



SCANIA

PRESS info

5 August 2016

Birth of the new Scania is near – watch it live!

The launch of the new generation Scania truck on 23 August will be streamed live on nextgenscania.com and on Scania Group's Facebook page as well as on national Scania websites. Users can keep posted by registering for the launch webcast and receive event reminders.

Scania welcomes customers, drivers and fans throughout the world to participate in the event. Over the forthcoming days, audiences on the web and social media will be tempted with advance tastes in anticipation of the grand launch.

“Scania will be present where its broad family of customers, drivers and fans is; namely online by their devices on roads, at home or in offices,” says Erik Ljungberg, Head of Corporate Relations at Scania. “This will be Scania’s greatest product launch ever with Scania’s greatest online manifestation ever.”

Hosted from Paris by British TV sports anchor Hayley McQueen, viewers will see and hear more about the ground-breaking features of this truck. Leading up to the actual unveiling of the truck, they will learn more about how the new truck was shaped and developed from the early stages through the meticulous steps of engineering design and testing. With its focus on sustainability and connectivity, Scania additionally promises an array of new services aimed to optimise economic and environmental performance.

“We’ve seen a tremendous growth in social media activity and presently have approximately two million followers on Scania’s social media accounts. We will of course provide channels for them to take part in this memorable event,” says Staffan Ekengren, Head of Scania Newsdesk.

For links to Scania’s channels, please see:
nextgenscania.com
facebook.com/scaniagroup

For more information, please contact:

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Scania is a part of Volkswagen Truck & Bus GmbH and one of the world's leading manufacturers of trucks and buses for heavy transport applications. Scania is also leading provider 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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