



# News service MAN Group

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## **NEOMAN streamlines sales activities**

From 1st January 2004 buses and coaches of the MAN and NEOPLAN brands will be sold in Germany via NEOMAN Bus Vertrieb GmbH (BVD). The new company is headquartered at Ismaning near Munich. The two-brand strategy with MAN and NEOPLAN buses and coaches is to be continued. Both brands retaining their broad-based product portfolios. The contacts for customers and enquirers too are largely the same as before.

A new feature is a re-alignment of sales activities, a distinction being made here between the two target groups of private customers and public authorities. NEOMAN expects this unified support concept to lead to a stronger presence in the nine sales regions and even more pronounced customer proximity in sales and in service sectors such as after-sales and spare parts. The competence centre for coaches in Stuttgart and that for scheduled-service buses in Salzgitter will be supporting the sales organisation in satisfying specific market requirements.

Managing Director of the new sales company is Thomas Hartmann. He is assisted by Günter Maier, who is responsible for private customers, and Jens Ludwigkeit, who is in charge of business with public authorities and key-accounts in the local public transport sector. The branches centres are in Berlin, Bielefeld, Dresden, Forchheim near Nuremberg, Hamburg, Ismaning, Oberhausen, Stuttgart and Wiesbaden.