

# Press

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## FC Bayern and Viessmann: Global partnership

- Family business expands partnership with FC Bayern
- Global awareness for positive effects of sustainable climate solutions
- FC Bayern star Thomas Müller integrated in communications activities

**Allendorf (Eder), 11/16/2022** – Viessmann and FC Bayern are expanding their existing international cooperation and are now acting as global partners. The family company will support the football club with its expertise in sustainable and energy-efficient heating, air conditioning, cooling and ventilation technology.

Andreas Jung, Marketing Director of FC Bayern: *“The international impact of FC Bayern and Viessmann’s innovative heating, air conditioning, cooling and ventilation technologies form a strong team to draw attention to the possibilities of sustainable climate solutions. Together, we want to raise awareness and set an example for soccer fans around the world.”*

Thomas Heim, CEO of Viessmann Climate Solutions: *“The cooperation with FC Bayern Munich and our commitment to sustainability and green energy and climate solutions is responsibility in action for all members of the global Viessmann family. Together, we create living spaces for generations to come. Expanding our cooperation with FC Bayern on a global level is a logical consequence for us. We are also particularly happy about the new collaboration with Thomas Müller. The combination of a world-class striker and our smart heat pump – that’s the highest class of enablers of the energy transition!”*

As an official global climate partner, Viessmann not only ensures that FC Bayern itself is equipped with climate-friendly and sustainable heating, cooling and ventilation solutions for the club, but also aims to raise awareness of the many ways in which Viessmann climate solutions can save CO2 among all football and sports enthusiasts. By being able to use the FC Bayern brand rights and the LED boards that are clearly visible in the Allianz Arena, the company can now also draw even more effective attention worldwide to the positive opportunities for change offered by sustainable air conditioning solutions.

As a special treat for all fans, Viessmann has released a [video](#) as part of the "Time to join forces" [campaign](#), dynamically showcasing the shared responsibility.

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Photo: Thomas Heim, CEO Viessmann Climate Solutions SE, and Oliver Kahn, Chairman of the Board FC Bayern München, join forces for climate.

## About Viessmann

Viessmann is the leading provider of climate solutions for all living spaces. The 'Integrated Viessmann Solutions Offering' enables users to connect products and systems seamlessly via digital platforms and services for climate (heating, cooling, air quality) and refrigeration solutions. All solutions are based on renewable energy and maximum efficiency. All activities of the family company, founded in 1917, are based on its purpose. "We create living spaces for generations to come" – that is the responsibility of the global Viessmann family with 13,000 members.

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**Press contact:**

Byung-Hun Park

Vice President Corporate Communications

E-Mail: [huni@viessmann.com](mailto:huni@viessmann.com)

Phone: +49 151 64911317

Jörg Schmidt

Deputy Head of Corporate Communications

E-Mail: [smdj@viessmann.com](mailto:smdj@viessmann.com)

Phone: +49 151 15168389