



Market

The Finnish SISU truck is something special and unique in the worldwide truck building business. SISU offers customers complete and ready trucks directly from the factory with all options installed. The customer takes delivery of the truck from the factory, registers it and begins to operational use the new vehicle. This is not common in the truck building business since most manufacturers build only e.g. the chassis, the other components come from various manufacturers and are assembled mostly at those specific locations.

As an independent truck manufacturer, SISU uses only the best components available from around the world. For example, SISU uses Cummins, Renault and Caterpillar engines, ZF and Eaton Fuller gearboxes, SISU and Renault axles etc.

In Finland SISU is the third largest truck brand in vehicles of the over 16-ton gross load class and has approx. 20% market share. SISU is the market leader in gravel and heavy 4 and 5-axle over 26-ton vehicles. The annual production output of SISU trucks is about 500 vehicles.

The manufacturer of SISU trucks, Oy Sisu Auto Ab, has a co-operation agreement with Renault Trucks of France. Sisu Auto represents

Renault Trucks and its brand through imports, sales, spare parts and service in Finland.

The Renault brand has strongly increased its market share especially in delivery trucks and semi-trailer tractors. Renault is the second largest brand in the 5 to 16-ton class, Sisu Auto imports annually over 250 Renault trucks. Since 1997 over 1,500 Renault Trucks had been imported to Finland.

Achievements

In Finland, SISU and Renault together provide customers a range of robust trucks covering all transportation assignments in the over 5-ton gross vehicle load classes.

The SISU factory in Karjaa, close to Helsinki, is owned by Suomen Autoteollisuus Oy, which in turn is owned by an investment group (specialised in the logistics, forwarding and transportation business) and management from within the company. In 2004, turnover of the company was €140 million and had over 500 employees.

The cabins used by SISU are manufactured by the Renault Trucks cabin factory in Normandy, France. Since the co-operation began in 1997, over 3,000 SISU trucks have been equipped with Renault cabs. As a result of the joint product development between

SISU and Renault, the cabins satisfy the demanding use when driving on narrow and hilly forest roads with a full load in Finland.

History

The history of Sisu Trucks dates back to April 1, 1931, when Tor Nessling founded the company Oy Suomen Autoteollisuus Ab. The term "Sisu" is a Finnish word meaning guts, grit, determination, qualities highly regarded as ideals by Finns. By 1932 the first twelve SISU trucks were completed. The first prototype armoured military vehicle was produced in 1938.

SISU acquired its factory site in Karjaa, about 70 kilometres from Helsinki, in 1941. A new assembly hall of 150,000 m², with a 100-metre-long conveyor belt, was opened at the Karjaa factory in 1961, which represented the largest of its kind at that time in Finland.

In 1981 Suomen Autoteollisuus became Oy Sisu-Auto Ab. Sisu Auto in 1985 became an entirely state-owned company, and Sisu closed its bus production activities.

On May 1, 1994, Valmet Oy's transport and tractor businesses were merged with Sisu. The share of Sisu's traditional business was less than one-fifth, with trucks accounting for just over 10% of the Sisu Group's net sales that year.



The production of the E-range (E=economy, ecology, ergonomics) began in 1996 and Oy Sisu Auto Ab was granted ISO 9001 and AQAP 110 environmental management certificates. On January 20, 1997, a co-operation agreement was signed between Sisu and Renault Trucks.

In 1998, the first SISU models were homologated in France. Sisu Auto received its largest international order with the sale of 110 SISU E12 6x4 heavy tractors from the French military. In 2002, Partek sold its interests in Sisu Auto to KONE Corporation. KONE became the parent company of Sisu.

Sisu Auto launched its new SISU E18 series equipped with an 18-litre 630 hp Caterpillar engine, the most powerful truck engine on the Finnish market. Also in 2003, the SISU E18T airport fire fighting and rescue vehicle with 700 hp Caterpillar engine was delivered.

In 2004, KONE sold Sisu Auto to Suomen Autoteollisuus Oy, which is owned by a group of investors combining Finnish transport sector and the operative management of Sisu Auto.

Sisu Auto's international expansion continued to new markets e.g. Switzerland, Norway and the United Arab Emirates (UAE). That same year Sisu Auto began delivery of 40 ton 5-axle SISU E12 gravel trucks to Switzerland.

The SISU 8x8 military off-road trucks were launched at the IDEX 2005 exhibition in Abu Dhabi, UAE. In 2006, Sisu Auto will celebrate its 75th anniversary under the brand name SISU.

Product

Sisu Auto has a wide product range that covers all transportation assignments. It ranges from light Renault Trucks in the 5-ton gross vehicle load class up to heavy SISU timber and gravel trucks and special vehicles in the 60-ton gross vehicle load class.



Sisu Auto has an extensive service network including 17 own operational centres and 30 authorised service centres.

Sisu Auto product range includes SISU E and HMTV models and the Renault product range includes Magnum, Premium, Kerax, Midlum and Mascott.

Recent Developments

Currently Sisu Auto's strategy is researching and assessing new export projects and avenues in very sophisticated markets for specialised vehicles. Currently those markets, under ten countries worldwide, sell some thousands of trucks per year. Sisu Auto's goal is to penetrate and capture a percentage of those markets.

In 2005, Sisu Auto initiated a new military vehicle development project. The project includes a new SISU 4x4 off-road truck specifically designed for the Finnish military. The fully armoured light truck has a platform of up to the 10 ton class. It is easily converted to meet the needs of the mission and can travel at high speeds; furthermore, the new SISU 4x4 meets NATO standards.

In co-operation with the Finnish based Patria and German MAN – Mobile Bridges GmbH, Sisu Auto is building on the SISU E15 chassis a 10x10 (5 axle drive) heavy mobile bridge vehicle for the Finnish military.

Promotion

The strength of Sisu Auto lies in arctic know-how and flexible production technology as well as its specialisation in developing and delivering trucks for demanding driving conditions. SISU trucks are over 65% Finnish made and they receive the Finnish mark of origin, "Made in Finland".

SISU's strategy is focused on heavy class trucks and special vehicles for very demanding conditions: Heavy Duty, High Power, Multi Axle, and On-Off Road.

Brand Values

The core business of Sisu Auto is SISU special trucks and Renault Truck sales and service in Finland. This includes the export of SISU special trucks in very sophisticated market sectors.

The SISU brand is nurtured and maintained by supplying highly sophisticated quality vehicles worldwide. Amongst very large competitors, SISU is a niche product and company: small, independent, flexible, very specialized, very customer oriented, and quality trucks.



THINGS YOU DIDN'T KNOW ABOUT...

SISU

- *Suomen Alkoholiliike (ALKO) was one of the first customers to purchase a SISU truck in 1931, when the company started.*
- *In 1932, after prohibition in Finland, the first bottles of alcohol were transported by SISU trucks to thirsty Finnish customers.*
- *In 1963 the first mass-produced truck, the SISU KB-117, was introduced. This was the first tip-up cab in Europe.*
- *From 1970-80, Suomen Autoteollisuus was the importer of Rolls-Royce and Bentley cars to Finland.*
- *From 1989-95, SISU Racing was operational with the factory team winning three European championships in Truck Racing.*
- *Every second gravel truck and every third timber truck in Finland is a SISU.*