



Munich, September 27, 2013

## **MAN to be main sponsor of 2013 Diesel Medal**

### **Commitment to Germany's oldest innovation award**

The MAN Group will be the main sponsor of this year's Diesel Medal, marking the 60th anniversary of Germany's oldest innovation award. MAN and Rudolf Diesel, the man whose name the innovation award bears, share an inextricably linked history. At an early stage in his career as an inventor Diesel came into contact with Heinrich von Buz, at the time Managing Director of the Maschinenfabrik Augsburg, which became the M.A.N. Maschinenfabrik Augsburg-Nürnberg in 1908. From 1893 onwards, Diesel developed the diesel engine in cooperation with MAN engineers from Augsburg. The first prototype of the new engine ran independently on August 10, 1893. The breakthrough finally came in 1897, when the first fully functional diesel engine was presented to experts.

"In excess of 90 percent of all goods transported in the world are conveyed using the diesel engine: for example on gigantic container ships, by truck, or by rail. This shows just how unique Rudolf Diesel's invention was and his high innovative capacity," says Dr. Pachta-Reyhofen, Chief Executive Officer of MAN SE. "We are delighted that our support for the Diesel Medal will be honoring the inventor Rudolf Diesel and at the same time showing our commitment to innovation and its promotion."

Dr. Heiner Pollert, Chairman of the Deutsches Institut für Erfindungswesen e.V. (German Institute for Inventions), which organizes the award of the Diesel Medal, adds: "With MAN we have succeeded in uniting a globally recognized corporate brand with the award of the Diesel Medal. This success will help us enormously in making our interest in the creative work of inventors and its successful commercial exploitation known to a large section of the population."

The awards ceremony for this year's Diesel Medal in the four categories "Best Innovative Achievement", "Most Sustainable Innovative Achievement", "Best Media Communications" and "Best Innovative Support" will be held in Munich in the Hall of Fame of the Deutsches Museum on November

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €15.8 billion in 2012. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 54,300 people worldwide. Its business areas hold leading positions in their respective markets.

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29, 2013 before invited guests from politics and society, industry, and the media. You can find more information on nominations for the four categories at [www.dieselmedaille.de](http://www.dieselmedaille.de).

## About MAN

The MAN Group is one of Europe's leading players in the engine, commercial vehicle, and mechanical engineering industries, generating annual revenue of around €15.8 billion and employing a workforce of around 54,300 worldwide. MAN is a supplier of trucks, buses, diesel engines, turbomachinery, and special gear systems, and it holds leading positions in all its markets. MAN can look back on a corporate history of more than 250 years.

## About the Diesel Medal

The Diesel Medal originated at the initiative of Eugen Diesel, Rudolf Diesel's son, in 1953 and is thus Germany's oldest innovation prize. It is awarded by the German Institute for Inventions (DIE e.V.). One of the main aims of DIE e.V. is to adequately acknowledge the achievements of inventors and companies in public and to provide systematic support for their work. The prize has a signaling effect for the whole economy and places the subject of innovation firmly at the center of public attention. The long list of medal winners underlines the great importance of intellectual creativity and commercial success. Famous prizewinners include Wernher von Braun, Gottlob Bauknecht, Arthur Fischer, Anton Kathrein, Sybill Storz, Viktor Dulger, Karl Schlecht, Friedhelm Loh, Nobel laureates Herrmann Staudinger, Ernst Ruska und Manfred Eigen, as well as SAP founders Dietmar Hopp, Hasso Plattner, and Klaus E. Tschira.