



Medenbach puts their trust in Setra for new rural bus routes

- **Fleet with 15 model S 415 UL vehicles is largest investment in the company's history**
- **Hessian family company wins Europe-wide call for tenders**
- **S 415 UL is the best-selling Setra rural-service bus in Germany**

Neu-Ulm/Weilburg – With the acquisition of 15 Setra model S 415 UL rural service buses, Hessian company “Medenbach traffic” carried out the largest investment in its 50-year-long company history, thus underscoring the great trust it has for many years placed in this brand of the Daimler AG group. Upon taking formal delivery of the units in a ceremony at the Neu-Ulm Setra Customer Centre, CEO Peter Medenbach stressed before representatives from the local business community and politics sectors the high standard of his expectations concerning the competent transport of their passengers, expectations which focus on comfort and reliability: “In order to provide highly professional services in the local public transport sector, our choice fell on Setra buses, since they meet our quality standards in every respect.”

The order for 15 MultiClass buses was the result of the family company from Weilburg-Hirschhausen securing two local bus line bundles in the Taunus area in a Europe-wide call for tenders.

On the occasion of the bus handover, Heinz Friedrich attested to the great entrepreneurial far-sightedness of the firm's CEO and his wife Dorothee Grebe: “You and your team have made a powerful statement and convincingly demonstrated that a private company can be successful in a call for tenders even for large bus line bundles”. In addition, according to the head of Setra domestic sales in Germany, with Medenbach's choice of the S 415 UL with full complement of seats, the company had opted for Setra's best-selling model of rural-service buses in Germany,

Press Information

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With their operation in these local transport networks, the new buses, to be delivered both with vertical and with raked windscreens, and equipped with a lift to enable the access of mobility-impaired passengers, will cover approx. 675,000 kilometres per year as from 2011.

Founded in 1935 as a haulage firm

Today's bus operation was founded in 1935 by Adolf Medenbach as a haulage firm specialised in the transport of goods. However, the company founder soon perceived the growing demand for passenger transport. In 1949 he incorporated the first buses to his vehicle fleet and in 1951 he laid the foundation for a company policy which has remained very successful to this day, with the operation of the bus line between Weilburg and Wetzlar. After the death of his father, Lothar Medenbach, who had directed the company from 1965, Peter Medenbach became manager in 2003, taking on the responsibility for a company which currently counts 50 employees. Like his father and grandfather before him, the representative of the firm's third generation chose to rely on the buses of Daimler AG from Ulm.

Apart from the new business area Medenbach traffic, specially created for regular-schedule services, the company has a broad range of offers in the long-distance travel segment and is on the road all over Europe under the designation Medenbach Touristik.

Caption:

Heinz Friedrich, Head of the Setra domestic sales department, hands over 15 model S 415 UL Setra MultiClass buses to Peter Medenbach (on right).

Further information and photographs of vehicle handover 10A1367 and 10A1368 available online: media.daimler.com