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# ON THE ROAD

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THE NEW LIONS HAVE ARRIVED!



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# FOREWORD

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## JOERG MOMMERTZ

Senior Vice President  
and Head of Center MEA&LA  
Sales International  
MAN Truck & Bus SE

Dear Partners,

In March, we launched our new generation of trucks for the Middle East, Africa & Latin America regions. The virtual event which was held on March 30th received positive feedback from the participants and for those who attended, we hope you enjoyed it. Our trucks have always held a reputation for being robust, reliable and efficient. And with our new generation of trucks, we have only raised the bar. The new vehicles have been developed based on the feedback we received from customers and drivers across markets and are designed to ensure efficient operations.

As a next step, in collaboration with our local partners, we will be rolling out the vehicles in individual markets. This will give you an opportunity to touch and feel the new trucks. In the meantime, if you have any questions or queries regarding the new range, please get in touch with your local MAN partner.

The launch of the new generation marks a momentous milestone in MAN's journey and we look forward to your continued support as we progress.

Warm Regards

**STAY HEALTHY! STAY SAFE!**



## CAROLE ODDOUX-ENZIAN

Head of Marketing &  
Communications Sales International,  
MAN Truck & Bus SE

## From the **EDITOR'S DESK**

Every day is a new adventure at MAN and the last few months have been nothing short of exhilarating. Our entire team worked tirelessly to ensure that we put up a great launch event for our customers. The positive reviews only made the entire exercise that much more worthwhile. Now with the regional launch done, we look forward to offering you the opportunity to experience the new lions in your countries! In this edition, we have some interesting stories and videos lined up for you. Don't forget that your feedback is always highly appreciated. Write to us on: [middleeast-africa@man.eu](mailto:middleeast-africa@man.eu)  
**Happy Reading!**

# MAN LAUNCHES THE NEW TRUCK GENERATION

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The new range represents MAN Truck & Bus as a provider of sustainable transport solutions. It underlines the high competence of MAN's engineering team that has always delivered robust, reliable and efficient vehicles.



The New TG Range features a distinct look with a new cabin that makes it stand out among its competitors. These vehicles offer the highest levels of reliability and efficiency for diverse applications & operating conditions.

“ The launch of the new range is a milestone moment for all of us. It reflects MAN's focus on helping our customers in their business. These trucks are built to be highly reliable; able to withstand rugged use over their typical operating life, while delivering best-in-class performance.”

**JOERG MOMMERTZ**



# Our new trucks are centred around **FOUR KEY VALUES**



## **GREAT EFFICIENCY AND ECONOMY**

MAN is the only truck maker to offer engines conforming to emission norms ranging from Euro 2 to Euro 5. The engines remain robust and efficient as before.



## **STRONG PARTNER**

Our Importer Partners have done a great job when it comes to achieving customer satisfaction and with the new trucks we will strive to serve you better and help simplify your business.



## **OPTIMIZED UPTIME**

The new trucks will exhibit the strong performance of the older generation thanks to the retention of our tried and tested powertrain.



## **EXCELLENT DRIVER FIT**

With acclaimed innovations like SmartSelect and EasyControl along with optimum ergonomics and space, we aim to reduce driver downtime.



MAN has reworked the entire electronic architecture in the new range. It is now guided through a central control unit allowing for easy integration of individual components into one perfect system.

# THE LAUNCH EVENT RECAP



DRIVELINE WARRANTY  
**3**  
YEARS  
ON TRUCK TRACTOR MODELS ONLY

For any inquiries on our new range

**CLICK HERE**



# Sharing the excitement **TOGETHER**

Some of our partners, Maghreb Truck Company and Van Vliet Automotive (Ghana and Togo), organized a live-screening of the event for our customers at their facility. The event was organized adhering to all COVID-19 safety protocols. Our colleagues in Jordan caught the event together as well at their office. Interestingly, one of our customers too organized a small screening for their staff members.







# MAN ON ROAD





# Let's begin with an interesting update from **SOUTH AMERICA**

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MAN Trucks **Chile** delivered a new TGM 18.340 truck to the Chilean Fire Department. The vehicle will be used to combat forest emergencies on Easter Island, one of the world's most remote locations. The truck was modified by Iturri, a Spanish company responsible for the bodywork and self-protection measures. The vehicle features a D08 engine with an output of 340HP as well 4-wheel drive capability with reinforced suspension for the demanding off-road usage.



# Traveling in **STYLE & COMFORT**

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Since December 2020, players of the **Moroccan** Football Club, Sporting Club Chabab Mohammédia, have been traveling to their games across the country in the comfort of their new MAN Lion's Coach. In terms of equipment, the team coach is one of the best in the country.



