



SCANIA

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# GULF

NEWS



## A Year's Success

Scania Middle East looks back on a successful 2015 and anticipating further growth in the region. [Page 3](#)

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**SCANIA**

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# Looking back on a successful 2015

## ... and anticipating further growth.

### Dear Partners,

It is with great pleasure that we issue our first edition of Scania Middle East newsletter. The intention is to distribute it among our partners, customers and personnel. This newsletter is the first step in many more activities to come, that strive towards strengthening our internal and external communication. It will also work as a great platform where we will inform about our activities and news in the Gulf region.

For the last two years, our focus has been to create a strong Scania Middle East (SME) that can fully support our partners. Today SME support and covers all business areas, new and used trucks, buses, engines and after sales. We are very pleased to see that during this period we have had a strong growth in both vehicles sales and after sales.

Looking back at 2015, I would like to highlight a few developments and facts. 2015 was our third best year ever in the Gulf region, with deliveries of new vehicles reaching 1,200 units. At the same time, spare parts sales reached record levels. During this year we have noticed that the Scania business has been growing in all markets and our partners have also responded with more investments in resources to meet this growing demand.

Let me highlight a few achievements from each market:

In Dubai, Al Shirawi have made an outstanding job and delivered impressive volumes second year in a row. In Abu Dhabi, Bin Brook have managed for the second year to secure a important bus deal, this time to ENEC, part of ADNOC group.

In Qatar, Araco moved to a new service facility, being one of the most modern in the Gulf region and the vehicle sales reached all time high. In Saudi, we managed to secure a major deal for 6x6 units to Argas (oil and gas sector) for the second year.

In Oman, Sata have made an impressive push in the mixer segment contributing more than a quarter in their total sales. 2015



also marks a special year in Scania-Sata relations as it reaches 40 years of successful partnership.

As for 2016, we see a tougher Macroeconomic environment in the Gulf region, mainly due to the lower oil and gas prices. Despite this, we are determined together with our partners to work actively in developing our offers and improving our competitiveness. For 2016 we look forward to introducing the Scania Touring coach. In all our markets we have a plan to extend our service network coverage either through new service points or through spare part outlets.

I would like to take this opportunity to thank every Scania colleague working for our partners and at Scania Middle East. I look forward to another year of working together as one team, aiming to reach new heights in 2016.

And finally, please let me wish you all a happy holiday and a very happy new 2016.

Sincerely Yours,

**Ozcan Barmoro**  
Managing Director  
Scania Middle East FZE

## NEW MANAGEMENT APPOINTMENTS IN SCANIA HQ



**Christian Levin**  
New Executive Vice President for Sales & Marketing (1-Jan-16)

Christian Levin, Executive Vice President and currently Head of Commercial Operations, has been appointed Executive Vice President for Sales and Marketing. He succeeds Henrik Henriksson (new CEO by 1-Jan-16) and takes up his new position on 1 January 2016.



**Anders Gustafsson**  
New Senior Vice President for Africa, Asia, and Oceania (1-Jan-16)

Anders Gustafsson, currently Managing Director at Scania Hong Kong, has been appointed Senior Vice President Region Africa, Asia and Oceania (AAO), effective 1 January 2016, within Commercial Operations at Scania CV AB. He will remain Managing Director at Scania Hong Kong.



[Left-Right] Mostafa ElToby (Marketing Manager - ARACO), Anna Lundmark (Scania CV AB), Berit Goeldner (Marketing Manager - SATA), Rajiv Bhatta (Head for Marketing & Capability Development), Jawad Qureshi (Tendering Manager & Assistant Sales Manager), Zayed Akbar (Marketing Specialist, GCC Olayan)

## MARKETING TRAINING FOR PARTNERS AT FACTORY

From November 30 to December 2 this year, Scania Middle East gathered all the Marketing person-in-charge from each of the five partner companies in the region to receive a first-hand marketing and communications training in Sodertalje. The 3-day program aimed to equip and enhance our partners on Scania brand identity, standards, and applications for a more coherent implementation and use to strengthen the brand image and awareness within their respective markets.

## DUBAI TOP TEAM WINS 3RD IN THE REGIONAL FINALS IN CHINA



In photo: Dubai Digital Destroyers (3D) of Al Shirawi Enterprises - Dubai, UAE - at the regional competition in China last September.

After winning the championship in the national competition for Top Team 2014-2015, Al Shirawi's Dubai Digital Destroyers (3D) team had set off for the regional competition in China.



