



SCANIA MIDDLE EAST

# JOURNEY

[ SUSTAINABLE TRANSPORT SOLUTIONS ]



**Partner News**

Page 24

**Green Truck  
Award**

Page 15

[IN FOCUS]

# Scania Fleet Management

Data Driven Solutions from Scania

#1 – 2022

**SCANIA**





**+ Further Reading**

Scania FMS	4
Expo 2020	22
Partner News	24



Scania Middle East FZE, JAFZA Business Plus,  
S3 Block A1 Showroom 10, Jebel Ali Free Zone,  
P.O. Box 262796, Dubai, UAE

Editor-in-chief:  
Priya Thomas - Marketing & Communications Manager  
E-mail: priya.thomas@scania.com

# SOLUTION SALES

**D**ear reader! It's my pleasure to join the Scania Middle East team and personally contribute to the Scania brand image and market presence development in the region. I am eager to bring forward Scania's sustainable strategy approach by wider scope of bundled offerings including comprehensive financial and service offerings. The focus is to develop Scania's service network in the region by being more accessible and efficient with the scope and quality of services provided. Furthermore, implement and enhance the sales solution concept through single customer contact strategy.



From predefined standard stock vehicle specification to tailor made vehicle execution, fully adapted to industry application, going from just simple vehicle sales to comprehensive solution offering, including various alternatives of service contracts, financing and insurance. In addition to this it is also vital to develop the competence of the Sales and Service team to be equipped to handle the Single customer contact strategy.

The industry is currently facing several turbulences with logistics, production capacity, shortages in components and geopolitical issues. Facing current very complex and disrupted global environment it's not enough to be just well known as a quality vehicle manufacturer, it's essential to become a real solution provider, offering answers to any kind of transport and logistical tasks.

**“The focus is to develop Scania's service network in the region by being more accessible and efficient with the scope and quality of services provided. Furthermore, to implement and enhance the Sales solution concept through single customer contact strategy.”**

Marian Cernoch, Managing Director  
Scania Middle East FZE



# SCANIA FLEET MANAGEMENT

SMARTER BUSINESS - WITH DATA DRIVEN SOLUTIONS

Every Scania we've put on the road in the last decade has been full of smart technology, advanced sensors and wireless connectivity. This means that we have hundreds and thousands of constantly connected vehicles and engines in use all over the world today. The reason for this is that there's frankly no better way to improve something than analysing its real-world usage.



# TAKE CONTROL OF YOUR FLEET - AND LOWER YOUR COSTS



Monitoring package



Control package

Scania Fleet Management consists of many packages and we are introducing 2 of our main packages to the region: Monitoring and Control package. Both packages offer the following benefits:

**Easy and Fast**

- Start up in minutes
- Quick Access to Fleet Overviews
- Understand graphic reports at a glance

**Environmentally smart**

- View Fuel Consumption
- View CO2 and other emissions

**Saves Cost**

- Helps you make decisions that cut fuel consumption
- Identifies vehicles that are not being driven optimally
- Better Service Planning with reduced unplanned downtime
- No Additonal Hardware charges

# PACKAGES TAILORED TO YOUR BUSINESS NEEDS

SERVICES OFFERED	MONITORING	CONTROL
Fuel consumption report and trends by email		
CO2 emissions reports and trends by email		
Service planning based on time, distance or both		
Events Report		
Environmental report - all emissions		
Performance trends per driver or vehicle: fuel consumption, driving style and usage during any period		
Advanced vehicle and Driver Evaluation		
Fleet position and vehicle status		
Geofence alarms if a vehicle enters or leaves a predetermined area		
Provides full access to fleet data in a standardised format with existing telematics system		





# MONITORING PACKAGE

FULL FLEET DATA ON ALL YOUR VEHICLES

Scania Fleet Management Monitoring Package is an easy-to-use service that puts you on the right track to improving your fleet economy – even for small fleets. You’ll receive weekly email summaries covering all of your vehicles. From these you can see at a glance how each vehicle is performing and which ones need special attention.

### Scania Driver Support

If your vehicle is equipped with Scania Driver Support, you will see the average score here.

### Change in fuel consumption

See at a glance how your entire fleet is performing on fuel consumption. Are things better this week?

### CO2 emissions

Show your customers what you are doing for the environment – in black and white – and become eligible for additional transport assignments.

### Red and green arrows

Spot trends since the last report. Are some trucks improving? Green tells you when a factor affecting fuel consumption is improving. Red indicates a negative trend.

### Coasting

Driving with a gear engaged and without fuel injection is good driving behaviour.

### Economical speed

High speed consumes more fuel than necessary. You can set a speed limit and follow it up (83 km/h is preset)

### Idling

Excessive idling time wastes fuel. Can you coach drivers or adjust routes to reduce idling time?

