

[IN FOCUS]

SUSTAINABILITY, HEREAND NOW

Scania Middle East Partners Conference at COP28 Dubai

Mining Solutions

SMECA Services Conference



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SCANIA

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New Year, New Triumphs

and Happy New Year and my endless thanks for being our customers!

Last year was again not the easiest one for our industry where especially delivery precision from our side was still affected by post Covid circumstances.

Despite of all the challenges we faced and had to adapt to, we — together with our valued Scania Middle East partners, and especially thanks to you, dear customers — have achieved some remarkable milestones.

irst of all, let me personally wish you a Prosperous

As we now embrace this new year, I am filled with optimism for what we can champion further together in delivering sustainable transport solutions. Let us carry forward the lessons learned, the bonds forged, and the successes achieved.

I am filled with optimism for what we can champion further together in delivering sustainable transport solutions."

The Middle East progressively posts great potential amidst the current socio-political situation that surrounds it. Resilience for economic growth and expansion continues, while demand for smart logistics and sustainable transport system increases momentum. It's in Scania DNA to be always at the forefront in 'driving the shift' towards sustainable transport environment. Whatever we do, our commitment to our customers remains within our core.

It is paramount to be prepared and foresee how to overcome the hurdles and progress. I am confident that, with our collective dedication and teamwork, we will overcome obstacles and achieve anew remarkable successes in 2024.



MARIÁN CERNOCH SCANIA MIDDLE EAST





cania's purpose is to drive the shift towards a sustainable transport system, creating a world of mobility that is better for business, society, and the environment. We diligently progress toward this objective in the Middle East, following our recently concluded Partners Conference aligned with the UNCCC's COP28 in Dubai.

A much awaited gathering after the pandemic, the conference fostered a dynamic environment, allowing Scania and its partners to collaboratively engage, address, and advance the transition towards a sustainable transport system within our region.

Value Chain Collaboration

The shift towards a sustainable transport system requires for the whole value chain to strive in the same direction; and our partners in the region is core part of it.

Although ready and notably capable, Scania relies on our forward-leaning partners and demand-driven customers, not least policymakers, While we acknowledge the challenge of transition in our region, I believe that embracing sustainability is a necessity for growth and well-being of the world..."

Moeen Bin Brook Managing Director Bin Brook Motors & Equipment LLC



Scania's Science Based Targets (SBT) cover all Scope 1 and Scope 2 emissions, as well as the emissions from when our products are being used (Scope 3). The latter category alone stands for more than 96 percent of our total emissions.

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.

[QUICK FACTS]

44%
REDUCTION

As of the latest progress update in 2023, the company's CO2 emissions from own operations (Scope 1 & 2) have fallen by 44 percent since 2015.

WHAT EXPERTS SAY

Thoughts from experts and conference attendees on how we can harness a sustainable transport system in the region.





Value Chain Collaboration to Drive the Shift

"We lead by example and deliver sustainable solutions here and now through value chain collaboration. I am proud about the roadmaps we develop together with our partners towards zero emission transports."

Evalena Falck, VP & Head of Strategic Account Management, Scania CV AB





Supply Chain Decarbonisation

"We went to COP28 with a mission: to show Scania's determination to use its spending power to drive sustainability, in order to inspire other companies and businesses to do the same."

Per Norgen, Sr. BDM - Supply Chain Sustainability, Scania CV AB





Sustainable Transport and Scania's SBT

"There are 'here and now' solutions to Drive the Shift for all markets. It was inspiring to discuss how it applies to the realities of the SME partners. Our future is sustainable transport solutions and the journey has already started!"

Jacob Thärnå, Head of Sustainable Transport, Scania CV AB





Best Practices - Biofuel Project in Ivory Coast

"Scania leads the global charge towards sustainability with tailored solutions, recognizing diverse resource needs worldwide. From e-mobility to biofuels, our commitment transcends borders, shaping a greener future for all."

Ondrej Koubek, AMC Regional Head for Marketing & Comms, Scania CV AB





Our Sustainability
Journey in the Region

"We gather our partners in the region not merely to discuss potential actions, but to collectively affirm that a sustainable transport system is the optimal path forward, for our industry and our planet."

Marián Cernoch, Managing Director, Scania Middle East FZE





Play the highlights of the 2023 SME Partners Conference

Scania and partners in the region celebrating the fruitful and positive discussions on the first day of the conference.

We lead by example and deliver sustainable solutions here and now through our value chain collaboration."

Evalena Falck VP & Head of Strategic Account Management Scania CV AB

to propel the green transition within our markets.

A Sustainable Transport System

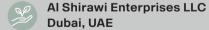
We need a sustainable transport system: one that retains the benefits of transport and makes it accessible to more people. while reducing the negative impacts or avoiding them altogether, in line with the UN's sustainable development goals.

Scania's approach to sustainable transport rests on three pillars that aim to optimise the transport system on different levels: energy efficiency (optimising the vehicle and driving), renewable fuels and electrification (optimising the

energy), and smart and safe transport (optimising the transport system). These solutions can be tailor-fit for our customers, aligned to their extensive and specialized operations, across the globe and well applied the Middle East.

As the region looks towards a greener future, the collective efforts and support of our partners and customers underscore the potential for a positive change in the pursuit of a sustainable and environmentally responsible transport sector.





"The imminent change may not be easy but it is certain that we all have to move. Amidst the challenges, we have to start and step by step will meet the requirements for a sustainable transport within our markets."

Samir Salamoun Commercial Vehicles Director





Bin Brook Motors & Equipment Abu Dhabi, UAE

"The need for sustainable practices has become more pressing than ever. While we acknowledge the challenges of transition in our region, I believe that embracing sustainability is a necessity for growth and well-being of the world at large."

Moeen Bin Brook **Managing Director**





SATA LLC Oman

"The transport industry is fast changing towards sustainability; and in Oman, we need to have zero emmissions by 2050. There are great opportunities for us in the truck industry and we look forward to it with positivity."

Samir A.R. Qassim **Managing Director**





Kingdom of Bahrain

"Scania has always been at the forefront of technology and innovation. We are very enthusiastic, and I believe there is a lot of potential for us going forward."

