

# SCANIA

## Revolutions

# Time Link Cargo

**Scoops Africa's  
10,000<sup>th</sup> Scania**

**DOTY 2011**  
Best of the Best

SCANIA S.A.  
10 000  
UNIT  
BLACK DIAMOND  
EDITION

**EURO 6  
ENGINES**

Global launch



Meet Direen Chetty  
**ALRODE'S SUPER  
SALESMAN**

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Silversands Ethanol  
**FARMING  
FOR FUEL**

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# Southern Africa's 10

After more than a century of producing rugged, reliable commercial vehicles, it's no surprise that Scania AB is a meticulous record keeper. And someone at Scania's home base in Sodertalje, Sweden, was aware that the sub-Saharan market in Africa was due for a momentous occasion; delivery of the 10 000th Scania vehicle to a customer in the region.



The main admin office of Scania Botswana



The keys to Scania number 10 000 are handed to the new owners. From left: Scania Finance managing director Matthew Lawrence, Scania sales director Alec Back, Time Link Cargo's Kamal Mitoo and Dean Chetty, and Scania managing director Christoffer Ljungner.



Scania Southern Africa's area manager for marketing and communications, Gideon De Swardt, says the ten thousandth Scania in Southern Africa is an important event, and an important vehicle – an R-Series 500 horsepower V8 tractor.

"It's an important milestone for Scania Southern Africa," added De Swardt. "The next big one will be perhaps the 100 000th Scania delivered in the region, but that will not happen in my lifetime. So

for this particular event we wanted to do something spectacular to celebrate the ten thousandth Scania to be delivered in Southern Africa."

There were still two big questions – which of Scania's customers would want to spend even more to bling up this special vehicle, and where was a suitable event and venue where it could be handed over?

Scania's sales and marketing teams put their heads together and decided the 2011

Nampo Harvest Day festival in Bothaville, Free State, would provide a suitable venue for the handover. The teams then considered a few of their higher profile customers as a potential owner of African Scania number ten thousand.

One particular customer has become renowned for using only Scania products, and also adding copious amounts of glitz to their long haul trucks with great enthusiasm. The Scania team decided to approach the customer with a proposal.

# thousand<sup>th</sup> Scania



“Kamal Mitoo and Dean Chetty of Time Link Cargo grabbed the opportunity to own this unique truck,” says Alec Mack, Scania Southern Africa’s Sales Director. “Their fleet of Scania tractors is fast approaching the 40 mark, and the latest batch of V8 trucks is receiving considerable cosmetic upgrades to make them highly prominent on the road.”

Once all the paperwork had been done, the 10 000th Scania, a standard R500 V8, disappeared into the Time Link Cargo workshop on 25 March for its much anticipated make-over. It emerged, transformed, on 14 May.

Time Link’s ‘bling team’ spent 18 hours a day pampering the truck. No single part was left out of the process. A giant

silver griffin decal is emblazoned across each side of the glossy Black Diamond painted cab; the top and side wind spoilers are fringed with LED running lights. The big, wide tyres all carry a bold Michelin logo, and the three exhaust pipe outlets jutting out beneath each side of the side skirts have miniature, laser cut stainless steel griffin inserts.

The inside door panels are embroidered with Scania griffins and commemorative script; even the chromed wheel hubs have tiny V8 griffin motifs. The front windshield features a chromed sunshade above and steel mesh stone guard below, adding loads of ‘no nonsense’ machismo to its looks. The interior is no less impressive, with embroidered griffins across both black leather seats.



“It’s fantastic to have this truck in our business.”

*Dean Chetty, Time Link Cargo*

Instead of the usual Scania Helpline contact number on the back of the cab, Time Link’s crafty technicians have placed an image of Scrat, the luckless sabre-toothed squirrel from the Ice Age movies, holding his cherished Scania badge, instead of that elusive acorn.

Mitoo and Chetty flew to Bloemfontein, then drove to Bothaville for the symbolic handing over of the keys to the number ten thousand Scania at the Nampo Harvest Day festival.

Scania’s Managing Director Christoffer Ljungner was joined by Sales Director Alec Mack and Scania Finance Managing Director Matthew Lawrence to ‘introduce’ the Time Link Cargo bosses to their new truck. The two men were each presented with a beautiful leather jacket featuring an embroidered griffin and Scania logo.

“It’s fantastic to have this truck in our business,” said Dean Chetty. “We are passionate about our business, and passionate about Scania trucks; they add a lot of prestige to our company.”

Kamal Mitoo is equally pleased with the latest addition to the fleet. The new R500 V8 will join several other R500 vehicles that have joined the Time Link Cargo stable in the last year.

And who knows? Perhaps Time Link Cargo will acquire Scania vehicle number one hundred thousand, some day in the future. ●