### Fuel consumption

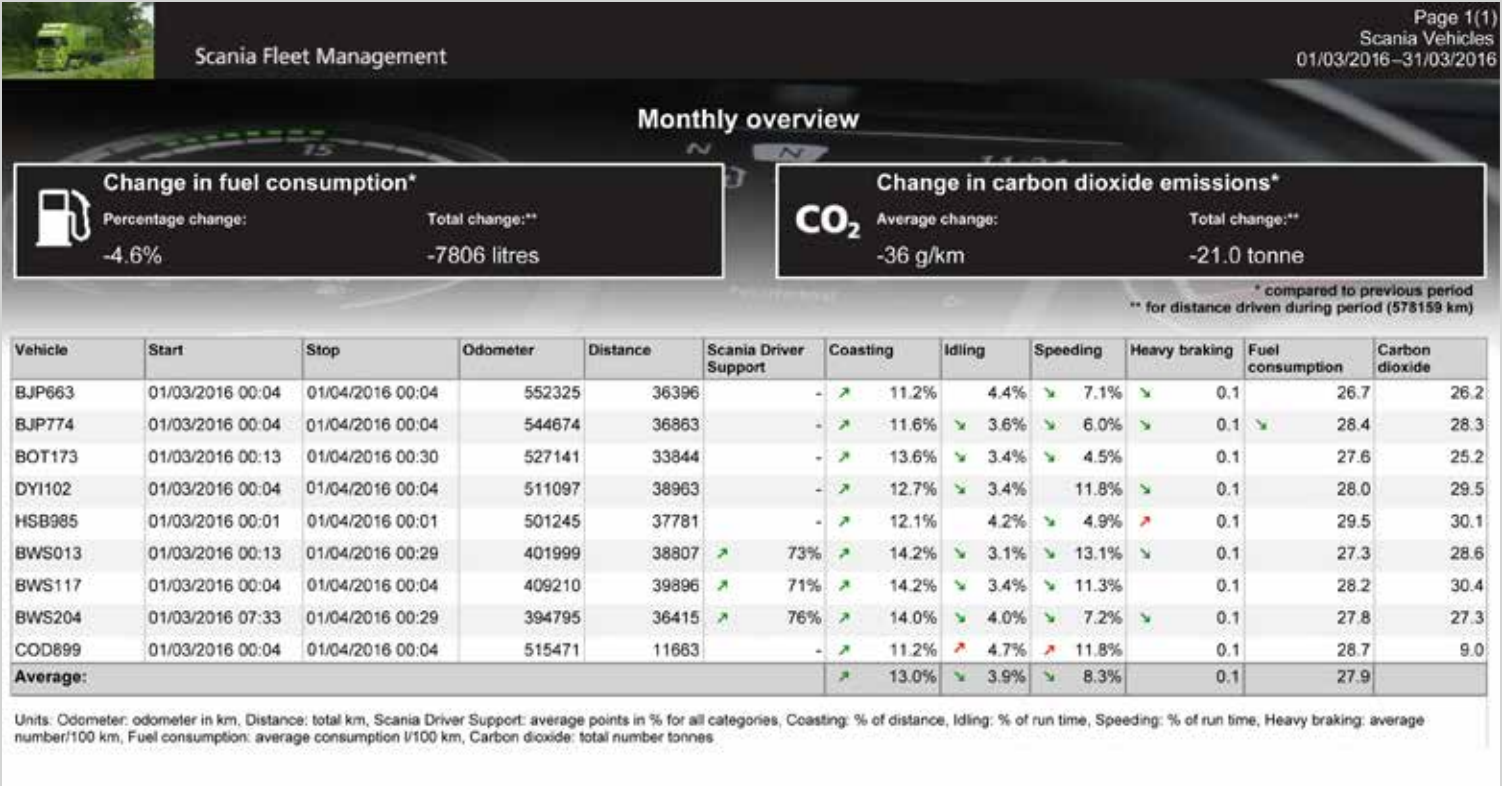
Find the inefficient fuel consumers that need attention.

### Heavy braking

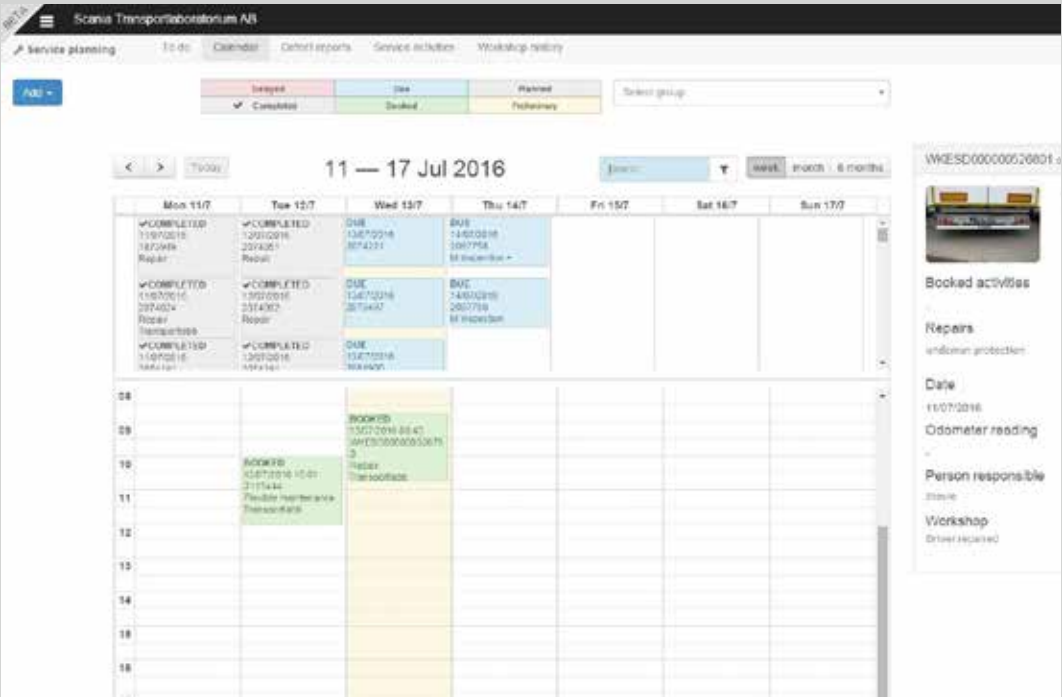
Excessive braking might indicate a need for a new driving strategy that is less aggressive.



YOU CAN DOWNLOAD THE **SCANIA FLEET APP** ON APP STORE AND GOOGLE PLAY



## Service Planning - via Fleet Management Portal



The calendar gives you an overview of upcoming services.

The repair is saved and visualised together with planned maintenance in the calendar.



