



Shaping international markets: FC Bayern Bus as trade fair highlight in Mexico

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- **16th edition of Expo Foro in Mexico City: Around 100 exhibitors attracted 17,000 visitors**
- **Volkswagen Truck & Bus Mexico welcomed visitors with one of the most extensive ranges of buses on the market**
- **Highlight of the event: Presentation of the MAN RR3 in the official colors of FC Bayern Munich**
- **MAN bus business: International success also outside Europe**

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It is one of the most successful and best-known football clubs in the world: FC Bayern Munich. The record-breaking champions have over 310,000 members, more than any other club. With numerous titles and trophies, it is also one of the absolute frontrunners both nationally and internationally. MAN Truck & Bus and the company's buses are also successful worldwide. "So it's hardly surprising that a MAN coach branded in the FC Bayern Munich design was one of the highlights of the 16th edition of Expo Foro in Mexico," says Heinz Kiess, Head of Product Marketing Bus, adding: "The long-standing partnership we have maintained as a sponsor of the Bundesliga club made this special form of fan bus possible."

The trade fair, which with almost 100 exhibitors and more than 17,000 visitors is considered one of the most important events in the mobility sector in South America, was recently held in Mexico City. Leading representatives of the truck and bus industry as well as experts used Expo Foro as a meeting point to find out about innovations in the sector. MAN's partner in Mexico, Volkswagen Truck & Bus Mexico, presented one of the most extensive ranges of buses on the market at its stand. In addition to modern coaches, efficient and sustainable city and intercity buses were also on display. However, the bus wearing the official colors of FC Bayern Munich was the focus of both the presentation and the visitors. It was based on the MAN RR3 19.480 chassis. "Strikingly painted in red and with the FC Bayern lettering emblazoned on the side walls, it attracted everyone's attention and was

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of about 14,8 billion euros (2023). 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 approx. 33,000 people worldwide.



definitely the number one topic of conversation," says Kiess, adding: "This year we are celebrating our 20th anniversary in Mexico. We are delighted that our buses were among the highlights of the trade fair, but above all that they also impress and inspire in daily use."

MAN bus business: Internationally successful also outside Europe

And they do this day after day. Mexico has a very well-developed bus network and buses are one of the population's favorite means of public transport. Almost all places are served by public buses, and there are usually several connections a day between larger cities. "More and more of the vehicles that take locals and tourists safely and comfortably to their destinations come from us. In 2023, for example, one in five buses sold in Mexico was a Volkswagen or MAN," says Kiess. But MAN Truck & Bus buses are not "only" popular in the South American country. The bus business recovered noticeably worldwide in the 2023 financial year and is now back on the road to success. Sales of MAN and NEOPLAN brand buses increased by around 19% from 4,806 to 5,703 units. Of these, 1,172 vehicles were sold outside Europe.

While MAN produces and sells complete buses in Europe, the company mainly offers chassis on the global market. These are then assembled into complete buses in the country by certified body manufacturers. "Our chassis are in demand internationally and are used successfully almost everywhere in the world," emphasizes Kiess. To meet the needs of the markets, MAN now also offers the all-electric Lion's Chassis E for the global market. The aim is to make transport in cities around the world even safer, quieter and cleaner. "The number of e-buses in many Latin American cities is set to increase more than sevenfold by 2030 ⁽¹⁾. With the chassis, we are providing body manufacturers from the countries in the region, but also from the rest of the world, with the perfect basis for their all-electric models," says Kiess.

(1) Source for market figures in Latin America: www.c40.org

[Latin America's e-bus market is booming – new research shows where to invest - C40 Cities](#)