

TRATON publishes its “Innovation Stories”

The new print and online publication gives insights into the world of TRATON

“Innovation Stories,” a new publication from TRATON, shows that innovation is more than just technological products. Successful innovations are brought to life by people who work harmoniously as a team. Everyone contributes in their own way – and all work together toward a common goal. After all, along with its companies MAN, Scania, and Volkswagen Caminhões e Ônibus, the TRATON GROUP has set itself a clear goal: to create a Global Champion of the commercial vehicle industry.

“The TRATON family is still a young group that grew from strong commercial vehicle brands steeped in tradition,” explains Andreas Renschler, CEO of the TRATON GROUP. “We are convinced that better transportation makes a better world and aspire to do just that – day in, day out. Every single employee in our teams matters as we work toward this.”

The new publication provides specific insights: how are people working together in a company that is committed to the motto “Transforming Transportation”? How do you unite the interests of three brands from different countries and markets to ultimately create something bigger? And how does the Company actually define the concept of innovation?

Complete with modern photo and video formats, the “Innovation Stories” have been integrated as a central element in the corporate website. A limited print edition was also published in time for TRATON Innovation Day, which took place in early October 2019, in Södertälje, Sweden.

Find the innovation stories online [here](#).

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