# CONTROL PACKAGE

FOR EFFICIENT PLANNING AND LOCATION SUPPORT

The Control Package is an advanced set of services that help fleet owners utilize vehicle and driver follow-ups and operational information to support their transport process. As is the case with the Monitoring Package, the Control Package allows access to our App, the Scania Fleet Management portal on any computer and all the information offered through the Monitoring Package. However, you can also access additional useful information and functions including the following:

### Driver Evaluation

Lets you check drivers' driving style so you can help them improve their driving to save fuel and reduce vehicle wear.

### Vehicle Evaluation

Lets you check your vehicles' performance parameters including fuel economy and emissions so you can troubleshoot maintenance to reduce downtime.

### Fuel report

Provides an overview of

fuelling events such as when and where refuelling occurred, which driver carried it out and how much the fuel level changed.

### Events report

Provides a list of occurred events in the fleet. An event could be, for example; Low engine oil pressure, or Bus door opened.

### Vehicle tracking

Lets you follow your fleet and monitor each vehicle's status. Know each driver's lo-

cation, speed, accumulated driving time. Set Geofence alarms for borders and restricted areas.

### Fleet position

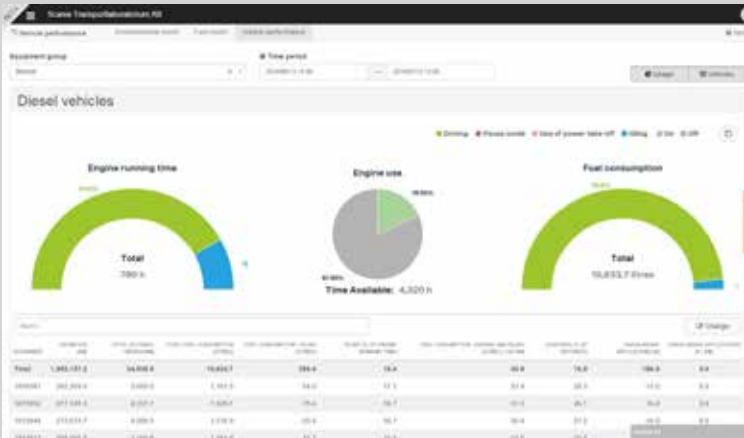
Shows the fleet's current positions, vehicle status (on/off, moving direction), and accumulated driving time.

### Environmental report

Reviews the emissions caused by a specific vehicle during a selected period.



YOU CAN DOWNLOAD THE **SCANIA FLEET APP** ON APP STORE AND GOOGLE PLAY

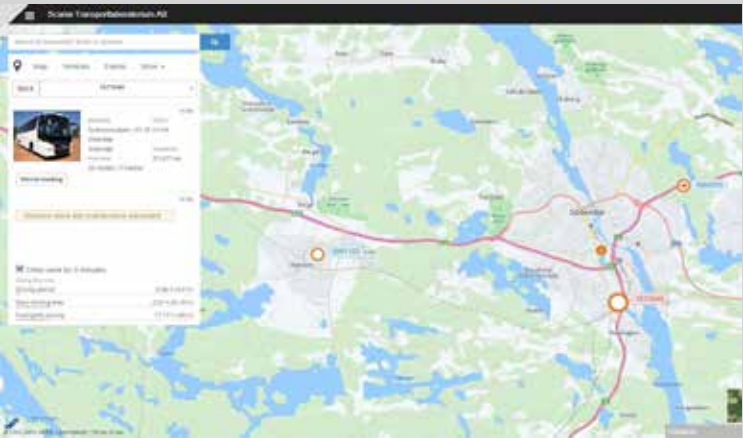


### Vehicle Evaluation

Often the details that matter are the deviations from the normal. The Vehicle Evaluation report quickly gives you the details that need your attention.

### Fleet position details

Detailed driver information and accumulated driving time helps you plan pickups and deliveries.



### Driver Evaluation

Each trip is scored from A to E. Trip parameters are pre-set according to the operation type. To help improve skills, drivers are ranked according to their trip performance making it easier to implement best practices where needed.



Click on an individual driver in the ranking list to see their detailed results. Ratings for each parameter show where improvements can be found. The graph shows the driver's development over time.



# SCANIA SERVICE CONTRACTS

## THE BENEFITS

### EXTR@

MAINTENANCE + POWERTRAIN PROTECTION

- Up to 5 years Maintenance Contract
- Up to 5 years/ 1,000,000 kms/ 20,000 hrs powertrain protection
- FMS Monitoring or FMS Control Package

**Unlimited Confidence with Extr@** – With EXTR@ you can get the most out of your vehicle by keeping them in perfect condition. Benefit from customized maintenance and powertrain protection for upto 5 years.

### ULTR@

MAINTENANCE + POWERTRAIN PROTECTION + WEAR AND TEAR REPAIRS

- Up to 5 years Maintenance Contract
- Up to 5 years/ 1,000,000 kms/ 20,000 hrs powertrain protection
- Up to 5 years / 1,000,000 kms Wear and Tear Repairs
- FMS Monitoring or FMS Control Package

**Ultimate Advantage with Ultr@** – With ULTR@ you can get the most out of your vehicle by keeping them in perfect condition. With customized maintenance solutions, powertrain protection and up to 5 years wear and tear repairs, you'll find the right fit for your enterprise and avoid unplanned costs, while maximising your uptime.

### MAXIM@

FULL REPAIR AND MAINTENANCE

- Up to 5 years Maintenance Contract
- Up to 5 years/ 1,000,000 kms/ 20,000 hrs powertrain protection
- Up to 5 years / 1,000,000 kms Full Repair Contract
- FMS Monitoring or FMS Control Package

**Maximum Benefit with Maxim@** – With MAXIM@, customers can now benefit up to 5 years of Full Repair and Maintenance. With this comprehensive service contract you avoid unpleasant surprises at a fixed cost for all maintenance and repairs.