Khalid Ali Abdulrahman Managing Director





ABU KHADER GROUP Jordan

"We stand with Scania in showcasing unparalleled commitment, experience, and infrastructure in embracing sustainable transport solutions. We look forward to drive towards a greener future."

Maher Sweidan General Manager



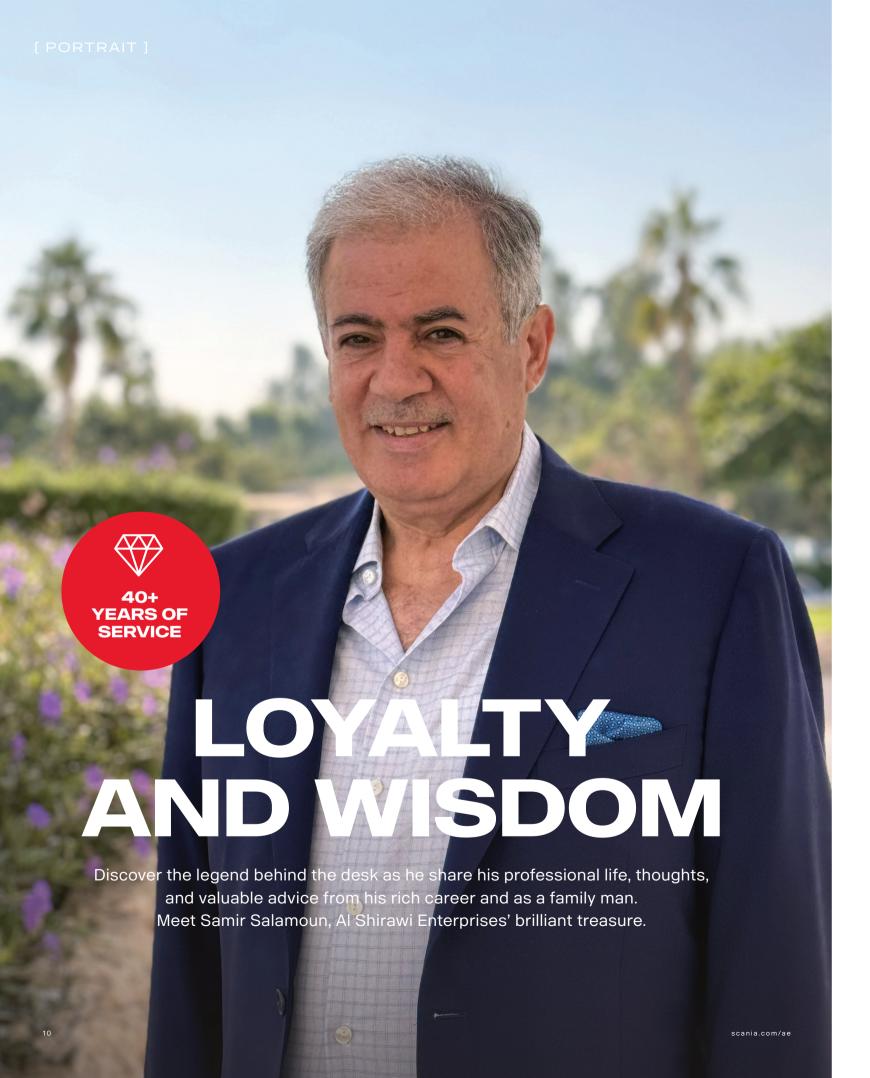


SCANTRUCKS Lebanon

"It is important to be prepared to make the shift, and with Scania we don't worry about transitioning with our customers. We are ready way before our local market is ready and that is a really good news."

Elie Sawaya Managing Director

scania com/ae scania.com/ae



"Distributor Of The Year" award at the 2022
Truck & Fleet Middle East Awards, with
Samir graciously receiving the honor.

n March 1982, two pivotal moments unfolded in the life of an individual whose journey would become synonymous with the growth and success of Scania in the Middle East. A young man who was bound to become a legend in the region, Samir Salamoun. Two occassions marked this transformative period for Samir —one made to his life partner in marriage and the other to Mr. Abdulla Al Shirawi, the chairman, as he accepts the role of Sales and Marketing Manager for Scania within the Al Shirawi Group in Dubai, UAE.

Over the course of 41 years, Samir has witnessed the evolution of Scania's presence in the region, navigating through challenges and steering the brand to a position of prominence. Reflecting on the initial years, the task at hand was not just selling trucks but also correcting the mispronunciation of the Scania brand, often referred to as "Skyna." In the competitive landscape of the 80s, dominated by well-established European brands, Scania's market share was close to negligible.

Success in Resilience

Undeterred by the absence of a show-room and workshop, Samir confidently and strategically introduced Scania trucks to end users. He managed to put 45 Scania T112E (4x2's & 6x4's) on the roads on his first year and followed another big single deal of 20 units of T113E 6x4 prime movers to M/S Airlink International in the beginning of 1983.

Forward-thinking decisions, such as constructing the first premises on Dubai Airport Road in 1983 and relocating to a larger facility on Sheikh Zayed Road in 1997, propelled Scania's sales volume to a peak of 1,040 units in 2007. The expan-



My dream came true in making Scania the top preference for end users in our market."

Samir Salamoun Director for Commercial Vehicles, Al Shirawi Enterprises LLC

sion continued with additional outlets in Sharjah, Ras Al Khaimah, and Fujairah, complemented by a dynamic sales team with a discerning focus on quality and customer satisfaction.

Fast forward to 2023, Al Shirawi Enterprises and Scania now stands at the helm of a remarkable achievement —a commanding market share of 18%. The dream of making Scania the preferred choice among end-users has become a reality for Samir, reflecting not only personal and professional growth but also the enduring success of Scania in the Middle East.



What is your dream job?
My ideal job would involve engaging in fascinating activities every day, meeting new people, and doing any kind of work that would change my day from the previous one. I could not imagine going to work every day and performing the same boring tasks.

Who inspires you the most in life and career?
My father served as my biggest inspiration throughout my life. He was always there for me, encouraging me and giving me advice like, 'Life is an endless war; if you want to succeed, you should always be alert; only weak people rely on luck; rely on your brain and work hard; and, never give-up because there is always someone who is relying on your strength.'

