

## MAN Truck & Bus AG



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To  
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Munich, October 6, 2015

### Letter of recommendation for Ms. Gabriele Gutwirth

I have come to know Ms. Gutwirth as both an excellent and creative graphic designer and a competent consultant and project manager. I can recommend Ms. Gutwirth for a Master's program based on the excellent support and commitment she has given in all of the projects on which we have collaborated together since 2003.

As an international company, it is vital for the MAN Group to work with professional, performance-driven partners who, in addition to employing their professional expertise, are also willing to embrace not only the many product-specific requirements but also the demands posed by intercultural factors and corporate culture. Moreover, I believe that within a corporate environment, the key creative challenge lies in ensuring the corporate design is not simply implemented reliably and in accordance with guidelines. Only someone who is able to understand the corporate values embedded within those guidelines, the fundamental mindset of a company and its strategic orientation and who succeeds in interpreting this in a creative way can maximize the powerful impact of a corporate design. This is the only way to bring life to a corporate design, to convey uniqueness and to fulfill marketing's prime purpose.

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Ein Unternehmen der MAN Gruppe · [www.man.eu](http://www.man.eu)

Gabriele  
Gutwirth  
**Communication  
Design**

Master of Fine Arts (Univ.)  
(Visual Arts)  
Diplom-Designer (FH)  
Bachelor of Arts  
(Communication Design)

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Design Concept  
Design Consulting  
Brand Development

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Through her professional and personal skills and her unrelenting commitment, Ms. Gutwirth has always proved she is able to perfectly fulfill this requirement. This has enabled us to carry out and complete all our projects together with great success. With Ms. Gutwirth on board I could always be sure of optimum results. This success is reflected in the extremely positive feedback always given by our customers, supervisory boards, executive boards and employees and testifies to Gabriele Gutwirth's lasting and excellent reputation within our company.

Allow me to mention a few examples:

### Corporate communications: Design of the Annual Report

The Annual Report is a report which must present facts and figures in a clearly structured way. It requires both a high degree of accuracy and a fundamental economic grasp. In addition, an annual report can also be used as a medium to promote a company's image, giving readers an insight into its strategy and corporate orientation through editorial contributions such as highlights and flagship projects. Here too, Ms. Gutwirth understood how to show our company in a particular light while also paying meticulous attention to the accuracy of all content. Our in-house editorial team and the various departments which supplied content could completely rely on Ms. Gutwirth's professionalism.

### Anniversary communications celebrating 150 years of Rudolf Diesel as part of the company's 250th anniversary:

This was an extremely important and internationally significant project for MAN because the diesel engine was invented by Rudolf Diesel at MAN and subsequently revolutionized the world. Ms. Gutwirth developed the corporate design for the anniversary, conceived and designed all of the exhibition and anniversary communications and supported and managed the project for one and a half years. All related products were developed and implemented on time. In addition to producing the highly successful design, she was also available to answer queries at short notice and responded quickly and flexibly, even at weekends. We remain especially proud of the exhibition catalog and continue to use it in the MAN Museum.

### Events at MAN Diesel & Turbo to impact on internal and external target groups and stakeholders:

All events, both internal and external, are accompanied by extensive communications measures. Here, it is important to develop design concepts geared to the respective target groups and which we can use in a wide range of media. Alongside traditional printed media such as invitations, posters and information brochures, these also include event materials and the creation of document templates for further editing by our employees. Ms. Gutwirth supported us extensively throughout the design process and developed extremely functional solutions yet with sophisticated graphics. At this point, I would like to mention the following events:

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- The MAN Family Day, which was organized at national and international locations. The key visual and the design of all communications and event resources were extremely well received and implemented by all locations.
- Diesel Dialog employee information fair. Designed as a communications and contact platform to enable the MAN Executive Board and top management to communicate directly with employees, the format has been introduced at the national and international production locations and has consistently contributed to the demanding communications cascade within the company.
- PrimeServ Academy inauguration event: The inauguration of the first of several MAN PrimeServ Academies throughout the world introduced a central element for the strategic direction of our after sales business. In terms of content and design, the concept for the event was developed especially for our customers, but also for other key stakeholders such as investors, local partners, supervisory boards and in particular employees within the division.

Ms. Gutwirth designed and implemented these and numerous other events in a way that catered for the various target groups.

### Interior design

As part of the re-design of our corporate head office, Ms Gutwirth was responsible for designing the lobby of MAN Diesel & Turbo's "Diesel Tower". The Diesel Tower houses the Executive Board offices and also customer contact departments. The task here was to understand and meet the requirements and expectations of the Executive Board, the relevant departments and the architect. In addition to her creative abilities, Ms. Gutwirth also demonstrated the required excellent coordination skills and high levels of empathy. Her interior design emphasized the building's architectural design. The extremely coherent overall concept consisting of light and graphic elements combined with modern, informative elements portrays a globally active company, internationality, modernity and transparency. An entrance area which promotes the corporate image.

### Corporate design and internal knowledge transfer

#### MAN event manual

As Head of Event Management for the MAN Group, it was important for me to ensure professional and high-quality organization of internal and external events of every magnitude at all of MAN's national and international locations.

Ms. Gutwirth was tasked with bringing together our expertise in designing and organizing events within a clearly structured manual for colleagues at national and international locations. Among other things, one of the challenges was to clearly portray the individual steps involved in integrated event management. It was also necessary to convey an understanding that irrespective of size, an event can only be perfect if all preparation and follow-up steps are executed to high standards of perfection and with a high degree of circumspection. To guarantee successful implementation it was particularly essential to develop a set of templates, outlines and checklists. This was the only way to ensure the sites can achieve the high quality standards efficiently without additional expense. A major, Group-wide success which I believe was largely

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Gabriele

Gutwirth

**Communication**

**Design**

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(Visual Arts)

Diplom-Designer (FH)

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(Communication Design)

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attributable to Ms. Gutwirth's exacting standards of perfection along with her resultant precise and careful manner of working.

Throughout the many years in which I have worked with Ms. Gutwirth, I have always considered her to be a team member. We are partners on an equal footing who can give each other honest praise and criticism in order to achieve the best possible results. In particular, I have come to value Gabriele Gutwirth for her understanding of integrity, her ability to appreciate other people irrespective of their cultural or professional background, her sincerity, empathy, and diligence, and for her desire to produce excellent work. As a result, she has not only left her creative mark on our company but has also left a lasting impression as an individual.

I am delighted Ms. Gutwirth has decided to further her studies and am therefore pleased to recommend her for a Masters course of study at Miami International University of Art & Design.

Sincerely yours,

Anja Holtmannspötter  
MAN Truck & Bus AG  
MAN Academy  
Head of MAN Employer Branding & Communications

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