



MAN is one of Germany's most valuable brands

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Interbrand lists the Munich-based commercial vehicle and engineering company among the Top 20

According to the latest survey by the well-known consulting firm Interbrand, MAN ranks among the twenty most valuable brands in Germany. The results list Germany's Top 50 brands, with MAN holding an outstanding 20th place based on a brand value of some 1.7 billion euros. This puts the Munich-based commercial-vehicle and engineering company ahead of other strong brands, such as Metro, TUI, Henkel and Deutsche Post.

In calculating the value of each brand, Interbrand made use of three separate analyses. These evaluated the company's financial earnings power, the significance of the brand in terms of customer buying decisions, as well as brand strength, which is for instance influenced by factors such as brand awareness and brand leadership.

"The survey shows that as a result of our brand campaign 'MAN kann' and our high-impact sports sponsoring activities, we have positioned the MAN brand in a targeted manner, making a significant contribution to our enterprise value. A strong brand promotes confidence in MAN's products and services on the part of both our customers and our employees," says Andreas Lampersbach, Head of Corporate Communications for the MAN Group.

Further information on the survey and data collection techniques can be accessed at <http://www.bestgermanbrands2014.de>.

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