## CLASSIC LUB3

(Vehicles 5+ years)

It's time you give your reliable partner the care it needs. For Vehicles 5+ years and at a fixed price, with Scania Classic Lub3, you can avail:

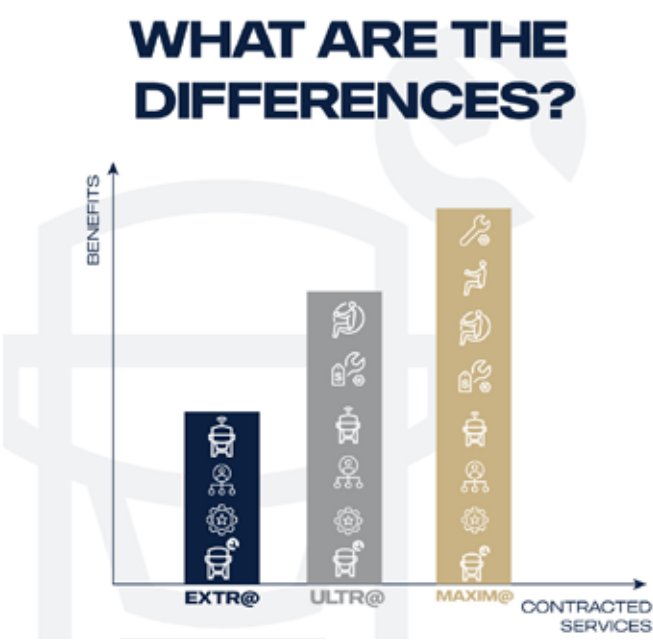
- Engine Oil and Filter Change
- Fuel Filter and Water Separator Change
- Greasing the Chassis
- Health Diagnostic Checklist and Operational Analysis Report
- Additional 10% parts and labour discount
- 2 year parts Warranty



# SCANIA SERVICE CONTRACTS

## THE BENEFITS

	EXTR@	ULTR@	MAXIM@	CLASSIC LUB3
Service Plans				
Preventive Maintenance				
Driveline/Powertrain Repairs (Warranty)				
Connected Services FMS Monitoring				
Wear and Tear repairs*				
Full Repairs* - Bumper to Bumper				
Scania Assistance - Towing Service				
Scania Vehicle > 5 years				





## New Powertrain Range Launched

November saw the launch of our new powertrain Scania Super - a major sustainability milestone for Scania, and a move that secures our leading position in our industry. Delivering at least eight percent fuel savings for our customers, and backed up by a range of services to improve Efficiency, Uptime and Safety, the powertrain will be key to reaching our climate targets.

**8%**

additional fuel savings compared to our already highly-efficient current engine range.



## SCANIA INTRODUCES ELECTRIC TRUCK FOR REGIONAL LONG HAUL



True to its stated roadmap, Scania is now introducing solutions built upon the next level of battery-electric trucks (BEV). The new generation, available with R or S sleeper cabs, is part of a complete solution that will open the door to the electrified transport landscape wide for a vast number of customers and applications. "This introduction represents a major milestone for us and for our partners," says Christian Levin, Scania's CEO. "We are now increasing our range in every dimension by offering new opportunities for a vast selection of customers and the whole transport ecosystem. These trucks are part of solutions that contain all the capabilities that a transport industry longing for electrification is asking for."



"Green truck" is a comprehensive and independent comparison press test, organised annually by the leading German trade magazines Verkehrs Rundschau and Trucker.

**WIN, WIN, WIN,  
WIN, WIN-WIN**



Driving the greenest truck on the market helps more than the climate – It helps your bottom line too.

A true win-win. And since the meticulous and rigorous Green Truck competition has awarded the 2022 win to Scania for our 500 S Highline – that marks the sixth consecutive year of winning. So, in reality, it's more like win win win win win - win.

Choosing sustainable transports shouldn't be a compromise between climate and business. And if you make the right choice, it isn't.



# SAFE TRANSPORT

## SAFER DRIVERS, SAFER TRAFFIC

### SIDE DETECTION

Side detection increases safety by detecting objects in blind spots. It consists of the two systems – Vulnerable Road User Collision Warning and Blind Spot Warning.

The Vulnerable Road User Collision Warning is primarily effective in urban traffic. It uses radar sensors to detect and warn the driver if pedestrians or cyclists are in close proximity to the vehicle. The Blind Spot Warning is especially useful when driving in higher speed on roads with several lanes. With both these systems, the driver is alerted through LED lights and a warning signal from the A-pillars. The warning is subsequently escalated in three levels. The driver is hereby always aware of the surroundings.



### AREA VIEW


Our Area View Camera System helps you get a clear view of every situation. Four wide-angle 720p HD cameras work together to cover the front, rear and sides of the vehicle, making sure you have full visibility in every direction. The system makes parking, loading and manoeuvring through traffic much safer, in turn making your life a bit easier.



## TIPPER TRUCKS TO LAKES LAND



Al Shirawi Enterprises have successfully delivered five Scania P440 Waste Tipper Trucks to Lakes Land Transport for the expansion of their fleet. Lakes Land who offers Contracting Transportation of site waste materials have been operating across Dubai (UAE) since 2005. They have seen a continuous demand due to the thriving construction industry within the region. While deciding which heavy-duty vehicles to add to their fleet they considered their requirements, competitive price, and the aftersales support of Al Shirawi Enterprises. Another key factor that contributed to Lakes Land decision was the fuel economy of Scania vehicles, which is second to none in the market.

 Samir Salamoun, Director Commercial Vehicles Al Shirawi Enterprises, Mutasem Alhassoun Owner Lakes Land Transport, and Mosa Belbeisi, Sales Manager Al Shirawi Enterprises





# AL SHIRAWI ENTERPRISES PROUDLY DELIVERS 9 SCANIA TOURING BUSES TO EUROPCAR

Al Shirawi Enterprises have a long-standing relationship with Europcar for almost 30 years. With the latest being the largest single deal to date, an impressive 9 luxury Scania Touring Buses delivered. The rental and transportation giant chose Al Shirawi Enterprises when the need arose to add new buses to their fleet to meet the increased travel demands after the pandemic. These being focused within the luxury transportation division. 40% of Europcar’s luxury transport are Scania buses, relying on the opulence and comfort they provide their VIP tourists. The new coaches will be used to transit passengers from Dubai across the GCC countries.

