



SCANIA MIDDLE EAST

JOURNEY

[SUSTAINABLE TRANSPORT SOLUTIONS]



Sustainability
Report 2017

Page 8

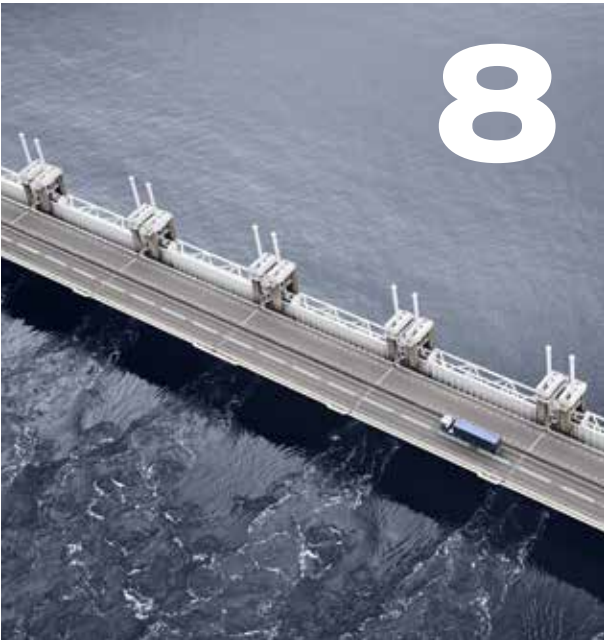
Top Team GCC
Finals

Page 19

[IN FOCUS]

Heavyweights

The Scania Heavy Tipper, a smarter solution, providing 25% more payload. Page 4



Diversification in economy opens up new opportunities

All countries in the Gulf have started to implement programs with focus on establishing a strong economic development with less dependency on Oil & Gas. The heavy drop in oil price in the last 2-3 years forced governments to review subsidies on fuel. Also, new vision programs triggered an active response from many countries to shift their energy demand into more environmental-friendly options. Saudi has kick-started vision 2030 program, UAE has been implementing vision 2021 and other countries follow these examples.



These new government programs will increase demands on project efficiency, as well as, requirements for lower impact on infrastructure and environment. This year, UAE is the first country in the Gulf to require Euro 4 emission standard for heavy duty vehicles. Scania, being a leader in driving the shift towards more sustainable transport systems, is gladly welcoming this development.

The mining segment in the Gulf is expected to grow as a consequence to the diversification in the economy. Particularly for markets such as Saudi and Oman, where there is a lot of untapped reserves of various minerals.

The introduction of the Scania Heavy Tipper will lead to new opportunities within the mining segment in the region. This Scania Heavy Tipper will be a cost-efficient alternative and a strong competitor to the traditional "yellow machines". Especially developed for mining operation, the Scania Heavy Tipper offers high equipment-to-payload ratio, boasting a 25% payload increase.

Last 23rd of June, the first ever Gulf Regional Top Team finals were held at Scania Middle East's headquarters in Dubai. I would like to congratulate the two winning teams -3D of Dubai and Miracle Workers of Abu Dhabi - and all other teams who have championed courage to show their professionalism and teamwork at this remarkable event. The two winning teams will now be part of the regional final taking place in Malaysia this September.

Allow me also to thank you all, our partners and colleagues, for the good achievements in this first half of 2018. We start to see the first signs of a market recovery after almost 3 years of decline in total market for heavy trucks. I wish you a relaxing holiday season and hope to see you fully energised after summer. The second half of 2018 will be exceptional for all of us and we are all extremely excited and looking forward to it.

Ozcan Barmoro, Managing Director
Scania Middle East FZE



+ FURTHER READING

The Heavy Tipper	4
Partners News	11
GCC Top Team Finals	19



Scania Middle East FZE, South West Ring Road 1,
Jebel Ali Free Zone, P.O. Box 262796, Dubai, UAE

Editor-in-chief:

Laurice Mendoza - Marketing & Communications
E-mail: laurice-amor.mendoza@scania.com
Tel: +971 4 8143 743 | +971 56 5495608

[IN FOCUS]

25% IN

[Photo: Dan Boman]

PA



The Scania heavy tipper presents higher uptime, longer vehicle life, higher residual value, and lower total cost of ownership.

