



Many questions, one answer: we are your MAN

MAN Group launches 2010 brand campaign

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illuminating a whole city with chip fat? Building up steam for environmental protection? Harnessing 100,000 horse power to meet climate goals? Many questions, one answer: we are your MAN.

The new "We are your MAN" brand and innovation campaign begins on August 16, 2010. A total of ten motifs will be shown on TV, in print ads in daily and financial newspapers, on the Internet and on billboards. "The aim of the campaign is to depict MAN's innovation in a surprising and credible manner," said Dr. Georg Pachta-Reyhofen, CEO of MAN SE.

The advertising campaign presents projects from the MAN Group's business areas that represent innovation and future technologies particularly well. The campaign includes images like the Tower Bridge in London, an aerial photo of nighttime traffic in Paris, FC Bayern Munich's team coach, shipyard cranes in the Antwerp harbor, streets over Alpine passes and a hybrid city bus. Every motif is captioned with an unusual question to which there is only one answer: we are your MAN.

The MAN Group's "Engineering the Future – since 1758" slogan was used as a basis by Frankfurt-based Ogilvy & Mather ad agency to develop the campaign. MAN's previous brand campaign two years ago was a review of its 250-year history; above all, its rich past during which numerous engineering milestones were set, like the invention of the diesel engine or construction of the Wuppertal suspension railway. The new campaign looks to the future and shows current innovations from the MAN world of transport, energy and environmental protection:

illuminating Tower Bridge with waste? We are your MAN.

Southeast London is home to an 80 megawatt steam turbine built by MAN that generates electrical energy from waste. Electricity from the waste powers 66,000 households and public buildings as well as illuminating London's iconic bridge.

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €12 billion in 2009. As a supplier of trucks, buses, diesel engines, turbo machinery, and special gear units, MAN employs approximately 47,700 people worldwide. Its divisions hold leading positions in their respective markets. MAN SE, Munich, is listed in the DAX (German Stock Index), which comprises Germany's thirty leading stock corporations.

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Plowing €500 million into research despite the financial crisis? We are your MAN.

Even in difficult times, MAN has never reduced its investments for innovation: from an electronically controlled large-bore diesel engine with over 100,000 hp to efficient hybrid commercial vehicles that – compared to conventional engines – save up to 30 percent on fuel. Since 2005, MAN has increased its R&D expenditures by €128 million to today's €504 million

Building up steam for environmental protection? We are your MAN.

The sun shines 3,000 hours a year on the high plateau of Granada. This is the best prerequisite for the largest solar thermal power plant complex in the world: Andasol 1 to 3, with 7,296 parabolic mirrors situated over an area that would cover 200 soccer fields. The core of this environmentally-friendly parabolic trough power plant is a perfectly made, eight-meter long MAN steam turbine that generates 150 megawatts of electricity from the sun – enough for half a million people. And their air-conditioning.

These are just some of the motifs that MAN will be showcasing in its brand campaign which can be seen over the next four months until the end of 2010.