HEAVY EQUIPMENT & TRANSPORT VEHICLES MEET AI

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Behind a Nation's Growth



From roads and bridges to industrial facilities and urban developments, heavy machinery plays a vital role in building the infrastructure that drives economic growth

Behind every major infrastructure project is a fleet of machines that transforms plans into reality. Excavators dig foundations, bulldozers clear and level land, cranes lift massive structures into place, and wheel loaders move the materials that keep construction sites operating. Together, these machines form the backbone of modern construction, supporting the development of roads, ports, industrial facilities, residential communities and essential public infrastructure.

As nations invest in economic diversification, urban development and industrial expansion, heavy equipment has become an increasingly important part of the construction and infrastructure ecosystem. Its contribution extends beyond the physical work performed on site, influencing project timelines, productivity, operating costs and the long-term performance of infrastructure.



THE IMPACT OF HEAVY EQUIPMENT

- Drives Economic Growth
- Improves Productivity
- Supports Sustainability
- Enhances Safety
- Strengthens Supply Chains
- Builds Communities

Laying the foundations

Earthmoving is among the earliest and most critical stages of any major construction project. Before roads can be paved, buildings erected or industrial facilities established, land must be cleared, excavated, levelled and prepared.

Excavators are central to this process. Available in a range of sizes and configurations, they are used for foundation work, trenching, drainage systems, utility installation and material handling. Their versatility makes them essential across construction, mining, quarrying and infrastructure projects.

Bulldozers, meanwhile, are designed for pushing soil, clearing land and levelling surfaces. They are particularly valuable in large-scale earthworks, where preparing extensive areas efficiently is essential to keeping projects on schedule.

Wheel loaders complement these machines by moving sand, gravel, crushed stone and other materials between stockpiles, loading areas and transport vehicles. Their ability to handle repetitive loading tasks makes them indispensable at construction sites, quarries, concrete batching plants and industrial yards.

Together, these machines establish the groundwork on which infrastructure projects depend. Their performance can directly affect the speed and efficiency of subsequent construction activities.

Building the connections

Transport infrastructure is a major driver of economic activity, connecting communities, industrial zones, ports, airports and commercial centres. Roads, highways and bridges facilitate the movement of people and goods, while efficient logistics networks help businesses reach markets and manage supply chains.

Heavy machinery is involved at every stage of these developments. Excavators prepare foundations and drainage channels, bulldozers undertake initial site preparation, graders establish road profiles, and wheel loaders support the handling of aggregates and construction materials. Cranes and other lifting equipment are used to position structural components, bridge sections and heavy prefabricated elements.

The importance of this equipment becomes particularly evident on large projects, where multiple activities must be coordinated across extensive sites. Reliable machinery, skilled operators and effective fleet management help contractors maintain productivity and minimise costly delays.

Beyond roads and bridges, specialised equipment also supports the development of ports, airports, railway infrastructure and logistics facilities. These assets strengthen a country's capacity to trade, attract investment and support the movement of goods.

Supporting industrial growth

The role of heavy equipment extends well beyond conventional building and civil engineering. Industrial development depends on machinery capable of handling demanding tasks in manufacturing facilities, energy projects, warehouses, mining operations and processing plants.

Cranes are essential for lifting and positioning heavy components, including steel structures, industrial machinery, generators and equipment used in energy facilities. Depending on the application, projects may require mobile cranes, tower cranes, crawler cranes or specialised lifting systems.

In quarries and material-production facilities, excavators and wheel loaders extract, transport and load materials used in construction. These operations help supply the aggregates, sand and other resources required for concrete production, road building and structural works.

Heavy equipment also supports the expansion and maintenance of industrial facilities, where machinery must be moved, installed or replaced safely and efficiently. The availability of suitable equipment can therefore influence not only construction productivity but also the development and continued operation of industrial assets.

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HEAVY EQUIPMENT & TRANSPORT VEHICLES MEET AI
Supplement Team

Marketing Manager
Violette Fakhry

Digital Marketing Manager
Jossy Abraham

Editor
Amjad Vanimal

Layout / Graphics
A.K. Vinay Kumar

Circulation In-charge
Sherif Samy

Printed by
Raya Commercial Printing Press

Advertising Office
Gulf Times / Arrayah Building
C Ring Road
P.O. Box 533, Doha Qatar
Tel: (+974) 44466690
Mob: 33438383
email: gtadv@gulf-times.com



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The changing construction site

Advances in equipment design and digital technology are changing how construction projects are managed. Manufacturers are increasingly incorporating features that help operators improve precision, monitor performance and use machinery more efficiently.

