



MAN Lion's Coach set to redefine mobility

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- **“Inspired by the lion”, the Lion’s coach marks the beginning of new MAN bus design language at the front, rear, and sides**
- **A higher level of economy with several assistance systems, as well as a 20% improvement in aerodynamics**
- **Main headlights and rear lights now for the first time available as all LED**
- **The new MAN Lion's Coach can absorb 50% more energy in the event of a crash**

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In its pursuit of excellence and efforts to champion innovation and technology to match its fleet offering with the latest market trends, MAN Truck & Bus strives continuously to enhance not only the design element but also economic efficiency and safety features of its new line-up. The recently launched MAN Lion’s Coach, which is already available for pre-orders in the Middle East, is a best-in-class coach and long-distance bus, and the embodiment of the company’s endeavour to offer consumers a whole new experience.

The new addition to the MAN Truck & Bus Middle East’s impressive line-up of highly efficient, safe, economic and innovative commercial vehicles, the MAN Lion’s Coach is set to take over the coach market in the region with its distinct safety, comfort and performance-driven features. The MAN Lion’s Coach is available in GCC Euro engine standards to suit a complete range of fleet requirements in the region.

“We are a technology innovator and the new MAN Lion’s Coach demonstrates MAN Truck & Bus’ commitment to providing world-class transportation solutions,” said Franz von Redwitz, Managing Director, MAN Truck & Bus Middle East. “This is a new generation of coach that raises the bar when it comes to safety, economy and design.”

“Inspired by the lion”, the MAN Lion’s Coach, with its modern yet timeless design, marks the beginning of the new MAN bus design language at the front, rear and sides, and sets a new benchmark in luxury, attractiveness and efficiency.

The new coach’s LED main headlights and taillights reflect the leading German commercial vehicles manufacturer’s quest for



technological and innovative enhancements in its fleets. The first of its kind on coaches, the LED lights make the Lion's Coach more appealing to the eye and better in efficiency and durability. A particularly distinctive feature of the new headlight is the strip-form brand-specific daytime running light which also functions as a turn indicator.

Among new safety features of the MAN Lion's Coach includes its ability to absorb 50% more impact energy in the event of a crash. In addition, it has an array of assistance systems such as Emergency Brake Assist (EBA), Adaptive Cruise Control (ACC) and Lane Guard System (LGS) accident prevention technology.

Furthermore, the new coach offers enhanced comfort and safety while travelling thanks to new generation shock absorbers and optimized vehicle configuration. In addition to providing greater driving comfort and improved handling, the new features also contribute to further increase in fuel efficiency as well as a 20% improvement in aerodynamics.

"The new MAN Lion's Coach doesn't just win people over with its modern yet timeless design; it's also thanks to its economic efficiency," said Pedro Teixeira, Head of Bus Sales, MAN Truck & Bus Middle East. "This is a vehicle that provides excellent total cost of ownership and will also place fleets at the centre of a transformation towards modern, cleaner and safer transportation in the Middle East."

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MAN Truck & Bus in Middle East

Since 2006, MAN Truck & Bus Middle East has been the regional representative of MAN Truck & Bus AG which is headquartered in Munich, Germany and the largest company of MAN Group. It is a leading provider of commercial vehicles and buses that are renowned for their robustness, reliability and adherence to high standards of driver and passenger comfort and safety.

MAN Truck & Bus Middle East operates through an extensive network of private capital dealers and importers in 14 countries namely Afghanistan, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen. The local coordination office is located in the UAE, Dubai Airport Free Zone and guarantees for efficient sales and after sales support in the Middle Eastern region.

Accommodating for the demanding operating conditions in the Middle East, MAN Truck & Bus Middle East provides full-fledged turn-key solutions for both goods and passenger transportation by road through its light (TGL), medium (TGM) and heavy-duty (TGS WW) ranges of trucks, and MAN and NEOPLAN buses & coaches that provide basic to VIP luxury transport and travel requirements.