

The state of the art



Scania launches new premises

Scania South Africa celebrated the inauguration of its 20 000m² state-of-the-art new premises in Kraaifontein, Cape Town, at a gala evening on 25 October last year.

Gideon de Swardt, Scania's southern African marketing and communication manager, unveiled the company's largest dealership in Africa – proudly proclaiming Scania's quest to be Africa's number-one premium package in the trucking industry.

The majority of Scania truck operations in the Cape region is based in Kraaifontein, which affords easy access for long-distance hauliers from Johannesburg, Durban and Bloemfontein.

De Swardt welcomed his clients, employees and guests alike to a feast in the genuine Swedish custom. Guest included many of Scania's own from Sweden and from as far afield as Tanzania.

Clients and media were treated to a fantastically adorned workshop draped in Sweden's traditional navy blue and yellow,

and served tantalising drinks, followed by a banquet fit for a king. This was followed by tastefully performed live music and some very beautiful ornate decorations – all reinforcing the seriousness with which Scania wants to go about business and be viewed as Africa's premium brand.

Guest speakers David Frost and Christian Lavine spoke strongly about the importance of South Africa on the world stage as well as Scania establishing itself as a brand in southern Africa.

While the Western Cape is not the traditional trucking hub of South Africa, Scania's intentions were made clear to all present: this is THE brand to watch.

Guests had the honour and pleasure of viewing some of the R series vehicles as showcased at the Johannesburg International Motor Show in early October 2011. Scania proudly boasted being the greenest truck manufacturer, having the only accredited Euro 6 trucks in production, which will be available in South Africa in 2012.



SCANIA

Scania builds some of the finest trucks, buses and engines in the world. Then we back them up with services that deliver value, reliability and high uptime – giving you an excellent return on your investment. Scania services help you grow your business and keep it moving forward.

Scania. Destined to Lead.

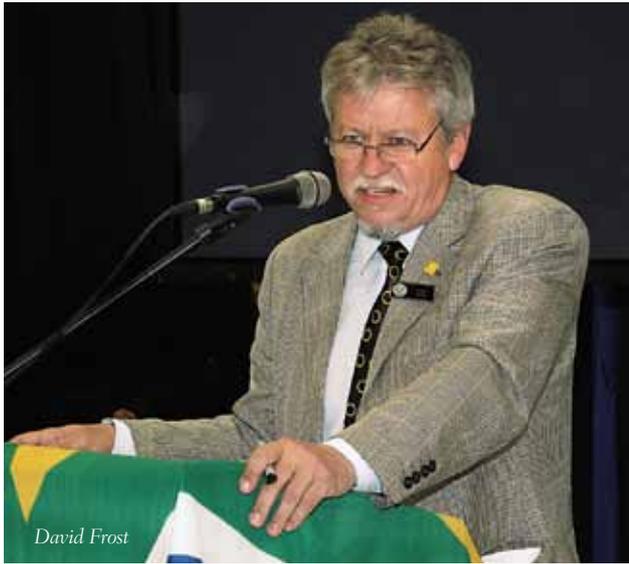
For more information contact your nearest Dealer.
Details available on www.scania.co.za



SCANIA
Scania Southern Africa

Angola, Botswana, Malawi, Mozambique, Namibia
South Africa, Tanzania, Zambia, Zimbabwe

Trucks / Buses / Engines / Finance Solutions / Services



David Frost



Gideon de Swardt (Scania SA), and David Frost (Western Cape Department of Transport & Public Works) – Photographs by Chris Reilly

Being “green” is of paramount concern to Scania. The firm’s “Green Ambition” is a social responsibility most appreciated by all. Besides claiming to be the very best service provider in southern Africa, Scania intends to make green logistics its cornerstone in business in the region.

With market share growing at a rapid rate due to “the Scania family feeling”, as De Swardt put it, the phrase “Stay with us – we’ll make you profitable” was received with great applause by all fleet owners present.

Frost, from the Department of Transport and Public Works, reminded all present of the importance of road safety and fleet owners’ responsibility for truck roadworthiness; yet he, too, seemed blown away by the host’s product – even going as far as to say that Scania’s product is the “Rolls Royce of trucks”.

Frost took the opportunity to deliver the message that the government had stepped up its road safety drive, but needed to



see greater partnerships between itself and business to cement this cause.

He thanked private entities such as South African Breweries for its “Safe Home” initiative, and Pick n Pay – in partnership with Scania – for the role it played in the Arrive Alive campaign.

The Department of Transport has named this decade the “Decade of Action”, with emphasis on safer roads, safer vehicles, maintenance of vehicles, anti-bribery, safer road users and better post-trauma care.

Marius Steenkamp, Scania Kraaifontein dealership manager, together with his highly qualified team at the Kraaifontein/Cape Town dealership, look forward to welcoming you into the “family” and providing you and your fleet with the best service experience you can enjoy.

From new trucks, to a full service and fleet solutions, Scania always has the answer – right first time, every time.