



## **MAN Truck & Bus announces re-entry into the Iranian market with participation in ITUF 2016**

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### **Munich-based manufacturer returns stronger than ever with exclusive local partnerships and a state-of-the-art fleet of commercial vehicles**

Making a strong return to post-sanctions Iran, MAN Truck & Bus is looking to add a new chapter to its decades-long history of operations in the Islamic Republic of Iran with a strong presence at the Exhibition of Transportation & Urban Services (ITUF) 2016, the country's leading trade fair for mobility and transportation which takes place in Tehran from 27–30 October 2016.

MAN Truck & Bus is participating in the annual exhibition together with Shiran Diesel Motor, its exclusive truck partner in Iran, and East Yavaran Khodro (EYK), the exclusive country partner and bodybuilder for MAN buses, under the claim "Engineering the future. Passion is what drives us".

MAN returns to the Iranian market with enhanced quality and more powerful and more economical solutions. At the four-day ITUF 2016, MAN will present an extensive range of trucks and buses that exemplify the very best of German engineering. The lineup includes the TGS and TGX series of trucks, two EYK-built Lion's coaches based on the MAN RR3 chassis, the CNG-powered MAN Lion's City A21 bus, and the E2876 CNG engine and D2066 diesel engine.

Iran has huge untapped potential in the automotive market – the second largest industry in the country after oil and gas. The Iranian automotive sector has witnessed significant growth in the last decade, and the recent lifting of sanctions has given fresh momentum to the industry, with the commercial vehicles segment in particular identified as an engine for overall economic growth and development.

Franz Freiherr von Redwitz, Managing Director of MAN Truck & Bus Middle East, said, "We feel excited to be back in the Iranian market and present a powerful product portfolio enhanced by future-oriented technology and

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best-in-class services. Our newly-developed engines are set to ensure significantly better fuel economy, increased efficiency and enhanced driving dynamics without compromising on reliability and latest environmental standards. We are confident our partnership with our exclusive local partners, East Yavaran Khodro and Shiran Diesel Motor will help us to increase our brand awareness and market share across the country.”

He added, “As the flagship trade fair for the country’s transportation sector, TITUF offers the perfect venue to mark our re-entry into the Iranian market and showcase the reliability and robustness of our vehicles. Together with our partners, we look forward to playing an influential role in shaping the future of transportation in Iran.”

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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 & TGX) ranges of trucks, and MAN and NEOPLAN buses & coaches that provide basic to VIP luxury transport and travel requirements.

[www.man.eu/presse](http://www.man.eu/presse)

MAN Truck & Bus is one of Europe’s leading manufacturers of commercial vehicles and supplier of transport solutions, with revenues of approximately €9 billion a year (2015). The product portfolio includes trucks, buses and diesel engines, as well as services related to passenger and cargo transport. MAN Truck & Bus employs more than 35,500 people worldwide.