



The Trailer Company.



Business Partner CD Guide

Corporate Design guideline for authorised
Schmitz Cargobull business partners

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Dear (future) Business Partner,

We are happy to welcome you as part of the Schmitz Cargobull family. Together with you, we want to bring the blue elephant into your market and build up the brand “Schmitz Cargobull”.

As an “authorised BusinessPartner of Schmitz Cargobull” you are our local representative and our voice to the customers.

To ensure a uniform, strong and high-quality presence, a few simple requirements must be followed. On the following pages you will find all needed information. Please find below the highlights.

Contract

By signing the necessary paperwork, you will become an “authorised BusinessPartner of Schmitz Cargobull”. More detailed information can be found on page 4 and following.

Trademark rights

We want to make sure that everybody recognises you as the local Schmitz Cargobull contact partner. For that reason, you will gain access to our Dealer Support Center and be allowed to use our “authorised BusinessPartner of Schmitz Cargobull” logo on advertising, marketing and business materials.

Nevertheless, whatever you do, the rights of Schmitz Cargobull’s internationally protected trademark must not be infringed. You will find further information on the proper use of the trademark on page 6.

Partnership

We are looking forward to building up a reliable and successful partnership with you. Together we can make the blue elephant successful in your market.

Please do not hesitate to contact me or my team whenever questions arise.

With best regards,

Michael Temminghoff

Director Region Overseas

Contract

In order to create a contractual basis for our future cooperation, your Schmitz Cargobull representative will provide you with the relevant contract documents.

Please sign and return the contract documents to us. In the next step we will send you a fully signed contract for your records. You are now officially an "authorised BusinessPartner of Schmitz Cargobull" and are permitted to use the logo. We will activate your account for the Dealer Support Centre, where you will find several necessary files.



Agreement on the use of the company logo

Between	and	and
Schmitz Cargobull AG Bahnhofstr. 22 48612 Horstmar Germany	Schmitz Cargobull Subsidiary Street Postcode Town Country	Business Partner Street Postcode Town Country
hereafter referred to as: "SCB"	hereafter referred to as: "SCB-S"	hereafter referred to as: "the partner"

SCB-S is a subsidiary of Schmitz Cargobull AG, the market leader for heavy commercial vehicle semi-trailers in Europe. Schmitz Cargobull AG is the owner of a number of protected trademarks (word and figurative marks).

Schmitz Cargobull AG, grants the partner free-of-charge use for the company logo shown below (word and figurative mark in respective colour and size). The use is confined in each case to publications and for exclusive use on the website of the partner.



When representing our logo, the partner shall not modify or change its shape, colour and proportions, and is obliged to ensure that the quality is sufficiently reflected; in the case of a digital presentation at least 72 dpi and for printed products 300 dpi.

Unless additional authorisation for the use of logo is explicitly provided by SCB-S in written form, its usage is restricted to placement on partner's website under the following terms and conditions:

1. The logo is only permitted to be placed in its original form, as it was provided to the partner by SCB. No changes of the logo's appearance, elements, size, or colour scheme are permitted.
2. The placement of the logo is only permitted when a direct link to the Schmitz Cargobull AG's website www.cargobull.com exists that can be clearly comprehended.
3. It is prohibited to place the logo in any way that could cause a misinterpretation or confusion in terms of the partnership and relation between Trailer Engineering, Schmitz Cargobull AG and the partner.
4. It is not permitted to place the logo on webpages that contain or are linked to or stand in any other relation to websites that contain: misinformation about the Trailer Engineering or Schmitz Cargobull AG, materials which, if placed, violate copyrights and related rights of third parties, information that discredits integrity, dignity and business reputation of third parties, or contents which infringe other laws.
5. It is prohibited to use the logo and/or its components as elements of other logos, logotypes, trademarks, commercial names, slogans, etc.

In addition to the usage on the partner's websites, the logo may be used in the partner's E-mail signatures, provided that the logo is displayed in a smaller fashion than the partner's own logo. Neither Cargobull telematics GmbH nor Schmitz Cargobull AG take any form of liability for any content of the E-mails generated or sent by the partner.

