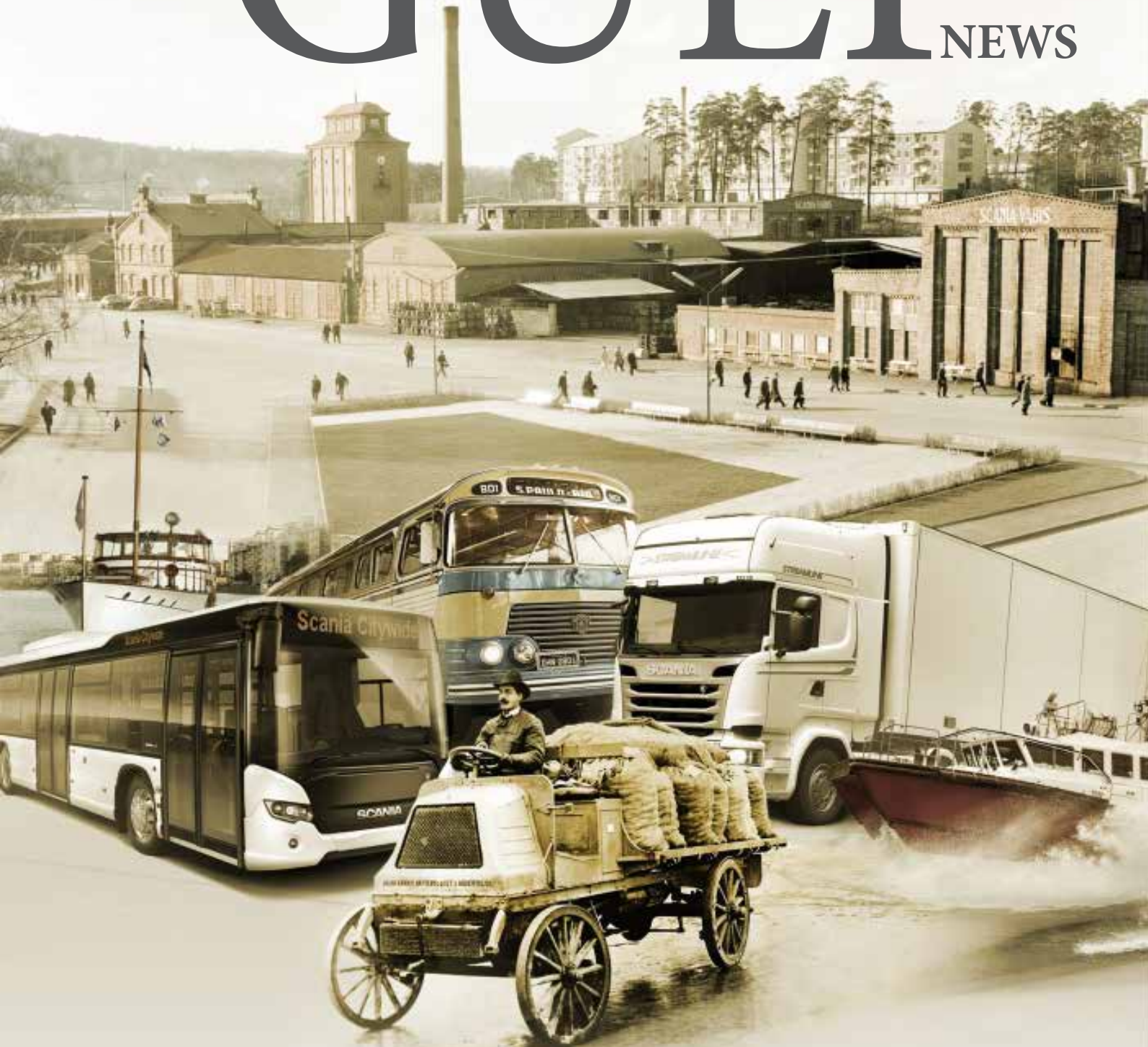




SCANIA

SCANIA

# GULE NEWS



## Celebrating 125 Years!

Scania's first 125 years mark an era of cutting edge technology.  
And it has only just begun. Page 6



# CONTENTS

## 3 Foreword

Our 2016 Achievements in the region

## 4 Events Summary

See the activities and events summary for the first half of this year!

