

MAN NUTZFAHRZEUGE AG

milestones

AS THE WHEEL OF HISTORY TURNS

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A company of the MAN Group

75 YEARS  
moving ideas

# Design and exclusiveness

## FOR THE LAST 75 YEARS

Again and again in the last 75 years our groundbreaking ideas have attracted all eyes – we invented the double-decker coach, we pioneered the concept of easy-access low-floor technology, we came up with the 15m class and we launched the high-decker concept. A multiplicity of radically new developments made our brand a world model for cutting-edge technology, design and exclusiveness. When Gottlob Auwärter started his company in 1935 the groundwork was laid for what remains the core concept sustaining the spirit of NEOPLAN: the passion for innovative ideas that turn the wheel of progress.







Cinema’s dream couple Vivien Leigh and Clark Gable star in “Gone with the Wind”.



The era of the Zeppelins.



Gymnastic training for the 1936 Olympics.

TIMES OF WAR

1935–1949

AND POST-WAR RECOVERY

The nineteen-thirties - the darkest period of the twentieth century. The Great Depression, the coming to power of the Nazi party in Germany and the opening of hostilities in what was to become the Second World War all throw deep shadows over the times. Zarah Leander’s lively songs buoy up her listeners. Vivien Leigh and Clark Gable charm big-screen audiences all over the world. Hollywood takes Marlene Dietrich to worldwide renown. Swing and jazz from Glenn Miller and Louis Armstrong fill the airwaves. The economic recovery in the aftermath of WWII and the establishment of the Federal German Republic and the German Democratic Republic ring in a new era for Germany.



Germany on the cessation of hostilities in 1945.



**SUCCESSFUL START THEN ABRUPT HALT.**

On July 01, 1935, master coachbuilder Gottlob Auwärter sets up a company of his own in Stuttgart-Möhringen to manufacture vehicle bodies, primarily for omnibuses. Only a few short years after the Great Depression, this is a decision that calls for courage and fortitude.

It is not long before the newly founded company is growing rapidly. By the late nineteen-thirties Auwärter has already adopted the latest all-steel design – a radically new departure in bus-building at the time. But the outbreak of World War II brings the positive development to an abrupt end. Auwärter has no choice but to switch to the production of war material and take on a facility for aircraft repair at nearby Echterdingen airport.



**SECOND START IN THE AFTERMATH OF WAR.**

Fortunately, the company emerges relatively unscathed from the ravages of war. Recovery starts with only six completed omnibuses that Gottlob Auwärter manages to hold back from the requisitioning allied occupational forces.



**GOTTLob AUWÄRTER – THE VISIONARY.**

A craftsman’s skill, the will to work hard, an irrepressible creativity and tenacity are all typically Swabian characteristics, and they all figured in the personality of Gottlob Auwärter (1903 – 1993), businessman and entrepreneur.





The kidney table is a typically 1950s style in furniture.



1953 sees the one millionth Beetle roll off the VW assembly line.



Berlin Wall goes up in 1961.

TIMES OF CHANGE

1950 – 1969

TIMES OF UPHEAVAL

The world starts to recover from war. In Germany these are the years of the “Wirtschaftswunder”, the country’s apparently miraculous economic recovery. In 1954 a wave of euphoria sweeps the young Federal German Republic after the country’s underdog win in the FIFA World Cup. The world looks to the USA as its role model in many aspects of socio-cultural life. Rock ‘n’ roll, the hula hoop, kidney tables and tulip standard lamps are all the rage. The 1960s are a decade of change, new departures and great new dreams. Youth rebels against the establishment and protests the Vietnam War, which began in 1965, and communes are a new, emerging lifestyle. The ‘68 student movement, the Beatles, hippies and Woodstock mark the start of a new era.



Singer/songwriter Janis Joplin.



