

Press release

## MAN Truck & Bus Middle East



**Rise in sales of MAN Saudi Arabia boosted by exceptional growth of the Kingdom's economy and supported by the vision of the wise Saudi leadership**

January 2012

### **"Expansion of MAN Truck and Bus Showroom in Riyadh a Response to Increased Market Demand"**

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

In the presence of HE Dr. Abdul Aziz AbdulRahman Al-Ohaly, Deputy Minister for Transportation and HE Ambassador of Germany to the Kingdom of Saudi Arabia Mr. Dieter Haller, Haji Husein Alireza & Co. Ltd. (HHA) inaugurated the expanded MAN Truck & Bus showroom in Riyadh. The expansion is a response to increased market demand for trucks and buses from MAN, the leading manufacturer of transportation vehicles in the Kingdom. MAN Truck & Bus has enjoyed a rise in sales in Saudi Arabia, boosted by the exceptional growth in the Kingdom's economy under the guidance of its wise leadership.

Address enquiries to:  
Meriem Halily  
Tel. +971 4 6016149  
Meriem.halily@man.eu

[www.man-middleeast.com](http://www.man-middleeast.com)

During the inauguration event, an agreement was signed with the Technical & Vocational Training Corporation (TVTC) in the presence of Dr. Fahd Al Tuwaijri, Deputy Governor of TVTC and Sheikh Ali Husein Alireza, Managing Director of HHA. Under the terms of the agreement, a group of TVTC graduates will receive technical and theoretical training on the maintenance of MAN trucks as well as preventive maintenance. The training will also include detection of malfunctions and vehicle tracking systems.

Motivated by the rise in demand for MAN trucks, the company established the Saudi Vehicles Manufacturing Company in 2009. The company assembles MAN trucks to meet local demand for their outstanding performance and fuel efficiency. The facility has produced approximately 3,000 units since its establishment, building on MAN's reputation for high reliability. In addition, the plant plays a leading role in transferring advanced German technology to the Kingdom and provides training on the latest technologies to Saudi talent. In addition to the theoretical transfer of skills, the manufacturing facility also offers practical job opportunities to Saudi talent in the field.

Commenting on the expansion of the MAN Truck & Bus showroom in Riyadh, Sheikh Ali Alireza said, "Through this expansion, we seek to meet the increasing demand for various models of MAN trucks by different sectors in the Kingdom which are currently experiencing a high rate of growth under the guidance and vision of the country's wise leadership. We are committed to offering a high quality of sales and after sales

service and are focused on continuously supporting the services we provide to our distributors and partners in various sectors."

Dr. Frank Hiller, Chairman, Marketing and Sales Services MAN Truck & Bus said, "This expansion comes as a natural step following the growth of our business in Saudi Arabia and the rise in our sales, as a result of increasing demand for MAN trucks and buses in the Kingdom. Undoubtedly MAN vehicles have proved their ability to operate in the demanding road and climactic conditions within the Kingdom. We are continuously seeking to provide superior services and the latest technologies to our clients. Lately, we have launched TGS and TGM among the premium ranges from MAN Truck & Bus, one of the world's leading manufacturers of transport vehicles. The TGS WW range is part of the company's Trucknology® Generation, widely recognised for their toughness and reliability and designed especially for the toughest of operations as a semi trailer truck tractor, rigid chassis or tipper in the Middle East, Africa, CIS and Far East markets."

MAN has more than 250 years of industrial engineering expertise, covering every conceivable market segment and industry - from distribution vehicles, to tippers, concrete pumps, transit mixers and very specialist application units. MAN Truck & Bus Middle East currently has one of the widest distribution networks and service support footprints amongst all manufacturers of heavy-duty construction vehicles in the region.

According to sales figures for the last five years, approximately 23,000 MAN trucks are currently operating in the Middle East, served by 35 service centers equipped by modern technologies and specialized facilities. In 2011, more than MAN 4,000 trucks and 250 buses were added to the vehicles operating in the region. In addition, new investments have been approved, including the opening of five new MAN centers in the region during the next two years.

For more information:

[www.mantruckandbus.com/press](http://www.mantruckandbus.com/press)

Or contact:

Saeed Al Amoudi

TRACCS

Tel.: +966 2 6625757

Fax: +966 2 6399540

Email: saeed.alamoudi@traccs.net

### **MAN Truck & Bus 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, a DAX top 30 listed company. 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 35 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.

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 (TGA WW) ranges of trucks, and MAN and NEOPLAN buses that provide basic to VIP luxury transport and travel requirements.

### **The Transport Efficiency Program from MAN Truck & Bus**

The amount of transport and traffic on Europe's roads is rising. At the same time, the long-term dwindling of energy resources is making transport increasingly more expensive. As one of the world's leading manufacturers of buses and trucks, MAN Truck & Bus makes an important contribution to the continued improvement of transport efficiency. MAN offers a comprehensive efficiency program to reduce your total costs of ownership. Transport efficiency, consolidated in the fields of technology, service, the driver and future expertise protects the environment and is added value for our customers.

## **CONSISTENTLY EFFICIENT**

MAN Truck & Bus AG, headquartered in Munich, Germany, is the largest company of the MAN Group and a leading international supplier of efficient commercial vehicles and innovative transport solutions. In fiscal 2010 the enterprise, with around 31,000 employees, posted sales of more than 55,000 trucks and over 5,400 buses and bus chassis of the MAN and NEOPLAN brands worth 7.4 billion euros.