



News service MAN Group

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MAN Nutzfahrzeuge launches MAN DIESEL sales brand: new sales platform for international used-vehicle business

The international used vehicle market is becoming more and more important for both customers and manufacturers. MAN Nutzfahrzeuge has restructured its used vehicle sales activities and created a new sales brand, MAN DIESEL. The "Business Center" set up in Munich coordinates the world-wide sales and marketing activities and is at the same time the international sales platform for used vehicles.

The central thrust of the new sales structure is service for the customer. As with purchasing a new vehicle the customer can take advantage of the full range of services available in his country - from financing to special equipment - when he buys a used one too. MAN Nutzfahrzeuge has chosen the motto "MAN DIESEL – used vehicles – No1 services" to launch a market offensive in over 30 countries, this being coordinated by the Business Center. "Service for our customers is our prime concern. Our aim is to offer the best possible vehicle for any customer enquiry. Our new sales platform now enables us to pinpoint all vehicles at the various locations and thus to process orders in an optimum amount of time", said Josef Sindi (46), Manager International Coordination Used Vehicles at MAN Nutzfahrzeuge.

MAN Nutzfahrzeuge has over 80 sales centres for used vehicles in Western and Eastern Europe. Customers benefit also from the well-developed MAN service network with some 1200 outlets throughout Europe. With sales of some 20,000 used vehicles in fiscal year 2002 MAN Nutzfahrzeuge is one of the largest suppliers on the international used vehicle market. Used vehicles is thus an important field of business that is growing fast, above all in Eastern Europe. In this market MAN's sales grew by 96 % last year compared to the year before.

At the end of June 2003 MAN Nutzfahrzeuge will be holding the first international online used-vehicle auction to which selected dealers can link up.

For detailed information on all aspects of MAN's range of used vehicles and the MAN DIESEL outlets worldwide visit the homepage: **www.man-diesel.com**.