

SCANIA TRUCK GEAR & SELECTION



COLLECTION

2019

1969 – 2019
THE V8 50TH ANNIVERSARY
COLLECTION

READY FOR THE ROAD:
TRUCK GEAR FOR DRIVERS

PRECISION MADE

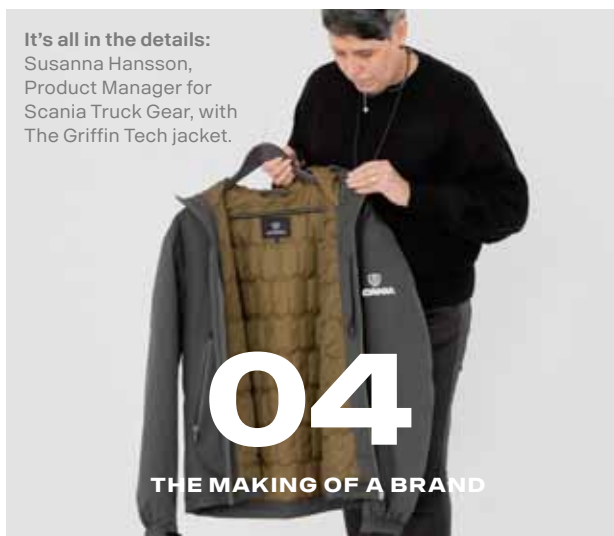
Scania's stylish, robust and durable
merchandise is tailored for your needs

SCANIA

COLLECTION 2019



Scania driver **Cecilia Granqvist** gets ready to test drive another truck at Scania Transport Laboratory in Sweden.



It's all in the details: Susanna Hansson, Product Manager for Scania Truck Gear, with The Griffin Tech jacket.

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THE MAKING OF A BRAND

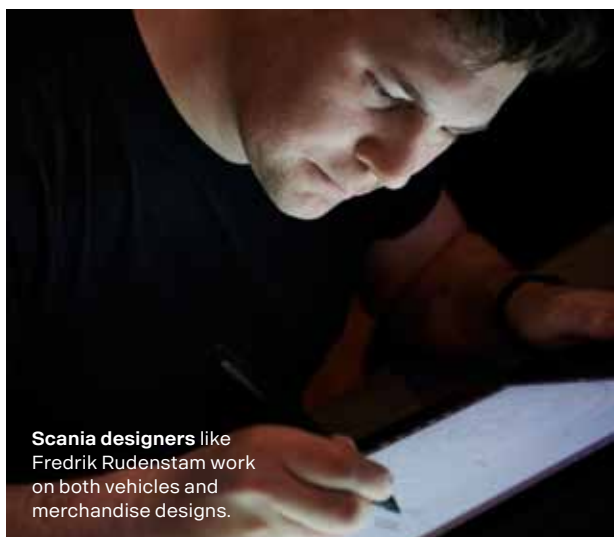


Celebrate the 50th anniversary of the King of the Road with our special V8 merchandise.



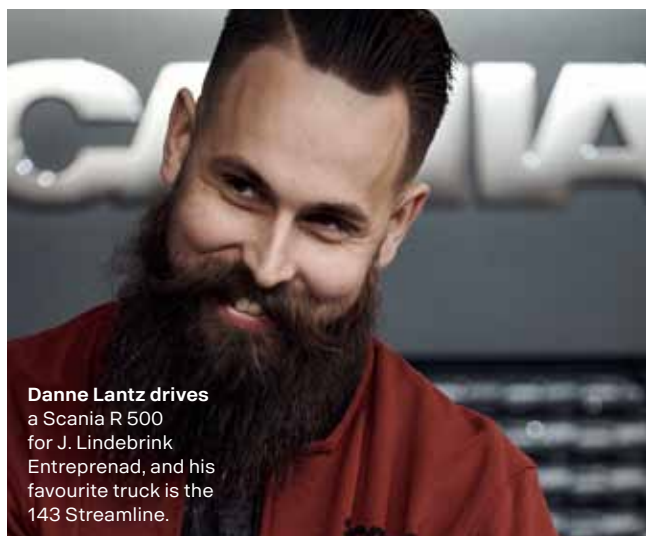
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TIME TO CELEBRATE:
Premium watches inspired by the V8



Scania designers like Fredrik Rudenstam work on both vehicles and merchandise designs.

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Danne Lantz drives a Scania R 500 for J. Lindebrink Entreprenad, and his favourite truck is the 143 Streamline.



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At Scania, we develop all our products with the same care, responsibility and quality. Great solutions come from brilliant ideas, comprehensive knowledge, thorough planning, unique design and ingenious engineering. Then we continuously improve upon what we've made, always with the customer in mind.

LIVING THE SCANIA BRAND

We show the same care in choosing the buttons for a shirt or leather for a watch strap as we do when refining a nut or bolt to gain a couple of decimals in fuel efficiency. Because "genuine Scania" means nothing less than perfection.

We work hard to find partners who share our focus on quality, responsible production and the use of environmentally-sound materials. And like us, our suppliers pay the utmost attention to detail. This approach has helped us to tailor our products to your needs for more than a century. As always, we will continue this journey accompanied by dedicated drivers, owners and co-workers, plus everyone who loves the Scania brand as much as we do.

Our long-term goal is to contribute to a circular consumption process, where timeless products are used for a long time, and then, when no longer used, the material becomes something new. This way, we make it easier for you to make a better choice. We always try to choose the best possible solution available to reduce our environmental impact, but we are humble about the fact that we can always keep improving.

In this year's Collection you'll read about how we develop our merchandise to create the genuine Scania feeling and pay an extra tribute to the V8 on its 50th anniversary!

Welcome to the Scania Collection 2019.



Johanna Zackrisson,
Head of Scania Branding Products

The making of a **BRAND**

Inspired by the company's vehicles and values, Scania merchandise is creating a true sense of identity for the Scania brand. Here, several key players in the development process talk about their work, including the special V8 50th anniversary collection.

Text: Petra Lodén Photos: Dan Boman and Tobias Ohls





“We often work with small details. In this 2019 collection, we have been inspired by the V8.”

Susanna Hansson, Product Manager,
Scania Truck Gear

Attention to detail

Product Manager Susanna Hansson shows off one of the new Griffin Tech jackets, which in the quilted lining features a pattern inspired by the truck grille.

Scania's merchandise has to meet the same level of quality as the company's trucks and buses. After all, it gives the company a positive image, bearing the logo and product details that Scania fans have come to associate with their beloved brand. A crucial part of the company's brand identity, it helps to create a visual sense of what it means to be part of the Scania family. It also provides Scania fans with the designs and logos that they've come to expect from Scania.

