

TRUX TURNS TO THE RUSSIAN MARKET



Volvo FH ТАЙФУН, or Volvo FH Typhoon when it is translated, is a special accessory package that Volvo Russia has produced for the Russian market – here with Trux Top-bar, Trux Light-Bar, Trux X-Light and Trux U-bar.

After a downturn, Russia once again starts to become an attractive market for Trux AB in Ljusdal, who produces spotlight bars and front protectors of aluminium for heavy trucks.

– Russia is one of the fastest growing markets in the world. According to one of the leading truck manufacturers it is estimated that about 120,000 heavy trucks will be registered in the country by the year 2015, so it's a very interesting market says Hasse Olsson, manager at Trux in Ljusdal.

In St. Petersburg, where Trux has its Russian distributor FJ Russia Group LLC based, have high expectations for the Trux products:

– There is great potential for Trux truck accessories here in the Russian market and since we have an intense marketing campaign to show off the products during the crunch we are now prepared when the turnaround comes, says Alexander Konson CEO of FJ Russia Group LLC.

Trux is in an expansive phase and has secured several additional foreign contacts, which will be announced in the coming months.

Trux is the market leader in Europe of front-mounted safety and styling equipment for trucks. The company was founded in 1986 and celebrates its 25th anniversary this year. The largest individual markets are Sweden, Norway and Germany. Trux AB is located in Ljusdal in the middle of Sweden and is a part of Mekanotjänst Holding AB which has 276 employees and a turnover of SEK 370 million.

For more information:

Hasse Olsson, manager Trux Ljusdal: +46 (0)651-76 85 82
hasse.olsson@trux.se
www.trux.eu

