Arctic Trucks – Originated in Iceland

Harsh and challenging environment
“Common” situations in Iceland
Arctic Trucks background

- The very **harsh environment** in Iceland created need for more capable vehicles for snow, rivers, sand, bad roads.
- **Resourceful people** began getting interesting results in the 70’s in making more capable 4x4, “race vehicles”.
- In mid 80’s **practical solutions** began emerging, quickly gaining popularity with enthusiasts, farmers, utility companies, rescue operators and etc.
- Generally automotive distributors **acted against** this development concerned about service and warranty.
- 1990 - after years of “conflicts” with customers Toyota Iceland **begins offering** solutions, and later named this operation Arctic Trucks (AT)
Arctic Trucks background

- Arctic Trucks celebrates 25 years anniversary this year
- Headquarters in Reykjavík Iceland
Arctic Trucks International

- Arctic Trucks today has an operation around the world
  - Iceland – headquarters - production and a shop
  - Norway – production and defence part
  - Dubai UAE – production
  - Antarctica – operation of vehicles and service
  - UK – