



Ride into the desert: MAN TGE launches in UAE

Munich, 05/05/2025

- **MAN drives forward internationalisation of van business outside Europe**
- **In the United Arab Emirates (UAE), the focus is on passenger transport and ambulances**
- **Launch event with the MAN TGE in Dubai**

MAN Truck & Bus wants to put its Van business unit on a broader, more international footing and is now also selling its vans in the United Arab Emirates (UAE). The official launch of the MAN TGE took place in Dubai in mid-April in cooperation with MAN importer Darwish bin Ahmed & Sons (DBA), which has been importing MAN trucks to the UAE for 30 years. Martin Imhoff, Head of Product Marketing & Product Management Van at MAN Truck & Bus, was on site. He reports: 'I could feel the enthusiasm for our modern premium van with its car-like interior from every participant during the launch event. It is a great pleasure to set off into a new region outside Europe with the TGE.'

MAN aims to sell more than 30,000 TGEs for the first time in 2025. One component in achieving this goal is the commitment in the UAE. Sales of the vehicles will start in the third quarter of 2025, with the first vehicle deliveries targeted for the end of 2025. The MAN TGE will be offered locally in the station wagon and minibus variants, as well as in cooperation with local bodybuilders as an ambulance vehicle. However, service technicians and mobile pet care are also important target groups for this vehicle segment locally.

MAN was already successful in the neighbouring country of Qatar in 2021 with an order for more than 60 MAN TGEs. The TGEs, which were converted into VIP shuttles with luxurious equipment and customised by MAN Individual, transported visitors to the matches during the 2022 Men's World Cup in Qatar. Today, the vehicles are in use as shuttles at various hotels and are proving themselves very well in the extreme temperatures.

MAN Truck & Bus
Dachauer Straße 667
D-80995 Munich

**Should any questions arise,
please contact:**
Thomas Pietsch
Phone: +49 89 1580-2001
Presse-man@man.eu
<https://press.mantruckandbus.com/>

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and providers of transport solutions with an annual sales revenue of around 13.7 billion euros (2024). The company's product portfolio includes trucks and buses/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 approx. 33,000 people worldwide.



The sales launch of the MAN TGE in the United Arab Emirates is a first step in the internationalisation of the van business beyond Europe - more are in preparation.