

How we write

Our feeling – "One MD"

"Everything we do connects" is the central theme for everything we do. And how we do it.

We **are happy to help** and we **stick together**. We **cooperate** and **solve** problems together. We **listen**, **respect** each other, and motivate one another.

"Help, support, and think together"

Together we create **pioneering** and **innovative** solutions for tomorrow. Our **enthusiasm** for technology is what unites us.

We convey this spirit in our communication.

From person to person – Voices from the MD team

"available at all times"

"goal-oriented approach to work"

"produce reliably"

"innovative, cooperative
and passionate"

"support in partnership"

"honest"

"think in terms of solutions"

Our linguistic character – The sound of MD

Our brand voice defines the linguistic character of MD.

We use our own language style and defined linguistic standards to actively influence how our target groups perceive us as a brand.

Our brand voice conveys our values and our spirit.

It is the sound of MD.

Innovative and dynamic

**Global and
open-minded**

**Conscientious and
secure**

**Future-oriented
and economically
sustainable**

Innovative and dynamic

We are technological leaders who develop one-step-ahead solutions for the mobility of tomorrow.

We use pioneering, innovative technologies to drive forward sustainable solutions for the automotive sector.

Our intonation: modern.

Our selection of words: smart and game-changing.

Our values message: We realize future technologies – dynamically, proactively and with enthusiasm!

What does this mean for our texts?

We share our knowledge in a comprehensible language and inspire our target groups. We therefore always make sure that complex information is communicated in a meaningful context.

Use short sentences according to the motto: "One sentence, one piece of information". Avoid "marketing jargon". Use verbs to show that we are "doing" something.



Global and open-minded

We are a global company that is represented in all major markets of the automotive industry.

We work together cooperatively across all boundaries. We mutually support one another and see our customers as partners.

Our intonation: friendly and appreciative.

Our selection of words: respectful.

Our values message: We empower solidarity – globally!

What does this mean for our texts?

We are "One MD". We convey this message in our texts by talking about ourselves in the first person. We understand the needs of global markets and do not only talk about our solutions: We communicate these openly, transparently and comprehensibly.

To do this, we address the people we want to reach directly using respectful, formal language and take their perspective, which is how we show that we really understand what they need.



Conscientious and secure

Our clear product vision is achieving better mobility for people and the environment.

To this end, we think and develop technical solutions that support mobility through functionality, individuality and integrity. We focus on the quality of our products - from design to testing in our test laboratories.

This enables us to drive forward our innovations more efficiently and to ensure on-time delivery of high quality parts.

Our intonation: factual and neutral.

Our selection of words: clear and rational.

Our values message: We ensure reliability – today and tomorrow.

What does this mean for our texts?

We have to earn the trust of our customers over and over again. We do not vaguely write what we could do. Rather, we explain what we will do and exactly why we will do it. Because people can only trust us when they understand us.

We communicate in natural language – and always from person to person. This way, we don't come across as distant, but approachable and trustworthy.



Future-oriented and economically sustainable

Founded under the umbrella of the DR. JOHANNES HEIDENHAIN-STIFTUNG GmbH, we assume corporate and social responsibility.

The mission of our shareholder is to ensure the long-term existence of the MD Group. We therefore reinvest the majority of our profits in our future projects.

In line with the foundation concept, MD also supports various charitable projects.

Our intonation: confident and down-to-earth.

