

# SCANIA

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# Scania at a glance

- **Scania** is a major Swedish manufacturer of commercial vehicles – specifically heavy trucks and buses. It also manufactures diesel engines for heavy vehicles as well as marine and general industrial applications. Company founded at 1891 in Sweden.
- Scania has 52,100 employees in about 100 countries.
- Scania is part of TRATON GROUP. Scania, MAN and Volkswagen Caminhões e Ônibus are the brands under the umbrella of TRETON GROUP



# Products/Services

## Products

- Trucks
- Buses and coaches
- Engines
- Used vehicles
- Rental
- Configurator

## Services

- Workshop services
- Driver services
- Connected services
- Finance and insurance
- Ecolution

# Trucks



**NEW L-SERIES**



**NEW P-SERIES**



**NEW G-SERIES**



**NEW R-SERIES**



**NEW S-SERIES**



**NEW CREWCAB**

# Buses and Coaches



**SCANIA  
CITYWIDE**



**CITY /  
SUBURBAN  
CHASSIS**



**SCANIA  
INTERLINK**



**INTERCITY  
CHASSIS**



**SCANIA  
TOURING**



**COACH  
CHASSIS**

# Engines



**INDUSTRIAL**



**POWER  
GENERATION**



**MARINE**

# World Market



Sales and deliveries 2018



## Trucks

Scania supports transport companies across the world by delivering heavy trucks for each customer's need. We offer tailor-made solutions for 36 different applications including long-haulage, urban applications and construction.

| Region             | Percentage |
|--------------------|------------|
| America*           | 15%        |
| Europe             | 59%        |
| Africa and Oceania | 5%         |
| Eurasia            | 9%         |
| Asia               | 12%        |

**87,995**  
UNITS



Sales and deliveries 2018



## Buses and coaches

Scania offers a complete range of city buses and coaches for public transport operators and coach companies. As urbanisation increases, public transport is growing in importance.

| Region             | Percentage |
|--------------------|------------|
| America*           | 33%        |
| Europe             | 26%        |
| Africa and Oceania | 13%        |
| Eurasia            | 4%         |
| Asia               | 24%        |

**8,482**  
UNITS



Sales and deliveries 2018



## Engines

Scania engines can be found at the heart of machines required to be in use 24 hours a day, including wheel loaders, patrol boats and power gensets.

| Region             | Percentage |
|--------------------|------------|
| America            | 21%        |
| Europe             | 47%        |
| Africa and Oceania | 2%         |
| Eurasia            | 2%         |
| Asia               | 28%        |

**12,809**  
UNITS



Sales 2018



## Services

Scania's extensive service offering includes workshop services, tailor-made maintenance with flexible plans, driver training and coaching and services for support and management of our customers' operations.

| Region             | Percentage |
|--------------------|------------|
| America*           | 11%        |
| Europe             | 69%        |
| Africa and Oceania | 7%         |
| Eurasia            | 3%         |
| Asia               | 10%        |

**SEK**  
**26,588 M.**

## Global net sales

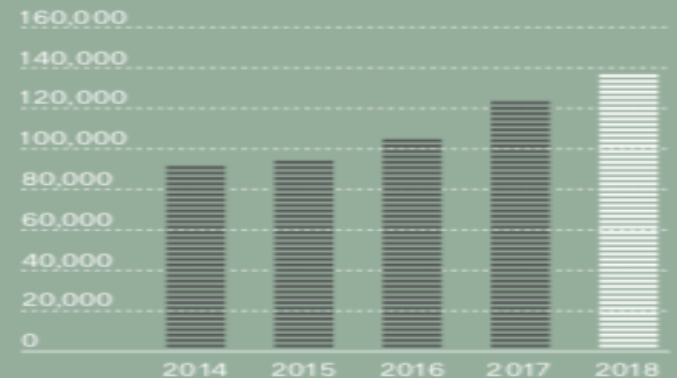
|                          |     |
|--------------------------|-----|
| Trucks                   | 61% |
| Buses                    | 8%  |
| Engines                  | 2%  |
| Service-related products | 19% |
| Used vehicles            | 6%  |
| Other                    | 4%  |



## Net sales

**137,126**

SEK m.



Total product deliveries and service sales reached all-time high levels and Scania's net sales rose to a record level in 2018.

