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MAN will accompany FC Bayern Munich to the International Champions Cup 2017 in Asia

As the official coach partner, MAN will be accompanying FC Bayern Munich on the Audi Summer Tour 2017 in Asia. The record-holding German champions will be taking part in the International Champions Cup in China and Singapore from mid-July to early August – along with other top clubs such as AC Milan, Arsenal FC and Borussia Dortmund. Just like the clubs, the commercial vehicle manufacturer from Munich will be using the pre-season competition to boost its popularity in the Far East.

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‘For us, the FC Bayern Munich trip is an amazing opportunity to present MAN in Asia, and particularly in China, leveraging the positive radiance that FC Bayern Munich has in order to expand awareness of our brand,’ says Hartmut Sander, Vice President Corporate Communications at MAN Truck & Bus.

In addition to classical advertising rights, such as the LED boards and the use of logos, MAN is also relying on the presentation of special trucks in the vicinity of the stadia in Shanghai and Shenzhen. This is where fans will have the opportunity to admire two MAN TGXs designed in FC Bayern Munich’s colours and have their photographs taken with them.

For Thilo Halter, Managing Director of MAN China, the competition is an excellent opportunity: ‘We will be looking to utilise the impetus provided by the tournament to further increase our sales figures in China. The Chinese market is very important for MAN; we see huge potential here. The partnership with FC Bayern Munich will help us to establish new contacts thanks to the emotional topic of football and to thus boost MAN’s popularity in China.’

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of some 9 billion euros (2016). The company's product portfolio includes vans, trucks, buses/coaches and diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of Volkswagen Truck & Bus GmbH and employs more than 35,000 people worldwide.



Sports sponsoring at MAN

A willingness to perform, team spirit and efficiency: MAN lives the properties that characterise top athletes. This is why the company has been committed to sports sponsoring for many years, ensuring that the team coach does justice to the special requirements of the club's professionals and support staff.

MAN sponsors six clubs in Germany's Bundesliga. FC Bayern Munich, Borussia Dortmund, VfL Wolfsburg, Borussia Mönchengladbach, Hamburg SV and FC Augsburg all use team coaches from MAN. MAN also partners with TSV 1860 Munich, the history-steeped French club Paris Saint-Germain and multiple Swiss champion FC Basel 1893. In addition, MAN has been partnering with FC Bayern Basketball since 2011, offering plenty of legroom for the tall athletes in the team coach.