MORE AYLOAD



Time has come for smaller, smarter and more efficient solutions that help to eliminate waste and reduce environmental footprint. Scania delivers robust and tailor-made products and services, reinforcing sustainability as well as business value for our customers. Regardless of mining conditions and requirements, two common denominators are always essential; comprehensive infrastructure solutions and fuel-efficient vehicles. Together, these work to reduce downtime and production stops while increasing mine safety and profitability. Now we introduce the latest addition to our mining range, the Scania Heavy Tipper. »



EXPERT'S ADVICE



What are the major benefits for customers with the new Scania Heavy Tipper in this region?

"There are numerous advantages to customers with a Scania Heavy Tipper and I'd like to highlight the big ones: (1) Customers can load roughly about 40-50% more payload than a regular tipper with (16 CUM) hoist/box; (2) It can save on capital investment since they will require less number of trucks to complete their projects; (3) They can also save on overhead cost with less number of drivers to operate less count of trucks; (4) It provides less cost on ownership & operation while customers maintain the similar productivity levels due to truck capability of loading more payload capacity; (5) Ownership & operation savings potential from fuel savings, less cost on insurance, and less expenses from wear and tear components especially consumables; and, (6) It could replace the big rough terrain dumpers, where feasible and the application is permissible, savings to the customers will be tremendous in value vs. the value from road trucks such as articulated dumpers."

- Ibrahim Abudayeh, Regional General Manager for GCC
GCC Olayan

25% more payload

The Scania heavy tipper is a robust partner in any kind of mining environment, specially developed for optimised performance in the toughest conditions – at a significantly lower cost per tonne. With excellent equipment-to-payload ratio and greatly improved technical availability, the Scania heavy tipper can be specially tailored to meet any type of mining-specific demands. Vital components in the powertrain and suspension have been designed and tested to enable outstanding durability and reliability. With a 25% payload increase as the most prominent benefit, the Scania heavy tipper presents higher uptime, longer vehicle life, higher residual value, and lower total cost of ownership.

Technical Specification

Frame: Ladder type with C-profile side rails. Roll-formed with a yield strength of 500 MPa.

Suspension: Front suspension –parabolic springs 5x27 with shock absorbers and anti-roll bar; Bogie suspension –parabolic springs 5x48/100 with shock absorbers on both rear axles and anti-roll bar.

Engines: 13-litre, Euro 3-5 emission, max power of 460hp (338 kW) at 1,900 r/min, and max torque of 2,250 Nm (1,000–1,350 r/min).



🚩 Vehicles with protruding bumper of 50 mm can be fitted with the new front tyres 375/90R22.5. Rugged tread pattern and higher load capacity ensure safe operation in the harshest conditions.



🚩 The Scania heavy tipper has reinforced front axles with excellent ground clearance.



🚩 Scania Opticruise provides accurate and smooth automated gear changing for reduced driver fatigue and improved productivity.



🚩 Progressive bump stops in the front suspension help to absorb part of the load, relieving stress on the springs and frame.



Heavy-duty rear axles with cast-iron housings. Oil filter, drain plugs and brake chambers are placed in well-protected positions. Both rear axles are equipped with shock absorbers, improving traction as well as comfort. In addition, the increased track width and lower bogie height make tipping both safer and more stable.

Target Payload:

Axle Configuration	6x4	8x4
Target payload	30,000 kg	40,000 kg
Gross vehicle weight	47,000 kg	58,000 kg
Front axle weight	11,000 kg	2x11,000 kg
Bogie weight	36,000 kg	36,000 kg

Gearbox: 12+2 speed range-splitter gearbox (with overdrive gear, two crawler gears and two reverse gears); reinforced synchronization and planetary gear; Scania Opticruise, fully automated; layshaft brake for faster and smoother gear changes.

