



## **Remarkable run of success: MAN Lion's City E wins design prize in 2020 Automotive Brand Contest**

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**Following on from the 2020 iF Design Award, the MAN Lion's City E has now achieved its next triumph: The jury of the Automotive Brand Contest awarded the all-electric city bus the internationally coveted design prize in the Commercial Vehicle category.**

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

- **MAN Lion's City E Smart Edge design introduces dynamic new styling to the cityscape**
- **International jury recognises high-quality look combined with impressive functionality**
- **MAN all-electric bus in 12-and 18-metre versions scores with its well thought-out overall concept and high-end technology**

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

In its Automotive Brand Contest, the German Design Council (Rat für Formgebung) awards prizes every year in recognition of exceptional product and communications design. The jury comprising journalists, design and communications experts and academics presents the awards in a total of 13 categories and four special categories. The MAN Lion's City E won the coveted award in the Commercial Vehicle category. "The Automotive Brand Contest is the only neutral international design competition for automotive brands, so the competition is tough. That makes it all the more pleasing to us that the MAN Lion's City E won," says Rudi Kuchta, Head Business Unit Bus at MAN Truck & Bus. He goes on: "The award shows how well the design of our electric bus has been received. Behind it all is a highly motivated team that has done a great job over the past few years. It's something to be really proud of."

One of the winning features of the MAN Lion's City E was its timelessly modern and expressive look. "Our designers took the consistently well

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of some 11 billion euros (2019). 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.



thought-out concept of the new city bus generation and developed it into a ground-breaking e-mobility design. What has emerged is an electric bus that has a design all of its own, yet is immediately recognisable as a member of the new MAN Lion's City family," comments Stephan Schönherr, Vice President Styling Bus, and the man responsible for bus design for the MAN and NEOPLAN brands. He adds: "This latest award in the Automotive Brand Contest, and many other prizes including the 2020 iF Design Award, impressively affirm the great work done by our team. They also underline our basic idea that buses designed for the urban transport needs of today and tomorrow must also look attractive."

#### **Automotive Brand Contest jury: Design sets standards**

The elegant Smart Edge design of the all-electric city bus introduces dynamic new styling to the cityscape which makes it a real eye-catcher. What's more, model-specific design elements emphasise the vehicle's special feature: its electric drive. What is particularly eye-catching is the exterior design with its high-quality lateral blade, which is typical of many MAN buses, and the elegant and well-proportioned roof structure. An impressive feature inside the vehicle is the optimised, airily lit seating area in the rear, resulting from the omission of the engine tower. The jury's award honoured the dynamic, timeless lines, giving the bus a styling all of its own, as well as the use of new technologies and materials to save weight. "The entire exterior is segmented. The colour, trim and lighting concept imbues the disabled-accessible interior with a bright and spacious feel. The ergonomically styled driver's cockpit incorporates impressively high levels of functionality," the jury's verdict states.

#### **It's not "just" the design of the MAN Lion's City E that's a winner**

The MAN Lion's City E was launched publicly at the 2018 IAA show. Since then, it has been impressing everyone with its smart design and high-end technology. Thanks to its well thought-out overall concept, the electric bus, with its tried and proven cell and battery technology, makes it as easy as possible for public transport operators to enter the world of e-mobility. "More and more operators are coming to appreciate that," comments Rudi Kuchta. The 12-metre version of the Lion's City E can seat up to 88 passengers, while the 18-metre version can accommodate a maximum of 120. The fully electric



driveline produces 160 kW up to a maximum of 240 kW in the solobus, and 320 kW up to a maximum of 480 kW in the articulated bus. The energy for this comes from the modular batteries, with 480 kWh of installed capacity in the solobus and 640 kWh in the 18-meter version. The Lion's City E reliably achieves a range of 200 km over the entire service life of the batteries, and even up to 270 km in favourable conditions.

P\_Bus\_EOT\_LionsCity12E\_abc2020\_Award-01.jpg,  
P\_Bus\_EOT\_LionsCity12E\_abc2020\_Award-02.jpg,  
P\_Bus\_IOT\_LionsCity12E\_abc2020\_Award.jpg

Caption:

Award-winning design: The jury of the Automotive Brand Contest awarded the all-electric MAN Lion's City E the internationally coveted design prize in the Commercial Vehicle category.

P\_Bus\_LionsCity\_E\_Design-01.jpg,  
P\_Bus\_LionsCity\_E\_Design-02.jpg,  
P\_Bus\_LionsCity\_E\_Design-03.jpg

Caption:

Already an eye-catcher at an early stage of design: the dynamic, elegant contours give the MAN Lion's City a modern and sophisticated appearance. What's more, independent design elements emphasise the vehicle's special feature: the electric drive.