



Docking at HSV for three more years? MAN kann. Dino of the Bundesliga to continue to travel MAN.

Munich, January 20, 2017

MAN and Hamburger SV have extended their partnership which began back in 2010 for another three years until 2019. The news was announced by Oliver Poppelbaum, Head of Digital, Sales & CRM for HSV Fußball AG and Hartmut Sander, Vice President of MAN Truck & Bus AG.

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“Hamburger Sportverein is delighted to have extended the partnership with MAN. Together we will continue to actively develop our successful course further,” explains Poppelbaum. Hartmut Sander is also pleased: “As a founding member of the Bundesliga, HSV has a particular appeal. The Club has a long history with many triumphs and is especially popular in our Northern sales region. The cooperation with HSV is an integral part of our national activities and we are very optimistic about the next three years together.”

Head of Communications
Sacha Klingner

MAN's commitment goes far beyond providing a vehicle, yet it always centers on the Club's team MAN Lion's Coach L. “Our partnerships involve bringing our brand to life in the soccer world in a new way every year. We have succeeded very well in doing so at HSV in the past with innovative measures like a spectacular coach christening or a bus design by the fans,” continues Sander.

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“MAN's team bus puts it very close to our team. We are extremely thankful for the high quality that we will continue to be provided with in the coming years,” concludes Oliver Poppelbaum.

MAN has been an official partner of Hamburger SV since 2010 and as the commercial vehicle partner provides the Dino's official team bus.