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Scania introduces new truck range

- Ten years of development work, SEK 20 billion in investments
- More than 10 million kilometres of test driving
- Global launches in five phases
- 40,000 customers to be invited to experience Scania's range first-hand on site in Södertälje
- A strong focus on customer profitability, through precisely customised transportation solutions in the form of sustainable products and services
- The new truck delivers 5% lower fuel consumption on average
- Scania's entire range is re-defining the market's view of the term 'premium'

Scania is introducing a new truck range, the result of ten years of development work and investments in the region of SEK 20 billion. With the new range, Scania is extending its offering and can now, thanks to its unique modular system, supply more performance stages, connectivity and a comprehensive palette of productivity-enhancing services as well as sustainable transportation solutions that are precisely customised for each type of customer in the highly competitive transportation industry. The promise is that Scania's customers will always be able to carry out their work in the most sustainable and profitable way, regardless of industry and area of application.

"It is undoubtedly the biggest investment in Scania's 125 year history," declares Henrik Henriksson, President and CEO of Scania. "It is with hearts bursting with pride that my colleagues and I are now presenting the products and services that will bring Scania to new levels regarding market shares and carry us far into the next decade.

"Today we are not just launching a new truck range but also a unique, ingenious toolbox of sustainable solutions in the form of products and services that Scania is first in the industry to be able to deliver – and I feel I can claim this with confidence. We are focusing firmly on our main task: to give our customers the necessary tools for achieving profitability in the one business that really means something to them, namely their own."



Scania's new truck generation is the result of ten years' development. It represents the very latest advances in automotive technology for heavy-duty trucks. Together with connected services, Scania can offer all types of haulier the very best total operating economy.

Production of the new trucks starts immediately at Scania's final assembly plant in Södertälje. Initially the focus will be on vehicles and services for long-haul transportation, but additional options will be continually introduced as more Scania plants readjust and additional options emerge.

"There is a tremendous amount of development work by our engineers behind this introduction," emphasises Henrik Henriksson, Scania's President and CEO.

"The most noticeable features are of course the new cabs, but the real innovation is that we are now introducing new technologies, services and insights that will help our customers gain an overview of both their costs and their revenues. Our goal is for our customers to be able to achieve sustainable profitability, regardless of assignment type or the conditions in which they work. Our customers' vehicles always constitute a link within the bigger picture; Scania embraces this through quality, accessibility and a range of physical or connected services. Our new range of products and services redefines the term 'premium' within the truck industry."



Scania's new truck generation cuts fuel consumption by an average of 5 per cent, thanks to further-developed powertrains and advanced aerodynamic solutions.

Scania is launching its new range in phases, with a clear focus on various customer segments and according to a carefully planned schedule. The introductions will continue after the first unveiling in Europe, with more customer options, before the entire process concludes with simultaneous launches on markets outside Europe. Among the improvements Scania is introducing, one that is particularly noticeable is a 5% reduction in diesel fuel consumption, thanks to factors such as improved powertrains and better aerodynamics.

The express goal is for at least 40,000 customers and prospective customers to have test driven the new vehicles themselves in connection with the launches, and to have been introduced to Scania's entire range, covering everything from sustainability optimisation to financing, insurance and maintenance. Other channels are online communication, the media and Scania's approximately 1,700 dealers in more than 100 countries. The unveiling will be held tonight in Paris, live in front of roughly 1,500 special guests and globally to the online community.

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