How do you define "success"?
A successful person never complains; instead, he finds solutions. S/he listens well and speaks less; avoids assigning blame, accepts responsibility, and makes an effort to learn and develop. S/he sticks to the truth rather than falsehoods since honesty fosters trust. Most of all, s/he should be modest because this would help him/her gain respect.

What is the essential trait of being a leader?
Rather than burdening his/her team or the organization, a competent leader should be an asset. S/he ought to give his staff all the assistance and collaboration required to establish a healthy work atmosphere that will benefit the company.

What would you advise your 20year old self?

My sincere advise to my 20-year old self is this: Don't think that you have much time, time is something you spend but don't own. Time flies quickly, so don't waste it much in planning your career, because what you are going to face in life is much more stronger and bigger than your dreams. If you are stuck with planning and expectations, you will truly miss a lot of opportunities that will come.

LEANER LOGISTICS, FROMPIT TORORT

Think of your mine as a factory production line. From digging, to loading and supply, each operation depends on one another. This is where your business is made, where every second counts. Which is why it pays to take a holistic approach to your operations, as we do, at Scania.

With our long history in lean production and global mining transport, we offer tailored mining solutions that are built for your daily reality and, as always, continuously improve your total operating economy.

Faster takt and cycle times

Your logistical efficiency is a key part of your sustainable footprint. Not only do idle vehicles and logistical waste reduce your margins, but they can make your entire production cycle fail. For more than half a century, Scania has pioneered the development of new lean principles and tools across our own operations. By applying those methodologies to your daily mining operations, we will help you to improve both takt and cycle times, as well as managing cost and risk is a sustainable way.

Scania Site Mapping

Scania Site Mapping raises the efficiency benchmark of your mining operations. Through live on-site analysis of your mining operations, our experts will help you to identify logistical bottlenecks, develop best practices, and continuously improve availability, efficiency, and productivity across your chain. Together, we will evolve your mining operations, one step at a time.

Scania Service Mapping

High vehicle availability is the cornerstone of an efficient and productive mine. With Scania Service Mapping, our experts will help you to develop this foundation through continuous mapping and monitoring of your workshop processes. This includes an analysis of your repair and maintenance processes, accident management, and availability of critical parts.

Scania's sustainable mining fleet is the efficient choice that gives you lower emissions, more horsepower, and lower cost per transported tonne. All our sustainable mining solutions comply with leading industrial safety standards and are fully tailored to your operations, giving you groundbreaking fuel efficiency and uncompromising power, robustness, and agilty wherever you demand it.

This is what change looks like. Think bigger with Scania mining. ●

The Scania Heavy Tipper is specifically adapted for mining and quarry operations with a reinforced driveline, axles and suspension while maximizing payload. The total operating economy for a Scania **Heavy Tipper is outstan**ding and beats the traditional 'yellow machines' in most type of operations. We have delivered a good number of Scania Heavy Tipper to customers in Oman with great results and are looking forward to introducing the concept to many more customers and markets."

Hans Wising
Regional Sales Director
Scania Middle East

TAKING IT TO THE NEXT LEVEL

The year 2023 provided record-breaking accomplishments in the region. Now in 2024, with our next generation range, we are in no doubt to raise the bar again. [Text: Abubaker Anwar]

Despite numerous challenges in 2023, Scania Middle East (SME) managed to overcome obstacles and set new records, reaching an all-time high in power solutions sales across power generation, industrial, and marine sectors. This remarkable achievement was made possible through the unwavering support of the factory, SME top management, our dedicated dealers/partners, and the trust placed in Scania engines by both existing and new customers.

As we enter 2024, challenges are expected to continue, but we are poised to build upon the success of 2023 and aim to surpass those records, driven by an increasing demand for power solutions in our region across all sectors.

Next Generation Range

Our current engine generation already have an industry-leading lifespan. Now, with our next generation range, we've raised the bar again by increasing the base engine lifespan up to a further 50%.

Built upon a decade of engine research and development, our next generation inline engine platform offers unparalleled efficiency and sustainability, with significant emissions reductions and outstanding fuel economy.

Our new power generation range is set to empower and elevate our capabilities. We eagerly anticipate another milestone year, fueled by the growing demand and our commitment to delivering to a notch solutions.



Abubaker Anwar Power Solutions & Buses /Coaches Sales Manager, Scania Middle East

SCANIA IRIZAR

Based on solid engineering experience, the new generation of Scania Irizar coaches 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 Irizar coaches allow sustainable mobility to go hand-in-hand with operating economy.

Energy Efficiency that Lowers Operating Cost

Travel operators know the importance of keeping costs to a minimum, and fuel consumption is one of the main contributors to operating cost. An energy efficient power-train can therefore offer significant savings. Scania develops and offers highly energy efficient powertrains.

Compared to previous models, the new generation of Scania Irizar coaches can save up to 6% in fuel and emissions, without compromising on performance. This is achieved through a number of factors, with the most significant savings coming from enhanced engine efficiency and improved cruise control with active prediction.

Through high quality vehicles with innovative technical solutions and outstanding fuel efficiency, topquality repair and maintenance services, and a range of driver services, we address fuel consumption from several angles, helping operators to reduce emissions.

Scan the QR code to learn more about Scania Irizar...





[SERVICES] [SMECA SERVICES CONFERENCE]





Returners and colleagues from Scania Middle East & Scania Central Asia at the Services Conference 2023.

SMECA SERVICES CONFERENCE '23



The Scania Middle East & Central Asia Services Conference 2023 marked a notable milestone for the year by bringing together market services teams and experts in person for the first time since the onset of the 2020 pandemic.

The gathering addressed various services and after-sales aspects for the mutual benefit of our markets and customers in the region. Partners were able to share best practices, discuss on regional market challenges and the latest service trends, networking opportunities, as well as the unveiling of 2024

services plans and activities.

The two-day event allowed for the exchange of practical knowledge and the exploration of innovative solutions to address evolving customer needs.

"Nothing can replace the direct interaction between people. Meeting as a group enabled Scania Service network in the Middle East to benefit from all participants' experiences, counted in hundreds of years altogether. The most important was to align our priorities and focus areas for the future, keeping customers are core." shares Marek

Ruciński, Services Director of Scania Middle East. Talking about the essence of discussion during the conference he adds, "the headline of the conference — Customer Focus— gave all of us clearer direction for Scania Services development in the region."