# EU Market

**16.4 %**

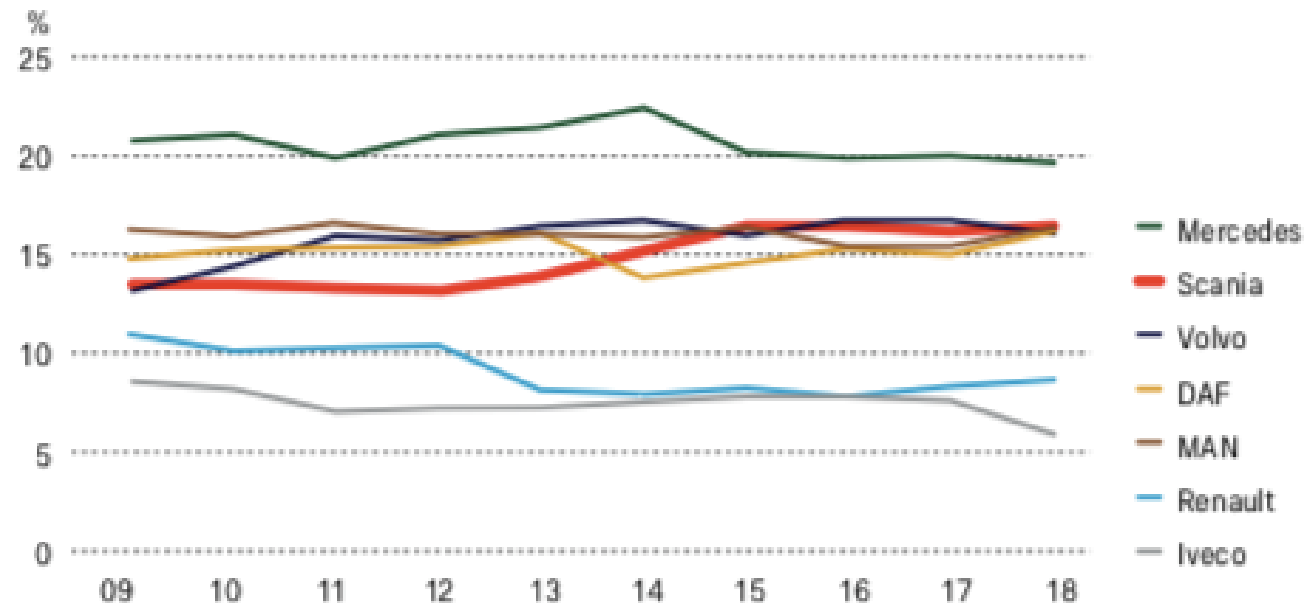
Scania's market share  
in Europe based on heavy  
truck registrations 2018

**52,700**

Number of registered Scania  
trucks in Europe 2018

## Market share

Trucks above 16 tonnes, 27 EU countries plus Norway, Switzerland, Iceland and Bosnia Herzegovina (all EU countries except Malta).





# Lobbying via consultancy companies?

- Company : **Kreab**
- Lobbyists declared : 3 fte (8) 
- Scania = The biggest client of Kreab  
(with the revenue of 400,000€ - 499,999€)
- No funding received from the EU institutions during the last closed financial year

## Category

II - In-house lobbyists and trade/professional associations



**KREAB**

# Lobbying via Associations

- **ACEA** (the European Automobile Manufacturers' Association) based in Brussels

→ Industry association formed by many interest groups that contribute to an informed decision-making process in the EU

→ 16 members : Scania, BMW Group, Renault Group, Toyota Motor Europe, ect.

→ Monitors, studies and analyses EU policy developments affecting the automotive industry

- Lobbying cost of ACEA :

**2,750,000€ - 2,999,999€**

Financial year: 1 Jan 2018 - 1 Dec 2018

- Issues :

Internal Market (e.g. general safety regulation),

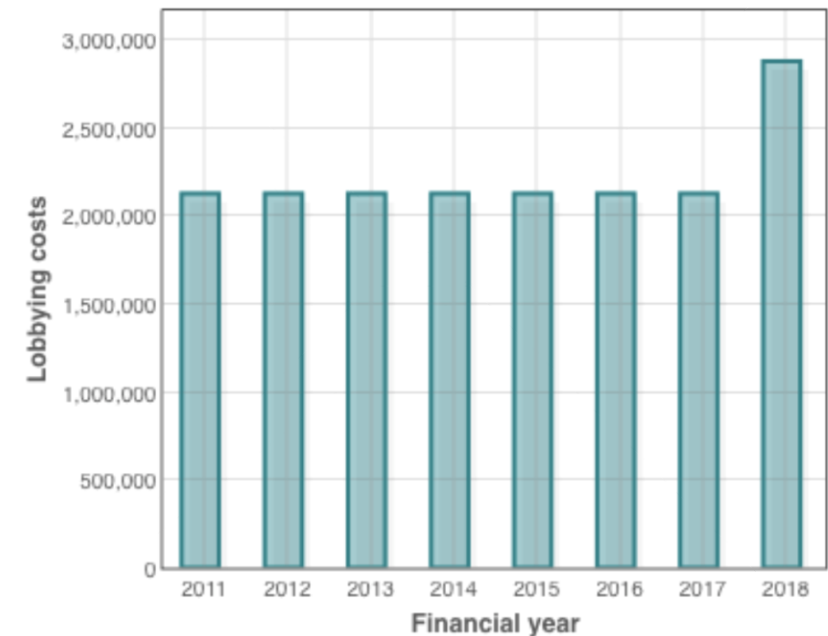
External Trade (e.g. free trade agreement),

