



## PRESS RELEASE

### **Direction > Internet. The brand-new website www.solarisbus.com**

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**Embracing global trends, Solaris has presented its new website. The solarisbus.com portal stands out not only on account of its novel design, but also because of a series of user amenities. The company encourage everyone to get familiar with the new online face of the brand.**

The new website is another element of the new marketing communication strategy COMMON DIRECTION. Apart from refreshed layout, the homepage users will find a lot of new information on the site. That is because it has been complemented with corporate details. The company history has been much expanded on, as has the menu tab “career” which now links to all job offers, application forms for dual study courses and information on the Solaris-sponsored vocational school training programme. As a little treat for visitors to the website, they are invited to take a virtual stroll around the factory.

The Press Office has got a whole new and transparent face, whereas the menu tab “Busmania”, well-known to everybody, has been integrated with social media. Fans of particular bus models will find product catalogues complemented with technical data and photos, and when looking for something particular they are aided by the intuitive search engine, with search categories including propulsion types - conventional, alternative - and vehicle types - special buses and trams. Also, finding representatives of sales and after-sales divisions is just as simple thanks to the use of search engines coupled to Google maps.

The new company homepage was created in the new RWD technology which makes the site responsive on any computer as well as any mobile device. Solutions applied in compliance with UI and UX rules ensure its full functionality and flexibility. All the content contained therein will be provided in three languages: Polish, English and German.

#### **Additional information**

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##### **About our company**

Solaris Bus & Coach sp. z o.o. is one of the leading producers of city and intercity buses in Europe. It focuses in particular on the development of zero-emission vehicles, i. e. electric and hydrogen buses as well as trolleybuses. This has resulted in the widest zero-emission product range in the European market and a leading position in this segment with a market share of 15.2%. Nearly 25,000 Solaris vehicles have been delivered so far and they ply the streets in 850 towns and cities across 33 countries located throughout Europe as well as beyond it. Solaris is part of the Spanish CAF Group (Construcciones y Auxiliar de Ferrocarriles) S.A. From conception, to the design and manufacturing phases, all Solaris buses are produced in Poland. Moreover, all activities undertaken by the manufacturer are in line with the brand's mission, which is reflected in the motto “We are changing

the image of public transport". Solaris also actively partners with public transport operators and provides them with comprehensive support in their transition to zero-emission mobility.