GPS-guided systems, machine-control technology and digital surveying tools can improve accuracy in grading and earthmoving. Telematics platforms allow fleet managers to monitor machine location, operating hours, fuel consumption and maintenance requirements. These systems can help identify inefficient practices, schedule servicing and reduce unplanned downtime.

Automation and operator-assistance technologies are also developing, particularly in applications involving repetitive tasks or demanding working conditions. While adoption varies by equipment type and project, the broader direction is towards more connected, data-driven construction operations.

Fuel efficiency is another important consideration. Since heavy machinery can consume substantial quantities of fuel during intensive operations, improvements in engine performance, hydraulic systems and equipment design can influence overall project costs. Electric machinery and alternative-fuel technologies are also emerging in selected applications, although their suitability depends on power requirements, operating hours, site conditions and available infrastructure.

Reliability matters

The purchase price of a machine is only one part of its overall cost. Maintenance, fuel, spare parts, operator training, equipment utilisation and downtime all contribute to the cost of ownership over its working life. For contractors and fleet operators, selecting equipment involves assessing the nature of the work, site conditions, required capacity and expected utilisation. A machine that is too small may struggle to meet project demands, while an oversized unit may increase operating costs without delivering a corresponding productivity benefit.

After-sales service is equally important. Access to spare parts, trained technicians, dependable workshops and responsive technical support can help keep equipment operational and reduce disruptions. In demanding environments, preventive maintenance and regular inspections are essential to maintaining performance and safety. The wider equipment ecosystem also plays a significant role. Dealers, rental companies, component suppliers, maintenance providers and training centres collectively support the effective operation of construction machinery. Their services help contractors access the equipment and expertise needed for projects of different sizes.

The next phase of growth

As countries continue to develop their transport networks, urban centres, industrial zones and public infrastructure, demand for heavy equipment is closely linked to investment priorities and construction activity.

The next phase of development is likely to place greater emphasis on productivity, operational efficiency, safety and environmental performance. Contractors will increasingly need to balance project deadlines and budgets with expectations for responsible resource use and reliable infrastructure delivery.

Heavy machinery alone cannot guarantee successful development. Planning, financing, engineering expertise, skilled workers and effective project management remain fundamental. However, the right equipment, supported by reliable maintenance and competent operators, provides the practical capacity to turn development plans into completed projects.

From the first excavation to the final lifting operation, heavy equipment remains central to building the physical foundations of economic progres s. The roads that connect markets, the facilities that support industry and the communities that accommodate growing populations all depend, in part, on the machines that make large-scale construction possible.





From CNG-powered trucks to electric machinery, the industry is exploring cleaner technologies to cut emissions, control operating costs and support sustainable development

The heavy transport and construction sectors are undergoing a gradual shift towards cleaner technologies as manufacturers and operators look for ways to reduce emissions, improve fuel efficiency and lower operating costs.

Trucks, excavators, loaders, cranes and other heavy equipment play a vital role in infrastructure development, logistics, mining and industrial operations. However, these machines also consume significant amounts of fuel and contribute to greenhouse gas emissions and air pollution. As environmental standards become more demanding, the industry is exploring alternatives to conventional diesel-powered equipment.

One of the main areas of development is the adoption of alternative fuels. Compressed natural gas (CNG) and liquefied natural gas (LNG) are being considered for certain heavy-duty transport applications, depending on vehicle design, operating conditions and fuel availability. These fuels can offer lower emissions of some pollutants compared with conventional diesel, although their overall environmental benefits depend on factors such as fuel production, methane leakage and engine technology.

Electric vehicles are another important part of the transition. Battery-electric trucks are increasingly being developed for urban deliveries, short-haul transport and other operations where predictable routes and access to charging infrastructure make electrification practical. Electric powertrains can reduce local exhaust emissions and noise while offering potential savings on maintenance and energy costs.

However, the transition is more complex for long-distance heavy transport. High battery costs, vehicle weight, charging times and the availability of suitable charging facilities remain significant considerations. For operators managing large fleets, the decision to switch to electric vehicles requires careful assessment of routes, payload requirements, daily mileage and total operating costs.

Construction equipment manufacturers are also introducing electric and hybrid machines. Electric excavators, wheel loaders and compact equipment can be particularly useful on indoor sites, in urban areas and at projects where noise and local air pollution need to be minimised. Hybrid systems can improve fuel efficiency by recovering energy during certain operations and reducing engine workload.

