



Can you make travelling works of art from songs? MAN kann.

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IAA Hanover: "MAN Tattoo trucks by Peter Maffay"

MAN is launching the IAA Commercial Vehicles Fair 2014 with a world premiere, unveiling six MAN Tattoo trucks in front of Hanover's central station. The spectacularly designed semitrailer tractors are the result of an international design competition held under the motto, "Can you make travelling works of art from songs? MAN kann." The idea: who can transform the lyrics from Peter Maffay's new album "Wenn das so ist" into colours and shapes on a truck in the most fascinating way? More than 40 designers, artists and creative minds took part, contributing more than 80 designs. "Each truck is a travelling work of art. I am very honoured that my songs were the inspiration for this. The trucks look sensational," said Peter Maffay. The MAN Tattoo trucks will be used to transport the stage equipment for his tour throughout Germany at the beginning of 2015.

MAN Truck & Bus
Dachauer Straße 667
D-80995 Munich

**Head of
Corporate Communications**
Andreas Lampersbach

Phone: +49 89 1580-2001
Andreas.Lampersbach@man.eu
www.man.eu/presse

The six winning designs received awards in the run-up to the IAA Commercial Vehicles Fair in Hanover. All six designs were painted onto XXL cabs by hand. The best three designs were awarded prizes by a prominent jury made up of: singer and songwriter Peter Maffay, Dr Georg Pachta-Reyhofen, Chairman of the Management Board of MAN SE, Andreas Lampersbach, Head of MAN Corporate Communications, Gerhard Grünig, editor-in-chief of the magazine Trucker, Marco Schwalbe, organiser of the STROKE ART FAIR and MUCart, and art lecturer and paint designer Walter Maurer, a specialist in the field of art cars. The winning design was awarded EUR 10,000 prize money.

Painting the MAN Tattoo trucks

In collaboration with the renowned designer Walter Maurer, Martin Dippel and his smartart team painted the MAN Tattoo trucks in an aircraft hangar in Fürstenfeldbruck, near Munich. The painters also designed the famous BMW Art Cars with world-famous pop art artists.

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €15.7 billion in 2013. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 53,500 people worldwide. Its business areas hold leading positions in their respective markets.

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The paint designers applied the winning designs using colourful acrylic paint. A high-gloss clear coat finish was put on top of the acrylic paint. A team of professional painters spent countless hours on each truck from July to mid-September. In total, the painters used more than 500 shades and ten different types of ink and paints such as 2-K acrylic paint, water-based paint and airbrush and artists' acrylic paints. Several techniques were used to apply the motifs to the trucks, including normal spray painting, airbrushing, sponging techniques, stencilling and foiling and various painting styles with brushes, varnish techniques and graffiti.

The implementation of the truck designs not only required professional painters, but also the artists themselves. As designer Marc Köschinger emphasises, "The challenges posed by the design for the truck drove my creativity. It was important to me to present the impact of the large size on a small competition submission to the jury in a comprehensible way and to pay attention to technical feasibility. I am very happy with the result." The artist Kaja el Attar is also impressed by the final implementation of her design, explaining "For me, the challenge was interpreting and visualising my filigree drawings in the new dimension of a truck cab."

Following the IAA Commercial Vehicles Fair, the MAN Tattoo trucks are travelling from Hanover to the MAN Truck Forum in Munich, where all visitors and guests will be able to admire the unique trucks. All six long-distance MAN TGX towing vehicles will be on the road in January and February 2015 on Peter Maffay's tour as travelling works of art in the form of genuine MAN Tattoo trucks.

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