



Going once, going twice, going three times - MAN Truck & Bus auctions off “Tattoo Truck” with profits going to the Peter Maffay Foundation

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- **MAN TGX 18440 4x2 LLS-U “Tattoo Truck” auctioned off at the MAN Truck Forum in Munich**
- **Total proceeds from the event of 120,000 euros for the Peter Maffay Foundation**
- **Rock star Peter Maffay attended the auction**

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In 2014, MAN Truck & Bus launched a truck design competition with the task of visually transposing song lyrics written by rock star Peter Maffay onto a truck. From this emerged the “Tattoo Trucks”, six extraordinary vehicles - each one a work of art on wheels. The last in the series of “Tattoo Trucks” has now been auctioned off to raise money for the Peter Maffay Foundation.

Back in 2014, MAN Truck & Bus challenged artists, creatives and professional designers to transform trucks into works of art on wheels. The task was to visually portray the lyrics to the songs from Peter Maffay’s album, “Wenn das so ist”, on a tractor unit. From the many designs that were submitted, the six best were chosen and produced under the name “Tattoo Trucks”. The winning truck for the song “Schwarze Linien”, a MAN TGX 18440 4x2 LLS-U, was auctioned off on Wednesday 14 June, with all proceeds going to the Peter Maffay Foundation. Altogether, a sum of 120,000 euros was raised for this good cause at the event at the MAN Truck Forum in Munich.

The proud new owner of the last of the six MAN “Tattoo Trucks” is Hermann Stegmaier, Managing Director of BFS (Business Fleet Services GmbH). The auctioneer, Andreas Fabian of BCA Autoauktionen GmbH,

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.

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who travelled to Munich from Neuss specifically for the auction, was as professional as he was entertaining as he sold the “Tattoo Truck” under the hammer. In the end, Hermann Stegmaier’s bid of 102,000 euros was the highest and saw Fabian bring the hammer down. Peter Maffay, who had followed the auction with keen interest, decided, out of the blue, that he would be on hand when the vehicle was delivered to its new owner. Hermann Stegmaier plans to present this work of art on wheels to interested fans in the near future.

In addition to the Tattoo Truck, a triple platinum record by Peter Maffay for 600,000 albums sold and a day of producing in Peter Maffay’s sound studio also went under the hammer. Heinz-Jürgen Löw, MAN Board Member for Sales and Marketing, rounded things off by rounding the total for the Peter Maffay Foundation up to 120,000 euros. The foundation looks after traumatised and disadvantaged children in various countries throughout Europe. This project has been close to the heart of this likeable rock star for many years.

Peter Maffay and MAN have been working closely together since 2012; a relationship that has seen the manufacturer support the rock star on three tours by providing up to 15 MAN TGX tractor units and two MAN Lion’s Coaches.

Captions

MAN Tattoo Truck Auction_1:

Hermann Stegmaier (right), Managing Director of BFS, is the proud new owner of the Tattoo Truck based on the song “Schwarze Linien” from Peter Maffay’s album “Wenn das so ist”.

MAN Tattoo Truck Auction_2:

In addition to the Tattoo Truck, a triple platinum record by Peter Maffay for 600,000 albums sold and a day of producing in Peter Maffay’s sound studio also went under the hammer. Board Member Heinz-Jürgen Löw was delighted with the event.

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MAN Tattoo Truck Auction_3:

Heinz-Jürgen Löw gives Peter Maffay the donation cheque. Altogether, the event raised a sum of 120,000 euros for the Peter Maffay Foundation.

Click here to find out more about how the MAN "Tattoo Trucks" came to be:

<https://www.mantruckandbus.com/de/presse/presseuebersicht/MAN-praesentiert-spektakulaere-Lkw-Designs-zum-IAA-Auftakt-162433.html>

<https://www.youtube.com/watch?v=x-i3baOyY8U>