



MANmagazine launches

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MAN's new customer and image magazine is out now

The Munich-based commercial vehicle and engineering player has just launched its new MANmagazine – a showcase for the world of MAN in a single magazine. Exciting and entertaining stories depict what MAN is all about and what the Company stands for: products and services that are tailored to the customer and the markets and that combine quality, reliability, and cost-effectiveness. With a global circulation of around 200,000 copies, MANmagazine will be published three times a year in German and in English with a truck and a bus edition. Alongside this, 17 countries will enjoy their own local editions with additional regional issues. The magazine is also available as a tablet app for iOS and Android and can be downloaded free of charge from the stores.

“Our aim was to create a publication that takes the best of each of the image and customer magazines to date. We wanted it to be reader-friendly with simple, high-quality journalism and a modern design,” explains Editor-in-Chief Florian Wöst. MANmagazine supersedes the MAN Forum, inmotion, and buslife publications.

It is aimed at various target groups – from employees, key customers, and truck/bus drivers through opinion leaders and the interested public. “It was important to us that we make use of common features but that we did not lose sight of the different interests and that we address the diverse issues in the Commercial Vehicles and Power Engineering business areas,” says Wöst.

In the first issue of MANmagazine, the reader learns just what makes an MAN Euro 6 engine so special and how innovative technologies help to reduce nitrogen oxide and soot particles. The “Playing it cool” article goes to Sweden, where trucks and buses are tested for winters at minus 35 degrees. In “Clean giants,” the magazine reports on the largest ships in the world that MAN's state-of-the-art diesel engines have made more eco-friendly than many smaller freighters.

MAN SE
Ungererstr. 69
D-80805 Munich

**Head of
Corporate Communications**
Andreas Lampersbach

Spokesman
Sacha Klingner

Phone: +49 89 36098-111
presse@man.eu
www.man.eu/presse



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