



## **Two in one stroke: New MAN Truck Generation wins two iF DESIGN AWARDS**

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**The new MAN Truck Generation impresses critics and customers with its outstanding design. At the coveted iF DESIGN AWARD, the new MAN TGX scored with the special functionality of its design. The entire new truck model range also impressed the jury of experts with its choice of materials and colours.**

**MAN Truck & Bus**  
Dachauer Straße 667  
D-80995 Munich

- **New MAN TGX scores at the iF DESIGN AWARD 2021 with special functionality**
- **Colour & Trim concept of the new MAN Truck Generation wins iF DESIGN AWARD 2021**
- **After a Red Dot in the Red Dot Design Award and a Gold award in the German Design Award, the new MAN Truck Generation collects further prestigious awards with two iF DESIGN AWARDS**

**Should any questions arise, please contact:**  
Gregor Jentzsch  
Phone: +49 89 1580-2001  
[Presse-man@man.eu](mailto:Presse-man@man.eu)  
<https://press.mantruckandbus.com/>

The number of applicants for the iF DESIGN AWARD 2021 was large: the jurors had to award the coveted seal of quality from among almost 10,000 entries from 52 countries. Despite the strong competition, the new MAN Truck Generation convinced the 98-strong, independent, international jury of experts with the overall harmony of materials and colours, as well as the MAN TGX as an additional competition entry with its particularly functional design.

"On the outside, the dynamic design combines progress, tradition and sustainability and creates a powerful and emotional truck personality with the lion logo. Inside, it is consistently geared to the driver's need for an intuitive, safe and comfortable workplace and living space, even for long tours," says Rudolf Kupitza, Head of Truck Design MAN, explaining the interplay of expressiveness and practicality to create the unmistakable overall appearance of the new MAN Truck Generation.

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of more than 9,5 billion euros (2020). The company's product portfolio includes vans, trucks, buses/coaches and diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of TRATON SE and employs more than 37,000 people worldwide.



"We are very proud of this new award. It's a great recognition of the creativity and passion of our entire design team. The new trucks are real MAN and lion-strong companions for every driver," says Göran Nyberg, Executive Board Member for Sales and Customer Solutions at MAN Truck & Bus, delighted about the iF DESIGN AWARDS, which were preceded by a Red Dot in the Red Dot Design Award and a Gold award in the German Design Award for the particularly practical design of the driver's workplace.

### **Design with a consistent focus on the driver**

In developing the new Truck Generation, MAN has involved more than 700 truck drivers in various types of model, driving simulator and test track studies, thus integrating their experience into the design of the new truck generation.

The workplace is defined by three systems that can be operated independently of each other: on the one hand the instrument cluster, on the other the media and navigation system with a display of up to 12.3 inches and the innovative MAN SmartSelect operating element, and in the long-distance cabs the interior remote control for controlling comfort and entertainment functions from the rest area. Each system has its own truck-specific control logic and is at the same time integrated into the holistic interaction concept.

The high-quality and practical materials, the ergonomically perfected seating and sleeping comfort, as well as numerous assistance and safety systems, but also the future-oriented connectivity of the new truck generation also make a lasting contribution to simplifying the increasingly demanding everyday working lives of truck drivers.

### **About the iF DESIGN AWARD**

Since 1954, the iF DESIGN AWARD has been a globally recognised trademark when it comes to excellent design. The iF Design brand is internationally established as a symbol for outstanding design achievements. The iF DESIGN AWARD is one of the most important design prizes in the world. It honours design achievements in all disciplines: product, packaging, communication and service design, architecture and interior design as well as professional concept, user experience (UX) and user interface (UI). All award-winning entries are presented in the iF WORLD DESIGN GUIDE and published in the iF design app.

Press Release  
**MAN Truck & Bus**



Caption:

Two awards: At the coveted iF DESIGN AWARD, the new MAN TGX impressed with the special functionality of its design. The entire new truck model range also impressed the jury of experts with its choice of materials and colours.