

## Mercedes-Benz AG as Customer Reference

We receive numerous requests from our business partners who would like to mention our company and brands as a reference. The wide range of requests extends from prominently displaying the brand logo or casually mentioning our name and brands in press releases, newsletters, trade journals or on social media to citing Mercedes-Benz Group AG in lists of clients.

**Reference texts, images and films** from the suppliers **are subject to approval by Mercedes-Benz AG**. This is agreed in the **General Terms and Conditions of Purchase** under Item 5. It explicitly states: "The contracting parties may only advertise their business relationship with the contracting partner with the prior written consent of the others."

To give you an overview of **our most important requirements for references to be complied with**, images and brand logos, we have summarized the key points for you. The examples given do not cover all conceivable cases but form a good basis.

Please observe our requirements if you are planning on using a reference. **Observing and implementing them does not replace the express coordination and release in the individual case**. A reference request must always be submitted. Use the information and carry out a self-assessment for yourself and your request.

### Mentioning Mercedes-Benz AG – Requirements to be complied with (Mandatory!)

1. Reference requests are possible **no earlier than 3 months after the market launch of the affected product/model** or after the start of the project. Mercedes-Benz Group AG / Mercedes-Benz AG may reserve the right to set longer periods. Reference to the award of contracts is not possible.
2. **The first communication** of new products, models, processes, procedures etc. **is reserved** for Mercedes-Benz Group AG / Mercedes-Benz AG.
3. The request does not contain any information that **is subject to the obligation of confidentiality**.
4. The request does **not contain information on pilot projects**.
5. Is the **cooperation** between your company and our company **good, constructive, goal- and result-oriented?**
6. Is there a **long-term cooperation?**
7. The request does **not contain any key figures, data or facts** (investment sums, turnover, result, production, sales) **during the year**.
8. The request does **not contain any forecasts, expectations, targets for sales, market shares, sales, production plan figures**, etc.
9. We do **not give blanket approval** for planned publications. This means: For each reference we **need the specific material** (final text, planned image material including planned captions and naming the source of the image material). **The planned place of publication and intended use** must be specifically stated.
10. In principle, reference texts clearly, must not **focus on** the Mercedes-Benz Group AG / Mercedes-Benz AG, its products, features (e.g. quality, safety) and services, but on **those of the supplier**. The Mercedes-Benz Group AG / Mercedes-Benz AG and its brands **may not be mentioned in headlines and may not be mentioned more than once or twice per page**. The principles of the ban on related advertising must be observed.

11. **Interviews with and quotes from employees** of Mercedes-Benz Group AG / Mercedes-Benz AG cannot be released and **may not be included**.

12. Our **corporate logotype and our brand logos** are intended for use initiated by us and **may not be used externally**.

13. If the Mercedes-Benz Group AG / Mercedes-Benz AG is to be mentioned as a reference in a publication, the name "Mercedes-Benz Group AG" or "Mercedes-Benz AG" **must always be in mixed case (upper and lower case) and in the corporate typeface of the supplier/service provider**. Colored and **other stylistic highlights of our company name are not permitted**. Various companies must be listed in reference lists/customer lists in alphabetical order.

14. When using image material, possibly video material for reference purposes, **the vehicles and products of Mercedes-Benz Group AG / Mercedes-Benz AG and their brands as well as the trademarks must not be focus**. Furthermore, **employees of our company may not be shown**. In principle, when using image material, **a caption and the image source must be specified**.

15. Info boxes about our company or binders may not be used.

16. Mercedes-Benz Group AG / Mercedes-Benz AG **does not write any reference texts** for suppliers/service providers and **does not sign any forms**.

17. As a rule, reference requests **may not contain any image material from photo shoots and film recordings** on the premises of Mercedes-Benz Group AG / Mercedes-Benz AG. If the relevant material is included, it was created in close consultation with the contact person in the department and has already been approved by them (please name contact person).

18. Reference requests are **only allowed for direct suppliers (not Tier 2,3)**.

19. Have other requirements for referencing been contractually negotiated and regulated with your company? If yes, please name contact person & specialist department.

20. In case of requests about the exhibition/demonstration of components, complete vehicles, body shells or image material from our company at trade fairs, **these must be not the focus**. The planned presentation **must be specific (incl. provision of the trade fair stand concept, the planned component designation(s), image material (including captions and naming of the image source))**.