This collaborative synergy is expected to continue every year to continuously pave the way for practical and innovative approaches to further elevate Scania's customer service excellence in the Middle East and Central Asia.

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The most important was to align our priorities and focus areas for the future, keeping customers at core."

Marek Ruciński Regional Services Director Scania Middle East













« Engine Level 3, Maintenance, and Marine Engines trainings were completed and provided to partners across the region, including our partner in Egypt (Mapso), during the second half of 2023.

EMPOWERING THE PEOPLE

Empowering service personnel through technical training is a cornerstone in providing outstanding service and ensuring customer satisfaction.

second half of 2023 was a noteworthy period for Scania Academy in the Middle East, especially after receiving its single technical training order to date of eight (8) marine engines technical trainings for the market of Egypt (Mapso).

In August, sessions on "Engines Level 3" and "Service Maintenance" were facilitated for partners in Oman, Qatar, and Abu Dhabi and customer (NAFFCO).

Engines Level 3 Training enable participants to have sufficient knowledge of Scania engines and perform repairs as well as troubleshooting. With Maintenance Training, trainees are equipped to perform basic maintenance on Scania vehicles using its service literature and required equipment.

At the last quarter of 2023, Marine Engine Technical Trainings for the partner in Egypt were completed. The remaining groups for this largest single order of trainings will be facilitated in February 2024. Also, a CNG technical training was rendered to our Abu Dhabi partner.

Scania consistently generates value for its partners and customers by providing consistent technical trainings for its service teams, thereby delivering high-quality services at all times.

[QUICK FACTS]

210 MANDAYS

For the second half of 2023, Scania Middle East rendered 210 mandays from ten (10) trainings for service technicians across the region.



Training our personnel, not only enhances their skills and knowledge but also bolsters their confidence in their capabilities. This translates into improved performance, as well as greater efficiency and effectiveness in their work."

Rahul Raj CK Technical Training Manager Scania Middle East

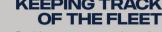
BULK TRANSPORT

Courier express & Postal, Retail

For bulk transport operations, uptime, productivity and fuel efficiency are the most common key priorities. Control Package is a selection of services aimed to help you fulfil your expectations according to your priorities.



Scania Control Package is a digital services offering that creates true value and increased productivity for your operation – by increasing vehicle efficiency, driver skill and performance, minimising downtime and climate footprint, as well as improving your administrative workflow.



With Fleet Position you can see where the vehicles are located directly on the map, who is driving each vehicle and how long the driver has been driving for.



You can improve fuel efficiency by analysing fuel consumption patterns and following-up factors such as engine performance, idle time, and harsh-brake applications. By identifying inefficient practices, such as excessive idling or aggressive driving, you can take corrective measures. For instance, reducing idling and unnecessary driving in Power Mode can reduce fuel consumption as much as 10%.





INCREASE YOUR PRODUCTIVITY AND **EFFICIENCY**

By setting geofences you can receive notifications of when a vehicle is arriving or leaving a certain area, allowing better planning for loading/unloading and keeping track of the delivery time.











IMPROVE YOUR FUEL EFFICIENCY

The Fuel Model gives you an indication of the estimated potential of fuel savings based on the Driver Evaluation, if all drivers had received an A score. As a driver, you can check the tips on how to improve your driving behaviour with the Scania Driver app.

[CUSTOMER STORY] [CUSTOMER STORY]

PREMIUM GLOBAL GROUP

[Partner Distributor: SATA LLC, Oman | Text : Berit Goeldner]

Established in 2007. Premium Global Group has evolved into a diversified player across the GCC and India.

Starting as a company named Muscat International Shipping & Logistics LLC, they have expanded across industries such as petroleum waste management, refining processing, used oil recycling. engineering, fleet management, biodiesel, and food and beverage.

Sustainable Future in Biodiesel

After establishing their Used Oil Recycling Plant in Sohar and Waste Recycling Plant in Dugm, the company expanded their services with the Erigo Biodiesel Plant with the intention to address the serious environmental and health hazards that increase with the ever-rising fuel requirements in the market.

Their state-of-the-art facility produces biodiesel as per international standards. Biodiesel is a clear liquid that aids in extending the life of diesel engines as it is more lubricating than the conventional petroleum or diesel fuel. It is also safe to handle and poses little to no risks to humans. It is estimated that Biodiesel lowers particulate matter by 47%, reduces hydrocarbon emissions up to 67%, and reduces smog. It also reduces wastewater production by 79% and hazardous waste by 96% as compared to the production of petroleum diesel.

In the 15 years of operating in multiple fields, Premium Global Group has revolutionized the Energy landscape with sustainable solutions, and exceptional quality in every service they provide.

Scania's Quality & Reliability

Mr. Noushad Rahuman, founder and chairman, spoke about his company's experience with Scania — "Choosing Scania has significantly improved our business operations by providing efficiency, reliability, cost savings, with added security via 3-year insurance



Ar. Noushad Rahuman, Founder and Chairman of Premium Global Group.

agreement through Scania Finance. It has positively impacted on our ability to serve our customers, reduce costs, and operate sustainably in our local market and freight forwarding business. We are extremely pleased with our decision to invest in Scania trucks.

In summary, our decision to invest in Scania was influenced by their reputation for quality and reliability, their focus on fuel efficiency, advanced technology, strong support network, and the ability to customize their trucks to our specific needs. We believe that these factors will contribute to the success of our company's operations".









Built to deliver quality ready mix solutions for Modern Ready Mix LLC

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

Bin Brook Motors & Equipment LLC is proud to be been chosen by Modern Ready Mix LLC as their trusted supplier for additional Scania mixer trucks and Cifa concrete pump to advance their fleet.

Ideal for Demanding Conditions

"We know that reliable and efficient equipment in the construction industry is very important in every project that we do," shares Mr. Tarig Farouk, Maintenance Manager of Modern Ready Mix

Talking about the Scania G 440 XT B8X4 mixer trucks, Mr. Tariq added "these trucks are known for its robustness and durability, making it ideal for

the demanding conditions of construction sites. With its powerful engines and advanced features, we are confident in meeting the timely completion of our construction projects."

