

MB CONNECT LINE REBRANDING GUIDE

April 6, 2023

New company name:

Our physical address and customer service phone number remain the same:

Red Lion Europe GmbH

MB-connect-line GmbH
Fernwartungssysteme

Winnettener Str. 6

D-91550 Dinkelsbühl
+49 (0) 98 51 / 58 25 29 0

Support & Service:

support@mbconnectline.com
+49 (0) 98 51 / 58 25 29 900

Updating banking name as follows:

Account Name:	Red Lion Europe GmbH
Bank Name:	HSBC Trinkaus & Burkhardt
Currency:	EUR
Bank Code Number:	30030880
Account Number:	001/6989/002
IBAN:	DE43 3003 0880 0016 9890 02
BIC:	TUBDDEDD

For any questions and support for using the new account, please contact amanda.smith@redlion.net.

REBRANDING BASICS – What’s happening now?

Red Lion will establish a **TWO BRANDS. ONE TEAM.** strategy in Europe.



Customers outside of the DACH region, in Europe and the rest of the world, will only receive the Red Lion branded products (former MB connect line) in the future.

Customers within the DACH region (Germany, Austria, Switzerland) will go on to use the MB branded products in parallel to other Red Lion products.



**TWO BRANDS.
ONE TEAM.**

What does this mean for customers in the DACH region:

- a. There is no change by using the websites from MB connect line (www.mbconnectline.com) and from Red Lion (www.redlion.net).
- b. No change of email addresses and domains. However, please note, that all colleagues from Dinkelsbühl have also a Red Lion email address (firstname.lastname@redlion.net).
- c. Your sales and technical contacts from MB and Red Lion will be the same.
- d. Packaging, labels, and packaging slips only get the new company name Red Lion Europe GmbH, the rest remains unchanged.
- e. All sales contracts remain valid until they expire or require modifications related to our common business. New contracts are with Red Lion Europe GmbH in future.

**What does this mean for customers outside of the DACH region (RoE, RoW):**

- a. In the first stage, visitors of the MB connect line website (www.mbconnectline.com) will find more information about Red Lion branded products on a specific landing page (www.mbconnectline.com/twobrands-oneteam). In a second stage all needed information can also be found directly on the Red Lion website (www.redlion.net). You'll be informed later on this year, when this will happen.
- b. In the near future, Red Lion part numbers (RAxx) will replace all MB part numbers. Please note, for a certain time period, you can still place orders with MB connect line part numbers, until further notice.
- c. No change of email addresses and domains. However, please note, that all colleagues from Dinkelsbühl have also a Red Lion email address (firstname.lastname@redlion.net).
- d. Your sales and technical contacts from Red Lion support you for both, MB and RL products.
- e. Packaging, labels, and packaging slips get the new company name Red Lion Europe GmbH plus a brown cardboard box for the branded RL products, instead of the MB labeled packaging.
- f. All sales contracts remain valid until they expire or require modifications related to our common business. New contracts are with Red Lion Europe GmbH in the future.

Why is MB connect line GmbH Fernwartungssysteme changing its name to Red Lion Europe GmbH?

We are changing our name from MB connect line GmbH Fernwartungssysteme to Red Lion Europe GmbH from now on.

The name change is part of an overall rebranding strategy to establish a better connection across the Red Lion and MB product portfolios.

FREQUENTLY ASKED QUESTIONS

How will the rebranding of MB connect line to Red Lion benefit me?

Customers will benefit from synergies by sourcing one single brand. The rebranded products have no technical difference to the original products from MB connect line and you'll go on to work with your known sales partner.

Will this alter how we currently do business with our partners?

This will not affect how you currently do business with us.

Why is the company name changed to Red Lion Europe GmbH?

We are creating our European headquarters in Dinkelsbühl and continue to integrate the two organizations from Red Lion and MB connect line. Our goal is to strengthen cross business collaboration, sales, technology transfer and co-designing in ONE team. Therefore, it makes sense that our legal name reflects the move to one common name that will be recognizable across Europe.

Will the MB connect line website or email addresses change?

There is no change to the MB website or email addresses. However, website visitors outside of the DACH region are going to be redirected in future to the Red Lion website (phase 2). You will be informed, when this will happen. The email domains remain the same but all MB connect line employees have a @redlion.net next to their @mbconnectline.com address.

Will the banking info or Tax ID Number change?

Yes, our bank account numbers are changing. The Tax ID won't change. Our legal name should be changed to Red Lion Europe GmbH in your financial and supplier systems to avoid delays.

Will existing contracts with MB connect line still be valid?

Rest assured that any existing contracts will remain intact over the course of this transition. Our legal entity remains the same, so all contracts will remain valid, until they expire or require modifications related to our common business.

When will shipping labels/delivery notes change? Will the delivery notes be dual marked?

Soon, all shipping labels, packaging, and delivery notes will reflect our new name, Red Lion Europe GmbH. The delivery note will not be dual marked, so it's important to change MB connect line to Red Lion Europe GmbH in all of your systems. To ensure a seamless process, please inform all relevant parties within your company.

What do I have to do?

Not much. Are you curious to learn more about Red Lion products or MB products? Visit www.redlion.net / www.mbconnectline.com or get in touch with your responsible contact person.

How can I order Red Lion products?

Please ask your account manager or MB connect line partner for a quote.

Where can I find more information about your name change?

Further information will follow on www.redlion.net or contact your responsible contact person.



What about the ducks?

No need to worry, of course we'll keep our ducks. Be curious to see what happens when a lion and a duck will fuse together. Soon we will introduce our new family member.