

# SCANIA SAFARI



## THE SCANIA OPTIMIZE EDITION



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3<sup>rd</sup> Edition 2015 - 2016

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## LONG-TERM PARTNERSHIP

**W**e have been operating for over a year now and we have been focusing a lot on customer service, parts, training and workshop improvements. With investments into these departments and hardworking staff, Scania is keen to be number one in the heavy commercial vehicles sector. .

**The whole African region is having a high GDP growth** and with that growth comes the growth of the transport industry. There are various infrastructure projects that are currently ongoing like railways, ports, roads that will make East Africa more interesting to invest in and make the region more competitive.

**In order to assist** our customers in being more efficient and reduce costs, we at Scania East Africa focus on always being available and helping out with all vehicle related issues.

**Uptime and fuel economy** are the most crucial concerns for all operators as they directly affect their total operating economy. To address these concerns, we have driver training, maintenance contracts, fleet management and 24/7 emergency services.

We will always **do whatever is needed to help our customers** improve their operations. Every customer is important to us whether they have one vehicle or several hundred vehicles.

We wish to thank all our customers for their business in 2015 and we promise you better support and service in 2016.

**Our best wishes for a prosperous New Year 2016.**

**Per Holmstron**  
**Managing Director, Scania East Africa**

## Scania Safari

Scania Safari is a magazine about business, vehicles and trends for transport operators and professionals in the logistics industry across East Africa.

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# TRANSCARGO TRANSIT TALE

Transcargo Limited is a name that almost all players in the transport industry know (or ought to know). A name that has been around for over 25 years in Tanzania, a name renowned for providing excellent transport solutions, a name that is synonymous to customer satisfaction.

**TRANSCARGO IS A LICENSED HAULAGE COMPANY** that specializes in truckload transportation. It is one of the largest Transport and Logistics firms in East Africa and they specialize in transporting transit goods. Transcargo's head office is based in Dar-es Salaam although they also have branches in Tunduma and Mbeya. In Congo they have branches in Kasumbalesa and Lubumbashi. Transcargo offers logistic solutions such as general cargo, containerized cargo, fuel transportation, specialized loads and car carriers. It also provides services such as port clearance and documentation, border clearance, transportation, tracking and container storage. They provide these services to countries such as Kenya, Uganda, Rwanda, Burundi, Democratic Republic of Congo, Zambia and Malawi. As with many successful companies, Transcargo is on a mission to find the best suited solutions

to cater to client needs. They are always eager to meet customers on an individual basis and pride themselves on being part of their growing future.

With similar industries in the market, what is it that really sets Transcargo apart from their rivals? Client satisfaction due to the provision of high quality services is one that is an integral part of their success and nothing affirms this fact more than their specialization in cross border transit. They deliver cargo more efficiently by combining tactics and logistics. Transcargo also have a professional system implemented which is benefiting both their customers and the authorities that are involved. Through offering a wide range of services and logistical solutions for the wide variety of customer needs, they are bringing their customers closer. They are not hesitant in investing in the latest systems while

also perfecting their in-house systems, all to suit the client's requirements.

If you are a Scania lover and want to know what a vote of confidence looks like, just go on to the Transcargo website. Displayed on their page are Scania trucks being utilized for a number of tasks. They seem to be as impressed with our services as we are appreciative of their business. Transcargo operates a fleet of 150 Scania trucks. The company only recently increased its fleet by sixteen new Scania P360s from Scania Tanzania. The sixteen trucks were handed over to the Transcargo Managing Director, Karim Dawood by the Scania Tanzania Managing Director Mr. Anders Friberg at Scania's Nyerere road premises





# CONVENTIONAL CARGO CONVEYORS



**M**ET MR MWaura, AN ENTREPRENEUR BY PROFESSION. His business? Transport, he owns the transport company Conventional Cargo Conveyors. On their website the company lists the various services they offer such as custom brokerage, logistics support, transporting and warehousing. He started his business back in 1994. “I was an accountant by profession, but after 6 years I knew I had to follow my dream.” Mr Mwaura says. Being in the trucking industry has been a dream of his since he was a boy. Even by talking to him you can tell this is a job he is passionate about. “For me helping customers move their goods from point A to point B is part of the reason why I love this job. Creating jobs both directly and indirectly is another.”

**WHEN HE STARTED OFF** he was looking for a truck that would prove to be both reliable and affordable, so he got a Scania. He started off with a used truck and later went on to manage a fleet of about ten Scania trucks. So why did he choose a Scania over the other trucks? ‘I chose a Scania mainly because of its reliability, second, I bought it because pre-owned Scania’s were affordable and they were in good condition. Scania vehicles are also very powerful machines and I like how they look.’ The other benefits of a Scania over other trucks that he stated were about how low the fuel consumption was and how the trucks are tropicalized. Unfortunately, that first truck got an accident and he had to buy another one. The longest serving Scania truck he has right now is a KAX which has lasted him around 9 years. Age seems to not have caught up with the truck because it still works and looks great, you wouldn’t even tell it has been serving him for that long.

