



MAN celebrates 100 years of success with campaign to find oldest serving truck in the Middle East

Dubai, December 28, 2015

A 1956-built truck in Damascus is officially crowned the oldest MAN truck playing on Middle Eastern roads

Marking 100 years of existence as a globally recognised commercial vehicle manufacturer, MAN Truck & Bus celebrated the historic milestone in style by running a region-wide campaign to identify the oldest serving MAN truck in the Middle East in a move that attempts to reflect the heritage and roots of the company in the Middle East.

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Covering in scope the entire geographic area of its operational activities in the Middle East, the campaign brought into focus a number of decades-old MAN trucks from all over the region, before zeroing in on a 1956-manufactured MAN truck in Damascus as the winner of the competition.

www.man-middleeast.com

“For 100 years now, MAN has been building efficient and reliable commercial vehicles that have progressively redefined the truck and bus market by delivering superior technology, performance and unmatched safety,” Franz von Redwitz, Managing Director of MAN Truck & Bus Middle East said. “The idea to launch a campaign to identify the oldest MAN truck still in service in the Middle East highlights our long-standing history in the region and is an interesting story of our customers and our products as we celebrate this important milestone. It’s our way of acknowledging our glorious heritage and history of innovation, even as we continue our growth and prepare to step into a bright new future.”

According to Peter F. Mayr, Managing Director of Terramar GmbH, MAN distributor for Lebanon, Syria and Iraq, “MAN has a wonderful legacy in the region and its trucks and buses are renowned for their outstanding quality and durability along with excellent customer service. The interesting story of this 1956 truck and its exemplary operational record is a great

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.

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endorsement of MAN products and highlights our commitment to supporting our customers in every way possible.”

The owner of the winning truck, Damascus resident Mr. Walid Seif, had much to share on his family’s long-standing relationship with the MAN truck, which even now operates every week between Damascus and Lebanon transporting all kinds of general cargo.

“This truck has been with our family for five decades and three generations. It has been a stalwart, reliable performer all through the years, never letting us down; it has become a member of the family,” Seif said. “The truck was bought by my grandfather, and then taken over by my father, before it got passed down to me. Although my sons are in the teaching profession and will not be continuing as truck drivers, I intend to keep the truck and preserve it as a cherished piece of history even after I’m done using it.”

“The truck has plied all over the region – from Jordan and Iraq to Syria and Lebanon – logging untold miles, and its sheer longevity should tell you something about its reliability, toughness, and performance. We’d changed the engine some 25 years ago to MAN 8 cylinder, and the vehicle has been running smoothly ever since without having undergone an overhaul,” he added.

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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,

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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.

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