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## **Buses of the future**

**Exciting new projects have resulted from a cooperation with students from Reutlingen University: "Virtual Mobility Bus – MAN\_20XX" – Buses of the future, which deal with the challenges facing mobility tomorrow**

Individually adjustable seats, chill-out zones, dance floors and lighting systems that guide the passengers – the bus of tomorrow is, above all: the passenger's best friend. In cooperation with MAN, 16 students from the School of Textiles & Design spent a semester developing various ideas for what the bus of the future, in 2020, 2035 or 2050, will need to be capable of. This resulted in projects that dealt with various different scenarios for the future. In the "Sense of Security" project, for example, an autonomous bus carries passengers in mega cities safely to their destinations, whilst giving them a sense of tranquillity and safety. Thanks to autonomous driving, the bus doesn't depend on a driver. Instead, there is an organiser, who decides on the route. It is also up to him to scan the passengers for dangerous objects in the so-called safe zone.

The team of students looked at the social, cultural, technological and demographic changes anticipated by 2050. "The students had to develop a holistic concept – from the driver's workplace and the design through to the area of application of the bus", says Stephan Schönherr, Vice President for bus design for the MAN and NEOPLAN brands at MAN. "This also involved dealing with the topic from a social perspective and tackling mega trends like autonomous driving, for example."

The concept "Blind Travel" is focused on the traveling and dating possibilities of the future. The "Pleasant" project focused on people with reduced mobility and those with special needs. MAN's autonomous city bus is designed to communicate with passengers. An app is configured in advance to read out the names of the stops to passengers, for instance, and to inform the bus conductor what each of the passengers' needs are, or what to pay attention to. Does he need a wheelchair space? Would he like

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The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €14.3 billion in 2014. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 55,900 people worldwide. Its business areas hold leading positions in their respective markets.



assistance in getting on and off the bus? Inside, illuminated strips on the floor guide the passengers to their places and the seats adapt to the individual needs of each passenger, for example by providing additional support or monitoring vital functions.

This is the seventh such university cooperation that MAN has participated in. Every other year the company cooperates with Reutlingen University, FH Berlin or Art College Berlin-Weissensee. The projects offer a genuine win-win situation: for the students, as it gives them a glimpse of inside the company, an opportunity to work with people on the shop floor and to make contacts, and for MAN, as the company benefits from having access to the cutting edge of current design, the design students' thoughts and creative and fresh ideas.

### **Award-winning MAN and NEOPLAN buses**

Twelve design awards in twelve years:

2002: Red Dot for the MAN Lion's Star

In 2002, the legendary MAN Lion's Star won the Red Dot Award for product design and innovation, which has been presented since 1954.

2003: Red Dot for the MAN Lion's Coach

One year later, the MAN Lion's Coach replaced the MAN Lion's Star as the new coach model and was also promptly awarded the Red Dot award.

2004: iF Product Design Award for the MAN Lion's Coach

After the Red Dot award, the MAN Lion's Coach went on to win the iF Product Design Award, which is awarded annually by Industrial Forum Design Hanover, in 2004.

2005: iF Product Design Award for the MAN Lion's City

2005 was a prize-winning year for MAN. The city bus MAN Lion's City won the iF Award for outstanding design achievements, which has been awarded since 1953.



2005: Red Dot for the MAN Lion's Regio

In 2005, the Red Dot Award was awarded to the MAN Lion's Regio intercity bus and combination bus. The Red Dot is also awarded for high functionality and ecological compatibility.

2005: Red Dot for the NEOPLAN Trendliner

The NEOPLAN Trendliner was also awarded a Red Dot Award at the same time. This combination bus with distinctive design is based on the same platform as the MAN Lion's Regio.

2005: Red Dot for the NEOPLAN Starliner

The fourth in the group, NEOPLAN's premium Starliner coach, was also awarded a Red Dot in 2005. Its design was characterised by the typical separate front windscreen designed to resemble a visor.

2006: iF Product Design Award for the MAN Lion's City DD

The double-decker city bus MAN Lion's City DD was awarded the iF Award for its maximum space, comfort and security convenience with excellent design quality, in 2006.

2007: Red Dot "best of the best" for the NEOPLAN Cityliner

"The NEOPLAN Cityliner combines advanced technology and a high level of customer benefits with forward-looking design", said the Red Dot 2007 award panel, when it awarded the prize to the luxury coach.

2011: Red Dot for the MAN Lion's City Hybrid

The MAN Lion's City Hybrid is not only a technological masterpiece due to its thrifty consumption, but was also a stylistic masterpiece in the eyes of the Red Dot 2011 award panel.

2012: Red Dot for the NEOPLAN Skyliner

The NEOPLAN Skyliner's exclusive sleek design and light vehicle interior concept won the double-decker coach the Red Dot award in 2012.

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2015: German Design Award for the NEOPLAN Jetliner

The German Design Council awarded the NEOPLAN Jetliner the German Design Award for its special design qualities in the "Excellent Product Design – Transportation and Public Design" category.

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