



SCANIA MIDDLE EAST

# JOURNEY

[ SUSTAINABLE TRANSPORT SOLUTIONS ]



Road Safety  
Awareness  
Campaign in  
UAE

## ROAD SAFETY HEROES

Ready for  
SUPER?

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# Gearing Up for a Super Year

As we reach the midpoint of the year, I am pleased to share some exciting updates and express our gratitude for your continued support.

Thanks to your trust and partnership, we have continued to achieve significant milestones in the region. We have successfully expanded our operations around the Middle East with the onboarding of Egypt, and soon with Algeria and Tunisia. Our partners are also expanding local operations by investing on new and larger service centers, including Saudi Arabia's new service centers in Riyadh and Jeddah, positioning us for strong growth and enhancing service coverage in our region.

Scania's most advanced and efficient combustion engine powertrain ever built is finally coming in the region..."

Looking ahead, we are thrilled to announce that Scania's most advanced and efficient combustion-engine powertrain ever built is finally coming in the region before the year ends! Our future is Super! We are excited to share this remarkable achievement that shall set new standards in sustainable transport and deliver greater value to your business, by further improving fuel efficiency while enhancing environmental sustainability.

Your support has been vital to our success, and we look forward to our continued partnership in delivering you the best bespoke sustainable transport solutions.

Take care and have a wonderful summer ahead!



**JUAN CARLOS OCAMPO**  
MD, SCANIA MIDDLE EAST



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Scania Middle East FZE  
JAFZA Business Plus, S3 Block A1 Showroom 10  
Jebel Ali Free Zone, PO Box 262796, Dubai, UAE

Production & Editor-in-chief:  
laurice.mendoza@scania.com | +971 56 5495608





A corporate social responsibility initiative by Scania Middle East for the region, pioneering in the UAE.

# ROAD SAFETY FOR SUSTAINABILITY

Scania Middle East, in collaboration with local partners Al Shirawi Enterprises in Dubai and Bin Brook Motors & Equipment in Abu Dhabi, successfully launched a road safety campaign during the holy month of Ramadan at the public truck resting areas. »



A sustainable transport system is safe. At Scania, we continuously work to improve the safety of our vehicles, for our drivers as well as their fellow road users. As their challenges vary, so do our solutions in adding new perspectives on safety, including road safety initiatives that create positive impact and social awareness.

Improving road safety isn't just a goal; it's a collective responsibility shared by all stakeholders, from manufacturers to drivers, pedestrians, and policymakers. Embracing this ethos, Scania Middle East has centered its Corporate Social Responsibility activities this year around Road Safety, engaging proactively with truckers in UAE — a vital community at the heart of road transportation safety.

Road safety remains a critical concern in the Middle East, where traffic accidents and fatalities have historically been high compared to other regions. The region has some of the highest road traffic fatality rates in the world.

According to the World Health Organization (WHO), countries like Saudi Arabia and the United Arab Emirates have historically reported higher-than-average road traffic death rates. Common causes of accidents include speeding, distracted driving, lack of seatbelt use, and pedestrians.

**'Road Safety Heroes' Initiative**  
Scania Middle East's regional initiative, 'Road Safety Heroes,' is an educational outreach program designed to promote smart and safe driving behaviors.

Through quick tips, reminders, and discussions at public truck resting areas in the UAE, the initiative aims

[ QUICK FACTS ]

15%

Besides traffic safety and the wear and tear of the vehicle, driver behaviour influences as much as 15% of the fuel consumption – affecting both fuel costs and CO2 emissions.

to foster a culture of safety among truck drivers.

**A Collective Effort**  
The campaign kicked off in Dubai and the Northern Emirates with robust support from local partner Al Shirawi Enterprises. Together, they engaged over 60 'heroes,' encouraging them to commit to safe and smart driving practices. This collaboration highlighted the importance of community and partnership in achieving road safety goals.

In Abu Dhabi, the campaign continued in collaboration with Bin Brook Motors & Equipment. Here, over 70 drivers participated, pledging to prioritize safer and more responsible driving



10 SAFETY DRIVING TIPS

Maintain Your Vehicle

Do pre-trip safety checks, especially your tires and brakes, and ensure your load is secure.

OK

Plan Your Trip Ahead

Stay up-to-date on road conditions, detours, road height/weight limitations and HCV restrictions.

Consider Other Road Users

Slow down on pedestrian crossing and be alert of other vehicles around you.

Signal to Notify Other Road Users

Signal and brake early to notify other road users of your intent in good time

Obey All Road Signs & Signals

Follow and be mindful of all road and work zone signs and signals.

STOP

Be Aware of Long Distance Stopping

Failing to slow down for curves or ramps create risks for roll overs or crashes.

SLOW DOWN

1

2

3

4

5

6

7

8

9

10

Use Your Seatbelt

Wear your seatbelt every time you drive or ride.

Stay Focused

Avoid distracted driving and focus on the road. Use hands-free connection if you must make a call.

Watch Your Speed

Drive at a safe speed, considering your vehicle load and surroundings.

Check Your Blind Spots

Check mirrors every 8-10 seconds to be aware of the vehicles around you.

Scania's 10 Safety Driving Tips flyer for truckers, produced and first used in the UAE for Scania Middle East's road safety initiative. Available in English and Urdu translation.



