

Mercedes-Benz AG as a reference

We consistently receive numerous requests from our business partners dealing with the Topic “references”. The range of such requests is large: from a supply partner who wants to publish our company name (or brand name) on a client list to case studies, articles in which shared projects shall be described in detail, or press releases containing our respective business connection.

The question quickly arises as to what is legal and what is not, what we can allow and what we have to prevent. In order to give you an overview of our most important requirements for references, images and trademarks, we have summarized the essential points for you. Please note this for a reference you have planned. We also ask you to please take into account that the examples listed do not cover all conceivable cases. Observing and implementing these requirements does not replace explicit coordination and approval in individual cases.

Quoting Mercedes-Benz AG as reference

- When naming Mercedes-Benz AG as a reference, only the company name may be given in mixed spelling.
- The name Daimler may not be reproduced.
- The principles of the advertising ban on the basis of third-level-advertising are to be observed.
- If Mercedes-Benz AG is to be mentioned as a reference in a brochure, a website or a trade fair presence of a supplier/service provider, the name is generally given by displaying the company name "Mercedes-Benz AG" in mixed spelling (upper and lower case) and from the house font of the supplier/service provider.
- Color and other stylistic highlights of the company name are not allowed. A list of several companies for reference must be in alphabetical order of all customers.
- A reference can be made no earlier than 3 months after the Mercedes-Benz AG vehicle has been launched on the market. If necessary, start the reference request at the appropriate time.
- References to show cars and vehicle studies are only possible 9 months after presentation at the earliest and must be requested/submitted at the appropriate time.
- As a matter of principle, quotations from employees of Mercedes-Benz AG are to be avoided.
- Reference inquiries regarding which components for Mercedes-Benz AG products are to be exhibited at a trade fair, the exact labeling must be given in the reference request.

Use of Mercedes-Benz AG logotypes

The corporate logotype is reserved for publications, events, trade show displays and web pages initiated by Mercedes-Benz AG.

Use of the Mercedes-Benz AG logotype as well as the use of other brand logos of the other corporate divisions of the Daimler Group is generally not permitted.

Communication activities by suppliers and service providers referring to Mercedes-Benz AG and its brands

Any mention of Mercedes-Benz AG in publications by the supplier/service provider, e.g. in case studies on the Internet, articles in employee or customer magazines or press releases, always requires specific agreement and individual approval.

As a general principle – to avoid the danger of third-party advertising – the supplier should concentrate on showcasing his own products and services rather than on representing his business relationship with Mercedes-Benz AG or its products, production conditions, requirements and the like.

These kinds of communication activities are based on an active and mutually successful supplier/customer relationship.

Mercedes-Benz AG reserves the right of individual approval of form and content of any such representation, as well as the right to withhold its approval in general.

To provide you with an idea of the kind of advertising that can be approved by us if required, we have compiled some examples in the following overview:

Advertising Text

NOT acceptable	Acceptable
<p>1. Plagiarism or modification, even if only in part, of Mercedes-Benz AG advertisement copy or slogans. For example:</p> <p>(1) The original: “Mercedes – Ihr guter Stern auf allen Straßen.” (Mercedes – your good star on all roads you travel by). Changes: “Your good planet on all roads you travel by”;</p> <p>(2) “This star does you loads of good. On all roads.” (Advertisement for an alcoholic beverage).</p>	
	<p>2. Reference on the packaging to the fact that Mercedes-Benz/Daimler has approved certain products. Example: “‘XYZ’ oil, cleared for use pursuant to Mercedes-Benz/Daimler fuel regulations, page...”</p>
<p>3. “The Mercedes of office machinery, washing machines, computers”, etc.</p>	
	<p>4. Purely textual, not eye-catching highlighted indication that a supplier supplies certain parts to Mercedes-Benz for installation in coordinated products. Mercedes-Benz/Daimler brands marks may not be visible.</p>

	<p>5. Purely textual, not eye-catching highlighted note from a supplier, that he installed equipment in a plant/plants of Mercedes-Benz AG. Mercedes-Benz / Daimler brands may not be used.</p> <p>6. Reference of Mercedes-Benz AG in an alphabetical order arranged reference list is possible (Mercedes-Benz AG can be listed under the letter "M". Daimler AG cannot be listed.</p> <p>Please note: "Mercedes-Benz AG" must not be highlighted. The use of the brand logo is not permitted.</p>
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Use of images from Mercedes-Benz AG/Daimler AG

The use of images from Mercedes-Benz AG/Daimler AG (e.g. from the media site) for reference purposes by the supplier/service provider requires prior approval. The same applies to the use of other images showing products or production sites/plants of Mercedes-Benz AG/Daimler AG.

We decide inquiries about the use of image material according to applicable trademark, copyright and competition law.

The following are some examples that should make it easier for you to make an assessment:

Pictorial Advertising

NOT Acceptable	Acceptable
<p>1. The isolated use of our Trademarks and brand names in any use, including similar, confusable brands.</p> <p>2. Presentation of flags, banners or the like using a brand mark of Mercedes-Benz AG/Daimler AG.</p> <p>3. Image or page-filling eye-catcher illustrations of Mercedes-Benz vehicles, especially images of excepted vehicles. Front view, diagonally from the front, from behind, diagonally from rear, Mercedes-Benz trademark in each setting visible.</p>	
	<p>3. Images of vehicles which represent only a minor part of the overall image and are thus not its focal point; vehicle is a noneyecatching part of a composition; Mercedes-Benz/Daimler brand marks may not be placed in the foreground.</p>

	Presentation of vehicles with Mercedes-Benz brand, if used in conjunction with wheel/tire advertising, with a view to relating the esthetic impact of the product.
4. Representations of the interior or the dashboard (including steering wheel) of our vehicles with recognizable brands, e.g. "Star" on the steering wheel / hood.	4. Images of a vehicle's interior, the interior of the motor, the trunk, side elevations of the engine in graphical drawings on which no brand mark of Mercedes-Benz/Daimler can be seen.
5. Images of vehicles, including line drawings of vehicles for commercial purposes; for example, on business documents, on websites, or as part of multimedia presentations.	5. Any images of vehicles, interior and exterior view, of graphs or diagrams on which Mercedes-Benz brand marks are recognizable, may be included in informational literature (automotive technology), schoolbooks (illustrations), in press articles and on television to the extent that this does not affect any interests of confidentiality. Illustrations which are used in Mercedes-Benz/Daimler's advertisement will be made available to third parties only if the communications departments responsible for such cases feel that this could be useful for the brand.
6. Presentation of Mercedes-Benz/Daimler plants (Mercedes-Benz and others including headquarters), in which our brand marks figure prominently.	6. Illustration of production facilities of the suppliers that are installed in Mercedes-Benz / Daimler plants without Mercedes-Benz / Daimler brands appearing in the image; Reference to Mercedes-Benz / Daimler permitted in the accompanying text.
7. Eye-catching representation of hubcaps, spare parts, accessories (technical/non-technical) and accessories, such as steering wheels, floor mats, key rings, each provided with our trademarks.	7. A tire is in the immediate vehicle environment shown. The emphasis is clearly on the tire. It is harmless that the interested layman recognizes that the vehicle is a Mercedes-Benz vehicle.
8. Representation with eye-catching using of our trademarks and the part number.	
9. Presentations of classic cars in a way which directly refers to the image of Mercedes-Benz/Daimler.	9. Illustration of classic cars, e.g. for representation of the "old time".
10. Images of Carl Benz and Gottlieb Daimler in a way which directly refers to Daimler's image.	10. Images of Carl Benz and Gottlieb Daimler in a way which exclusively refers to them as entrepreneurs.