Press Release
MAN Truck & Bus

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MAN strengthens its presence in Egypt with new service centre and customer event

- **MAN and GASI strengthen their cooperation in the strategically important Egyptian market**
- **Almost 300 guests gather at Cairo's historic Saladin Citadel to celebrate MAN's new chapter in Egypt**
- **New 3S centre in Abu Rawash strengthens sales, service and spare-parts support for MAN customers**

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MAN Truck & Bus and its Egyptian importer Global Auto for Service & Imports (GASI) have opened a new integrated sales, service and spare parts centre in Abu Rawash, further strengthening MAN's presence in the Egyptian market. The new facility marks an important milestone in the partners' cooperation and reinforces their long-term commitment to customers in Egypt. The opening formed the centrepiece of a two-day programme that also included a major customer event in Cairo.

A milestone for MAN in Egypt

The programme began with a customer event at the historic Saladin Citadel in Cairo. Gathering more than 300 customers, partners and guests, the celebration provided the setting to look back on MAN's heritage in Egypt and, above all, ahead to the next chapter of its development in the country.

Thomas Hemmerich, Head of MAN Sales Area International highlighted the growing momentum of the cooperation with GASI and the first successes in winning both new and former MAN customers. "Today is much more than the start of a new importer partnership. It is about building on our heritage, strengthening customer confidence and creating new opportunities together. With GASI, I am convinced that MAN is entering an exciting new chapter in Egypt.". The cooperation is already gaining momentum. New customers have been won, while former MAN customers are returning to the brand.

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and providers of transport solutions with an annual sales revenue of around 14.1 billion euros (2025). The company's product portfolio includes trucks, buses and coaches with diesel and zero-emission drives, vans, diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of TRATON GROUP and employs some 32,000 people worldwide.

New centre strengthens customer support

The following day, GASI officially opened its new 3S facility in Abu Rawash, near Cairo, bringing together sales, service and spare parts under one roof. The new location complements GASI's existing service network in Obour and Alexandria as well as mobile service capabilities, providing customers with broader support and helping to minimize vehicle downtime. Over the next three years, GASI plans to further expand its aftersales network with additional service locations in Assiut, Luxor and Sharm El Sheikh, more mobile service vans and on-site support for larger fleets.

MAN's international growth

Egypt is an important growth market for MAN, offering significant potential across trucks, buses and coaches, used vehicles, parts and Customer Service Management. Its large domestic market and strategic location between Africa, the Middle East, Asia and Europe underline its importance for MAN's international business. MAN's growing position in the market is reflected in its truck market share, which increased from 4.6% in 2024 to 11.8% by June 2026.

Friedrich Baumann, Member of the Executive Board of MAN Truck & Bus, underlined the role of strong local partnerships in MAN's international growth strategy: "Successful international business is always built on strong local partnerships. GASI brings together MAN's product strength and international expertise with local knowledge, customer proximity and entrepreneurial commitment."

With the new Abu Rawash centre and the growing cooperation with GASI, MAN is strengthening its proximity to Egyptian customers and laying the foundation for sustainable growth in the market.