



THE VOLVO GROUP

The Volvo Group is one of the world's largest suppliers of trucks, construction equipment, buses, marine and industrial engines.

Volvo Group Organization



Volvo Group Trucks

ONE TEAM – ONE POWERFUL TRUCK COMPANY

- One vision
- Three regions: Americas, EMEA and APAC
- Five brands
- Common production resources
- Common product development resources



Volvo Group Trucks EMEA



Sales and marketing activities in Europe, Middle East and Africa
Global management for Renault Trucks and Volvo Trucks brands

Volvo Group Trucks in Romania



Volvo Group Trucks

2013 - Integrated service network for Renault & Volvo Trucks



Complete solutions

Original Service

**Fuel management
services, Fuel Advice**

Service Contracts

**Original Spare
Parts**



Uptime

Accessories

Towing assurance

**Products from
Selected Suppliers**

**Driver Development
Program**

**Telematic
solutions**

**Volvo Financial
Services**

Used Trucks

A complete new Renault Trucks range launched in 2013

T range

Long haulage



C, K range

Construction



D range

Distribution

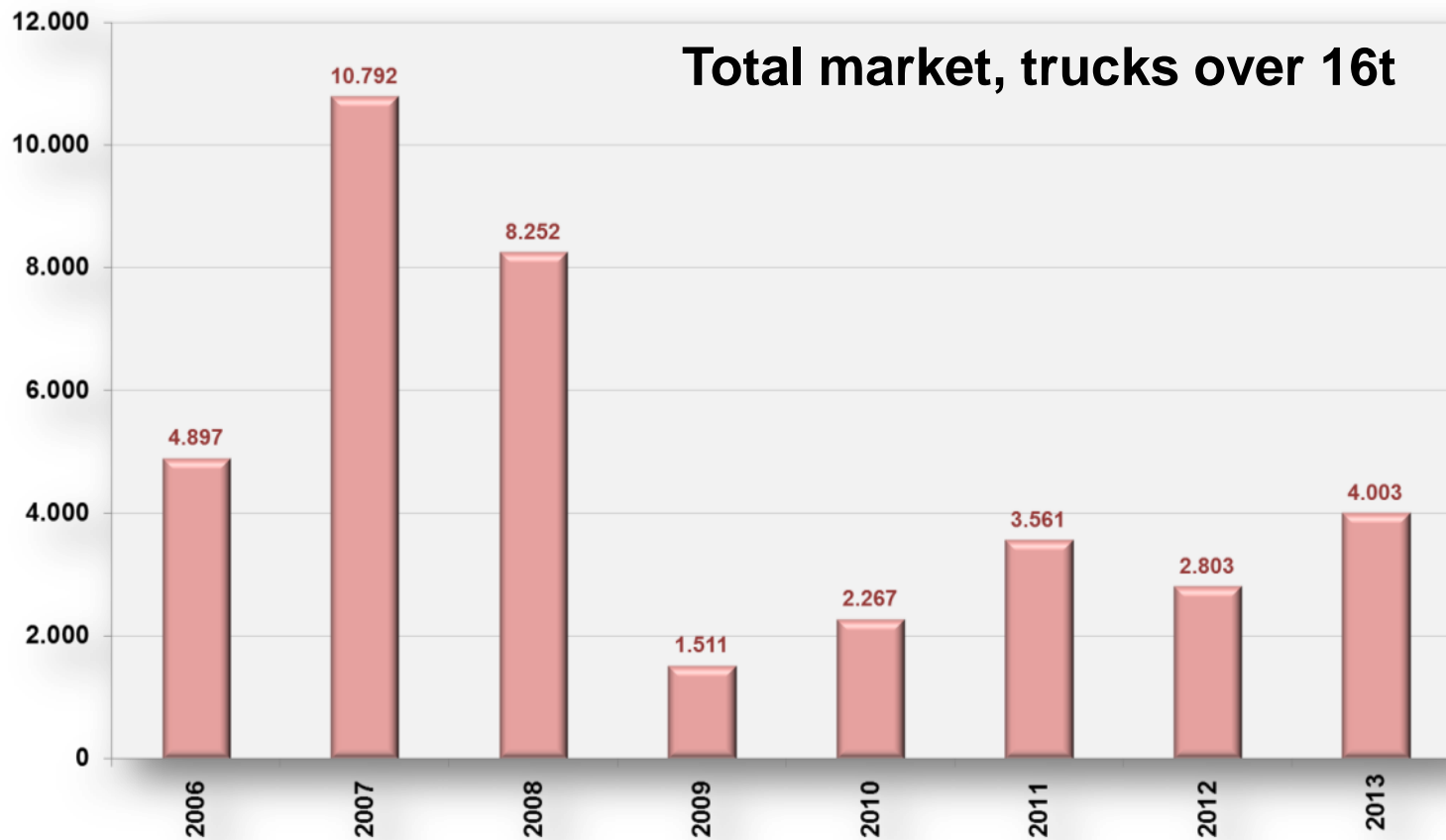
A complete new Volvo Trucks new range launched in 2012 - 2013

