

FAW, the truck dealer of choice in Mozambique

In August this year, Choice Diesel Mozambique became the first and only independent sales and service dealer of FAW trucks in Mozambique.



L to R Eugene van der Berg, regional general manager for FAW SA congratulates Wayne Greenwood, managing director of Choice Diesel Mozambique on their appointment as FAW Mozambique dealers.

The company started its journey in Mozambique trading in second-hand trucks, however, client's needs have driven the company to expand significantly. Its offering has expanded and now includes numerous on-and-off highway solutions, ranging from trucks and trailers to industrial machines serving materials handling, construction, mining and agricultural users.

The truck market has matured

Choice Diesel Mozambique's managing director, Wayne Greenwood, says the truck market in Mozambique has matured.

"It has moved away from used left-hand drive American vehicles to new, equally durable, right-hand drive trucks." Greenwood has been trading in that country since 2002 and has gained unparalleled first-hand experience of the challenges facing operators in what is a rapidly developing market.

Choice Diesel has a complete regional footprint, with eight workshop sites in sub-Saharan Africa. Its' biggest sites to service and support its clients are in Maputo and Beira.

It also boasts one of the largest bases of technical people anywhere in Mozambique. "We believe in the importance of the after-sales side of the truck business. Mozambique today is a multi-brand truck market and our clients are price-sensitive," Greenwood explains.

On the decision to partner with FAW he says: "We did our homework and looked globally at how best to source quality, affordable trucks for Southern Africa. We wanted to see which was the best truck supplier in this sector of our business in terms of product range, affordability product and parts supply and after-sales support. FAW SA quickly emerged as the winner in this regard," he says.

Selling the full FAW vehicle range, this partnership with Choice Diesel is evidence of the continued growth and expansion of the FAW brand in Southern Africa.

Business has already got off to a great start: Choice Diesel has signed a number of deals with an initial deal of 44 FAW 33.420FT truck tractors to long-standing customers, Strauss Logistics, before the dealership had even officially joined the FAW network.

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