THE BRAND-NEW

# newbrand

## NEOPLAN

### FROM BUILDING VEHICLE BODIES TO MANUFACTURING BUSES.

In the early 1950s the market for vehicle chassis and omnibuses is changing. Companies like MAN and Büssing are moving into body manufacture for their trucks and buses. It is a situation in which Gottlob Auwärter demonstrates entrepreneurial courage and vision. He designs and builds a radically new bus with a monocoque body. In 1953 the moment has arrived: the first NEOPLAN bus takes to the road.



### THE NEOPLAN NAME IS BORN.

A new name will distinguish Auwärter’s first monocoque, or unibody, omnibus from its predecessors and set it apart as unique among the other brands on the market. What should the new generation be called? At the end of the day it is a spur-of-the-moment suggestion by the company’s representative in Greece that achieves a consensus: The new bus will be the NEOPLAN, the new plan.



### THE PREMIERE OF AIR SUSPENSION.

NEOPLAN presents another groundbreaking innovation at the 1957 IAA: the first model with air suspension and front independent suspension. NEOPLAN is the first company to introduce comfortable air suspension as standard – a milestone in coach design that also finds its way into service buses in the nineteen-sixties.



Nicht alltäglich:

**Neoplan-Millionär  
mit Original-Luftfederung**

Die gelegentlich vertretene Meinung, Luftfedern seien stütz- und reparaturanfällig, wird von dem ersten Neoplan-Omnibus mit Luftfederung aus dem Jahr 1957 ins Reich der Fabel verwiesen. Der am 29. 11. 1937 von der Firma Eckert Erben, Bad Mergentheim, in Dienst gestellte Neoplan NH 9/10 mit 125 PS Henschel-Lanova-Diesel gehört heute noch zum rollenden Inventar des Unternehmens und hat sich in zwölfjähriger Einsatzzeit die seltene Auszeichnung eines Kilometer-Millionärs verdient. Jetzt noch addiert der Tachometerzähler monatlich etwa 8000 km hinzu, und von Pensionierung des treuen Gefährts, mit dem die Firma Eckert Ende der fünfziger Jahre ihren ersten großen Omnibus anschaffte, kann nicht die Rede sein.

#### Luftfederung: zuverlässig und sicher

Besondere Beachtung verdient bei einer Rückschau auf den Neoplan-Omnibus mit der Fahrgestell-Nr. 57 129 die Luftfederungsanlage. Abgesehen von einem defekten Gummihalb, der ausgetauscht werden mußte, und zwei weiteren Federbälgen, die zur Demonstration für Haltbarkeit und störungsfreien Betrieb bei Tachostand 600 000 km demontiert und dann erneuert wurden, weil sie schon einmal ausgebaut waren, funktionierte die Luftfederung zur vollsten Zufriedenheit der Wagenbesitzer und der vielen tausend Fahrgäste, die in dem Bus befördert wurden. Beim vierten Federbalg, der sich heute noch in dem Wagen befindet, handelt es sich um ein Originalteil der Erstausrüstung. Auch sonst gab die Luftfederung zu keinerlei Ärger durch Werkstattaufenthalte oder Standzeiten Anlaß. Auf Befragen äußerten sich die Passagiere stets positiv zu den Fahr- und Federungseigenschaften des Neoplan-Omnibusses. Vielleicht war der Auwärter Neoplan Jahrgang 1957 die Basis für den erfolgreichen Aufbau der Firma Eckert, Bad Mergentheim, bei der heute zehn Omnibusse im Reise-, Ausflugs- und Linienverkehr laufen.



**SPECIAL-PURPOSE BUS DESIGN REALLY TAKES OFF.**

NEOPLAN becomes world market leader for airport buses. As early as 1960, NEOPLAN engineers have already come up with the all-through low-floor bus. The low floor extends the full length of the passenger compartment, no-step entry and exit facilitate passenger access, the height of the floor is a mere 350 mm. These buses can well be considered the predecessors of the low-floor buses familiar today.