With more than 40 participants from 8 countries in Asia & the Pacific, the Al Shirawi 3D team has once again emerged strong -taking the 3rd place amongst the national teams of tough competition. Australia and China respectively took the first and second place, letting them go forward for the worldwide Top Team Final 2014-2015.

Top Team is Scania's approach to increasing and proving the value of its service excellence to customers. It enhances service skills and competence, promote teamwork, and strengthen pride and confidence of team members. Congratulations to Al Shirawi 3D team for this great achievement and representation for the gulf region!

## GULF REGIONAL REFERENCE GROUP MEETINGS SUCCESSFULLY CONCLUDED FOR 2015

The first ever Sales Reference Group Meeting was concluded successfully last September 29-30 in Dubai. The 2-day meeting was attended by senior team members from each partner companies who were also met and welcomed by Scania CV AB representatives in the truck and bus factory organization.

Consequently, in November 11-12, the fourth After Sales Reference Group Meeting (conducted twice a year) was held to review, discuss, and share best practices to improve and upgrade operations towards excellence.



# ALWAYS, FOR THE CUSTOMER: SCANIA'S DEALER OPERATING STANDARD (DOS)

Scania Dealer Operating Standard (DOS) sets the standard for what is expected when we provide services, at every one of our dealers and workshops around the world. The backbone of this standard is our commitment to our customers. It is all our responsibility to fulfill the customer promises and keeping our customers happy, making sure they keep coming back.

In DOS, the customer expectations behind the Scania brand are summarised as 14 promises, or pledges, to the customer.

The 14 customer pledges are arranged in the following way:

1. The pledge itself – what we promise.
2. The customer perspective – what our customers expect.
3. The dealer perspective – what we need to do to live up to the pledge.

Normative audits are performed every year in each markets to ensure that Scania's Franchise Standards are implemented and maintained.

When a dealer/workshop is certified, the certification is valid for 2 years. Proudly, as of this year, all five partners in the Middle East have a certified dealer/service workshop.

## THE SCANIA CUSTOMER PROMISES

- 1 We promise that we are easy to find, easy to access and give a good overall impression.
- 2 We promise you a friendly and professional atmosphere.
- 3 We promise to be a dependable and easily accessible business partner identifying and caring for all our customers' needs.
- 4 We promise to keep the agreed-upon delivery time.
- 5 We promise a comprehensive vehicle handover.
- 6 We promise to carry out or arrange for any work on your vehicle.
- 7 We promise you quality work carried out by competent personnel.
- 8 We promise to earn your trust by carrying out correct and cost efficient repairs.
- 9 We promise to make your business our priority.
- 10 We promise to deliver parts to you so that you can take full advantage of your vehicle.
- 11 We promise to provide emergency assistance 24 hours a day, 365 days a year.
- 12 We promise to take your complaints seriously and continuously improve our services.
- 13 We promise to protect the environment and the wellbeing of our staff and visitors.
- 14 We promise to apply Scania's guidelines for corporate responsibility and business ethics.



Scania's First Truck, dating from 1902, carried 1.5 tonnes of cargo and was equipped with a 2-cylinder 12 hp engine placed under the driver's seat.

## DID YOU KNOW?...

Did you know that Scania will be celebrating its 125th year anniversary in 2016?

It all began in 1891, when Philip Wersen and Surahammars Bruk jointly established a factory for the manufacture of railways and named the company, Vabis. By 1900, "Machine Factory Ltd. in Skane (Scania)" was established in Malmo for the purpose of manufacturing bicycles then began production of cars and trucks. The two companies merged in 1911.



## THE PROFILE BOX

NAME: ULF ERICKSON

COMPANY: SCANIA ME

POSITION: SALES & MARKETING MANAGER

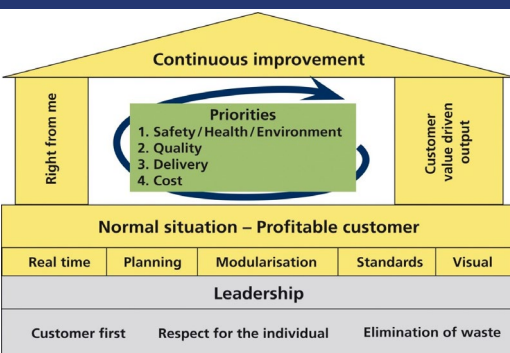
YEARS IN SCANIA: 14

YEARS IN THE GULF: 1.5

INTERESTS: DOWNHILL SKIING, SPORTS, COOKING

PHILOSOPHY / FAVE QUOTE: "YOU ONLY REGRET WHAT YOU DIDN'T DO"

## SCANIA RETAIL SYSTEM (SRS)



Scania Retail System (SRS) work by using continuous improvement in a systematic way. Everyone is involved in an improvement team along with his or her colleagues. Best illustrated using the SRS-house, it has a foundation consisting of the core values (customer first, Respect for individuals and elimination of waste) and leadership. We should see the house as a whole, where all parts are important for our success.