For larger machines working in remote locations or demanding conditions, diesel remains widely used. Alternative fuels, hybrid technology and improvements in engine efficiency therefore continue to play an important role in reducing the environmental impact of heavy equipment.

Hydrogen is another technology attracting attention, particularly for applications that require long operating hours or substantial power. Hydrogen fuel cells produce electricity without tailpipe carbon emissions, while hydrogen combustion engines are also being developed for heavy-duty applications. Nevertheless, the technology faces challenges involving production costs, refuelling infrastructure, storage and the availability of low-carbon hydrogen.

Digital technology is helping operators make existing fleets more efficient, too. Telematics systems can monitor fuel consumption, engine performance, idle time, vehicle location and maintenance requirements. By analysing this information, fleet managers can identify inefficient driving patterns, reduce unnecessary idling, improve route planning and schedule maintenance before minor faults develop into costly repairs.





Driver training and equipment management remain equally important. Smooth acceleration, appropriate gear selection, correct tyre pressure, regular servicing and efficient load planning can help reduce fuel consumption. On construction sites, better coordination of machinery and reduced idle time can deliver measurable operational improvements without requiring an immediate fleet replacement.

Ultimately, the shift towards cleaner heavy transport and equipment will depend on the availability, cost and suitability of different technologies. There is no single solution for every vehicle or working environment. Electric power, alternative fuels, more efficient engines and digital fleet management each have a role to play.



For manufacturers and operators, the challenge is to balance environmental objectives with reliability, productivity and long-term costs. As technologies mature and supporting infrastructure expands, cleaner heavy-duty vehicles and machinery are expected to become an increasingly important part of the industry's future.





The shift towards cleaner heavy transport and construction equipment does not always require an immediate investment in new technology. Simple operational improvements can help businesses reduce fuel consumption, lower costs and minimise their environmental impact.



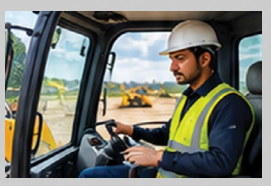
Reduce engine idling: Leaving engines running when vehicles or machines are not in use wastes fuel and produces unnecessary emissions. Establishing clear operating procedures can help limit idle time.



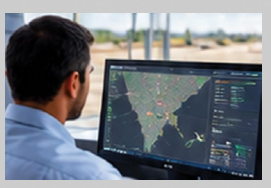
Maintain equipment regularly: Clean air filters, properly inflated tyres, well-maintained engines and timely servicing help vehicles and machinery operate efficiently.



Improve route planning: Choosing efficient routes, avoiding unnecessary journeys and reducing congestion-related delays can lower fuel use across transport fleets.



Train drivers and operators: Smooth acceleration, consistent speeds, appropriate gear selection and efficient equipment handling can improve fuel economy and reduce wear and tear.



Monitor performance: Telematics and fleet management systems allow operators to track fuel consumption, identify inefficient practices and make better-informed decisions.



Choose the right equipment: Matching vehicle capacity and machine size to the task helps avoid unnecessary fuel consumption. When replacing equipment, businesses can assess more efficient engines, hybrid systems and electric alternatives where suitable.



ECO-FRIENDLY HYUNDAI TRUCKS AND BUSES

The Ideal Business Partner for Dynamic Performance and Unmatched Fleet Efficiency

National Car Company, the exclusive distributor of Hyundai trucks and buses in Qatar, has officially announced that its highly anticipated 2027 model-year commercial vehicle lineup will be introduced by the end of November.

Featuring the Hyundai Mighty EX series trucks and the Hyundai County Bus, the new lineup is designed to meet the evolving needs of businesses seeking reliable and efficient commercial transport solutions. The launch will also introduce a five-year/200,000km manufacturer's warranty across all incoming 2027 models, extending the previous coverage of four years/150,000km.

The enhanced warranty offers businesses greater peace of mind, helping them manage maintenance-related risks and improve long-term cost predictability while supporting vehicle reliability and operational efficiency.

Hyundai's Global Rise: The Triad of Performance, Reliability, and Fuel Economy

The Hyundai brand has rapidly emerged in global markets as a world-class commercial vehicle manufacturer. Driving this global success is a design philosophy centered on a unique triad: peak performance, rugged reliability, and exceptional fuel efficiency. Uniquely capable of merging efficient manufacturing technology with rigorous engineering, Hyundai builds top-tier, economical vehicles engineered for round-the-clock operation. Designed to handle the heaviest loads even under the most challenging road conditions, this eco-friendly, Euro 5-equipped range reinforces Hyundai's commitment to providing highly efficient transportation solutions across Qatar's commercial, freight, and passenger transport sectors.