## 6 Scania Celebrates 125 Years

A Scania Global Celebration.

## 7 SME News

Get a lowdown on what is up and about at Scania Middle East!

## 9 Scania Gulf Partners' News

See how Scania delivers superior quality and services across the gulf region through each of its markets.

## 11 Scania Global News

Hear the latest and best news on Scania across the world.

SCANIA  
1891 - 2016  
**125** YEARS



Scania Middle East FZE- Marketing & Communications  
South West Wing Road 1, Jebel Ali Free Zone,  
P.O. Box 262796, Dubai, UAE

Editorial & Publishing: [laurice-amor.mendoza@scania.com](mailto:laurice-amor.mendoza@scania.com)  
Tel.: +971 4 814 3743 Mobile: +971 56 549 5608  
With credits to the contributors: SME Departments and Regional Partners  
[Zayed Akbar (GCC), April Villafuerte (Bin Brook), Berit Goldner (SATA)  
Mostafa Elitobgy (ARACO), Rajiv Bhatia (Al Shirawi)]

**“Scania stands firm despite increasing market challenges in the Gulf region”**



*Ozcan Barmoro, Managing Director  
Scania Middle East FZE*

## FOREWORD

**Dear Partners,**

Looking back at the first half of 2016 we can proudly announce that it has been a very active period with lots of activities. SME together with Al Shirawi, Bin Brook and Sata introduced the Scania Touring in Dubai, Abu Dhabi and Oman. With delight, Emirates Airlines is our first customer operating with the new Scania Touring.

SME launched the new Scania 6x4 tipper and invited all the salesforce to Dubai for a training session. The new Scania tipper has an optimized specification, better availability and also better driving characteristics. We are confident that with this product and our common efforts, we will gain higher market share in the rigid tipper segment.

We have continued to focus on new segments and I would like to stress the waste management segment where Al Shirawi and Bin Brook have done an outstanding job. In Dubai, RAK, Abu Dhabi, Al Ain and also in other cities in UAE, there are and will be many Scania waste management vehicles involved in the daily city waste management handling. Many of these trucks will have Euro4 emission level which is required from municipalities as they are aiming for a better city environment.

Starting with the 2017 year model, Scania will standardize the Scania opticruise for all stock specifications through SME. The opticruise has been very appreciated by customers and is seen as a great success. The opticruise offers safer and more comfortable driving as well as cost savings for repair and fuel.

In Saudi, GCC-Olayan secured the single biggest contract Scania has concluded in the Gulf region so far. 300 units of G410LA4x2 will be delivered to Al Bassami Group in July/August 2016. I would like to congratulate the GCC team for this prestigious contract. Being an owner of Scania among other brands, Al Bassami's main evaluation criteria was to focus on the brand that can offer the lowest total operational cost, and Scania came out as the winner. Al Bassami is today operating with 75 Scania's having a mileage of more than 2.5 million km.

Another important news is the launch of Scania Credit cross border offering in UAE and Qatar. We welcome this step as it states the strong message that Scania believes in the region and has a long term commitment despite the market challenges we are facing in this region. Scania Credit will, as next steps, look into an expansion of their activities to Saudi and Oman.

SME activities and increased focus in engine business are starting to materialize. One project that I would like to highlight is the deal with Dubai Port (DP) World where Scania V8's are now tested for crane handling. There are also other interesting projects in the pipeline that we hope to share with you later on.

Our continuous focus on developing the service network goes on. Today we have more DOS4 (Dealer Operating Standard) approved service points than ever before and our target is to certify all our service points in the Gulf region.

Finally, I would like to thank all partners and colleagues for an outstanding first half 2016. We appreciate all your efforts in improving the Scania position in our region.

Wishing you all, Ramadan Kareem.