Usually rejuvenating their fleet every year Europcar regularly partners with Al Shirawi Enterprises and Scania, but the travel boom post pandemic has accelerated the usual schedule and lead to the requirement of the new Scania Touring Buses.

With a fleet of over 450 buses of various brands Europcar are well equipped to select the optimal coach for meeting their demands. Features of the Scania Touring bus that has them repurchasing includes the sumptuous interior, lower internal operation sounds, powerful AC to meet the GCC requirements, audio entertainment system including 2 TV’s and a fridge. The coaches are also equipped with large luggage space with remote control doors and levelling function for ease of onboarding and offloading passengers.



▲ Pictured is Mr. Samir Salamoun Director of Commercial Vehicles at Al Shirawi Enterprises LLC delivering the 9 buses to Mr. Vijay Kumar General Manager of Europcar.

Al Shirawi Enterprises provide a full maintenance package to Europcar ensuring through the Scania network that the bus can be repaired on-site no matter where in the GCC it is located.

This is especially vital for Europcar’s operations which run across borders. Driver handling and comfort is also a key focus for both Al Shirawi and Scania. The bus has an ergonomic driver environment which includes automated gear shifting and comfortable driver seat. Al Shirawi also provides driver training both at the time of the delivery and as and when required.

This along with regular planned maintenance ensures Higher Uptime, Safety, and Fuel Economy for Europcar.

Mr. Samir Salamoun, Director of Commercial Vehicles at Al Shirawi Enterprises commented that “This was a monumental delivery not just for Al Shirawi but for Europcar and the Luxury Tourism industry too.”

Mr. Vijay Kumar, General Manager of Europcar stated “Scania Touring Buses are always my first choice when it comes to luxury brands, I have compared the competition and Scania outperforms every time. It is not just my perception but that of the customers too, many already have an awareness of the Scania brand and know that they are premium quality.”

Scania Touring buses are not only reliable during their use in operations but the quality of the buses along with the proper maintenance through Al Shirawi Enterprises ensure they hold their worth with high resale value 10 years on●





## A POWERFUL PARTNER

At Scania, we have a solid history of overcoming tough challenges. Now the XT-range stands ready to write the next chapter. The sturdy one piece steel bumper with a robust towing device, head lamp protections, robust mirror casings, high air intake and exhaust outlet are only some of the features making the XT-vehicle the perfect business partner in tough conditions.

Learn more at [www.scania.com](http://www.scania.com)

## AL SHIRAWI ENTERPRISES PROVIDE SCANIA MARINE POWER SOLUTIONS ACROSS THE EMIRATES



Al Shirawi Enterprises dedicated Power Solutions division have been able to provide Power Solutions both locally and further afield. Within the United Arab Emirates, an order for six 16Litre 900 horsepower engines with waterjets for use on three catamarans has recently been delivered.

The customer was impressed with the product and on-site support provided by Al Shirawi Enterprises, that they pledged to continue with this partnership.

The customer then contacted Al Shirawi Enterprises for an opportunity within the Maldives for six 16Litre engines for use in two catamarans with waterjet propulsion, one yacht with propeller, and one 13Litre engine with conventional propeller for use on a supply boat.

The vessels are now being used within the Maldives to ferry passengers from the mainland to luxury resorts on the islands. Due to the remote location and the importance of reliability and Uptime, members of the Al Shirawi Team travelled to the Maldives to provide pre-operation service and full maintenance training during the commissioning of the three passenger carriers. Al Shirawi Enterprises continue to support the customers operations by providing spare parts from their hub in Dubai and onsite support when requested●





# Scania day at Expo 2020

On 14th Jan 2022, Scania Middle East with the support of Scania CV AB organized a Dealer Conference for its Dealer Network in the region at the Swedish Pavilion, Expo 2020. The agenda for the day was to align with the partners on Scania's overall Strategy and the Sustainability journey. The agenda included presentations from several Scania experts - Camilla Dewoon (Head of Communications), Daniel Schulze (Head of E-Strategy), Staffan Arvas (Director, Public Affairs) and Fredrik Morsing (Senior Advisor, Strategic Projects).



# Scania Middle East and Al Shirawi Enterprises victorious at the Truck and Fleet Awards

The Commercial Vehicles industry gathered at Raffles Hotel for the first annual Truck and Fleet Awards 2022. The luxurious gala set the tone where Scania Middle East and Al Shirawi Enterprises, along with other Manufacturers, Distributors, Fleet Customers and colleagues from the industry congregated and mingled. The prestigious awards voted for by the industry with over 2,000 voters which saw Scania Middle East and Al Shirawi Enterprises walk away with every award they were nominated for. Scania Middle East are proud to have won both categories that they were nominated in – **Outstanding Manufacturer of the Year** and **Heavy Duty Truck of the Year**. This is an incredible achievement and recognition for the team here in the Middle East. Al Shirawi Enterprises, official Scania Dealer in Dubai and Northern Emirates was awarded **Distributor of the Year**.

# Truck & Fleet Conference 2022

The 3rd Edition of the Truck & Fleet Conference included a unique blend of insight from world's leading vehicle-makers, thought leaders from the regional Truck & Fleet industry, and a raft of technical and solutions experts serving the region. Scania Middle East represented by Hans Wising, participated in the Industry Roundtable alongside other OEMs, Dealer Network and Fleet company discussing Digitalisation, Fuel prices, supply chain struggles and focus towards service excellence.