Although **SCANIA IS A GREAT VEHICLE**, there are also steps the owner has to take in order to ensure that the truck is well maintained. “The most important part is the drivers. You must have good drivers” Mr Mwaura insists. This is

also a principle that Scania shares with Mr Mwaura. “I prefer training my own drivers within the organization rather than hiring from outside” he states. He is also very happy with the Scania training program that has gone a long way in providing his drivers with the necessary skills to drive the trucks. Moreover,



Mr Mwaura insists that the driver should be provided with a medical cover and access to financial facilities so that they can be comfortable at the work place. “Over-working the drivers, he says, ‘is a major reason for accidents on the road. The drivers do not mean to cause an accident but sometimes the fatigue overwhelms them and this causes them to make costly mistakes on the road.’ He continues: ‘another important part of maintaining a vehicle is knowing how to differentiate between the major and minor services according to the dealer advice. Also, making sure that you keep your truck well serviced and making sure the truck doesn’t exceed the required mileage is an important part of maintaining your truck.’ Good tyres are also essential in truck maintenance and Mr Mwaura advises that you can re-tread the tyres but do it

only once. He also mentions the importance of following government regulations: “The government directly affects the transport industry. It is therefore important to be compliant to government regulations for example ensuring your vehicles are insured, having your vehicles inspected and fitting a speed governor in your vehicle.”

As **PARTNERS IN BUSINESS**, Scania and Conventional Cargo Conveyors have developed a relationship that has lasted over a decade and one that is continuing to improve over time. “I like Scania, it is a good brand and as I said before it is very reliable” says Mr Mwaura. He foresees the expansion of his business due to factors such as the standard gauge railway. “People think the railway will affect our industry negatively, while in fact it will do the opposite.” He adds “I am therefore looking forward to it.” Words from a man clearly ready to take on any challenge before him.



## What is Optimize?

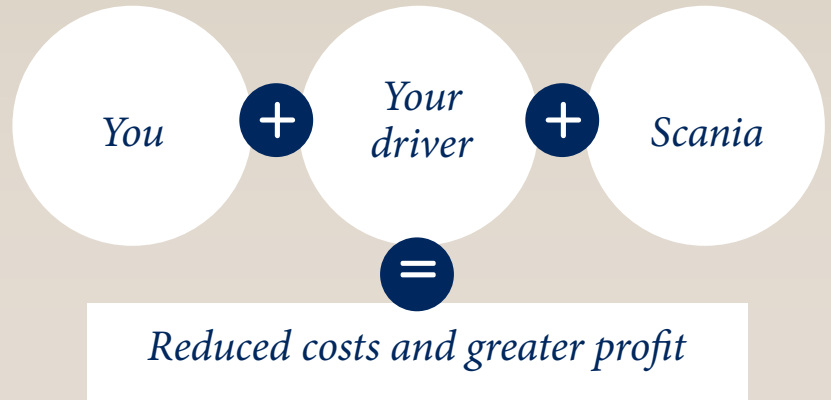
Scania Optimize is more than just a truck. It is a solution aimed at minimizing your costs by optimizing the fuel consumption, improving driver behaviour, reducing costs of wear and tear, reducing accident rates and insurance costs.

We support your business 24 hours a day, 7 days a week, and we want to help you become more profitable.

Scania Optimize is a package consisting of:

- Truck, a P410 LA6x2 HSA optimized for low consumption yet still built for East African conditions
- One year Maintenance package
- Free access to Scania 24-7 call centre
- Premium Scania Driver Training with 2+1 day training for two drivers
- One year coaching of two drivers with one session per month
- Scania Fleet Management Control package
- Speed Governor as per Kenyan legislation
- Follow-up meetings

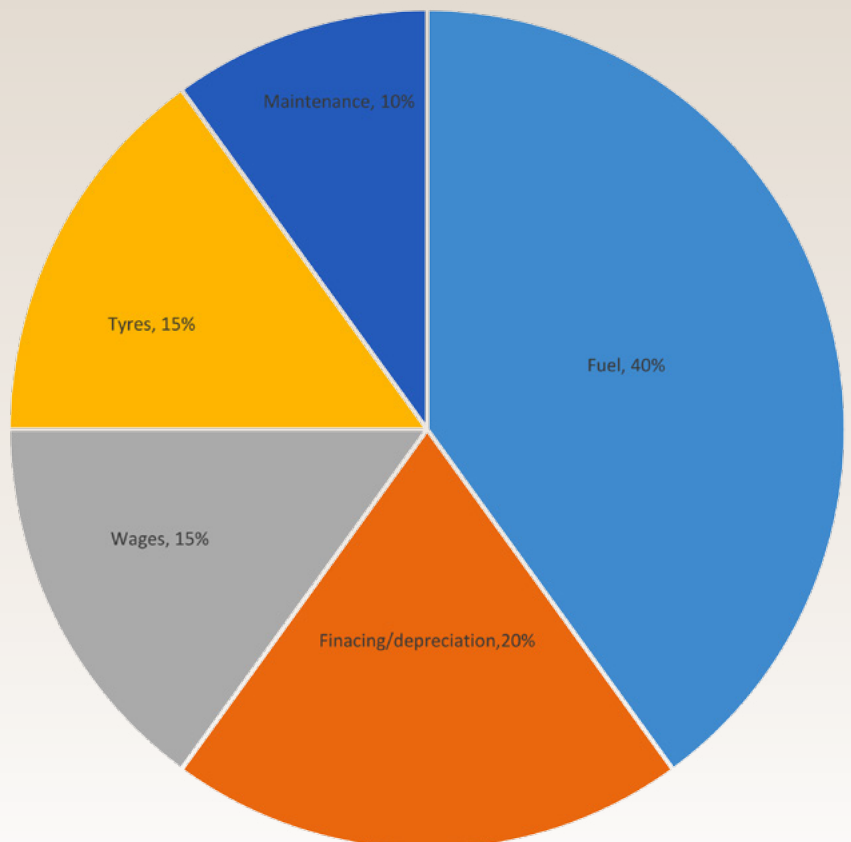
*Our formula is simple*



## The pie chart shows the typical cost of operation for our customer

Our experience shows that fuel savings of 10% or more are possible for most customers, which gives a big positive effect on the bottom line. This is achieved through continuously on-going monitoring and coaching of the drivers and fleet, and by using vehicle technology as it's intended.