The Tunisian National Football Team recently acquired a new MAN team coach. The bus is based on a MAN RR2 bus chassis and was assembled locally with a body custom created by Alpha Bus Tunisie, MAN's local partner in **Tunisia**. The 51 seater coach offers maximum comfort to its passengers and boasts an equipment package that meets the expectations of the customer.



# New partnerships in **MIDDLE EAST...**



Haji Husein Alireza & Co. Ltd. (HHA), our partner in the **Kingdom of Saudi Arabia**, delivered the first batch of TGS 21.400 trucks to Bin Zagr, our new customer and one of the biggest FMCG distributors in the country.



In a breakthrough deal, we sold nine units of the MAN TGS 33.400 6x4 trucks to Al Dali International in **Kuwait**. The company has been a major trader of a competitor brand for a long time.

# and in **AFRICA**



Afrimotors, our partner in **Mali**, delivered 15 units of the TGS 6x4 to a local transport company, Soyak. This deal represents Afrimotors' first delivery in the West African nation. The trucks have been equipped with a 8-ton tipper by Polish bodybuilder, Wielton, and are currently being used to transport cement clinker for one of the main cement plants in the country.

BIA Africa, our partner in **Ivory Coast**, handed over 48 units of the TGS 6x4 truck to EMSSZ, a prominent construction company in the country. The agreement also included a service contract, operator trainings, parts stock and delivery and proactive maintenance scheduling.

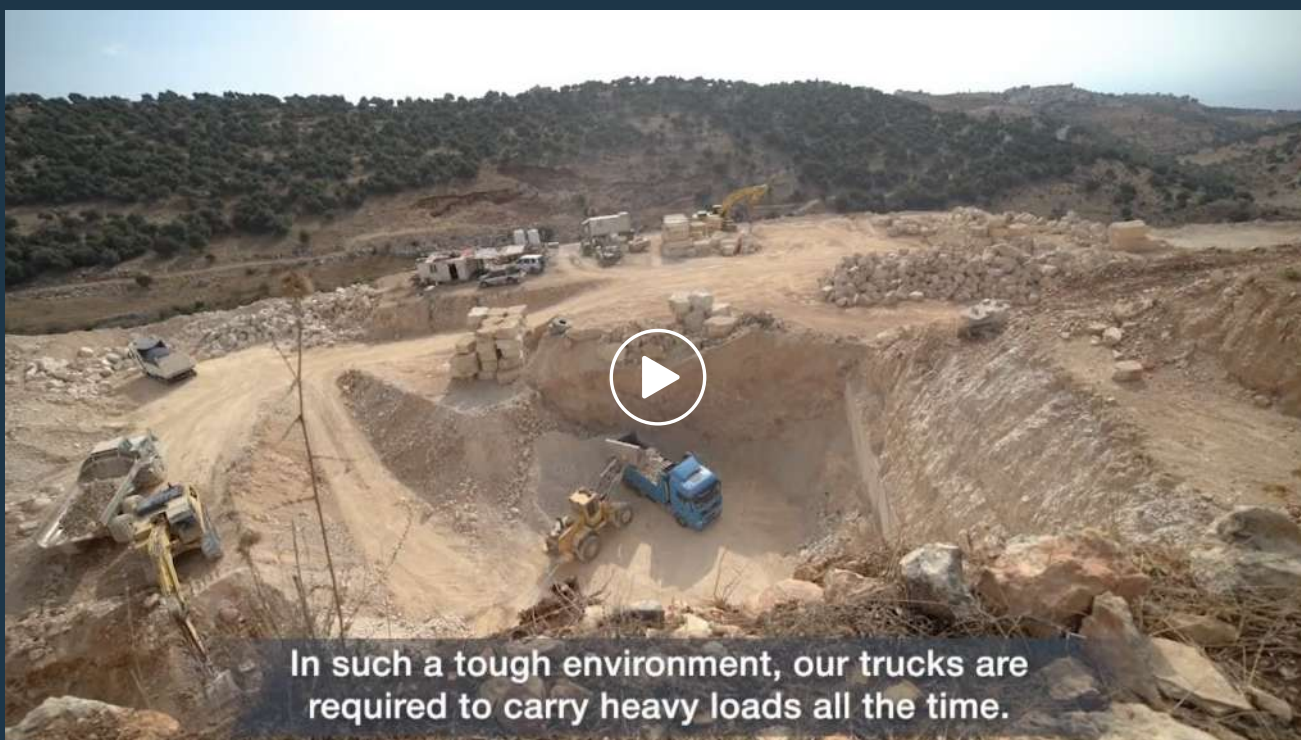


We recently received an order of 32 trucks from the National Mining Company of **Mauritania** (SNIM). From the vehicles, seven TGM units will be built with a bus body.