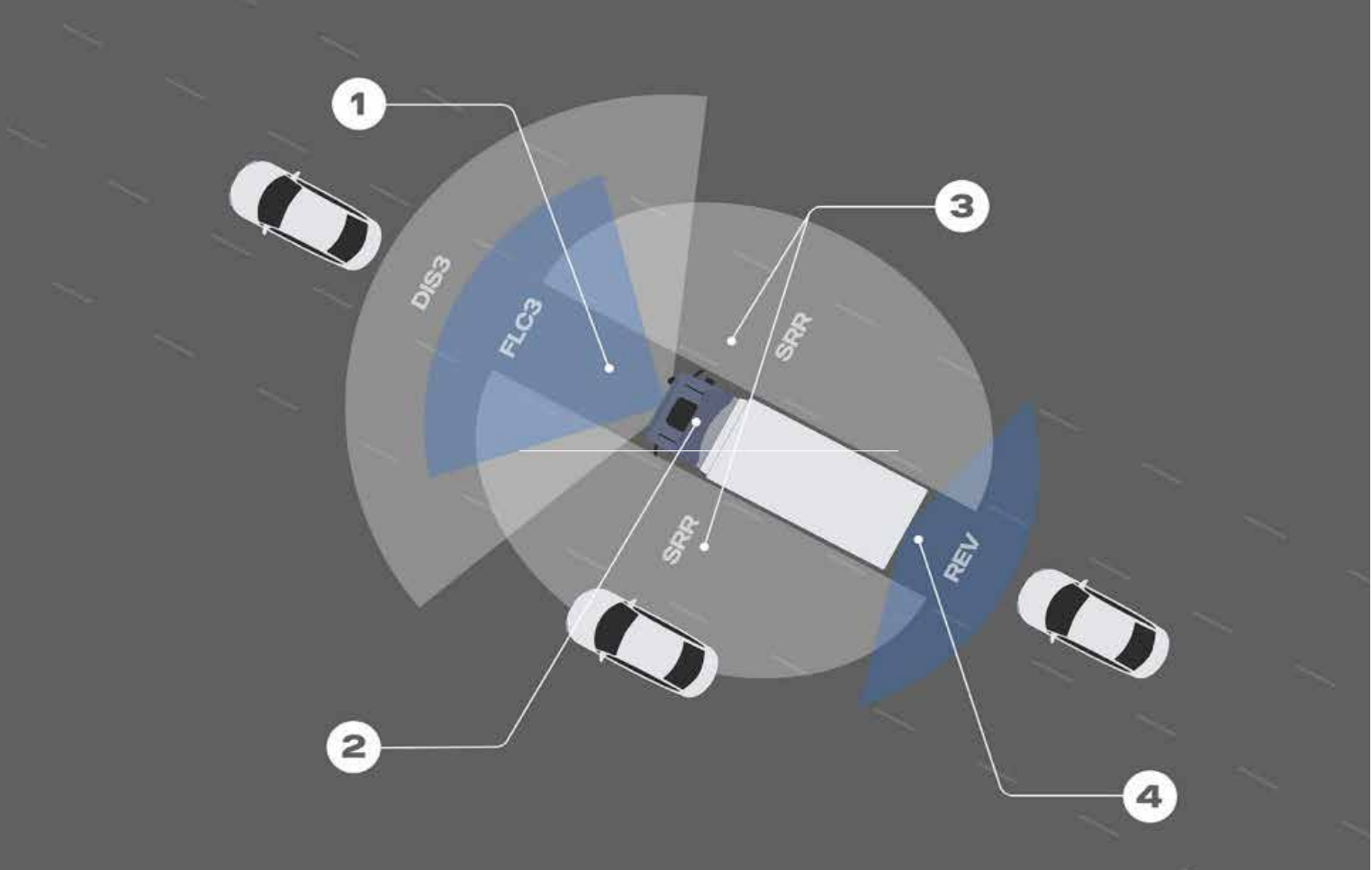
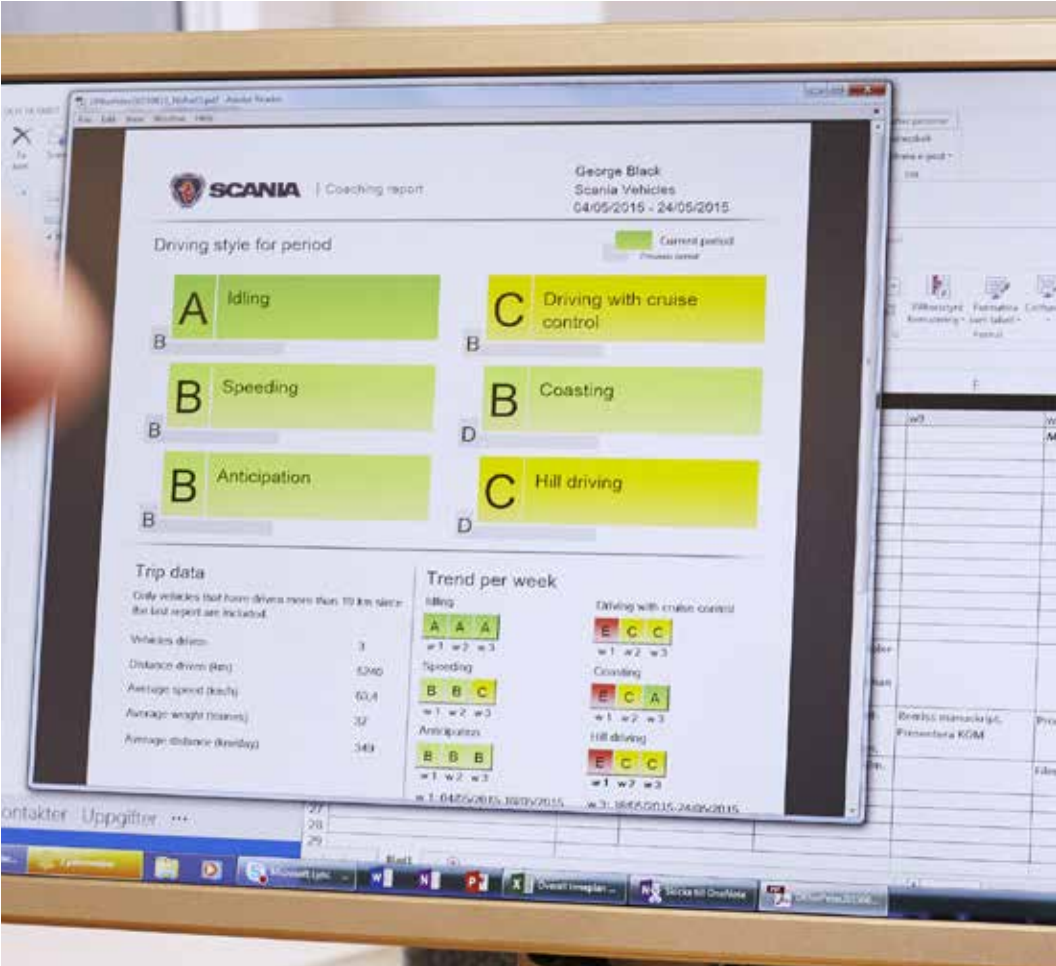
'Road Safety Heroes' Awareness Campaign in Dubai, UAE

"At Al Shirawi Enterprises, we are committed to enhancing road safety in Dubai and Northern Emirates. We have been providing a dedicated driver coach for our customers, who is always available to equip drivers with the knowledge and skills needed to navigate the roads responsibly and reduce accidents, ensuring a safer environment for everyone."

Sayed Ahabab, Deputy Director, Al Shirawi Enterprises LLC



» Scania's Driver Evaluation service via the Fleet Management System, fairly and objectively analyses the driver's performance and provides a clear grade from A to E, as well as tips on what and how to improve.



practices. The initiative emphasized that road safety is a universal concern, transcending brand affiliations and vehicle types.

**Expanding the Reach**

Scania Middle East's 'Road Safety Heroes' initiative is set to extend throughout the region, concurrently promoting Scania's safety features, driver training, driver evaluation and driver coaching through the Scania Fleet Management System — a digital service solution offering that creates true value and increased productivity for a customer's business operation.

Driver education programs for truckers are essential components of road safety strategies. Scania Middle East is committed to be actively involved in educating truck drivers about safe driving practices, as evidenced by our 'Road Safety Heroes' initiative in the region.



**'Road Safety Heroes' Awareness Campaign Abu Dhabi**

"Bin Brook Motors & Equipment is dedicated to promoting road safety by offering the latest in Scania safety technologies and driver assistance systems. We believe that by integrating these advanced features with driver trainings, we can help reduce accidents and contribute to safer roads."

Mansur Ali, Sales Manager  
Bin Brook Motors & Equipment LLC



Play the highlights of the 'Road Safety Heroes' initiative in the UAE

» A truck driver happily approving the road safety initiative of Scania, facilitated during the Ramadan period where road accidents are higher in the UAE.

**Scania's Safety Features and Systems**

- (1) **Front** : Speed Sign Information (SSI), Cruise control with active prediction (CCAP), Adaptive cruise control (AICC), Advanced emergency braking - vehicle (AEB), Advanced emergency braking - pedestrian (AEBp), Vulnerable road user collision warning front (VRUCWf), Vulnerable road user moving-off inhibition, front (VRUMOf);
- (2) **Driver Support** : Alcohol lock (AID), Tyre pressure monitoring (TPM), Driver attention support;
- (3) **Sides** : Lane departure warning (LDW), Lane departure warning with active steering (LDWAS), Lane keep assist (LKA), Lane change collision prevention (LCCP), Blind spot warning (BSW), Vulnerable road user collision warning side (VRUCWs);
- (4) **Rear** : Vulnerable road user detection, rear (VRUDr).

