



## **MAN Reinforces Focus on Middle East Construction Industry at bauma 2013**

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### **MAN hosts Middle East & Africa Distributors at bauma 2013**

With the Middle East construction sector continuing to drive the bulk of demand for the region's commercial vehicle industry, leading manufacturer of mass transport vehicles MAN Truck & Bus is using bauma 2013 as a platform to reinforce its focus on the Middle East construction industry and strengthen relationships with its distributors across the region. The 30th bauma International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, takes place in Munich from April 15 to 21, 2013.

With an estimated US\$4.2 trillion of ongoing construction projects in the MENA region, MAN is capitalizing on the growth in the construction sector and estimates that its sales in this sector will have a significant increase for the next few years.

Representatives of 11 Countries from across the Middle East region are visiting bauma as part of an MAN delegation to inform their customers about the latest MAN technology and its innovative product portfolio of construction vehicles. MAN has been producing all-wheel-drive vehicles for over 75 years and its competence in this segment and knowledge of the industry are unmatched.

While MAN is launching the new EURO VI vehicles for traction transport in Europe, one of the highlights for non-European markets will be the heavy-duty MAN TGS WW four axle truck with gross weight of 50 tonnes for mining, excavation and heavy load construction transport. The vehicle is equipped with a rear tipper body, built by the Munich-based Meiller company which has been a reliable partner for MAN worldwide for almost a century. MAN trucks have successfully proved themselves for many years in the heavy load transport industry with driveline configurations for maximum payload, ruggedness and durability. Equipment such as the automated MAN TipMatic® transmission and the powerful MAN EBS brake system helps drivers to get the job done even under the roughest conditions.

“Over the years, MAN trucks have consistently fulfilled the highly demanding needs of customers in the construction sector with their efficient operation and ruggedness combined with high payload and our experience at bauma has certainly reinforced our confidence and appreciation for MAN's technology and product superiority,” says David van Graan Head of MAN Center Middle East and Vice President Sales and Marketing “With more than a century of experience manufacturing trucks for the construction sector, MAN brings deep insights into the needs of the sector leading to a

MAN Truck & Bus  
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high degree of customer loyalty from our customers in the region. With the construction sector expected to continue its strong growth trajectory, bauma provides a great opportunity for us to meet our valued distributors to raise awareness on our technology and product portfolio so we are perfectly aligned to serve the interests of our customers.”

For the construction sector, MAN offers a wide range of medium (TGM) and heavy duty (TGS) trucks as the base of a variety of transport solutions from tippers to transit mixers, from water tankers to concrete pumps, from flat deck cranes to specialised drill rigs – in wheel drive configurations of 4x2, 4x4, 6x2, 6x4, 6x6, 8x4 and 8x8.

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

## **CONSISTENTLY EFFICIENT**

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

The amount of transport and traffic on roads is rising worldwide. 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.