FH Long Haulage, heavy transport
FM Distribution
FMX Construction

FE Public utilities
FL Distribution

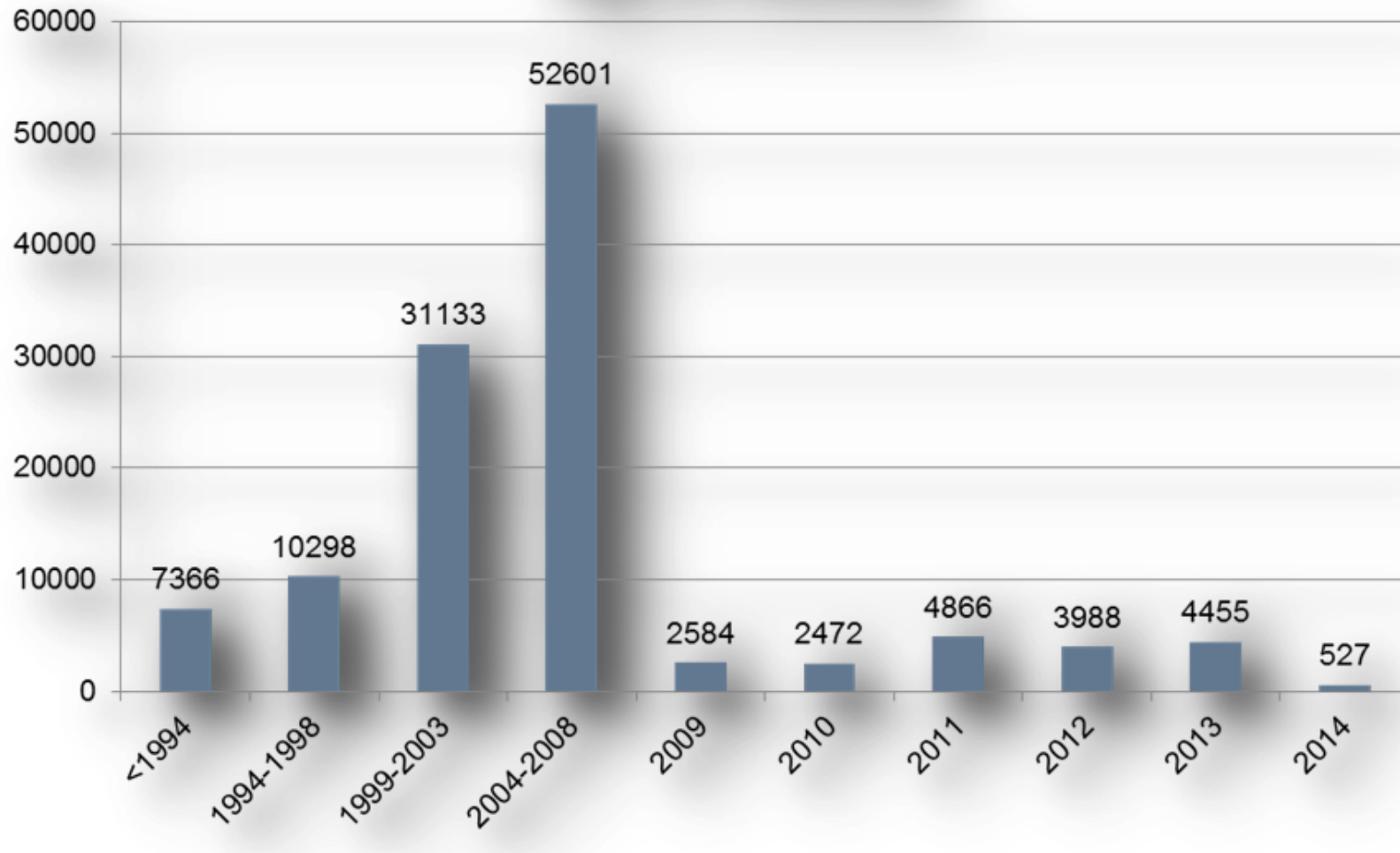


Truck market in 2014



Truck market in 2014