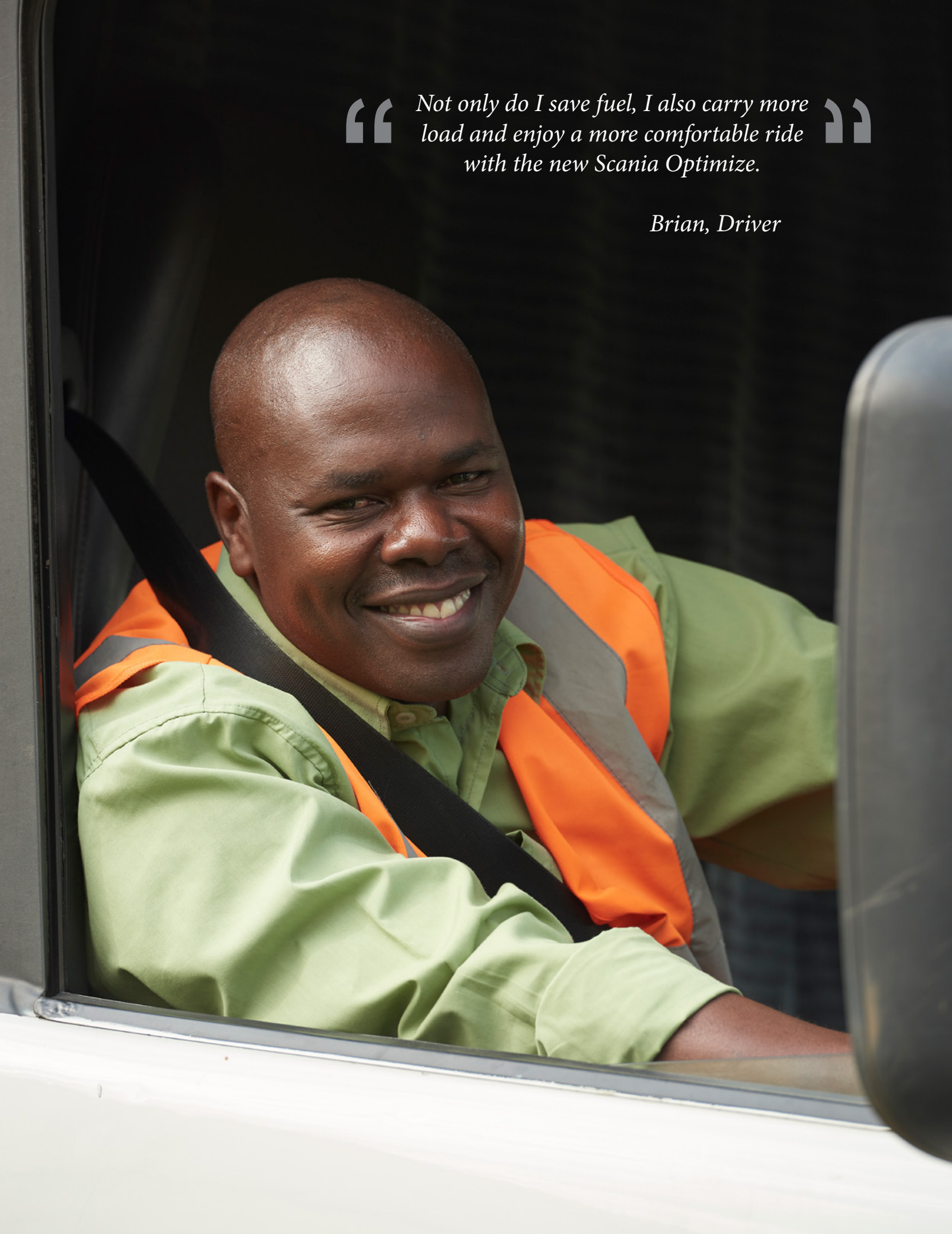
A trained and coached driver will also cause less tear and wear on the truck, so maintenance costs of tyres will be reduced as well.





“ Not only do I save fuel, I also carry more load and enjoy a more comfortable ride with the new Scania Optimize. ”

*Brian, Driver*







**IT HAS BEEN QUITE THE YEAR FOR SCANIA.**

With only a little over one year operating in Kenya, Scania has managed to achieve a lot. One of the biggest achievements was the realization of a project that has been in the works for some time now, the Optimize project.

Basically, a project launching a package solution including fuel optimised trucks (6x2 and 6x4) and services such as Maintenance, Scania Fleet Management, Driver Training and more. The vehicle itself is known as the Optimize truck. The purpose of the Optimize solution is to help the customers become more profitable, for example with improved fuel efficiency, maintenance contract and driver training. The solution also includes Fleet management which is a set of services that connects your vehicles with your office. You can get your vehicle's data, fleet position and reviews of driver performance.

The project was set to be launched in Nairobi at the Carnivore grounds. Preparations for the show were made and Scania customers and

partners were invited, the stage was set for the big unveiling. Customers such as Sanghani came up and bore witness to the services offered by Scania. Scania staff also went on stage to highlight some of the key features of the truck and how it is going to help the customers. After some great entertainment from the MC and various performers, the moment everyone had been waiting for finally arrived. In a shower of confetti and fog, the

Optimize truck rolled in on stage and out hopped the Scania Kenya MD in full truck gear. The truck was a beauty, it was covered in red paint with a gold Scania griffin and a logo with the name 'Scania Optimize' on the side. The unveiling was a success, and most importantly the customers got to know about the Optimize package. For those who would like to see what the event was like, search for 'Scania Optimize Truck Launch' on YouTube.