Scania Middle East's road safety campaign, in partnership with Al Shirawi Enterprises and Bin Brook Motors & Equipment, exemplifies the power of collective responsibility and proactive engagement. This collaboration highlights the significant impact that joint efforts can have on improving road safety standards. By fostering a culture of safety among truckers, Scania Middle

East continues to lead by example. Our commitment to educating and supporting drivers underscores our dedication to creating safer roads and a brighter future for all road users. ●



# THE FUTURE IS SUPER

TOMORROW WILL BE 8% BETTER



The Scania Super powertrain is key to delivering on Scania's science-based emission targets.



While no one can say for sure what the future will hold, we all work to be a part of it. To succeed, we must evolve, the Scania Super powertrain is the perfect example of that evolution.

Introducing unrivalled powertrain efficiency, the new Scania Super engine platform will secure the future of your transport operations for years to come — giving you more fuel savings, more payload, and more uptime than ever before.

The future has never looked better. The future is Super.





# GROUNDBREAKING PERFORMANCE

The transport industry is at a turning point. Not only must today's fleet owners drive efforts to reduce greenhouse gas emissions, they must also maintain profitability. In response, we have invested more than a century of engineering experience to address that challenge. The result? Scania's greatest engineering accomplishment to date.

The new Scania Super is our most advanced and efficient combustion-engine powertrain ever, one which is engineered to meet the toughest emissions standards worldwide, both today and tomorrow. Delivering additional fuel savings of 8% and setting a new industry benchmark for emissions control, the Scania Super is the industry's new flagship for sustainable transport operations – from heavy haulage to the toughest terrains. Whatever the future holds, we know for sure that it will be at least 8% better for the planet, your operational performance, and your business. ●

## Better performance

In addition to improved fuel performance, the new Scania powertrain delivers a much smoother drive and an extended horsepower range of up to 560 hp.

## Higher payloads

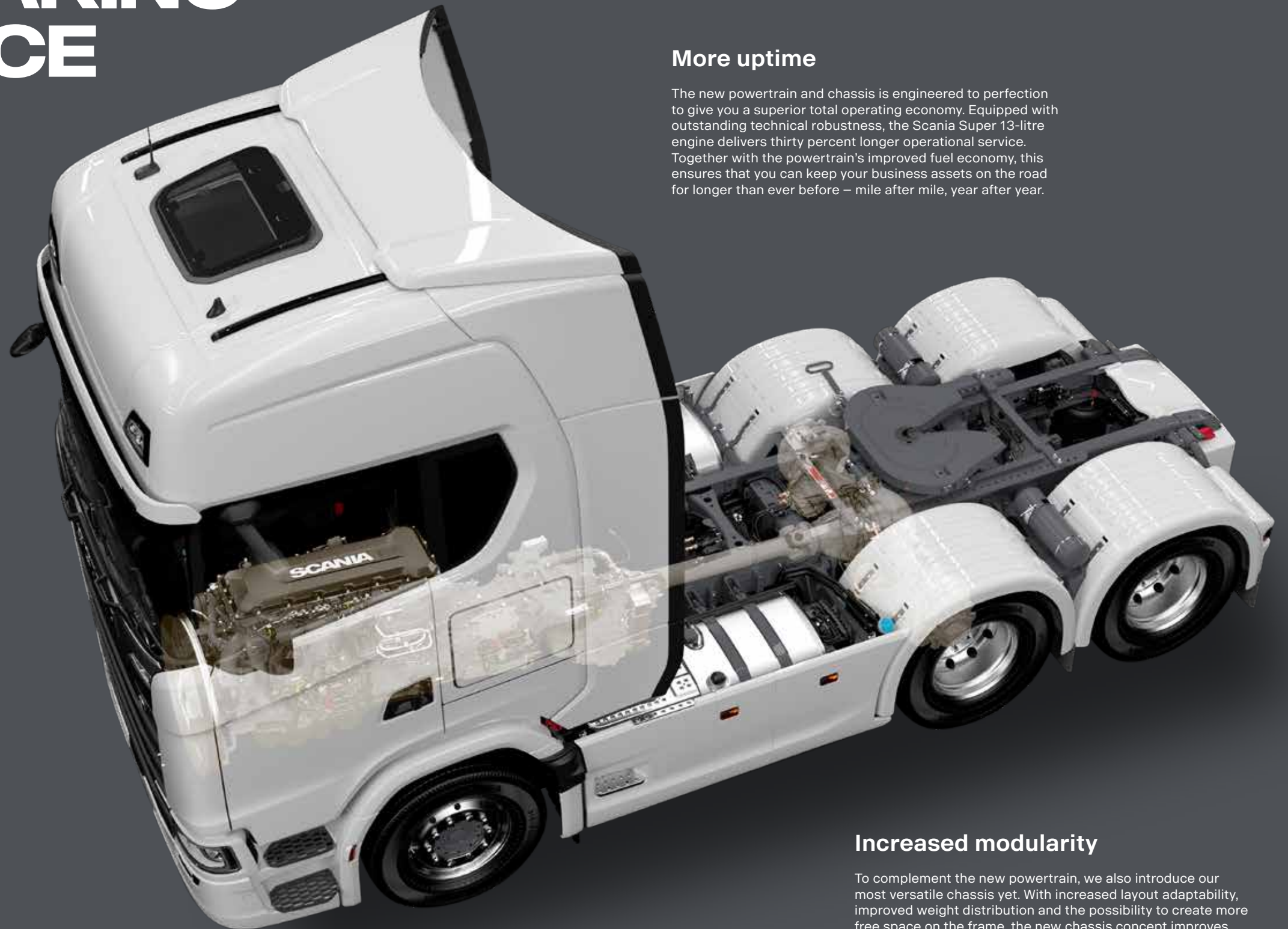
The Scania G25 and G33 Opticruise gearbox range, now optimised for heavy-duty operations, delivers higher output torque and fast axle gearing with high payloads in tough operations.

## More uptime

The new powertrain and chassis is engineered to perfection to give you a superior total operating economy. Equipped with outstanding technical robustness, the Scania Super 13-litre engine delivers thirty percent longer operational service. Together with the powertrain's improved fuel economy, this ensures that you can keep your business assets on the road for longer than ever before – mile after mile, year after year.

## Increased modularity

To complement the new powertrain, we also introduce our most versatile chassis yet. With increased layout adaptability, improved weight distribution and the possibility to create more free space on the frame, the new chassis concept improves both payload potential and bodybuilding options.







### Lowered fuel consumption by up to 15%

About four months after introducing the Super trucks in their operations, SNL recorded a 12%-15% reduction in fuel consumption. “We were just expecting a 5%-8% fuel consumption reduction. We are very happy about the result because it has met up to our expectations and beyond. With rising fuel costs for the last few years, this saving can increase the profitability of the company,” says Lim Jing He, Director of SNL Logistics.

SNL Logistics, a freight forwarding company in Singapore made a strategic decision to improve its operations by acquiring 16 new Scania Super trucks - the first customer to purchase the industry-leading trucks in Singapore.

» SNL's Scania Super trucks — Scania 460 P XT 4x2 shipping container transport, Scania 560 G XT 6x4 bulk transport, and Scania 560 G XT 6x4 heavy haulage transport en route to its job posts around the city of Singapore.