# MUSAFFAH SPARE PARTS OUTLET IS NOW OPEN TO SERVE YOUR BUSINESS

Musaffah, an industrial district in the southwest of Abu Dhabi, is one of the most important economic areas of the United Arab Emirates. It has been designated as special economic zone, principally comprised with workshops, service and maintenance facilities, and with several factories and port.

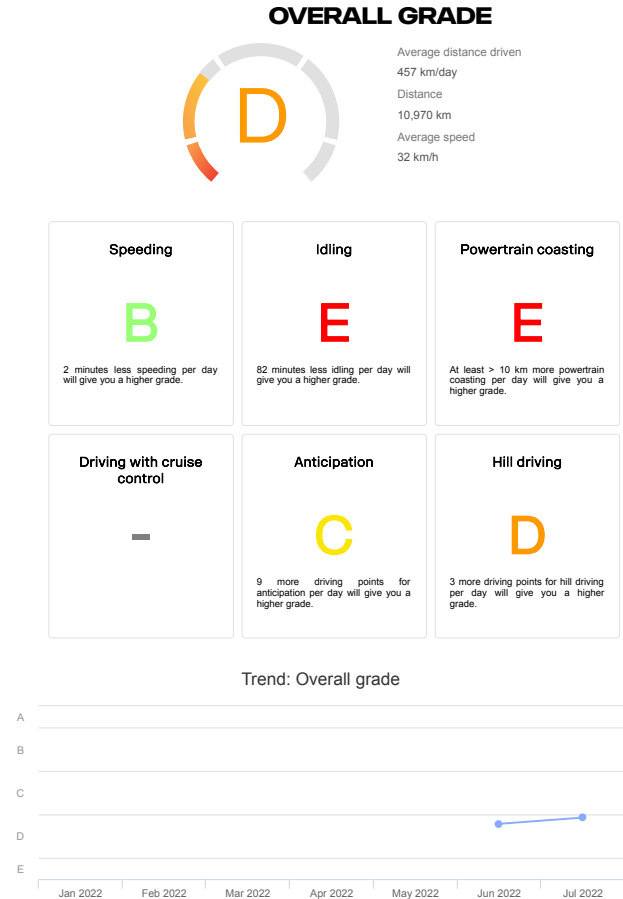
“We have numerous customers who are based and operating in Musaffah area and it is our pleasure to serve them in the most convenient and efficient way by bringing our spare parts outlet store closer to them” said Mr. Ayman Hafez, General Manager of Bin Brook Motors & Equipment LLC.

“It has been our plan since 2020 to open a new branch in the area to reach more customers and promote genuine spare parts for them to benefit the full potential of their Scania Trucks & Buses fleet and CIFA Concrete Equipment (Pumps, Mixers & Batching Plants). I am proud to bring hundreds of readily available parts where customers can feel at ease knowing that the parts they need is just around the neighborhood. Although parts delivery is still an option, customers are most welcome to walk-in especially those who have urgent requirements.”

Our new parts outlet store is now open and will serve customers from 8:30 am until 6:00 pm, from Monday to Saturday. For parts inquiry or any additional information, customers can contact +971 2 621 9370 or email [parts.muh@binbrook.com](mailto:parts.muh@binbrook.com)●

# SCANIA FMS NOW AVAILABLE FOR ABU DHABI CUSTOMERS

KAMAL RANDHAWA  
June 2022



## Did you know that your driver is an essential asset to reduce your fuel cost?

As owner of a vehicle fleet business, you know that fuel cost takes a large portion of your overall operating costs. With continuous fuel price hike the best solution is to improve driver efficiency in a constructive way along with optimizing the routes and reducing idling time.

With Scania Fleet Management all above parameters can be monitored easily, unique feature in Scania FMS is Driver Evaluation, the system evaluates the way your drivers uses your vehicles and rate them from Grade A to Grade E as per their driving behavior. Grade A driver saves around 15% more fuel than Grade E driver. In tipper application it will be around AED 4500 saving per vehicle per month, Following-up driver's performance is the key of finding possible areas of improvement. Scania Fleet Management is able to analyze your overall fleet trips made by other drivers and provides you insights from hundreds and thousands of connected vehicles. Scania brings you a unique as-

essment taking driver evaluation to the next level.

“We introduced the Scania FMS early this year, and during our customer visit, one of our partner customer Tejoury General Contracting LLC, shares that they are happy with the kind of control they are getting from Scania FMS on fuel cost. The Driver Evaluation is helping them to know driver strengths and improvement areas and favorable to their operational cost” said Mr. Bhaskara Vijaya, After Sales Manager of Bin Brook Motors & Equipment LLC.

Scania Fleet Management System is now available to our customer in Abu Dhabi, U.A.E. For more information, customers can contact +971 2 558 4888 or email [sales@binbrook.com](mailto:sales@binbrook.com), [services@binbrook.com](mailto:services@binbrook.com) or [services.aa@binbrook.com](mailto:services.aa@binbrook.com)●





## THE FIRST S-CAB IN THE REGION - SWISSBORING

**S**wissboring Overseas Piling Corporation Ltd. was incorporated in Switzerland in 1952 and established its Arabian Gulf Office, in Dubai, in 1973. Part of the Trevi Group since 1999, they are a worldwide leader in the field of soil engineering (special foundations, tunnel excavations, soil consolidation and the building and marketing of special rigs and equipment relevant to this engineering sector). The Group is also active in the drilling sector (oil, gas and water), both in plant production and the supply of services. In addition, the Group also builds automated underground car parks.

Swissboring Oman purchased their first Scania V8 in 2013, and convinced about the performance of the truck they decided to go for 2 more of the same model when it was time to replace the old one. The trucks are in use for multiple applications for payloads of 60 to 110 tonnes with a special lowbed trailer.