Product Portfolio: Advanced Productivity and Dynamic Mobility

- **Hyundai Mighty EX Series Trucks:** Developed to offer advanced levels of productivity, durability, and fuel efficiency while minimizing operational expenses. Introduced globally in 2015 followed by its GCC debut in 2017, the Mighty EX series offers enhanced driver comfort, structural durability, and advanced safety compared to the previous HD series. It serves as the ideal business partner for logistics, distribution, construction site support, and specialized commercial applications.





- **Hyundai County Bus (The Partner for Passenger Mobility):** Complementing the truck lineup, the 23-seater Hyundai County bus provides a reliable, comfortable passenger transport solution perfectly suited for employee transport, corporate services, hospitality, tourism, educational institutions, and executive mobility. The bus features a sleek exterior with a unique panoramic window design that maximizes passenger comfort. Practical exterior mirrors ensure excellent all-around visibility, while a highly efficient air conditioning and heating system meets the evolving mobility needs of businesses in Qatar.

The Value Plus Package: Flexible Service & In-House Finance

To further maximize value for money and ease procurement for local enterprises, National Car Company is launching the exclusive Value Plus Package. This customer-centric program protects fleet investments and streamlines cash flow through tailored commercial incentives:

- **Flexible Periodical Service Packages**: Fleet operators can choose customizable, pre-planned maintenance schedules that lock in servicing costs, eliminate unpredictable expenses, and ensure all vehicles are maintained by certified technicians using genuine Hyundai parts
- **Convenient In-House Financing:** To accelerate fleet expansion with minimal hassle, the package offers competitive in-house financial solutions with credit terms extending up to 30 months. Available with an accessible minimum down payment of 20% (subject to credit approval), this program bypasses complex external banking processes to get businesses moving faster.

Engineered for Qatar: GSO Euro 5 Compliance & Tropical Climate Specs

As Qatar accelerates its shift toward sustainable and energy-efficient logistics, the Euro 5-equipped lineup seamlessly fulfills all local environmental and emissions regulations. Fully compliant with the Gulf Standardization Organization (GSO), the Mighty EX series (spanning the EX5, EX6, and EX8 models from 5.5 to 9.7 tons GVW) delivers an optimized engineering framework specifically tailored to survive Qatar's intense summer environment:

- **The Powertrain:** Powered by advanced 2.9-liter and 3.9-liter D4 series 4-cylinder Electronic Common Rail Turbocharged Diesel engines. They deliver an impressive 160 PS of power at 2,500–2,700 RPM and up to 40 / 60 kg·m of torque at a low 1,400 RPM (based on the engine configuration), balancing heavy hauling capacity with immediate response..
- **Emissions Mastery:** Employs specialized Exhaust Gas Recirculation (EGR) and Diesel Particulate Filters (DPF) fine-tuned for the regional low-sulfur diesel grid.
- **Tropical Cooling & High-Pulldown HVAC**: Features heavy-duty tropical radiator and anti-vibration engine dampers built to endure sustained operations in temperatures exceeding 50°C. The cabin integrates a rapid-pulldown, high-capacity climate control system and advanced thermal insulation.
- **Fluidic Sculpture & Maximized Load Spaces:** Built around Hyundai's nature-inspired Fluidic Sculpture design, the chassis optimization moves the engine and rear cab wall forward by 50 mm. This engineering layout yields a significantly larger loading surface area and versatile wheelbase variations.

Uncompromising Safety and Versatility

Safety remains foundational across the GSO-spec lineup, which features:

- **Advanced Braking:** Dual-circuit hydraulic brakes with vacuum servo assistance, standard Anti-lock Braking System (ABS), and a mandatory high-retardation exhaust brake for controlling heavy loads on highway declines.
- **Electronic Safeguards:** Integrated Vehicle Dynamic Control (VDC) or Electronic Stability Control (ESC) systems can be provided against customized purchases at extra costs..
- **Structural Safety:** Factory-fitted steel Rear Underrun Protection Devices (RUPD) and robust Side Guard Systems safeguarding public roads.

This highly adaptive chassis allows seamless integration for crucial infrastructure superstructures, including crane-mounted configurations, tippers, water tankers, and refrigerated delivery boxes.