Rear Axles: Hub reduction axles with reinforced propeller shafts and wheel hubs; gear ratios: 5.13, 6.43, 7.63.

Power Take-off: Mounted on right-hand side of gearbox, designed for direct-mounted hydraulic pump; ratio: 1:1.03 with low split, 1:1.29 with high split; maximum torque: 700 Nm ●

EXPERT'S ADVICE

What are the major benefits for customers with the new Scania Heavy Tipper in this region?



"The new Scania Heavy Tipper with 25% more payload and yet improved uptime and longer service life will considerably reduce cost/ton by either using less vehicles for the same job or heavily increasing production. This is achieved by utilizing our modular product system and improve the relevant components to get the job done – Mine your own business! "

- Charlotta Källström, Area Manager
Scania CV AB



"The main benefits of the Scania Heavy Tipper in Qatar market, where we have load regulation with short distance operation, is that it will help our customers to minimize overhead and maximize probability. It entails minimizing the number of trucks, drivers, insurances, fuels, and risk of accidents; increased maximum tonnage / trip with low number of trucks comparing to 6X4 and 4X2 with semi-trailer; lowered risk of accident on site; and, better maneuvering, better revenue, hence better ROI."

- Mohamed Aroua, Sales Manager
Arabian Agencies Company LLC





SCANIA'S ANNUAL & SUSTAINABILITY REPORT 2017

2017 was another strong year for Scania, and a record year in many respects. It was also a year of change in the industry, with an increased interest in sustainable transport solutions.

Scania's President and CEO Henrik Henriksson says, "The world is moving ever closer to that inevitable point in time when sustainable transport solutions become the only viable option and the 'new normal', and at Scania we continue to intensify our efforts in leading the shift towards a sustainable transport system."

Scania's core value 'Customer First' is the point of departure for our own profitability. Our success is built on our ability to provide our customers with profitable and sustainable transport solutions that contribute to the success of their businesses. Scania's business model, our principles, working methods and approach to sustainable transport will continue to be the platform for how we create value for our stakeholders, now and in the future.

The 2017 edition of Scania's Annual and Sustainability Report takes significant steps in outlining the journey that Scania is taking towards a sustainable transport system. It is the company's third combined annual and sustainability report detailing its financial, social and environmental performance. ●

“ We keep improving our profitability, reinvesting our resources on the people, services and solutions that improve our customers' profitability, today and tomorrow. ”

Henrik Henriksson, President and CEO, Scania, in his official statement in the Annual & Sustainability Report 2017 -titled, "It's time to act on sustainable transport".

Our Sustainable Transport Solutions rest on three pillars



Energy Efficiency



Alternative Fuels
and Electrification



Smart & Safe
Transport

#WESCANIA CUSTOMER TESTIMONIALS

We are only successful when our customers are successful. Such is the reason for our social and web campaign - #WeScania - where our customers' testimonials of trust, confidence, and sheer satisfaction with their Scania vehicles are proudly showcased. Read more here → [SCANIA.COM/AE/EN](https://www.scania.com/ae/en)

“Efficient performance with less fuel consumption and minimum maintenance -for me, this is the basis of choosing the right vehicle to meet customer satisfaction and maintain business operations.”

Engr. Rasheed Assad, Owner & Founder of Danat Al Madina General Transport, as he speaks to Bin Brook Motors & Equipment LLC management team and Scania Credit Middle East during the handover ceremony of the company's 10 new Scania G460 LA 6X4 semi trailers in Al Ain, UAE.



“We consider Scania trucks in our project because of its reliability, customized vehicles and efficiency in fuel consumption, also the vehicle is easy to maneuver on narrow streets which is very convenient with our daily operations.”

Charbel Nehme, PMV Procurement Manager of Lavajet, led the supply of 67 units of Scania trucks through Bin Brook Motors & Equipment LLC. The company is an international services provider for environmental waste management and recognized leader in achieving the highest standards of excellence in the industry.

A Heritage of Success

[Featured: Latif Qassim - Director, SATA LLC]

SATA LLC has been the sole distributor for Scania in the Sultanate of Oman since 1975. The company is renowned for its high standards of service and commitment to its customers and local businesses. Their operations have grown steadily over the years and diversified into different sectors.



