



Three Years of Leadership: Marc Martinez and the Transformation of MAN Truck & Bus Italia

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Since his arrival in 2022, Marc Martinez has led MAN Truck & Bus Italia through a journey of growth and change that has laid the foundation for the subsidiary's future.

In the summer of 2022, Marc Martinez took the helm of MAN Truck & Bus Italia, bringing with him a strategic vision focused on innovation, growth, and sustainability. Born in 1963, married with children, Martinez has built a solid career in the commercial vehicle sector. After earning his Executive MBA from the Lyon Business School (EMLYON), he began his professional journey in the industry in 1988, holding positions of increasing responsibility in sales. Between 2005 and 2010, he served as CEO of Volvo Bus France and Renault Truck France, before moving to the UK as Vice President of Renault Trucks UK and Managing Director of the rental company British Road System. From 2013 to 2014, he led Renault Trucks France as CEO, managed the French rental company Laudate, and was also a member of the Board of Directors of Volvo Trucks Center in France. In 2015, he joined MAN Truck & Bus as Managing Director for France and later successfully directed the Central-Eastern region and the Polish subsidiary, leading MAN Poland to win the "Market of the Year" title in 2021.

Today, as head of the Italian branch and the Adriatic Area, Marc Martinez is committed to consolidating the network and strengthening MAN's presence in Italy, with the goal of achieving a double-digit total market share. These three years of leadership have marked a turning point for MAN Truck & Bus Italia, which now presents itself as a solid, innovative company ready to tackle the challenges of future mobility. In this in-depth interview, the French manager reviews the main milestones of his tenure so far and looks ahead to future projects.

MAN Truck & Bus Italia S.p.A.
Viale G.R. Gumpert, 1
37137 Verona (VR)
www.man.eu

Direttore Marketing & Comunicazione
Alessandro Smania
Tel.: +39 045 8299676
alessandro.smania@man.eu

Ufficio Stampa
Carolina De Negri
Tel.: + 39 3456871856
carolina.de-negri@man.eu

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 13,7 miliardi di euro (2024). Il suo portafoglio di prodotti comprende camion e autobus/pullman con motori diesel e a zero emissioni, furgoni, motori diesel e a gas, insieme a servizi relativi al trasporto di passeggeri e merci. MAN Truck & Bus è una società del gruppo TRATON e impiega circa 33.000 persone in tutto il mondo.



Three years after taking the lead at MAN Truck & Bus Italia, what is your first assessment?

The assessment is extremely positive: in these first three years at the helm of the Italian subsidiary, I have had the opportunity to unlock and realize the enormous potential of the MAN brand in Italy, helping the local organization achieve increasingly ambitious goals. It has been a period of great evolution, both commercially and organizationally.

The Truck division has recorded steady growth, with over 2,600 vehicles sold in 2024 and a market share exceeding 10% in the long-haul tractor segment and in the segment above 16 tons, compared to 5.8% in 2022. This result is the outcome of extensive work on the network and a strong focus on the needs of customers and drivers. The VAN division has also experienced significant expansion in recent years, doubling sales compared to 2022 thanks to the success of the MAN TGE Next Level, presented at Transpotec in Milan last year. The Bus division, building on recent successes, is now well-prepared for a relaunch in 2025 after a temporary slowdown caused by the complexity of implementing the latest regulatory technology updates.

On the services front, Customer Service Management has posted consistent double-digit revenue growth, with more than half of the vehicles sold covered by maintenance contracts and digital service penetration reaching 85% of registered trucks. The used vehicle market has also shown vitality, meeting set targets and implementing an expansion plan. Finally, the workforce has grown accordingly and has been further strengthened with the introduction of new strategic roles.

All this has translated into major achievements, such as winning the “MAN Market of the Year” title for two consecutive years. This award, granted by headquarters to MAN Italia, demonstrates that we are moving in the right direction and have become one of the key markets driving the brand’s growth in Europe.

What do you think is the secret behind this success? As a manager with deep international experience, what has been your main contribution to the growth of the Italian market?

I believe the secret lies in defining a clear, sustainable, and long-term strategy capable of guiding every decision. From the moment I arrived in Italy, I worked to build a shared vision that could involve all levels of the organization, from internal teams to the commercial network, and our partners and customers. Transparency of objectives and consistency in pursuing them have generated trust and motivation.



