



MAN Middle East and Africa Partners with Microlise to Launch Next Generation Telematics Solution “MAN EcoStyle” at the Big 5 exhibition.

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MAN EcoStyle will reduce overall operating costs, emissions, fuel usage in addition to improving driving standards and vehicle wear and tear

**MAN Truck & Bus Middle East and Africa FZE
Marketing & Communications
Dubai Airport Free Zone
Dubai, UAE**

MAN Truck & Bus today announced the launch of a new generation telematics solution called MAN EcoStyle which is based on the Microlise platform, for its customers in the Middle East and Africa. The official launch for the Middle East will be at the Big 5 collocated PMV Live show in the Dubai World Trade Center from November 23-26, 2015, where the solution will be demonstrated to MAN customers.

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Microlise and MAN Truck & Bus already have a long-standing partnership in the UK which is now being expanded to the Middle East under the new brand name MAN EcoStyle.

MAN EcoStyle has been designed to help transport operators to improve driving standards, reduce vehicle wear and tear, enhance safety levels and improve vehicle health, as well as reduce overall operating costs, emissions and fuel usage.

“Having worked with Microlise for many years in the UK we know that their solutions deliver what our customers are looking for,” said Dr Richard Brown, MAN Head of Product Management, Middle East and Africa. “Traffic operators in the Middle East and Africa have a specific set of needs and the new EcoStyle solutions will deliver tangible benefits when it comes to maintenance costs and improving driving standards.”

Microlise is the Original Equipment Manufacturer (OEM) partner for MAN in the UK with every new truck delivered with telematics hardware on-board as standard. The same is planned in the Middle East, with customers choosing what level of telematics service they would like to receive at the point of sale.

Press Release

MAN Truck & Bus



“The Middle East market is quite different from that in Europe with less compliance regulation at present, though there is the potential for this to change in the coming years,” said Paul Jurevicius, Microlise Head of Global Channel. “There is also a greater emphasis on improving driving standards by deploying vehicle telematics to increase the longevity of tyres and other vehicle components; rather than having fuel reduction as the primary goal. Our telematics solution provides the information required to address these requirements and more.”

Together with MAN ProfiDrive, the companies certified driver training, MAN EcoStyle also allows for tailor made driver development to reduce the operating costs of the vehicle and thus increase efficiency.

MAN EcoStyle will provide the tools to help monitor and motivate drivers, as well as understand where and how vehicles are operated. It helps to reduce waiting times through real-time vehicle tracking and allows for a more efficient vehicle dispatching. The vehicle location will always be visible and the operators will be able to record what they have been doing, how much they are being used, how economically and safely they are being driven, and know that they are secure. For further information about Microlise, visit www.microlise.com.

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About Microlise

Microlise telematics and proof of delivery solutions help its customers reduce costs and the environmental impact of their fleet operations. This is achieved by maximising vehicle utilisation, increasing operational efficiency and improving economy and safety; whilst helping to deliver the very best customer experience by providing real-time visibility of the fleet against schedule.

A privately owned business based in Nottingham in the UK, Microlise invests significantly in research and development annually to ensure its solutions continue to be underpinned by market-leading technology. Microlise helps its customers to save more than £175m each year in fuel costs and reduce CO2 emissions by hundreds of thousands of metric tonnes. For more information, please visit <http://www.microlise.com/> or follow us on Twitter - [@microlise](https://twitter.com/microlise).

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MAN Truck & Bus in Middle East

Since 2006, MAN Truck & Bus Middle East has been the regional representative of MAN Truck & Bus AG which is headquartered in Munich, Germany and the largest company of MAN Group. It is a leading provider of commercial vehicles and buses that are renowned for their robustness, reliability and adherence to high standards of driver and passenger comfort and safety.

MAN Truck & Bus Middle East operates through an extensive network of private capital dealers and importers in 14 countries namely Afghanistan, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen. The local coordination office is located in the UAE, Dubai Airport Free Zone and guarantees for efficient sales and after sales support in the Middle Eastern region.

Accommodating for the demanding operating conditions in the Middle East, MAN Truck & Bus Middle East provides full-fledged turn-key solutions for both goods and passenger transportation by road through its light (TGL) , medium (TGM) and heavy-duty (TGS WW) ranges of trucks, and MAN and NEOPLAN buses and coaches that provide basic to VIP luxury transport and travel requirements.

www.man-middleeast.com

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €14.3 billion in 2014. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 55,900 people worldwide. Its business areas hold leading positions in their respective markets