

Communiqué de presse

Le 7 juillet 2025

DREAM BIG – Nouvelle campagne avec Matthias Glarner et l'Actros L ProCabin

Schlieren – Mercedes-Benz Trucks s'engage dans le monde de la lutte suisse sous la devise «Une marque de tradition rencontre la force brute». Matthias Glarner, sacré roi de la lutte en 2016 et ambassadeur officiel de la marque à l'étoile depuis 2023, reste fidèle à l'entreprise: leur partenariat réussi a été solennellement prolongé jusqu'en 2028.

Cette prolongation a été l'occasion de présenter le nouveau Showtruck DREAM BIG – un Actros L avec ProCabin, conçu dans l'esprit de la devise personnelle de Matthias Glarner. La campagne éponyme sera lancée à l'automne 2025. «DREAM BIG symbolise toutes les personnes qui rêvent grand et qui sont prêtes à travailler dur pour concrétiser leurs objectifs», a déclaré Matthias.

Sa carrière impressionnante souligne cette attitude: avec plus de 25 ans d'expérience dans le monde de la lutte, 116 couronnes, 14 victoires à la fête de la lutte et le titre de roi de la lutte 2016 à Estavayer-le-Lac, ce sportif originaire de l'Oberland bernois fait partie des athlètes emblématiques du milieu. Outre le sport, Matthias Glarner a obtenu un master en sciences du sport ainsi qu'un CAS en Entrepreneurial Leadership à l'Université de Berne. Il est cofondateur de Spirit4SportsPro, une entreprise de promotion individuelle des athlètes, entraîneur sportif de haut niveau auprès de l'Association fédérale de lutte suisse et président de la FFLS 2028 à Thoune.

Svenja Lyhs, Head of Marketing, PR & Product Management chez Daimler Truck Suisse, précise: «Nous avons rapidement compris que Matthias Glarner correspondait parfaitement à Mercedes-Benz Trucks. Avec la campagne DREAM BIG, nous communiquons des valeurs communes telles que l'esprit de performance, l'authenticité et la vision à long terme.»

Le showtruck DREAM BIG sera visible pour la première fois lors de la FFLS 2025 dans le canton de Glaris. Daimler Truck Suisse SA est supporter officiel de la Fête fédérale de lutte et de jeux alpins. Cet automne, le camion sera exposé au salon des véhicules utilitaires transport-CH à Berne.

Interlocutrice Daimler Truck Suisse SA

Svenja Lyhs, 044 755 87 38, svenja.lyhs@daimlertruck.com

De plus amples informations de Daimler Truck sont disponibles ici:

media.daimlertruck.com et media-ch.daimlertruck.com/fr/

Forward-looking statements:

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “can,” “could,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, pandemics, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates, customs and foreign trade provisions; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government investigations or of investigations requested by governments and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which are described under the heading “Risk and Opportunity Report” in this Annual Report. If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.

Daimler Truck at a Glance

The Daimler Truck AG is one of the world's largest commercial vehicle manufacturers, with more than 35 primary locations around the world and more than 100,000 employees. The company brings together seven vehicle brands under one roof: Mercedes-Benz (light, medium and heavy trucks as well as city, intercity and touring coaches) and Setra (intercity, long-distance and premium coaches) are our traditional European brands; our U.S. brands Freightliner Trucks (trucks in weight classes 5 to 8 for a wide range of commercial vehicle applications), Western Star (heavy trucks for specialized and long-haul transports) and Thomas Built Buses (light to medium-duty buses); and our Asian brands Bharat Benz, based in Chennai, India (trucks in the weight classes 10 to 55 t and medium and heavy-duty buses) and FUSO with its headquarters in Japan (trucks and buses for Asia, the Middle East, Africa, Europe and Latin America). This allows Daimler Truck AG to offer its customers around the globe a broad spectrum of commercial vehicles, ranging from minibuses to heavy-duty trucks for special-purpose transport applications – in short: products and solutions for everyone who keeps the world moving. Gottlieb Daimler and Carl Benz laid the foundation for the modern transport industry 125 years ago. Over the past decades, Daimler Truck's divisions have consistently set standards for the entire transportation industry – in terms of safety, fuel efficiency and driver and passenger comfort. It is now time for the next evolutionary step: emission-free, automated and connected driving. Daimler Truck is working to bring these important technologies to high-volume series production, across brands, segments and regions. In this way the company intends to take a major step closer to realizing its vision of CO₂-neutral transport and accident-free driving whilst also contributing to the sustainability of global goods and passenger transport. In 2020, a total of 378,290 trucks and buses were delivered. In 2020 the revenue of the individual areas of business amounted to € 36 billion for Daimler Truck AG. The adjusted EBIT was € 657 million for Daimler Truck AG.