The S cab breaks new ground in driver comfort, this along with the impressive exterior gives a one of a kind experience. This paired with a V8 engine is like driving a premium truck with a premium engine. The Scania V8 engine brings fuel efficiency to the next level. Characterized with impressive power, performance and productivity, it sets a new standard within the high power segment●



## INTELLIGENT SYSTEMS GENERAL CONTRACTING COMPANY

**W**e interviewed Mr. Rashid Ali Goraya, General Manager and Mr. Mohsin Ali Warraich, Chairman of Intelligent Systems General Contracting Company and here's what they had to say about the product and service solutions provided by Scania and GCC Olayan. "Scania FMS is the strongest tool I have ever encountered while talking about fleet management, we get not only the normal tracking options which everyone offers but it is giving us the ability to audit all our expenses precisely, either it is related to mileage allowances, idling/waiting allowance, exact fuel cost where I can see the fuel refills with exact amount of fuel been filled, or been consumed and on top of all the fuel theft. The Driver Performance report is another tool that helps to identify driver's deficiencies in driving skills and manage skill-based incentive with one click of the button for my entire fleet and driver. As the fleet is covered with Extr@, it gives us freedom from unseen cost of repairs with a fixed cost for variable kilometer. FMS Geofencing has made my operations team at ease by getting the automatic system generated email while my trucks reach to my loading and offloading points and plan in-time always. I would be more than happy to have more Scania Trucks when we plan to increase our fleet"●





# EXPANDING THE FLEET WITH SCANIA

**T**eyseer Building Materials and Transport Co. welcomed the year with the purchase of 5 Scania Vehicles equipped with latest technology to expand their transport and logistics capacity to serve their wide range of customers. Established in 1976, Teyseer Building Materials & Transport Company has built its core as one of the leading providers of building materials and transport services in Qatar. Teyseer's large fleet comprises of Scania trucks solely to provide a hassle-free end to end logistic solutions to its esteemed clients. The company's transport division started in 1982, supported by 77 units of Scania trucks with various trailer configurations, 5 of which are recently purchased with the latest year model packed with advanced Swedish technology.

Mr. Khalifa A. R. Al Mannai, Managing Director of TBMTC said, "We have the largest fleet of Scania Trucks in Qatar with some of the oldest trucks purchased in 1982 which until today are running in good condition and shape. This is one of the main reasons, why we are loyal to Scania. We witnessed how the truck works and most of all, its fuel consumption is lower which makes a big difference to our business."

"Our Scania trucks have given us an extra edge to handle the demands of the job. It also gives us better fuel economy, compared to the competitors. While reducing our operating cost is our priority, we are also concerned about increasing vehicle uptime. It is often more important to consider the quality of the services support that we got from Scania," Mr. Mohammad Khalid Nazir, General Manager said.

"The tremendous track record of customer satisfaction rooted from the outstanding standards of services rendered to our clients. We never stop finding ways on how to continuously offer complete customer solutions. Irrespective of the chosen services, it may be individual or in a package solution, we will provide our clients with extra edge of competitiveness that will drive our clients' business forward," Mr. Anas Abu Saadah, General Manager of Scania Qatar operations added●



# CELEBRATING 40 YEARS WITH SCANIA

**I**ndividuals from the UAE and globally came together to share words of praise and support for Mr. Samir Salamoun, Director of Commercial Vehicles, at Al Shirawi Enterprises on his 40th anniversary. He was described as a symbol for Scania in Dubai and has been integral to the success of not only deliveries with ASE and Scania Middle East, but for his customers also, who he is able to call close friends. Scania Middle East colleagues joined the celebrations, with Mr. Hans Wising sharing a touching tribute on the day. Other members of the global Scania team shared fond memories and experiences with Mr. Samir through video messages, including Mr. Özcan Barmoro with a special reminder of Mr. Samir's feature in the Scania World Cookbook from 1995. Samir Salamoun is a role model for sales teams wanting to create lasting fruitful business relationships since joining Al Shirawi Enterprises in 1982 he has led the way for the Scania Team and continues to enterprise with tenacity and innovation●







# NAEL READY MIX

**U**AE's construction industry is forecast to expand this year thanks to the Expo 2020 event that has provided assistance to contribute to the growth of the commercial and tourism sector in the country. Nael Ready Mix did not hesitate to expand their Scania truck fleet as well to catch up with the promising demand for construction materials that sustains the infrastructure business. "We are very overwhelmed with the production orders that we are receiving," says Mr Naveen Cherian Jacob, Mechanical, Transport & Logistics Manager of Nael Ready Mix. "With the country announcing a target to cut carbon emissions to net-zero by 2050, of course, we can only trust the most environmental truck which is Scania – the most awarded "Green Truck". Gradually we are planning to replace all of our fleets with sustainable trucks. With the assistance of Mr Mahmoud Anshasi, representative of Bin Brook Motors & Equipment LLC and Scania, we recently purchased 5 units of Scania G380 B8X4 attached with CIFA HD12 Concrete Mixer and prior to that we purchased 5 units of Scania Prime Mover G500 A6X4 Tractor Head, the latest model with a high power engine but fuel-efficient."●



# 20 YEARS OF TRUSTED PARTNERSHIP

**Q**uick Mix Beton LLC, one of the highly recognized best producers and suppliers of quality ready mix concrete in the Emirate of Abu Dhabi, is a fully locally owned company under the Omeir Group of Companies, was established in the year 1996. They are one among the most loyal patron of Scania trucks having a total of 29 units in their fleet from 2003 models and still in operations at present. "We are happy with fuel efficiency and reliability of Scania trucks. For almost 20 years in operations, the trucks are still in good condition and we are really impressed with the outstanding performance it brought to the company. Not to mention the low operational cost and availability of genuine spare parts that actually prevents most of our downtime and helps prolong the life of our Scania trucks." shares Quick Mix Beton LLC Workshop Engineer●





“The feeling at the event was so positive. There is acknowledgement that we are part of a sector that in the past have not done enough, but there is a true willingness to change that and to do it quickly”

Andreas Follér, Head of Sustainability, Scania



SCANIA SUSTAINABLE TRANSPORT FORUM

In May 2021, Scania brought influential thought-leaders and decision makers together for the recurring Scania Sustainable Transport Forum, broadcast as a live event from Stockholm. The event explored the challenges and opportunities of decarbonising transport, with inspiring discussions on topics ranging from energy supply to batteries and infrastructure. The forum was hosted by world-leading climate scientist Professor Johan Rockström, with guest speakers including Christiana Figueres, co-founder of Global Optimism and the driving force behind the Paris Agreement.

