



SCANIA

PRESS info

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Scania offensive in Morocco 105 buses in the first quarter

With two contracts for a total of 95 buses and a supplementary order signed for another 10 buses, the last week of March registered a record for Scania Maroc, Scania's wholly owned Moroccan subsidiary.

"What is probably most gratifying in all this is that it represents a truly prestigious entry into the tourist and intercity bus segment. 20 of the vehicles have been specified as luxury long-distance coaches destined for CTM, Compagnie de Transport et Tourisme du Maroc, which is Morocco's largest, oldest and best-known transport company, founded way back in 1919," says Serge Habib, Managing Director of Scania Maroc.

"In addition, however, the order covers 75 new buses for Tangiers, to satisfy the fast-growing city-bus segment."

The contract for Tangiers was recently signed with Spanish bus company Empresa Ruiz SA, which runs the public-transport service in Tangiers. Scania already had a corresponding business relationship with Spain's Alsa, which runs the public-transport operation in Marrakech using Scania buses. The bodies come from Scania's partner Hispano Maghreb.

Over and above this, a supplementary order was signed for a further 10 city buses for Moroccan operator Zetrap in Agadir, bringing to 39 the number of Scania's fleet.

Eight of the 20 buses for CTM will be the most sophisticated buses yet sold in Morocco. Powered by Scania's 420-hp 12-litre engine, these buses will be equipped with features such as Opticruise, disc brakes and electronic height control.

"We regard the contract with CTM as particularly important," says Serge Habib. CTM is listed on the Casablanca stock exchange and the company's operations are monitored with considerable interest throughout Morocco.

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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. With 26,900 employees and production facilities in Europe and Latin America, Scania is one of the most profitable companies in its sector. In 2000, turnover totalled SEK 53,800 million and the result after financial items was SEK 4,500 million. Scania products are marketed in about 100 countries worldwide and some 95 percent of Scania's vehicles are sold outside Sweden. Bus manufacture takes place in Sweden, Denmark, Poland, Argentina, Brazil and Mexico.

Scania press releases are available on the Internet, www.scania.com