

FOCUS ON TRANSPORT

Liquid gold

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We've all heard the expression, "everything he touches turns to gold," but in the case of Scania, the idiom is actually true. From the birth of its legendary V8 engine in 1969 to the unparalleled success of the new R-Series in 2009, Scania is setting the pace for the heavy transport industry.

It's been an exciting year for Scania. Starting with the 40th birthday celebrations of the manufacturer's "rumbling legend", or V8 engine, 2009 ended on an even higher note when Scania won the 2010 International Truck of the Year (ITOTY) award by an unprecedented margin for its new R-Series truck. The big news for South Africa, of course, is that this state-of-the-art truck is now here, ready to take our own commercial transport industry to the next level.

Bringing the big guns

The history of the International Truck of the Year award dates back to 1976, when the editor of British journal, Truck Magazine, had the idea of promoting truck development in the interest of users and drivers. He was testing the new Seddon Atkinson SA200 truck in northern Britain at the time, and the innovation displayed by the manufacturer in terms of comfort and safety prompted him to want to distinguish the truck from its competitors. His publisher agreed and the "Truck of the Year" award was born.

Today, the International Truck of the Year jury represents 21 countries in Europe. Each truck journalist on the jury comes from a leading trucking magazine in their home country, and according to the competition's rules, the jury's main task is the annual selection and awarding of the new truck providing the best contribution to the development of goods transport by road in the participating countries. With this in mind, the jury evaluates the technical, economical and practical qualities of each candidate vehicle. Safety and environmental aspects also play an important role in the selection and award process.