



SCANIA MIDDLE EAST

JOURNEY

[SUSTAINABLE TRANSPORT SOLUTIONS]



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EXPANDING THE NETWORK

Dear reader! In 2021, Scania celebrates 130 years and we would like to dedicate this Edition of the Customer Journey Magazine to highlight how Scania Middle East has contributed to the long history of Scania. I am sure you will enjoy reading the stories about some of our oldest and most respected customers who have greatly contributed to our development in the Middle East.



In the last Edition we highlighted our newly appointed Dealer GTE in Kuwait and I am very happy to see the progress of the team in Kuwait. In this edition we are happy to announce a further expansion of the Scania Network in Middle East. This time we turn our eyes towards Jordan and our newly appointed Dealer MVTC, part of Abu Khader Group. I would like to wish MVTC all success in developing the Scania business in Jordan together with us.

Earlier this summer I had the honor to participate in the inauguration of Al-Shirawi's upgraded workshop in Dubai. Driven by solar panels, the newly installed AC provides the Al-Shirawi service team with better working conditions without negatively impacting the environment. This is what I call a great sustainability initiative and what Scania truly stands for. Congratulations to the whole Al-Shirawi Team and keep up the good work for our customers and all the best in your sustainability journey!●

“ In this edition we are happy to announce a further expansion of the Scania Network in Middle East. This time we turn our eyes towards Jordan and our newly appointed Dealer MVTC, part of Abu Khader Group. I would like to wish MVTC all success in developing the Scania business in Jordan together with us.”

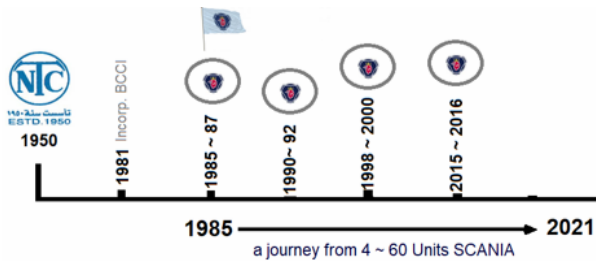
Erik Bergvall, Managing Director at Scania Middle East FZE



NATIONAL TRANSPORT COMPANY

National Transport Company – A name synonymous with safe transport solution for people and goods throughout the GCC. NTC established in 1950, has the privilege of being the first & largest Transport Company in Kingdom of Bahrain. With successful business operations over the years, it has become a preferred supplier for major clientele to design & deliver for their key & long terms contacts. NTC owns a big fleet of Passenger Buses and heavy Trucks & trailers. Serves a wide range of corporate clients, from petroleum companies, oil and gas companies, government agencies, educational institutions ministries, schools, Universities, engineering departments, contracting companies.

NTC's Truck & Land Freight transport operations – Started with Scania fleet and the journey from owning 4 Scania trucks, Mr. Zaid Engineer (G.M), said we began with few Scania trucks & found the truck has the potential to meet all our work challenges. Then gradually we increased the numbers and today our truck fleet consist only of Scania. He also added that, Scania is an amazing truck, robust performance, fuel efficiency, low down time & value for money. Since the first Scania truck arrived in our fleet, until this day we couldn't find any reason to look for alternative or other brand. Interestingly, one of our first truck model (1987) is still working perfectly side by side with our new generation trucks, this is the beauty of Scania truck performance. With Scania we achieved many milestones of major & challenging projects for leading Bahraini companies, like, ALBA, MIDAL, GRAMCO and BAPCO, where the Scania has become the customer first choice●



MEET AN OLD FRIEND



Mr. Khalifa A. R. AlMannai, Managing Director of **Teyseer Building Materials & Transport Co.** proudly claimed that TBMT has the largest fleet of Scania Trucks in Qatar with some of the oldest trucks purchased in 1982 which until today are running in good condition and shape. Cement, Steel and Timber are the basic elements of modern construction, yet in many ways they reflect the fundamental approach of TBMT. Founded in 1976, the company has built its strong foundation on passion, honesty, integrity, reliability, responsibility and business ethics for their continued growth. They are one of the leading building material stockists and transport company which provides logistic services to Qatari Industrial giants like Qatar Steel Co., QAPCO and QChem for moving their products domestically and throughout GCC and the Middle East. Mr. Mohammad Khalid Nazir, Assistant General Manager, working for 37 years in TBMT said, "Driving in the middle of nowhere will not be a hindrance as our drivers know the dependability of the trucks, Scania truck has longer life with fuel efficiency and occurrence of breakdown is less. The amazing performance of the truck help largely on the daily activity of the company and it has a big impact towards our operational cost." TBMT commends ARACO for the technical support that they have received, the quick availability of spare parts is one of the factors that gives

positive impact on their business●





[Featured: Samir Salamoun - Commercial Vehicles General Manager , Al Shirawi Enterprises LLC]

WE LOOK FORWARD TO THE PAST 40 YEARS

Al Shirawi Enterprises is celebrating 40 years of being a Scania Official Dealer. We look forward to the past 40 years, and we mean it. We have experienced exceptional product innovation, market acceptance of our products, our service and workshop becoming the benchmark for quality within the industry, and we look forward to the next 40 years.

Over the last 40 years the UAE has seen vast changes in infrastructure, population, culture, and technology. Dubai in particular, a city which was established as a fishing village in the 18th century is now a metropolis synonymous with innovation, skyscrapers and vast development. We at Al Shirawi Enterprises are proud to be part of this development. Someone who has not only witnessed but also been involved in these vast changes is Mr. Samir Salamoun, the Commercial vehicles General Manager, and Scania representative at Al Shirawi Enterprises for almost 40 years. Moving from Qatar in 1980, Samir began his journey with ASE and Scania in 1982. He worked his way from the Sales Manager to the General Manager of the department over the years.

In that time, he has sold over 4,000 trucks and has supplied his expertise to several industry giants such as RTA, Enoc, Airlink International to name a few, as well as many smaller transport companies and even one-man operations. We sat down and spoke with him about what has changed, what has stayed the same, how the customers perceptions, expectations and requests have changed; and where he sees the industry going in the future●

CELEBRATING THE 40 YEAR MILESTONE

How many trucks did you sell in your first year, and do you remember the first truck you sold?

"The first truck I sold at ASE was a Scania T112E 4x2, which is actually a tractor unit. It went to Al Hamly Transport, I dealt directly with Major Said Al Hamly in May of 1982. The rest of the year went really well, and I sold around 34 trucks."

What advice would you give yourself now, looking back to almost 40 years ago?

"To remain customer focused; never hurt the customers ego and never promise the customer something you cannot honor. You must always maintain your integrity and be service orientated."

What has remained the same over the years you've been selling Scania Trucks?

"The customers negotiation tactics have always been the same. Expressing that there are a lot of options available. But Scania's consistent approach to vehicles, their engineering and constant development keep the customers coming back. And, at Al Shirawi Enterprises our approach to creating and maintaining service excellence has never wavered over the past 40 years. The customers have always continued to drive innovations in the UAE, they continue to challenge us with their requests, and we have striven to achieve and exceed."

What has changed?

The whole technology has changed. Customers are becoming more demanding to get the best truck in the market in terms of performance and driver comfort. However, the reliability and value a Scania truck provides is second to none, especially when combined with our service excellence and maintenance contracts.

The customers have also changed over the last 40 years. Although the drive has remained constant it has resulted in many more customers who have begun as a 1 vehicle operations

becoming fleets and even larger scale operations, that we are proud to have had the privilege of being a part of.

How has the brand recognition of Scania developed over the years?

Scania has maintained its position as a Leading Brand. Both the customers and the market in the region look forward to the innovations that Scania have and will continue to provide. We have managed to create a market positioning of best-in-class fuel economy as well as leaders in aftersales.

How has Al Shirawi Enterprises changed over the years?

Over the years Al Shirawi Enterprises has increased the customer focus and their provision of servicing. We realized that we are not here to sell to the customers but to serve them, before, during and after their purchase. We have also diversified our product offering into other brands and heavy machinery based on what we have learnt from being a Scania Dealer.

What do you have to say to those who are keen on coming into the heavy equipment sales and services business?

Respect, Respect, Respect. We must respect all the customer's team, starting from the driver to the owner of the company. Never underestimate anybody. Never over commit, and maintain a good relationship with the customer, giving him sincere advice so they can trust you.

Ensure that you have a great product like Scania, and that you can provide the value of an excellent service like we do at Al Shirawi Enterprises.

But upmost, keep an innovative approach to all areas of your business. We looked not only at how we could improve customers experience through service contracts, but also through finance solutions, as well as fleet management options.



Building a dream city with high rise buildings, homes and commercial establishments cannot be done over night and nothing can beat the feeling of knowing that you have built something that will stand firm against the tests of time.

Quick Mix Beton LLC, one of the highly recognized best producers and suppliers of quality ready mix concrete in the emirate of Abu Dhabi, is a fully locally owned company under the Omeir Group of Companies, was established in the year 1996. They are one among the most loyal patron of Scania trucks having a total of 29 units in their fleet from 2003 models.

“A good quality concrete mix can create a reliable foundation for a firm and sound infrastructure. It often involves well engineered preparation to blend materials and build the required strength and durability of a concrete structure, and transporting this product is very crucial. We needed a reliable partner to do the job that is why we carefully select our truck fleet, and I believe Scania trucks is one of the best choices we had.” shares Mr. Salah Sulaiman Aldady, CEO of Quick Mix Beton LLC.



Mr. Ebrahim El-Demiery, Maintenance & Workshop Manager of Quick Mix Beton LLC, told us “The stage when transporting the products from our plant to the construction site needs to be planned accordingly. Any delays must be avoided to prevent the risk of reduced workability and segregation of the mixture. We have a very strict evaluation in choosing our fleet for efficient delivery and until now Scania trucks has not failed our operations”

“By scheduling a regular service maintenance work gives us predictable operational costs because we can plan efficiently our daily delivery routes and knowing how long a service interval will take including the parts availability. Our planned maintenance program helps us prolongs the life of our Scania trucks and more importantly executing it leads to a higher quality work and improved productivity, which in turn means lower operational costs.” shares Mr. Sayed Hamam Gamel, Quick Mix Beton LLC, Workshop Manager●

SAHL AL B'QHAA GLOBAL TRADING CO.



Mr Ali Al Shibli, owner of Sahl Al B'qhaa Global Trading company, learned the business from his father, who started off transporting building materials from their home base in Sohar in the 1980's.

Today he owns 34 trucks and the company has expanded into general transport. Their first Scania 113 from 1994 is still in operation. Mr Ali was also the first NTG customer in Oman●





AIMS INTERNATIONAL CO. LTD.

Aims International Co. Ltd represented by its President & CEO Mr. Jaber Hameem prides itself as one of the leaders in the Logistics & transportation industry since 1996. Aims International was established as an independent company solely owned by Saudi nationals, located in Al-Khobar; and operating bases are in Dammam, Jubail, Udailiyah, Riyadh, Rabigh, and Jeddah. Aims International has invested heavily and continues to invest in top quality equipment and services which allowing us to give our customers the best services possible. We have created business relationships to several organizations in the past and have had a good working relation with all of them, with no complaints from any of our clients. Providing logistics and transportation services is our core competency that's why Aims International Co. Ltd takes on several outsourcing projects with various companies which are employed in diverse industries e.g., Oil and Gas, Steel Manufacturing, Catering and Food Chains, Warehousing & Distributions, Cement Producers, Import and Export, Construction, Chemical Producers etc. AIMS International Co. Ltd offers services that are of the highest standard of safety and at the same time at extremely competitive rates●

3
questions

How long have you been part of the Scania family?

"We have purchased our first Scania truck in 2015."

How many Scania trucks do you have in your fleet?

"Currently our fleet has 145 Scania trucks."

What is your main reason for choosing Scania as your trusted partner?

"As the market is heading towards alliances and strategic partnerships, Aims International chose one of the most trusted names in the trucks manufacturing world "SCANIA" That is represented by GCC Olayan in Saudi Arabia."

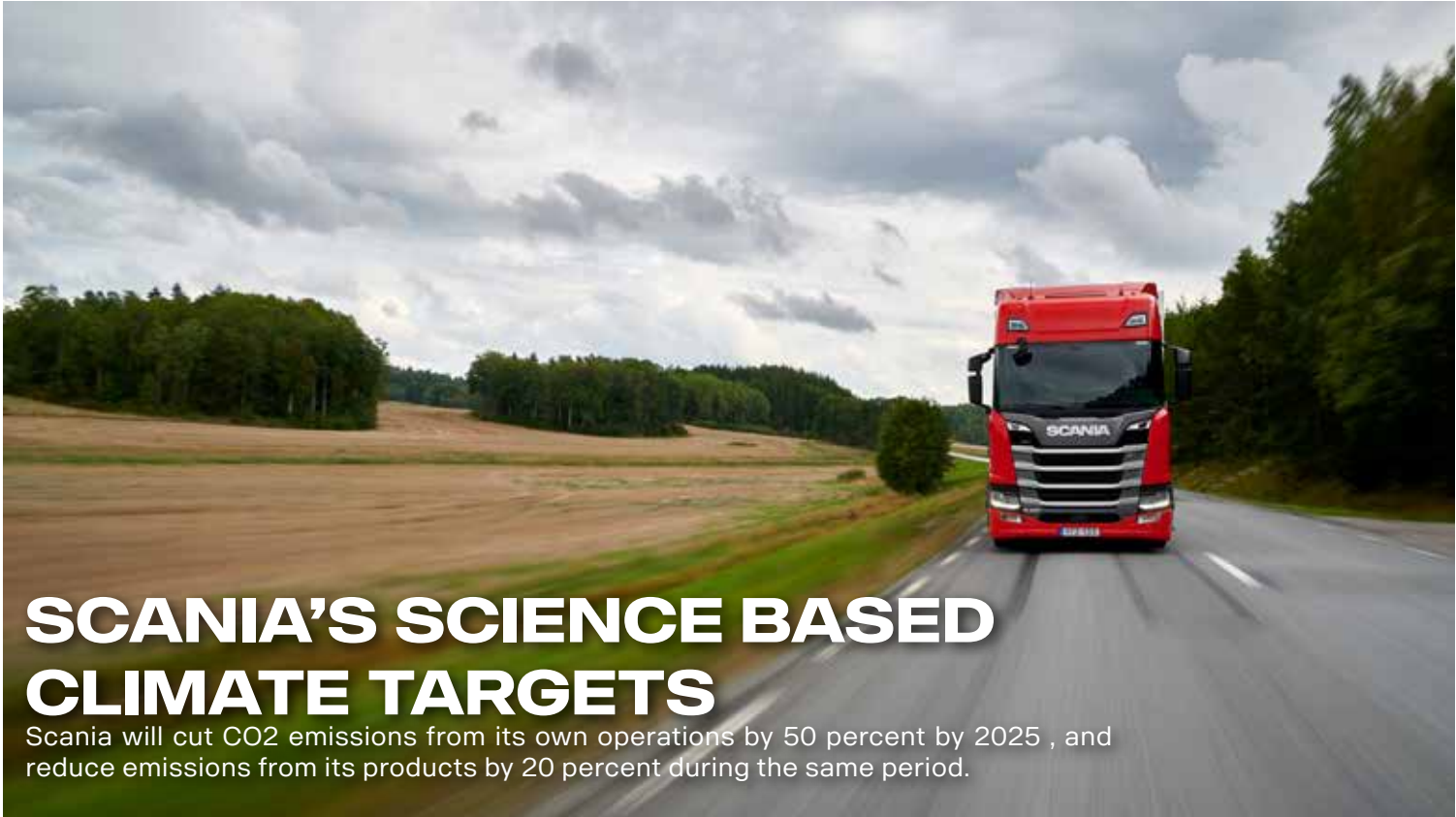
INTRODUCING OUR NEW GENSET PARTNER - STAUNCH

"Our first experience with Scania engines was for a special project we did in Australia for one of the largest wineries in the country. The project was to build 3 super silent diesel generators that can synchronize together with the national grid to reduce the plant's dependency on the local power provider in order to reduce their power bill. The project was done by our Australia Branch in partnership with Green Power solutions which designed the solution based on the figures of Scania engines performance. So the engines we ordered from Scania Australia and delivered to Lebanon to be incorporated into our sets. The results were out of the ordinary. Great fuel efficiency, innovative design for serviceability, overall what a great engine!! The decision was obvious. We need to power our standard sets with Scania engines, and thus started communicating with Scania to help set our new goal. Ever since we started incorporating Scania engines in our power generators, our client's overall perception of quality in our sets reached a new high. With more customer confidence in our product, more orders came in. Service intervals and the durability of those engines made the overall cost of ownership of our scania powered sets even more attractive to power rental companies and efficiency seeking clientele."●

Hamza Hijazi, Executive Director, Staunch Machinery

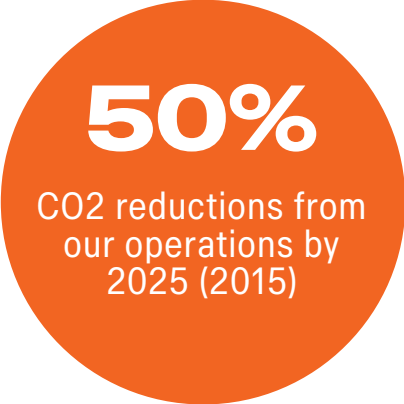


Staunch STSG550R powered by Scania. Installed to provide critical back up power for BP Service station, KFC, McDonalds and other businesses.



Scope 1 & 2
Scania will reduce its Scope 1 and 2 emissions with 50 percent until 2025 with 2015 as the base year in absolute terms. Thus, CO2 emissions from these scopes will be cut in half regardless of how much we grow. Activities include energy efficiency measures, transition from fossil fuels to biofuels and fossil free energy contracts. Our Fossil Free Electricity target for 2020 (2010) and Energy Efficiency Target of 33 percent/vehicle 2020 (2010) are building blocks to this target. According to Science Based Target initiative (SBTi), a 50 percent reduction in Scope 1 & 2 during this ten-year period is very ambitious and in line with a 1.5 degree scenario – the most stringent decarbonisation scenario in SBT.

Scope 3
More than 96 percent of the carbon emissions from our business is generated when products are in use. Scania always measures the actual climate impact during the use of its products, Well-to-Wheel (WtW), also taking into account the emissions generated in the production of the fuel or electricity. According to the Science Based Target initiative (SBTi), this target is far-reaching and aligned with the most ambitious decarbonisation scenario that has been developed by them. This is an intensity target measured in CO2 equivalents per kilometre. Scania will measure the climate impact from its products by using operational data from all its globally connected trucks and buses. The target means that the vehicles produced in 2025 shall have 20% lower CO2 emissions per kilometre compared to the vehicles produced in 2015. We will collect data from individual trucks and buses during one year and use it to analyse actual energy consumption and the amount of kilometres travelled. We will then add information about the type of energy that have been used to calculate the climate impact●



For the fifth year running, Scania has won Germany’s coveted ‘Green Truck’ title. The prestigious press test competition is organised by two leading German trade magazines and over the years has become something of a world championship in transport efficiency for long-distance trucks.

‘Green Truck’ is organised by the German trade magazines “Trucker” and “VerkehrsRundschau”, and the 2021 test was no less strenuous than those of previous years. The organisers stipulated a gross train weight of 32 tonnes and up to 430 hp for the trucks that took on the 342,8 km test track north of Munich.

This year Scania entered an R 410 tractor that managed to score a test result that left the rest of the field behind: the truck’s average consumption was measured at 23.53 litres per 100 km, while Scania also managed the highest average speed, reaching 80.60 km/h. That’s no small feat when parts of the test track are rather challenging, with steep hills.

The testing is rigorously monitored and takes place on public roads with a mix between highways and rural roads. Conditions that can influence the results, such as traffic and weather, are compensated for by the use of a reference truck. All the trucks have the same brand of tyres, with the same wear and pressure.

“The words that come to me are: ‘total success’ and ‘customer value’ “Winning this test five years in a row is a feat that should not be possible, yet we’ve still done it. I see it as the ultimate proof of how Scania’s powertrain technology supports our customers in their constant efforts to reach the best total operating economy” says Stefan Dorski, Senior Vice President and Head of Scania Trucks●

[DID YOU KNOW]

1891

History of Scania

Scania-Vabis was established in 1911 as the result of a merger between Södertälje-based Vabis and Malmö-based Maskinfabriks-aktiebolaget Scania. Vagnfabriks Aktiebolaget i Södertelge (Vabis) was established as a railway car manufacturer in 1891, while Maskinfabriks-aktiebolaget Scania was established as a bicycle manufacturer in 1900.

Image - Scania 1.5 tonne truck in 1902



[DID YOU KNOW]

100%

Responsible Business -
Environmental Footprint

In 2020, 100% of our operations run on Fossil-Free Electricity.



1897

History of Scania

Vabis A-car from 1897. The first Swedish made car. It was constructed by Vabis' engineer Gustaf Erikson who sits beside the driver. The driver is the MD at Vabis, Peter Peterson.

50-90%

Sustainability at Scania

Scania offers the widest range of alternative fuels in the industry ranging from Bioethanol, Natural Gas, Hydrogenated Vegetable Oil, Biogas and Biodiesel. All of these options offer a CO2 reduction of 50-90% compared to diesel, from a well-to-wheel perspective.



1902

History of Scania

Scania made motor cycles during 1902 and 1903. Scania was one of the first Swedish companies to offer its customers a factory-assembled motorcycle. Owner Eva-Britt Mårtensson Range 150 km Tank capacity 3 litres Engine Clément, single-cylinder french petrol engine with automatic intake valve and mechanically-controlled exhaust valve 1,5 hp.



500,000

Half a million vehicles connected

Over 500,000 connected vehicles are rolling all over Scania's 100 markets, continuously sharing data for analysis. Ten years ago, as the first brand in the business, Scania introduced a communication device as a standard in all vehicles, enabling customers to improve performance in their operations and for Scania to collect scientific data about product use and analysing logistics patterns.

FOR EVERY MILE AND JOURNEY



Efficient, Reliable and Comfortable

Scania offers a complete range of buses and coaches for public transport operators and coach companies. Scania buses and coaches are renowned for their outstanding operating economy. Each component is engineered to heighten the performance of the vehicle and set world-class standards for fuel economy, driveability, road handling, reliability and uptime.

At Scania we have contributed to more than a century of bus evolution. We have the right people, products and solutions. We want to share our expertise and knowledge as much as we want to learn about your challenges and opportunities. We want to move people both physically and emotionally, in order to change their minds about bus transportation. This is because we truly believe that buses are a win for everyone – for you, for us, for communities and for passengers around the world●



STRENGTHENING THE FLEET WITH SCANIA TOURING

Arabian Agencies Company delivers two (2) Scania Touring Buses to Prestige Cars, one of ARACO's prominent clients that offers luxurious mobility services across Qatar.

The two buses will be added to their existing Scania bus fleet which offers every client with utmost comfort and safety. This deal will certainly widen the awareness for Scania buses and extremely be beneficial and further underscore ARACO's reputation as Scania dealer in Qatar.

Scania bus is amongst the reliable transportation that's renowned for its outstanding operating economy and sustainability, with engine that gives economical way to reduce emission and increase performance●

OUR SERVICE CONTRACTS

THE BENEFITS

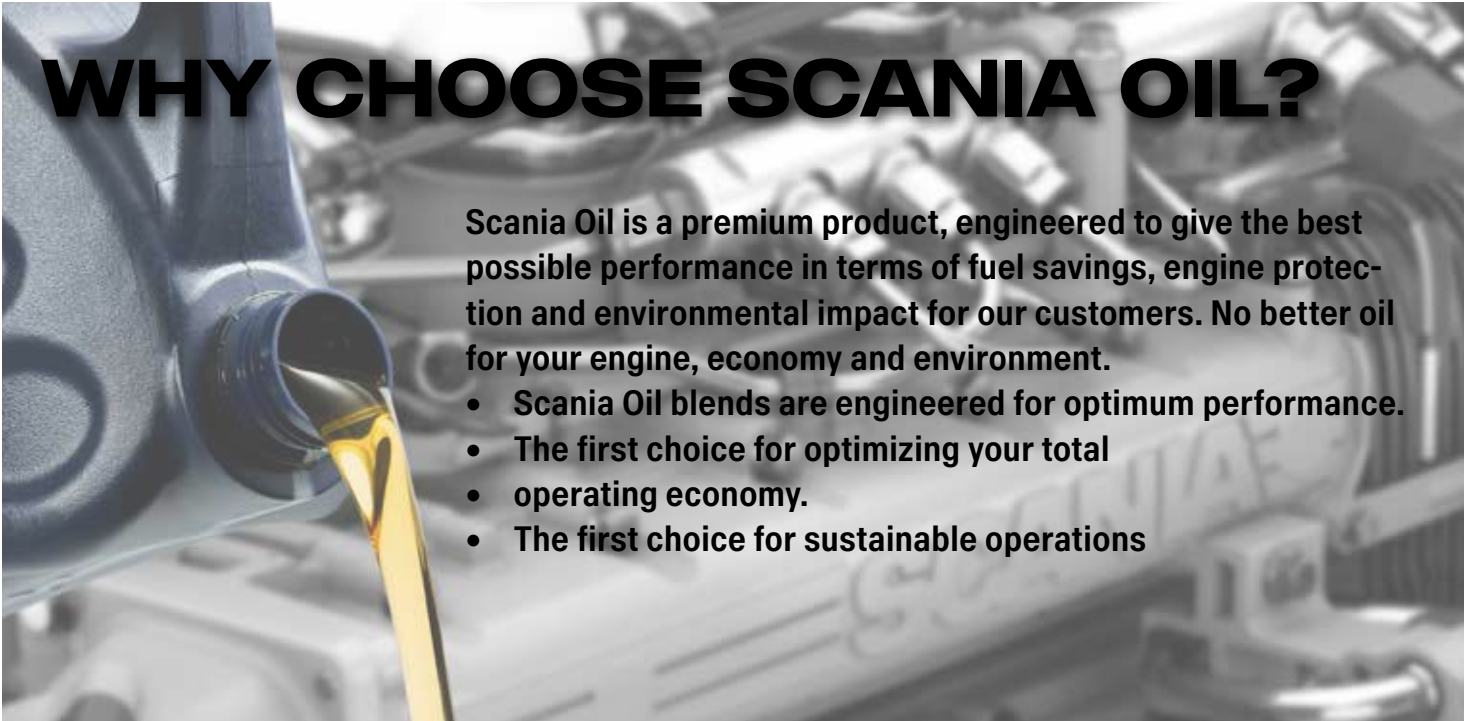
	EXTR@	ULTR@	MAXIM@	CLASSIC LUB3
Service Plans				
Preventive Maintenance				
Driveline/Powertrain Repairs (Warranty)				
Connected Services FMS Monitoring				
Wear and Tear Repairs*				
Full Repairs* - Bumper to Bumper				
Scania Assistance - Towing Service				
Scania Vehicle > 5 years				

*T&Cs apply

WHY CHOOSE SCANIA OIL?

Scania Oil is a premium product, engineered to give the best possible performance in terms of fuel savings, engine protection and environmental impact for our customers. No better oil for your engine, economy and environment.

- Scania Oil blends are engineered for optimum performance.
- The first choice for optimizing your total operating economy.
- The first choice for sustainable operations





SCANIA SERVICE EXCHANGE

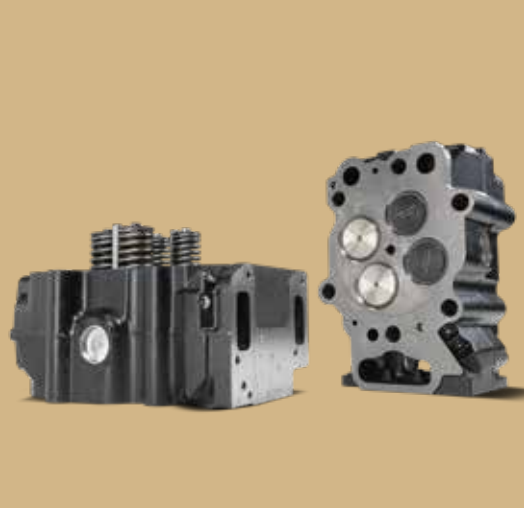
Sustainability and Cost Effectiveness

The basis of a service exchange part is that a wornout part is returned to the supplier as a core. The core then forms the raw material in the remanufacturing process.

The core must be in sufficiently good condition to enable its re-use. If the core is not in good condition then the reimbursement is reduced. The core must therefore be handled as valuable raw material when it is returned. If the return criteria is met, the returned core will be cleaned, inspected and remanufactured to the same exacting standards as the new Scania part.

Compared with new spare parts, service exchange parts have several advantages:

- Competitive prices
- Reduced use of raw materials
- Reduced CO2 emissions
- Reduced energy consumption



Service Exchange Range

Scania service exchange gives access to a wide range of remanufactured components at competitive prices. The range maintains the same high quality as brand new spare parts and is covered by the same warranty, which creates a sense of security for the customer.

Service exchange parts have the following qualities:

- They contribute to reduced environmental impact.
- Remanufactured parts fulfil the same function as new parts.
- They are remanufactured using standardised industrial processes in accordance with the technical specifications.
- A remanufactured part has the same warranty as a new part.



SCANIA SERVICE CONTRACTS



THE BENEFITS

EXTR@

MAINTENANCE + POWERTRAIN PROTECTION

- Upto 5 years Maintenance Contract
- Upto 5 years/ 1,000,000 kms/ 20,000 hrs powertrain protection
- FMS Monitoring or FMS Control Package

Unlimited Confidence with Extr@ – With EXTR@ you can get the most out of your vehicle by keeping them in perfect condition. Benefit from customized maintenance and powertrain protection for upto 5 years.






ULTR@

MAINTENANCE + POWERTRAIN PROTECTION + WEAR AND TEAR REPAIRS

- Upto 5 years Maintenance Contract
- Upto 5 years/ 1,000,000 kms/ 20,000 hrs powertrain protection
- Upto 5 years / 1,000,000 kms Wear and Tear Repairs
- FMS Monitoring or FMS Control Package

Ultimate Advantage with Ultr@ – With ULTR@ you can get the most out of your vehicle by keeping them in perfect condition. With customized maintenance solutions, powertrain protection and up to 5 years wear and tear repairs, you'll find the right fit for your enterprise and avoid unplanned costs, while maximising your uptime.







MAXIM@

FULL REPAIR AND MAINTENANCE

- Upto 5 years Maintenance Contract
- Upto 5 years/ 1,000,000 kms/ 20,000 hrs powertrain protection
- Upto 5 years / 1,000,000 kms Full Repair Contract
- FMS Monitoring or FMS Control Package

Maximum Benefit with Maxim@ – With MAXIM@, customers can now benefit up to 5 years of Full Repair and Maintenance. With this comprehensive service contract you avoid unpleasant surprises at a fixed cost for all maintenance and repairs.





SCANIA SERVICE CONTRACTS

THE BENEFITS

SCANIA CLASSIC LUB3



For Vehicles 5+ years and at a fixed price with Scania Classic Lub3, you can benefit from:

- Adapted Oil and Filter Change Interval
- Fuel Filter
- Water Separator Change
- Health Diagnostic Check List
- Printed Operational Data Analysis Report

Benefit from an additional 10% Discount on parts and labour on all repairs in connection with the maintenance event as well as a Two-year parts warranty.

Value Added Benefits

- Maintenance and repairs conducted by scania trained technicians
- Less down-time on maintenance events
- Less wear and tear on Engine components and lower fuel consumption, thanks to Scania LDF 3 oil
- Lower maintenance costs, thanks to tailored oil change interval



SCANIA AT THE TRUCK & FLEET CONFERENCE

The second Truck and Fleet Conference – UAE took place at the Radisson Red hotel in Dubai on 27th May 2021.

The event was organised by CPI Trade Media's Truck and Fleet Middle East magazine and featured a stellar line-up of names from the transport and logistics sector as well as many of the commercial vehicles sector's biggest OEMs and manufacturers. This one-day Truck & Fleet conference included a unique blend of insight from world's leading vehicle-makers, thought leaders from the regional Truck & Fleet industry, and a raft of technical and solutions experts serving the region.

Mr Erik Bergvall, Managing Director at Scania Middle East participated at the OEM Roundtable along with the other brands and spoke about Scania's unique contribution in the region and the sustainable way forward. "We now have what we call digital value selling which is basically aimed at supporting the front line to our sales organisation in a better way through the regional office, with us bringing in expertise from the factory and competence into the discussions with the customer. Digital media opens up great possibilities in this regard."

Mr. Hans Wising, Sales Director at Scania Middle East presented and talked about what Sustainability means at Scania. "Driving Scania's shift into sustainability has become our purpose and part of our core strategy. Together, with our customers and partners, we are driving the shift towards a sustainable transport system. We need to break away from the correlation between increasing demand for transport and the increase in carbon emissions, noise, congestion and accidents."●



SCANIA AT THE EXPO 2020

Expo 2020 Dubai
Sweden
Sverige السويد

OFFICIAL PARTNER

This year the long awaited Expo 2020 will be kickstarting from 1st October 2021 and will go on till the 31st March 2022. Scania is now one of the Official Partners within the Swedish Pavillion and will be showcasing some of our efforts to create and contribute to a sustainable future.

What is Expo 2020?

It is one of the world's largest peace projects with almost every country in the world present at the same location for six months, trying to address and solve the challenges of tomorrow. It is the largest trade promotion that the Swedish government will be undertaking and programming content mainly to support the development of Swedish exports and strengthening the global view of Sweden in the world with sustainability in focus.

Where is the Swedish pavillion located?

The Swedish pavillion which will be called "The Forest" will be located in the Sustainability District. The theme that the Swedish pavillion will follow is **CO-CREATION FOR INNOVATION**.

Come join us at the Expo 2020 and explore the Swedish Pavillion in the Sustainability District starting from 1st October 2021●



BIN BROOK MOTORS & EQUIPMENT LLC RECOLLECTS ITS GOLDEN JUBILEE CELEBRATION

It was certainly a very different world right after Bin Brook Motors & Equipment LLC celebrated its 50th year anniversary and 40th year partnership with Scania last January 13, 2020, then just a few months later the COVID-19 pandemic outbreaks.

“We started preparing for a formal celebration event to recognize all the pillars of the company’s foundation since its establishment in the year 1969. From our most loyal employees, customers, suppliers and partners in the industry who are still with the company for so many years. It is really an eye opening moment for us all when in an instant all our regular routine changes because of the pandemic.” shares, Mr. Ayman Hafez, General Manager of Bin Brook Motors & Equipment LLC.

“We faced an era of unpredictability when the pandemic affected the world. It really is a challenging period for us to cope up with the new normal but at the same time facing these challenges enables us to see new opportunity in a different perspective. We take a proactive approach in getting in touch with our customers and principals digitally to keep the business continuity. Although direct selling is the more practical approach in gathering opportunities, we need to cope up with the current situation to keep everyone’s safety.” said Mr. Mansur Ali, Sales Manager Bin Brook Motors & Equipment LLC.

