

SCHULER MANUFACTURED THE „BOSS GREEN TRUCK“ AS MOBILE STORE

Schuler Fahrzeugbau GmbH designed and manufactured the Showtruck for HUGO BOSS; it will tour the major cities of Europe over a period of five years. Folding and sliding out the two POP OUTs to help convert the truck into a flexible, mobile store. This Schuler Promotion DOUBLE FOLD OUT with innovative roof terrace is fitted out with the latest technology and fully multifunctional, and as a brand ambassador of BOSS Green on tour.

Photos: Thomas Kiel and LIGANOVA