Within 2015, SME have facilitated four successful trainings: (1) management teams from SME and partners, (2) Al Shirawi in Dubai, (3) ARACO in Qatar, and (4) GCC Olayan in Saudi.



# BIG SALES IN THE KINGDOM WITH ARGAS & AIMS



[Left-Right] Mr. Mohammed Al Ajaji (General Manager, GCC Olayan) and Mr. Jaber Hameem, General Manag for AIMS International



[Left-Right] Mr. Mohammed Al Ajaji (General Manager, GCC Olayan) and Mr. Saad Al Akeel, CEO for ARGAS

**Al Khobar, KSA:** ARGAS, one of the leading geophysical and surveying companies in the Kingdom has acquired 51 units of 6x6 tractor heads and rigid chassis from GCC Olayan who are the exclusive dealer of Scania trucks in Saudi Arabia. This is the second deal for GCC and Scania with ARGAS in less than a year, thus taking their total Scania fleet size to 110 units as of the end of 2015.

ARGAS explorations are carried out in the desert where the true competency and robustness of Scania trucks are put through the toughness tests. Scania trucks are substantially contributing to their operational requirements with the highest level of performance standards in all terrains and weather conditions, hence reducing the total cost of ownership for the company.

In another good news, AIMS Interna-

tional, one of the largest fleet owners and transportation and logistics provider in the Kingdom has taken the delivery of their new Scania 4x2 tractor heads (around 50 Scania trucks in total).

For AIMS International, Scania trucks fulfilled all their transportation operations needs with least amount of down time, highest efficiency and lowest cost of ownership which convinced them to stay with Scania again since it contributes positively to their growth and their client satisfaction.

The long haulage needs of the company are met with ease, not just in terms of power and performance but also due to the aftersales support, service networks and repair and maintenance programs provided all across the Kingdom by GCC Olayan.

## A HIGHLY SATISFIED CUSTOMER'S STORY IN ABU DHABI



**Abu Dhabi, UAE:** One of Bin Brook's most treasured patrons is Royal Ready Mix, a subsidiary of Federal Engineering Contracting and General Transport Co. It is an established company that operates modern and fully computerized batching plants, concrete mixing in United Arab Emirates. Mr. Abdalhafez Alabadla, Royal Ready Mix's General Manager professed that they've been using Volvo and other brands for their fleet until Mr. Walid Eldessouki, Bin Brook Motors & Equipments's Deputy General Manager, introduced Scania products and services. He was enlightened with the features and benefits and that convinced him to try.

At the moment, Royal Ready Mix have been Bin Brook's customer for over a year and they are very pleased with the brand, and had purchased more than 20 units of Scania vehicles. According to Mr. Essam Abadle of its Finance Department, "our experience with Scania trucks was very efficient. We were encouraged to use the vehicle because of its good reputation and durability. It absolutely meets our expectation for our transport needs even the maintenance service that prolongs its use." He also added, "although the vehicle and spare parts are costly compared to other brands, I believe we prefer to use Scania because of the quality assurance it delivers and the total cost of ownership which is an asset in every business".

Bin Brook Motors & Equipments LLC build relationships with customers and continue to find ways on how to satisfy them.

## HOW TO WIN A CUSTOMER'S HEART IN QATAR

**Doha, Qatar:** Teyseer Building Materials and Transport, part of the Teyseer Group, had bought 12 new 2015 model Scania trucks from Araco and has 160 total truck fleets at present. Having valuable experience from their truck fleet leads them to be an ardent customer for the brand.

"Fuel-efficient, low operating cost and up to date technology are the main factors that our company remains loyal to Scania" added by Mr. Mohd. Jamil Kanwar, General Manager of Teyseer.

Good aftersales support and supportive sales team are also the main reasons that Teyseer stayed a loyal customer of



Araco. "For the past years, Araco didn't turn us down with any of our requests and we are satisfied with their services." Teyseer chose Scania to make themselves ready for more business opportunities in preparation for the 2022 FIFA World Cup.