[ QUICK FACTS ]

First Movers Coalition – Driving demand for Zero-Carbon Transport

Scania is a founding member of the First Movers Coalition, a new initiative designed to increase low carbon purchases in areas considered hard to decarbonise, such as steel and transport.

As a member, Scania has committed to purchasing significant amounts of green steel, and set hard targets ensuring that the goods transport we purchase for our inbound and outbound logistics operations is more sustainable.

TOWARDS EMISSIONS-FREE TRUCKS AND BUSES

On COP26’s Transport Day, Scania announced its endorsement of the first-ever global Memorandum of Understanding (MoU) on zero-emission trucks and buses. The MoU is a coordinated effort by governments and industry leaders to work towards net zero carbon emissions from trucks and buses by 2050. The initiative is led by the sustainable transport organisation CALSTART and the government of the Netherlandsrun on electricity,” said Miriam Fridstrand, one of the 60 girls between the age of 14 and 15 that visited Scania in Södertälje.



DELIVERIES

Scania services  
The Services and Advantages of buying a brand new Scania!

- Finance
- TOE
- Service Contracts
- Uptime
- Warranty
- Alternative fuels
- Payload
- Fuel Economy
- Productivity
- Connected Services

SATA LLC  
Oman



P 360 B4x4HZ delivered by SATA LLC to Greenfield Logistics

- Finance
- TOE
- Service Contracts
- Uptime
- Warranty
- Alternative fuels
- Payload
- Fuel Economy
- Productivity
- Connected Services

Bin Brook Motors & Equipment LLC  
Abu Dhabi, U.A.E.



G500 A6x4 NZ delivered by Bin Brook Motors & Equipment LLC

- Finance
- TOE
- Service Contracts
- Uptime
- Warranty
- Alternative fuels
- Payload
- Fuel Economy
- Productivity
- Connected Services

Send your ‘Scania in action’ to [priya.thomas@scania.com](mailto:priya.thomas@scania.com) for a chance to be fetasured in our next Edition and best photo to win Scania branded merchandise!

GTE Olayan  
Kuwait



P 410 B8x4HZ delivered by GTE Olayan to Al Soor Ready Mix Concrete Company

- Finance
- TOE
- Service Contracts
- Uptime
- Warranty
- Alternative fuels
- Payload
- Fuel Economy
- Productivity
- Connected Services

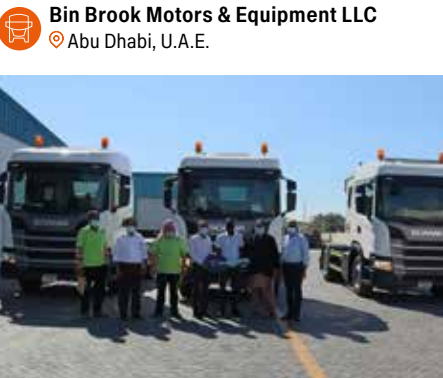
Al Shirawi Enterprises LLC  
Dubai, U.A.E.



P 440 B6x4HZ delivered by Al Shirawi Enterprises LLC to Lakes Land Transport

- Finance
- TOE
- Service Contracts
- Uptime
- Warranty
- Alternative fuels
- Payload
- Fuel Economy
- Productivity
- Connected Services





**Bin Brook Motors & Equipment LLC**  
Abu Dhabi, U.A.E.

**G440 A4x2 NZ** delivered by Bin Brook Motors & Equipment LLC to **Grand Mills Company PJSC**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Bin Brook Motors & Equipment LLC**  
Abu Dhabi, U.A.E.

**G 380 B8x4 NZ** delivered by Bin Brook Motors & Equipment LLC to **Nael Ready Mix**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**GCC Olayan**  
Kingdom of Saudi Arabia

**G410 A4X2 NZ** delivered by GCC Olayan to **Ibrahim Mohammed Al Whaibi Company**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Al Shirawi Enterprises LLC**  
Dubai, U.A.E.

**G440 A6x4 NZ** delivered by Al Shirawi Enterprises LLC to **Master Skip Waste Management**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Bin Brook Motors & Equipment LLC**  
Abu Dhabi, U.A.E.

**G380 A4X2 HZ** delivered by Bin Brook Motors & Equipment LLC to **Al Ain Feed Mill**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Bin Brook Motors & Equipment LLC**  
Abu Dhabi, U.A.E.

**P380 B4x2 NZ** delivered by Bin Brook Motors & Equipment LLC

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**SATA LLC**  
Oman

**S 560 A6x4HZ & R 560 A6x4HZ** delivered by SATA LLC

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Bin Brook Motors & Equipment LLC**  
Abu Dhabi, U.A.E.

**P 380 B6x4 NZ** delivered by Bin Brook Motors & Equipment LLC to **Saif Mubarak Fadel Al Mazrouei**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Arabian Agencies Company**  
Qatar

**P410 A4x2 HZ** delivered by Arabian Agencies Company to **Teyseer Building Materials & Transport Co.**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair



**Al Shirawi Enterprises LLC**  
Dubai, U.A.E.

**Touring K 400 IB 4x2** delivered by Al Shirawi Enterprises LLC to **Europcar**

Icons: \$, Umbrella, Wrench, Fire, Lightbulb, Shopping Bag, Briefcase, Wheelchair





# SCANIA FLEET APP

**SCANIA**