"Bin Brook Motors & Equipment has been our trusted partner for several years now, and our partnership has only strengthened over time. With a deep understanding of our needs and requirements including tailor-made Scania trucks, it becomes easy finding the perfect fit for our operations. Lastly, they also provide top-notch after-sales service and maintenance, ensuring that our trucks are always in top condition".

These trucks are known for its robustness and durability, making it ideal for the demanding conditions of construction sites."

> Tarig Farouk Maintenance Manager Modern Ready Mix LLC

scania.com/ae scania.com/ae [CUSTOMER STORY]

TEYSEER GROUP

Teyseer Building Materials & Transport Co.'s (TMBTC) journey with Scania trucks—a testament to reliability, growth, and commitment.

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

Teyseer Building Materials & Transport

Co., a flagship company of TEYSEER GROUP, and Qatar's premier supplier of building materials since 1976, established its transport division in 1984.

Mr. Khalifa A. R. Al Mannai – Group Deputy Chairman of Teyseer Group has been an admirer of Scania Trucks and under his unprecedented leadership, the Teyseer Transport division has grown multiple folds from initially providing logistic services to Inter Group Companies to expanding its network to the whole GCC & Middle East. Teyseer is proud to be the sole owner of a larger fleet comprising only Scania Trucks in the State of Qatar.

Five Generations of Scania

Mr. Mohammad Khalid Nazir – General Manager, working for 40 years in TBMTC proudly affirms that we are operating all five (5) generations of Scania trucks (NTG, PGR, PRT, 4- Series & GPRT (2- Series)). He explained that Teyseer Transport backed by round-the-clock transport operations is now one of the leading and professionally managed logistic providers in the state of Qatar.

"Our Scania trucks from 1982/83 are still on the road and performing fantastic," Mr. Mohammad advised. He believes in the commitment of Scania to provide its users with the best possible means to improve profitability by monitoring fuel usage and road safety.

Mr. Ahmad Asghar Ali – Head of Transport Division, said that TBMTC always considers Scania trucks based on reliability, cost-effectiveness, and aftersales commitment from Scania's local distributor (ARACO) who always provide satisfactory services and support.



From Dealership to Friendship: A Story of Successful Partnership with Scania

[Partner Distributor: Scantrucks, Lebanon | Testimony by Mr. Ibrahim El Kaissi | Translation : Salim Harika]



A testimony from our loyal customer in Lebanon – Mr. Ibrahim El Kaissi – sharing his words of historical success, partnering with Scania.

"It was in the 1990s when my story started with Scania. At the time, I was quite engaged in expanding my transportation company, looking to modernize the fleet with numerous brand new trucks. From bulk to grain, general cargo to long and heavy-hauling transport, my main concern was about selecting the right trucks that could satisfy the demanding needs of a business that offers a variety of transport services.

At the same time, the search for trucks also involved identifying the right dealership. It was about finding a place that reflects the beginning of a long collaboration journey, which in my case started when I stepped into Scania's dealership, Scantrucks.

From my first visit to their offices, the warm welcome really appealed to me, and the team came across as a passionate advisor who really knew what best suited my company. I knew that choosing Scania was a sound decision for the future, but I didn't realize how much the positive impact would be.

Today, for example, looking at my King of the Road fleet makes me extremely proud. And we go through the same experience each time we add new units to the fleet, knowing that they will contribute to our ongoing commitment to tackle challenges. Particularly in Lebanon, where the country's diverse terrain, traffic congestion patterns, and varying climate are rigorous testing grounds for trucks—the harsh challenges that have proven Scania's capabilities when it comes to uptime, reliability, and efficiency."

[CUSTOMER STORY]



ACT Group, Revving Up Success

[Partner Distributor: GCC Olayan, Saudi Arabia | Text: Omran Alhammad]

Established in 1982, ACT Group has continually adapted to industry demands, playing a crucial role in the development of petrochemical industries, hospitals, dairy farms, construction contracts, and other infrastructure projects in the Middle East.

Throughout its growth, the company transformed into a key supplier and distributor of heavy equipment parts, making significant strides alongside industry leaders like Aramco, Sabic, and Support Industries.

Efficiency with Scania

ACT entered the logistics industry, focusing on land rig moving for the oil & gas sector. To ensure efficiency, they opted for Scania trucks, driven by Scania's swift response time, flexibility, and proven performance in technical evaluations.

Presently, ACT boasts a fleet of 16 Scania P410 (6X4) trucks, each attached to 16-meter (4 axel / 5 axel) low beds, designed to navigate the challenging terrains of the oil & gas operations.

"The present cobmination of the units has been up to the mark considering the terrains & weather conditions we operate in. Our ultimate feedback comes from our experienced pool of drivers. We have had very good com-

ments from them and they appreciate the service and trainings which GCC Olayan and Scania provides," shares Mr. Mohammed Hassan Alnaimi, CEO of ACT Group.

Remarkable Service Solutions

Mr. Mohammed expresses confidence in Scania's reputation for delivering reliable and efficient solutions.

He adds, "the (Scania) P410's have been very economical to operate. With the provided trainings, our drivers performs not only on technical aspects but also on utilizing the features of Scania trucks to enhance their driving skills and ensure economical operations."

ACT commends the management of GCC Olayan for their unwavering support even after the initial phase of acquiring the trucks. Mr. Mohammed proclaims, "day & night services offered by GCC Olayan Sales & After Sales Teams has worked with us very closely to ensure Scania Trucks are used at its full potential."

He concludes, "with the outstanding performance and presence of Scania trucks in the field, we confidently recommend Scania to other businesses. We also acknowledge our seamless partnership with GCC Olayan and wishes them continued success."



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Our experienced pool of drivers have very good comments and they appreciate the service and trainings provided by GCC Olayan & Scania."

Mohammed Hassan Alnaimi CEO ACT Group

NIDUKKI TRADING CO.

[Partner Distributor: NETTS, Bahrain | Text: Irfan Qureshi]

Nidukki, with its impressive 35-year legacy in waste management, cleaning, and recycling services, stands as a stalwart in the Kingdom of Bahrain. Serving a diverse array of clients, including private and public sectors such as ministries, industries, airports, hotels, shopping malls, private residential developments, and hospitals, Nidukki has become synonymous with excellence in environmental stewardship.

