



## **MAN introduces EcoStyle – A new telematics solution suite for customers in MEA region**

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- **EcoStyle combines powerful technology to help customers enhance their earnings**
- **Customers can realise savings of 5%-15% in fuel costs by monitoring and regular driver coaching**

MAN Truck & Bus has introduced a powerful enterprise grade telematics solution for customers in the Middle East-Africa (MEA) region. This dynamic solution suite is designed to support improved levels of fleet efficiency & safety, and reduce environmental impact. EcoStyle has been fine-tuned through millions of hours in service, and combines powerful technology to help customers enhance their earnings.

The introduction of this solution is part of the digitalisation initiatives at MAN. EcoStyle provides customers with key operational information, allowing them to monitor fuel consumption, driver performance, and much more. Dashboards provide full visibility of the information that matters at a glance, or users can delve deeper through a rich suite of reports and views.

**Joerg Mommertz, Senior Vice President, Head of Sales Area Middle East, Africa & Latin America (MEA&LA), MAN Truck & Bus**, said, “Over the years, MAN vehicles have become reference for reliability and efficiency. However, our customers are constantly looking at ways to achieve greater operational efficiency with the aim to increase their earnings. With the MAN EcoStyle, we are confident that customers will get to gain more from their vehicles.”

MAN Truck & Bus has partnered with Microlise, a UK-based company that has developed and tested this solution suite. EcoStyle lets customers track their vehicles in real-time. This has been enabled by integrating with Google Maps. Customers can get detailed information about each vehicle in their fleet and get street level view.

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**Noel Macaron, Head of Truck Sales, Sales Area MEA&LA, MAN Truck & Bus**, said, “The attractive proposition is that MAN EcoStyle can be purchased for new man vehicles or even retro-fitted to existing ones. This telematics solution can help customers gain significant advantage in their business.”

Through monitoring, debrief and regular coaching in good driving practice, customers can realise savings of 5% to 15% in fuel costs within their fleet. Information such as harsh cornering, speeding and harsh braking can be monitored, giving customers the data that they can use to coach their drivers in best practice. In addition, improved utilisation can help to improve fuel efficiency still further.

**About MAN Truck & Bus, Sales Area MEA&LA**

The Sales Area Middle East, Africa and Latin America is geographically and economically the most heterogeneous and most challenging Sales Area. Through its offices in Munich and Dubai, the Sales Area supports 31 importer partners and customers spread over 72 countries in four continents. It also includes the NSC in South Africa and eight CKD production sites. Sales Area MEA&LA is working to establish MAN as a leading and reliable partner in the commercial vehicle business.