Another key element was introducing a healthy competitive spirit, which encouraged people to give their best, innovate, and seek increasingly effective solutions. In a complex market like Italy, it is essential to leverage local expertise while also bringing an international perspective and creating conditions for people to express their potential—steering the company toward a culture of results, but also of responsibility and collaboration.

What have been the main changes under your leadership?

First and foremost, we strengthened our proprietary network by opening new operational sites in strategic areas such as Turin and Udine and inaugurating the new used vehicle center in Piacenza, a national reference point for the MAN TopUsed certified vehicle market. This territorial expansion was accompanied and supported by investments from our private partners, who shared the vision of growth and quality for the MAN brand in the Italian market.

On the organizational side, we placed great emphasis on enhancing human capital. Through job rotation programs and internal training paths, we promoted skills development and professional growth. We put the customer and their needs back at the center and launched initiatives and measures to increase brand recognition and perception.

What has been, in your opinion, the most significant moment of these three years?

There have been many important moments over these years: from improving market performance to expanding the Network, strengthening the internal Organization, and enhancing human capital. However, if I had to choose just one, I would say that the inauguration of the new headquarters at the Volkswagen Group Italia complex in Verona was the tangible symbol of a new era for MAN Italia: more modern, more integrated, and even closer to our customers. The relocation also marked a turning point in the perception of the brand and helped reinforce MAN's image as a Premium brand. This decision laid the groundwork for concrete and synergistic collaboration within the Group, such as the partnership recently announced at the E-CHARGE trade fair in Bologna between MAN Italia and MOON Power Italia for the electrification of heavy transport.



MAN has invested heavily in electrification. How do you see the future of sustainable mobility in Italy?

The energy transition is a priority. We recently delivered the first fully electric MAN eTGX trucks to some customers in Italy—a milestone that demonstrates our commitment as a manufacturer to a more sustainable logistics sector. The future will increasingly move toward zero-emission solutions, and MAN is ready to lead this change with a complete, technologically advanced, and reliable product range designed to simplify customers' daily operations.

However, to make this transition truly effective, it is essential that the country's system supports the sector's evolution with targeted investments in charging infrastructure, especially for heavy transport. Electric mobility cannot grow in isolation: it needs a widespread network, stable incentives, and a shared political vision. In this sense, the role of institutions will be crucial in creating favorable conditions for the development of a sustainable, competitive, and inclusive ecosystem. MAN continues to do its part—not only as a manufacturer but as an active partner in the transition to electromobility—promoting concrete solutions and engaging in dialogue with all stakeholders involved.

Looking ahead, what are MAN Italia's strategic priorities?

We will continue to invest in people and facilities. We want to be a benchmark partner for our customers—not only by offering efficient and sustainable transport solutions but by ensuring top levels of satisfaction and quality. We also aim to increase brand recognition and perception, reaching those who have not yet experienced our products and expanding our scope with transport solutions that truly simplify the daily work of many operators.

But that's not all. Our stated goal is to double MAN's circulating fleet in Italy, achieving volumes and revenues that allow us to consolidate our position among the industry leaders. In 2024, we exceeded €550 million in revenue, with over 4,700 vehicles sold across trucks, buses, vans, and used vehicles. We want to continue on this trajectory, further strengthening our Sales and Service Network.

Another pillar will be the continuous improvement of the brand image, so that MAN is recognized not only for product quality and after-sales reliability but also for customer proximity and the values we express. In this regard, the CustomerFirst program has already delivered concrete results, positioning the MAN brand as a benchmark in the sector for customer satisfaction in Italy.



What message would you like to share with MAN Truck & Bus Italia's employees and customers?

I want to thank all employees for their dedication and professionalism over these years, which has enabled us to achieve such important milestones. To our customers, I express my gratitude for the trust they continue to place in us. Together, we can face the challenges of the future and overcome them with determination and success!

Finally, what do you like most about Italy, and what would you change tomorrow morning?

What I appreciate most about Italy is the passion people put into everything they do. It's a country where energy is contagious, and challenges are turned into opportunities. Moreover, it goes without saying that, in terms of landscapes and cuisine, it has no equal... except perhaps France, of course. If I could change something tomorrow morning? I would probably make everything a little simpler and faster, especially from a bureaucratic standpoint. This way, we could accelerate the digitalization and automation of all processes. But I would do it without revolutions, because ultimately, it is precisely this complexity that makes Italy so unique!