



# Social Media Kit

The *Maybach Foundation Social Media Kit* is designed to help you share our mission and initiatives with ease. It includes ready-to-use content and visuals that highlight our work and make it simple to spread the word.

If you need additional materials or have any questions about using the kit, feel free to contact us at [foundation@maybach.org](mailto:foundation@maybach.org) or directly at [fabian@maybach.org](mailto:fabian@maybach.org).

## Social Media and Online Channels:

LinkedIn Maybach Foundation: <https://www.linkedin.com/company/maybach-foundation>

LinkedIn Ulrich Schmid-Maybach: <https://www.linkedin.com/in/ulimaybach> (,Uli Maybach')

Instagram: <https://www.instagram.com/maybachorg/>

Website: <https://maybach.org/>

## Main Hashtags:

#MaybachFoundation #OurHistoryYourFuture #PioneeringSpirit #MaybachDNA

## Slogan:

“Your best future is helping someone else find theirs!”

## Maybach Foundation Logo Download:

<https://maybach.org/wp-content/uploads/2024/11/Maybach-Foundation-Logo.png>

## Official Maybach Foundation Photo Download:

<https://www.flickr.com/gp/maybachheritage/PN094Mg0S1>




1. WTC Rebuild 1 – Photo Credit: Vicky Roy
2. Joe, Nicole and Vicky Onsite – Photo Credit: Maybach Foundation
3. WTC Rebuild 2 – Photo Credit: Vicky Roy
4. Joe, Vicky and Nicole Onsite – Photo Credit: Maybach Foundation
5. Maybach Motorenbau – Photo Credit: Maybach Foundation
6. Maybach Boot – Photo Credit: Maybach Foundation
7. Uli Maybach Picture – Photo Credit: Mercedes-Benz USA
8. Vahakn Arslanian and Julian Schnabel – Photo Credit: Maybach Foundation
9. Vahakn Arslanian and Julian Schnabel 2 – Photo Credit: Maybach Foundation
10. Karl Maybach in front of two of his achievements – Photo Credit: Maybach Foundation

### **Maybach Foundation Logo Style Guide:**

<https://maybach.org/wp-content/uploads/2025/01/Style-Guide-Maybach-Foundation.pdf>

### **Maybach Foundation Brand Colors:**

 Gold: #B5985A

 Blue: #1B429A

### **General Guidance on using the Social Media Kit:**

1. **Tag Key Accounts:** Ensure Uli Maybach (@UliMaybach) and the Maybach Foundation (@MaybachFoundation) is tagged.
2. **Share Event Details:** Specify the topic including event name, and any relevant dates or locations to provide context. For panel discussions, include other panelists (if applicable).
3. **Include Hashtags:** Please use #MaybachFoundation and other relevant hashtags (#OurHistoryYourFuture, #PioneeringSpirit, #MaybachDNA) for consistency.
4. **Call to Action:** Encourage your audience to donate to the Maybach Foundation to help our cause. (<https://maybach.org/donate/>)



5. **Incorporate Visuals:** We encourage you to use high-quality images provided in the kit to enhance your posts. For speaking engagements or events, it's often best to include photos from the event itself. If you use visuals from our kit, please note that the necessary photo credits are included in the kit for easy reference. We also understand that our visuals might not always fit the context, so feel free to select images that best represent the event while keeping the Foundation's branding in mind.
6. **Maintain Professionalism:** Use clear language that aligns with a professional ethos. Avoid overly casual expressions.

### Blog Post and Social Media Post Examples:



with Uli Maybach and 3 others



**Maybach Foundation**

1,651 followers

7mo • Edited •

✕

🔔 We are thrilled to share that [Uli Maybach](#) Founder & President of the [#MaybachFoundation](#) joined the keynote opening panel at the World Family Office Forum in Montreux, Switzerland on June 3rd.

💡 The panel titled "Legacy & Leadership: Navigating the Nuances of Family Business in Modern Times" was an engaging and inspiring session including the lively, interactive Q&A round. Uli Maybach provided insights about the challenges of family offices and generational transitions and shared the projects and plans of the Maybach Foundation and Stiftung. The session was expertly moderated by [Sally Woodford](#), Independent Strategic Advisor.

Additional esteemed panelists included: [Ariane Spandow](#), Chair Board of Directors, Spabogruppen & Amesto Group. [Paulina Jakubec](#), Chairman, Board of Directors, [IDC HOLDING](#) shared their perspective and knowledge about family dynamics, balancing business with relationships, legacy, and integrating the younger generation into leadership roles.



*The myth of Maybach automobiles lives on / Der Mythos Maybach Automobile lebt.*

<https://maybach.org/der-mythos-maybach-automobile-lebt-the-myth-of-maybach-automobiles-lives-on-ger-eng/>

*From Luftfahrzeug Motoren GmbH to Maybach Motorenbau GmbH / The founding story behind the founding of the Maybach company in Friedrichshafen.*

<https://maybach.org/from-luftfahrzeug-motoren-gmbh-to-maybach-motorenbau-gmbh-the-founding-story-behind-the-founding-of-the-maybach-company-in-friedrichshafen-ger-eng/>

*Memorial site and museum Gottlieb Daimler and Wilhelm Maybach Greenhouse in Bad Cannstatt / Gedächtnisstätte und Museum Gottlieb Daimler und Wilhelm Maybach „Gewächshaus“ in Bad Cannstatt.*

<https://maybach.org/memorial-site-and-museum-gottlieb-daimler-and-wilhelm-maybach-greenhouse-in-bad-cannstatt/>

### **Uli Maybach's Bio:**

Ulrich Schmid-Maybach is a philanthropist, entrepreneur, and real estate developer who upholds the legacy of his great-grandfather and grandfather, Wilhelm and Karl Maybach, pioneers in the automotive industry. As founder of the Wilhelm and Karl Maybach Foundation, he is dedicated to fostering mentorship and providing opportunities for exceptionally talented young individuals to make a difference.

Uli is a co-founder of Maybach Icons of Luxury, a renowned brand offering high-end accessories with a global presence of boutiques. Uli has also diversified into real estate and technology, establishing strong ties in Silicon Valley. Serving as the Maybach automotive brand ambassador since Mercedes-Benz AG relaunched the badge in 1997.

Uli Maybach frequently shares insights at family office and wealth management conferences on maintaining and evolving family legacies. Deep knowledge and unique insights shaped by over a century of Maybach legacy.



**Uli Maybach's Headshot:**



**Official Maybach Foundation Short Video:**

<https://www.youtube.com/watch?v=mBPoFPtUCPs>

**Maybach Foundation Press Portal:**

<https://maybach.org/who-we-are/in-the-news/>

**Donation Link for the Maybach Foundation:**

<https://maybach.org/donate/>

**Maybach Foundation Patrons Link:**

<https://maybach.org/get-involved/patrons/>

**Press Contact:**

Dr. Corinna Basler: [corinna@maybach.org](mailto:corinna@maybach.org)