The Scania Optimize was also launched in Mombasa at the Nyali International Beach Hotel on the 15th of October 2015. The event was for the customers who could not attend the Nairobi event and so we brought the truck to their own backyard. The truck was parked on the outside veranda against the backdrop of a beautiful beach and soothing sounds of the ocean. Even the threat of El Nino coming down in Mombasa could not keep customers from showing up in large numbers at the event. The set-up was out of this world and the food, drinks and entertainment kept the customers in a celebratory mood. The visitors enjoyed hospitality and more importantly got to know about how the Optimize truck can make their business lives more enjoyable courtesy of Scania.

Even before the event itself, a lot of preparation went towards other mini-projects that arose from the Optimize project. For example, a mini-documentary was made about the Scania Optimize. The video shows all the aspects of the Optimize solution and how it can positively

impact the players in the Kenyan transport industry. The video includes real Scania staff talking about how the Optimize package is going to address real problems faced by truck owners. The video is five and a half minutes long and can be found on YouTube titled 'Scania Optimize Mini Documentary Commercial'.

In order to give the Scania customers a taste of just how beneficial these products and services were going to be for them, a couple of them were given a Scania Optimize demo truck. One of the customers given the truck realized that the truck did prove beneficial to them. For example the customer noted that the truck was comparatively light weighted hence providing room for more cargo, the fuel consumption for the truck was significantly lower and the customer was able to shift axle loads based on the weigh bridge requirements. Hopefully the Optimize package can help more customers grow their profits in the future.



NTSA Director Francis Meja and Babu Sanghani posing next to the truck.



The MC Dr. Ofweneke leads the dance to launch the Scania Optimize.





# SCANIA OPTIMIZE TEAM

**THE LAUNCH OF THE SCANIA OPTIMIZE** necessitated the need for Scania East Africa to form an Optimize team. This team comprises of seasoned professionals from the following departments: Driver training, Fleet Management and After-sales Services. The Safari team met and interviewed the members of the team to learn more about what they do from and what makes them tick.

## SERVICES INCLUDED IN THE OPTIMIZE PACKAGE

Maintenance Contract	1 year (or 120 000 km)
Driver Training	2 day course for 2 drivers + 1 refresher day
Driver Coaching	2 driving sessions for 2 drivers and continuous feedback adapted to the driver needs.
Follow up meetings	Bi-yearly or quarterly basis during the period, depending on the need and nr of vehicles.
Fleet Management	Monitor: no limit access Control: 1 year access



**DRIVER COACHING**



Alex Macharia

**MAINTENANCE**



Hafiz Mohamed

**DRIVER TRAINING**



James Onyando

**FLEET MANAGEMENT**



Kennedy Muhatia

**Why does Scania offer driver coaching? Isn't it enough with a few days of driver training?**

You know, we all forget easily. After having attended a training course here, you leave this place and go back to your previous environment and habits. It's very easy to slip back to your old habits again, maybe without even being aware of it. But since we have the chance to monitor driving data with Fleet Management, regarding for example fuel efficiency and braking data, we have the possibility to detect these behaviours and brake old habits, by offering driver coaching. This is actually very appreciated among the drivers.

**What kind of coaching and follow up is included in the Optimize Package?**

After the handover of the Optimize vehicle, the driver will make two trips on his/her own. On the third trip, a driving coach (me) will come along and drive the vehicle while the driver sits in the passenger seat. In that way, I can demonstrate a positive driving behaviour while driving. I will also join the driver on the fourth trip, but then the driver will drive under my supervision. After this, we work closely with Fleet Management Administrator to see the driver performance. We contact the drivers continuously and give them feedback on their driving behaviour. We also meet the drivers that are in need of extra coaching, to give them a reminder on how to drive in a safe and fuel efficient way.

**What's so good about Scania's maintenance service compared to service in any other workshop?**

"Well, first of all the customer is assured to get genuine parts with Scania. We also have well trained technicians in our workshops, and the correct tools. One other advantage for the customers is that we can provide them with the latest software updates for the computerized systems of the vehicle. All of this results in improved uptime for our customers.

**What type of maintenance contract is included in the Optimize package?**

"It's a one year (or 120 000 km) maintenance contract. It means that maintenance service of the vehicle will be done continuously every 20 000 km. The maintenance service naturally includes changing oil filters and other fluids, but also checking wear and tear, installing software updates, visual inspections of main functions and components to prevent damages, evaluating data collected from on-board computers and performing preventive repairs."

**Many drivers have years of experience; why should they attend your course?**

There is a difference between making a vehicle move from point A to B and actually being able to handle the vehicle in a safe and fuel efficient way. Even drivers that have 10-20 years of experience have come to me after the training and said that they thought they knew how to drive, but they just realized that they didn't.

**Do the customers usually recognize any difference in terms of for example economic benefits after the course?**

"Yes, it's common that our customers discover a difference in fuel consumption and uptime after a training course, especially in combination with some driver coaching to follow up what the drivers have learned.

**What feedback do you usually get from drivers after they've completed a training course?**

"Like I mentioned before, some very experienced drivers can come to me and tell me that now they finally know what good driving behavior means. I've noticed that the training can work as an eye-opener for many drivers. They change their attitude from 'I don't care' to a more responsive approach."

What is the most important thing you want to pass on to your drivers?

"If they just adhere to the five keys to safe driving, they will all be fine: Observe, Identify, Predict, Decide, Execute."

**What kind of support do you provide to the customers regarding Fleet Management?**

I train the customers for a day, to educate them about the Fleet Management portal and how to work with it. I also do follow-ups with the customers, where I contact them to make sure that they're not having any issues with the system.