SATA LLC was founded in 1972 by Mr. Abdul Rasool Kassim Al Zadjali, one of the most reputed businessmen in the Sultanate of Oman. Today, his four sons and one of his daughters, who have taken on different responsibilities within the company, are realising his vision of a professionally run corporate entity. His second born son, Latif Qassim, is the Director of the company and here, he shares with us some personal snippets and valuable insights about life which we can all learn from.



What is the most important time of the day for you? "Every moment of the day is important to me."

When you were a child, what did you want to be when you grow up? "I always had an interest in machines and cars, but at one point I was dreaming of becoming an artist."

Where is your favorite place to visit? "Oman, because we have the best places to unwind: beautiful sea and beaches, the desert, wadis, and mountains."

What is the best advice you have given someone? "I don't believe in giving advice. Everybody's experiences are unique."

What makes a successful person? "Success needs skills, dedication, and determination. I believe in talent and challenge." ●



WASTE MANAGEMENT PIONEERS IN OMAN

[By: Berit Goldner - SATA LLC, Oman]

Abu Sultan Enterprises LLC are innovators of waste management services in Oman. Established in 1975, it specializes in collection, transportation and disposal of sewage sludge and all other type of waste.

Sultan Enterprises LLC is one of the key suppliers of Haya Water, a registered trademark of Oman Wastewater Services Company S.A.O.C., who are responsible for the development, design, implementation, operation and maintenance of the wastewater facilities in Muscat Governorate. They are currently advancing to implement one of the largest engineering projects in the field of re-use of treated wastewater sludge with 14 facility projects under execution.

In order to provide the best services for this demanding task, Abu Sultan have acquired 11 Scania trucks over the last years, fitted with

state-of-the-art industry solution trailers, 8x4 compactors, skip loaders, 4x2 double skip loader, specially engineered for the collection, transportation and disposal of de-watered sludge.

All Vehicles are backed up by a 6 year Repair and Maintenance contract or 600 000 km, out of which some were finished in only 4 years!

Abu Sultan are strongly committed to providing the Muscat communities with exceptional waste collection, recycling and disposal services that protect, preserve and improve the environment and the quality of life.

Plans are to phase out all other truck brands in their fleet and rely solely on Scania vehicles for all waste services operations. ●



The especially designed, cozy interior of Scania Irizar bus provides luxurious comfort to Qatar Sports Club players.

QATAR SPORTS CLUB FOUND THE SOLUTION

[By: Emmielou Buque - Arabian Agencies Co., Qatar]



competitions.

Qatar Sports Club was founded in 1961 which continuously trained and supplied prominent football players in various games. After winning their first official league season in 1972/73, it has been their inspiration to win several games from different

Today, Qatar Sports Club Players are respectable for their sense of dedication, loyalty and perseverance towards their commitment to their beloved association.

His Highness Sheikh Jassim Bin Hamad Bin Nasser Al Thani, Board Member of Qatar Sports Club says, "One way of pampering our players and colleagues is by giving them the comfort everytime they travel even locally, giving them a stress free and relaxed environment is very essential in winning the league."

Satisfied with the first purchase of Scania bus from ARACO, Qatar Sports Club has again purchased a new Scania bus and this time with luxurious facilities that would give more comfort to the staff.

"We are so much satisfied with the first Scania bus that we have purchased as well as the support that we have received from ARACO is exemplary, we decided to add to our line of transportation this new Scania Irizar bus, because this will also be one of our pride as it carries our identity", added by His Highness Sheikh Jassim Bin Hamad Bin Nasser Al Thani.

Scania Irizar bus is wrapped with luxurious facility which offers tranquility, creating the experience of a calm and pleasurable journey. Ensuring a safe journey as possible is a priority for Scania vehicle. A spacious design for optimum comfort and functionality ●



Mr. Mahmoud Ashasi -Most Outstanding Sales Executive in 2017 for Bin Brook Motors & Equipment LLC.