Marell M17 Hybrid Patrol boat with Scania's electrified power systems (e-machine) and two 16 liter V8 engines

## Marell High-speed boat powered by electric Scania solution

Marell Boats founder and owner Patrik Söderholm makes fast aluminium patrol boats running on electricity.

In a partnership with Scania, Marell is developing hybrid and high-performing crafts. The M17 Patrol is the latest addition to the fleet – an energy-efficient hybrid high-speed craft. This is enabled by combining Scania's hybrid technology with Marell's technical boatbuilding craftsmanship..

The Marell M17 is a 17.4-metre aluminium patrol boat with a speed of up to 55 knots. It has a Scania hybrid system, with two 230 kW electric machines and four battery packs with 104 kWh per battery. A couple of Scania V8s with 1150 HP are there for support.

Building a boat like this takes expertise. Something Patrik sure has: "I started welding as a young teenager. It's safe to say that the pure interest has taught me how a boat works and should be constructed." He says it's about production technology, performance and to make it last: "If you can build, then you can construct it too."

The M17 is a significant milestone in Marell Boats' hybrid and electrification journey. Together with Scania, they want to lead the shift towards a sustainable maritime transport system. ●



Marell M17 Hybrid Patrol boat with Scania's electrified power systems and two 16 litre V8 engines.



# INSPIRE WITH ACTION

Meet Ayman Hafez, the cornerstone of success at Bin Brook Motors & Equipment. Learn from his wealth of experience and practical insights, and see how his dedication drives both his leadership and craft.



» A record in the Middle East : handover of seven Scania G410 A4X2 CNG powered vehicles to ADNOC Distribution in October 2023.

**E**mbarking on his career in December 2015 as Director of Sales at Bin Brook Motors & Equipment LLC, Ayman Hafez swiftly advanced to become the General Manager by October 2017. Known for his exceptional leadership skills, he has made a positive impact on his team. Under his guidance, the company has reached significant milestones, including notable growth in annual revenue and successful product and service launches. Ayman's strategic vision and dedication to excellence have fostered a culture of continuous improvement and teamwork within the organization. His commitment to professional development is evident through the implementation of various training programs and mentorship initiatives, empowering employees to enhance their skills and progress in their careers.

## Leading With Purpose

Beyond his professional accomplishments, Ayman is commended for his inclusive leadership style, inspiring and motivating his team. His colleagues appreciate his mentorship and genuine care for their development and well-being. As Scania expands in the region, Ayman's vision and expertise will play a crucial role in shaping the company's future success.

**“Empowerment and development are crucial traits for effective leadership.”**

Ayman Hafez  
General Manager, Bin Brook Motors & Equipment LLC

Known for his approachability and compassion, Ayman is always willing to listen and offer assistance. His well-rounded management approach, blending a strong business focus with genuine concern for his team's welfare, has garnered widespread respect and admiration. Looking ahead, Ayman remains committed to driving further growth and innovation, ensuring that Scania and Bin Brook Motors & Equipment continues to lead the industry and inspire all involved on its journey. ●

## ? Q&A WITH AYMAN

**1 What is your dream job?**  
As a kid, I dreamed of becoming a mechanical engineer because I was captivated by cars, vehicles, and machineries. Engineering links my ingenuity with technical skill, enabling me to bring ideas to life and conquer intricate obstacles. My childhood aspiration of becoming an engineer has guided my journey and spurred me on to pursue greatness in everything I undertake.

**2 What values are most important to you as a leader?**  
I believe that empowerment and development are crucial traits for effective leadership. Empowering others to take ownership of their work and growth not only boosts morale and motivation but also fosters a culture of innovation and collaboration. When leaders empower and develop their team members, they help shape future leaders who can also drive positive change and innovation.

**3 What advice would you give to people chasing their dreams?**  
Never cease dreaming and believing. By manifesting your dreams and taking action, you can turn them into reality. It's essential to stay focused, determined, and persistent in pursuing what sets your soul on fire. Embrace challenges as opportunities for growth and learning, and trust that the journey towards your dreams is as important as the destination itself. And always remember that 'actions speak louder than words'.

**4 If you had to describe your leadership style using a movie, which movie would it be and why?**  
I admire the story of "McDonalds" in a movie called "The Founder", the fact that there are no easy shortcuts to entrepreneurial success. It takes more than a good idea, it takes hard work, resilience, strategic acuity, and ethical leadership to build a successful and sustainable enterprise with the cooperation of inspired team who see the future every day of success.

**5 If you could go back in time and give your younger self one piece of advice, what would it be?**  
Always remember your initial motivations and keep your passion burning brightly. It's easy to get caught up in the day-to-day routine and lose sight of why you started on this journey in the first place. When challenges arise, remember the excitement and drive that led you here. Let those feelings fuel your determination and guide your decisions to achieve success.



# SCANIA TOURING

Based on more than a century of engineering experience, the new generation of Scania Touring has been developed to meet the demands of today's and tomorrow's travel operators. Energy efficient and available in a wide range of powertrains, it offers the latest technology in everything from safety systems to reduced emissions and noise levels. And through excellent uptime and fuel economy, high levels of passenger comfort and generous luggage capacity, Scania Touring allow sustainable mobility to go hand-in-hand with operating economy.

Scan the QR code to learn more about Scania Touring.



### Interior

The interior has a modern, sophisticated design.

- Characteristic Scania coloration in the passenger area with bright colours in the upper parts adds a sense of space whereas darker, faded colors in the lower parts creates a calmer base.
- In the work area for the driver, darker color tones facilitates for the driver to focus on the road, minimising reflections and giving a cleaner look.
- Improved ergonomics in the courier area with feet support, better leg and foot space, storage possibilities with USB socket and a guide microphone.
- Enlarged refrigerator in the dashboard, with a volume of 40 litres.

### Powertrain technology

The highly dependable, durable, and robust powertrains enable fuel savings of up to 2%, while the addition of cruise control with active prediction and pulse and glide function contributes further savings.

### Chassis frame construction

The strengthened front axle means that load capacity is increased from 7.5 to 8.0 tonnes (for independent front suspension). It also enables optimised weight distribution between the front and rear axles.

### Fuel tanks

For coaches with independent front suspension, new tank options are available in 460 litres (usable volumes). For coaches with rigid front axle, the fuel tanks are available in 275 or 410 litres (usable volumes).

### Front suspension technology

Without compromising on passenger capacity, the new independent front suspension offers excellent passenger comfort and increased load capacity.

### Electric system

The new power supply architecture comes with improved electronic control units (ECUs) and functions that improve performance and facilitate diagnostics for repair and maintenance. It also enables new functionality within ADAS and autonomous transport systems.



### Driver area

The driver area has a completely new design with improved ergonomics, safety, comfort and the vehicles have excellent driveability.

- Excellent ergonomics and reachability – pedal placement, leg space, driver height settings, all-angle step-less seat adjustments, and flexible switch placement due to CAN functionality and more.
- Increased safety – advanced driver assistance systems, electropneumatic parking brake system.
- Excellent driveability – great turning radius, advanced driver assistance systems, and improved assisted handling, steering and braking.
- Equipped with extended and more easily accessible storage facilities in the side panel to the left of the driver, including a lockable one for personal belongings, USB port for charging and cup holder.
- New center console with infotainment system and other equipment.
- The infotainment system provides a good overview of information and entertainment content. Choose between two infotainment system options:
  - 9" touch screen including views from the reverse and door camera, and Bosch smart radio series
  - or
  - The Coach Infotainment series from Bosch. Including 7" touch screen, navigation (also 2 pcs of 22" Bosch monitors are included)

### Safety features

A range of functions support the driver whether they are on the open highway or in busy city environments;

- Adaptive cruise control – using topographic map data to predict the road and optimise the driving.
- Lane departure warning – supports the driver in keeping the vehicle between the lane markers.
- Blind spot warning – detects other vehicles located in the driver's blind spot area.
- Electropneumatic parking brake control – locks the brakes until acceleration is activated, thereby preventing unintentional vehicle motion.
- Vulnerable road user collision warning – detects cyclist and pedestrians close to the vehicle.
- Underrun protection – rigid beams in the front and the rear protects other road users and sensitive components.



