

Scania opens new dealership in Nizhniy Novgorod

Scania continues to expand its sales and service network in Russia. Today, Scania's subsidiary Scania Russia inaugurated an independent dealership in Nizhniy Novgorod, Russia's third largest city, located some 400 km east of Moscow.

"Our strategy in Russia is long-term," says Per Gustav Nilsson, Managing Director Scania Russia. "We will continue to expand our sales and service network despite the currently somewhat unfavourable business climate."

The owner of the new Scania dealership is a private company, VolgaScan, which already operates one Scania workshop in Nizhniy Novgorod. The facility is strategically located at the important transit routes going east through Russia.

Scania's sales and service network today comprises some ten outlets concentrated to the western parts of Russia. The opening of a dealership in Nizhniy Novgorod is one step in Scania's strategy to extend the network further towards the east.

In 1997, Scania sold around 200 trucks in Russia. This year's sales so far amount to around 150. Potentially, Russia is the largest truck market in the central and eastern parts of Europe. The strong growth in sales of imported trucks has levelled off due to the financial crisis in the country, but Scania continues to expand its sales and service network in preparation for an upturn.

For further information, please contact Ulf Söderström, telephone +46 8 553 810 44, mobile phone +46 70 680 9595.

Scania is one of the world's leading manufacturers of trucks and buses for heavy transport applications, and of industrial and marine engines. With 23,800 employees and production facilities in Europe and Latin America, Scania is one of the most profitable companies in its sector. In 1997, turnover totalled SEK 39,700 million and income after financial items SEK 2,800 million. Scania products are marketed in about 100 countries worldwide and approximately 95% of total production is sold outside Sweden.

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