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Scania doubles its sales in Abu Dhabi

Bin Brook, Scania's importer in the emirate of Abu Dhabi, has received an order for 40 trucks from the municipal administrations of Abu Dhabi and Al Ain. Twenty-five of these vehicles will be all-wheel drive models. An order for 15 tractor units has also been received from a private customer.

These orders mean that, compared with last year, Scania has more than doubled its truck sales in the emirate of Abu Dhabi in only the first six months of this year. In 1998, Bin Brook sold 100 trucks. Prior to the latest orders for 55 vehicles, Bin Brook had already booked orders for 65 trucks this year, bringing its total sales to 120.

Last year, about 100 vehicles were sold in the neighbouring emirate of Dubai, where business has also improved. This year to date, Scania importer Al Shirawi Enterprises has sold 65 trucks and 30 city buses. The buses will be bodyworked in Egypt and the first 15 are scheduled for delivery around the end of October.

Scania's business in the United Arab Emirates has improved steadily during the 1990s and the company currently has a market share of over 20% in the region.

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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 23,500 employees and production facilities in Europe and Latin America, Scania is one of the most profitable companies in its sector. In 1998, turnover totalled SEK 45,300 million and income after financial items SEK 3,200 million. Scania products are marketed in about 100 countries worldwide and approximately 96 percent of total production is sold outside Sweden.

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