



Powerful performance: MAN and IRONMAN announce partnership

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- **MAN Truck & Bus is the official Supplier Partner of IRONMAN Europe**
- **MAN is to provide the attractive XLION equipment packages as part of the cooperation with IRONMAN**
- **In 2019, MAN will provide vehicles to assist with logistics at IRONMAN events in Europe in more than 10 countries**

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MAN Truck & Bus AG is the official supplier of IRONMAN triathlon events in Europe. The Munich-based truck manufacturer and the triathlon event organisers signed the relevant partnership agreement at the end of September 2018. MAN is launching the XLION equipment packages for its truck models onto the market and will provide IRONMAN Europe with such equipped vehicles for event logistics as part of this partnership.

MAN Truck & Bus and IRONMAN reached the cooperation agreement at IAA Commercial Vehicles 2018. It includes providing MAN vehicles to assist with IRONMAN logistics at triathlon races from the world-famous extreme sport event organisers in more than 10 countries in Europe. MAN presented the XLION equipment packages on the occasion of the cooperation. Reliability, high performance and endurance in every aspect – these traits are a given for the likes of IRONMAN triathlon star athletes. These are also the qualities that excite both companies and drivers when it comes to MAN vehicles. "We have a unique connection through the common components of brand names. But more importantly, the values of the brands are also perfectly matched: reliability, robustness, efficiency, top-performance and innovation", Björn Loose, Senior Vice President of MAN Truck & Bus AG, Marketing and Brand, was pleased to report as part of the announcement of the partnership. "We aim to make our customers'

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



business easier, more efficient and thus more successful. Our customers have demanding and challenging daily requirements and we have the perfect solution for these extreme requirements. We underline this perfect symbiosis with our XLION equipment packages. The X in the name of these packages stands for 'extreme'. This is the link between MAN and the extreme athletic performance of an IRONMAN triathlete. This special edition includes tailored equipment packages for each segment - whether Long Haul, Traction or Distribution. We are very pleased to be supporting the events throughout Europe as the Official Supplier", Loose added. "We are always looking for partnerships with brands that share the same ethos and values that we have at IRONMAN, and I'm delighted to say that is certainly the case with MAN", explained Peter Gallagher, Director of IRONMAN Global Partnerships, EMEA. "For our athletes, it's all about endurance, high performance and achieving what they had set out to do when they started their IRONMAN journey. We recognise similar traits in the MAN brand and we look forward to working closely with them during the partnership", added Gallagher. MAN XLIONS will be used in IRONMAN logistics right from the first 2019 European race in Marbella in April.

The XLION equipment packages

The XLION packages offer special equipment for long-haul transport and traction and distribution vehicles, and combine high-quality, segment-specific equipment ex works with extras and service packages adapted to the specific country. The MAN XLION is king of the road with an optional eye-catching lion design on the sides of the cab. Each vehicle also bears the XLION lettering on the cab doors.

About IRONMAN

As part of Wanda Sports Holdings, the IRONMAN Group operates a global portfolio of events, including the IRONMAN® Triathlon series, the IRONMAN® 70.3® Triathlon series, the 5150™ Triathlon series, the Rock 'n' Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union Triathlon Series races, road cycling races including the UCI Velothon® series, mountain bike races including the Absa Cape Epic®, top-class marathons such as the Standard Chartered Singapore Marathon, trail running such as Ultra-Trail Australia™ and other multi-sport races. The IRONMAN events, together with all other events from Wanda Sports Holdings, provide more than one million participants annually with the benefits of endurance

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sport through the company's wide range of services. The iconic IRONMAN® range of events is the largest sports platform in the world. Since the foundation of the IRONMAN® brand in 1978, athletes have proved that ANYTHING IS POSSIBLE by crossing the finishing line in the hardest endurance races around the world. Starting as a single race, IRONMAN has grown into a global sensation with more than 230 events in 53 countries. For further information please visit: www.ironman.com