One of the key aspects to the integration and authenticity of Scania product design is that all the company's designers work in the same department. So, it does not matter if you are a designer of a new truck, a t-shirt or anything else – everyone can have a say in the process of developing the products that the customer needs. “We work closely together in an agile process with continuous reconciliations. We give and take ideas and inspire each other,” says Xavier Carreras Castro, Team Leader Exterior-Interior Design.

Fredrik Rudenstam, Team Leader Visual and Graphic Design, adds that there is a well-defined design process.

“We start with the brand, the logotype and the graphic identity. We have a proud heritage and values that we have stood for over many years, and that is fantastic for designers like me to work with. We also have an exciting future with the release of new vehicles and that must also be reflected in what we design. For example, in →



Where it all begins

Senior Graphical Designer Antonio Cantos drafts a product outline on his Pen Tablet sketch pad.



Make a V8 statement in this eye-catching hoodie with its high definition embroidery.

the new V8-inspired collection there are watches with features from the new trucks, and a sweater with the 1969 logo that celebrates the V8's history."

To create successful products requires an exceptional attention to detail. The new jacket has a particular feature that shows the amount of thought that goes into the design process.

Susanna Hansson, Product Manager, Scania Truck Gear, points out a special pattern in the jacket's lining.

"The pattern is inspired by the truck grille," she says. "We often work with small details like this. In this 2019 collection, we have been inspired by the V8."

Indeed, the exact same pattern can be seen on the grille on the truck itself, and, says Cantos, this is exactly how the designers work. "We look at the brand and the details in the truck, both external and internal, and translate these into a feature in branded merchandise."

Of course, giving the customers what they want is also vital. To find out what they are looking for, the designers spend time together

with drivers in the truck to get the right feeling and inspiration. They also meet with drivers and visit trade fairs.

Fredrik Rudenstam used to be a truck driver, so he can quite easily picture what a driver likes.

"Everything we do is based on user insights, what the customer needs and wants," he says. "It is essential to know the target group, and we are very much engaged in the user experience."

A key consideration in all the products' design processes is whether they conform with Scania values. Again, the V8 is a case in point.

"When we developed the V8 merchandise products we wanted to emphasise the heritage and also what the V8 represents today: power and precision. The V8 is a brand that is a source of great pride to Scania and to those who drive it," says Rudenstam.

"We speak about a refined exterior representing the cab and powerful core representing the power from the V8 engine. Precision outside, power inside. These two features normally don't fit together, but in the V8 they do. You get the



“Everything we do is based on user insights, what the customer needs and wants.”

Fredrik Rudenstam, Team Leader,
Visual and Graphic Design

power you need for a certain moment to deliver the required precision.

“There has to be balance between those two. These values are what we want to communicate in the products we produce.”

The values find their way into the fine details of how the product designs are expressed, as Rudenstam explains.

“You will find it in the lines and shapes – how two defined curves meet each other in a balanced way, as well as the angles, the material we chose, the colours and the quality. The colour red is dedicated to the V8, a deep beautiful red that has been part of the V8 for a long time. Together with the black leather and fine brushed aluminum we want to emphasise the V8 more than ever. The values of the brand must come through in everything we do.

“When we design products inspired by our heritage collection, we want to reflect the techniques and qualities that were typical for that period. In this collection we celebrate the aesthetics of the truck from 1969, when the V8’s journey began.” ●

SCANIA V8 50 YEARS ANNIVERSARY MERCHANDISE

The 50th anniversary of the V8 is a chance to celebrate ‘The King of the Road’, an enduring icon. Scania has created a range of special products so you can show off the logo with pride.



REGULAR V8 50Y T-SHIRT /men/

Go for gold with this special edition t-shirt.
Size: S-XXXL, regular fit. **Colour:** Black (2796672-677). **Material:** 100% organic cotton. **Details:** Scania V8 logo printed in gold foil on front, V8 50Y logo on back neck.



REGULAR V8 50Y T-SHIRT /women/

Go for gold with this special edition t-shirt.
Size: S-XXL, regular fit. **Colour:** Black (2796750-754). **Material:** 100% organic cotton jersey. **Details:** Scania V8 logo printed in gold foil on front, V8 50Y logo on back neck.



WALLET V8 50 YEAR ANNIVERSARY

Minimalistic, high quality wallet with the classic red V8 stitching.
Size: Folded 108 × 89 × 8mm, open 217mm. **Colour:** Black (2810676). **Material:** Vegetable-tanned full-grain cow leather. **Details:** Debossed V8 50Y logo, made in Sweden. Six card slots and one bill compartment.





BABY BODY V8 50 YEAR ANNIVERSARY

Soft body suit for the coolest baby on the block.
Size: 50/56–86/92. **Colour:** Black (2810699-702).
Material: Organic cotton, 180gr. **Details:** 3 snap buttons, Scania V8 50Y logo in gold, contrast seams in gold.



V8 50 YEAR ANNIVERSARY MUG

Robust mug, ideal for a real Swedish "fika".
Size: 285ml. **Colour:** Black (2810683). **Material:** Stoneware.
Details: Scania V8 50Y logo in gold print on one side, black embossed "Scania" on the other side.

SCANIA S 730 V8

Scania S 730 V8 4x2 tractor in display case. V8 50 years anniversary.
Size: Scale 1:50.
Colour: Gold (2812498)
Details: Manufactured by Tekno.



Coffee time

A good coffee/tea mug is the friend of every driver on the road. The V8 50 is a stylish addition to your coffee break.

ICE TRAY V8

For the coolest drinks.
Size: 139 x 92 x 40mm.
Colour: Black (2810678).
Material: Silicon. **Details:** V8 logo on inside of the ice cube, impressed into the ice as it freezes. Gift box in black with Scania V8 50Y logo in gold.



BASIC 50Y V8 CAP

Special edition cap with a strong personality.
 One size. **Colour:** Black (2806117).
Material: 100% organic cotton.
Details: Gold V8 logo embroidered on front, 50Y on back, adjustable strap.



KEYRING V8 ANNIVERSARY EDITION

The key to 50 years of V8 heritage.

Size: 35 x 65mm. (2810735).

Material: Brass and vegetable-tanned cow leather.

Details: Keyholder including leather strap and metal ring. Embossed metal V8 50Y anniversary logo. Made in Sweden.

Precious metals

Svenska Medalj produces exquisite metal work for the Scania merchandise collection, including the V8 50 keyring.