Climate action (e.g. CO2 emissions from passenger cars),

Transport policy (e.g. road changing), etc.

|   |   |   |   |
|---|---|---|---|
| <b>BMW Group</b>  | <b>DAF</b>  | <b>DAIMLER</b>  | <b>FIAT</b>   |
|  |  |  |  |
|  | <b>PSA PEUGEOT CITROËN</b>  |  |  |
| <b>TOYOTA</b>   | <b>VOLKSWAGEN</b><br><small>AGT-GRUPPE/SCHAFF</small>                               |  | <b>VOLVO</b>  |

**LOBBYING COSTS OVER THE YEARS:**



# Lobbying Budget Estimate

- Lobbying Costs :

**400,000€ - 499,999€**

Financial year: 1 Jan 2018 - 1 Dec 2018

- Procurement & Grants from EU institutions :

**0€**

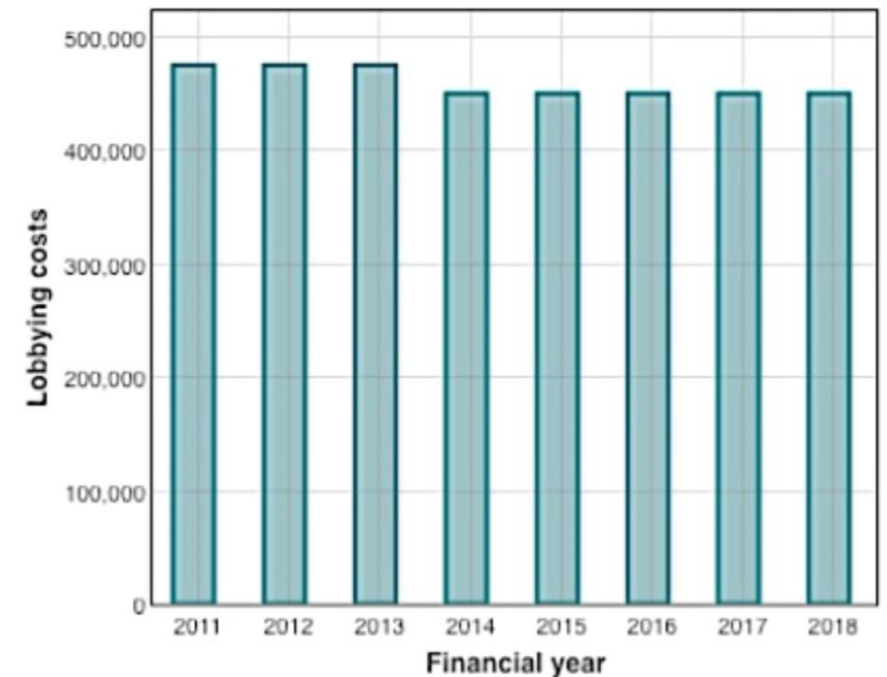
→ Including consultancy fees when these are linked to representing Scania's interests towards the EU institutions.

- Revenue on 2018 :

**138.3 billion SEK** (13.2 billion EUR)

→ Equals to **0.37%** of their annual revenue (2018)

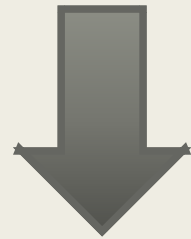
**LOBBYING COSTS OVER THE YEARS:**



# Lobbying objectives

Environmental  
sustainability

Sustainable  
transport  
system



**Environmentalist lobbying**



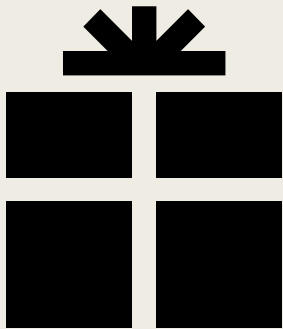
# Meetings

- **34 meetings** since November 2014 **with the Commission**, their cabinet members or directors-general. *The last meeting was held the 10 of January 2019.*
- **Other minor meetings** during the same period, but not registered by the European Commission.



# Success

- In 2018, Euro 3 emission legislation, as well as Euro 4 and 5 have been put in practice as a result of Scania's lobbying
  - *Euro 3, 4 and 5 are CO<sup>2</sup> emissions' limits. Euro 6 is the highest limit.*



# References

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