PUSHING THE LIMITS

[By: April Villafuerte - Bin Brook Motors & Equipment LLC, Abu Dhabi, UAE]

Mr. Mahmoud Anshasi, Bin Brook Motors & Equipment LLC's "Most Outstanding Sales Executive" for 2017, has been representing the company for the past 3 years. He helped jumpstart the sales and closed numerous successful deals in Al Ain before the year end. "For me the biggest challenge when I joined the company was prospecting clients. Gaining trust and building relationship is tough. You can't avoid taking rejection personally but you have to use it as an opportunity to improve your sales approach. That has been my tool in building my character".

Being in the industry for 30 years has gained him experiences and knowledge that he is sharing with the team. "Meeting different people in my job both internal and external taught me different cultures, beliefs and customs that develop my personality and point of view in life". Fortunately, Mr. Mahmoud is fond of negotiations and communication with customers. "I really enjoy my job, especially meeting customers, practically because I trust the product that I am selling which is Scania, and with this confidence everything follows easily. Scania offers customized and complete package from pre-sales, sales

and after sales that is very convenient to any business" he says. "Customers are not just our buyers, they are our partners we have commitment and must go beyond finding ways in helping them and getting deep understanding of their needs".

"In life I strongly believe that perseverance is the key. With the support of my family and team especially from my superiors, Mr. Ayman Hafez and Mr. Jawad Qureshi, who were very supportive in all means, I have faith that I can achieve my goals".

In spite of unpredictable market demand in transportation industry, Mr. Mahmoud remains firm and committed in maintaining customer relationship as his priority. He recently delivered 5 units of Scania G460 LA 6x4 Tractor Head attached with Tipper Semi-Trailers to Ocean Readymix & Precast in addition to their total number of 12 units Scania trucks and successfully closed a deal with Modern Est, for Readymix a subsidiary of Nael & Bin Harmal Group for the supply of 5 units Scania P410 CB 6x4 chassis attached with Cifa HD9 Truck Mixer. ●



The Top Team Gulf Regional Champions, Team 3D of Al Shirawi Enterprises LLC, at the Gulf regional finals in Scania.

"WATCH OUT WORLD, WE ARE COMING!"

[By: Rajiv Bhatia - Al Shirawi Enterprises LLC, Dubai, UAE]

A roundtable talk with the Scania Top Team, Gulf Regional Champions – Team 3D of Al Shirawi Enterprises: Viloj Padmanabhan (Coach); Balaji Sundaram (Team leader); Tamil Selven (Training Coordinator); Sridharan, Khaiser, Sameesh, and Kiran (Team Members); and Santhosh Varghese (National Service Manager).

Q1 : What are the attributes of a Winning Team?

- *Balaji*: Sharing knowledge with respect; supporting each other to get the things going and to learn along the way.
- *Tamil*: Identifying different competencies and experiences in team formation, while following planned method to do things.
- *Sameesh*: Different ideas.
- *Viloi*: Team Spirit. Doing the Job smarter. For any issue in a vehicle team should identify the problem and give solution in 20 minutes and make it as a day to day routine to create the mindset.

Q2 : What made you win as Champions?

- *Viloi*: ASE has participated in the competition three times earlier. Exposure has made us very comfortable with the external environ-

ment. Our company has always encouraged development of our competencies. Our five team members have collective experience of 56 years and an average of 11 years.

- *Balaji*: Freedom to learn, being fearless and creative in finding solutions to customer problems. Each member is a specialist in at least one area. We have a great deal of mutual trust and know each other beyond the professional level. We are a happy team together.

Q3 : What's next ahead?