Scania for Tested Reliability

For Mr. Nasser Mattar, Director of Nidukki Trading Co. W.L.L., selecting Scania for their sweeper truck (Scania P250 XT 4x2) brings together a combination of durability, performance, customization options, safety features, and environmental considerations.

"First and foremost, we chose Scania for the reliability and reputation. Next is our friendship with NETTS. With Scania, we can be sure of reliability in delivering services to our customers," shares Mr. Mattar

Nidukki's core competency lies in efficient waste management. The company employs state-of-the-art technologies to optimize waste collection, segregation, and disposal processes. They have a total of 3 units of Scania including a Scania 6x4 waste collection compactor.





Nasser A. Mattar (right) with Khalid Ali Abdulrahman, Managing Director of NETTS Bahrain.



First and foremost, we chose Scania for the reliability and reputation. Next is our friendship with NETTS."

Nasser A. Mattar Director, Nidukki Trading Co. W.L.L.

scania.com/ae scania.com/ae 27

[CUSTOMER STORY]



Redefining Efficient Waste Management

Al Shirawi Enterprises elevates the game in waste management with the delivery of a pioneering SCANIA P280 chassis

This cutting-edge vehicle, equipped with a 15cbm OMB Side Loader by Terberg Ros Roca, is redefining efficiency in the UAE. A standout feature is its single-operator design, a revolutionary shift from the conventional two-

This delivery not only represents a significant leap in operational efficiency but also showcases a commitment to innovative, safe waste management solutions. A delighted customer is a testament to the impactful and transformative nature of this delivery.



This delivery proves our commitment to provide more efficient and costeffective solutions to our customers."

Syed Ahbab Senior Sales Manager Al Shirawi Enterprises II.



L-R: Anush Shetty (Sales Development Manager, Scania Middle East), Eugene Mayne (Founder and Group CEO, Tristar), Viloj P. (Senior Service Manager, Al Shirawi Enterprises), Sayed Ahbab (Senior Sales Manager, Al Shirawi Enterprises), and Marek Rucinski (Regional Services Director, Scania Middle East).

Tristar Group Driver Safety Training

[Partner Distributor: Al Shirawi Enterprises, Dubai | Text: Fahad Mian]

Tristar, a distinguished leader in the industry, facilitated a Driver Safety Training which emerged as a testament to collaborative customer service and excellence, with Al Shirawi Enterprises and Scania Middle East playing pivotal roles in its success.

The event, which saw over 500 drivers from Tristar in attendance, facilitated knowledge-sharing and emphasized dedicated focus on safety and good practices for its talented pool of drivers within the UAE.

The training featured esteemed guest speakers from Scania, Dubai Police, and other notable entities, providing an enriching platform for drivers to delve into crucial insights. The sessions not only shed light on the current and future safety features integrated into Scania trucks, but also explored broader automotive safety practices that is shaping

the industry.

The esteemed guests within the industry landscape, including the influential perspectives of Mr. Eugene Mayne, Marek Rucinski, Sayed Ahbab, Viloj P., and Anush Shetty, served as crucial catalysts in shaping and advancing the training discourse at hand. Their substantial contributions and leadership were instrumental in propelling and enriching the safety training and discussions aligned to the event's goal.



DUBAI CUSTO MERS AT SLA

Scania Middle East supported Al Shirawi Enterprises, the local partner in Dubai, on its endeavor to bring the market's loyal customers at the Scania factory in Latin America headquartered in the city of Sao Paolo.

The group of 7 VIP customers from 6 local companies in Dubai were accompanied by Al Shirawi's Sales Managers (Syed Ahbab and Mosa Belbeisi) and Scania Middle East's Sales Dev't Manager (Anush Shetty).

Scania factory tours is one powerful way to showcase innovation and





enhance brand loyalty with our customers. Through these tours, we can provide a unique and lasting impact on our customers as we provide an extension of Scania's brand experience which shares in their company's pride and success.

The VIP customers who have been part of this year's Dubai group tour were the management teams from ENOC, Tristar, Dulsco, Fujairah Municipality, SEWA, and Al Jabal Al Shamekh.

ADNOC Visits Scania Sweden



Together with Bin Brook Motors & Equipment (Abu Dhabi partner), Scania Middle East facilitated ADNOC Distribution team leaders' urgent request for a Factory Acceptance Test (FAT) at Scania's headquarters in Sweden. This move is in alignment to their latest order and upcoming delivery of CNG-powered tractors.

In addition to FAT, the customers received first hand experience in understanding Scania's sustainable processes and innovations through factory visits and test driving sustainably-powered vehicles which are aligned to the customers' business goals.

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...dedication to quality and processes is evident throughout our visit, we were highly impressed."

Yousif Al Hammadi Team Leader - NG Operations ADNOC Distribution

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Innovation & Sustainability Platform (ISP) in Qatar



Anas Abusaadah (General Manager, ARACO) and Hans Wising (Sales Director, SME), 6th and 7th from the left in photo, with the Swedish companies and delegates at the ISP 2023 in Doha, Qatar.

Scania Middle East, together with its local partner — Arabian Agencies. Co. (ARACO) — have participated at the second installation of the Swedish Embassy in Qatar's Innovation & Sustainability Platform (ISP) in Doha.

The Swedish Embassy in Doha launched the event in May 2023 as its first session, an initiative that showcases Swedish technologies relevant to the sustainability and innovation agenda of Oatar

On its second and final session in October, the Swedish business representatives have engaged with the Ministry of Environment and Climate Change, and discussed on sustainable and innovative solutions for transport (air, land & sea) with major Qatari stakeholders (e.g. MoT, MoM, Mowasalat, and QCAA).

The ISP transport delegation consists of 14 Swedish companies coming together for a 3-day programme, with each consecutive day tentatively focused on land, air and sea, respectively. Scania was represented by its Sales Director for the Middle East, Hans Wising, and accompanied by ARACO's Managing Director, Anas Abusaadah.



(L-R) Rami Elquineh, Mahmoud Zein, and Milton Garcia.

New Colleagues at Dubai Headquarters

Three new colleagues joined Scania Middle East in the last quarter of 2023, reflecting our commitment to fostering promising growth and enhancing support for our valued partners and customers.

Rami Elquineh and Mahmoud Zein have joined the Sales Department as Area Sales Manager and Sales Engineer, respectively. Milton Garcia has joined the Services Department as Technical Support Engineer, Connectivity and Warranty Manager.