Complete Lifecycle Support Across Qatar

Through National Automobiles' robust sales, service, and genuine parts network, Hyundai Truck & Bus provides an extensive corporate safety net for vital local industries—spanning construction, oil and gas, municipal services, facilities management, and cold-chain FMCG logistics. By combining peak performance, rugged dependability, low maintenance costs, the new benchmark 5-year warranty, and the all-inclusive Value Plus Package, Hyundai positions itself as the most reliable, cost-efficient commercial partner in the Qatari market.

For more information, visit the Hyundai Truck & Bus showroom located at Unit No: 37, Safwa, Commercial Avenue. You may also call 66987331 or email hcv@ncc-qatar.com





THE DIGITAL TWIN

Creating a virtual world for heavy machinery

Digital replicas of construction sites and equipment are helping project teams simulate operations, monitor progress against plans and make better decisions about how machines are deployed

Construction sites are complex environments where heavy machinery, transport vehicles, workers and materials must operate in coordination. A delay in one activity can affect several others, while poor equipment allocation, unexpected breakdowns and inaccurate progress estimates can increase costs and extend project schedules.

Digital twin technology offers a new way to manage these challenges by creating a virtual representation of a physical machine, construction site or entire project. By connecting this digital model with information collected from the real world, project teams can monitor operations, test different scenarios and make informed decisions before problems become more costly.

Unlike a conventional three-dimensional model, which primarily represents the design of an object or site, a digital twin can be updated with operational data. Depending on the system, this information may include equipment location, operating hours, fuel consumption, machine performance, site measurements and construction progress. The result is a digital environment that reflects the changing conditions of the physical project.

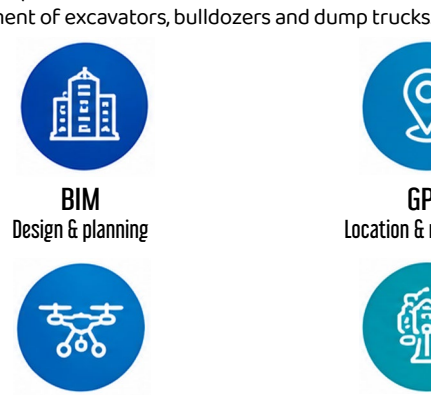
Connecting the physical and digital worlds

Digital twins bring together several technologies, including building information modelling (BIM), global positioning systems, sensors, telematics, drones, laser scanning and data analytics. These tools collect information about machinery and site conditions, which can then be linked to a digital model.

For example, GPS devices can show the location and movement of excavators, bulldozers and dump trucks. Equipment sensors and telematics systems can provide information about engine performance, operating hours and idle time. Drone surveys and laser scanning can capture changes in the terrain and measure the work completed.

When these datasets are combined with the project design and construction schedule, managers gain a more comprehensive view of what is happening on site. Research into digital twins for earthmoving operations has demonstrated how equipment data can be used to assess machine utilisation, productivity, travel distances and the time spent loading, hauling, dumping or idling.







Simulating operations before work begins

One of the key advantages of digital twins is the ability to test different operating scenarios in a virtual environment.

Before starting a major earthmoving operation, for instance, a contractor can model the movement of excavators, loaders and dump trucks across a site. The simulation can help assess whether the proposed number of vehicles is sufficient, whether haul routes are efficient and whether loading and unloading areas could become bottlenecks.

Project teams can also compare alternative equipment combinations, work sequences and site layouts. They may discover that adding more trucks will not necessarily increase productivity if an excavator cannot load them quickly enough, or that a revised haul route could reduce travel time.

Testing these options digitally allows planners to identify potential inefficiencies before committing machinery, labour and other resources. The accuracy of the results depends on the quality of the data and the assumptions used in the simulation, but the approach can provide valuable support for planning complex operations.



Measuring progress against the plan

Digital twins can also help project teams understand whether construction is progressing as scheduled.

The digital model can be linked to design drawings, project milestones and construction schedules. As work advances, drone imagery, laser scans, field measurements and machine-generated data can be used to update the representation of the site.

Comparing the actual conditions with the planned design helps identify completed work, outstanding activities and discrepancies that require attention. In earthworks, for example, digital measurements can show how much material has been excavated or filled and whether the work matches the intended ground levels.

This information can help managers identify delays earlier, investigate their causes and adjust schedules or resources. Rather than relying solely on periodic reports and manual inspections, teams can use a shared visual representation to understand where a project stands and which activities need priority. Research has explored the use of digital twins to compare site conditions with BIM models and improve construction progress monitoring.