The usage of the logo shall be limited and bound to the time of contract and collaboration with SCB and shall end automatically on xx.xx 20xx. In the event of unauthorised use SCB shall have the right to end the usage of the word and figurative mark in writing with immediate effect without a period of notice. Digital media and existing publications must be amended or destroyed after expiry of the period of usage.

A transfer of the logo to a third party is prohibited.

For all claims, present and future, arising out of the business relationship with sales persons, legal persons under public law or special funds under public law, including exchange and cheque demand, the competent court of jurisdiction shall be the Amtsgericht Steinfurt District Court or the Landgericht Münster County Court. The vendor shall have the additional right to assert his claims at the general court of jurisdiction of the purchaser.

For all legal relations between the buyer and the seller, the laws of the Federal Republic of Germany shall apply exclusively. The application of the UN Convention on Contracts for the International Sale of Goods from 11.04.1980 CISG, Federal Law Gazette. 1989 II. P. 588 f) and the Uncitral convention on international drafts and international promissory notes from 09.12.198 are excluded.

The language of the proceeding is English.

All of the above rules shall not be interpreted as an entitlement for partners to rights (license) of usage of the trademarks and/or commercial names of the Product Manufacturer.

An authorised use of the logo can only be achieved when all of the above terms and conditions are abided by the partner.

SCB-S reserves the right to change these rules at own discretion at any time and to prohibit the partner from placing the logo.

Should any provisions pertaining to these General Terms & Conditions or provisions in any other agreement be or become ineffective, the legal effectiveness of the remaining provisions or agreements remain unaffected.

Schmitz Cargobull AG

Schmitz Cargobull Subsidiary

Business Partner

Place and Date

Place and Date

Place and Date

Signature and Name

Signature and Name

Signature and Name



Logo usage



The “authorised BusinessPartner of Schmitz Cargobull” logo is available for download in our Dealer Support Centre. Please make sure, whenever you use the logo that your own logo is shown in a larger size and dominates the presentation, while Schmitz Cargobull only plays a subordinate role. Our customers should recognize you and your company as their contact partner.

How to use our logo in the right way:

The Schmitz Cargobull logo

- Is always set against a white background
- Is always free-standing, with surrounding protective space*
- Is not changed in shape, colour and proportions
- Position: on the outer cover pages of print products, and on presentation and web pages, the coloured logo appears centrally against a white background.
 - Print: centrally in the top quarter of the page.
 - Presentations and digital visualisations: in the top left corner, in the middle of a white protected space.
- Is only used in combination with a direct link to the Schmitz Cargobull website

The use of the logo and/or its elements as components for other logos, logotypes, trademarks, company names, slogans etc. is prohibited.

If several partner logos are used, they must all be shown in the same size.

* The minimum protective space

- Corresponds to half the height of “L” in “Cargobull”
- Adjoining colours, images and graphics must be positioned outside the minimum protective space
- Note: The larger the free space, the more the logo is highlighted



Trademark protection

The use of the logo is permanently defined and protected by copyright. Improper use can lead to the revocation of the exclusive rights of use for Schmitz Cargobull and is therefore prohibited. Usage rights management throughout the world is undertaken centrally by the Schmitz Cargobull Marketing Communications department.

Whenever you use our logo, please obtain approval at marketing@cargobull.com before publication.



Appearance

As our authorised business partner, you are an ambassador of the Schmitz Cargobull brand and the important point of contact for customers. Our customers should be able to identify you as a Schmitz Cargobull business partner at first glance. It is therefore particularly important that your appearance is uniform with regard to the Schmitz Cargobull trademark. To assist you in this, we will provide you various elements that you can place in clearly visible locations on your premises.

All templates can be found in our MediaPool. From communication media and print templates through to the logo itself, you will find everything you need for your perfect brand presentation. More information to this on page 10.

