

Service with passion.

MAN PrimeServ. Service with passion.

Our new after-sales service claim, ‘Service with passion.’, perfectly encapsulates our goal – to demonstrate our expertise and dedication in a way that persuades you, our customers, to choose us. Three key protagonists are at the heart of this new campaign; each represents an important part of the MAN PrimeServ team. A customer-focused service engineer stands in the center. The specialist to his left represents the emphasis on safety that is so vital to our company, while the expert to his right reflects the commercial side of the business. In the background, we see examples of industries that rely on the expertise of MAN PrimeServ Diesel & Turbo. The following core brand values can be derived from the claim:

Customer proximity

MAN PrimeServ delivers first-class service and outstanding support worldwide, using its global network of service centers. Customer proximity is a value we all share.

your specific business imperatives. Moreover, we proactively train you and your staff to help minimize the risk of machine downtime.

We actively embrace the ‘Service with passion.’ philosophy on a daily basis, in all aspects of our work.

Solution orientation

By partnering with us, you will gain access to tailored service and first-rate technical support – 24 hours a day, 365 days a year. We deliver exceptional service and OEM expertise in line with

Technical competence

Our global network of highly-skilled experts has access to the very latest state-of-the-art technology. We work to the highest standards of safety and quality – which is why we are recognized as a technology industry leader.

MAN Diesel & Turbo provides a high-quality after-sales service – with a clear commitment to outstanding performance, plus reliable, highly-skilled experts and customer-specific solutions. This offering is delivered by MAN PrimeServ, our worldwide service brand.



Our new key visual underscores our common values, in tandem with our new claim:

- Customer proximity
- Solution orientation
- Technical competence

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