



## **MAN Truck & Bus Shares Insights in Improving Road Safety at Dubai Chamber Seminar**

UAE, May 13., 2015

**MAN to support introduction of road transport governance regulations, education for transport operators / enforcement officers and enforcing mandatory vehicle specification standards for new commercial vehicle deliveries**

MAN Truck & Bus Middle East  
and Africa FZE  
Marketing & Communications  
Dubai Airport Free Zone  
Dubai, UAE

Speakers from MAN Truck & Bus gave valuable insights into innovative solutions and practices for road safety management in the UAE in order to support the UAE government's 2021 road safety vision at a recent seminar held by Dubai Chamber of Commerce & Industry. In line with the vision, the UAE government and various stakeholders such as MAN are working towards an objective of reducing road deaths to 3 deaths per 100,000 population, thereby placing the UAE among the top 5 safest countries in the world according to World Health Organization rankings.

Address enquiries to:  
Sabine Geiter  
Tel. +971 4 6016152  
Sabine.Geiter@man.eu

[www.man-middleeast.com](http://www.man-middleeast.com)

The seminar was organized as part of the Dubai Chamber Sustainability Network Road Safety Campaign "Be Responsible – Drive Safe". At the seminar, Dr. Richard Brown, Head of Product Management Middle East highlighted three main areas where MAN could support the UAE 2021 vision based on its global expertise and familiarity with the challenges of improving road safety. On behalf of MAN, he talked about supporting introduction of road transport governance regulations, education for transport operators / enforcement officers and enforcing mandatory vehicle specification standards for new commercial vehicle deliveries as areas which could have a huge impact on improving road safety standards.

Dr. Belaid Rettab, Senior Director, Economic Research and Sustainable Business Development Sector, Dubai Chamber said, " The seminar was in line with the Chamber's continuing "Be Responsible - Drive Safe" campaign and was successful in achieving its objective of sharing best practices in road safety for commercial driving with all stakeholders such as employees of the member companies and business representatives with a focus on the



importance of measuring road safety performance and further applying innovative solutions to manage road safety within the business operations.”

“On its part, MAN Truck & Bus Middle East and Africa FZE is focusing on engaging Dubai’s business community in assuming greater responsibility for the emirate’s social and environmental needs with its insights into the possible solutions that can be implemented in the commercial vehicle sector to achieve UAE’s target of reducing road traffic deaths by 2021,” Dr. Rettab added.’

Richard Brown said, “MAN has always been a leader in commercial vehicle products with technical developments, training and component solutions ensuring the highest safety ratings. Improving Road Safety is one of our highest priorities and we have many MAN products available today in terms of technology solutions and driver training support which have been developed over many years of research and accident investigations.”

He added, “The implementation of safety solutions depend to a large extent on government legislation and owner / operator understanding of the investments and return on such investments by reduction in operational cost that can be achieved through safety initiatives. The target set cannot be achieved by any one group alone and there needs to be communication and collaboration with all stakeholders to ensure high safety standards on UAE roads today and in the future.”

During his presentation, he also talked about the top reasons that impact road safety from a commercial vehicle perspective such as Load of the vehicle, Driver Alertness, Worn Tires and Incorrect/Incomplete Maintenance. He also explained various technology alternatives available such as Tachographs to monitor driver working hours which have a huge impact on accident rates. Studies have shown that when drivers work for 10 hours continuously, it leads to a 5 % increase in crashes going all the way upto 30 % incidence in crashes when drivers work for 18 hours.



He also highlighted technologies such as Electronic Safety Programs (ESP) to prevent accidents caused by overturning or straying from the lane and Anti Spin Regulators to increase ride safety and controlled braking.

Stefan Schnitzler, Importer Support Manager & Regional Training Manager for MAN also spoke at the seminar and highlighted the vital importance of Driver Training to improve safety standards.

In particular he spoke about MAN's ProfiDrive training which is a specialized training program, designed to raise the level of knowledge so that drivers can adopt the best driving practices. In a UK driver assessment study conducted on 1000 drivers of MAN trucks in 2011, MAN saw marked improvements in efficiency and fuel consumption in addition to a consequent improvement in road safety due to a more predictive driving style, with a best case scenario of 17% efficiency improvement which is significant. The vital nature of driver training can also be gauged from industry studies such as the one conducted in Germany which concluded that 75% of all road accidents were caused solely by driver's behavioral misconduct.<sup>1</sup>

Through a ProfiDrive training seminar, drivers learn predictive driving techniques such as how to recognise dangerous situations, calculate the optimum stopping distance and evade obstacles that suddenly emerge. MAN has been offering the service to its customers in the Middle East for on-road operations since 2009 and is now also offering an off-road training module to cover all aspects of truck operation in the region. In addition to having its own certified trainer for ProfiDrive, MAN is now also assisting customers with large fleets to have their own in-house trainer for their dedicated requirements. More than 1.000 drivers have been trained by MAN over the last 2 years through ProfiDrive training conducted across the region thereby contributing to improved safety standards and more aware drivers on regional roads.

**-Ends-**

---

<sup>1</sup> Source: Technische Assistenzsysteme: vom Industrieroboter zum Roboterassistenten by Wolfgang Gerke 2015



### **MAN Truck & Bus in Middle East**

Since 2006, MAN Truck & Bus Middle East has been the regional representative of MAN Truck & Bus AG which is headquartered in Munich, Germany and the largest company of MAN Group. It is a leading provider of commercial vehicles and buses that are renowned for their robustness, reliability and adherence to high standards of driver and passenger comfort and safety.

MAN Truck & Bus Middle East operates through an extensive network of private capital dealers and importers in 14 countries namely Afghanistan, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen. The local coordination office is located in the UAE, Dubai Airport Free Zone and guarantees for efficient sales and after sales support in the Middle Eastern region.

Accommodating for the demanding operating conditions in the Middle East, MAN Truck & Bus Middle East provides full-fledged turn-key solutions for both goods and passenger transportation by road through its light (TGL) , medium (TGM) and heavy-duty (TGS WW) ranges of trucks, and MAN and NEOPLAN buses and coaches that provide basic to VIP luxury transport and travel requirements.

[www.man-middleeast.com](http://www.man-middleeast.com)

The MAN Group is one of Europe's leading industrial players in transport-related engineering, with revenue of approximately €14.3 billion in 2014. As a supplier of trucks, buses, diesel engines, turbomachinery, and special gear units, MAN employs approximately 55,900 people worldwide. Its business areas hold leading positions in their respective markets