Flags

- a) Hoistable flag
- b) Hoistable flag for flagstaffs with outrigger pole

Dimensions for both flags: 1.20 x 3.50 m (W x H)



Wall tableaux



Dimensions:

Large : 150 x 100 cm

Small: 75 x 50cm

Stretch banner



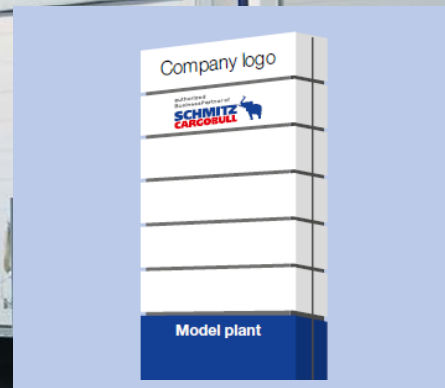
Dimension:

4.00 x 1.20 m (W x H)

Stele



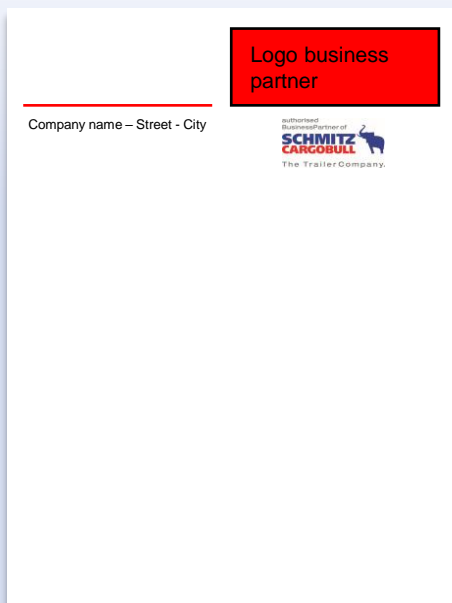
Pylon



Business documents & advertisements

The “authorised BusinessPartner of Schmitz Cargobull” logo can also be used on your business documents and advertisements.

As described before (see page 8 and following) all your documents must be recognisable as yours for the reader. Your logo dominates the presentation while Schmitz Cargobull plays a subordinate role with the logo as the only reference to Schmitz Cargobull.



Example letter head



Example business card

Advertising equipment

Posters with various images are also available for download.

DIN A1 S.KO poster

S.KO COOL SMART Box Body Semi-trailer

Chassis	<ul style="list-style-type: none"> Galvanised and bolted. 10 years warranty against rust through on galvanized parts.
Axle unit	<ul style="list-style-type: none"> R270C working gear with Schmitz Cargobull axle. 430 mm disc brake. 100 kg/200 with Roll Stability Program (RSP). Axle lift for the front axle.
Tare weight	from 6,040 kg*
Internal length	15,410 mm
Internal height	3,050 mm
Internal width	2,400 mm
Additional features	<ul style="list-style-type: none"> 100% SMART - equipped with TrailerConnect® telematics hardware OTA air service to monitor trailers, temperature and height. Blended refrigeration unit in the MultiTemp version. LED tail section connected to telematics unit. Tyre pressure control system. Load Spread Program (LSP). Electronic ramp approach aid. Dynamic Ramp Protection - compressible roller bumpers. Double deck system in conjunction with load securing certificate. Mobile partition wall. Folding circulation wall. Multi-functional floor.

* without transport refrigeration unit

DIN A1 S.CS poster

S.CS UNIVERSAL SMART Curtainsider

Chassis	<ul style="list-style-type: none"> MODULOS chassis, galvanized and bolted. Single over rolled I-beam. 12 years warranty against rust through on galvanized parts.
Axle unit	<ul style="list-style-type: none"> R270C working gear with Schmitz Cargobull axle. 430 mm disc brake. 100 kg/200 with Roll Stability Program (RSP). Schmitz Cargobull Multi Ride Height (MRH) air suspension.
Tare weight	from 5,990 kg
Internal length	15,610 mm
Internal height	2,680 mm
Internal width	2,480 mm
Additional features	<ul style="list-style-type: none"> 100% SMART - equipped with TrailerConnect® telematics hardware OTA air service to monitor trailers and height. Axle lift for the front axle with starting aid. Electronic ramp approach aid. Complete LED lighting system. Flexible load securing system. Load securing certificate as per DIN EN 12192 Code XL. 8 pairs of additional extension sockets in the outer frame. Full length locking eyes along the entire outer frame. Classified floor. 2500 kg stacker axle load tested to DIN EN 203. Schmitz Cargobull Safety Floor.