PHOTO: SVENSKA MEDALJ

LONG LIVE CRAFTSMANSHIP

For more than four decades, the small company Svenska Medalj has been the name behind some of the most renowned medals in the world, including the Nobel Prize and Sweden's H.M. the King's Medal. They are also the long-term designers of and manufacturers of brass keyrings and other exquisite metalwork in the Scania merchandise collection. Using

tried and tested instruments and machines, Svenska Medalj's knowledge and craftsmanship mean Scania brass keyrings have precision detail and a quality finish. And, like Scania merchandise collection, the company is also dedicated to sustainable production and circular flow, recycling and reusing material wherever possible.



MOBILE CASE 50 YEAR ANNIVERSARY

Keep your iPhone safe with this elegant and robust mobile case.

Size: Fits iPhone 6/7/8. **Colour:** Black (2810677).

Material: Vegetable-tanned full-grain cow leather.

Details: Embossed V8 50Y logo, made in Sweden. Burnt red interior with debossed Scania logo.

SCANIA S 730 V8

Scania S 730 V8 4x2 tractor in display case. V8 50 years anniversary.

Size: Scale 1:50.

Colour: Red (2812499)

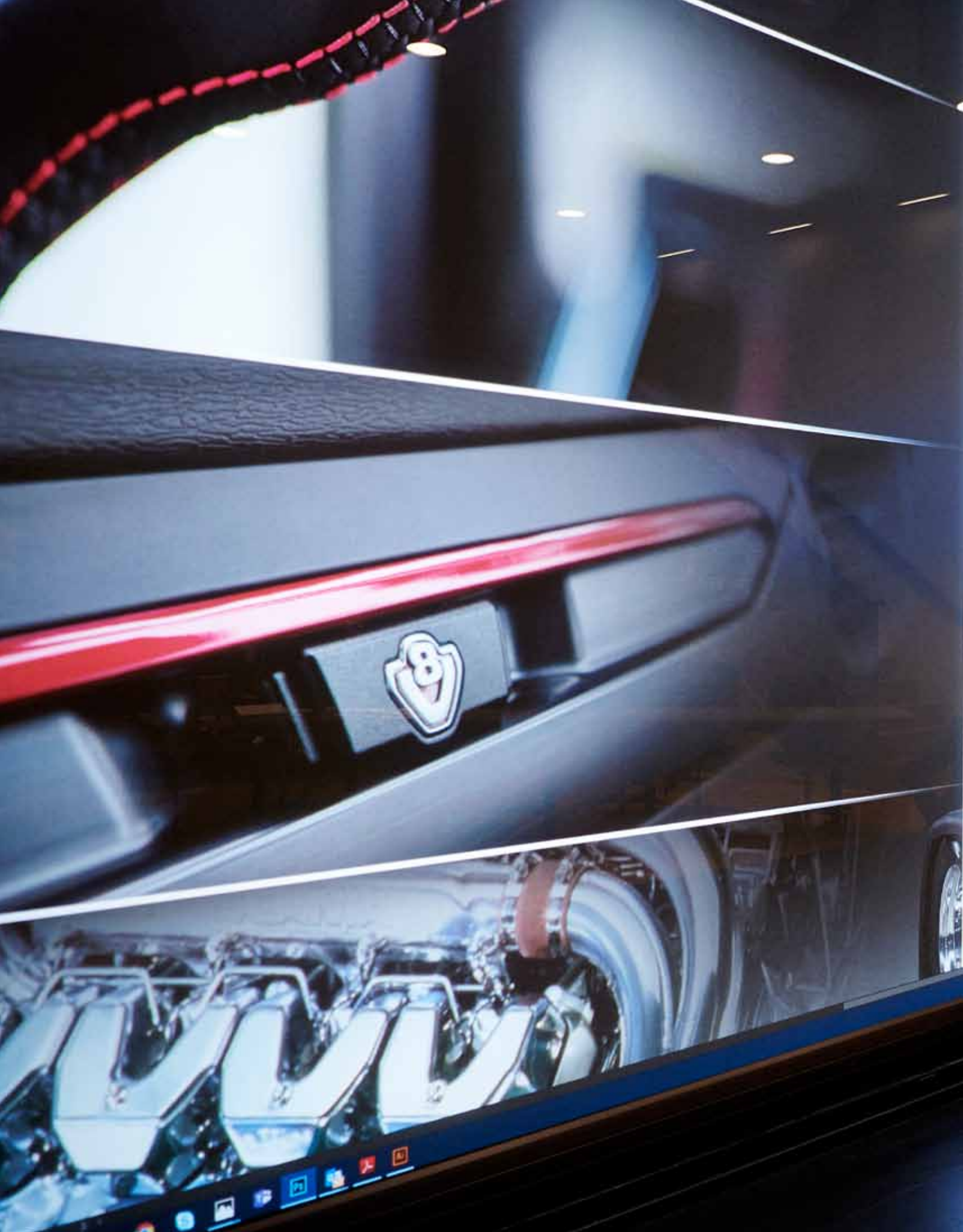
Details: Manufactured by Tekno.



V8 50 years

The cool V8 anniversary striping is also available in full size in the Scania Vehicle Accessories styling assortment.

Read more about model vehicles on page 33





Time to celebrate **THE GREAT V8**

Scania is launching three new exclusive watches to mark the 50th anniversary of the V8 engine. And the Scania R&D department's designers have gone one step further than before by developing the timepieces from scratch. It's time for them to tell their story. →

Text: Sandra Widh Photos: Dan Boman



Top: Scania designers Antonio Cantos and Fredrik Rudenstam discuss a detail of one of the watches.

Above: The new line of premium watches pays tribute to the legendary V8 on its 50th anniversary, using elements from and designs inspired by the V8 truck and its engine.

“By developing the watches from the very start, we could decide completely what details and design elements from the V8 trucks we wanted to highlight to get the proper V8 look and feel, says Jesper Höglin, Product Manager Branding Products.

“We wanted to come one step closer in finding the connection with our vehicles. Our new way of working with this type of products creates a higher recognition to the real trucks.”

The new models have taken about one-and-a-half years to design and develop. The concept and idea phase was in close contact with the designers Antonio Cantos, Senior

Graphic Designer and Fredrik Rudenstam, Team Leader Visual and Graphic Design at the R&D department. They sketched out and built models, applied details and produced a whole new design language.

The new line of watches is part of the special V8 50th anniversary collection and is a tribute to the legendary truck. As an example, the cases are designed with elements and angles taken from the V8 truck and its engine. The first model is called “V8 Limited Edition” and is a chronographic high-end watch. It comes in only 500 pieces, all numbered on the



It has taken one-and-a-half years for the new models to go from the drawing board to finished product. The results are three truly special timepieces that do the V8 proud.