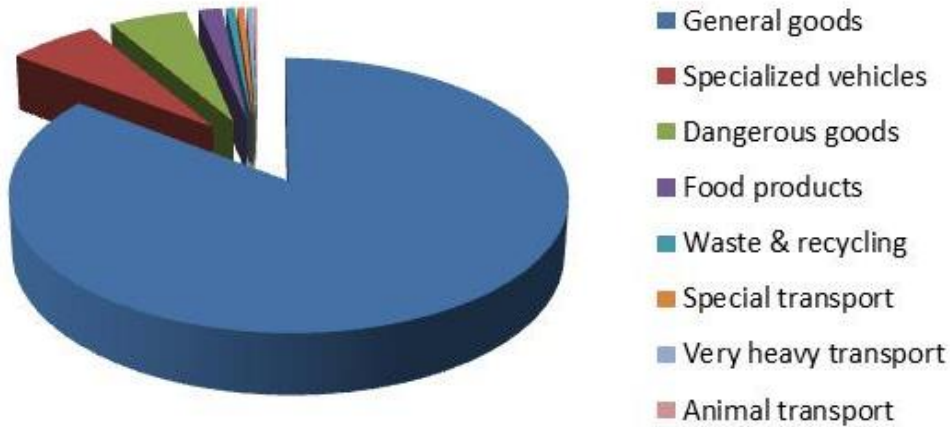
Age of vehicles



Source: RAR

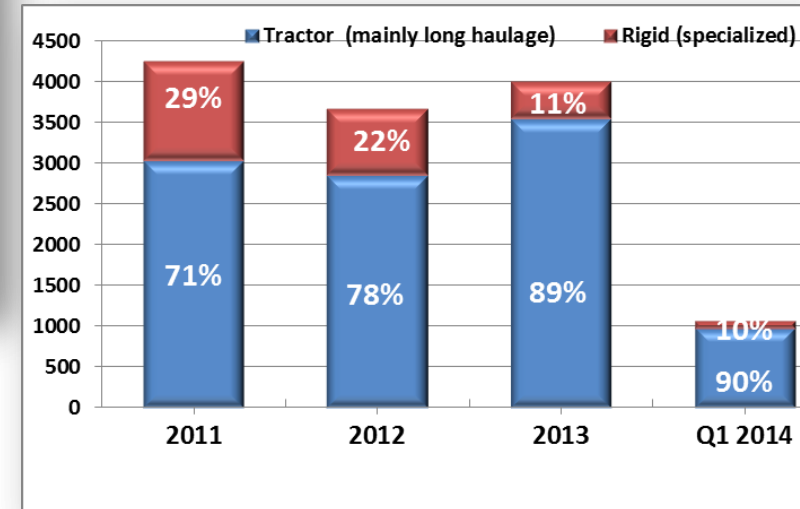
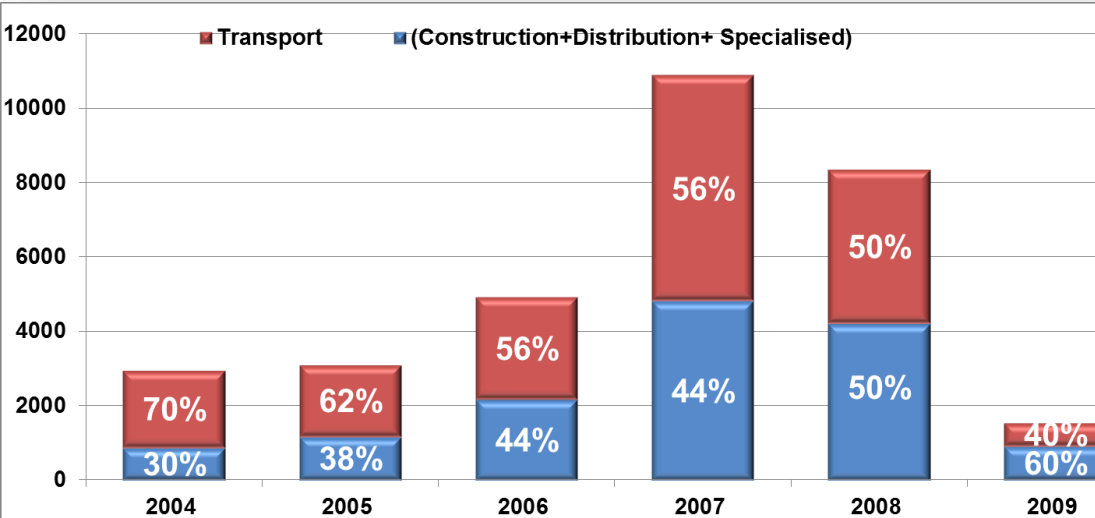
Transport vehicles in Romania