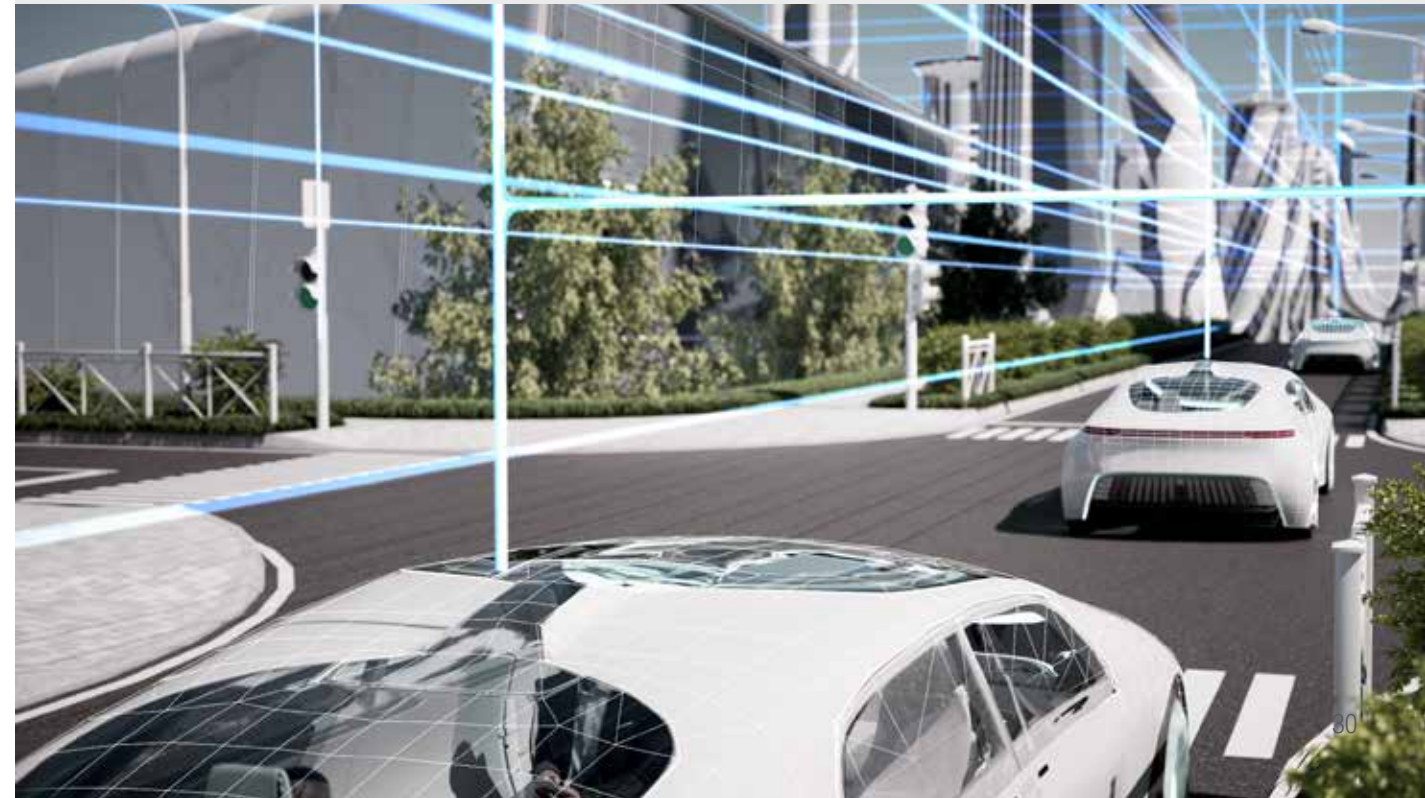
Our selection of words: clear and factual.

Our values message: We offer stability to employees, partners and Germany as a business location.

What does this mean for our texts?

Our independence from third parties makes us a reliable partner and employer - today and tomorrow. In a confident and down-to-earth manner, we convey future-oriented perspectives that combine stability and sustainability as core values. We use clear examples to continuously explain the reliable and sustainable nature of our approach – and maintain stability as a brand.

Here, we choose a clear and factual language style that expresses our long-term thinking and actions, so that we remain authentic and create trust in the long term.



The rhythm of our texts

We employ a consistent rhythm to ensure that our texts are recognized and enjoyable to read.

General and vague formulations are replaced with specific content. Readers can understand the context and meaning of our texts.

Our goal is to ensure good readability on all technical devices and in printed formats.

We take our audience by the hand and guide them through the text.

The rhythm that "drives us forward"

clear, concise, short sentences, clear text structure,
easy to read and understand, specific phrasing

Do: "The transmission of protocols such as PCIe or DisplayPort is also possible as well as alternative data protocols".

The rhythm that "slows us down"

long sentences, convoluted sentences, unstructured word lists,
incoherent foreign words and vague, interchangeable phrases

Don't: "The transmission of a wide range of protocols is possible."