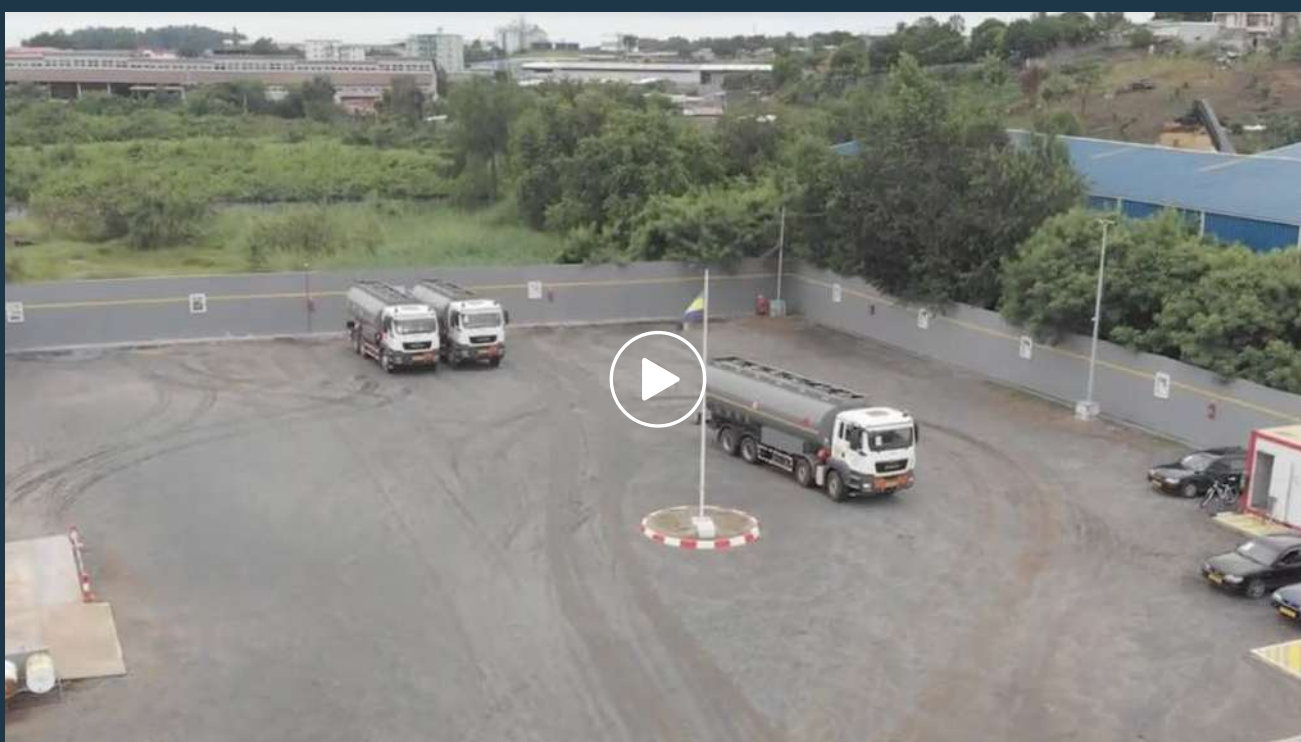


# Customer **SPOTLIGHT**

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Youssef Hasan is a driver-owner from Jordan. Watch his story.



Yombe II, an oil transportation company in Gabon, employs an all-MAN fleet for their operations. Watch the video.



WHEN YOU START  
THEIR ENGINE ...

... BUT IT FEELS LIKE  
STARTING A NEW ERA.



## The new MAN Truck Generation. Simply my truck.

The new MAN Truck Generation is designed with two things in mind: you and your company. That's why the new MAN trucks offer everything you could ask for and more. In addition to innovative design that revolves around the driver, they provide outstanding efficiency and economy as well as optimised vehicle availability. This comprehensive package will help ensure a sustainable profit increase that will propel your company to the fore. And that's not all: driving the new generation of MAN trucks means you can rely on MAN's outstanding service backed by years of expertise. **#SimplyMyTruck**

For inquiries on our new range [CLICK HERE](#)







For general queries,  
please send us an email on  
[middleeast-africa@man.eu](mailto:middleeast-africa@man.eu)



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