



MAN Forum goes digital

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MAN Group magazine now available as iPad app

The latest edition of “MAN Forum” sees the MAN Group magazine take on a new design. A 24-page dossier focusing on a key issue is the highlight. The print dossier is complemented by an app for the iPad, which is enriched with illustrations, infographics, multimedia, and interactive features. The first MAN Forum dossier with contributions from Federal Transportation Minister Peter Ramsauer and columnist Meike Winnemuth investigates the questions: “Bus to the future? Mobility in tomorrow’s megacities — can buses keep traffic flowing?”

“The revamped MAN Forum is colorful, diverse, and visionary,” says Andreas Lampersbach, Head of Corporate Communications. “Our hope with the dossier is that it will encourage pressing global questions about the future in the fields of transportation and energy. We give international experts a platform to speak and present sustainable, technological solutions from the world of MAN.”

The MAN Forum magazine is aimed at decision makers, opinion leaders, job applicants, employees, and business partners of the MAN Group. The print edition of MAN Forum has been around in both German and English for more than 25 years, enjoying a circulation of some 18,000 copies. A print copy can be obtained at no cost by e-mailing forum@man.eu. The app is now available in the Apple Store free of charge.

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