» Service technicians from Mapso Egypt undergoing the marine engines maintenance program; consisting of four groups in the first half of 2024.

# ELEVATING EXPERTISE

In the first half of the year, the Scania Middle East Technical Training Centre successfully delivered 380 man-days of training across 15 technical courses, participated by 76 technicians from seven markets (Saudi, Dubai, Jordan, Oman, Abu Dhabi, Bahrain, and Egypt).

By enhancing our technicians' capabilities, we are empowering our dealers to better support customers and build lasting trust in their daily interactions.

For the first half of this year, Scania Technical Training Centre provided tailored programs for its regional partners in the Middle East. The programs and training sessions comprised of marine engine, maintenance, steering level 3, cab level 3, fuel level 4, diagnostics program level 3, truck product knowledge, and electrical level 3.

The training initiatives have been meticulously designed to equip participants with the skills and knowledge essential for providing unparalleled support to Scania's valued customers. By investing in the continuous development of its dealers, Scania aims to fortify the bond of trust with its clientele, thereby further solidifying its position as a leading provider of commercial vehicles, power solutions and services in the region. ●

” Scania’s training standards in the enhancement of skills will enable our dealers to provide more effective support to customers, nurturing a daily basis of trust and confidence.”

Rahul Raj  
Technical Trainer & Manager  
Scania Middle East



A total of 76 technicians from seven markets in the region participated in the training programs this 1H of 2024.



» Steering Level 3 training at GCC Olayan, Saudi Arabia.

» Scania Cab Level 3 training attended by Bin Brook Motors & Equipment (Abu Dhabi), Al Shi-rawi Enterprises (Dubai), SATA LLC (Oman), and MVTC (Jordan).

## [ QUICK FACTS ]

380  
MANDAYS

For the first half of 2024, Scania Middle East rendered 380 man-days from completing fifteen (15) trainings for service technicians across the region.



SCANIA MINING SOLUTIONS

# THE FUTURE BELONGS TO THE SMARTER.

The ones that get the job done with less fuel, less repairs. The ones that will deliver higher availability, increased productivity and better return on investment.

Transportation takes up a third or more of the cost of many mining operations. And as the mining business expands worldwide, equipment and logistics have a hard time keeping up.

At Scania, we've been providing heavy trucks for long-haulage and construction for the last 120 years. We started our lean product development system over 70 years ago. And for the past 15 years, we've been applying our know-how to mining logistics. Listening to our

customers and catering to their special needs in desert, jungle and tundra, around the world.

We can show you how to work smarter. Not by starting all over from scratch, but by adding tailored solutions that get you further and faster – with small investments. Welcome to a new era of mining solutions!



Higher Availability



Increased Productivity



Better Return on Investment





### DOS CERTIFICATION RENEWAL FOR SATA LLC OMAN

Scania Middle East celebrates the renewal of SATA LLC's Muscat service center's Dealer Operating Standard (DOS) certification.

Since 1974, SATA LLC has been the sole distributor of Scania products and services in the Sultanate of Oman. With their dedication and expertise, they have continuously grown in ensuring our customers receive top-notch service and products tailored to their needs.

"For our customers the DOS certificate means that they can expect from us the level of service that Scania is known for all over the world. It is a team effort, involving all departments, and all employees. We received our first certification in 2011 and have been able to keep up the standard since then. That is a great achievement and makes us proud," shares Mr. Venkatesh Ganesan, Service Manager of SATA LLC. ●



### DOS Re-Certifications & a Newly Certified Parts Outlet in Abu Dhabi

Bin Brook Motors & Equipment LLC, the esteemed local partner of Scania in the Abu Dhabi market, proudly received the renewal of its Dealer Operating Standards (DOS) certifications. It encompasses the re-certification of its workshop branches in Abu Dhabi and Al Ain, alongside the certification of its recently established parts outlet in Musaffah industrial area.

Scania Dealer Operating Standard (DOS) is a basic condition to be authorised to sell Scania products and services under the Scania brand. DOS describes the qualitative requirements for the Scania retail network and how the retail network shall be experienced by the customers and is therefore a part of Scania Code of Practice. ●



WHO KNOWS  
YOUR TRUCK  
BETTER  
THAN YOU?

WE DO.  
TALK TO US  
ABOUT YOUR  
SERVICE  
NEEDS.



Scan the QR code to contact  
our local partner / dealer  
in your area.



**What do you want to know about Scania?**  
Take the chance to ask all your questions about Scania's products, services, company history, or anything in between! Email your questions to [sme@scania.com](mailto:sme@scania.com)

**Q:** Could you please explain why we should consider subscribing to the Scania Fleet Management System / Control package 10?

**A:** Fleet Management Services packages like Control 10 are essential for businesses to enhance fleet control, safety, efficiency, and productivity. Our Control 10 package helps identify unsafe driving habits, improve fuel efficiency, monitor CO2 emissions, track vehicle locations 24/7, and optimize routes. This leads to better customer service, efficient operations, and overall increased productivity.

- Milton

**Q:** What is the primary benefit of using Scania genuine parts?

**A:** Scania genuine spare parts are specifically designed for Scania trucks, ensuring optimal performance and durability in various conditions. These parts reduce downtime, extend service intervals, and come with a factory warranty, providing peace of mind. Their perfect fit minimizes repair time and prevents improper repairs, maintaining the truck's residual value. Supported by a dedicated technical team, Scania parts ensure compliance with safety and regulatory standards. While they may have a higher upfront cost, genuine parts ultimately save you money by preventing breakdowns and reducing downtime.

- Fouad

**Q:** What sets the Scania Heavy Tipper apart from other brands? What unique features make the Scania Heavy Tipper stand out in the market?



**A:** The Scania Heavy Tipper uniquely combines the best features of construction tippers and mining dumpers. With capital and operational costs significantly lower than mining dumpers, the Scania Heavy Tipper offers better profitability for our customers, making it an ideal choice for demanding applications such as mining.

- Anush

**Q:** Why should we consider Scania Credit for financing instead of our usual bank?

**A:** Since 2016, Scania Credit has been providing cross-border financing solutions in the region. This comprehensive financing package covers trucks, trailers, and the structures mounted on their chassis, offering a seamless one-stop solution for our customers. As an integral part of Scania, Scania Credit benefits from a deep understanding of your operational needs, allowing us to tailor deals that best meet your requirements.

