



Mercedes-Benz
Trucks Schweiz AG

Communiqué de
Presse

6 décembre 2022

Mercedes-Benz Trucks surprend les chauffeurs de camion par une action du père Noël.

Mercedes-Benz et sept partenaires commerciaux ont rendu visite aux chauffeurs routiers dans toute la Suisse le jour du père Noël. Dans les bagages: Des boîtes remplies de cadeaux de Noël – et de beaucoup d’estime.

Schlieren – Les chauffeurs routiers travaillent dur au quotidien. Tout au long de l’année, ils veillent à ce que les marchandises et les colis arrivent à temps. Et à Noël, c’est grâce à eux que les cadeaux sont placés à temps sous le sapin de Noël. «Il est donc temps de vous remercier encore une fois», estime Svenja Lyhs, Head of Marketing de Mercedes-Benz Trucks Schweiz AG.

Cadeaux du père Noël pour les héros de la route

Aussitôt dit, aussitôt fait. Le 6 décembre 2022, l’équipe Mercedes-Benz Trucks Suisse Lucky Trucker – ainsi que sept partenaires commerciaux – se sont donc mis en route dans leurs show trucks décorés de Noël. Dans les bagages: des boîtes remplies de cadeaux de Noël. L’objectif? les aires d’autoroute dans toutes les régions du pays.

Et comme les chauffeurs routiers circulent presque 24 heures sur 24, les show trucks ont démarré tôt le matin. La surprise était parfaite. «Nous avons rencontré les premiers visages rayonnants dans l’obscurité et 500 cadeaux de Noël étaient déjà répartis vers quatre heures de l’après-midi», se réjouit Svenja Lyhs. «La joie des donataires a été grande, l’action a été un franc succès.»

35 ans de tradition

La «surprise des routiers» est une tradition chez Mercedes-Benz Trucks Suisse. Depuis plus de 35 ans, le constructeur à l’étoile rend visite à des chauffeurs routiers. Parfois avec des packs-repas, parfois avec des cadeaux utiles, des conseils d’experts au quotidien ou des informations sur les innovations techniques.





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De plus amples informations de la part de Mercedes-Benz sont disponibles ici:
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Daimler Trucks & Buses

Daimler Trucks & Buses is one of the world’s largest commercial vehicle manufacturers, with more than 35 primary locations around the world and approximately 100,000 employees. The company brings seven vehicle brands under one roof: Mercedes-Benz (light, medium and heavy trucks, city buses, overland buses and coaches) and Setra (overland, long-distance and premium coaches) are its European traditional brands; North American brands include Freightliner Trucks (in weight classes 5 to 8 serving a wide range of commercial vehicle applications), Western Star (heavy and long-haul heavy-duty trucks) and Thomas Built Buses (light to medium weight buses); and Asian brands BharatBenz, based in Chennai, India (9- to 55-ton trucks, medium- and heavy-duty buses) and FUSO, headquartered in Japan (trucks and buses for Asia, the Middle East, Africa, Europe and Latin America). Thus, Daimler Trucks & Buses offers its customers around the globe a broad portfolio of commercial vehicles, from minibuses to heavy trucks for specialized transport. In short: products and solutions for all who keep the world moving. More than 120 years ago, Gottlieb Daimler and Carl Benz laid the foundation for the modern transport industry. Over the past decades, Daimler’s Truck and Bus divisions have consistently set standards for the entire transportation industry – in terms of safety, fuel efficiency and driver and passenger comfort. Now it’s time for the next evolutionary step: emission-free, automated and connected driving. Daimler Trucks & Buses is working to bring these important technologies to volume series production, across brands, divisions and regions. The company aims to take its vision of CO2-neutral transport and accident-free driving a major step closer and contribute to the sustainability of global goods and passenger transport. In 2019 Daimler Trucks & Buses delivered a total of around one-half million trucks and buses to customers. In 2019 sales for individual business units amounted to €40.2 billion at Daimler Trucks and €4.7 billion at Daimler Buses. EBIT came to €2.5 billion for Daimler Trucks and €283 million for Daimler Buses.