

Irizar's 20th anniversary in Mexico

Mexico City, 15 May 2019

Irizar, a world leader in the manufacture of long-distance buses, celebrates 20 years in business in Mexico and officially presents the new Irizar i6s.

Transport chambers, customers, suppliers and staff that make up Irizar Mexico gathered to celebrate Irizar's first 20 years in Mexico.

Irizar in Mexico

Irizar arrived in Mexico in 1999 and opted to set up in Querétaro, a location that has now become strategic.

Production initially focussed exclusively on one product, the CENTURY, which had to be significantly adapted to tropical conditions for the Mexican market and which was key to this entire journey.

2001 saw the introduction of the INTERCENTURY, a model that enabled Irizar to secure some large orders and, with this, to expand the plant for the first time.

The NEW CENTURY was launched in 2004 as a restyling of the model that first introduced Irizar to the Mexican market.

During these years, Irizar Mexico grew both in size and in terms of the staff that make up Irizar in Mexico.

Later came the milestone that played such a huge role in our growth: the launch of the PB in 2007.

In 2009, in the midst of a complex situation in the country, we continued to be committed to innovation and to expanding our range of models with the introduction of the i5, which is currently considered to be the leading bus in the suburban segment and for certain tourism-related uses.



Irizar México | Av. de Las Misiones 13, 3ra etapa, Parque Industrial Bernardo Quintana, El Marqués, Querétaro.
T +52 (442) 238 25 00 | C.P. 76246 www.irizar.com

The PB confort was launched in 2011 as an update to increase passenger comfort levels, becoming a huge success that catapulted us to market leadership, a position that we have continued to occupy since then.

The i6 was launched in 2012, completing our range from short to long-distance coaches, including tourism.

Taking advantage of the growth in our units, we expanded the plant on two further occasions in an attempt to continue improving service for all our customers, adapting our products to their needs and rolling out the latest Irizar Group technologies in Mexico.

2015 saw the arrival of the i8, the flagship of our brand and the most successful bus in Mexican history, which the passengers themselves described as a benchmark in design, safety and comfort.

In addition, the Irizar i8 received international awards, including being named COACH OF THE YEAR 2018.

At the same time, we began to develop our range of integral buses, with the i8 and i6, thus rounding off the technological options with our own product. A commitment to the future of the Irizar Group.

We are celebrating our 20th Anniversary in 2019, with more than 12,000 buses produced in Mexico. The presentation of the Irizar i6S demonstrates Irizar's commitment to the Mexican market, to continuous innovation and to offering the most complete range of products that are best suited to the needs of Mexican passengers.

A bus that adopts many of the technological innovations of the i8, with an updated image according to Irizar's new design line and which will continue the success of the i6.