**What feedback do you usually get from customers regarding Fleet Management? What information do they usually find most valuable?**

Fleet management is a new service in the East African market, but the customers that have had the chance to try it are so far very happy with it. They think it's a stable system, that really keeps track of their vehicles continuously. One customer told me that his drivers have improved their driving remarkably thanks to the feedback given from Fleet Management and Scania Driver Support. He can now see an actual difference of fuel consumption when comparing a Scania vehicle to vehicles of other brands driving the same distance. Fuel consumption is also one of the aspects of Fleet Management that the customers find most valuable, along with driver support and maximum speeding.



# GIRL POWER

**I**N A LARGELY MALE DOMINATED PROFESSION, it is always refreshing to find women breaking stereotypical barriers. Ruth Jerop is such a lady. She is a truck driver for a flower firm in Naivasha, Maridadi Flowers. She has been working for Maridadi flowers for four years, two of which she has been driving a Scania prime mover. “I drove small trucks, pick-ups, and vans for one and a half years. My boss encouraged me to drive a prime mover and it has been a fantastic experience ever since!” Ruth says with a smile. She is a jovial lady and one can easily see that she loves her job. She claims she has been stopped several times by people trying to get a glimpse of her in total disbelief that a woman can drive a prime mover. She says that most people are always full of praise and admiration for her choice in taking this career path head on and that she is not victimised or harassed by other male truck drivers.

First question you’ll probably ask is how she got in this career and why she does it. As to why she does it, she says that it has always been Ruth’s passion to drive trucks. “I learnt how to drive a prime mover in 2010. In my previous job, I used to drive to Uganda and back!” she recalls.

Her typical route is from Naivasha to Nairobi delivering fresh flowers from her company to her destination. “Scania is a very comfortable truck to drive. It is also very efficient and reliable.” Ruth remarks. She is also appreciative of the fact that a Scania is easy to drive and that it is fuel efficient.

As well as being a truck driver she is also the mother of one daughter. She says that she hopes to be an example to her and to show her that there are no boundaries set by society as to what one can do. Many people have stopped her on the road to tell her that seeing her driving has made their day or has served as an inspiration to them.

Scania is also equally excited to see where her journey is going to take her, and we applaud her courage and tenacity. You can be anything you want to be!









# 2015 - A GOOD YEAR FOR SCANIA







1. Mombasa staff during internal Scania Optimize launch.
2. Scania MD Per Holmstrom unveiling the Scania Optimize truck at Carnivore grounds, Nairobi.
3. Bus delivery to Kahuho Uhuru High School in Kiambu County.
4. Trucks delivery to Johnflorencia Maritime.
5. Hand-over of Scania Optimize truck to Roy Hauliers.
6. Hand-over of tipper to representatives of Diocese of Rumbek from South Sudan.
7. Hand-over of school bus to Njuri High School.
8. Nairobi staff during the internal Scania Optimize launch.
9. Bus hand-over to Mangu High School Principal.
10. Scania Optimize launch in Nyali Beach Hotel, Mombasa.
11. Cake from a happy customer.
12. Scania MD cutting the cake.
13. Scania panelists during the Scania Optimize launch at Carnivore grounds, Nairobi.
14. The MC Dr. Ofweneke leads the dance to launch the Scania Optimize.





# BUS COMPANY ON THE CLIMAX OF TRANSPORT

Climax Coaches Limited has the phrase 'A prayer a day keeps the devil away' at the front of all their 46 buses. Perhaps this is the secret of their unprecedented success.

**Climax Coaches Limited was founded in 2008 and began their operations with only two buses. Seven years later, their fleet has grown seven fold and 98% of the fleet comprise of Scania buses. The routes plied by the buses are all to the western part of the country. From Nairobi, the destinations include Kitale, Kisumu, Busia, Kakamega, Malaba and Mbale. Recently, it ventured into two new routes to western towns of Siaya and Butere.**

**With the recent acquisition of 12 buses from Scania,** the company seeks to boost its fleet. Six of the new buses have already been added to the existing routes while the remaining ones are operating on the new routes; Siaya and Butere. "The company aims to provide reliable transport solution to all its destinations", says Sammy, the Transport Manager at Climax Coaches. "The reason we choose Scania is because it's easy to maintain. Furthermore, Scania buses have better performance uphill compared to the others. Because most of our routes are hilly, it is only prudent that we have dependable buses. It's also a fact that Scania buses are more comfortable compared to the other buses and because of this, many passengers prefer travelling in them. People demand value for their money, and that is the comfort on the road. It's something you can't just ignore in the increasingly competitive transport sector. That's why we stick to Scania."



**Sammy, Transport Manager**

Sammy adds that "All of our buses, except the F330s, have been fitted with Scania Fleet Management System. We can get reports on their performance and also on the driver performance. It has helped in cutting down on the cost of doing business by helping us to come up with ideas that minimise fuel consumption. Besides, planned servicing reduces unforeseen downtime hence saving money." He explains.

On the future of the company, Sammy says they seek to exponentially increase their fleet to 100 buses to every route. The company emerged position two in the recently concluded Association of Insurers' 2015 road safety awards. The awards are in recognition of contribution in improving road safety.

We wish them the very best and pledge our unwavering support.