“We wanted to come one step closer in finding the connection with our vehicles.”

Jesper Höglin, Product Manager,
Branding Products

back. It has black leather straps with the classic red seams from the V8 truck. The model also has a timing feature and buttons on the side inspired by the V8 piston head, as well as a pattern with holes connected to the V8 steering wheel. And the hands of the watch are the same as the speedometer needles.

The second model “V8 Black Edition” has a sportier design. It has the characteristic red colour from the V8 truck’s styling kit included on the strap, which is also inspired by the timing belt in the engine. The rough surface of the bezel is made to emphasize the tough heart of the truck.

On the third one, “V8 Metal Edition”, small

v:s are added around the clock-face, that emulate the shape of the V8’s logo. Even this watch has hands that are the same as the V8’s speedometer needles, and straps inspired by the timing belt.

All the three watches have an extraordinary combination of sturdiness and precision. They have solar cell-driven clockworks, which has a strong connection to Scania’s sustainability focus.

When choosing supplier for this project, Scania wanted to make sure that delivery and quality remained high.





The V8 Metal Edition watch has small Vs around the clockface that emulate the shape of the V8's logo.

"We knew from already working with this Swiss watch producer that they were the best fit for us", says Höglin. "They are renowned, highly skilled and had the capacity to take on the challenge. All the watches they produce for us has an extra-long warranty and live up to the high standards."

"They have the craftsmanship in place, they deliver on time and understand our design needs. They also have the know-how to manufacture customised watches with materials that makes our models unique. They even accommodated our wish to include the solar

cell-driven clockworks from Japan. These are to the same high quality, but since the solar cells are not manufactured in Switzerland, the watches will not have the "Swiss made" sign on the back", Höglin says.

Even though watches may no longer be a necessity, they are certainly viable, important and beautiful accessories. The trends of today are moving from more cutting-edge technology watches to jewellery-style pieces. But it does not have to be a contradiction; whether it is a more advanced technology or a quartz watch, it is always fun with some extra design features and surprising details. ●



The watch hour and minute hands are styled after the V8 truck's speedometer.



Scania worked with a small Swiss watch producer to realise its designs. The craftsmanship and attention to detail of the watches is clear to see.

“We wanted to emphasise the heritage and what the V8 represents today: power and precision.”

Fredrik Rudenstam,
Team Leader, Visual and Graphic Design

THREE SPECIAL WATCHES

Three different watches to mark a special birthday. Each one a striking, beautiful accessory. And each one is inspired by features of the Scania V8.

V8 LIMITED EDITION WATCH

Treat yourself to a luxury, limited edition V8 50Y timepiece.

Diameter: 45mm. (2794409).

Material: Stainless steel case, black PVD bezel, premium Italian cow leather strap. **Details:** Chronograph, tachymeter, water-resistant 100M, EPSON Solar movement VR42A, K1 mineral crystal, quick release strap pins. Design cues from the V8 truck include hands styled on the speedometer needles, piston-inspired buttons, and red stitching on the strap echoing the cabin's interior. Limited edition of only 500 watches.



V8 METAL EDITION

Sleek and robust watch that fuses classic looks with the latest technology.

Diameter: 45mm. (2794411). **Material:** Black PVD-coated stainless-steel case, black rubber strap. **Details:** 3-hand watch, water-resistant 100M, EPSON Solar movement VS42A, K1 mineral crystal, quick release strap pins. Subtle brushed-metal finish with V8 symbol cut around a matt-black dial complemented by V8 symbols embedded in the strap.



V8 BLACK EDITION

A distinctive and versatile watch combining functionality and great design.

Diameter: 45mm. (2794410). **Material:** Black PVD-coated stainless-steel case, black rubber strap. **Details:** 3-hand watch, water-resistant 100M, EPSON Solar movement VS42A, K1 mineral crystal, quick release strap pins. The rings around the dial are based on the V8 piston head, while the strap takes its inspiration from the V8 timing belt. On the reverse, the caseback features the famous Scania griffin.



COOL RUNNINGS

Scania shades? Check. T-shirt with Griffin logo? Check. Scania's 2019 collection includes a range of summer clothing that will keep you cool when it's hot outside.



TECH TANK TOP /women/

A high performing, fast drying essential made with S. Café fabric.

Size: S-XXL, regular fit. **Colour:** Grey mélange (2796755-759). **Material:** 51% polyester, 49% S.Café Polyester.

Details: Scania symbol on front and Scania outline on back in reflective prints, contrasting colour on side panels.

REGULAR TERRY TOP

/women/

The pattern for this all-over printed tanktop is inspired by the Scania truck grille.

Size: S-XXL, regular fit.

Colour: Broken white (2796745-749). **Material:** 100% organic cotton jersey. **Details:** Griffin at front lower side.



REGULAR GRIFFIN T-SHIRT /women/

The Griffin adds some attitude to this soft and comfy t-shirt.

Size: S-XXL, regular fit. **Colour:** Broken white (2796685-689), faded plum (2796690-694). **Material:** 100% organic cotton jersey. **Details:** Light grey Griffin print on front.

CHARGE T-SHIRT

/men/

T-shirt for an active life, featuring S. Café fabric that absorbs odours and keeps you dry.

Size: S-XXXL, regular fit.

Colour: Grey mélange (2796785-790). **Material:**

51% polyester, 49% S.Café Polyester. **Details:** Scania

symbol on front and Scania outline on back in reflective prints, contrasting colour on side panels.



S-café fabric is an ingenious, breathable material made partly from recycled coffee grounds.



TECH TANK TOP /men/

A high-performance, fast-drying essential made with S. Café fabric.

Size: S-XXXL, regular fit. **Colour:** Grey mélange (2796815-820).

Material: 51% polyester, 49% S.Café Polyester. **Details:** Scania symbol on front and Scania outline on back in reflective prints, contrasting colour on side panels.



HAUL SHADES

Handmade, lightweight unisex frame with high quality grey CR39 lens with full UV protection. **Colour:** Black (2796805), burnt red (2796806). **Material:** Cellulose acetate. **Details:** Silver V8 logo plate on temple. Delivered in hard case with polishing pouch.



REGULAR V8 GRAPHIC T-SHIRT /men/

Soft and stylish t-shirt with discreet yet powerful V8 logo. **Size:** S-XXXL, regular fit. **Colour:** Anthracite mélange (2795225-230). **Material:** 100% organic cotton. **Details:** Scania V8 graphic printed on front.



