

Le roi de la lutte touche les étoiles. Matthias Glarner devient ambassadeur de la marque Mercedes-Benz Trucks.

Schlieren - Mercedes-Benz Trucks s'engage dans le monde de la lutte suisse sous la devise «La tradition rencontre une marque de tradition» et s'offre le roi de la lutte 2016 Matthias Glarner comme ambassadeur de la marque à l'étoile. Avec plus d'un quart de siècle d'expérience dans la lutte, 116 couronnes, 14 victoires à la fête de la lutte et le sacre en 2016 à Estavayer-le-Lac, la carrière de Matthias Glarner est impressionnante.

Svenja Lyhs, Head of Marketing, PR & Product Management chez Daimler Truck Suisse nous en dit plus sur ce partenariat: «Nous avons rapidement compris que notre marque correspondait parfaitement à l'esprit de la lutte suisse. Je suis ravie de pouvoir mettre en œuvre cette stratégie en collaboration avec Matthias Glarner.» Ce sportif extrêmement sympathique confirme. «La marque Mercedes-Benz Trucks est synonyme de qualité et d'innovation. Je pense que nous pouvons faire bouger beaucoup de choses ensemble», déclare Matthias, ajoutant en souriant: «qui sait, peut-être que mon futur véhicule de fonction sera un camion Mercedes-Benz. Encore faudrait-il que je passe le permis poids lourd.» Ce qui devrait être une simple formalité pour Matthias Glarner. Le sportif originaire de l'Oberland bernois est titulaire d'un Master en sciences du sport et a obtenu un CAS en Entrepreneurial Leadership à l'Université de Berne. Il est fondateur et copropriétaire de Spirit4SportsPro, une entreprise qui aide les athlètes à atteindre objectifs personnels et individuels. Par ailleurs, Matthias a un mandat de coach sportif de haut niveau auprès de l'Association fédérale de lutte suisse, et il préside également la candidature de Thoun - Oberland bernois pour la FFLS 2028.

Cette année, le sympathique roi de la lutte bernois s'est déjà impliqué en faveur de la marque Mercedes-Benz Trucks. Lors d'une journée en mai, il a créé la surprise auprès des conductrices et conducteurs de camion sur l'aire de repos de Gunzgen Nord. Lors d'un challenge «Hau-den-Lukas», les conductrices et conducteurs de camion ont pu se mesurer à Matthias. Les heureux gagnants de cette journée ont même été invités à un stage de fitness personnalisé avec Matthias Glarner. «J'ai eu le grand plaisir de montrer aux conductrices et

conducteurs de petits exercices de fitness qu'ils peuvent intégrer dans leur quotidien pour profiter de leur métier le plus longtemps possible», explique Matthias.

Partenaire des plus importantes fêtes de lutte

Daimler Truck Suisse SA s'engage dans le domaine de la lutte. La marque est récemment devenue «partenaire officiel» de l'Unspunnen-Schwinget 2023 à Interlaken. La marque est également « sponsor officiel» de la Fête fédérale de lutte du jubilé Appenzell 2024 et «supporter officiel» de la Fête fédérale de lutte suisse et des jeux alpestres pays de Glaris+ 2025.

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De plus amples informations de Daimler Truck sont disponibles ici:

media.daimlertruck.com et media-ch.daimlertruck.com

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.