

# PRESS RELEASE



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## Scania continues its roll-out of the new truck generation

**Scania is now entering the second phase of the company's biggest-ever launch, when products and services with a special focus on the Construction segment in Europe are showcased. The launch began in late summer 2016 with the unveiling in Paris of solutions for long-distance operations and will continue into 2019 before everything is in place in all markets around the world.**



“It’s probably difficult for outsiders to imagine how big an operation a launch of this calibre is for a company such as Scania, with a worldwide presence both in terms of sales and production,” says Stefan Lindblom, who is leading the launch programme. “The rate and sequence are based, among other things, on how we reconfigure our production. But it’s crucial to first have a trained sales force, since we are selling tailor-made solutions that are customised for each customer from unique conditions.”

September’s launch, with press and customer activities for construction customers on the European markets, can be said to have taken Scania to the halfway point. But the new truck generation won’t be introduced in full on all markets until 2019.

“This is about so much more than a shift in model generation,” Lindblom says. “At the same time we are shifting up a gear in our work to establish Scania as the undisputed leader when it comes to supplying sustainable transport solutions of today and tomorrow. With digitisation as a lever, we are focusing more on the goals of optimising customers’ profitability and contributing to a future that is that is free of fossil fuels .”

The launch in Europe takes place in three different phases based on the three segments – long-distance operations, the construction industry and vehicles for urban environments – into which Scania divides the truck market. In its communications Scania takes into account the different perspectives that surround the choice of trucks and services depending on whether you are an owner, driver or transport buyer.



“When the dust has settled, we’ll have rolled out the offering of the world’s most modern truck-based transport solutions to potential customers in more than 100 markets,” Lindblom says. “This represents a combined investment in training and customer relations of well over SEK 1 billion, which will take Scania’s potential and brand to new levels from a global perspective.”



**For further information, please contact:**

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*Scania is a world-leading provider of transport solutions. Together with our partners and customers we are driving the shift towards a sustainable transport system. In 2016, we delivered 73,100 trucks, 8,300 buses as well as 7,800 industrial and marine engines to our customers. Net sales totalled nearly SEK 104 billion, of which about 20 percent were services-related. Founded in 1891, Scania now operates in more than 100 countries and employs some 46,000 people. Research and development are concentrated in Sweden, with branches in Brazil and India. Production takes place in Europe, Latin America and Asia, with regional production centres in Africa, Asia and Eurasia. Scania is part of Volkswagen Truck & Bus GmbH. For more information visit [www.scania.com](http://www.scania.com).*