



MAN Truck & Bus SRM (Sales Region Middle East & Africa)

Johannesburg, 05.07.11

Two new Deputy CEOs reinforce MAN's strategy for SA

Forming an integral part of MAN Truck & Bus AG's global expansion programme is MVS, a marketing and sales strategy implemented in 2008 to shift operational and entrepreneurial responsibility to the interface with the customer, enabling swift, customer oriented decision-making at the point-of-sale in all MAN sales regions and MAN Centers around the world.

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According to Markus Geyer, CEO, MAN Truck & Bus SA, "the Marketing and Sales Strategy has proved highly effective in creating uniformity and effectiveness throughout the group's managerial structure as well as to improve customer proximity, one of MAN's core values. In line to the MVS global rollout schedule is the appointment of two Deputy CEOs at MAN Truck & Bus SA to ensure that commitments made to all MAN customers in the southern African region are effectively met."

As of July 1st 2011, MAN Truck & Bus SA's Management Board will report to its new Executive Committee (ExCo), headed by Markus Geyer as CEO. Bruce Dickson has been appointed Deputy CEO, responsible for truck business. Ray Karshagen has been appointed Deputy CEO, responsible for the bus business. The ExCo includes additional members; Maarten Roode (CFO), Godfrey Hani (Centre 4) and Marc Michel (Production).

"The two Deputy CEOs and CFO will manage and lead the local business in South Africa," explains Geyer. "The Management Board includes Wayne Powdrell (Service Business/After-Sales), Mike Macdonald (Centre North) and Frans de Wet (Centre South)."

A Management Board member for Centre East will be announced in the future, but in the interim, Bruce Dickson will continue to care-take this role. Maarten Roode will continue with all his existing responsibilities as CFO (i.e. Finance, HR, Procurement, IT, SHEQ, VMS and Internal Audit).

Bruce Dickson, in addition to heading up the Retail Business throughout South Africa, will also be responsible for Marketing and Communications.

Ray Karshagen will continue his responsibility for Bus Sales and Product Management, Bus Production and direct the After-Sales Business for MAN Truck & Bus SA.

“MAN Truck & Bus SA’s existing Centre Leadership concept has proved its merit and thus remains in place. It is now reinforced by clearer and more streamlined processes with the appointment of the two new Deputy CEOs and strategic alignment of the ExCo members. Our Management Board is now suitably configured to enable swift decision-making and increase customer proximity across the MAN dealer network in sub-Saharan Africa, delivering greater customer satisfaction while strengthening MAN’s brand and market share in the region. We wish the new appointees success and ensure them of our full support,” Geyer concludes.

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Word Count: 2,747 characters (incl. spaces)

For further information

www.mantruckandbus.com/media

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.