



## **NFL DRIVES MAN! Lion's Coach takes American footballers to Munich's Allianz Arena**

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**Non-stop action, pure excitement, a superlative spectacle: On Sunday, the two American football teams Seattle Seahawks and Tampa Bay Buccaneers will meet at the Allianz Arena in Munich - and will play the first official NFL game in Germany. MAN is taking the footballers to the stadium comfortably and safely in Lion's Coach touring buses.**

**MAN Truck & Bus**  
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- **Seattle Seahawks vs. Tampa Bay Buccaneers: First official NFL game in Germany**
- **MAN Truck & Bus is "Official Supplier of the National Football League/NFL" and "Official Supplier of the 2022 Munich Game"**
- **Together with AutobusOberbayern and Bus Verkehr Berlin, 15 coaches are provided for the mega-event**
- **Footballers travel to the game in MAN Lion's Coach buses**
- **Branded MAN promotion bus to be part of the action at various events in Munich**

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Touchdown! The NFL and thus the best football league in the world is coming to Germany - a dream come true for all fans and sports lovers. They can expect spectacular scenes when the Seattle Seahawks meet the Tampa Bay Buccaneers at the Allianz Arena next Sunday (13/11/22). The top athletes and their coaching and support staff will arrive at the stadium in MAN buses. "We are delighted to be the mobility partner of the National Football League/NFL and to ensure that the athletes arrive safely and relaxed at Munich's Allianz Arena - so that they can then go full throttle in the game," says Friedrich Baumann, Executive Board Member for Sales and Customer Solutions at MAN Truck & Bus, adding, "We are providing the buses together with our partners AutobusOberbayern and Bus Verkehr Berlin. Together, as a strong team, we want to draw attention to what has become an extremely popular sport in Europe."

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of just under 11 billion euros (2021). 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 GROUP and employs more than 34,000 people worldwide.



### **15 MAN Lion's Coach touring buses in action for the NFL**

A total of 15 MAN Lion's Coach buses will be in use next weekend as part of the mega-event. Seven of the modern coaches will be on the road for each of the two National Football League (NFL) teams. "We are very proud that in MAN we have been able to gain a partner who will be taking the two teams safely and comfortably to the stadium in MAN buses," says Alexander Steinforth, General Manager of the NFL in Germany. He added: "MAN is very well known as a sponsor in the soccer environment with its team buses, so it is all the more gratifying that the NFL is now also using MAN. MAN Truck & Bus as a Munich-based company reinforces our decision to have the first official NFL game in Munich."

### **Eye-catcher: Lion's Coach branded with sea eagle and pirate flag**

Another MAN Lion's Coach will be used as a promotional vehicle for various activities surrounding the game. It can be recognized at first glance by the huge inscription "NFL DRIVES MAN" and the logos of the Seattle Seahawks and the Tampa Bay Buccaneers: sea eagle and pirate flag. The bus, branded in the event design, also serves as a shuttle vehicle for stars and celebrities - including Sebastian Vollmer, among others. The former German American football player and two-time Super Bowl winner is particularly pleased that NFL games are now being played in Germany: "Football is growing continuously in this country, so it's a logical consequence that a game is now being played in Germany. The game is generating enormous interest, it will be a celebration for the whole football family - far beyond the country's borders."

### **Strong partner: many top clubs rely on MAN**

After all, this is the first official NFL match to be staged in Germany. In total, four games of the "International Series" will be played here over the next four years - the first at the Allianz Arena in Munich. "And with our Lion's Coach, the athletes have a strong partner at their side right from the start," says Rudi Kuchta, Head of Business Unit Bus at MAN Truck & Bus, adding, "The Lion's Coach rightly holds the title of 'International Coach of the Year 2020' and is MAN's most frequently awarded bus model, with which top teams such as FC Bayern Munich, Borussia Dortmund and the German national soccer team also travel. The fact that footballers are now also boarding our popular coach is of course an outstanding event for us."