# THE 2015 TOTAL MOTOR-SHOW

From the 18th to the 20th of September, many people were wondering why KICC, Kenya's arguably most monumental building, was turned into a very expensive parking lot. Well, as they later found out, it was because the TOTAL Motor show was taking place and Kenya's top vehicle manufacturers had brought their best vehicles, so it was a dream for all vehicle lovers. Different brands were represented there, ranging from

**The TOTAL Motor Show is the biggest motor show event in East and Central Africa.** The event brings together all major automotive dealers (from construction, agricultural, mining, trucks, mass transport and passenger cars segments), auto accessory dealers, ancillary service providers and customers under one roof to show case, demonstrate, and sample the latest offerings in the automotive market. The

TOTAL Motor Show is a bi-annual event that was started in 1994 by the Kenya Motor Industry Association with TOTAL as the title sponsor. The show was expected to attract crowds close to 30,000 which was a massive step up from 15,000 the last time. The motor show is held every two years. The Scania stand was well prepared and stood impressively at the fountain right behind Mzee

super bikes from BMW to a sleek Porsche resting inside the KICC Tsavo ballroom halls and of course the best of all, three Scania trucks and a bus. There were around 400 different new vehicles at the event. The vehicles on display from Scania were the Scania Optimize truck which was branded with the Scania gold griffin, the G410 truck and the F310 bus.

Jomo Kenyatta's statue. People came to the Motor Show in huge numbers especially on Sunday. They complimented our trucks and buses on their quality and efficiency. The staff was also available to offer the customers guidance and provide information to help them better understand the products before them. In the end the show was a success, a day that customers were able to experience Scania first hand.









# Henrik Henriksson

## Scania's new President and CEO

The Board of Directors of Scania has appointed Henrik Henriksson as the new President and CEO of Scania AB. He will take up his position on 1 January 2016 and succeeds Per Hallberg. Henrik Henriksson will from the same date become a member of the Volkswagen Truck & Bus Management Board (Truck Board).

“Henrik Henriksson is a capable and experienced person, with great entrepreneurial spirit and visionary leadership. He has the right profile to lead and develop the company in the long-term,” says Andreas Renschler, Chairman of the Scania Board of Directors.

Henrik Henriksson, born 1970, holds a Bachelor of Science in Business Administration. He has been a member of Scania's Executive Board since 2012 and is currently Executive Vice President and head of Sales and Marketing. He joined Scania as a Management trainee in 1997 and has held a number of senior positions in the company's marketing organisation.

“I look forward to the task of continuing to develop Scania in accordance with the goals and strategies established by the company management and the Board. We will continue to broaden the offering of products and services that drives profitability for our customers and us as well as our efforts to become the leader in sustainable transport. An important task for Scania is to also utilise the potential to develop brand-specific customer solutions, made possible through the cooperation within Volkswagen Truck & Bus,” says Henriksson.

Per Hallberg will resign from his operational positions during 2016. He has been employed at Scania since 1977 and joined the Executive Board in 2001. “I would like to thank Per Hallberg for taking over the CEO position in April this year on short call, for keeping Scania on its high level of excellence and its employees being motivated during those times of changes, concludes Andreas Renschler.







AND  
**SCANIA**

## ANNOUNCE PARTNERSHIP



**T**HE PARTNERSHIP INVOLVES Scania supplying engines from its complete range of 9-, 13- and 16-litre models. A particular focus will be on meeting what is currently the most stringent emission standard, Tier 4f. Equipment that meets Tier 2 and Tier 3 emission standards will also be introduced.

**THE FIRST PIECE OF SCANIA-POWERED HYUNDAI CONSTRUCTION EQUIPMENT** to be launched will be the HX520 excavator. It is powered by a 13-litre Scania Tier 4f engine capable of producing 331 kW. Per Nielsen, Key Account Manager at Scania Engines, says the HX520 excavator is launched at the Intermat construction industry trade fair in Paris. “We are very pleased to announce this partnership with Hyundai Heavy Industries,” he says. “We have worked very closely with Hyundai during the development phase. We have adapted our engines to suit Hyundai’s equipment, with a major focus on fuel economy, efficiency and total cost of operation.”

**THREE FURTHER EXCAVATOR MODELS POWERED BY SCANIA ENGINES WILL BE LAUNCHED:** the HX480, powered by a 13-litre engine, and the HX700 and HX900, both powered by a 16-litre V8 engine. Two wheel loader models will also be launched: the HL970 and the HL980, which are powered by a 9-litre and a 13-litre engine, respectively. Hyundai Heavy Industries chose Scania engines for their reliability and durability and expects to benefit from improved performance and quality, resulting in increased sales of its excavators and wheel loaders. The company also anticipates improved fuel efficiency (2%~10%) depending on the mode of operation.

### About Hyundai Heavy Industries (HHI)

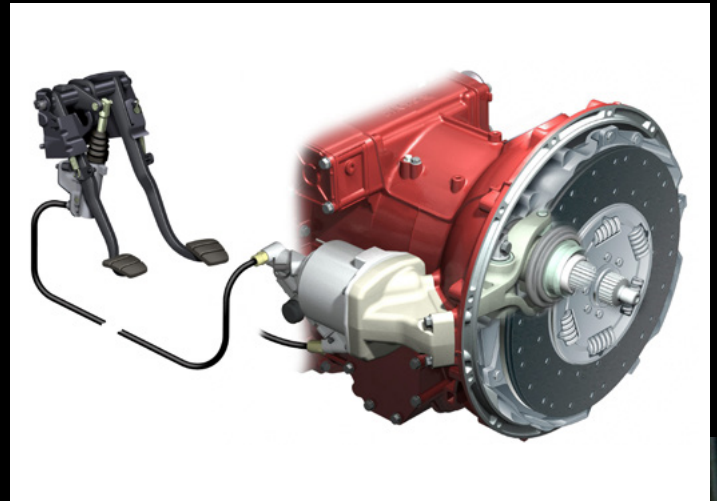
Hyundai Heavy is one of the leading construction equipment manufacturers in the world. The Company has business divisions specializing in shipbuilding, offshore and engineering, industrial plant and engineering, engines and machinery, electro electric systems, green energy, and construction equipment.





