



White/blue ambassadors with a long tradition

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Around 100 years ago, the Augustiner brewery was among our first truck customers, and the company still puts its faith in MAN trucks

In 2015, MAN Truck & Bus celebrated its hundred year product anniversary. This is approximately the period in which the Augustiner Brewery has been delivering its beer kegs with MAN trucks. Portrait of a special Munich partnership.

Fire brigades and breweries – one hundred years ago, these were the source of the first customers of the newly founded "Lastwagenwerke M.A.N.-Saurer" (M.A.N.-Saurer Truck Factory). As different as the two fields are, each urgently needed new vehicles in 1915: While the fire brigades wanted to get to fires faster than with horses, Munich brewers such as Augustiner wanted to deliver their beer kegs further out from the city. The stamina of the horses was just not enough for the trips to towns such as Rosenheim or Traunstein. Faster vehicles with greater ranges were an absolute must. This is what led to the business relationship between Augustiner and MAN – one which continues to this day.

"It really is crazy to think about it," says Wolfgang Ketterl, Director of the vehicle fleet of Augustiner-Bräu Wagner KG, "Here we are today, 100 years later, still delivering our wooden kegs with MAN trucks – just with 440 horsepower instead of 36 horsepower." It is not just any beer that is loaded on to the trucks at 5:30 in the morning at the Munich-Freiham Logistics Centre. Augustiner still produces its own barley malt at its own floor malting plant. Such a commitment to quality and their roots pays off. Augustiner beer is given special pride of place in Munich. "Whoever visits the brewery can see immediately how proud employees are of the company and its tradition," says Stefan Mini, MAN sales representative for Augustiner. And because the brewery places great value on regionality, it specifically looks for service providers from Munich – such as MAN. "It is simply vital to us that our partners speak the same language we do," says fleet director Ketterl. Whether on the telephone or at a personal meeting: The contact partners of MAN and Augustiner are always in touch. "A real relationship of trust has developed in this way over the years," says Ketterl.

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €14.3 billion in 2014. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 55,900 people worldwide. Its business areas hold leading positions in their respective markets.

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This relationship of trust is, of course, based on the long shared history. A hundred years ago, the Augustiner beer delivery men could accelerate up to all of fourteen and a half miles per hour. The drivers had to do without most of the comforts we expect today. "At that time, the trucks still had wooden wheels with hard rubber tyres and very little shock absorption," says Henning Stibbe, director of the historical archive of MAN Truck and Bus. Air-filled tyres only came at the end of the 20's. On short routes in the city, Augustiner stuck with horse-drawn wagons, and in part continued to do so until the 70's. At the same time, the motorised vehicle fleet continued to grow after the Second World War. In 1947, twelve vehicles stood on the lot, by 1958 it was 28. Augustiner trucks with flower decoration even took part in the Oktoberfest parades of the 60's. "This is a sign of how proud the company was of its vehicles even then," says Augustiner archivist Ursula Eymold. In the mid-80's, the company overhauled its fleet. While the brewery had previously mainly bought used vehicles, it now started to invest in a new fleet with modern trucks like the MAN F90, which was remarkable above all because of its generous cab and new, particularly efficient series of engines.

Over the course of time, special superstructures for beverages replaced the simple loading surfaces with planks. Hydraulic lift platforms facilitated loading and unloading and controlled trailing axles eased manoeuvring in the tight spaces of the city. "Truck driving used to be really exhausting, now it is as comfortable as driving a car," says vehicle fleet director Ketterl. From the F90 to the TGA to the brand new TGX: From the mid-80's to the present day, Augustiner has put every generation of MAN trucks to good use. "High vehicle efficiency was and still is crucial – especially as far as fuel consumption and low maintenance costs are concerned," stresses Ketterl.

Ever since the space in the Augustiner Headquarters in central Munich proved to be too small and the fleet was moved to the new logistics centre in Munich-Freiham, the trucks have even had their own drive-through truck wash. Once or twice a week, the vehicles are cleaned – and even more often in the winter. For the company, which completely skips classical advertising, the shining white trucks with the blue Augustiner markings are a billboard known city-wide. The brewery seldom has to do without even a single one of its vehicles – the MAN Service Department makes sure of that. "We can always set up flexible repair deadlines – without waiting times," says MAN sales representative Stefan Mini. There is a big

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advantage here as well: The MAN shop is only a few kilometres from the Augustiner Logistics Centre. For several years now, Augustiner has also used MAN's Pick-up and Bring-in Service when maintenance was necessary. A MAN employee picks up the truck after the final route before the weekend and brings it back promptly prior to the first trip on Monday morning. "In this way, we save on expensive downtime during the week," explains Augustiner fleet director Ketterl.

The Augustiner employees themselves take care of maintaining another billboard for the company: the historical horse-drawn wagons which stand right next to the trucks in the logistics centre. The brewers still use them to deliver beer on the weekends – for example, to festivals. The reins are often held by Augustiner truck drivers who on weekdays drive the latest MAN trucks. They maintain the spirit which has characterised the partnership between Augustiner and MAN for over a hundred years. This keeps them in step with the times without losing sight of tradition.