

DREAM BIG – Neue Kampagne mit Matthias Glarner und dem Actros L ProCabin.

Schlieren – Unter dem Motto «Traditionsmarke trifft auf Power» engagiert sich Mercedes-Benz Trucks im Schweizer Schwingsport. Matthias Glarner, Schwingerkönig 2016 und seit 2023 offizieller Botschafter der Marke mit dem Stern, bleibt dem Unternehmen treu: Die erfolgreiche Partnerschaft wurde feierlich bis ins Jahr 2028 verlängert.

Im Rahmen dieser Verlängerung wurde auch der neue Showtruck DREAM BIG präsentiert – ein Actros L mit ProCabin, gestaltet im Look und nach dem Feeling des persönlichen Mottos von Matthias Glarner. Die gleichnamige Kampagne wird im Herbst 2025 lanciert. «DREAM BIG steht für alle, die grosse Träume haben – und bereit sind, hart dafür zu arbeiten», meint Matthias Glarner.

Seine beeindruckende Karriere unterstreicht diese Haltung: Mit über 25 Jahren Erfahrung im Schwingsport, 116 Kränzen, 14 Kranzfestsiegen und dem Titel des Schwingerkönigs 2016 in Estavayer-le-Lac zählt der Berner Oberländer zu den prägenden Persönlichkeiten der Szene. Zusätzlich zum aktiven Schwingen hat Glarner einen Masterabschluss in Sportwissenschaften sowie ein Certificate of Advanced Studies (CAS) in Entrepreneurial Leadership an der Universität Bern erworben. Er ist Mitgründer von Spirit4Sports Pro, einem Unternehmen zur individuellen Athletenförderung, sowie Trainer im Spitzensport beim Eidgenössischen Schwingerverband und Präsident des Eidgenössischen Schwing- und Älplerfests (ESAF) 2028 in Thun.

Svenja Lyhs, Head of Marketing, PR & Product Management bei Daimler Truck Schweiz AG, betont: «Für uns war schnell klar, dass Matthias Glarner perfekt zu Mercedes-Benz Trucks passt. Mit der Kampagne DREAM BIG kommunizieren wir gemeinsame Werte wie Leistungsbereitschaft, Bodenständigkeit und Weitblick.»

Der Showtruck DREAM BIG wird erstmals am ESAF 2025 im Glarnerland zu sehen sein. Daimler Truck Schweiz AG ist der offizielle Supporter des Fests. Im Herbst wird der Truck an der Nutzfahrzeugmesse transport-CH in Bern ausgestellt sein.

Ansprechpartner Daimler Truck Schweiz AG

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Weitere Informationen von Daimler Truck sind hier verfügbar:

media.daimlertruck.com und 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.