



Lion's City in the Lion's city

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Trucks and buses bearing MAN's lion emblem spent two days at centre stage in Lviv, Ukraine – known as the city of lions. At its first in-house trade fair in Ukraine, MAN Truck & Bus showcased an MAN TGX and the new MAN Lion's City.

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- **First MAN Truck & Bus in-house trade fair in Ukraine**
- **MAN Lion's City, TGX, and TGL exhibited**
- **MAN sees major growth potential in Ukraine**

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Perhaps, any Ukrainian without hesitation will call what is depicted on the emblem of MAN - the lion. Where else, but not in Lviv, the city of lions, all circumstances have deigned to hold a large-scale auto show MAN, at which the company showed its key novelties of this year. It is natural that the presentation in the city of lions was conceived primarily for the sake of the new Lion's City - the new generation of MAN city buses. Shortly after the world premiere in Munich a new vehicle arrived in Ukraine.

Around 2,500 visitors came to MAN Truck & Bus' first in-house trade fair in the city of Lviv in Ukraine. They included customers, drivers, municipal and transport company representatives, and fans. For two days, the guests experienced a MAN TGX 18.500, a MAN TGL fire service vehicle, two chassis, and a new MAN Lion's City. "Just a few weeks ago, the Lion's City celebrated its world première during the MAN BusDays in Munich – and we have already had the chance to present it to our visitors here," said Marc Martinez, managing director of MAN Truck & Bus Ukraine. "The city bus was definitely the highlight of the event."

A number of experts from MAN were present to answer questions about the city bus' new features and innovations, alternative drives, safety features,

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of around 10 billion euros (2017). The company's product portfolio includes vans, trucks, buses/coaches, diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of Volkswagen Truck & Bus GmbH and employs more than 36,000 people worldwide.



design language, and custom equipment variants. When presenting the bus, Dietrich von Wissmann, sales manager for Eastern Europe at MAN Truck & Bus, explained that “we are extremely proud of our new Lion’s City, which raises the bar in terms of efficiency, technology, driving comfort, and design. In particular, the MAN EfficientHybrid aroused a great deal of interest.”

The vehicles were not the only source of excitement, thanks to an extensive programme of shows and music acts by a variety of artists on the big stage. “The event was received warmly, which is of course something we’re delighted to see,” continued Marc Martinez, who worked for MAN Truck & Bus in France until recently. Along with a committed team, he has set about strengthening the company’s presence in Ukraine. “Our objective is to have significantly more MAN vehicles on Ukrainian roads in the future. The transport companies have very strict requirements for their buses – that is why there is great interest in our modern city buses, intercity buses, and coaches,” the new managing director noted. “I am very impressed with the work done by the previous MAN managers in Ukraine. We are leaders of this market for two years in a row, and this means that my main task is to preserve this leadership. At the same time, we want to focus on satisfying our customers. As a premium brand, we know that in order to sell more, we must constantly meet and become more proactive. This is our policy, which we realize through our dealers, the number of which we plan to increase, starting with Odessa.”



E_Lviv_2018-01.jpg.

E_Lviv_2018-02.jpg

Caption:

Around 2,500 visitors experienced the extensive program at MAN Truck & Bus' first in-house trade fair in the city of Lviv in Ukraine.

P_Bus_EOT_LC_Lviv_2018-01.jpg

Caption:

Shortly after the world premiere in Munich the new MAN Lion's City was presented to customers, drivers, municipal and transport company representatives, and fans in Ukraine.

P_Truck_Truck_TGX_Lviv_2018-01.jpg

Caption:

MAN Truck & Bus has been market leader in the Ukraine for two years in a row.