# CLUTCH PROTECTION

The forces transmitted from the engine, through the gearbox, to the rear axle and onto the road surface are astonishing. In-between is the clutch with its two friction surfaces that have to get it all moving. Scania has developed several protective features that ensure a long and trouble-free service life for the clutch.



**THIS STANDARD FEATURE** reduces clutch wear and improves performance when pulling away from a standstill. It is particularly useful in conditions of high driving resistance, e.g. starting uphill or heavily laden. This is how it works for the driver:

- Select the desired engine revs for starting with the accelerator.
- Engine management makes sure the revs don't drop during clutch slip-in.
- This makes clutch engagement particularly easy.





# RETARDER

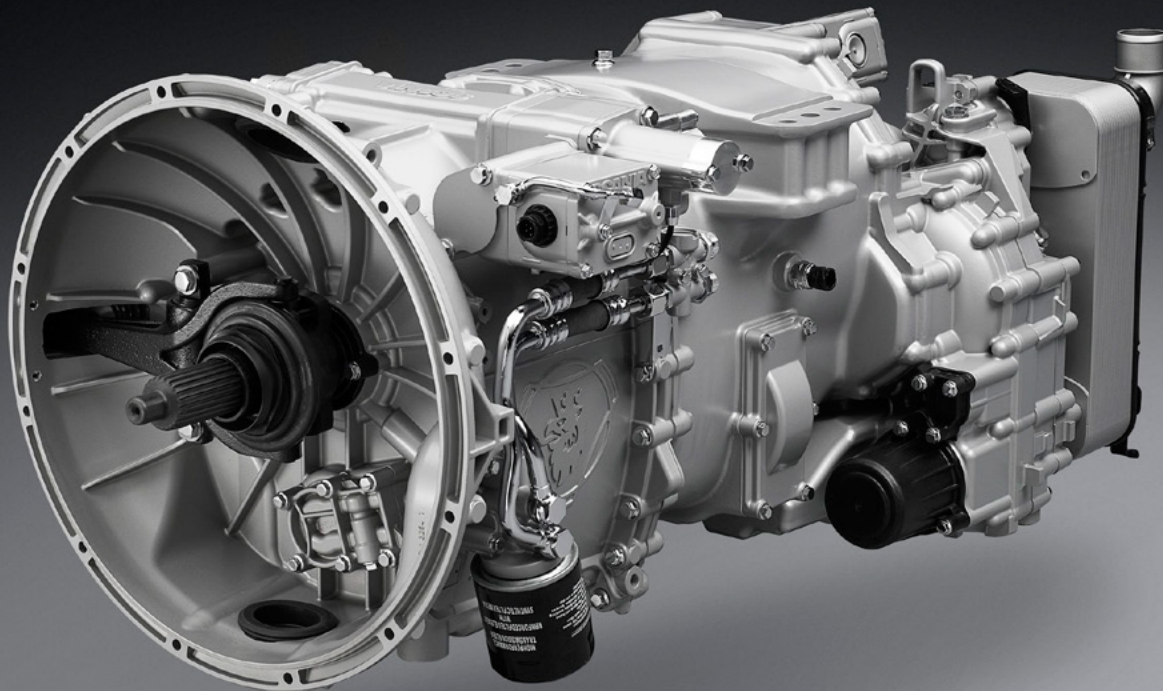
In addition to the standard wheel brake system, Scania offers its own hydraulic retarders which are integrated into the gearbox as well as a matched exhaust brake. The tried and tested performance of the systems, together with the standard brake system, offers excellent operating economy and high safety, and enables increased average speeds.

A retarder is recommended for applications that involve intensive and prolonged braking since this increases the service life of the brakes and reduces the risk of fading. The retarder also helps to increase average speed, improve safety and enhance handling characteristics.

**Downhill speed can be increased significantly with maintained or improved safety in comparison with trucks without retarder.**

**Retarder braking is either initiated with a dab on the brake pedal or controlled manually with the lever on the steering column. The gap between cruising speed and downhill speed can be set in small steps using a button on the steering wheel.**

**When set to work automatically with the exhaust brake and the service brakes, service brake applications are reduced by up to 75 per cent and brake wear minimised**







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# THE NEW MUTHOKINJU HARDWARE

It is often said that the journey of a thousand miles starts with a single step, and that step is one that Benjamin Kimani and Scania will never forget. For Benjamin it was when he took the reins over from his parents back in 2012, and for Scania it is when he bought his first Scania truck.

The company started as a hardware in 1995 known as Muthokinju Hardware as a partnership between Barnabas Kimani Njuguna and Susan Muthoni Njuguna and has its headquarters in Kasarani, Nairobi. The company was later changed to New Muthokinju Hardware when it was incorporated as a limited liability company in Kenya in the year 2004. The New Muthokinju Hardware was established as a building materials supplier in Kenya with an intention to go regional and eventually cover the whole of Africa. Right now the company has branches in Muranga, Embu, Ruaka, and Juja. In East Africa, they are already supplying gypsum to Hima Cement in Uganda.

Their business model is based on efficient and effective accomplishment of service delivery in building materials supply and logistics in a timely manner. They partner with Dura-coat, Crown Paints, Bamburi, Simba Cement, and Savannah. Their typical customers range from construction companies and institutions to home-owners. The company also prides itself in creating job opportunities as it has employed over 20 employees. In 2012, Benjamin Kimani joined as a director in the company to provide the expertise needed to propel the business to new heights. Benjamin did his undergraduate studies in Finance at ECU (Edith Cowan University) in Australia. He says he brings

in professionalism, courage and tenacity. Benjamin bought his first Scania in June 2012 and has been increasing his fleet ever since. When asked why he prefers a Scania he says that the truck has low fuel consumption, its maintenance is lower than other trucks, it provides driver comfort and has a powerful engine.

