



# SCANIA

# PRESS info

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## Scania's quest for the best truck drivers begins now

**This week marks the launch of the 2012 Scania Driver Competitions. More than 55,000 drivers from across 39 countries are expected to compete to be declared the best truck drivers, and with the new online registration process, qualifying is just a few clicks away.**

Initiated in 2003, the Scania Driver Competitions were originally held in Europe. They have since spread out globally, evolving into challenging events that highlight the importance of the skills of drivers, as well as driver training and development to enhance road safety awareness and proficient eco-driving.

"The driver is the single most important factor for economy, environment and safety," says Leif Östling, President and CEO, Scania. "Skilled and committed drivers deliver transport efficiently, reduce emissions, contribute to better road safety and improve any company's profitability. These types of drivers are real assets and prove that environmental pursuits and positive financial results can go hand-in-hand."

Scania, a worldwide provider of transport solutions, wants to demonstrate its commitment and responsibility to building a sustainable, robust and profitable global transport system that benefits all. To achieve this, the skills and attitude of the driver must be first-rate.

"We set up the Scania Driver Competitions to shine a spotlight on the drivers, celebrating their skills and highlighting their valuable contribution to society," says Östling. "In so doing, we also seek to elevate drivers' status and attract more young people into the profession."

Scania took a novel approach to recruit drivers for this year's event. For its call for entries campaign, the company placed competition invitations near the world's most challenging roads, such as the hazardous road to Balsas in Peru. Drivers who frequently use these types of roads for work must exhibit tremendous skill and safety awareness, and are just the type of contestant the competition would like to attract.

"The Scania Driver Competitions provide an ideal platform to discuss and address issues that help cut road accidents and increase profitability and sustainability within the industry," says Erik Ljungberg, Senior Vice President, Corporate Relations, Scania.

### Registration

The new online registration process includes a theoretical test where knowledge about safety, equipment and the transport industry is essential. Only those who receive the

best scores on the test will be invited to participate in the practical driving tests, which include fuel efficient driving, manoeuvring and load securing.

Professional drivers who have the requisite skills and determination to meet the challenges of the competition are urged to enter via <http://www.scania.com/drivercompetitions>. Register by clicking on the competition's country-specific website.

Over the next few months driver competitions will be launched worldwide, including such disparate places as Australia, Brazil, Hong Kong, Argentina, Korea, Mexico, Singapore, China, Chile, Malaysia, Peru and South Africa, as well as across Europe\*.

Taking part in the competition gives drivers more than just an unforgettable experience. Not only is it an invaluable opportunity to improve driving skills, increase road safety awareness and energy efficiency, it's also a great chance to meet other drivers and become part of the global truck driver community. For those who have the winning combination of exceptional driving skills, stamina, professional pride and a positive attitude, there is also the chance to become a champion.

\* In Europe the competitions are endorsed by the International Road Transport Union and the European Commission, and sponsored by Michelin.

For press information, visit our pressroom via <http://www.scania.com/media/drivercompetitions>

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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. 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 35,500 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 2010, net sales totalled SEK 78 billion and net income amounted to SEK 9.1 billion. Scania press releases are available on [www.scania.com](http://www.scania.com)*

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