



## **IAA 2012: MAN stand is the crowd puller**

Munich, September 27, 2012

Ten thousand visitors to the stand, twelve world premieres presented, high-ranking guests from the worlds of politics, sport and the arts - that is the balance MAN can draw shortly before the end of the 64th IAA Commercial Vehicles in Hanover. MAN was also responsible for the eye-catching exhibit of the leading trade fair for the commercial vehicles sector: the Concept S truck design study fascinated customers and journalists alike in the outdoor area. "This year's IAA was a complete success for MAN," says CEO Anders Nielsen of MAN's appearance.

MAN presented twelve innovations in the truck, bus, engine and service segments. The world premieres of the new, Euro-VI compliant TG family, the NEOPLAN Jetliner and the MAN Lion's Coach EfficientLine drew thousands of visitors to the MAN stand in Hall 12. Interest was focused on measures for improving efficiency. The MAN Concept S truck design study, shown for the first time with a particularly aerodynamic semitrailer from Krone, proved to be the real crowd puller and was the IAA's most photographed vehicle. Germany's Federal Minister of Transport, Peter Ramsauer, and the Prime Minister of Lower Saxony, David McAllister, were visibly impressed by this innovative semitrailer tractor combination.

In the course of the IAA, MAN was honoured with two prestigious prizes. The MAN Lion's Regio received the "IBC Award 2012" (International Bus and Coach Competition). The intercity bus convinced the critical testers in all respects and outdid its competitors in becoming the undisputed winner of this hard practical trial. The MAN Lion's City Hybrid was presented with the "Green Bus Award". This cutting-edge city bus with serial hybrid drive and ultracaps as its energy storage system saves up to 30% on fuel and CO<sub>2</sub> relative to a modern diesel-powered bus.

A number of prominent guests visited the MAN stand, where they were convinced by the innovative transport solutions on display. In addition to Transport Minister Ramsauer, Lower Saxony's Prime Minister McAllister and Stephan Kühn, speaker on transport matters for the parliamentary group of the Green Party in the German Parliament, US Ambassador P.D. Harvey and Consul General Inmi K. Patterson also obtained information on MAN's efficient transport solutions.

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €16.5 billion in 2011. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 52,500 people worldwide. Its business areas hold leading positions in their respective markets.

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Press Release

Page 2/2

At the fair, Peter Maffay took delivery of 15 trucks and two buses from MAN: these vehicles will form the backbone of tour logistics for the "Tabaluga und die Zeichen der Zeit" tour of Germany. In the talk show that followed, the rock singer and truck fan then answered questions from his fans. To the great delight of the visitors to the IAA, football stars David Alaba and Patrick Owomoyela and FC Bayern legend Paul Breitner also visited the MAN stand. Current Truck Race champion Jochen Hahn und Truck Trial European champion Marcel Schoch enthralled visitors with their race shows.