



MAN Italy Continues to Grow, with the Truck Division Reaching the Highest Market Shares in Its History

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- **For MAN Truck & Bus Italia, September 2026 closes with a 12% market share in the >6-ton segment, a 12.8% share in the >16-ton segment, and second place in the construction segment, where the Brand reaches a 17.5% market share.**

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Three months before the end of the year, MAN Truck & Bus Italia has reached the highest market shares in its history in the industrial vehicle sector. Data for the first nine months of 2026 show **a 12% market share in the over-6-tonne segment and a 12.8% share in the over-16-tonne segment**, confirming the Brand's strong performance across the main segments of the Italian heavy transport market.

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The comparison with 2025 makes this year's growth even more evident. At the end of 2025, MAN closed the year with a 10.2% market share in the over-6-tonne market and 10.7% in the over-16-tonne segment, reaching double digits for the first time.

In the first nine months of the year, the Italian subsidiary of the German manufacturer registered 2,462 units in the over-6-tonne market, an increase of 27.8% compared with the same period in 2025.

These achievements confirm MAN's ability to meet the transport needs of Italian companies through an offering that combines products, services, financial solutions and after-sales support, while paying increasing attention to the transition towards more sustainable mobility solutions.

Construction: a segment growing faster than the market

The result achieved in the construction segment during the first nine months of 2026 deserves particular attention.

In the over-6-tonne construction vehicle segment, the Brand reached a 17.5% market share, with 469 vehicles registered, securing second place in the national market. This result strengthens MAN's presence in one of the segments that has historically been most important for the Brand in Italy, thanks to the performance, reliability and robustness of its vehicles.

MAN Truck & Bus è tra i produttori di veicoli commerciali e fornitori di soluzioni di trasporto più importanti a livello europeo con un fatturato annuo di quasi 14,1 miliardi di euro (2025). Il suo portafoglio di prodotti comprende autocarri e autobus/pullman con motori diesel e a zero emissioni, van, motori diesel e a gas, insieme a servizi dedicati al trasporto di passeggeri e merci. MAN Truck & Bus fa parte del Gruppo TRATON e impiega circa 32.000 persone in tutto il mondo.



Strong performance also in long-haul transport

Performance in the long-haul tractor segment was also positive, as it continues to represent the largest share of the industrial vehicle market. In the first nine months of the year, the market grew by 13.7%, while MAN recorded a 44.1% increase. In the over-16-tonne tractor segment, the Brand achieved a market share of 13%.

These figures confirm MAN's increasingly important role in one of the most competitive sectors of professional transport and demonstrate the confidence customers place in the German manufacturer's solutions.

MAN is also continuing its growth in the electric mobility segment, maintaining its position as the second-largest brand in the Italian heavy-duty electric truck market. This result comes despite a market environment still strongly influenced by infrastructure availability, energy costs and the support measures required to accelerate the transition.

Growth across all key segments

"Reaching these market shares in September is an important achievement, especially because it comes from different market segments. From long-haul transport to construction vehicles, we are seeing positive signs across most of the areas in which we operate. It is the result of the work carried out together with our network and of the trust that customers continue to place in us," comments **Marc Martinez, CEO of MAN Truck & Bus Italia – Area Adriatic.**

"These results have not come by chance. Today, we can rely on an increasingly comprehensive product range, which has allowed us to be more effective across different areas of the market. Over the past few years, we have worked with dedicated action plans and a stronger presence across our sales channels. Added to this is the teamwork between MAN Italia and our Network. These are the elements that have enabled us to achieve the results we have delivered so far," adds **Lorenzo Boghich, Truck Sales and Product Director of MAN Truck & Bus Italia.**

Throughout 2026, MAN Truck & Bus Italia has continued to invest in activities dedicated to customers and hands-on vehicle experience. Among these, the MAN Lion's Off-Road Experience has brought construction vehicles across Italy, giving operators the opportunity to test them in real working conditions.

The year has also been marked by initiatives linked to MAN's 40th anniversary in Italy, including the launch of the MAN TGX Truckers 40 Edition, a special series of iconic vehicles created to celebrate this important milestone together with customers, drivers and transport professionals.

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In a market characterised by strong competition and rapidly evolving customer needs, MAN continues to invest in product and service quality, its network, and its ability to offer increasingly comprehensive transport solutions.

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