National vehicle fleet - per type of transport
March 2014



- Main vehicles are used for general cargo transport / long haulage
- Still, there are opportunities to grow in some segments which require more specialized vehicles

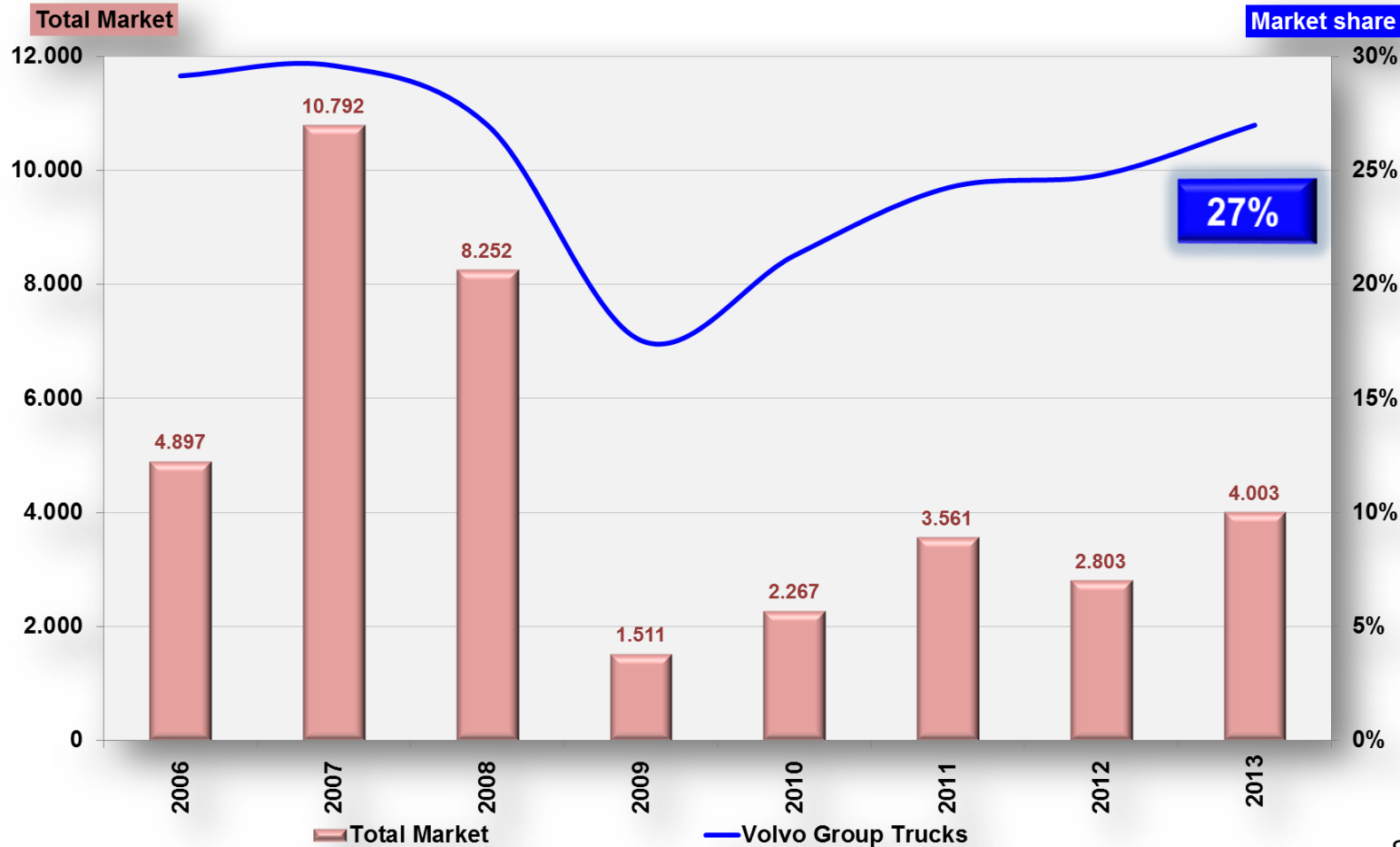
Opportunities to growth in some segments