- Mubeen

### OUR EXPERTS



**Milton Garcia**  
Tech Support & Connectivity Manager



**Fouad Ghezawi**  
Services Sales Development Manager



**Anush Shetty**  
Area Sales Manager - Trucks



**Mubeen Farooqui**  
Operations Manager, Financial Services



**Anwar Abubaker**  
Sales Manager - Power Solutions, Bus





⤴ L-R: Rami Elquineh (Area Sales Manager, Scania Middle East) and Emad Abu Ghazaleh (National Sales Director, GCC Olayan)

## Future Minerals Forum in Riyadh, Saudi Arabia

Scania, with its local partner GCC Olayan and in partnership with Business Sweden, showcased smart and sustainable mining solutions at the Future Minerals Forum (FMF) in Riyadh, Saudi Arabia. The FMF, convened by Saudi Arabia, aims to create resilient mineral value chains across Africa, Western, and Central Asia, leveraging Saudi Arabia's strategic position and resources.

At the Swedish Pavilion, officiated by H.E. Sara Modig, Scania engaged with customers and industry prospects. Business Sweden facilitated Scania's participation, enhancing ties between Swedish innovation and global mineral development. This collaboration aims to promote sustainable practices and technological advancements in the mining industry. Scania's presence highlights its commitment to advancing mining solutions and contributing to sustainable industry dialogue. ●

## WELCOMING MARINE ENGINE VIP'S FROM EGYPT

Scania Middle East hosted a distinguished Egyptian delegation, including the Alexandria Port Admiral and representatives from MAPSO and Alexandria Port, at its Dubai headquarters. Attended by Scania's senior management, the visit aimed to strengthen relationships and gain insights into shared business needs and strategic directions. Comprehensive discussions covered market dynamics, operational challenges, and opportunities for innovation and efficiency.

The delegation toured Scania's training facility, observing the latest advancements and technological innovations driving operations. This hands-on experience highlighted Scania's commitment to excellence and meeting the evolving needs of the industry. The visit underscored Scania's dedication to fostering strong partnerships and understanding regional markets, marking a significant step towards future collaboration. ●



⤴ L-R: Rahul Raj, Technical Trainer (SME); Eng. Ramy Atif Zaher, Project Manager Technical Office (Alexandria Port Authority); Amr Meloky, Operations Manager (Mapso); Admiral Emad El Naggar, General Manager of marine sector (Alexandria Port Authority); Eng. Elbashir Gamaleldin, Chief Electrical Engineer (Alexandria Port Authority); Eng. Ahmed Alaa Eldin, Head of Maintenance and Workshop (Alexandria Port Authority); Marek Rucinski, Services Director (SME).

### Sustainable Transport Forum

Scania's fourth Sustainable Transport Forum featured stark warnings on climate change, bold examples of industry leadership, and a rousing call to act before it's too late for our rapidly warming planet.

The Scania Sustainable Transport Forum 2024 focused on the bold and brave steps we need to take in order to change our transport system for the better.

A global mix of transporters, transport buyers, partners, public policy-makers, suppliers and Scania employees gathered at Artipelag in the Stockholm Archipelago for the fourth instalment of this inspiring event.

The event was hosted by Professor Johan Rockström, Director of the Potsdam Institute for Climate Impact Research, and Dr Lisen Schultz, Deputy Director of the Stockholm Resilience Centre. Other speakers included sustainability experts from the likes of Electrolux, the City of Oslo and Colombia's capital, leading industry voices from Pepsico, Havi Logistics and Northvolt, plus public policy experts. ●



Scan the QR code to watch the highlights of the event.



### Award for Innovation in Mobility Technology in the Middle East

Scania has received the prestigious "Innovation in Mobility Technology Award" at the Truck and Fleet Middle East Awards 2024 for its groundbreaking Smart Dash digital dashboard. The Smart Dash, an in-cab ecosystem, integrates with Scania's digital services to provide seamless insights for fleet users, enhancing vehicle safety and intelligence. This accolade, awarded by industry experts, not only celebrates Scania's achievements but also underscores its commitment to pioneering smart, connected, and sustainable transport solutions.

The Scania Smart Dash will be available in the region with the upcoming launch of the Scania Super powertrain, starting in the last quarter of this year. ●



### AMBASSADOR OF SWEDEN VISITS SCANIA MIDDLE EAST

Scania Middle East is delighted to extend a warm welcome to His Excellency Fredrik Florén, the Ambassador of Sweden to the UAE, and Mr. Ola Pihlblad, Deputy Head of Mission of the Embassy of Sweden in Abu Dhabi, as they grace

our regional headquarters in Dubai.

The Ambassador emphasized the Embassy's continued role in supporting and promoting Swedish enterprises in the region. ●



### Scania on Climate Action by Planting Mangroves

Scania Middle East celebrated Climate Day by combining technology-based discussions with hands-on nature-based solutions, including planting grey mangroves at Jubail Island Mangroves Park in Abu Dhabi. Following educational sessions and quizzes, the team planted mangroves adapted to the Gulf's harsh climate.

This initiative aligns with Scania's commitment to driving the shift towards a sustainable, decarbonized transport system. Climate Day fosters reflection on sustainability, emphasizing that individual actions contribute to creating a better world for current and future generations. ●



# HONORING OUR LEGACY, INSPIRING OUR FUTURE

[ Partner Distributor: Scantrucks, Lebanon | Text : Salim Harika ]



🔧 The Scania T-144, dubbed "the black beast," became a symbol of new heavy-hauling standards.

In the mid-90s, the end of the Lebanese war created a sudden need for heavy-haulage transport to aid in homeland recovery.

Transport companies responded by quickly restoring their fleets and modernizing with new trucks. Sawaya Group, now representing Scania dealerships in Lebanon, introduced the brand new Scania T-144 to reinforce heavy-hauling operations, especially in rural areas.

### The Black Beast Story

The truck was tasked with transporting a 120-ton electrical transformer from a valley surrounded by mountains. Despite doubts about the challenging 30-mile, ruined uphill journey, the Scania T-144 successfully navigated the terrain, demonstrating its strength and reliability. "Pulling the handbrake lever for full stop at the top was like stamping down the new "re-definition" of heavy-hauling standards charted by the Swedish ma-

nufacturer," said the hauler in operation, Mr. George Mezerian.

### A Legendary Masterpiece

The truck continued to excel, successfully completing missions like transporting heavy military equipment and engaging in various heavy hauling activities without any breakdowns. It now operates with Ibrahim El Kaissi Company & Partners under the skilled guidance of Mr. Chaaban Younes.

Summarizing his 45 years of trucking, Mr. Chaaban contributed to the story of his cherished truck by adding, "while it was a dream to experience the T-144 in the mid-90s, nothing could be more satisfying than honoring my 45-year legacy of trucking with a timeless masterpiece that is still proving itself time and time again." ●

“...Nothing could be more satisfying than honoring my 45-year legacy of trucking with a timeless masterpiece that is still proving itself time and time again.”

Chaaban Younes  
Scania T-144 Truck Driver



🔧 Mr. Chaaban Younes, standing proud with its legendary and still unretired Scania T-144.

# NAEL CEMENT PRODUCT FACTORY

[ Partner Distributor: Bin Brook Motors & Equipment LLC, Abu Dhabi | Text : April Villafuerte ]

Nael Cement Product Factory, based in Al Ain and renowned for its commitment to quality and efficiency, recently took a significant step to enhance its logistics capabilities by purchasing 3 units Scania G450 A6X4 and 4 units Scania G500 A6X4 tractors from Bin Brook Motors & Equipment LLC.

The decision was influenced by Bin Brook Motors' impressive proposal and its sterling reputation within the industry. Known for their durability, performance, and fuel efficiency, the Scania tractor heads are expected to significantly improve Nael Cement's transport operations, ensuring timely and reliable delivery of products.

### Meeting High Standards

Specifically designed to handle the demanding conditions of heavy-duty transport, Scania Tractor Heads makes an ideal choice for Nael Cement Product Factory.

