



## New FH2009 Launches in Syria

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The launch took place on Afamia Cham Hotel in Hama (220km north to Damascus) –in 26th November 2008, and was attended by more that 300 businessmen and VIP customers accompanied by delegation from Volvo Truck Corporation in Sweden and the Swedish Embassy in Syria.

Nahas Intertrade, the Local exclusive importer since 1976, presents 2 new FH 440 hp; (6X2) T, and (6X4)R. A great focuses was put on the I-shift and Driver Training in parallel with the New FH to distinguish Volvo Trucks from other competitors.

Safety, Driver Environment and the Driver were the focal points in development of the new models. The New FH is designed to create a work environment with optimum function, space and comfort. To increase the feeling of space the storage compartments have been redesigned and the gear controls for the I-shift transmissions have been moved out little from the driver seats. Newly developed lighting system is unique.

3 presentations were concluded the event that talks about "New Truck News" by Eng. Waie'I Shoukair – Deputy G. Manager – Nahas Intertrade, "Driver's Environment" by Eng. Bassel Meqdad – Head of Sales Dept - Nahas Intertrade and "Safety" by Mr. Bengt Risedal – Area Sales Manager from Volvo Trucks International.

"Thanks to the earlier FH that lasts, almost, for 2 decades and secure No.1 market share for more than 10 years, to Volvo Trucks Syria with total sales record that reaches almost 2000 trucks and recorded market share of 52.8% for the year 2007", Eng. Waie'I Shoukair said, besides the Genuine Volvo Service, Genuine Volvo Spare Parts, Service Contracts and Nahas Action Service that he refers to.

LCS "Lane Change Support", LKS "Lane Keeping Support", ACC "Adaptive Cruise Control", Rain Sensor and Swiveling Passenger Seat were among other things that other tutors refer to.

The reaction from the customers was fantastic and we ended the ceremony with promising deals of the new model.

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VOLVO TRUCKS



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