



News service MAN Group

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MAN B&W designs show trucks – Prime Movers are rolling on European Roads

With two show trucks, the MAN B&W Diesel Group (Augsburg), leading manufacturer of large diesel engines, is now also present on highways and in European ports. Cruise vessel "Superstar Leo" and container ship "Hamburg Express", together with the corresponding MAN B&W Diesel engines, are shown on the white trucks under the slogan "We made the Diesel great". The attractive design of the trucks is one of the Group's activities to demonstrate the new company image "Prime Movers".

In addition, quite a number of service cars were provided with the new "Prime Movers" design. Some days ago, the new *PrimeMover* image magazine was also presented to the public.

The English term "Prime Mover" actually means main propulsion but it refers also to companies that, as a driving force, advance innovations within their industry. In addition, only MAN B&W Diesel has a right to the claim: "We made the Diesel great". After all, it was, on the one hand, Rudolf Diesel, who developed the Diesel engine at MAN to series production and, on the other hand, the Group's delivery programme meanwhile comprises the world's most powerful Diesel engine with 108,000 HP.

The two show trucks are moved by the newly developed MAN TGA XXL type tractors. They belong to the vehicle fleet of the Group's logistic partners, the forwarding agents Leinsle (Buchloe) and RollBo (Hamburg). The truck design, a graphic mix of MAN B&W Diesel applications and products, was created by the commercial artist Gabriele Gutwirth, mindcrafts (Augsburg).

The Prime Movers truck was also available in a pocketsize version. Because of its long length the model has been made 1:87 scale and is an insider's tip for collectors. The model trucks, which were exclusively manufactured for the MAN B&W staff, were unavailable after only a few hours.



The new MAN B&W Prime Movers show truck in the port of Heilbronn, loading a large diesel engine.