Sincerely Yours,

**Ozcan Barmoro**  
Managing Director, Scania Middle East FZE

D. Sweden Day



I. Project Qatar



C. Scania Touring Launch - Dubai



H. UITP Mena



A. VIP Trip to Brazil



# Activities & Events

- A** December 2015. Scania Middle East's regional partners made a notable trip to Brazil for a guided tour of the Scania factory around Sao Paulo; plus a courtesy trip to the wonderful, Rio de Janeiro.
- B** January 2016. Scania Middle East participated in the 2016 Dubai Marathon, with 80% participation from employees, running for 10K and a marathon.
- C** February 2016. In cooperation with Al Shirawi Enterprises, the new Scania Touring bus was launched in Dubai -Scania's first launch event in the region. A thoroughly successful event, attended by local key customers in the industry. *(See more in page 10)*
- D** February 2016. Sweden Day celebration was held in advance in the UAE at the Swedish Ambassador's hospitable residence at the Marina in Abu Dhabi. Scania expressed its support for the gathering with a Gold sponsorship thereby inviting UAE partners and their respective customers to join the traditional celebration.
- E** March 2016. The Scania Touring launch made its mark in Abu Dhabi, led by our local partner -Bin Brook Motors & Equipment. The successful event, held at the Shangri-La Hotel, was well attended by its local market's important and notable customers.

F. Sales Force Event



E. Scania Touring Launch - Abu Dhabi



G. Big 5 Saudi



B. DXB Marathon



**F** March 2016. The annual Sales Force Event for the region was fruitfully concluded, with focus on the new Scania Gulf Tipper truck (P 360 CB6x4EHZ). Representatives from each partner companies were gathered for a 2-day event training and immersion on the promising tipper truck market. The event aimed to equip our sales force with the right and beneficial knowledge on Scania's key standard models, that will help them get that customer's nod.

**G** March 2016. GCC Olayan proudly made its presence at the largest exhibition in Saudi Arabia, the Big 5 Saudi, held in Jeddah. (See more in page 9)

**H** April 2016. Scania's first participation in the UITP Mena was made possible within Business Sweden's Swedish Pavilion. The communication of the stand was aimed on sustainable transportation and solutions. Interestingly, learn how this humble Scania stand space made news and headlines in Sweden in the following page for global news (see page 11).

**I** May 2016. ARACO made a good impression at the 12th edition of Project Qatar, showcasing Scania A80 bus and a Scania Gulf Tipper P410. The huge outdoor exhibition space was artfully themed with the Scania 125 Years celebration. ■

# SCANIA 125 YEARS



1961: Think Modular.

The modular system is without doubt one of Scania's main success factors.

## Scania celebrates its 125th anniversary

Scania is celebrating 125 years of innovation this 2016. From its founding as a privately owned wagon-building company back in 1891 to today's connected vehicles, Scania has stood steady through hostile take-over attempts and financial crises. And today, that successful journey continues.

Scania is contributing to global sustainable transport, making it much larger than just its products. During 2016, the company's most important asset – its employees – will also be in focus. There's a definite pride associated with working at Scania. Together, we have shaped our past and, together, we are building the future. ■



Updated version  
Art. no.: 2533601

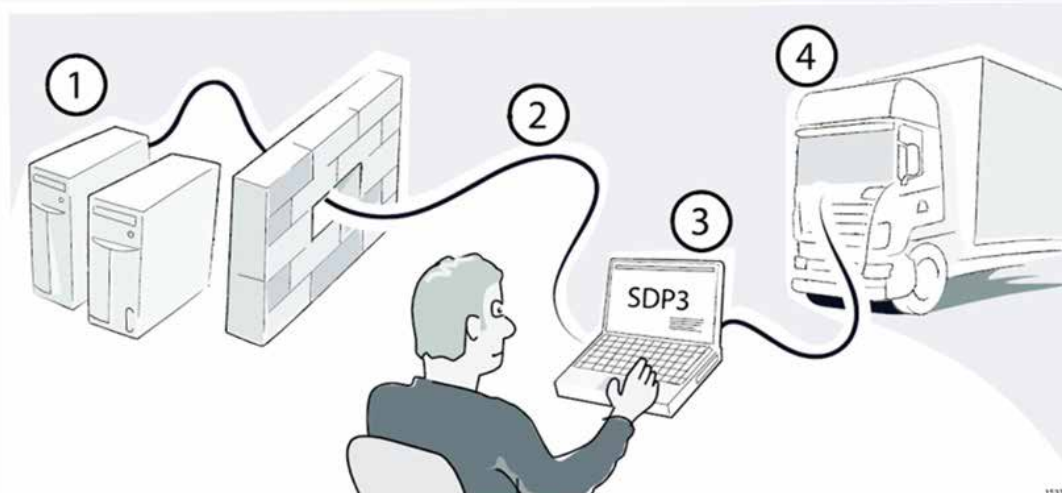


### Vintage model vehicles

Vintage Car. Art. no.: 1857457  
Vintage Truck (Vabis 1902). Art. no.: 1857455  
Vintage Truck (Fryken 1926). Art. no.: 1857454  
Vintage Bus. Art. no.: 1857456. Release: March 1.

