



MAN Truck & Bus establishes function for its digitalization

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- **Christian Kaiser new Chief Digital Officer**
- **Markus Lipinsky to push further development of RIO ahead**

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MAN Truck & Bus is grouping its digitalization activities from all areas of the company into a new powerful business unit. In connection with this, Christian Kaiser (39) was appointed Head of the new “Digitalization and Transformation” function. Kaiser will push MAN Truck & Bus’s digital strategy and its implementation ahead on a large scale. One of the key priorities will be optimizing and improving internal processes. After all, digitalization changes more than just products and services — more than anything, it changes the company itself. Regardless of whether it is development, production, sales, after-sales or administration, digital applications and working processes pass through all parts of MAN Truck & Bus. Focusing on its digital future plays a key role in the commercial vehicle manufacturer’s ability to compete tomorrow.

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As Chief Digital Officer, Kaiser will manage and advance MAN Truck & Bus’s digital transformation centrally. Former CDO Markus Lipinsky will forge ahead with the further expansion and launch of digital brand RIO as its CEO. Until now, he held both roles. RIO was initiated by MAN but is a separate brand under the umbrella of Volkswagen Truck & Bus. Since RIO will offer both digital services for the commercial vehicle brands of the MAN Group and also for the vehicles of competitors, manufacturer neutrality is an important part of the business model.

“With Christian Kaiser, the new function will be headed by a highly experienced IT manager and digitalization expert. The issue plays a crucial role in our corporate strategy. In order to leverage the opportunities presented by digital transformation and to bring about positive change throughout the company, we will also adapt our structures and processes. Grouping our digital activities into a function explicitly created for this purpose will play a decisive role in accelerating MAN Truck & Bus’s transformation from a

MAN Truck & Bus is one of Europe’s leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of some 9 billion euros (2016). 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 Volkswagen Truck & Bus GmbH and employs more than 35,000 people worldwide.

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commercial vehicle manufacturer to a supplier of intelligent transportation solutions,” says Joachim Drees, Chief Executive Officer of MAN Truck & Bus AG and MAN SE.

“Our activities revolving around digitalization in the transportation business show that we are pioneers in the commercial vehicle industry. Bundling these activities into a new business unit is an important step, especially from a workforce point of view. After all, it is under the roof of Volkswagen Truck & Bus that we will master the challenges of the future for the good of all,” says Saki Stimoniaris, Chairman of the General Works Council of MAN Truck & Bus AG.

“As CEO of RIO, I very much welcome MAN Truck & Bus’s initiative to enable us to partner with a proven expert like Christian Kaiser. Not only will he provide valuable input on behalf of MAN Truck & Bus for the development of our common platform, but he will also lead MAN on into the future with its own digital services,” says Markus Lipinsky.

The MAN, Scania, and RIO brands are working together to develop an open cloud-based platform for the transportation world. It will soon link hundreds of thousands of trucks, enabling vehicle and infrastructure data to be exchanged across manufacturers for the first time. This is particularly important for owners of mixed fleets. The platform will also offer RIO’s digital services as well as those from partner companies like trailer manufacturers.

Nevertheless, customers will still also be able to access vehicle-specific applications for the MAN and Scania brands.

Kaiser has been in the automotive industry since 1997. From 2004 onward, he held various management positions in IT at Daimler AG before joining MAN Truck & Bus in December 2016.