With advanced features such as powerful engines, and advanced safety systems, these trucks offer both reliability and efficiency. Additionally, the ergonomic design of the cabin ensures driver comfort, reducing fatigue and increasing productivity.

This investment aligns with Nael Cement's strategic goal of maintaining high standards in their operations while also being mindful of environmental impact, as these vehicles are known for their lower emissions.



🔧 L-R: Mr. Jamal, Mr. Ajmal, Mr. Nasib, Mr. Maklit (Nael Cement Product Factory Drivers), Mr. Daniel Tensay (BBME Workshop Supervisor – Al Ain), Mr. Mahmoud Anshasi (BBME Sales Executive) and Mr. Joe Joseph (Nael Cement Product Factory Workshop Manager)

### Achieving Operational Excellence

Bin Brook Motors & Equipment LLC has a long-standing reputation for delivering high-quality commercial vehicles and heavy equipment solutions. Their expertise and excellent customer service have made them a trusted partner for many businesses in the region.

By choosing to collaborate with Bin

Brook Motors, Nael Cement Product Factory not only benefits from superior products but also gains access to comprehensive support and maintenance services. This partnership is set to drive operational excellence and reinforce Nael Cement's position as a leader in the industry. ●

Nael Cement Products is a member of the Nael and Bin Harmal Group. Established in 2004, Nael Cement Products (NCP) is a one-stop solution for all our customers' concrete product requirements.



# AL FARIS INT’L HEAVY EQUIPMENT RENTAL

[ Partner Distributor: Bin Brook Motors & Equipment LLC, Abu Dhabi | Text : April Villafuerte ]



▲ L-R Mr. Major Singh (Al Faris Driver), Mr. Paramjeeth Singh (Al Faris Driver), Mr. Kulwinder Singh (Al Faris Supervisor), Mr. Mansur Ali (BBME Sales Manager), and Mr. Kewal Singh (Al Faris Driver).

**Al Faris International Heavy Equipment Rental** has chosen Bin Brook Motors & Equipment LLC again to provide Scania G500 A6X4 tractor heads.

As a leading heavy equipment rental company in the MENA Region, Al Faris International Heavy Equipment Rental is consistently growing its collection of rental cranes and heavy machinery.

**Delivering Customer Satisfaction**  
This latest addition of Scania G500 A6X4 tractor heads will further enhance their capability to meet the diverse needs of their clients. Known for their reliability, durability, and advanced technology, Scania trucks are a perfect fit for the demanding environments in which Al Faris operates.

Bin Brook Motors & Equipment LLC, a trusted name in the industry, has once again proven their commitment to quality

and customer satisfaction by securing this order. This partnership underscores the mutual respect and trust between the two companies, ensuring that Al Faris continues to deliver exceptional service and maintain its reputation as a market leader.

**Sustaining Industry Demand**  
As the construction and infrastructure sectors in the MENA region continue to expand, the demand for high-performance equipment grows.

Al Faris International Heavy Equipment Rental is well positioned to support these developments, providing state-of-the-art machinery that meets the highest standards of safety and efficiency. With the inclusion of the Scania G500 A6X4 tractor heads, they are set to tackle even the most challenging projects with confidence and reliability.



Looking ahead, Al Faris remains committed to innovation and excellence, constantly exploring new ways to enhance their fleet and services. Their collaboration with Bin Brook Motors & Equipment LLC is a testament to their dedication to staying at the forefront of the industry, ready to support the ambitious growth and development plans of the region. ●

# ARACO Delivers 19 Scania Irizar Buses to Mowasalat

[ Partner Distributor: ARACO, Qatar | Text: Emmielou Buque ]

**Arabian Agencies Company** provides complete transportation solutions since 2003. As the authorized dealer of Scania trucks and buses, ARACO plays a crucial role in bolstering Qatar's transportation sector.

Yet another accomplishment with the recent delivery of (19) Scania Irizar coach buses to Mowasalat, Qatar's leading transportation solutions provider. Building upon earlier deliveries of Scania diesel and CNG powered coaches since 2021.

**Setting Industry Standards**  
Scania's bus product line embodies innovation and sustainability, with vehicles that are tailored to meet the evolving needs of urban mobility. Renowned for their fuel efficiency, passenger comfort, and eco-friendly design, Scania buses redefine the standards of modern transportation with their cutting-edge powertrain technology. Highly dependable and robust powertrains enable the buses to have remarkable fuel savings. Enhanced engine efficiency and advanced opticruise control with active prediction contribute significantly to this eco-friendly innovation, redefining urban transportation standards.

Scania bus range are constructed to safeguard components in the event of a collision, minimizing damage, ensuring reduced costs, and streamlined repairs. This, in addition to the advanced driver assistance systems (ADAS), which contribute to providing safer travel all around.

"As the premier transportation service provider in Qatar, Mowasalat is happy to integrate Scania's state-of-the-art buses into our fleet. This partnership underscores our commitment to delivering unparalleled service whilst prioritizing sustainability. With the constant evolvement of our fleet, we are poised to set new standards in the industry, connecting Qatar



▲ ARACO delivered 19 Scania Irizar buses, optimized and specifically tailored for Mowasalat's sustainable transport requirements.

safely and sustainably," said Ahmed Albinali, Public Transport Director of Mowasalat.  
Commenting on the milestone, Anas Abu Saadah, General Manager of ARACO, said, ARACO is pleased to announce the delivery of 19 Scania buses to Mowasalat, a testament to our commitment to providing unparalleled transportation solutions. The

efficiency and reliability of Scania buses coupled with ARACO's unwavering support ensure that our customers receive nothing short of excellence in their transit experience. This partnership signifies our dedication to enhancing mobility, reliability, and sustainability in Qatar's public transportation sector." ●





» A memorable gathering at RUM headquarters for the delivery of ten (10) Scania G500 A6x4 trucks via Scania financing.

# A DECADE OF PARTNERSHIP

[ Partner Distributor: Al Shirawi Enterprises LLC, Dubai | Text : Ayat Abu Shanab ]

RUM Building Stones & Sand Trading LLC’s faithful journey with Scania and Al Shirawi Enterprises.

In the construction and logistics industry, enduring partnerships go beyond business transactions—they involve growing together, understanding each other’s needs, and continually striving for excellence.

Al Shirawi Enterprises has exemplified this principle through its long-standing relationship with RUM Building Stones & Sand Trading LLC, led by managing partners Dr. Nael Al Nimir and Mohammad Hamoudeh. Since 2010, RUM has carved a niche in the building materials market, beginning its journey by investing in

Scania trucks from Al Shirawi Enterprises. This choice initiated a 12-year partnership marked by mutual respect and a shared vision for excellence.

“Since working with Scania, the results have improved. We are constantly appreciative of Scania for improving our business. For the past 15 years that we have worked with Scania and Al Shirawi, they have given us flexible financing alternatives that have matched our requirements. We are always pleased with the customer service and its highly skilled staff, as well as the maintenance

services and spare parts availability in the market,” expresses Dr. Nael.

For RUM Building Stones & Sand Trading LLC, Scania trucks, provided by Al Shirawi Enterprises, have been essential partners in their growth journey. Driven by a commitment to quality, this partnership has flourished with tailored solutions and excellent service, reflecting a shared path of growth and mutual trust over the years. ●



Managing Partners of RUM Building Stones & Stand Trading, Dr. Nael Al Nimir (left) and Mr. Mohammad Hamoudeh (right), with Mr. Samir Salamoun of Al Shirawi Enterprises LLC.

