activities referring to Daimler Truck AG

The naming of Daimler Truck AG in publications on the business partner's own communication channels, such as case studies on the internet, articles in employee or customer magazines, press releases or social media contributions always requires, without exception, coordination, and approval by Daimler Truck AG in each individual case. In principle – against the background of the legal requirements for leaning or comparative advertising, see Sections 3 and 6 of the German Act against Unfair Competition (UWG) – the business partner should place its own products and services in the foreground and not the business relationship with Daimler Truck AG or its products, production conditions and/or strategy. The basis for all communication activities is an active and mutually successful supply or other business relationship. Daimler Truck AG reserves the right to review communication measures and content, to possibly release them, and to carefully weigh any fundamental approval in individual cases.

Citing Daimler Truck AG as a (Customer) Reference

When naming Daimler Truck AG including its products as a reference – e.g., in a brochure, press release, on a homepage, at a trade fair or in a social media post – please take the following guidelines into account:

- Company name: "Daimler Truck AG" may only be mentioned in a customer list in alphabetical order, in mixed spelling (upper and lower case) and without graphic prominence (e.g., underlining, texts highlighted in bold, etc.). Please use your own house font.
- Color or other stylistic accentuation of the company name is not permitted.

- The supply or other business relationship with Daimler Truck must play only a minor role in the customer reference. The focus must be on the product and the company of the business partner.
 - Reference to Daimler Truck AG and its brands in headlines is not permitted.
 - A possible delivery contract must not be the subject of the communication or the focus of the communication.
 - Details of delivery contracts and volumes or similar are not permitted.
 - Mentioning Daimler Truck AG in the communication of financial figures of the business partner is not permitted.
- Quotations from employees and executives/leaders of Daimler Truck AG may not be used.
- Please ensure that you comply with the legal requirements about leaning or comparative advertising, see in particular Sections 3 and 6 of the UWG.

Use of logos or trademarks of Daimler Truck AG

The use of the Daimler Truck logo and other Daimler Truck Group trademarks (logos, etc.) is reserved exclusively for Daimler Truck AG-initiated publications, events, trade fairs and online presences. Without exception, the use of the Daimler Truck corporate logo by third parties requires the written consent of Daimler Truck AG. The use of other trademarks (logos, etc.) of the Daimler Truck Group is prohibited.

Use of images and video footage from Daimler Truck AG

The use of Daimler Truck AG images and video material for the business partner's reference purposes requires prior approval. The same applies to the use of other image and video material showing products or production facilities/plants of Daimler Truck AG. We also decide on questions regarding the use of such image and video material against the background of applicable trademark, copyright, and competition law.

Examples for, where appropriate, acceptable customer references

To give you an impression of which reference references we possibly can release, we collected some examples below. These are intended to provide you with orientation, but do not replace the coordination and approval of Daimler Truck AG in individual cases:

- Purely textual, non-graphically highlighted reference that a supplier supplies certain parts to Daimler Truck for installation in coordinated products or that he has installed certain equipment in our plants; Daimler Truck trademarks may not be used in this context.
 - Example continuous text: Daimler Truck has put xx production facilities of XY GmbH into operation.
- Vehicle illustrations, ...

- ... which only represent a subordinate part of the overall picture, i.e., are not the focus. This also applies to picture collages. Daimler Truck brands must not be in the foreground in each case.
- ... which depict the side views of trucks, provided that Daimler Truck brands are not visible (not even on the rims).
- ... as well as illustrations of interior and exterior views, of graphics and diagrams with recognizable Daimler Truck trademarks in non-fiction books, schoolbooks (illustration), press and television, provided that no confidentiality interests are affected thereby.
- Illustrations of vehicle interiors, engine interiors, of engine cross-sections, of graphic drawings, without Daimler Truck trademarks being visible.
- Illustrations of production facilities of suppliers installed in Daimler Truck plants, without Daimler Truck brands appearing visually; if applicable, we permit reference to Daimler Truck AG in the accompanying text.
- Illustration of classic cars (trucks or buses), e.g., to represent the "old days".
- Illustrations of Carl Benz and Gottlieb Daimler in a way that refers exclusively to the inventor personalities.