



## **MAN paves the way for greater digitisation**

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### **Markus Lipinsky heads up the new 'Telematics and Digital Solutions' department**

Commercial vehicle manufacturer MAN Truck & Bus is expanding its digitisation and telematics services, making this one of the key areas of its business strategy. One step in this direction is the creation of its new 'Telematics and Digital Solutions' department, with Markus Lipinsky appointed as its future head and set to report directly to Joachim Drees, Chief Executive Officer of MAN Truck & Bus AG.

Lipinsky previously held the position of CEO at software company and cloud specialist Actano GmbH, a company that sells portfolio and project management solutions, primarily for the automotive and aviation industries. After holding a number of different posts at Daimler, Lipinsky was appointed CEO of Daimler Fleetboard GmbH between 2009 and 2012, during which time he was in charge of the development and sale of telematics solutions for commercial vehicle fleets. He won the Frost & Sullivan Growth, Innovation & Leadership Award in 2012 for the successful implementation of his global growth strategy.

"I am thrilled that by welcoming Markus Lipinsky to the company, we are adding a renowned expert in digital networking to our ranks. His outstanding expertise will help MAN take up a leading position within the industry in matters of digitisation – a key area for the future. As we look forward, it is clear that selling top-quality trucks and buses is no longer enough. There is going to be ever increasing demand amongst our customers for digital solutions, ergonomic telematics services and networked commercial vehicles. We have now started to take steps in this direction, despite the precarious economic climate," says Joachim Drees.

Born in 1973, Markus Lipinsky is married and has three children. He studied Industrial Engineering at the Technical University of Berlin and Information Systems & Manufacturing Management at Linköping University in Sweden.

**MAN Truck & Bus**  
Dachauer Straße 667  
D-80995 Munich

**Head of Media Relations**  
Martin Böckelmann

Phone: +49 89 1580-2397  
Martin.Boeckelmann@man.eu  
[www.man.eu/presse](http://www.man.eu/presse)