Deploying machinery more efficiently

Equipment utilisation is another important application. Heavy machinery represents a substantial investment, and machines that remain idle, travel unnecessarily or are assigned to unsuitable tasks can reduce productivity. By combining equipment location, operating data and project schedules, a digital twin can help managers assess how effectively machines are being used. It may reveal recurring idle periods, excessive travel distances, uneven workloads or delays caused by the availability of other equipment.

These insights can support decisions about reallocating machinery, adjusting shifts, changing routes or rescheduling work. A contractor managing several projects could also use connected fleet information to assess whether underused equipment at one site could be deployed elsewhere, subject to transport costs, availability and operational requirements.

Over time, data from previous projects can help improve estimates of machine productivity and resource requirements. When combined with predictive analytics, digital twins may also support maintenance planning by highlighting changes in equipment performance that warrant inspection.



Improving safety and coordination

A virtual representation of a construction site can help teams examine how people, vehicles and machinery interact. Managers can review access routes, vehicle movements, working zones and potential conflicts before changing a site layout or introducing new activities.



Where suitable data and analytical tools are available, digital twins can also support the assessment of restricted areas, equipment movement and changing site conditions. This can improve coordination between contractors and help inform safety planning.

However, a digital model is not a substitute for on-site supervision, safety procedures or the judgement of experienced operators. Its value depends on whether the information is sufficiently accurate and up to date to support the decisions being made.

From visualisation to better decisions

Despite their potential, digital twins require investment in sensors, software, data integration and staff training. Information from different equipment manufacturers and systems may not always be compatible, while unreliable or outdated data can lead to misleading conclusions. Smaller contractors may also need to consider the cost of implementation against the expected operational benefits.

For many businesses, a gradual approach may be more practical than attempting to create a comprehensive digital twin from the outset. A project could begin with equipment tracking or progress monitoring before adding simulation, predictive analytics and more advanced functions.

Ultimately, digital twins are not simply virtual copies of machines or construction sites. Their value lies in connecting the physical operation with information that helps teams understand performance, anticipate challenges and evaluate possible responses.



TEYSEER STRENGTHENS QATAR'S ELECTRIC COMMERCIAL MOBILITY SECTOR THROUGH ITS PARTNERSHIP WITH FARIZON



Teyseer Trading and Contracting, one of the leading companies under Teyseer Holding, continues to strengthen its presence in Qatar's evolving electric mobility sector through its partnership with Farizon, a subsidiary of the Chinese automotive giant Geely Holding Group, as the official distributor of Farizon electric commercial vehicles in the State of Qatar.

The partnership reinforces Teyseer's commitment to supporting Qatar National Vision 2030, which aims to promote environmental sustainability and accelerate the nation's transition toward smart and eco-friendly mobility solutions, contributing to a greener and more sustainable economy.

A Legacy of Trust and Excellence

Since its establishment over six decades ago, Teyseer Trading and Contracting has played a vital role in supporting key sectors of Qatar's economy through successful partnerships with leading international brands in the fields of automotive, energy, and infrastructure.

This collaboration with Farizon marks a natural extension of that legacy and a bold step toward leading the transition of Qatar's commercial transport sector into the electric era, in line with the country's efforts to reduce emissions and enhance energy efficiency.



Driving the Future of Commercial Electric Mobility

Through this partnership, Teyseer aims to introduce advanced electric mobility solutions designed to meet the needs of Qatar's commercial and logistics sectors — including light and medium-duty electric trucks, and electric vans purpose-built for last-mile and urban distribution.

Farizon vehicles are distinguished by their innovative technologies, including intelligent energy management systems, high-efficiency battery packs, and robust performance even under extreme climate conditions. These features make them the ideal choice for businesses seeking to lower operating costs while achieving their sustainability objectives without compromising reliability or performance.

Why Farizon?

Farizon was selected for its global leadership in the development of electric commercial vehicles. Established in 2016 under the Geely Holding Group, Farizon became the group's first brand dedicated entirely to zero-emission commercial vehicles.

Farizon's product portfolio includes:



- **H9E:** A medium-duty electric truck offering long driving range and advanced thermal management systems.
- **SuperVanSeries:** Equipped with an AI-driven fleet management system that enables real-time performance monitoring and predictive maintenance.

Today, Farizon operates in more than 40 countries worldwide, including markets across Europe, Asia, and South America, and is among the first Chinese manufacturers to receive full certification for exporting heavy-duty electric trucks to international markets.



"We are proud of our partnership with Farizon, which represents a major milestone in Teyseer's journey to lead the future of electric mobility in Qatar and the region. The introduction of Farizon to the Qatari market reflects our commitment to supporting the nation's transition toward a more sustainable and efficient economy, while accelerating the adoption of electric commercial vehicles," said Mohamed Al Mannai, managing director of Teyseer Trading and Contracting.