125 Years memorabilia and promotion items are available for order. Make use of these tools within your showroom or office space or as giveaways to customers.

# The Rewards of OPERATIONAL ANALYSIS



1 – Scania servers  
2 – Internet connection

3 – Scania Technician  
4 – Scania PGRT truck or FKN bus

## Customer feedback on using Operational Analysis:

*Mr. Vallilath Unnikrishnan, the workshop superintendent of ENOC told that "they are using operational Analysis to monitor and improve fuel average, safe drive and also looking to reduce the engine Idling to avoid wear tear and protect the environment".*

When a Scania truck, bus or engine comes for service, Scania technician can download operational data and analyse them with the help of sophisticated servers in Sweden. Operational analysis can give immense information to the customer about how the trucks has been driven and how the truck is performing. With these information, customer can take actions if any deviations are noticed, for example: (1) High idling time, which needs to be reduced since engine is running without earning any money for the customer; (2) Fuel consumption: helps to analyze if it is theft, wrong use of gears, or driver training is needed; (3) Over speeding; (4) Need for Driver training; (5) Optimized oil change intervals for respective operation, etc.

Operational Analysis will also help workshops on trouble-shooting, optimizing oil change intervals for customer operation, fixing and follow up R&M contracts, and to evaluate Trade In vehicle. All Scania Workshops can offer this service so that Scania customer can be more profitable. ■

## Scania Genuine Parts give "Peace of Mind"



Scania Parts Center in Belgium

There are about 140,000 Scania Parts in our inventory and every single one of them can be delivered to just about any crossroad. Our Scania warranty follows along, of course – it knows no borders. Building replacement parts for Scania places a very high demand on quality. That's why you'll find years of research and development behind every Scania Part.

In addition to new spare parts, Scania offers a broad range of factory reconditioned, so called exchange components, for truck, bus and engine application. Exchange components have the same warranty conditions as regular spare parts. Scania parts warranty is of great importance and has several roles to play for customers. For the customer it contributes to increased security about the purchase and for the Scania it contributes to improved product quality.

All Scania parts, including Scania Exchange parts are covered by a 12 months parts warranty, except wear and tear. It applies to material or manufacturing faults from the date the part is sold to the customer or fitted by an authorised workshop.

To protect the customer and safeguard the parts life Scania recommend to do the parts repair/replacement with the trained/skilled Scania technician in the authorised Scania workshop and ensure the right fitting procedure. ■



Scania technician at work in Dubai

# Scania Used Truck Centre



Scania Middle East FZE has a Scania Used Truck Centre in Dubai based in Jebel Ali Free Zone since 2008. Providing high quality used Scania trucks with 125 quality checkpoints & a market adapted engine. There is a dedicated sales team, highly trained technicians, logistics solutions, after sales support & finance solutions, a whole set-up is in place to assist customers.

Every vehicle carrying the Scania Approved label has been thoroughly assessed by experts. So you'll get the traditional built-in Scania robustness, durability, reliability and low operating costs. And you'll also get a deal that's hard to beat. We've taken the risk out of buying a used vehicle so you'll get one you can put to work right away. Plus, you'll have the know-how and the can-do of Scania's entire service network ready to back you up.

We have an average of 50 units in stock with year range from 2007 to 2013 (see available truck images below). ■



## Big Sale News: Al Mariah United Group



### Bin Brook Motors & Equipment, Abu Dhabi (UAE):

Emirates Nuclear Energy Corporation (ENEC), a prestige government agency for delivering safe, clean, efficient nuclear energy to the United Arab Emirates, officiate a bid for their employee's transportation. Several participants such as Avis, Fast Rent a Car, Emirates Transport, Al Dhafra Cooperative Society and Al Mariah United Group submitted their proposals. Competitor brands like Volvo, Mercedes and others were also there for the bid.

It was a very tough and intense occasion to withstand competing brands which also have edge, desirable features and popularity. These have been the main challenges we encountered during the selection.