Join us in welcoming our new team members and discover the diverse perspectives they can offer to enhance our collective success in the region!

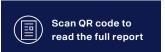
Scania Interim Report Jan-Sep '23

Scania reports another quarter of strong performance, reflecting sustained demand for our products and services in a challenging business environment

Net sales increased by 19 percent to SEK 47.4 billion and with adjusted operating income of SEK 5.5 billion, adjusted operating margin rose to 11.5 percent (7.7).









Scania Middle East, Central Asia and Partners from Dubai, Abu Dhabi, Oman, and Qatar.

SME at XT Super Launch in Brazil

Scania Middle East together with its partners and Scania Central Asia have attended the global launch of the Scania XT Super (Euro 4 and 5) in Brazil.

The program provided participants with practical and technical knowledge, sustainability workshops, and factory visits at São Bernardo do Campo. Further on their second day, they take-on first-hand experiences for on-road and off-road test drives at Itupeya

The road tests were set on well paved hilly private roads with the proper conditions to

test Super Euro 4 & Euro 5 engines, CRB and Retarder. On their third day, the group had a special arrangement for a mining site visit at Belo Horizonte and a dealer visit at WLM

The team was welcomed together with hundreds of Scania sales force across the globe, including customers, and the media.

SMECA at the Scania Credit Conference '23

Scania Credit teams from around the world gathered for their annual conference in Sodertalje, Sweden, joined by our very own teams from Middle East and Central Asia.

This year's Scania Credit Conference featured key activities, including discussions on FS-specific contributions to Commercial Operations MP/BP and Scania Core Values.

New team members explored the Demo center, test driving electric trucks, buses, V8 engines, and the new Super truck. A factory visit showcased the assembly of Scania's latest electric trucks. Attended by teams from Scania Credit HO, SMECA, West Africa, and Morocco, the conference facilitated collaboration and knowledge exchange across regions and departments.





WORLD'S FIRST SOLAR-POWERED TRUCK

Scania's intensive development of tomorrow's electrified transport solutions is inspiring many new technological ideas. One of those is a project to develop a solar-powered truck, whose electrical propulsion is generated by the vehicle's own solar cells, sited in a trailer that's attached to a hybrid-

electric vehicle. The finished prototype has been handed over to long-term Scania haulage customer and partner Ernst Express, who will test it in actual operational conditions on Swedish roads.

Read more on scania.com

Celebrating 15 Years of Loyalty with SME

Commending 15 years of unwavering dedication from Mohamood, our esteemed HR Manager, and Giovanni, who made his mark in production planning, pre-sales, and IT. Their dedication and expertise have significantly enriched our organization, embodying the essence of loyalty and excellence. Cheers to their devotion and service!

"Building loyalty means adjusting to change while staying true to our core values," says Mohamood; and "success is the ability to help others prosper and improve," shared Giovanni.



Biovanni and Mohamood

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Scania Wins the **German Telematics Award**

Scania won the prestigious German Telematics Awards 2024 and secured the top spot for the best driver management.

The German Telematics Award was presented for the fifth time in the end of October 2023. An expert jury assesses the telematics solutions in a three-stage application process. In the end, the result was clear: Scania has the best driver management

Scania placed first due to the following features in the customer platform for digital services, My Scania:

- Quick access to information about the vehicle and driver activity
- Automatic download of speedometer data with adjustable intervals
- Departure control via Scania Driver
- Driving style analysis
- Service Planning
- Expense Service (a German addition)
- Range calculation, charging service

The receipt of the German Telematics Prize 2024 underscores Scania's commitment to digital innovation and sustainable mobility, while the numerous advantages of these telematics solutions enhance efficiency, increase productivity, and ensure road safety.











Congratulations to the Services Champions-23!

The results of 'Champions-23' have been unveiled, and we celebrate and extend our congratulations to all the winners and participants for their remarkable efforts and individual achievements in this competition.

The Champions-23 Outdoor Services Sales Competition spans three months across the Middle East and Central Asia, focusing on motivating sales teams, reinforcing "Soft Skills Training," recognizing top performers, and driving targeted business growth through specific product emphasis. Additionally, the competition encourages the adoption of RSM-Services principles among Services Salesmen, fostering a culture of integrity and efficiency within the workplace.

The program resulted in very good sales in Fthe figures of brake lining and fuel filters. It also created good sales numbers for R&M and M-Contracts, Engine Overhauling, and continuing Flywheel sales growth.

This win is a testament to the customer service efforts and dedication that we put into throughout this competition."

Mohammed Abdul Basit Service Sales Personnel GCC Olayan - Saudi



Scania Customer Satisfaction Survey (CSI) in Saudi Arabia



Customer Satisfaction Index (CSI) survey, becoming the pilot market in the region to pioneer this ground-breaking initiative.

Scania Middle

East together

with GCC Olayan

have successfully

implemented the

With a steadfast dedication to enhancing customer relationships and service quality, SME initiated this comprehensive CSI survey based on Scania CSI 2.0 standard, to gain valuable insights into customer satisfaction levels.

"All our efforts in continuous development of Scania services in the Region make sense only if they create added value to our customers. The voice of Scania Customers is the most valuable feedback on all what we do," says Marek Ruciński, Regional Services Director of Scania Middle East.

Scania's CSI survey empowers customers to share their experiences, allowing the latter to make data-driven decisions

and fine-tune its offerings for an even more exceptional customer journey. As Marek added, "Customer Satisfaction Index survey is structured and systematic way to contact our customers and use their inputs to help Scania in focusing on right things and fulfil one of Scania Core Values: Customer First."

On why Scania chose to start with the Saudi market, Marek explains "Saudi Arabia is very important market for Scania, rapidly growing. It is obvious for Scania Middle East and our partner GCC Olayan, that customer satisfaction is the key for success in long term. Therefore the decision to choose Saudi Arabia as the first market to implement Scania CSI was easy. It is worth saying, that CSI is not 'one-time' activity - it is a long term process. When it starts, it continues, to follow the trend of change in Scania customers' opinions. More markets will join Scania CSI soon."

GCC Olavan together with Scania Middle East would like to extend its sincere gratitude to all its customers who participated in the survey. Its details and results will be shared in a couple of months.