“ Since working with Scania, our results have improved. We are constantly appreciative of Scania for improving our business.”

Dr. Nael Mahmoud Al Nimir  
Owner & Managing Partner, RUM Building Stones & Sand Trading LLC




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### NEW DELIVERIES


Send in your new truck, bus, or engine deliveries and get featured at our next 'New Deliveries' issue to [laurice.mendoza@scania.com](mailto:laurice.mendoza@scania.com)


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Fuel Efficiency
- 

Uptime

 **DHIBAN Logistics**  
Jeddah, Saudi Arabia



Eleven (11) units of Scania G410 A4x2 NZ, delivered by GCC Olayan.



 **Abdullah Hashim Gas Co.**  
Jeddah, Saudi Arabia



Some units of Scania P360 B6x4 HZ, delivered by GCC Olayan.



 **Yanabeea Al Duqam Trading**  
Oman



Scania G 460 A6x4 HZ prime mover, delivered by SATA LLC.



 **Saih Al Nihaidah Trading & Contracting (SANTCO)**  
Oman



Four (4) units of Scania P 360 B6x4 HZ tippers, delivered by SATA LLC.



 **Galfar Aspire Readymix SPC**  
Oman



Three (3) units of Scania P 460 B8x4 HZ with Schwing pumps, delivered by SATA LLC.



 **Oman Poles LLC**  
Oman





A Scania P 460 B8x4 HZ truck chassis for rig application, delivered by SATA LLC.






MORE DELIVERIES →





**Masaco Trad Est LLC**  
Oman






Scania P 360 A4x2HZ reefer trailer, delivered by SATA LLC.





**Sky United Logistics**  
Oman








Two (2) units of Scania P410 A6X4HZ, delivered by SATA LLC.





**Bristol Fire Engineering Industries LLC**  
Abu Dhabi, UAE








Scania P460 B6X4 CP14 rescue truck, delivered by Bin Brook Motors & Equipment LLC.





**Brothers Gas**  
Abu Dhabi, UAE






Units of Scania G 450 A6X4, delivered by Bin Brook Motors & Equipment LLC.





**Nael Cement Product Factory**  
Abu Dhabi, UAE







Units of Scania G500 A6X4 and G450 A6x4, delivered by Bin Brook Motors and Equipment LLC.




**Al Faris International Heavy Equipment Rental**  
Abu Dhabi, UAE








Units of Scania G500 A6X4, delivered by Bin Brook Motors and Equipment LLC.





**New Mix Readymix Industry LLC**  
Abu Dhabi, UAE







Units of Scania G 450 A6X4, delivered by Bin Brook Motors & Equipment LLC.



**Combined Group Contracting Co.**  
Abu Dhabi, UAE



Units of Scania G450 A6X4, delivered by Bin Brook Motors & Equipment LLC.



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# SERVICE NETWORK



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## YEMEN

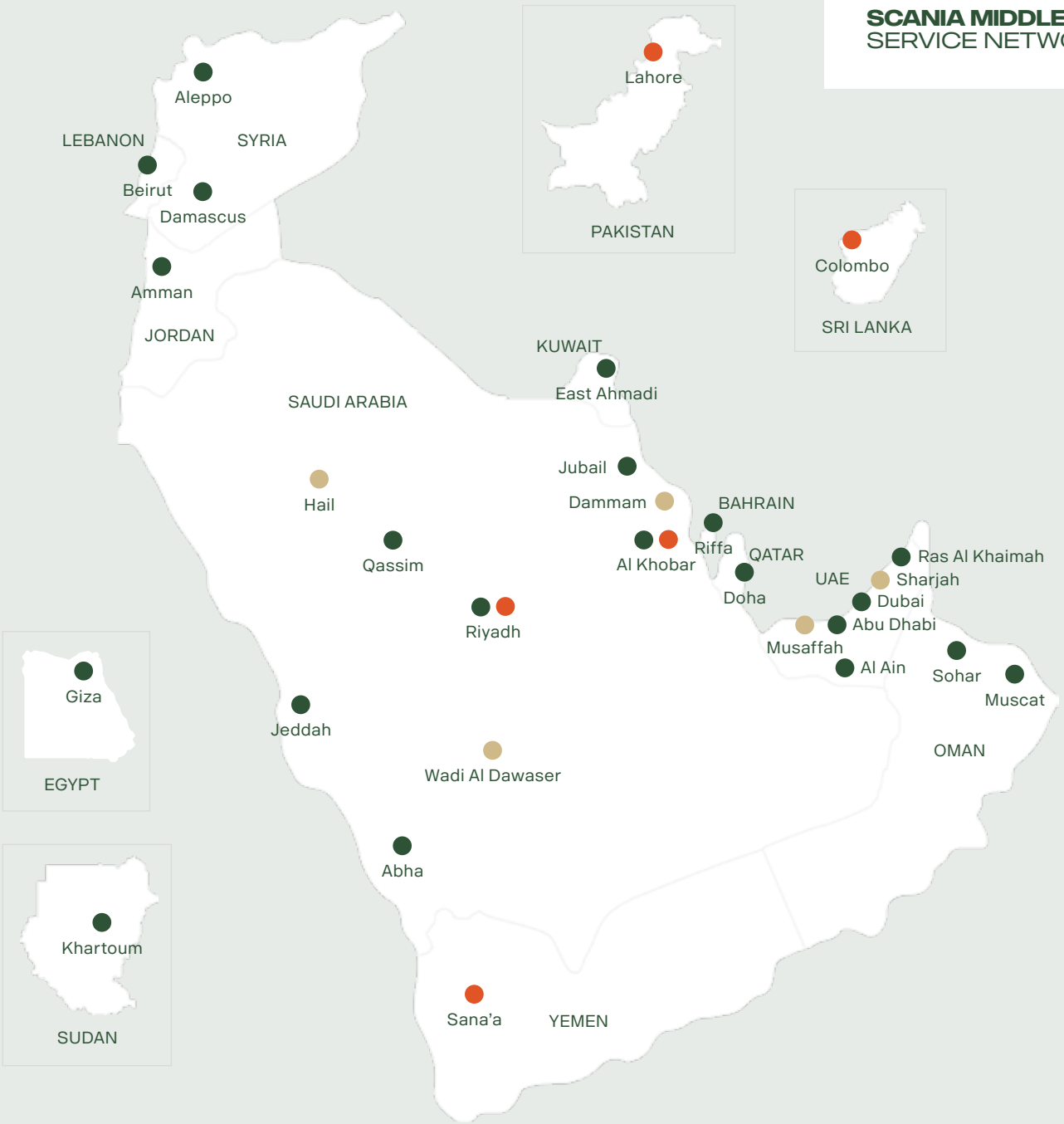
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# WINNER. AGAIN.

## SCANIA NAMED GREEN TRUCK 2024

Driving the greenest truck on the market helps more than the climate – It helps your bottom line too. A true win-win. This is the ninth time that Scania wins the prestigious Green Truck Award, this time via the Scania Super R 460.

The best truck in the test is identified by applying a formula that covers all the

relevant aspects of being transport-efficient and sustainable. Scania's results stand out: over 100km distance, the average difference compared to the runner-up is 0.41 litres of fuel. Taking into perspective the fact that a long-haul truck travels something like 150,000 km each year, this makes Scania's more than 600 litre per year better off than the nearest competitor.



# SCANIA