**THE “HAMBURG” MODEL – THE REVOLUTION IN BUS-BUILDING.**

Albrecht Auwärter, eldest son of Gottlob Auwärter, and future bus engineer Bob Lee develop a radically new coach that is revolutionary in many ways: this is the bus that became known as the “Hamburg” model. When it debuts at the Geneva Motor Show in March 1961 its clear lines and the large side windows curving into the roof create a sensation. Air-nozzle ventilation in the passenger compartment is another completely new detail incorporated into the design: for the very first time, each passenger is able adjust air flow to suit his or her individual preferences. The Hamburg model characterises the company’s product series and is built for a period extending over 13 years.



**STAR APPEARANCE.**

The NEOPLAN SH 8 as Germany’s team bus in the 2003 film „Das Wunder von Bern“ (The Miracle of Berne) about the FIFA World Cup win in 1954.





**GETTING RIGHT UP THERE WITH THE “DO-BUS”.**

Like his brother Albrecht with the Hamburg model, Konrad Auwärter also chooses a bus-related project for his engineering dissertation. In 1964 he develops the “Do-bus”, the first NEOPLAN lightweight double-decker service bus with rear engine and low-floor bottom deck.

**SKYLINER – THE FIRST DOUBLE-DECKER COACH.**

It is 1967, and NEOPLAN presents the world’s first-ever long-haul double-decker coach: the Skyliner. It boasts a voluminous luggage compartment plus passenger-comfort features such as a kitchenette and a WC located beside the stairs to the top deck. The two-axle NH 22 is twelve metres long, 3.80 metres high and seats 67 passengers. Several generations along, some 4000 Skyliners in many different guises have been built.







NEOPLAN bus parade through the Brandenburg Gate in Berlin.



The Berlin Wall is breached and the two German states are reunified in 1989.



Exclusive design becomes the top seller of the day.



The personal computer: before long there will be a PC on every desk.



The punk movement of the nineteen-eighties.

TREMENDOUS EVENTS

1970-1999

CHANGE THE WORLD

Political relations with the Eastern Bloc countries, environmental protection and the feminist movement are the dominant social issues in Germany. On the international stage ping-pong diplomacy is already heralding the end of the Cold War. Ayatollah Khomeini, the Watergate scandal, AIDS and the Chernobyl disaster figure largely in the headlines of the period. Disco music and aerobics are where it is all happening in popular culture. Europe consolidates in the aftermath of the collapse of the Eastern Bloc. The Germans celebrate their country's re-unification. US president Bill Clinton is caught in the trammels of the Lewinsky affair. Globalisation is picking up speed and bringing new challenges for the world community.



# innovation

## IS THE ORDER OF THE DAY

**THE CITYLINER – EUROPE’S FIRST HIGH-DECK TOURING COACH.**  
It is a milestone of international bus-building and one of the mainstays of NEOPLAN’s success: the Cityliner, first seen in 1971. Its groundbreaking features: raised passenger compartment, low-set cockpit, underfloor WC, on-board kitchenette, driver’s berth and air-conditioning and double-glazed windows on request. The two-part windscreen with its horizontal divider is a visual characteristic retained through all subsequent Cityliner generations; it is a visual highlighter dividing cockpit and passenger compartment.



**THE JETLINER – BUILT IN THE NEW PLANT IN PILSTING, GERMANY.**  
A new coach series targeting the midrange sector of the market debuts in 1973: this is the Jetliner. The design is boldly dynamic, the interior extremely comfortable and functional. The huge, one-piece panoramic windscreen is a feature that is both striking and characteristic. The Jetliner is built in the new plant in Pilsting, Germany, which opens as the company’s second production facility in 1973.



**THE JUMBOCRUISER - THE WORLD’S BIGGEST COACH.**  
The first jumbo jets are taking to the air and NEOPLAN’s concept of a jumbo roadliner is taking shape at the same time. Designers take the Skyliner as the basis for their plans and come up with the spectacular Jumbocruiser, the double-decker articulated coach that debuts in 1975. The impressive giant seats up to 144 passengers and is full-size in every way, because it is 18 metres long, 2.50 metres wide and 4 metres high.