For presentation purposes you can display the posters in an A-stand.



Communication media

Via our Mediapool, we provide you several communication media to support your sales activities.

You can register for an account under <https://mediapool.cargobull.com/>

The brochures and flyers can be used either in printed or digital form. If you want to use the digital form or want to print the flyer locally you can download them in the Mediapool free of charge.

The brochures offer detailed information and pictures of Schmitz Cargobull and our products.

A short version offers our product flyers, which give a brief but precise overview of Schmitz Cargobull and our products on four pages. At the back you have the possibility to place your own contact details.

If you need further material, please do not hesitate to contact us.

Brochures



SCHMITZ CARGOBULL
The Trailer Company.

S.KO Box Semi-trailers
Temperature-controlled transport and dry freight



SCHMITZ CARGOBULL
The Trailer Company.

S.CS Curtainsider Semi-trailers
Universal transport solutions with curtainsider trailers



SCHMITZ CARGOBULL
The Trailer Company.

S.KI Tipper Semi-Trailer
Greater payload for construction, agriculture and recycling

Product flyers



SCHMITZ CARGOBULL
The Trailer Company.

S.CS MEGA Curtainsider Semi-Trailer

The Benefits at a Glance:

- MODULOS chassis with extra carrying capacity, thanks to an increased distributed load with a rolled profile beam
- Legal requirement for 4-metre total height is met, thanks to the height-adjustable body
- Up to 3,000 mm interior height for 3 pallet cages on top of each other
- Optionally with VARIOS body with an interior height of up to 3,050mm, or as a VARIOS PLUS body with an interior height of up to 3,200mm for special loads
- Loading volume for a total of 96 pallet cages
- Excellent body strength certified to DIN EN 12642 Code XL, also available with Beverage Certificate and EL Directive 95
- Lifting roof and sliding roof for time-saving stacker and crane loading
- Industry-specific transport solutions with time-saving and flexible load securing system



SCHMITZ CARGOBULL
The Trailer Company.

S.KO EXPRESS Box Semi-Trailer
The Benchmark for Courier, Express and Parcel Services (CEP)

The Benefits at a Glance:

- Long trailer service life and high value retention
- Damage-free transport thanks to smooth surfaces inside the trailer. Double-deck and load securing equipment is necessary
- FERROPLAST® body reliably protects the freight against weather damage and minimizes the risk of theft
- Optimum equipment for CEP services with roller shutter, light roof and tail lift
- Age-resistant and vapour diffusion-light body. No water penetration. The payload does not decrease over the service life of the trailer
- Modular systems for cost-efficient, application-specific vehicle equipment
- TrailerConnect® telematics with geo-fencing monitors the height and trailer, protecting against theft and misuse
- Also available as a MEGA trailer with 2,950 mm interior height

Promotional items

For marketing purposes, you can either order promotional material via our online shop or create your own items with the “authorised BusinessPartner of Schmitz Cargobull” logo.

If you want to order our standard items you can set up a user account at our fan shop (<http://www.cargobull-fanshop.de/>). As soon as your account is activated you can shop easily and conveniently at any time.

If you create your own promotional material with the “authorised BusinessPartner of Schmitz Cargobull” logo, you are obliged to strictly follow the specifications for logo usage, as described on page 6 and following.

Before production you must obtain approval at marketing@cargobull.com.





The Trailer Company.



Contact us

Trailer Engineering AG · info.overseas@cargobull.com

Schmitz Cargobull Australia Pty Ltd · trailers.au@cargobull.com

Schmitz Cargobull Maroc SARL · info.maroc@cargobull.com

Schmitz Cargobull Middle East FZE · info.middleeast@cargobull.com

Schmitz Cargobull Overseas GmbH · info.overseas@cargobull.com