



# NEWS PULSE

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## SKA signs with IVECO to bring a dealership to Somalia

On 26 April 2022 SKA International Group signed an agreement with IVECO global headquarters in Turin, Italy in order to bring a dealership to Somalia.

As with the company's existing Toyota dealership, SKA are now the only company authorised to sell IVECO trucks with a factory warranty and issue genuine spares in Somalia (excluding Somaliland).

IVECO's parent company the Fiat Chrysler Automobiles (FCA) Group have historical links to Somalia with FIAT trucks being a firm favorite with Mogadishu companies and citizens. In fact, as a testament to the popularity of the brand, many are still seen in operation in the port to this day.

This agreement will positively impact the population as more Somali mechanics will be recruited, trained and certified to IVECO standards. Local business will also benefit as they will now for the first time be able to buy direct from the manufacturer.

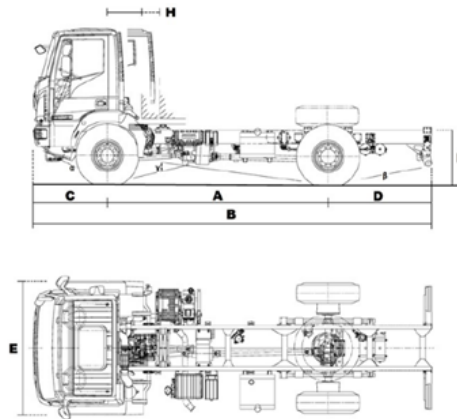


*SKA International Group's CEO, Mr. Mike Douglas and IVECO Africa & Middle East Business Development Director Mr. Fabio De Serafini*

Over the next few months SKA technicians and service advisors will be participating in a programme of intensive IVECO run training in order to ensure that service and sales to companies in Somalia is conducted in compliance with IVECO global standards. Additionally genuine parts, specialist vehicle tools and demonstration vehicles are being imported in order to provide a full service to Somali customers.

The SKA delegation to Turin included Mrs Douglas, Anna Panzera and Jim Finch. In addition to signing the agreement planning was conducted in areas such as stock delivery (trucks and genuine parts), remote technical support access and diagnostic equipment deployment — which is essential for accurate fault diagnosis on modern trucks.

Whilst SKA has considerable experience with other truck manufacturers it was considered that the IVECO brand would be the most suitable for a truck dealership in Somalia because of its capacity, range, off-road capability, ruggedness and reliability.



In order to serve both the Somali commercial and International community market in Mogadishu, SKA will offer clients a carefully selected range of vehicles with Euro 3 engines, off road mechanical suspension and ruggedized components to ensure longevity and suitability for the environment. Models will range from the undisputed industry leading heavy duty T-Way (above) to the EUROCARGO off-road (left) medium capacity variants.



*IVECO AME's Business Development Director Fabio De Serafini was joined by other IVECO headquarters functional heads including: Elvira Ferrara, AME Network Manager; Giuseppe Cariello, AME Product & Marketing Manager; Roberto Dal Ponte, AME Customer Service Manager and Luca Vinceti, AME Parts Manager*