**THE SPACELINER – THE FIRST HIGH-DECKER WITH UNDERFLOOR COCKPIT.**

The new Spaceliner is the bus sensation at the 1979 IAA motor show. The first high-deck coach with underfloor cockpit uses the characteristics inherent to the design to provide ample accommodation for passengers and a voluminous luggage compartment. The innovative underfloor cockpit affords the driver a distraction-free working environment and enables the designers to peg overall height at 3.65 metres without sacrificing stowage capacity.

**TELEBUS – A SMALL BUS GIVES A BIG HELPING HAND.**

In 1980, the city authorities of Berlin commission NEOPLAN to build small buses to provide mobility for the physically challenged. The TELEBUS comes up to everyone's expectations: it kneels to the side and has a rear ramp so wheelchair users have effort-less access, it features locking stations for wheelchairs, and a single-level floor extending the full length of the passenger compartment. The TELEBUS comes off the assembly lines in NEOPLAN's third production facility in Germany, which opens in March 1981 in Berlin-Spandau and is still in operation today as a service and sales centre.



**THE ADVANCE GUARD IN LOW-FLOOR DESIGN.**

The lower the floor of the vehicle the higher the level of passenger comfort – that is the stark simplicity behind the groundbreaking NEOPLAN concept of passenger-friendly low-floor bus design. In 1987 the world's first low-floor articulated bus is presented to the public. The low-floor concept is well-received in Germany and elsewhere, so NEOPLAN rolls out production of standardised service buses.



**METROLINER – AHEAD OF THE TIMES.**

Only a year after the low-floor concept has really taken off, the iconic Metroliner in Carbon (MIC) design marks yet another milestone in bus evolution. The new model is presented to the public on May 25, 1988: the first omnibus cell made entirely of fibre composites and reducing vehicle deadweight by a sensational 40 percent while retaining maximum strength and crash-situation safety. A pioneering idea for everything to do with bus-building.



**THE MEGA-LENGTH MEGALINER.**

NEOPLAN had a surprise in store at the 1992 IAA : the Megaliner, the first four-axle double-decker homologated at an overall length of 15 metres. The legislation of the day stipulated a turning circle with a radius of less than 12.5 metres, so the engineers had come up with special four-wheel steering gear that remains unique in bus history even today.



**A STAR IS BORN.**

A new star appears in the coach technology hall of fame at the 1996 IAA: the Starliner is a futuristic gem with all the glamour of progressive design, an innovative safety concept and exclusive interior trim. It has everything a star needs, but dispenses with the airs and graces. Superb passenger safety, luxurious comfort, two rollover bars, seats with lap safety belts, high-rigidity window uprights, smooth outer surfaces, wheel covers on the driven axles and a UDS data-logger black box as standard are only some of this extraordinary vehicle's many features. The innovative concept makes the Starliner the acclaimed Coach of the Year 2000 and the flagship of choice for many fleet operators.







Spectacular architecture in Valencia, Spain.

A BRILLIANT START

# 2000-2010

TO THE NEW MILLENNIUM

The world’s population rings in the new millennium with pyrotechnics and firecrackers aplenty. The second millennium starts without the much-feared Y2K computer-disaster scenario, but 9/11 2001 goes down as a black day in history. The war against terrorism dominates politics. In Europe, the euro is introduced as the European Union’s new currency as of January 01, 2002. All over the world millions of kids of all ages are enchanted by the magic of Harry Potter. People queue outside bookshops, the films achieve instant cult status. Crossover is the emerging trend of the new decade on the rock and pop front. Music goes mobile on the iPod, and the revolutionary new technology is received with tremendous enthusiasm.



The euro is the new currency of the European Union.



Pope Benedict XVI.



2006 FIFA World Cup.



The iPod craze starts in 2001.