“We needed to increase the morale of all our staffs to cope with emotional stress during the time of this crisis, so instead we celebrated internally by having a thanksgiving lunch with each of our branches in Abu Dhabi and Al Ain, to appreciate all the hard work during the past years. Hopefully we will get a chance to celebrate formally in the future when the social safety protocols allow us to●



SATA LLC AND SCANIA - 46 YEARS TOGETHER

In the early 70's, Oman used its Oil revenues to modernise the country and a road network slowly took shape. The only large transport vehicles at the time were some old British Bedfords and a couple of Scania trucks that the Swedish Contracting Company Skanska had imported for a construction project. This was the situation when, in 1975 while holidaying in Europe, Mr Abdul Rasool Kassim contacted Scania and asked to become the distributor in the Sultanate. He was already running a small transport company, using 3 Japanese pick-ups, from the corner of the family's general store in Muscat.

In December 1975 Mr Kassim was flown to Sweden and invited into the Scania Family. A ship soon arrived bringing the first 5 new Scania trucks for Oman. A few of them are still in operation and in the family. For years, the 305 hp Scania R112 E 6x4 was the only truck that could manage the demanding journey from Salalah in the south to Muscat in one day.

In 1999 SATA opened one of the most modern workshops in the Middle East at the time with 6 long bays, body shop, denting and painting, engine room and special tools room. Another service and parts outlet started operations in September 2018 in Sohar. Scania trucks roll on Oman's roads transporting goods and anything from cement, fuel, construction materials, water to facilitate the major infrastructure projects, engines power the boats of the Royal Oman Coast Guard, Gen-sets provide reliable power in remote locations, buses transport people to and from the oilfields in the interior.

Until his passing in 2012 Mr Kassim was actively involved in the business and now 7 of his 8 children are in charge of the day-to-day running of the company. SATA LLC is renowned in Oman for its strong alliances with world-leading brands and operations have diversified into different sectors: Luxury Sports Cars, Industrial and Marine Engines, Truck and Trailer Components, Construction Machinery, Generator Sets, and Transport●



THE DEMAND FOR THE SCANIA G440 - THE MIDDLE EAST FAVOURITE

The combination of Scania Truck's reliability and Al Shirawi Enterprises LLC's excellent service is what has our customers not only celebrating their Scania purchases but also recommending us. One of the most popular truck models with our customers this season has been the G440. Due to its versatility and 140 Ton pulling capacity it can be used for applications such as Tippers, Low Bed, 10,000 IG Tankers, Petroleum trailers, as well as a host of logistics and special applications. This customizable truck is used by our customers in various industries from Oil Fields and Building Material Transportation to Logistics and Diesel Fuel Trading and Transportation.

Not only does the G440 offer versatility, it is also suitable for tough operations in the Middle East weather, while ensuring superior driver comfort. The ergonomically designed cabin offers ease of use through conveniently positioned controls. Not only does the G440 benefit the drivers it extends benefits for the owners also. With an 850 liter fuel tank and best in class fuel consumption, the G440 minimizes operational costs and decreases downtime by reducing the number of refueling stops. All while being better for the environment too!



Al Shirawi Enterprises LLC's after sales service complements the Scania range of trucks with its second to none workshop and service record. Ensuring your truck is properly maintained at regular intervals and expertly repaired at one of our 5 service centers across the UAE with 24-hour emergency assistance. We also have mobile service units to get your truck up and running again as quick as possible, eliminating as much downtime as possible from your operations!

A Scania G440 model Truck from Al Shirawi Enterprises is an investment into your businesses' future, helping you go further and become more profitable while fulfilling your environmental ambitions as well. Add to it the care and attention your truck or fleet receives at Al Shirawi Enterprises LLC and you have not just a lowered Total Cost of Ownership but an exceptionally well positioned resale value embedded into your investment.





INTRODUCING ABU KHADER TO SCANIA FAMILY

Abu Khader Group is the official dealer for a number of world leading passenger cars and commercial vehicle brands in Jordan and the region. Today, the group proudly carries over the official presentation of BMW Group in Jordan and Palestine, General Motors in Jordan, PSA Group in Jordan and Mitsubishi in Palestine. They also represent some of the Light Commercial Vehicle brands in Jordan like Mitsubishi Fuso and Zayle Daewoo and have recently acquired the official presentation of Scania in the country.

Beyond the automotive unit, their sectors of operation in the region also includes public transportation, leasing, car rentals, vehicle mounted structures, chemical manufacturing and distributing, land development and real estate and malls development and retail projects.

Abu Khader Group had a clear vision for its automotive unit since its first day of inception; to provide comprehensive automotive solutions for all service seekers supported with state of the art sales and after sales facilities.

Today, and as the Group looks forward to the future with Scania on board, the ambition and enthusiasm remains higher than ever, and the vision is to continuously be a leading regional automotive player that always sets industry standards. Scania's product lines perfectly complements the current product portfolio of the commercial vehicles unit of the group, covering new market segments and fulfilling the requirements of all higher duty commercial vehicle customers. Abu Khader Group will not spare any effort to create another success for this great brand in Jordan●

SOLAR POWERED SCANIA WORKSHOP

As part of our recent Al Shirawi Group initiative, we are looking at ways to be more sustainable within our organization. Not only to protect our environment but taking on the 12 sustainable development goals outlaid by the United Nations. This includes looking at how we can continue to offer profitable services, how we can improve the lives of others, and how we can create long lasting beneficial relationships.

We evaluated the environment that our highly skilled and talented Scania Heavy Truck engineers operate within and realized that it could be improved and upgraded. Although we always ensured ventilation and fans were present in the workshop, temperatures can reach 52 degrees Celsius. This is not a work environment that will allow any team to thrive. That's why the decision was made to provide Air Conditioning in the workshop, and to offset the energy with Solar Panels. The benefits are two-fold. We improved the working environment for our team, making their workspace more comfortable, showing our appreciation and the value of their hard work. Resulting in benefits for our customers too. They now have access to a team of highly skilled mechanics, who are ready to repair their trucks no matter the time of day, temperature outside or the duration of the repair. This helps increase workshop turnaround, ensuring our customers experience the maximum uptime possible. In the future as an organization, and as a group, we will continue to do our part for the environment. We are looking to how we can continue to transform, evolve and enterprise the future for our customers and our team●





