



MAN receives Econ Award for its brand and innovation campaign "We are your MAN"

Munich, November 23, 2011

Members of the jury responsible for the well-known Econ Awards for Corporate Communications have granted the gold award in the "Integrated Corporate Communications" category to the MAN Group for its current image campaign "We are your MAN".

The jury, made up of experienced business journalists, PR professionals, university lecturers and industry experts, explained the reason for its decision in the following words:

"Based on a creative campaign, MAN has managed to present a rather 'dry' area of activity as a dynamic, exciting and innovative business sector. The company has used a novel and up-to-date approach, capturing the limelight with wit, esprit and charm. As a result, it has successfully changed its image, positively influencing perception of its highly traditional brand among the general public."

Hartmut Sander, Head of Brand Management, commented as follows on the award: "We have received numerous positive reactions to our campaign. And I am delighted that we have also received prominent recognition from the experts. Our concept of presenting MAN in all its facets and from all – sometimes less well-known – sides, while adding a mischievous touch, has worked out well."

MAN's brand and innovation campaign "We are your MAN" was launched in August 2010. In TV spots, advertisements in daily newspapers and the business press, in the internet and on posters, the brand campaign shows projects from the business areas operated by the MAN Group, which stand for outstanding innovations and future-oriented technology. An unusual question is superimposed on each motif, to which there is only one answer – We are your MAN.

Further information at : www.econ-awards.de and www.man.eu

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