

GME SALES NEWSLETTER

INTERNAL USE ONLY

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#11

CONQUEST OF THE MONTH

Middle East Ready Mix, based in UAE, acquired 22 Renault Trucks K480 T6X4 HEAVY E5 13L engine from United Diesel, equipped with 48 CBM Tipper. MERM used to buy Non-European trucks, but thanks to United Diesel team and leadership who managed to persuade and switch this important customer to buy RENAULT Trucks. Thanks to EKN Finance and the TCO approach of United Diesel. These colorfull trucks will clearly be standing-out on UAE roads!



AMTRAC ATTENDING PROJECT LEBANON EXHIBITION

Family-owned business founded in 2006, AMTRAC is the new official Renault Trucks importer in Lebanon. AMTRAC is one of the leading construction industry brand in the market with Volvo Construction Equipment. AMTRAC vision is to be the model of excellence in the construction equipment industry hence why they chose Renault Trucks, for the most robust trucks in the market! AMTRAC, attended the leading construction exhibition in Lebanon to showcase the Renault Trucks K500 XTREM. Feedback was really positive, customers were impressed by the robustness of the Renault Trucks K.



AMTRAC also held a VIP Product launch to 50 key companies in Beirut. They introduced the Renault Trucks K XTREM, Product Manager Ahmed MOTALEB presented the features of the Renault Trucks range, and the advanced technology.

AMTRAC received some serious interests for the Renault Trucks K and they will follow-up this VIP launch with demo.

Click [here](#) to watch the events video.



VIP FACTORY VISIT

Customers from United Arab Emirates and Qatar attended a 3-days trip to visit two major Renault Trucks factories in France: the 500m long assembly line where the Renault Trucks T, C, and K are assembled and the engine plant where all engines of the Volvo Group are manufactured. The guests had the opportunity to test drive the Renault Trucks K and one more privilege: discover



an exceptional collection of over 200 trucks at the Berliet Foundation, and the 1st engine ever built in 1894! Customers feedback was very positive: this VIP immersion trip gives them confidence in the brand, our products and our technologies. Next VIP trip available is on November, book your slot asap!



SALES TIP

LED REAR LIGHTS

Description:

- Replacement of lights with bulbs by LED lights
- Also available in accessories:
 - 74 25 982 261: left-hand light with number plate light
 - 74 25 982 262: right-hand light with reversing alarm



Advantages:

- Less maintenance due to extended lifetime of LED lights
- Better lighting and visibility
- Electronic circuit protected against voltage surges

WHO'S WHO?



Meet Anthony Abdelmassih, 29 yo from Lebanon
6 months with Renault Trucks
Product Manager, AMTRAC, Lebanon

Best moment about RT:

Introducing the K500 Xtrem to the Lebanese market, and signing, in short time, couple of tenders to deliver special application trucks.

Personal advice:

My advice would be to shift the mindset from offering a product to the client, to offering a complete solution with the lowest TCO.

DID YOU KNOW? 2019 RENAULT TRUCKS ROAD TO EXCELLENCE

2019 RTEC is the internal competition for the best technician in the Renault Trucks global network. More than 1600 teams participated to this global competition; 40 teams from Greater Middle East and a team from Al Attiya Qatar qualified for the final in Lyon! 24 teams competed to win the 2019 RTEC Champion title! Team Qatar came 18 out of 24, actually out of 1600 teams! Well done Al Attiya team! Click [here](#) to watch the event video.