"Teyseer has earned its reputation as a trusted partner to some of the world's most prominent brands. With Farizon, we aim to offer innovative electric solutions that combine high performance with intelligent technology — providing national companies with reliable, sustainable fleet options that meet their operational and environmental goals," Al Mannai added.

Farizon

Farizon, a subsidiary of Geely Holding Group, is a global leader in smart and sustainable commercial mobility. The company focuses on the design, development, and manufacturing of fully electric commercial vehicles, supported by advanced R&D centers in China and Europe.

Farizon integrates AI, IoT, and data analytics into its vehicles to enhance fleet efficiency, safety, and lifecycle management. Its vision is to become the world's leading brand in electric commercial vehicles by 2030.

Teyseer Trading and Contracting

Teyseer Trading and Contracting is one of Qatar's most established and trusted companies, with over 60 years of experience in the automotive, energy, and industrial sectors.

Operating under Teyseer Holding, the company provides high-quality products and services that meet the evolving needs of its customers and contribute to the advancement of Qatar's economy.

Through its partnership with Farizon, Teyseer sets a clear vision to become the driving force behind the electric commercial mobility revolution in Qatar.



More heavy trucks wear the Sinotruk badge than any other

The world's leading heavy-duty truck manufacturer has a strong partner on the ground in Qatar



Sinotruk sold approximately 295,000 heavy-duty trucks worldwide in 2025, more than a third ahead of its nearest competitor and surpassing other major manufacturers. For Qatar's contractors, transport operators and municipal fleets, however, the next question is just as important: who stands behind the truck once it arrives?

This is where Seashore Automobiles, Sinotruk's exclusive dealership partner in Qatar, comes in. Combining the Chinese manufacturer's global engineering capabilities with local sales, servicing and spare-parts support, the partnership aims to meet the demands of Qatar's growing commercial transport sector.

A company that built an industry

Founded in 1930, Sinotruk is widely recognised as a pioneer of China's heavy-duty truck industry. In 1960, it produced the Huanghe JN150, China's first heavy-duty truck. The company subsequently established China's first heavy-truck joint venture with Volvo in 2003, launched the HOWO series in 2004 and listed on the Hong Kong Stock Exchange in 2007.

A strategic agreement with Germany's MAN in 2009 brought advanced technologies in engines, chassis and axles, further strengthening its engineering capabilities.

Today, Sinotruk is one of China's leading full-range commercial vehicle manufacturers, producing tractor heads, dump trucks, cargo trucks, construction vehicles and new-energy commercial vehicles. Its principal brands include HOWO, SITRAK and Yellow River.

The company's integrated capabilities span research and development, manufacturing and supply-chain management, including the production of its own engines, transmissions and axles.

Its scale is reflected in its investment in innovation, with more than 7,700 engineers, annual research and development investment exceeding $500mn and a portfolio of more than 4,600 patents. Sinotruk reported operating revenue of approximately $33bn in 2025.

Proven in more than 150 countries

Sinotruk's vehicles operate across Asia, Africa, Latin America and Europe. The company has maintained its position as China's leading heavy-duty truck exporter for 21 consecutive years, with exports exceeding one million vehicles to more than 150 countries and regions.

International sales surpassed 153,000 units in 2025, underlining the growing importance of overseas markets to its business.

To support this global presence, Sinotruk operates an international manufacturing and assembly network, alongside service facilities and spare-parts distribution centres. Its logistics infrastructure includes a global depot, 10 regional depots and more than 40 national depots, supported by a spare-parts inventory valued at over $200mn.

The company continues to invest in new-energy vehicles and intelligent transport technologies, while expanding its international presence through local partnerships and after-sales support.

Strong across the Gulf

Sinotruk has established a presence across the Middle East, including Qatar, Saudi Arabia, the UAE, Oman, Kuwait and Bahrain. Its regional network of dealerships, service centres and spare-parts facilities supports fleet operators, construction companies and government clients.

Vehicles supplied to the region are designed to meet the demands of demanding operating environments, including high temperatures, desert conditions and intensive commercial use.

The HOWO-N series entered the GCC market in 2019 and attracted interest from regional businesses. Sinotruk has also introduced a cross-border service arrangement within the GCC, enabling customers to access support in other member countries during the warranty period.

For transport operators whose vehicles regularly cross borders, this regional service coverage offers an added layer of convenience.