# START OF A new era

## INTEGRATION INTO MAN NUTZFAHRZEUGE AG.

June 20, 2001 is both a break in the history of the company and the marker for the start into a bright new future: this is the day on which Gottlob Auwärter GmbH & Co. KG is taken over by MAN Nutzfahrzeuge AG in Munich, Germany. NEOPLAN and the MAN omnibus division are initially merged under NEOMAN GmbH with headquarters in Salzgitter, Germany. On February 01, 2008 the bus division is integrated into the MAN Nutzfahrzeuge Group as the MAN Bus business unit, so that full benefit can be extracted from the synergies open to the international player.



## TWO-BRAND STRATEGY.

A clear two-brand strategy and differentiation enable efficient market development with full use of the available synergies. NEOPLAN stands for exclusive coaches setting standards in engineering, ergonomics and design. NEOPLAN customers, in turn, benefit from the capabilities in sales and service opened up by integration into the MAN Group.





**STAR OF THE SHOW AT THE 2004 IAA.**

The new Starliner steals the show at the 2004 IAA for commercial vehicles. Its sensational design is the crowd-puller at the motor show. It is set to shape the future once again with technical innovations like the electronic stability program ESP and a pioneering lighting concept.



**AN ECONOMICAL WAY TO TRAVEL.**

2003, and the NEOPLAN family is growing once again: the Tourliner is the latest arrival and offers great economy and total reliability, plus a compellingly attractive price/performance ratio. The Tourliner is an all-rounder, a peerlessly elegant combination of aesthetics and cost-efficiency.

**EVERGREEN AT 40-PLUS.**

The Skyliner is the unchallenged number 1 of long-haul double-decker coaches and at this time it is pursuing the course to success in more than 24 countries. Optimum interior design and interior equipment are hallmarks of the NEOPLAN concept. Ergonomic four-star seats, large windows for a panoramic view of the countryside, and A/C for sheer comfort are the dominant contributors to pleasurable touring on two decks.



**VOLUME ORDER FROM ARABIA.**

In 2007, the Arab Emirate of Dubai opts for NEOPLAN and orders 400 Centroliner low-floor buses as part of the restructuring of its public transport system. This includes 170 extra-high Centroliner DD double-deckers and 150 Centroliner GL articulated buses; this model measures 18.75 metres in length. NEOPLAN is the only manufacturer able to offer this maximum-length articulated service bus.



**INTERCITY COACH MEETS MULTIPURPOSE BUS.**

The 2004 IAA debuts the Trendliner, boldly proclaimed as a true seven-day-a-week bus and coach. It combines dependable functionality and high safety with comfort and excellent cost efficiency. This is the first time that reinforced plastic is used instead of the heavier steel or aluminium for the flaps down the full length of a bus.







**ONE AWARD AFTER THE OTHER.**

Ever since it was introduced, the Starliner has driven from one award to the next. In 2003, for example, it is acclaimed Bus of the Year by publishers EuroTransportMedia (ETM) for the fifth time. In 2005 it receives the Red dot: best of the best design award. Then, in a repeat of its 2000 success story, it becomes Coach of the Year 2006. This second time round, the Starliner receives its laurels primarily on account of its innovative safety and assistance systems such as Adaptive Cruise Control (ACC) and the Lane Guard System (LGS).



In 2006 the new Cityliner debuts at the IAA Commercial Vehicles in Hannover, Germany. Over a period of 35 years 7,000 of these coaches have been built, and the latest generation weighs in complete with the innovative technology of the Starliner and shared signature features such as the “sharp cut” design of the side windows. In 2007 its elegant lines win it the Red dot: best of the best design award.





**CLEAN MACHINE.**

Europe’s legislators are imposing more and more stringent exhaust-emissions limits, so major challenges confront bus manufacturers. The Euro limits first introduced in 1990 ramp up to Euro 4 for 2006 and Euro 5 by 2009, signifying drastic reductions in the pollutant emissions levels permitted for commercial vehicles. NEOPLAN comes up to the mark with MAN PURE DIESEL® technology and common-rail engines, cooled exhaust gas recirculation (EGR) and a maintenance-free MAN PM-KAT® filter. This technology does not require AdBlue®. Buses with MAN PURE DIESEL® go one further and meet the even tougher requirements of the non-mandatory EEV exhaust-emissions standard.



