



Creating a sense of home in countries far away for another three years? MAN kann.

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The Black & Yellows to continue on the road with MAN

MAN and Borussia Dortmund have extended their partnership which began back in 2010 by another three years until 2019. The news was announced by Hans-Joachim Watzke, Managing Director / Chairman of Borussia Dortmund, and Hartmut Sander, Vice President of MAN Truck & Bus AG.

“We are delighted that the partnership with MAN will be continuing. Together, we have already brought home the Champion Shield and the DFB Cup. We want to continue this successful course as partners,” says Hans-Joachim Watzke. Hartmut Sander is also pleased: “We have been on the road with BVB for six years now and have seen it go from an absolutely top-class national team to an international one. In light of our internationalization strategy, the partnership is an integral part of our brand communication. With the extension of our contract, we wish to build on our successful course to date and look forward to three more years with BVB.”

MAN’s commitment goes far beyond providing a vehicle, and yet it always centers on the Club’s team MAN Lion’s Coach L. “BVB has turned into a brand with international appeal. We can also benefit from this. Numerous trips abroad enable us to reach additional target markets with our product and bring our partnerships to life for the local sales regions too,” continues Sander.

“Regardless of wherever in the world the team is moving, people wave to the black and yellow bus. It is of great importance to us and we are extremely pleased that MAN will also continue to accompany us in the future – through Germany, Europe, and the entire world,” says Carsten Cramer, BVB Director of Marketing and Sales.

MAN has been an official partner of Borussia Dortmund since 2010 and as the commercial vehicle partner provides Borussia’s official team bus and a mobile fan shop.

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