

A GREAT START FOR TRUX IN 2013



Behind manager Hasse Olsson is 50 Offroad front protections ready to be shipped to Tanzania.

2013 has started well for Trux – a large order for Offroad front protection has just been shipped to Scania in Tanzania.

The Swedish minister for trade Ewa Björling has said that six of the ten fastest growing world economies are in Africa – making the continent a key market for future expansion. For Trux, producers of aluminium light bars and front protectors of for heavy trucks, Africa has been an important market for several years.

Angola has been a key destination for products, but recently it was to Tanzania that Trux sent off a container full of Offroad front protectors.

The order was confirmed by Scania Tanzania Ltd., who will shortly equip 50 Scania P trucks with Trux front protection. The vehicles will be used to transport fuel to several countries in East Africa – including Tanzania, Zambia, Burundi, Rwanda and Uganda. Scania Tanzania Ltd. delivers 100 cars per year in the country and has a market share of 70 percent.

"The front protection is primary to protect the truck during traffic and wildlife accidents, but they're also good looking decorations", says Peter Holm, Pre-Sales/Sales Support Manager at Scania Tanzania Ltd.

Trux is the market leader in Europe of front-mounted safety and styling equipment for trucks. The company was founded in 1986 and the largest individual markets are Sweden, Norway and Germany. Trux AB is located in Ljusdal in the middle of Sweden and is a part of Mekanotjänst Holding AB which has 276 employees and a turnover of SEK 470 million.

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