

## Mercedes-Benz Group 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 or on social media to citing Mercedes-Benz Group AG in lists of clients.

To give you an overview of our most important requirements for references, images and brand logos, we have summarized the key points for you. The examples cited do not include every possible case, however.

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.

### Mentioning Mercedes-Benz Group AG – General Requirements

- We do not give **any blanket approval** for unfinished material. For any approval, we require the **actual material** (final texts, photos, captions, etc.) meant for publication. **The intended place of publication and use must be specified.**
- **The focus** of reference texts must be on **the supplier and its services** and not on Mercedes-Benz Group AG. At the same time, Mercedes-Benz Group AG and its brands must **not** be mentioned in **headings** and may only be mentioned a **maximum of once per page**. The principles of the ban on third-party advertising must be observed.
- **Interviews** with employees of Mercedes-Benz Group AG and **quotes** from them generally cannot be approved.
- Our **corporate logotype** and our **brand logos** are generally intended for use initiated by us and may not be used by external parties.
- If Mercedes-Benz Group AG is to be cited as a reference in a brochure or on a website, the **name "Mercedes-Benz Group AG"** must generally be used with initial capitals in the corporate typeface of the supplier / service provider. Color or other stylistic accentuation of the company is not permitted. Different companies should be placed in alphabetical order on reference lists.
- If **photographs and artwork** are used for referential purposes, the focus must not be on vehicles and products of Mercedes-Benz Group AG and its brands or on the brand logos. Additionally, no Mercedes-Benz Group AG employees may be depicted.
- **Infoboxes** about our company or boilerplates must not be used.
- Mercedes-Benz Group AG will not produce reference texts or sign any **pre-printed forms**.
- We are very restrictive about **photo shoots and filming** on the property of Mercedes-Benz Group AG. In exceptional cases with very good justification, we will check with corporate communications regarding such recordings.
- Mercedes-Benz Group AG retains the right to **initial communication** of new products, processes, procedures, etc.
- Reference requests are generally assessed based on different parameters, such as the amount sales volume, length of cooperation and existing strategic partnerships. We weigh

these factors on a case-by-case basis and **reserve the right to reject** requests outright or their format/content.

- Reference requests from **sub-suppliers** are not permitted.

### Examples of acceptable and unacceptable text advertising

Unacceptable <b>text advertising</b>	Acceptable <b>text advertising</b>
<p><b>01</b> Copying advertising text from Mercedes-Benz-Group 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).</p>	
	<p><b>02</b> Reference to Mercedes-Benz Group approval for operating fluids in containers. Example: "XYZ oil, approved based on Mercedes-Benz Group Specifications for Operating Fluids, sheet ..."</p>
<p><b>03</b> "The Mercedes of office equipment, washing machines, computers, etc."</p>	
	<p><b>04</b> Purely textual reference without obvious emphasis that a supplier provides certain parts to Mercedes-Benz Group for installation in specified products; our brands and models must not appear as part of this.</p>
	<p><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.</p>
	<p><b>06</b> Referential mention of our company in an alphabetized reference list. The name "Mercedes-Benz Group AG" may be listed under the letter "M." Please note: Obvious emphasis must not be placed on "Mercedes-Benz Group AG."</p>

## Examples of acceptable and unacceptable image advertising

Prior approval is required to use photographs and artwork of Mercedes-Benz Group AG (e.g. from the global 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 Group AG.

Any image for which reference is requested must generally have a caption 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 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 Group AG brands. Imagery of vehicles with Mercedes-Benz Group 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 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 Group 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 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 Group AG, in which our brands are accentuated	<b>06</b> Imagery of supplier production facilities installed at Mercedes-Benz Group AG factories that do not depict our brands; reference to 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.