REGULAR PATTERN T-SHIRT /men/

A soft and sporty t-shirt for the perfect wear, all year round. The pattern is inspired of the Scania truck grille. **Size:** S-XXXL, regular fit. **Colour:** Olive green (2796699-704), burnt orange (2796713-718). **Material:** 100% organic cotton. **Details:** Cropped Griffin on front.



Laidback and cool Shades of the road, with this sporty t-shirt and shades combination.

LOOSE STRIPED T-SHIRT /men/

A relaxed t-shirt with sporty speed lines. **Size:** S-XXXL, loose fit. **Colour:** Snow mélange (2796735-740), black (2796765-770). **Material:** 100% organic cotton. **Details:** Scania print on chest.



APASE SHORTS /men/

Technical shorts featuring great fit and excellent comfort. **Size:** S-XXXL, regular fit. **Colour:** Black (2796927-932). Shell fabric: 88% polyester, 12% elastane, 4 way stretch. Inner pant lining in mesh for comfort. **Details:** Back pocket and front pockets with zippers, elastic drawstring in waist, reflective pipings and Scania print on leg.

3 steps towards a sustainable wardrobe

Reducing, reusing and recycling can help you save money, energy and natural resources. Following the three Rs is a good start to make your wardrobe and consumption less wasteful.

1. Reduce – Think again before buying something. Do you really need it? Will you use and cherish it for a long time? If you need a new outfit for a special occasion, try to rent or borrow something instead. Buy second-hand as a first choice. If buying a new product, look for responsibly produced items made from recycled or organic materials.

2. Reuse – Make sure to take good care of your clothes and accessories and they will last longer. Air them instead of washing. Polish your shoes to keep them vital. When something becomes worn or torn, mend it yourself or take it to the tailor or shoemaker. When you are done with something, give it to friends and family, sell it through second-hand stores or donate it to charity.

3. Recycle – If it has reached the end of its lifetime, make sure to dispose of it in a responsible way so that the material can be recycled and taken care of.

The United Nations 17 Sustainable Development Goals are a call for action by all countries to promote prosperity while protecting the planet. Goal 12 is about responsible consumption and production.

More about the SDGs:
sustainabledevelopment.un.org

LOOKING GREAT IN V8

The new Scania V8 collection features clothing and accessories that are a fitting tribute to the 'King of the Road'. Wear them with pride!

Ahead of the weather:
With her V8 Basic Beanie, Cecilia is ready for whatever the winter brings.



Looking cool, staying warm. Danne is wearing a woollen V8 pullover that is proudly emblazoned with the iconic logo.

KNITTED V8 PULLOVER /men/

A warm, woollen pullover is always a great choice.
Size: S-XXXL, regular fit. **Colour:** Grey mélange (2796920-925). **Material:** 80% wool, 20% nylon.
Details: Red contrast colour stripe at sleeves and bottom hem, V8 intarsia knitted on chest.



V8 BELT

Racing-inspired belt with powerful details. This canvas cotton belt with a metal buckle is the one for you.

Size: One size. **Colour:** Black/red (2796803).

Material: Upcycled cotton 43%, polyester 38%, polypropen 19%, metal buckle. **Details:** Scania V8 on the metal buckle. Adjustable length of 130 cm.



BASIC V8 BEANIE

The V8 symbol sends a strong and powerful message, inspired by our V8 engines.

One size. **Colour:** Burnt red (2796654). **Material:** 70% wool, 30% nylon. **Details:** Knitted V8 logo and Scania wordmark. Coolmax lining, reflective yarn above bottom rib.



Scania's wool products include pullovers, hats and blankets.

The natural fabric that just keeps on performing

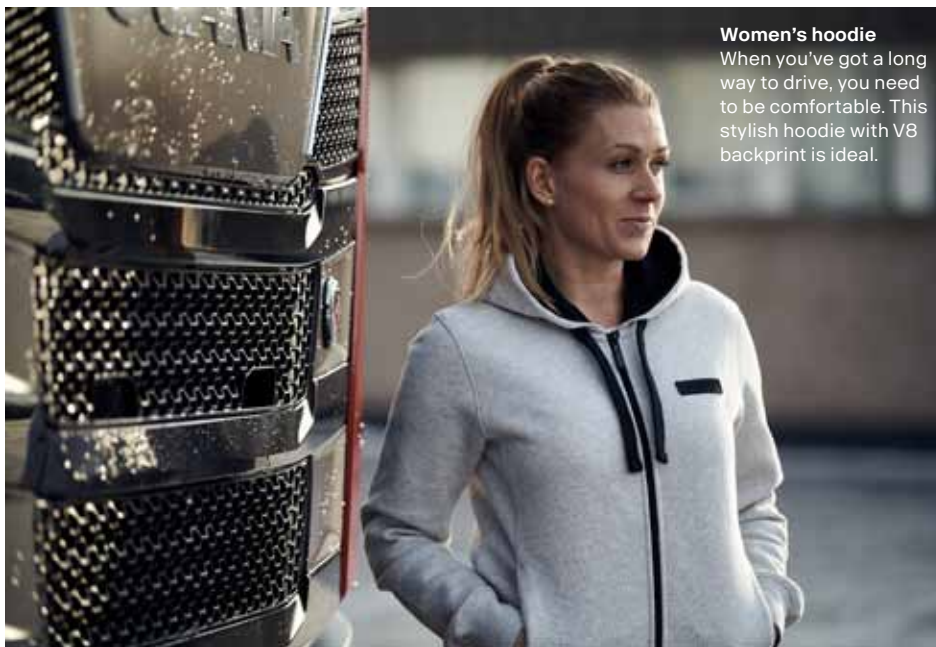
Wool is a natural, high-performance fabric that can breathe, absorbing moisture from the body and releasing it into the air, just like modern high-tech materials.

The fibres are elastic and durable, which makes the clothing comfortable and long lasting. It helps you to stay warm in the winter and cool in the summer, is naturally rain repellant, odour-resistant and cleans itself. Scania's exclusive wool products include pullovers, hats and blankets, and come from sheep farms where the animals' welfare is paramount.

And remember: a wool garment should be aired frequently and seldom washed. Cared for in the right way, it will be with you for many years.



PHOTO: ANNIE-SPRATT, UNSPLASH



Women's hoodie
When you've got a long way to drive, you need to be comfortable. This stylish hoodie with V8 backprint is ideal.



ENSUE ZIP SWEATER /men/

Elegant and yet comfortable, this is the all-round sweater you've been longing for.

Size: S-XXXL, regular fit. **Colour:** Black (2796845-850), burnt red (2796880-885). **Material:** 100% organic cotton, brushed inside. **Details:** Zippers in contrasting colour, V8 rubber badge on sleeve and Scania wordmark print on front. Backside with discrete V8 graphic print.