European **Transport Award** for Scania EVs

Scania has been awarded the "European Transport Award" in the category "Electrified trucks" based on their sustainability aspects. According to the organiser, Huss-Verlag in Munich and the magazine "Transport," Scania's trucks excelled in environmental protection in combination with economic success and social responsibility. The jury consisted of five prominent members representing media, academia and federal authorities.

"We are delighted over this award," says Nina Khanaman, Director and Head of Marketing and Communication at Scania Germany "It captures what the transformation is all about, that developing excellent products are not enough: they must also offer a sustainable 360 perspective where all relevant aspects

Scania's latest electrified trucks are geared towards regional applications and offers ranges of up to 350 kilometres. Scania is using battery cells from the Swedish manufacturer Northvolt that has the capacity for powering trucks for at least 1.5 million kilometres. The carbon footprint from these batteries is approximately one-third of a comparative industry reference since Northyolt is using fossil-free energy and sustainable processes for the production in their gigafactory in Skelleftea, Sweden.

"By recognising cutting edge solutions like our BEV Scania trucks, the European Transport Award is paving the way for the shift towards a fossil-free transport future," says Khanaman. "Being acknowledged on this level, by experienced professionals, is proof for Scania being a leading provider of sustainable, truck-based solutions."



Ask Scania!

Do you have questions about Scania products, services, or any clarifications about Scania within your market? Email us your questions at sme@scania.com and we'll answer them in the next issue of Journey!

scania.com/ae scania.com/ae

Scania Financial Services Solutions

We made it our business to understand yours.
By understanding your business and financial goals, we tailor solutions to fit your needs - both now and in the long run.

PEACE & EASE IN FINANCING

Discover why Greenfield Logistics Services in Oman only have good words to say about its partnership with Scania and SATA LLC. We asked Mr. Robert Hughes, Chief Project Officer, to talk about the practical benefits that extend beyond the use of Scania trucks.

Founded in 2013 by two experienced logisticians, Greenfield Logistics Services (GLS) emerged with a singular ambition: to establish itself as one of the foremost logistics companies in Oman.

Greenfield Logistics Services goes beyond the typical logistics company, approaching each project with a personal touch. The company provides warehousing and distribution to international freight forwarding enterprises, handling every detail, which enables their customers to focus on growing their business.

A Leap Forward with Scania

Recognizing the impracticality of relying on spot truck rentals for the long term, GLS took a strategic step in 2015 by acquiring its inaugural fleet of trucks.

"Scania and local distributor SATA LLC are important partners in achieving our vision, embracing all aspects of the Scania offering from Sales to After Sales. Adding the Scania Finance option and Marsh Insurance, we are able to plan



R-L: Mr. Sreekumar Narayanan (Operations Director- GLS), Mr. Suhas Vannanchal (Commercial Director- GLS), Mr. Thomas Castelino (Transport Manager- GLS), Mr. Ranees M.M (Senior Sales & Business Development Executive- GLS), Ms. Bonnie Mathew (Process Control Manager-GLS), Mr. Navaneeth Krishnan B. (Operations Manager- Contract Storage and Distribution-GLS), Mr. Robert Hughes (Chief Project Officer- GLS), Ms. Shurooq Al Amri (Operations Executive-Freight- GLS), and Mr. Alistair Pinto (Finance Representative, Scania Credit Oman).

R-L: Mr. Sreekumar Narayanan (Operations Director- GLS), and Mr. Suhas Vannanchal (Commercial Director- GLS).

and get our new trucks on the road and keep them operating," shares Robert Hughes, Chief Project Officer of Greenfield Logistics Services.

Peace & Ease with Scania Credit

Their latest 5 units of Scania P 410 XT A6X4 HZ, delivered in October 2023 by SATA LLC,

Scania provides a complete solution beyond just its tailor-fit vehicles. With Scania Financial Services, Scania caters a holistic solution to customers providing further peace of mind within the operation of the vehicle.

"We have dealt with the Scania Finance team since 2019 and have since financed 14 trucks and 8 trailers. The approval process is fast, efficient and professional. The interest rates are competitive with local market offerings. Scania Finance also understands the transport business with its many unique challenges. Together, Scania Finance has helped us tailor a flexible, asset finance solution to meet our needs.," concludes Robert.

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Scania Finance has helped us tailor a flexible, asset finance solution to meet our needs."

Greenfield

Mr. Robert Hughes Chief Project Officer Greenfield Logistics Services

> Learn about Scania Insurance Solutions here -->





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

Scania Solution Advantages

Buying a Scania has loads of benefits from our extensive products & services solutions!



(A) Insurance



Connected Services

Alternative Fuels

(b) TOE

Fuel Efficiency

Uptime





Seven (7) units of Scania G 410 A4X2 CNG powered trucks, delivered by Bin Brook Motors.













Scania P250 XT 4x2 with Bucher sweeper, delivered by NETTS.













Four Scania P360 XT 8x4 with 12cbm transit mixers, delivered by SATA LLC.









Greenfield International LLC













Two units of Scania G460 XT A6x4 HZ prime movers, delivered by SATA LLC.











Two units of Scania G440 XT A4X2, delivered by Bin Brook Motors and Equipment







MORE DELIVERIES →

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[DELIVERIES] [DELIVERIES]

Al Faris International Heavy Equipment Rental LLC Abu Dhabi, UAE



Two units of Scania G500 XT A6X4, delivered by Bin Brook Motors and Equipment LLC.







Two Scania G440 XT B8X4 mixers, delivered by Bin Brook Motors and Equipment LLC.







Seven (7) units of Scania G440 XT B8X4 (6 mixers, 1 CIFA concrete pump), delivered by Bin Brook Motors and Equipment LLC.











Two units of Scania P380 XT B6X4, delivered by Bin Brook Motors and Equipment LLC.



Dhiban Logistics Services Co. Kingdom of Saudi Arabia



Scania G410 A4x2 NZ, delivered by GCC Olayan.











Scania P410 XT A6x4 HZ, delivered by GCC Olayan.











Scania P410 B 8x4 HZ, delivered by GCC Olayan.









Al Yamamah © Kingdom of Saudi Arabia



Scania P410 A4x2 NZ, delivered by GCC Olayan.