According to ENEC representative, they are already happy with Marcopolo Buses on different reputable chassis. They have been using the fleet on contract basis. Initially, they preferred to establish the allocation of order with the same model they are currently using.

With the relentless passion and pursuance of our sales team, regular contacts with all suppliers were made to get maximum possible information about the deal. We researched competitors' trend. There were counter-offers and follow ups. We made most of the time exerting all our team efforts to win it through.

With the help and support of our partners, Scania and Marcopolo, and good contact with our most reliable source Al Mariah United Group, finally we succeeded and acquired the project. During the process of bus body installation, our General Manager – Mr. Walid Eldessouki accompanied Mr. Ziad Nahass -Group Managing Director of Al Mariah United Group, on a factory visit to Marcopolo in Brazil to carefully inspect the procedure.

Finally, we successfully delivered to the client in February 2016 the total of 14 units and thereby gladly witnessing another satisfied customer. With our teamwork and perseverance we believe we can achieve great results. ■

# Satisfied Customer Story: Aertssen



(L-R) Aertssen's Robbert-Jan Willems, Tony Nuyts, Marijke Wesenbeek, ARACO's Toufic Sheikh, and Manuel Temmerman.



Mr. Abdullah Yahya A Alyafei  
(Saba Engineering Managing Director) &  
Mouna Metoui (ARACO Sales adviser)

**Arabian Agencies Company (ARACO), Doha (Qatar):** ARACO is now focusing in the customer support role, wherein the company ensures that the very reason the client's head turns is that he is satisfied with the services that he received and not the other way around. True to this goal is one of the satisfied customers of ARACO -Aertssen Machinery Services. The company was established in Qatar last 2014, providing heavy transport services, mobile cranes and crawler cranes services. As part of the projects for the FIFA 2012 world cup, Aertssen contributes services for Khalifa Stadium and the Doha Metro Orbital Highway, their project started this 2016 and expected to be finished on 2017. With the vast projects that they are having, their 5 Scania trucks successfully perform rigid activities to achieve the targeted attainment for each day. Quality and reliability are the reasons why Aertssen prefers Scania trucks.

Sabah Engineering is also one of the satisfied customers of ARACO, they are providing construction and heavy transportation for scrap metals that's being transported from the ship going to Qatar Steel. Sabah Engineering is located along the coastline of Masaieed's industrial city, 50 kilometers south of Doha and is contracted by Qatar Steel to transport scrap metals, the company owned 40 Scania Trucks which vastly help them in their daily activities. The trucks performed well even in a tough environment with minimum downtimes. ■

## GCC Olayan showcases Scania at BIG 5



**GCC Olayan, Jeddah (Saudi Arabia):** GCC Olayan proudly showcased Scania trucks at the BIG 5 Saudi 2016. The Big 5 Saudi was launched in March 2011 and is the Kingdom's largest and fastest growing construction show. It is an ideal platform for exhibitors and buyers looking to gain a share of the Kingdom's lucrative USD \$732 BN construction industry.

The four day event had a good number of visitors who visited the Scania stall and showed interest in Scania trucks. It enabled them to understand more about Scania and its 125 years of legacy in brief from our team present there and also the team got an insight into the potential customer's demands, expectations and requirements.

The company's team at the event took visitors around the Scania trucks for demonstrations on various features of the trucks, offering visitors a hands-on experience with the premium and robust Scania vehicles. The company's goal at the exhibit was to communicate to the potential customers the benefits & advantages of using Scania in their business operations, and the competitive edge they could achieve by using a Scania. It was also to ensure potential customers about the after sales services and the commitment of GCC Olayan towards its valued customers. The event has not just been a great branding exercise but also it has perceived further positivity and motivation into the Scania team. And GCC Olayan looks forward to participate in more such events. ■

# Pioneer: Scania with Liugong Mixers & Pumps



*SATA Team with the engineers of Liugong*



**SATA LLC, Muscat (Oman):** SATA's partnership with Liugong Machinery started in 2012 with sales of wheel loaders, fork lifts and excavators. Liugong is one of the largest global manufacturers of construction machinery with 16 product lines, using top quality components and engineering.

During a visit to Bauma China our directors saw the truck mixers and boom pumps of Liugong Hold, a subsidiary of the Liugong Group and decided to build them on our Scania 6x4 and 8x4 chassis in order to extend our offering to our customers and to meet the growing demand of the construction market in Oman.