- *Viloi*: We are looking at reaching the finals in Sweden.
- *Santhosh*: The Scania Top Team competition motivates our technicians to learn and update themselves with the latest technical information and repair methods. Our customers get the most benefit out of this since their Scania vehicles are taken care by knowledgeable technical experts who can repair their vehicles faster with better accuracy and in turn it results in increased uptime and customer can earn more money with their Scania vehicles. Our winning team 3D is a right mix of well experienced service engineers and young technicians. I wish them all the best for the upcoming Asian regional final in Malaysia and also for the world final in Sweden. ●



PURCHASE PRICE VS REAL VALUE

[By: Andrew Fraser - GCC Olayan, Saudi]

Aljazeera Ready mix, a Makkah base company who has been operating in the area for over 30 years, recently started a program to replace their mixer fleet after being awarded a number of government projects in the city.

Alzaki Alhamzi, Sales Engineer of GCC Olayan based in Jeddah stated after sealing this valuable deal, “the key to convincing this customer to choose Scania was made easy once the operating costs and uptime utilization were duly explained and understood.” A company’s total operating cost is an important area where Scania vehicles create value. He added, “in this challenging market, initial purchase prices cannot be the only factor in selling, understanding the customer operation and needs, explaining different concepts on

increasing uptime and reducing overall operating costs are usually more important. In many cases if unit utilization can be increased overall fleet size can be reduced.”

All vehicles are backed up by a 3-year Repair and Maintenance contract. The 4 initial units were purchased with Maintenance contract and third year Extr@ warranty. Giving the customer peace of mind and cost control of major repairs. ●

[COMMITMENT]

2025

Scania commits to halve its CO2 emissions by 2025

Carbon emissions need to be halved every decade to stop global warming. In line with this, Scania now sets two firm targets to be fulfilled by 2025. Globally, CO2 emissions in its operations will be halved with the same target for land transport logistics in Europe and Latin America.

Scania will achieve the target by further optimising its production processes, by improving energy efficiency and by converting to renewable sources. In 2017, Scania announced the commitment to switch to fossil-free electricity by 2020.



Standard Chartered Dubai Marathon 2018

Held last January under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and held under the aegis of the Dubai Sports Council, the Standard Chartered Dubai Marathon is just one of many world-class sporting events staged in the city. This year, there were over 30,000 participants who took courage to run the streets of Dubai for either distances of 42k, 10k, and 5k. Scania Middle East, together with its local partner - Al Shirawi Enterprises, sponsored their respective personnel in promotion of a healthy lifestyle and well-being.



MIDDLE EAST ELECTRICITY 2018

During Middle East Electricity 2018 Scania put up a strong display of its presence in the middle eastern region. Highlighting the service network and the competence level of the service offering. According to Michael Nagy, Engines Sales Manager in Scania Middle East, the remarks we're very positive from the customers.

"It has been a great opportunity to present Scania broad range of power generation engines at Middle East Electricity. Meeting up with our reliable partners and customers, strengthening our relationship and ensuring our strong presence in the region. Promoting the service network was one of the main objectives and I believe it was successful."

This is the 3rd year in a row that Scania has supported this exhibition centrally in order to grow its presence in the region. Many of the global OEMs are exhibiting in this exhibition since the customer base is here, and to be able to directly speak with Scania together with their customers is an advantage. ●



CONTRACTED SERVICES (CS): EXTR@ AGREEMENT

Scania Middle East (SME) Contracted Services (CS) department's aim is to take an active approach towards SME Partners in the region by supporting them in selling workshop services in the form of Contracted Services. As such, CS department started creating CS portfolio for Partners to offer to the customers.

Contracted Services aims to increase the potential of our Partner's service offerings and thereby build a strong and long term partnership with customers. Additionally, it intends to make customers aware that a Contracted Service is the most efficient for their business and the best solution to get the best uptime from their fleet.

Being introduced first to the market, is EXTR@ AGREEMENT:



up to 4 yrs maintenance contract



up to 4 yrs/750,000 km/15,000 hrs powertrain protection



up to 4 yrs FMS monitoring, or FMS control package



SCANIA WINS THE GREEN TRUCK AWARD - AGAIN

A Scania R 500 won this year's "Green Truck Award" by a healthy margin. The German fuel test focuses on lowest fuel consumption. Scania's new truck generation, with its updated 13-litre engine ensured that Scania took the prize – again.

European hauliers appreciate the lowest fuel consumption, highest average speeds and lowered CO2 effects that help to keep costs and environmental impacts low.



