

## TRATON corporate communications restructured

**Munich, January 15, 2019** – Corporate communications has been reorganized at TRATON, the 3-year-old truck and bus division of Volkswagen based in Munich. Wolfgang Meisen (35) became Head of Media Relations & Corporate Messaging on January 1, 2019. He reports to Julia Kroeber-Riel, the Head of Group Communications & Governmental Relations.

The TRATON corporate communications department has been based on the newsdesk principle from the very start. It has assigned clear areas of responsibility based on topics and channels. Media spokespersons are assigned by type of media: Under Meisen's leadership, Jörn Roggenbuck (business and daily press), Sebastian Rausch (finance and strategy communication) and Dr. Alexander Baer (trade press) assume subject-matter responsibility across all channels.

Wolfgang Meisen has been an executive speechwriter at the company since 2018 and will continue to serve in this capacity in the future. He previously served as the Head of Communications & PR at KUKA Robotics in Augsburg for five years.

Besides Media Relations & Corporate Messaging, Kroeber-Riel is adding the Corporate Publishing and Brand Management department to the division. This department is headed by Sacha Klingner, who also serves as the Director of Communications at MAN SE. The two other pillars of corporate communications at TRATON are: the International and Internal Communications division led by Ronny Buechner and Governmental Relations and Political Communications division overseen by Dirk Hoeke in Berlin.

Julia Kroeber-Riel said: "Potentially entering the financial markets requires TRATON to deliver corporate communications at an even more sophisticated level. The measures described will add significant depth and experience to TRATON's communication division. Our goal is to be highly professional and fast while remaining authentic and approachable to our target groups. I am really looking forward to working in this new team setup."

This press release as well as press images can be found at:

[https://traton.com/en/newsroom/press\\_releases/press\\_release\\_15012019.html](https://traton.com/en/newsroom/press_releases/press_release_15012019.html)



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TRATON AG, formerly Volkswagen Truck & Bus AG, is a wholly-owned subsidiary of Volkswagen AG and a leading commercial vehicle manufacturer worldwide with its brands MAN, Scania, Volkswagen Caminhões e Ônibus, and RIO. In 2017, TRATON GROUP's brands sold around 205,000 vehicles in total. Its offering comprises light-duty commercial vehicles, trucks, and buses, which are produced at 31 sites in 17 countries. The Company had a workforce of around 81,000 worldwide across its commercial vehicle brands as of December 31, 2017. The Group seeks to transform the transportation system through its products, its services, and as a partner for its customers.