We get the units SKD shipped by sea to Oman in containers and our team of technicians assemble them in the SATA facility - from preparation to testing. The 46m boom pumps and the 10 m<sup>3</sup> and 12 m<sup>3</sup> truck mixers have proven to be popular with our customers, who appreciate the fact that they get sales, service, parts and aftersales for their truck as well as for the superstructure all under one roof from SATA LLC. The machines are easy to operate, reliable and offer good operator safety and comfort. The convenient placement of key maintenance points makes servicing efficient. In 2015, the mixer segment reached more than a quarter of total sales. ■

## Scania Touring launched in Dubai

**Al Shirawi Enterprises, Dubai (UAE):** SCANIA touring coach was launched ceremoniously at the MEYDAN Hotel in Dubai on 17th February. All major Tour Operators, Sports Clubs, Roads & Transport Authority representatives were present to explore the premium coach and share the experience as to why we say it is a privilege to own, a pleasure to drive and joy to ride.

The Best in Class TOE (Total Economy) offered by the SCANIA Touring is an answer to the search for sustainable transport solution. Customers admired its magic eyes, aesthetics and living room interiors with enough space to comfort big family. It enabled group of families and friends to share the joy of togetherness. Low decibels of noise are soothing for a quite sleep.

One appreciates designer's caring attention with features like special place for baby nappy changing, lateral shift mechanism seats to accommodate elderly and big, lockable overhead storage with temperature control refrigerator, central television, toilet and much more for an individual to explore. Additional safety is added by providing rear door camera which helps driver to monitor ingress and egress of passengers. In words of ABC tours representative, SCANIA's fuel economy is a distinct advantage. Meeting Point Tourism owner mentioned that, "It is Amazing!". "I will wait to have one". Another customer who was planning to get into bus leasing mentioned "we want this for, it is the best that market can offer as a package of luxury, comfort and economy. SCANIA Touring is an extension of a premium luxury hotel on wheels." ■



*Al Shirawi Enterprises and Scania Middle East Management teams with respective customer guests.*

## Scania Engines show off at MEE & DIBS



Scania exhibition stand at the Middle East Electricity (MEE) 2016



Scania exhibition stand at the Dubai International Boat Show (DIBS) 2016

**Dubai, UAE:** Scania at Middle East Electricity showcased its power generation range delivering sustainable answers here and now. The star attractions at the Scania stand, brand new engine options and an alternative fuel range, are key components of that focus.

At the same time, Scania launched its most powerful marine engine ever at the Dubai International Boat Show last March 1-5. The compact 16-litre V8 engine delivers 1,200 hp and boasts low weight and unsurpassed fuel economy, allowing for a significantly increased range of operation. Scania's pleasure-craft engine is based on the company's modular system, which has been developed over the past 50 years. ■

## Scania at UITP Mena made news in Sweden



Mohamad Alwan, Area Manager for Buses & Coaches, Overseas and Middle East at Scania CV AB



This picture of Volvo's accidental placement of the message "the future is just around the corner" has spread rapidly online and been the source of many laughs, as Scania's booth was placed – just around the corner. Similar coverage was made by other Swedish media GT, Teknikens Värld, LT, Svt, Transportmagasinet.

**Dubai, UAE:** With the theme "Urban Mobility: Think Big," the 2016 UITP MENA Transport Congress & exhibition was successfully concluded in Dubai last 25-27 April. Scania, led by the headquarters in Sweden with support of Business Sweden's Swedish pavilion, presented its sustainable transport solutions and innovations in the public transport industry. The exhibition featured forum sessions and showcased the most innovative products in the public transport sector in addition to services and solutions relating to better and sustainable mobility as well as school transport. ■

# Go wherever your business takes you.



**OFF  
ROAD**

The Scania Off-road trucks.  
Fit for hard work. Fit for tough business.

Designed to provide you with all you need to reliably move your business  
ahead the most challenging conditions. Great torque. Extraordinary traction.  
Outstanding power. And Scania's renowned robustness and serviceability.

Explore the Scania off-road trucks at [scania.com/off-road](http://scania.com/off-road)



**SCANIA**

Scania Middle East

[www.scania.com](http://www.scania.com)