

Press release

## MAN Truck & Bus Middle East



**Leading bus and truck manufacturer to launch its heavy-duty TGS WW construction truck at Bahrain GulfBID 2012**

Bahrain, 23/04/2012

### **MAN Truck & Bus Middle East Eyes Bahrain's Promising Construction Sector**

MAN Truck & Bus Middle East says it plans to concentrate on the promising Bahraini construction sector through its national partner Ahmed Mansoor Al A'ali Co. BSC.

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The construction sector in Bahrain offers plenty of potential on account of the government's increased focus on providing affordable housing to the nation's rapidly growing population. Bahrain's population grew at 13.2% between 2007-2010 and is expected to double by 2030 to 2.6 million people, raising demand for more affordable housing. According to a Reuters report, the Government of Bahrain has committed to invest \$3.2 billion in the construction of 30,000 new residential units by 2016, with plans to develop three new cities in the Kingdom.

[www.man-middleeast.com](http://www.man-middleeast.com)

According to a report by MEED Projects for the Arabian World Construction Summit, Bahrain is expected to award projects worth \$10 billion between 2012-2016, boosting the demand for construction materials and transportation solutions. In addition, several mega mixed-used and infrastructure projects such as Durrat Al Bahrain, Bahrain Reef Island and the Bahrain Monorail continue to tender interest among major investors and developers for strong players in the construction support sector.

"MAN has built a strong presence in Bahrain with a 28% market share which already exceeds our target for this market. Our reputation and leadership position globally and in the Middle East region positions us strongly in terms of quality, technological advancement, safety, and efficiency, both in fuel consumption and costs," said Simon Keen, General Manager of AMA Motors a division of Ahmed Mansoor Al-A'ali. "Ahmed Mansoor Al A'ali is a well established and respected group with a wide footprint within Bahrain's construction industry and we expect to capitalize on this strong position to take advantage of the many opportunities this market offers in terms of upcoming projects," he added.

MAN plans to explore the available opportunities during the upcoming gulfBID Exhibition in Bahrain – the annual exhibition for the construction industry in the Northern Gulf which takes place from April 24th – 26th, launching its latest range of heavy duty construction vehicles – the TGS WW.

“The TGS WW has witnessed a very positive reception within this region with a significantly high number of orders since it entered the Middle East earlier this year. TGS is the premium range from MAN Truck & Bus, one of the world’s leading manufacturers of transport vehicles. The TGS WW range is part of the manufacturer’s Trucknology® Generation, designed especially for the toughest of operations making it a reliable product for the Middle East, Africa, Russian States and Far East markets,” Friedel Gevers, Area Sales Manager – Truck Division at MAN Truck and Bus Middle East and Africa.

Friedel Gevers Continued: “MAN brings more than 250 years of industrial engineering expertise to the development of our products, which offer a superior level of efficiency, safety and performance in a wide variety of geographic and climactic conditions. We have a robust distribution network and the largest service support footprints among all manufacturers of heavy-duty construction vehicles in the Middle East which makes us a preferred choice for some of the biggest construction clients in the region.”

For more information:

[www.mantruckandbus.com/press](http://www.mantruckandbus.com/press)

### **MAN Truck & Bus 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, a DAX top 30 listed company. 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 35 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.

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 that provide basic to VIP luxury transport and travel requirements.

### **The Transport Efficiency Program from MAN Truck & Bus**

The amount of transport and traffic on roads is rising worldwide. At the same time, the long-term dwindling of energy resources is making transport increasingly more expensive. As one of the world's leading manufacturers of buses and trucks, MAN Truck & Bus makes an important contribution to the continued improvement of transport efficiency. MAN offers a comprehensive efficiency program to reduce your total costs of ownership. Transport efficiency, consolidated in the fields of technology, service, the driver and future expertise protects the environment and is added value for our customers.

## **CONSISTENTLY EFFICIENT**

MAN Truck & Bus AG, headquartered in Munich, Germany, is the largest company of the MAN Group and a leading international supplier of efficient commercial vehicles and innovative transport solutions. In fiscal 2011 the enterprise, with around 34,000 employees, posted sales of more than 77,600 trucks and over 5,700 buses and bus chassis of the MAN and NEOPLAN brands worth 9 billion euros.