HUSH ZIP V8 HOODIE /women/

Classic zip hoodie that provides just the right amount of style and comfort.

Size: S-XXL, regular fit. **Colour:** Snow mélange (2796760-764), burnt red (2796775-779). **Material:** 100% organic cotton. **Details:** Contrast colour zipper, pockets in front seams, contrasting colour inside hood. V8 rubber badge/Scania badge on chest, Scania V8 graphic print on back.



V8 REACH TOP /women/

T-shirt combining stylish comfort with V8 power. **Size:** S-XXL, loose fit. **Colour:** Grey mélange (2796725-729), burnt red (2796730-734). **Material:** 100% organic cotton jersey. **Details:** Scania V8 shadow print on chest, generous clean neck width.



REGULAR V8 SHADOW T-SHIRT /men/

The perfect everyday t-shirt.

Size: S-XXXL, regular fit. **Colour:** Grey mélange (2796655-660), burnt red (2796662-667). **Material:** 100% organic cotton. **Details:** V8 shadow print on front, Scania wordmark print on sleeve. Contrast colour on side panels.



V8 ZIP POLO

/men/

A twist on the classic pique polo, featuring a zipper and stylish detailing.

Size: S-XXXL, regular fit. **Colour:** Grey mélange (2796826-831). **Material:** 100% organic cotton. **Details:** Scania V8 rubber badge on chest, contrasting colour on side panels, collar with Scania wordmark intarsia at back, longer back than front, split side.



A full-page photograph of a man with a thick brown beard and a mohawk hairstyle. He is wearing a red zip-up jacket over a dark grey patterned shirt and black pants. He has tattoos on both forearms and is looking down at his right arm. He is standing in front of the front grille of a dark-colored Scania truck, with the 'SCANIA' logo visible in large silver letters at the top. A black circular callout box is in the upper left corner.

Ready for the road
In this comfortable
Ensue Zip Sweater,
Danne is all set to
take the road
in style.



GRIFFIN TECH JACKET /women/

High performing, water-repellent tech jacket with lots of smart details.

Size: S-XXXL, regular fit. **Colour:** Anthracite (2796835-839). **Padding:** 50% recycled polyester, 50% polyester. The pattern in the padding is inspired of the Scania truck grille. **Shell fabric:** 55% polyester, 45% recycled polyester, WR 10K/10K WP/MP. **Lining:** 100% nylon. **Details:** Taped seams, contrast colour zippers, drawstrings with one hand pull, hidden drawstrings in hood. Velcro adjustable sleeve end. Reflective prints, Scania symbol on sleeve and Griffin graphic on back.



HIGH TECH V8 CAP

High performing, water repellent cap.

One size. **Colour:** Anthracite (2796804).

Material: 55% polyester, 45% recycled polyester.

Details: V8 badge on front, sandwich peak with white lining, adjustable strap.



GRIFFIN TECH JACKET

/men/

High performing, water repellent tech jacket with lots of smart details. **Size:** S-XXL, regular fit.

Colour: Anthracite (2796933-938).

Padding: 50% recycled polyester, 50% polyester. The pattern in the padding is inspired of the Scania truck grille. **Shell fabric:** 55% polyester, 45% recycled polyester, WR 10K/10K WP/MP. **Lining:** 100% nylon.

Details: Taped seams, contrast colour zippers, one hand pull drawstrings, hidden drawstrings in hood. Velcro adjustable sleeve end. Reflective print. Scania symbol on sleeve and Griffin graphic on back.



PULSE ZIP TANK

/women/

The perfect layering piece with S. Café fabric that will carry you through all seasons.

Size: S-XXL, regular fit.

Colour: Grey mélange (2796808-812). **Material:**

51% polyester, 49% S.Café polyester. **Details:** High neck, contrast colour zippers, reflective print at chest, Griffin graphic print on back.



Brilliantly simple

These zip tanks and hoodies are made from S-Café fabric, a material partly made from recycled coffee grounds.



GRADE ZIP HOODIE /men/

Designed for work and leisure, this zip hoodie with S. Café fabric will be your favourite.

Size: S-XXXL, regular fit. **Colour:** Grey mélange (2796914-919). **Material:** 51% polyester, 49% S.Café polyester.

Details: Sleeves with thumbholes at cuffs, contrast colour zippers, reflective print on chest, Griffin print on back.



GRADE ZIP HOODIE /women/

Designed for work and leisure, this zip hoodie with S. Café fabric will be your favourite.

Size: S-XXL, regular fit. **Colour:** Grey mélange (2796780-784). **Material:** 51% polyester, 49% S.Café polyester.

Details: Sleeves with thumbholes at cuffs, contrast colour zippers, reflective print on chest, Griffin print on back.



Wear them with pride
The waterproof Griffin Tech
Jacket and High Tech Cap are
a perfect match.

ICONIC LEATHER JACKETS

The range of Scania leather jackets is more stylish and comfortable than ever. And we've taken extra care with the sourcing and design of our materials.



Radiating V8

Our new V8 women's leather jacket has a lining inspired by the truck grille and a big V8 embroidery on back.



V8 LEATHER JACKET /women/

Cool, well-designed leather jacket in super soft lambskin. This is the jacket you've been longing for.

Size: S-XXL, slim fit. **Colour:** Burnt red (2796840-844). **Lining body:** 65% cotton, 35% polyester. **Lining sleeve:** 100% nylon. The pattern in the lining is inspired of the Scania truck grille.

Material: Chrome-free tanned nappa leather from New Zealand. **Details:** Metal zipper, logo snap buttons at collar. Scania wordmark badge on sleeve, symbol embroidery on chest, big V8 embroidery on back.

Super soft, ecological lambskin

The leather in our leather jackets is something extra, super soft lambskin, with the type of quality that will age beautifully over generations. The lambskin is an additional product from ecological sheep farms in New Zealand. Farms that put pride in good conditions for the animals and fulfil our animal welfare requirements. The leather is tanned with an alternative method that is more environmentally friendly. The end result is a soft, smooth and resistant leather. So, which jacket will be your favourite?

Back in black

This men's leather jacket with V8 logo on the back will have you firing on all cylinders.



V8 LEATHER JACKET /men/

Cool, well-designed leather jacket in super soft lambskin. This is the jacket you've been longing for.

Size: S-XXXL, slim fit. **Colour:** Black (2796949-954).

Lining body: 65% cotton, 35% polyester. **Lining sleeve:** 100% nylon. The pattern in the lining is inspired of the Scania truck grille.

