

DAIMLER TRUCK

Daimler Truck as a Customer Reference – What to consider?

Reference mention on Websites:

Suppliers that have been successfully working with Daimler Truck for at least one year may list Daimler Truck as a reference on their own website. Permissible use is limited to mentioning Daimler Truck in an alphabetical customer list, using standard capitalization and the supplier's own corporate font. The use of Daimler Truck logos is not permitted.

Reference Mention in Press Releases:

If you would like to mention Daimler Truck as a customer or business partner in a press release, the content must always be reviewed and approved by Daimler Truck.

General Principle:

- Your company and products should remain the primary focus. The collaboration with Daimler Truck must not be the main subject or central message of your communication.

Important Guidelines:

- Daimler Truck or its brands must not be used in headlines.
- Daimler Truck may be mentioned only once per page
- Do not disclose contract-related details, including volumes, contract terms, scope of supply, or financial figures.
- Do not include quotes from Daimler Truck representatives.
- Do not give promotional emphasis to Daimler Truck or its brands.
- Do not use comparative advertising or advertising that implies endorsement, affiliation, or association with Daimler Truck.

Logos, Trademarks, Images, and Videos:

- The use of Daimler Truck logos or trademarks is generally not permitted.
- Do not use images or videos of Daimler Truck, its vehicles, products, plants, or facilities.
- Exceptions may only be granted in individual cases with explicit written approval from Daimler Truck.

How to Submit a Request:

Please submit your press release exclusively [here](#). Daimler Truck reviews each request individually and will determine whether approval can be granted.