[COMMITMENT]

“ Reaching zero CO2 emissions in our sector in the time-frame of the Paris Agreement is attainable but will call for change at an unprecedented high speed, and for serious and joint private and public sector commitment,”

Henrik Henriksson, Scania's President and CEO, on his speech at the Scania Sustainable Transport Forum in Stockholm last May 2018.



Scania tops prestigious European truck test for the second year running

For the second consecutive year, Scania's new generation trucks have been victorious in the 1,000 Point Test, Europe's most comprehensive truck comparison.

“This exhaustive test, once again, confirms not only the excellent fuel performance of our new generation trucks but also the many other attractive features that set Scania apart,” says Alexander Vlaskamp, Head of Trucks at Scania. This year's test focused on mid-sized cabs with power ratings in the 450 hp range, with the Scania R 450 pitted against the Mercedes Actros 1845 and the Volvo FH 460.



SUSTAINABLE TRANSPORT FORUM

The Scania Sustainable Transport Forum, held last May in Stockholm, in several ways marks a breakthrough for a broad consensus on the urgency of shifting to a fossil-free heavy transport system.

Scania's aim over the past years of being a leader in this shift is now bearing fruit. Transport companies as well as their customers are now seriously considering available and coming alternatives. We have said that those companies that in the near future do not address these issues, will be left behind. This realisation is starting to take root.

- At the Forum a coalition that was announced between Scania, H&M, E.ON and Siemens. The four parties have joined together to accelerate change in the fields of transport and logistics, infrastructure provision, energy supply and retail. Other companies have been invited to join in the coalition.
- The Forum highlighted the need to act now in order to fulfil the Paris Agreement target of a maximum of 2°C global warming. Scania outlined the various pathways for achieving a fossil-free transport system by 2050. This in practice requires a full transition already by 2040 considering the time needed to phase out the existing rolling vehicle fleet.
- This is a profound change that will affect all of us in Scania. The Pathways Study, which was presented at the Forum, shows that biofuels offer the quickest means of starting the transition, while, in the longer run, battery electric vehicles will constitute the majority of non-fossil heavy vehicles. We also underlined the conclusions of the study; namely that change needs to occur at a pace seldom, if ever, seen before.
- Scania has particularly highlighted the benefits of building e-highways on some of the busiest motorways for goods transport. The pioneering trials in Sweden have confirmed that the technology is viable. Last week, we were pleased to announce that Scania will participate in similar trials in Germany, the European country with the most intense heavy goods traffic.

That Scania and the coalition so resolutely have taken a stance is highly significant. We have now passed the tipping point whereby climate passiveness is no longer an option. Having achieved this breakthrough can only spur us to intensify our efforts throughout the world. The Forum has resulted in a great deal of favourable publicity and has set the stage for a discussion not of why but of how the heavy transport system can transition. ●



GULF REGION'S CHAMPIONS

The first ever Top Team Gulf Regional competition successfully concluded last June 23, with all the national champions vying for the trophy and onto Asia's regional finals in Malaysia this September.



» The first ever Top Team Gulf Regional Finals successfully concluded last June 23rd.

Scania Top Team is a competition to find and celebrate the best service technicians in the Scania global network, but it's also about putting the customer first and recruiting new workshop talent. Training Manager of Scania Middle East, Bhaskara Reddy, explain more about this key element of Scania's global brand.

This global competition showcases Scania's commitment to customer service in its efforts to find the best service technicians in the service network. It has been part of the Scania brand since the 1980s, and, in keeping with the company's expanding geographical footprint, it has grown from its Sweden-only roots to become the worldwide event that it is today. Some

[QUICK FACTS]

8,000 COMPETITORS

Top Team season 2017/18 gathered around 8,000 competitors from 70 countries. Only one team will emerge as the ultimate, Top Team.

8,000 competitors from 70 countries are taking part in the 2017/18 edition.

Multi-Purpose Concept

If you want a good example of Scania's dedication to its core values of team spirit, determination, integrity, elimination of waste, respect for the individual and customer first, then you'd be hard pushed to find a better one than Scania Top Team.