# SCANIA CELEBRATES 40 YRS IN THE SULTANATE OF OMAN

**Muscat, Oman:** In the early 70's, Oman used its oil revenues to modernize the country and a road network slowly took shape. The only large transport vehicles at the time were some old British bedfords and a couple of Scania trucks that the Swedish Contracting Company Skanska had imported for a construction project. This was the situation when, in 1975 while holidaying in Europe, Mr. Abdul Rasool Kassim contacted Scania and asked to become the distributor in the Sultanate. In December 1975, Mr. Kassim was flown to Sweden and invited into the Scania Family. A ship soon arrived bringing the first 5 new Scania trucks for Oman. For years, the 305hp Scania R112 E 6x4 was the only truck that could manage the demanding journey from Salalah in the south to Muscat in one day.

40 years have passed since then and truck imports have steadily grown over the years. Market share stands at around 15 % and has diversified into different sectors and applications. The names Scania and Kassim are synonymous in Oman and customers know they get a personalized service from start to finish. In the 45-year history of Oman, Scania continues to play a significant role in the development of the country.



[Left-Right] Mr. Abdul Rasool Kassim and Mr. Leif Oestling in 1991



Mr. Samir Qassim (left) and Mr. Latif Qassim (right) are presented the 40Years award by Mr. Ozcan Barmoro (MD, Scania Middle East)

## 40 SCANIA TRUCKS & 30 YEARS OF PARTNERSHIP WITH DUBAI MUNICIPALITY



[Left-Right] Scania G410 Compactor, one of the 40 Scania trucks used by Dubai Municipality (DM) within its operations. Plaque of appreciation awarded to Al Shirawi Enterprises by DM in honor of the latter's outstanding and collaborative services.

**Dubai, UAE:** Dubai Municipality (DM) has been working with Al Shirawi Enterprises since they purchased their first truck 30 years ago. Hence recently, DM awarded the latter their coveted Distinguished Supplier Award.

The most recent purchase is 32 Scania G410 Compactors. Mr. Humaid Saeed Al-marri, Director of Transportation Dept, said: "We have 40 Scania vehicles in the fleet. Thirty two of them are compactors; the other eight are trucks with cranes. All the current compactors in our fleet have a 25 cubic meter-capacity. This large volume allows us to collect a great quantity of waste and to cover bigger areas of Dubai. This is essential as the emirate has experienced very fast growth in a very short period. We constantly have to expand our services."

The fleet includes the recent Scania purchases. Mr. Yousef Abdullah Al Sharhan, Head of Vehicles & Equipment Maintenance, said: "Technically, Scania is well known for its well-designed vehicle components, which offer a longer life with less preventative maintenance and need for spare parts."

The division is happy that the 30-year relationship with Al Shirawi is strong, as they feel it offers them a combination of one of the best companies in the UAE and one of the best truck companies in the world. Humaid said: "The Al Shirawi Group of companies delivers amazing support in all its specialties. Our good business relations with them are built on well-organized management and professional staff, who show a sincere wish to meet all the challenges before them, whether in price, operation or after-sales support."

## SCANIA ENGINES BUZZING IN THE MIDDLE EAST

Scania's renowned marine, industrial and power generation engines together with its line of gensets are gaining trust and popularity in the gulf countries.

Increasing this momentum in the region, Scania Engines shall participate as an exhibitor in the upcoming Middle East Electricity 2016 from March 1-3 in Dubai World Trade Center. At the same time, Scania Engines will also be present at the Dubai International Boat Show 2016 from March 1-5 to be held at the Dubai International Marine Club Mina Seyahi. The participation in both exhibitions showcases the amplified commitment to the gulf countries, which is considered as one of the key regions for future growth in the sales and service business.

Take part of the buzz in Scania Engines by coming and visiting the respective booths at the upcoming exhibitions in March 2016.





## Scania Touring

### Share the experience

A privilege to own. Designed to fulfil a wide range of uses, the new Scania Touring brings you excellent total economy with high level of service and support.

A pleasure to drive. Refined ergonomics in the driver station and the new Scania Opticruise make it easy to stay relaxed and focused for smooth economical driving.

A joy to ride. The Scania Touring is created to exceed the expectations of today's global citizens with safety as well as stylish design and smart layouts.

To find out more about Scania Touring, visit your Scania dealer or [www.scania.com](http://www.scania.com)



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