“There has been a drastic improvement in service delivery after Scania took over operations in Kenya. ‘says Benjamin. ‘I especially like the fact that Scania offers tailor made solutions for my business. Scania is a true partner and solution provider in our business





# SCANIA ON SOCIAL MEDIA

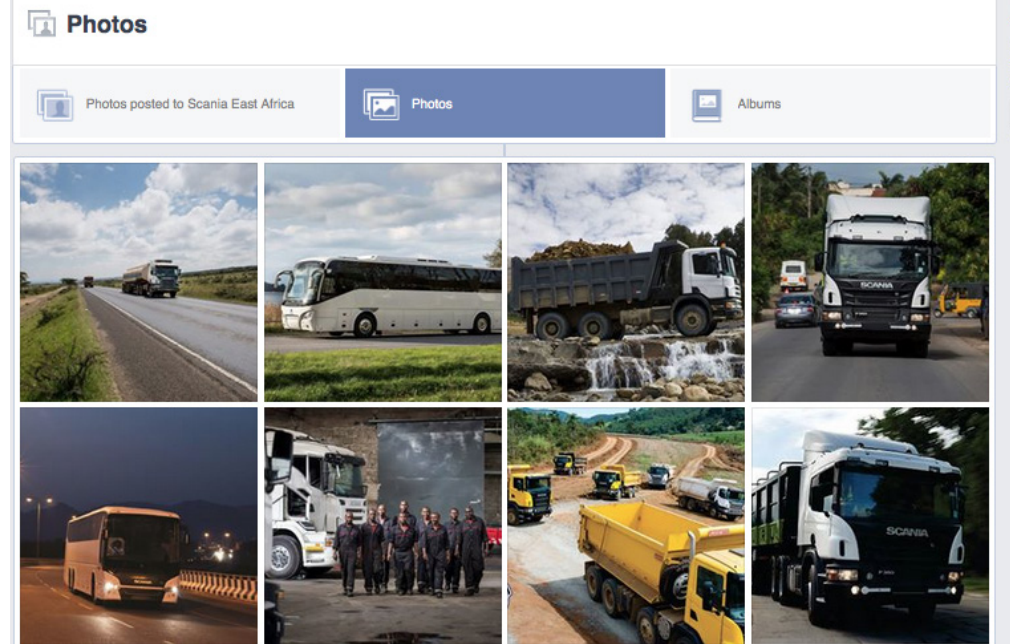
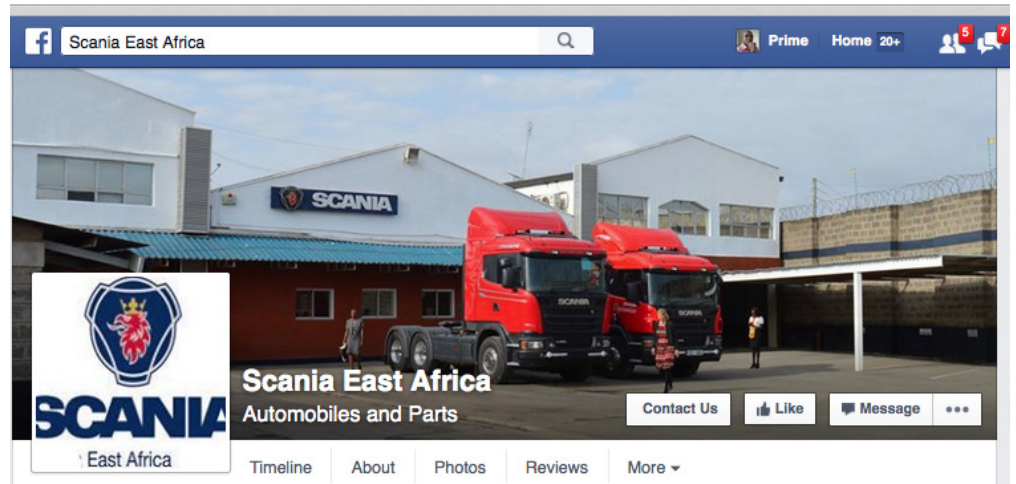
Earlier this year, Scania East Africa launched its official Facebook page. “When I joined the company, one of my first major tasks was to develop the Facebook page”, says Zebedi Asingo, Social media marketer

The next step was to get as many people possible to like the page. The page has since grown and now has over 2,500 followers. To keep the page lively, we publish new content at least once a day. Some of the major updates are about fuel tips, vehicle deliveries and employee profiling.”

All communication within social media shall support Scania's overall communication goals. Scania's presence in social media has helped in presenting the products and services it offers in detail for the purpose of supporting Scania's brand and business. Apart from that, publishing content online makes it visible and sharable thereby boosting online activity and also participating with the target audience in dialogue. Scania has a wide variety of target audience in the social media. They range from commercial market (drivers and customers), financial market (press, media analysts), labour (employees and potential employees) and the society in general. “One of Scania's core values is that customer is always first, and this is a great way to listen to their experiences and needs and participate in the conversation in order to relate Scania's business, history, facts and messages.”, says Zebedi.

Apart from Facebook, Scania is also present on Twitter (@ScaniaEA) and YouTube (Scania East Africa). Zebedi: “We want to be active and present where our stakeholders or target audiences are found. We are interested in their needs and opinions, so we encourage our audience to actively participate in the social media platforms.”

Facebook page: Scania East Africa Limited  
 Twitter: @ScaniaEA  
 YouTube: Scania East Africa





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