Seashore: a partner rooted in Qatar

Founded in 1989 and headquartered in Al Khor, Seashore Group is one of Qatar's established business groups. With 21 divisions, more than 3,500 employees and assets exceeding QR1bn, the group has developed a broad presence across several sectors.

Its automotive business, Seashore Automobiles, signed an exclusive dealership agreement with Sinotruk in 2016, covering light, medium and heavy-duty trucks in Qatar.

The division provides sales, servicing and spare-parts support through its local operations. Its customer base includes businesses in construction, logistics, waste management and fast-moving consumer goods (FMCG), sectors that depend on reliable commercial vehicles to maintain daily operations.







The partnership combines Sinotruk's manufacturing capabilities and technical resources with Seashore's local market knowledge and after-sales services. For fleet operators, this means access to a range of vehicles backed by local support, parts availability and warranty coverage across the GCC.

Seashore's portfolio includes tractor heads for logistics, tippers and mixers for construction, chassis for specialised body applications, and refuse compactors for municipal services.

Sinotruk's broader range also includes tankers, road sweepers, hook loaders, recovery vehicles and fire-fighting trucks, allowing customers to source vehicles for different operational requirements from the same manufacturer.

Engineering built for demanding operations

Sinotruk's engineering strategy combines in-house development with technology partnerships and components from established international suppliers.



Its engine portfolio includes the MC07 and MC11 families, developed with technology associated with MAN. These engines feature Bosch common-rail fuel injection, while the company's vehicles incorporate components from suppliers such as ZF, Wabco, Voith and VOSS.

The use of internationally recognised components can offer practical advantages for fleet operators, particularly in servicing and maintenance, where familiarity with vehicle systems and access to replacement parts are important considerations.

Sinotruk states that its engines have a B10 service life exceeding 1.5mn kilometres, while a HOWO-N truck has reportedly covered the same distance without a major repair.

The manufacturer also positions the HOWO-N as a cost-effective alternative to comparable European models, citing an initial purchase price of 60–70% of their cost, alongside competitively priced spare parts. For businesses operating large fleets, acquisition and maintenance costs can have a significant impact on the total cost of ownership.

Driver comfort and safety are also key considerations. The trucks feature air-conditioning systems adapted for GCC conditions, instrument clusters designed to operate in high temperatures, air-suspension seats and spacious sleeper cabins.

Depending on the model and specification, safety features include anti-lock braking systems (ABS), electronic stability control, hill-start assist, cruise control and lane-departure warning. Advanced emergency braking is available as an option, while an exhaust brake supports vehicle control on long descents.

Leading Qatar's shift to cleaner trucks

Seashore Automobiles and Sinotruk have also introduced compressed natural gas (CNG) trucks in Qatar, offering an alternative to conventional diesel-powered heavy vehicles.

The initiative supports the country's broader sustainability ambitions under Qatar National Vision 2030. CNG offers the potential to reduce operating emissions and fuel costs, while drawing on an energy source available domestically.

According to the companies, emissions measurements for the CNG truck are below Euro V limits for all tested pollutants. The vehicle also does not require a diesel particulate filter (DPF) or selective catalytic reduction (SCR) system, potentially simplifying maintenance.

The companies estimate that CNG can reduce fuel costs per kilometre by around 70% compared with diesel, although actual savings depend on fuel prices, vehicle utilisation and operating conditions.

CNG trucks are particularly suited to routes within reach of the existing refuelling network. Stations at Mesaieed, Ras Laffan and WOQOD's New Industrial Area facility serve key industrial and commercial areas, while WOQOD and QatarEnergy are working to expand the network.

For long-haul operations where refuelling infrastructure may be limited, diesel remains a practical choice. Seashore's offering of both technologies gives customers the flexibility to select vehicles according to their routes and operational requirements.

A partner for the long haul

Sinotruk brings international scale, extensive engineering capabilities and a global service network to the partnership. Seashore Automobiles contributes more than three decades of local market experience through its parent group, alongside a dedicated dealership and after-sales team in Qatar.

Together, the companies offer a range of commercial vehicles designed for the demands of Qatar's transport, construction and municipal sectors, from established diesel models to CNG-powered alternatives.

For fleet operators, the proposition extends beyond the initial purchase. Vehicle reliability, parts availability, maintenance costs and responsive local support all play a role in keeping businesses moving.

As Qatar continues to develop its infrastructure and transport networks, the Sinotruk-Seashore partnership is positioning itself to support the country's evolving commercial vehicle requirements.