### Examples of acceptable and unacceptable text advertising

Unacceptable text advertising	Acceptable text advertising
<b>01</b> Copying advertising text from Mercedes-Benz AG, even as excerpts or in modified form. Original: "Mercedes — Your good star on every street." Modifications: "Your good planet on every street."; "The star that's good. On every street." (advertisement for alcohol).	
	<b>02</b> Reference to Mercedes-Benz approval for operating fluids in containers. Example: "XYZ oil, approved based on Mercedes-Benz & Mercedes-Benz Group Specifications for Operating Fluids, sheet ..."
<b>03</b> "The Mercedes of office equipment, washing machines, computers, etc."	

	<b>04</b> Purely textual reference without obvious emphasis that a supplier provides certain parts to Mercedes-Benz AG for installation in specified products; our brands and models must not appear as part of this.
	<b>05</b> Purely textual reference without obvious emphasis that a supplier has installed certain pieces of equipment at our factories; our brands and models must not be used.
	<b>06</b> Referential mention of our company in an alphabetized reference list. The name "Mercedes-Benz AG" may be listed under the letter "M." Please note: Obvious emphasis must not be placed on "Mercedes-Benz AG."

### Examples of acceptable and unacceptable image advertising

Prior approval is required to use photographs and artwork of Mercedes-Benz AG/Mercedes-Benz Group AG (e.g. from the Mercedes-Benz Group Media Site) for reference purposes.

The same applies for using any other photographs and artwork that depict the products or production sites / facilities of Mercedes-Benz AG/Mercedes-Benz Group AG. Any **image** for which reference is requested **must generally have a caption and source of picture specified in the reference request**. We decide on requests to use photographs and artwork based on the trademark, copyright and competition law in force.

The following specific examples are intended to help you assess this:

Unacceptable <b>image advertising</b>	Acceptable <b>image advertising</b>
<b>01</b> Isolated use of our brand logos and brand names in any form, including similar, mistakable brands.	
<b>02</b> Displaying flags, banners or the like with the brand logos of Mercedes-Benz AG/Mercedes-Benz Group AG.	
<b>03</b> Eye-catching imagery, e.g. of Mercedes-Benz vehicles, that fill the entire image or page, particularly imagery of approved vehicles. View from front, front angle, rear, rear angle, brand logo visible in every position.	<b>03</b> Imagery of vehicles that is merely a sub-element of the overall image, i.e. it is not conspicuous; vehicle not an accentuated element of a composition; focus must not be on Mercedes-Benz AG brands. Imagery of vehicles with Mercedes-Benz AG brands if used in conjunction with wheel/tire advertising to convey the aesthetic impact of the product.
<b>04</b> Imagery of the interior or dash (including steering wheel) of our vehicles with identifiable branding, e.g. three-pointed star on hood.	<b>04</b> Imagery of the vehicle interior, engine compartment, trunk, engine cross sections, graphical drawings without visible Mercedes-Benz AG/Mercedes-Benz Group AG branding.
<b>05</b> Vehicle images, line illustrations of vehicles (exception: vehicle contours) for commercial purposes, e.g. on business documents, websites, multimedia presentations.	<b>05</b> Imagery of vehicles – interior and exterior views – of layouts and diagrams with visible brand logos of Mercedes-Benz AG may be depicted in non-fiction books (auto technology), textbooks (illustration), press and television, provided no secrecy interests are harmed.

	Imagery used in the advertising of Mercedes-Benz AG/Mercedes-Benz Group AG is provided to third parties only if the competent communications departments consider this useful for the brand from a functional standpoint.
<b>06</b> Imagery of the factories and headquarters of Mercedes-Benz AG/Mercedes-Benz Group AG, in which our brands are accentuated	<b>06</b> Imagery of supplier production facilities installed at Mercedes-Benz AG/Mercedes-Benz Group AG factories that do not depict our brands; reference to Mercedes-Benz AG/Mercedes-Benz Group permitted in accompanying text.
<b>07</b> Conspicuous depiction of hubcaps, replacement parts, fittings (technical/non-technical) and accessories – such as steering wheels, floor mats, key rings and cleaning cloths – that bear our brand logos.	<b>07</b> A tire is shown directly next to a vehicle. The focal point is clearly the tire. It is harmless for any lay subjects to recognize the vehicle as a Mercedes-Benz vehicle.
<b>08</b> Depiction with conspicuous use of our brand logos and part numbers.	
<b>09</b> Imagery of classic cars that plays off the image of Mercedes-Benz.	<b>09</b> Imagery of classic cars, e.g. to depict the old days.
<b>10</b> Imagery of Carl Benz and Gottlieb Daimler that plays off the image of Mercedes-Benz.	<b>10</b> Imagery of Carl Benz and Gottlieb Daimler that exclusively refers to them as inventors.