**SAFETY FIRST.**

Safety for all on board NEOPLAN buses is implemented by a raft of design concepts, including the Safety Cabin made of high-strength steel with massively strong rollover bars front and rear, patented sidewall connectors and a reinforced forebody. And added to all that, the electronic braking system fitted as standard: ABS, ASR, ESP and braking assistant with BrakeMatic. As the first manufacturer in the world, NEOPLAN has been fitting the innovative cornering light as standard since 2005. Another important safety feature is the Lane Guard System (LGS), which notifies the driver in case the bus starts to drift out of the lane. Adaptive cruise control (ACC) improves safety and increases driving comfort. Last but not least, Maximum Speed Control (MSC) prevents the bus from exceeding the legal speed limit of 100 km/h, even on long downhill gradients on motorways.





WELCOME TO THE

# vip class

**STATE OF THE ART.**

Anyone who has enjoyed the unique experience of travelling in NEOPLAN premium buses knows what NEOPLAN means when it says ‚VIP class‘: comfort, safety and cost efficiency at the very highest level. But even more importantly, it means the last word in design and the luxury of exclusiveness. NEOPLAN is seeing in the 2010 model year with an innovative product range offering cutting-edge concepts and technology. Here comes the Starliner, the most exclusive of the NEOPLAN buses – a unique combination of fascinating design and state-of-the-art technology A real bestseller: the Cityliner. It combines the same modern technology with another, equally unmistakeable design line. One never-to-be-forgotten highlight is the radically redesigned Skyliner debuting at the 2010 IAA. A long-haul double-decker, it boasts interior design and a comfort concept that are second to none. The range is rounded off by the Tourliner, a compellingly attractive combination of aesthetic design with totally dependable technology and outstanding cost efficiency.



**NEOPLAN INDIVIDUAL.**

The “NEOPLAN individual” line was introduced in 2009 and is the last word in exclusiveness and emotive design. The exclusive range of optional-equipment packages for NEOPLAN Starliner and Cityliner coaches caters to virtually any custom preferences in design and function.







**WE'RE THERE AT YOUR SIDE.**

Wherever NEOPLAN coaches are on the road in Europe: we are always close by. From Scotland to Sicily, from Scandinavia to Spain, strategically positioned MAN outlets provide a comprehensive range of services. If the worst comes to the worst, the Mobile24 mobility service is on call 24/7. Anywhere in Europe, all these services can be accessed simply and effectively without cash payment through the MAN RepairCard or the even more comprehensive MAN ServiceCard schemes.



**TAKING SERVICE ONE STEP FURTHER:  
BUSTOPSERVICE**

Premium service for our premium buses has been in place since 2009. BusTopService has separate bus lanes for priority access; highly skilled bus specialists take over as soon as the bus arrives and customers can be sure of obtaining a competent solution for any problem that one of our buses could possibly encounter. The service portfolio is rounded off by a raft of extras, up to and including pick-up and return.







Caption:  
On the road from March 2010 onward, the Cityliner Spirit Edition with exclusive NEOPLAN individual line options is available as a sprightly two-axle configuration and in two capacious three-axle versions. Ask your sales specialist for more information or visit [www.neoplan.de/movingideas](http://www.neoplan.de/movingideas)

OUR TAKE ON

# design and exclusivity

German-born physicist and Nobel prize-winner Werner Heisenberg famously said that energy is “the mover”. In this sense we devote our entire creative and productive energy toward driving progress in personal mobility. Our concepts and technologies set standards in design and exclusiveness. The results are buses that are stirring, moving, emotive.

NEOPLAN will continue to write bus history. With ideas that set things in motion. Our declared aims are to develop new standards in the bus industry, to increase our design leadership, and to continue rigorously shaping our exclusive vehicles to the needs and preferences of our customers. Continuous optimisation in quality, rolling incorporation of innovative technologies and full compliance with customer expectations sum up our leitmotif and give expression to our mission – yesterday, today and tomorrow.