"Scania is not just producing the best trucks in the world, with Top Team it's also supporting the development of the best service teams, who can attend to the customer's vehicle as quickly and efficiently as possible, ensuring they can maximise its availability or uptime. That's good for business because, in

» **Miracle Workers** Team of Abu Dhabi are the proud runners-up of the competition; they will also partake in the Asian regional finals in Malaysia this September.





🚩 Oman Sultans Team from Oman.



🚩 GCC Sharks Team from Saudi Arabia.

“Our service technicians are the true heroes of Scania, they are supporting customers irrespective of weather conditions, day of the week or time of day.”

Bhaskara Reddy, Training Manager
Scania Middle East FZE

tough transport industry, time is money. Top team will also add value to partners and service organisations by nurturing and retaining the competence in workshops and attract future best service technicians,” says Reddy.

First Regional Competition

Top Team 2017/18 edition marks the first ever regional competition for Scania Middle East. It is the first time that all Gulf nations have participated and held national championships to qualify their respective team for the regional finals that was held in Scania's headquarters in Dubai last June 23rd. The four national champions -Miracle Workers (Abu Dhabi), 3D (Dubai), Oman Sultans (Oman), and GCC Sharks (Saudi) -completed all the tests on time and with great competence, camaraderie, and team spirit.

“Our service technicians are the true heroes of Scania, they are supporting customers irrespective of weather conditions, day of the week or time of the day. They continue to learn from day to day work. In Scania, we believe continuous improvement is the key to make our customers more profitable and sustainable. As technology is evolving fast, we should embrace the change and we need to 'Drive the Shift' towards providing a sustainable transport solution,” added Reddy on his congratulatory remarks for the winners of the first ever Scania Middle East Top Team regional finals. ●

2017/18 TOP TEAM GULF REGIONAL CHAMPIONS








Team 3D of Dubai (Al Shirawi Enterprises), emerged as victors in the first ever Top Team Gulf Regional Championship. They are now set to take part in Asia's regional finals in Malaysia this September. Let us all wish them the best in the competition, and hopefully qualify in the global finals in Sodertälje, Sweden.



SCANIA MIDDLE EAST DELIVERIES

Scania Advantages

Here marks the services and advantages of buying a brand new Scania.

- | | |
|---|--|
|  Financing |  TOE |
|  EPC / Extr@ |  Fuel Economy |
|  Maintenance Contract |  Uptime |
|  Warranty |  Productivity |

Send Us Your Recent Deliveries!

Email ulf.ericksson@scania.com with a photo and description of the delivery.

Danat Al Madina General Transports


 Al Ain



G460 LA 6x4 (x10) delivered by Bin Brook Motors & Equipment LLC to Engr. Rasheed Assad, founder of Danat Al Madina General Transports.



Speedline Stone & Sand Trg.

 Abu Dhabi



G460 LA 6x4 (x3) delivered by Bin Brook.



Modern Est. for ReadyMix


 Al Ain



G410 CB 6x4 (x5) delivered by Bin Brook.



Al Jarnas General Transport

 Abu Dhabi



G460 LA 6x4 delivered by Bin Brook.



Homana Transport Co.
Abu Dhabi



P360 CB 6x4 delivered by Bin Brook.



Ocean Readymix & Precast
Abu Dhabi



G460 LA 6x4 (x5) delivered by Bin Brook.



Al Jazeera Readymix Company
Makkah



P410 8x4 ESZ (x2) delivered by GCC Olayan.



Abdullah Hashim Industrial Gases
Jeddah



G410 LA 4x2 (x6) & P360 6x4 CB (x2) delivered by GCC Olayan with 5 years Repair & Maintenance contract.



SKIPS Waste Services
Dubai



P360 CB 6x4 (x2) delivered by Al Shirawi Enterprises LLC with mounted 25 CBM waste compactor for SKIPS Waste Services.





COMING SOON

[THE NEW TRUCK GENERATION]

SCANIA