BUNDLED OFFER - FIRST HEAVY TIPPER IN OMAN GOES TO AZ ENGINEERS & PARTNERS LLC

Founded in 1990 by Pakistani engineers Shahzad Ashraf and Syed Haris Ali, AZ Engineers have come a long way throughout its relatively short history and have seen a strong growth in the group’s construction and civil engineering activities locally & internationally. Managed within a framework of honesty and integrity, with a skilled and proficient technical team, the company has delivered projects with professionalism, precision, the highest standards of safety, and most importantly - on time. The company has undertaken various projects in Pakistan, Oman, Libya, South Africa, Iraq, and Bahrain. It functions under the banner of AZ Engineers & Partners LLC in Oman which is further fragmented into divisions including roads & structures, utilities & infrastructure, finishing & MEP works, multi-story buildings and earthworks. In May 2020, they took delivery of their first Scania G460 XT Heavy Tipper. SATA’s tailored bundle offer was a unique solution with Scania credit financing, maintenance and EXTR@ contract, and driver training. When the prestigious and complex road project at the Seih Qatnah Road at Jebel Akhdar for the Ministry of Transport, Communication and Information Technology materialized, they knew they had to get a reliable power horse that can boost productivity. Breaking mountains at an altitude of over 3,000 meters, maneuvering in uncharted territory, a heavy vehicle was needed to take on the toughest challenges, and deliver on all its capabilities. The first Heavy Tipper in Oman was delivered to them in April this year. Mr. Syed Haris Ali, Managing Director at AZ Engineers, is particularly satisfied with the cost per ton advantage of their truck, the performance of the retarder, and the fuel efficiency●



MOMENTUM LOGISTICS

Momentum Logistics are a renowned player in the UAE’s logistics and transportation scene. They have a growing influence in the market and heavily rely on Scania for their operations to be able to deliver the productivity and uptime their customers demand. That is why, of their 100 trucks, 97.4% of them are Scania. Al Shirawi Enterprises are proud to deliver another 10 Scania trucks, helping to provide maximum Uptime and growth. Look out for their distinguished green trucks transporting goods across the region●



DELIVERIES

Scania services

The Services and Advantages of buying a brand new Scania!

Finance

TOE

Service Contracts

Uptime

Warranty

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G460 A6x4 HZ delivered by SATA LLC to Mohammed Ashfaq LLC

Finance

Alternative fuels

TOE

Payload

Service Contracts

Fuel Economy

Uptime

Productivity

Warranty

Connected Services



G440 A6x4 NZ delivered by Bin Brook Motors & Equipment LLC to Al Najma Al Arabia Crusher

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services

Send your 'Scania in action' to priya.thomas@scania.com for a chance to be fetasured in our next Edition and best photo to win Scania branded merchandise!

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



Touring K 400 IB 4x2 Euro 5 delivered by Arabia Agencies Company

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G410 A4x2 NZ delivered by GCC Olayan to SADAFCO

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G410 A4x2 NZ delivered by GCC Olayan to AIMS International Co. Ltd.

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



P360 B6x2*4 NA delivered by NETTS to BAPCO

Finance

Alternative fuels

TOE

Payload

Service Contracts

Fuel Economy

Uptime

Productivity

Warranty

Connected Services



G460 A6X4 HZ delivered by SATA LLC to Khalifa Balaswad Trading Est.

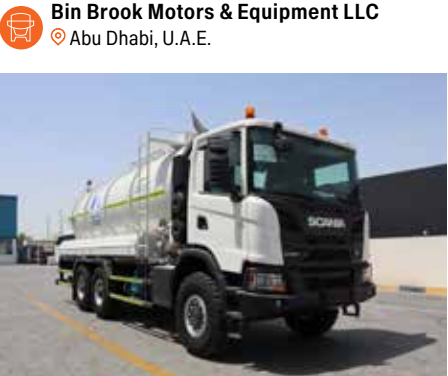
Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G440 B6x6 HZ delivered by Bin Brook Motors & Equipment LLC

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G410 B6x6 HZ delivered by Bin Brook Motors & Equipment LLC to Safran Transportation Ltd.

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



P410 B6X4 HZ delivered by GCC Olayan to Al-Jazera Concrete Company Ltd.

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G410 LA4x2 delivered by GCC Olayan to AIMS International Co. Ltd.

Alternative fuels

Payload

Fuel Economy

Productivity

Connected Services



G440 A6X4 NZ delivered by Bin Brook Motors & Equipment LLC to Tejoury General Contracting LLC

Finance

Alternative fuels

TOE

Payload

Service Contracts

Fuel Economy

Uptime

Productivity

Warranty

Connected Services



G460 A6X4 HZ delivered by SATA LLC to Global Routes Investment and Development

Finance

Alternative fuels

TOE

Payload

Service Contracts


Fuel Economy

Uptime

Productivity

Warranty


Connected Services

 **GCC Olayan**
Kingdom of Saudi Arabia



G410 A4x2 NZ delivered by GCC Olayan to RHINO Contracting Co. (Al-Bassami)



 **Bin Brook Motors & Equipment LLC**
Abu Dhabi, U.A.E.



G380 B8x4 HZ delivered by Bin Brook Motors & Equipment LLC to Nael Ready Mix




 **SATA LLC**
Oman



G460 A6x4 HZ delivered by SATA LLC to Balaswad




 **Bin Brook Motors & Equipment LLC**
Abu Dhabi, U.A.E.



G440 A6x4 NZ delivered by Bin Brook Motors & Equipment LLC




 **Bin Brook Motors & Equipment LLC**
Abu Dhabi, U.A.E.



G440 B8x4 NZ delivered by Bin Brook Motors & Equipment LLC to Gulf Ready Mix




 **GCC Olayan**
Kingdom of Saudi Arabia



G410 A4x2 NZ delivered by GCC Olayan to Al-Jazera Concrete Company Ltd.




 **Bin Brook Motors & Equipment LLC**
Abu Dhabi, U.A.E.



G440 B6x6 HZ delivered by Bin Brook Motors & Equipment LLC



 **Arabian Agencies Company**
Qatar



P310 B4x2 LB delivered by Arabian Agencies Company to Rolls Royce Motor Cars Doha





NOW AND BEYOND
TO THE NEXT 130 YEARS

SCANIA