



SCANIA

PRESS info

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Scania to unveil its new truck generation

On 23 August, Scania will start the launch of its new truck generation by revealing the first units designed for the European long-haulage segment. This first launch will mean the public debut of the largest ever investment in new products and services by Scania, which at the same time is celebrating its 125th anniversary.

Scania is introducing its new offer in several phases, with a clear focus on different industries and customer segments, following a carefully planned schedule, where Scania's current and highly regarded truck generation will be sold in parallel. The gradual introduction of the new generation will start with applications for trucks in the European long-haulage segment and will later be followed by additional truck variants.

The common denominator is that Scania has developed a broad range of tailored products and service solutions, which help to reduce operating and maintenance costs, and also to boost vehicle uptime.

Scania aims to become the leader in sustainable transport, where partnerships and digitalisation will play an increasingly important role. Sustainability is also one of the watchwords in the coming launch, as this will be crucial for the future competitiveness of Scania and its customers and also for their customers.

"We are now in the final phase of preparing the sales and service network as well as the European production units. At the moment, we are not providing any further information about the many innovations, which are in store. But I am convinced that what Scania will unveil on 23 August will be talked about – both inside and outside the industry," says Christian Levin, Executive Vice President Sales and Marketing.

In case of questions, contact Hans-Åke Danielsson, Press Manager, tel +46 8 553 856 62, e-mail hans-ake.danielsson@scania.com

Scania is a part of Volkswagen Truck & Bus GmbH and is one of the world's leading manufacturers of trucks and buses for heavy transport applications, and of industrial and marine engines. Service-related products account for a growing proportion of the company's operations, assuring Scania customers of cost-effective transport solutions and maximum uptime. Scania also offers financial services. Employing some 44,000 people, the company operates in about 100 countries. Research and development activities are concentrated in Sweden, while production takes place in Europe and South America, with facilities for global interchange of both components and complete vehicles. In 2015, net sales totalled SEK 95 billion and net income amounted to SEK 6.8 billion. Scania press releases are available on www.scania.com

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Scania
Corporate Relations
SE-151 87 Södertälje
Sweden

Telephone +46 8 553 810 00
Fax +46 8 553 855 59
www.scania.com