



Press release

## **MAN Sales in Saudi Arabia Boosted by Orders from Almarai and Global Specified Transport Company**

**Haji Husein Alireza Co. plans extension of countrywide service network with construction of 3 new MAN service centres and extension of the Mobile Service fleet.**

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MAN Truck & Bus today announced major new orders in the kingdom of Saudi Arabia with key customers Almarai and Global Specified Transport Co. MAN Truck & Bus Distributor Haji Husein Alireza Co.(HHA) recently handed over 240 vehicles to its longstanding customer Almarai, rejuvenating their current fleet of 1290 MAN long-haul trucks comprising of the TGA and TGS WW models. The latest highlight for MAN in the kingdom was the handover of 100 vehicles TGS WW 4x2 21.400 with MAN TipMatic to Global Specified Transport Co. in July which marks the first batch of a 200 unit order to be delivered in 2013.

As a result of increased market demands, MAN Truck & Bus Distributor Haji Husein Alireza Co. (HHA) also announced plans to build 3 new service centres in the

Kingdom of Saudi Arabia in addition to increasing the coverage of its Mobile Service fleet.

“We are delighted with these significant orders for MAN trucks. Customers in the kingdom know that MAN trucks come with the ruggedness and reliability needed under tough and challenging operational conditions in the kingdom to serve their needs. With this expanding customer base, we see the need for building a more comprehensive service infrastructure which is why we are investing in the extension of our current service network. Especially in Jubail we are currently in the planning phase to construct one of the biggest workshops in the entire Middle East with an investment of 150 million Saudi Riyals.” said Taher Al-Khatib, General Manager at HHA.

According to David van Graan, Head of the MAN Center Middle East and Vice President Sales & Marketing, “We are very pleased at this opportunity to show what MAN trucks can do for such valued customers as Almarai and Global Specified Transport Co with our world class, technologically innovative products and service capabilities. These latest orders reflect MAN’s leadership position in the kingdom’s transportation sector as customers increasingly rely on MAN as their preferred vendor for their core transportation needs. The expansion of our service support network by HHA will also serve to reinforce our capabilities to offer our customers efficient and economic maintenance management whenever and wherever they need.”

Two more MAN workshops will be constructed in Medina and in Khamis Mushait and will be inaugurated in the second and third quarter of 2014. In addition to its workshops in the kingdom’s major metropolitan centres, HHA owns one of the biggest MAN Mobile Service fleets in the Middle East which performs break-down service 24/7 in the Kingdom. HHA will also expand the coverage of the Mobile Service fleet for comprehensive service support.

Haji Husein Alireza Co. Ltd’s (HHA) commercial vehicle production company Saudi Automotive Manufacturing Co. Ltd. (SAMCO) recently commemorated the 6000th MAN truck. The Jeddah Assembly, which opened at the start of 2009, has been an

important pillar of MAN's Middle East growth strategy in one of the fastest growing regions for MAN across the globe. Given Saudi Arabia's large-scale infrastructure development, the commercial vehicles sector in the Kingdom is poised for growth with the transportation and logistics sectors driving demand. The plant has reached a production capacity of 3000 units per year in 2012.

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#### **MAN Truck & Bus Middle East**

Since 2006, MAN Truck & Bus Middle East has been the regional representative of MAN Truck & Bus AG which is headquartered in Munich, Germany and the largest company of MAN Group. It is a leading provider of commercial vehicles and buses that are renowned for their robustness, reliability and adherence to high standards of driver and passenger comfort and safety.

MAN Truck & Bus Middle East operates through an extensive network of 35 private capital dealers and importers in 14 countries namely Afghanistan, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen.

Accommodating for the demanding operating conditions in the Middle East, MAN Truck & Bus Middle East provides full-fledged turn-key solutions for both goods and passenger transportation by road through its light (TGL) , medium (TGM) and heavy-duty (TGS WW) ranges of trucks, and MAN and NEOPLAN buses that provide basic to VIP luxury transport and travel requirements.

#### **The Transport Efficiency Program from MAN Truck & Bus**

The amount of transport and traffic on roads is rising worldwide. At the same time, the long-term dwindling of energy resources is making transport increasingly more expensive. As one of the world's leading manufacturers of buses and trucks, MAN Truck & Bus makes an important contribution to the continued improvement of transport efficiency. MAN offers a comprehensive efficiency program to reduce your total costs of ownership. Transport

efficiency, consolidated in the fields of technology, service, the driver and future expertise protects the environment and is added value for our customers.

## **CONSISTENTLY EFFICIENT**

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