Material: Chrome-free tanned nappa leather from New Zealand. **Details:** Contrast colour piping, metal zipper, logo snap buttons at collar. Scania wordmark badge on sleeve, symbol embroidery on chest, big V8 patch on back.



“We have been inspired by the ingenious details of the V8.”

Susanna Hansson, Product Manager for Scania Truck Gear

SCANIA TRUCK GEAR 2019

CLASSIC V8 ZIP HOODIE /men/

The hoodie that provides just the right amount of style and comfort.

Size: S-XXXL, regular fit. **Colour:** Grey mélange (2796894-899).

Material: 100% organic cotton, brushed backside. **Details:**

Contrast colour zippers, V8 badge on chest, big Scania V8 print on back.



New ground

The clever S.Café fabric, partly made from recycled coffee granules, keeps you dry, cool and odour-free.



VIGOR HOODIE /men/

Everyday hoodie with sustainable S.Café fabric that will keep you dry and odour free.

Size: S-XXXL, regular fit. **Colour:** Black (2796901-906).

Material: 54% polyester, 38% S.Café polyester, 8% elastane. **Details:** Wrap collar, Scania symbol embroidery on sleeve, kangaroo pocket.



FRONT HOODIE /women/

Everyday hoodie with sustainable S.Café fabric that will keep you dry and odour free.

Size: S-XXL, regular fit. **Colour:** Black (2796795-799).

Material: 54% polyester, 38% S.Café polyester, 8% elastane. **Details:** Pockets in front seams, Scania symbol embroidery on sleeve, high collar.



INJECT V8 JACKET /men/

Padded winter jacket to be worn and loved for many seasons.

Size: S-XXXL, regular fit. **Colour:** Black (2796943-948).

Shell fabric: 50% polyester, 50% recycled polyester.

Lining: 100% nylon. **Details:** Contrast colour zipper, V-shaped yoke on front. Reflective pipings, symbol badge on one sleeve, wordmark print on the other, big V8 print on back.

ROAR HOODIE

/men/

Make a V8 statement in this eye-catching hoodie with its high definition embroidery.

Size: S-XXXL, regular fit.

Colour: Snow mélange (2796888-893).

Material: 100% organic cotton, brushed backside.

Details: Wrap collar, lining in hood in black contrast colour, raglan sleeves, pockets in front seems, V8 logo embroidered on chest.

V8 all the way

With a V8 hoodie, belt and watch, you can coordinate in style.

KIDS

For young children, Scania offers a range of cool toys and hard-wearing clothes with bold logos – perfect for little Scania fans!



Growing with Scania

These Scania baby body are perfect for the mini marvels in your life.

GRIFFIN BABY BODY

Soft baby body suit with the classic Scania symbol.

Size: 50/56–86/92. **Colour:** Grey mélange (2810715-718). **Material:** Organic cotton, 180gr. **Details:** 3 snap buttons, Scania symbol logo on chest, "Scania" print on reverse.



V8 BABY BODY

Soft baby body suit for our youngest Scania fans.

Size: 50/56–86/92. **Colour:** Black (2810706-709) Burnt red (2810711-714). **Material:** Organic cotton, 180gr. **Details:** 3 snap buttons, Scania V8 logo in black and grey. Scania print on neck.

Baby, I love you
V8-logo baby body are available in red and black.



PHOTO: TRISHA-DOWNING, UNSPLASH

A NATURAL STEP

Scania cotton merchandise such as t-shirts, hoodies, caps, towels and bed sheets have been popular sellers for many years. Besides selecting premium quality cotton that is comfortable and still looks good for wash after wash, it's a natural step for us to use certified organic cotton for close to all our range. Certified organic cotton has been cultivated and harvested responsibly, without using chemical pesticides or fertilisers. Our cotton farmers use local and renewable resources, conserve natural resources, preserve the long-term fertility of the soil, and create the largest possible recirculation of nutrients.



PHOTO: TOBIAS OHLS

V8 in the house!

Luna is one of our youngest and cutest V8 fans. The V8 baby body is available now.

Luna's Baby Body

The V8 50 year anniversary baby body is tough enough for playtime adventures.



PHOTO: TOBIAS OHLS



BABY BODY V8 50 YEAR ANNIVERSARY

Soft body suit for the coolest baby on the block.

Size: 50/56–86/92. **Colour:** Black (2810699-702). **Material:** Organic cotton, 180gr. **Details:** 3 snap buttons, Scania V8 50Y logo in gold, contrast seams in gold.

“A love-brand like Scania needs to have something for everybody, even the youngest fans.”

Jesper Höglin, Product Manager,
Branding Products

FOR THE KIDS

Our junior range of Scania t-shirts, hoodies, and caps is ideal for your kids to wear.



KIDS/JUNIOR T-SHIRT V8

Soft and stylish t-shirt, just like Mum and Dad's.
Size: 98/104, 110/116, 122/128, 134/140, 146/152. **Colour:** Burnt red (2810724-728).
Material: 100% organic cotton, 180gr.
Details: Scania V8 logo on chest and "Scania" print on reverse.



Playing it cool

Svea and Moa hang out in full Scania style.



KIDS/JUNIOR T-SHIRT GRIFFIN

Classic t-shirt with a classic motif.

Size: 98/104, 110/116, 122/128, 134/140, 146/152. **Colour:** Grey mélange (2810729-733).
Material: Organic cotton, 180gr, non-brushed.
Details: Scania symbol on chest, "Scania" print on reverse.

Scania kids

Our range of children's clothing is perfect for your kids to run around in.



KIDS/JUNIOR HOOD

Comfortable, everyday hoodie for boys and girls.

Size: 98/104, 110/116, 122/128, 134/140, 146/152. **Colour:** Grey mélange and black (2810719-723). **Material:** Organic cotton, 320gr, non-brushed. **Details:** Scania Griffin print, kangaroo pocket.





SCANIA R 580 V8

Scania R 580 V8 6x4 tractor with tipper semitrailer.
Size: Scale 1:25, 50 x 10 x 15 cm.
Colour: Blue (2812497)
Details: Manufactured by EMEK.

SCANIA TOY TRUCKS

Our toy trucks capture the magic of Scania trucks on a small scale. Available in either 1:16 or 1:25 scale, they make an ideal present for younger Scania fans aged three and over. More toy trucks are available in our assortment. Visit scania.com/merchandise for more information.



SCANIA G 410

Scania G 410 6x2 with platform and crane.
Size: Scale 1:25, 39 x 10,5 x 13,5 cm.
Colour: Red (2812496)
Details: Manufactured by EMEK.



