

Scania China 2012



Presentation by Mats Harborn,
Executive Director of Scania China Strategic Office



SCANIA

Scania China History

- 1965 First Scania truck sold to China
- 1985 Beijing Representative Office opened
- 1990 Forefront appointed as the exclusive agent
- 2004 Beijing, Shanghai, Xiamen and Guangzhou Representative Offices opened
- 2007 Scania Sales (China) Co., Ltd. established
- 2007 Cooperation with Higer started
- 2007 Cooperation with Alfa started
- 2010 Scania China Strategic Center opened

What are we selling?



SCANIA

Our Products

- Safe Ton-km
- Safe M³-km
- Safe Passenger-km
- Safe kWh

To provide these we are using...

Production Equipment



SCANIA

Scania Partners

- Changhsa Zoomlion Heavy Industry & Science
- Higer Bus Co., Ltd.
- Jiangsu Alfa Bus Co., Ltd.

HIGER
海格客车 安全为本



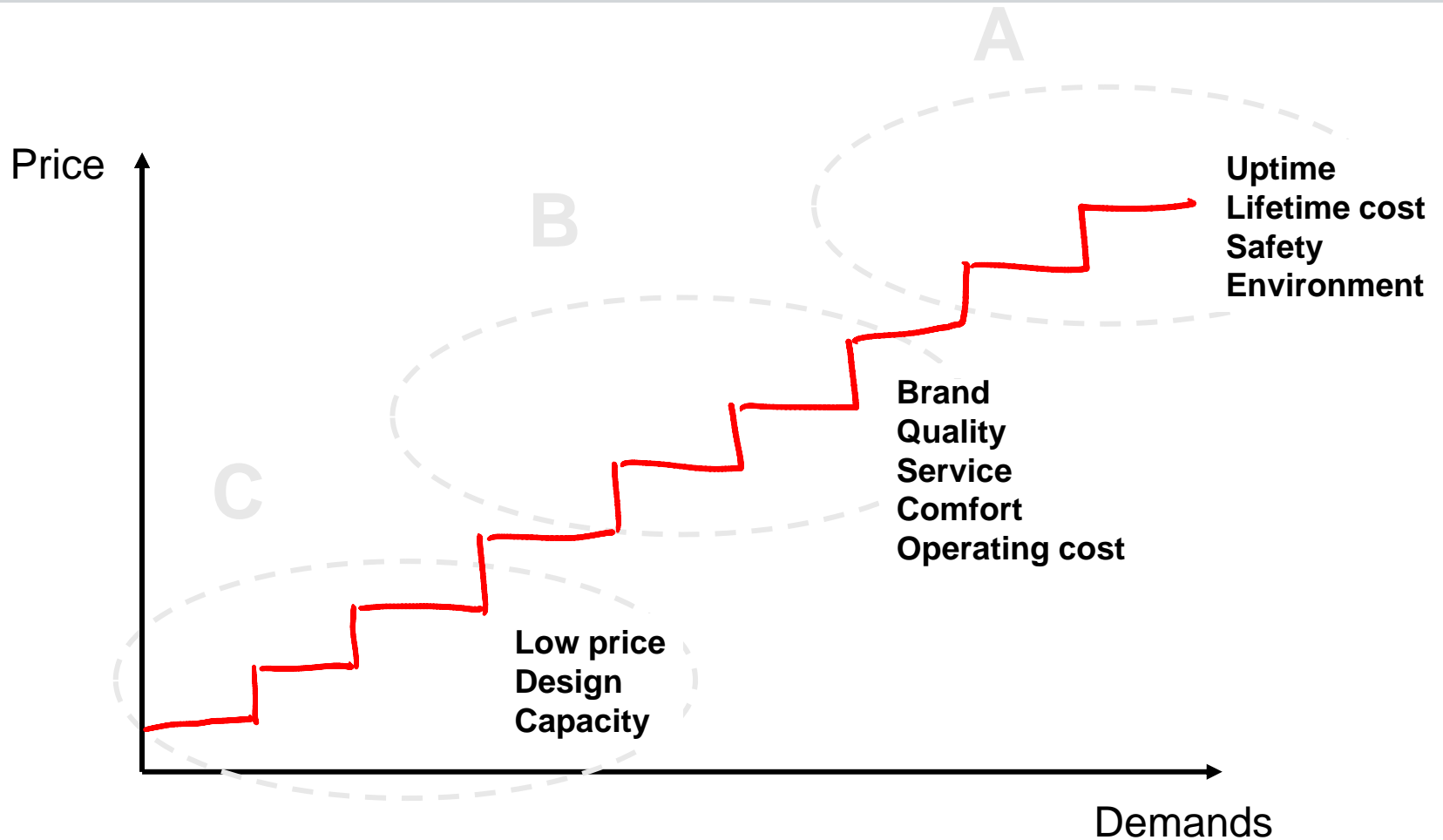
ALFA BUS

 **ZOOMLION**



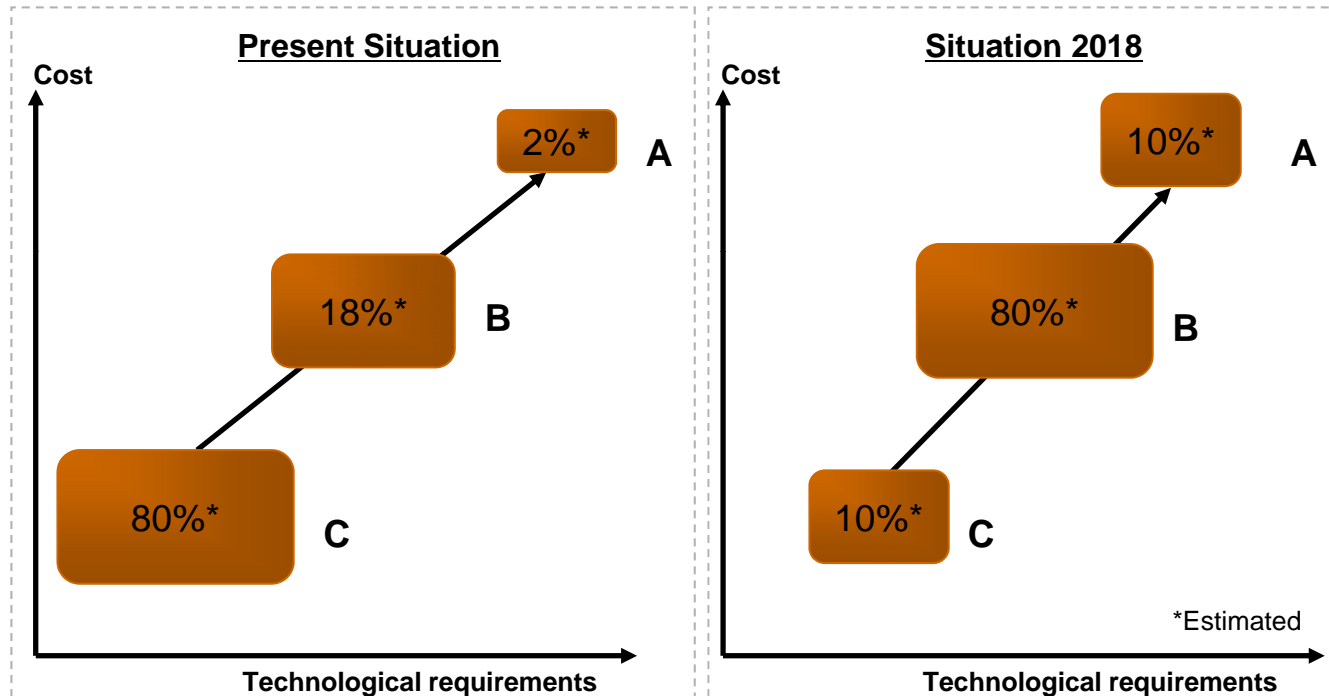
SCANIA

Market Maturity Ladder



Source: Global Insight, external research and Internal Analysis

Market Development China

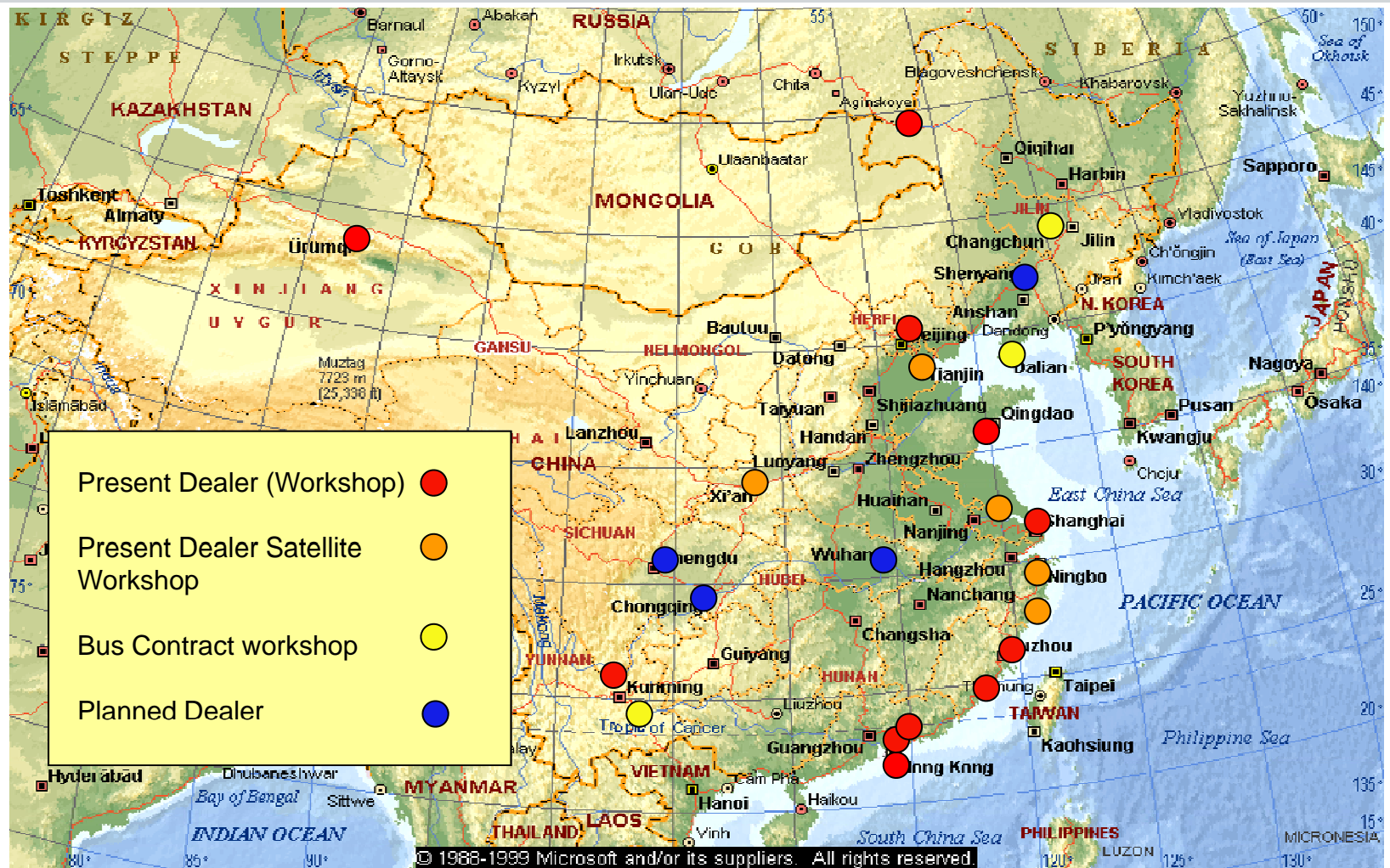


Source: Global Insight and internal analysis

China General Strategy

- **Build premium brand**
- **Geographic control**
- **Clear segmentation**
- **Most professional organization**
- **Always sell the right specification**
- **After sales support must follow sales**
- **Long-term presence**
- **A Scania customer should be proud and know how to use a Scania!**

Scania China Sales and Service Network



Scania China's Captive Dealer (under construction)



Dragon School



Training Centre in Shanghai



SCANIA

Scania China Spare Part Centre



Scania China Service Van



SCANIA

Scania Retail Shop



SCANIA

