



MAN wins the “2012 Sports Marketing Award”

Munich, February 15, 2012

Award ceremony at the 16th SpoBiS conference in Düsseldorf

The MAN Group has won the “2012 Sports Marketing Award” with its “the German Bundesliga travels MAN” sponsoring campaign. The Munich-based Dax 30 Group beat off 25 competitors in the race for the well-known prize. Together with German Bundesliga partners FC Bayern Munich, Borussia Dortmund, 1. FC Kaiserslautern, VfL Wolfsburg, and Hamburg SV, MAN implemented an innovative and varied communications concept featuring the MAN team coaches: from fan trips in the team coaches of the clubs, websites, and video clips with goalkeeper legend Oliver Kahn through exhibition of the “Champion Mobile” for titleholder Borussia Dortmund. The “Brückenschuss” viral video enjoyed around three million clicks on the internet.

“Through these sponsoring activities, we have done more than just present our team coach product as an integral part of the sporting world – we have enabled fans to well and truly experience it. This new concept has been very well received. I am delighted that the panel of experts picked us,” said Andreas Lampersbach, Head of Corporate Communications at MAN.

“The MAN project developed together with the Juniper Group primarily won us over with its creative idea, which was implemented across all channels and created clear added value for the target group,” explained judge Marcel Cordes from SPORT + MARKT. Tom Bender, Director of the German Soccer League (DFL), who was also on the panel, said: “The campaign shows how creativity in soccer advertising can generate a great deal of attention.” The panel comprising nine top-level representatives from the fields of sports, business, media, and academia, judged the projects on innovation & trend, sustainability, and marketing success.

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