- Road infrastructure development to support the transport operators
- Opportunities for development of construction business
- Accession of EU funds for financing projects in the transport segment

Total market in Romania, over 16t

Volvo Group - market share

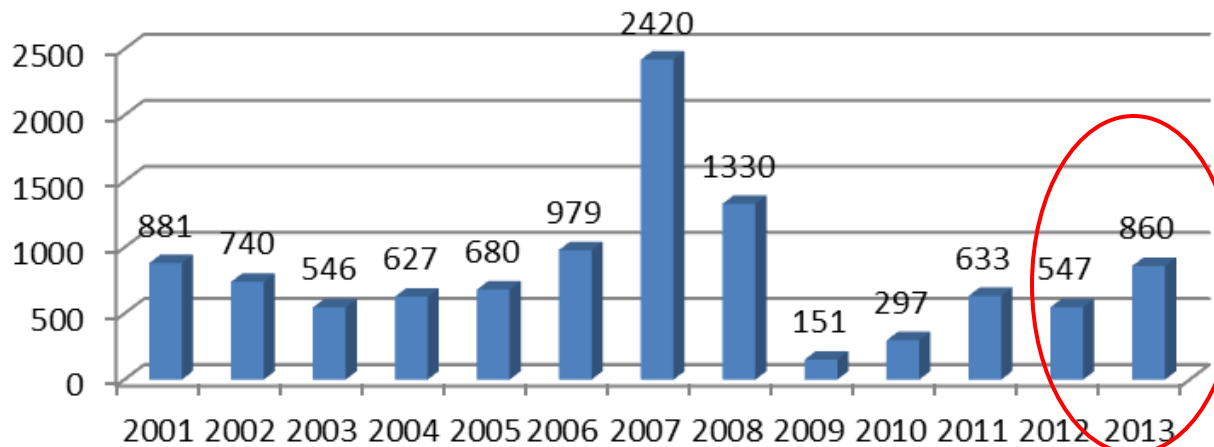


183%
increase
Q1 2014
vs.
Q1 2013

Source: Police registration

Volvo Trucks Sales in Romania

Volvo Trucks sales, over 16t



**57% increase
from 2012**

**FH sales = 97%
total sales in 2013**

- **2012** - launch of new FH range
- **2013** - complete range is launched

Source: Police registration

New Volvo FH series

is packed with innovative features that will change the world for truckers. Designed with the driver in focus, to make long-haul operations even more efficient, profitable and safe.



- An extra cubic metre of cab comfort.
- Unparalleled handling with individual front suspension.
- A promise of 100% uptime.
- New offers that save up to 11% fuel.

Sales driven by Performance & Innovation



Many Innovations – some world premiere:

- 1st truck to memorize the hills
- 1st truck with independent front suspension
- 1st truck with double clutch transmission
- 1st truck with Dynamic Steering

- Prestigious awards for design & creativity for the launching campaign
- New FH – Truck of the Year in 2013
- The most ever viewed videos in auto industry on You Tube – 100 millions

