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New Scania R-series improves total operating economy

Today, 17 September, Scania unveils the new R-series. The new trucks will strengthen Scania's leading position in the vital long-haulage segment.

"Our customers can now invest in improved total operating economy. The new R-series truck combined with Scania Driver Support will lower their fuel consumption even further. Since driver appeal is a strong Scania characteristic, the new cab environment has been extensively modified. This also helps attract the best drivers, which is another key factor in obtaining good fuel economy and low operational costs," says Martin Lundstedt, Executive Vice President and Head of Franchise and Factory Sales.

Scania Driver Support is a new system that gives professional drivers real-time feedback and tips on ways to refine their driving style.

Among the news is also a new version of the gearchanging system Scania Opticruise. The system is now available fully automated, i.e. without a clutch pedal. Several new functions are integrated to further facilitate driving.

The launch of the new R-series is one element of Scania's efforts to achieve sales of 150,000 vehicles per year by the peak of the next economic expansion.

For further information and images:

- Visit the media site www.scania.com/media/R2009/.
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Scania is one of the world's leading manufacturers of trucks and buses for heavy transport applications, and of industrial and marine engines. A growing proportion of the company's operations consists of products and services in the financial and service sectors, assuring Scania customers of cost-effective transport solutions and maximum uptime. Employing 35,000 people, Scania 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 2008, invoiced sales totalled SEK 89 billion and net income amounted to SEK 8.9 billion.

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