



Mercedes-Benz
Trucks Schweiz AG

Presse-Information
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Mercedes-Benz Trucks überrascht Truckerinnen und Trucker mit Samichlausaktion.

Mercedes-Benz und sieben Vertriebspartner haben am Samichlausestag Truckerinnen und Trucker in der ganzen Schweiz besucht. Im Gepäck: Kistenweise Chlaussäckli – und viel Wertschätzung.

Schlieren – Truckerinnen und Trucker leisten täglich Grosses. Das ganze Jahr über sorgen sie dafür, dass Waren und Pakete termingerecht ankommen. Und an Weihnachten verdanken wir es ihnen, dass die Geschenke pünktlich unter dem Weihnachtsbaum liegen. «Zeit also, wieder einmal danke zu sagen», findet Svenja Lyhs, Head of Marketing der Mercedes-Benz Trucks Schweiz AG.

Samichlaussäckli für die Heldinnen und Helden der Strasse

Gesagt, getan. Also machten sich am 6. Dezember 2022 das Mercedes-Benz Trucks Schweiz Lucky Trucker Team – sowie sieben Vertriebspartner – in ihren weihnachtlich dekorierten Showtrucks auf den Weg. Im Gepäck: kistenweise Chlaussäckli. Das Ziel: Autobahnraststätten in allen Landesteilen.

Und weil Truckerinnen und Trucker nahezu rund um die Uhr unterwegs sind, schwärmten die Show Trucks bereits um früh morgens aus. Die Überraschung war perfekt. «Die ersten strahlenden Gesichter trafen wir noch im Dunkeln, und bereits Nachmittags um vier waren 500 Chlaussäckli verteilt», freut sich Svenja Lyhs. «Die Freude bei den Beschenkten war gross, die Aktion war ein voller Erfolg.»

Tradition seit 35 Jahren

Das «Trucker*innen-Überraschen» hat Tradition bei Mercedes-Benz Trucks Schweiz. Seit über 35 Jahren besucht der Hersteller mit Stern Truckerinnen und Trucker auf Achse. Mal mit Lunchpaketen, mal mit nützlichen Give-Aways, Expertentipps für den Alltag unterwegs oder Informationen zu technischen Innovationen.





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Weitere Informationen von Mercedes-Benz sind hier verfügbar:
media.daimler.com, media.mercedes-benz.ch, mercedes-benz-trucks.ch

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 and tariff regulations; 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 we describe under the heading “Risk and Opportunity Report” in the current Annual Report or the current Interim 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 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.

