



Viva Italia! MAN Truck & Bus Italia celebrates its anniversary with record results

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- **MAN Truck & Bus Italia will celebrate its 40th anniversary in 2026**
- **From an up-and-coming branch to one of the most successful MAN subsidiaries in Europe**
- **Anniversary year marks third consecutive record turnover**
- **Year-long anniversary programme and publication of an anniversary book**

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MAN Truck & Bus Italia will celebrate a special anniversary in 2026: for 40 years now, the Italian subsidiary has been an integral part of the MAN family – and one of its strongest and most successful markets in Europe: As the fifth-largest truck market, with more than 25,000 trucks sold annually, and the fourth-largest van market in Europe, Italy is a key market for MAN. Since its foundation on 4 June 1986, MAN Italia has developed from an up-and-coming subsidiary into one of the most respected players in the Italian commercial vehicle market. This success is based on a close partnership with a growing dealer and service network, continuous investment in infrastructure and staff, and a consistent focus on the specific requirements of the Italian market.

“40 years of MAN Italia means 40 years of shared success. We are celebrating this anniversary with pride – and with a clear focus on the future,” says Friedrich Baumann, Executive Board Member for Sales & Customer Solutions at MAN Truck & Bus SE. “The record results in 2025 reflect the strength of our organisation, the quality of our own network and that of our partners, and the trust of our customers. We are kicking off our anniversary year with great energy and the ambition to position MAN Italia strongly for the decades to come.”

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.



Record results in 2025 as proof of the success story

In 2025, MAN Italia achieved record turnover for the third year in a row – 617 million euros, an increase of 11 per cent compared with the previous year. In the over-six-tonne truck segment, the subsidiary exceeded the double-digit market share mark for the first time, reaching 10.2 per cent. Records were also set in the van segment (record sales of 1,755 units, 2.4 per cent market share). The bus business returned to a growth trajectory, and MAN is already the second-largest manufacturer of battery-electric trucks on the Italian market. Buoyed by the success of 2025 and an expanded network, MAN Truck & Bus Italia is moving forward with confidence.

Massive investment in the future

Today, MAN Italia is investing heavily in the future: nine new sites will be established by 2026, more than half of the MAN Centres are already equipped to service electric vehicles, and a growing charging infrastructure for heavy commercial vehicles is being developed in collaboration with partners such as MOON POWER Italia, Milence and E.ON.

The anniversary will be celebrated throughout 2026 with numerous initiatives involving employees, customers, dealers and long-standing partners. To mark the occasion, an anniversary book has been published, documenting the defining milestones of four decades of MAN in Italy – whilst also looking ahead to new technologies, a growing network and a shared vision of sustainable mobility.