Playtime with Scania
 Svea and Moa enjoy playing with two of the models in the Scania toy truck range.

Gun Fredriksson,
Product Manager Model
Vehicles and Per-Olof
Bortas, Senior Adviser,
Urban Segment
Trucks, inspect one
of the collector's
model trucks.



Collectibles for grown-ups

Scania's wide range of model vehicles are superbly made mini imitations of the real thing, with authentic details that are a model collector's dream. There are around 40 mini trucks, buses and vintage cars in the Scania model portfolio. They come in two different scales (1:50 and 1:87) and have been developed in cooperation with the designers from our R&D department. New for 2019 are among others two models powered by gas, and a gold-coloured V8 truck in honour of the 50th anniversary. Enjoy!

SCANIA S 730 V8

Scania S 730 V8 4x2 tractor in display case. V8 50 years anniversary.

Size: Scale 1:50.

Colour: Gold (2812498)

Details: Manufactured by Tekno.



Our collector's models
are for older Scania fans
aged 14 and above.

More model vehicles are
available in our assortment.
Visit scania.com/merchandise for more
information.

What else was happening in 1969?

1969 was not just a milestone year for Scania and the V8. We had a moon landing; a comeback for Elvis; peace protests against the Vietnam War; new leaders for the US, France, Sweden and Germany; Woodstock; a Beatle marriage; and the first ever airing of iconic cartoon Scooby-Doo. What a year!

Here's a random selection of historical happenings:

JANUARY 20: Richard Nixon is sworn in as the 37th President of the United States of America.

JANUARY 26: Elvis Presley enters American Studios in Memphis to start recording his comeback albums 'From Elvis in Memphis' and 'Back in Memphis', including soon-to-be classic songs 'Suspicious Minds' and 'In the Ghetto'.

MARCH 20: John Lennon marries Yoko Ono in Gibraltar. They spend their honeymoon in bed, but in front of the world's media, holding a 'Bed-In' for peace.

APRIL 28: Charles de Gaulle steps down as President of France after losing a referendum.

JULY 3: Rolling Stones guitarist Brian Jones drowns in his swimming pool at home in England.

JULY 21: A live global TV audience of 500 million people (the largest-ever to that date), watches as US Apollo 11 astronaut Neil Armstrong becomes first man on the Moon.

AUGUST 15 – 18: The Woodstock music and arts festival is held at Max Yasgur's farm in upstate New York, attracting more than 400,000 to see music from the likes of The Grateful Dead, Janis Joplin, Sly and the Family Stone, Crosby Stills Nash and Young, and Jimi Hendrix.

SEPTEMBER 13: The first-ever episode of Scooby-Doo is aired on CBS TV in the US.

OCTOBER 14: Olof Palme replaces Tage Erlander as Prime Minister of Sweden.

DECEMBER 24: Phillips Petroleum announces it has made the first discovery of oil in the Norwegian Sector of the North Sea.

Text: Andrew Montgomery



We chose truck drivers
Cecilia Granqvist and Danne
Lantz to model the Scania
Collection for 2019.



DRIVING IN STYLE

When it comes to showing off Scania's clothing and merchandise for 2019, who better to do the job than two actual truck drivers with long experience behind the wheel? Meet our driver-models Cecilia and Danne.

CECILIA GRANQVIST

Cecilia works for Scania transport laboratory in Södertälje Sweden. She transports goods between Scania production units with different trucks and reports her experiences back to Scania. She has worked for several different haulage companies and has driven a wide range of trucks from various brands, in Sweden and in other countries. "Scania has the best trucks. I especially appreciate the great driver comfort they offer."

She has two children and a boyfriend. She likes to cook and bake or just have a relaxing evening at home. "With two children, we always have a lot of activities going on."

DANNE LANTZ

Danne drives a Scania R500 and works for J. Lindebrink Entreprenad in Nyköping, Sweden. The company transports machines such as excavators, diggers, shovels and lifts. It also transports gravel.

He used to drive long haulage trucks. "It was rather cool driving a 25-metre truck, but I really enjoy the job I do today." His favourite truck is the 143 Streamliner, "but so far I haven't drive one."

Danne is married with three children. He is a football coach for his oldest son's team.

He has quite a few tattoos, many of which are linked to his family: the children, his wife's personal identity number and a rose with his grandmother's name.

ADDITIONAL PRODUCT FACTS

WATER RESISTANT GUIDE

All Scania-branded watches are water resistant (WR) either to 50M or 100M – this is what it means:

M	ATM	Handwash	Rain
50	5	Yes	Yes
100	10	Yes	Yes

M	Carwash	Shower	Swim	Diving
50	Yes	Yes	No	No
100	Yes	Yes	Yes	No

SAPPHIRE COATING FEATURES

Sapphire coating makes the crystal glass much more resistant towards scratches and keeps the watch in good condition for longer time.

CR-39 LENSES

All shades in the Scania collection have CR-39 lenses with full UV-protection. The optical quality is superior, it's half as heavy as glass and is more resistant to scratches and gives a better UV protection than for example polycarbonate. Full UV-protection is an important feature especially for professional drivers who spend many hours behind the wheel in ever changing weather conditions.

MULESING-FREE WOOL

Scania has made the decision to only use certified mulesing-free wool, thereby guaranteeing that no animals are harmed during the shearing process. A natural choice for Scania, and totally in line with our responsible and sustainable approach.

WATER RESISTANT / WATER-PROOF GUIDE FOR JACKETS

With best-in-class standard in every detail, the Scania jackets will keep you warm and comfortable in all weather conditions. A closer look at the label will reveal technical information about the fabric. Here is a brief explanation of the abbreviations.

CO Carbon free

WR Water resistant. To repel light water on contact, general grade between 1,500 – 5,000 mm

WP Waterproof – to repel water on contact, general grade minimum of 10,000 mm

PU PU coating

MP Breathability gm/m²/24 hr

WATER RESISTANT GRADING SCALE MM

1,500–5,000 mm	Light to average conditions: rain showers and light snow dustings
5,000–10,000 mm	Moderate conditions: steady rain and snowfall
10,000–40,000 mm	Extreme conditions: heavy rain and snowstorms

N.B. The WR-effect can vary depending on the amount of time that the garment is exposed to rain

MP BREATHABILITY PERFORMANCE

< 4,000 gr/m ² /24 hr	Low
4,000–8,000 gr/m ² /24 hr	Moderate
> 9,000 gr/m ² /24 hr	High

N.B. There are different ways of testing and measuring breathability, this is the most common way



The Scania V8. The King of the Road.
A legendary icon at 50 that's looking better than ever.
Happy Birthday to the great V8!



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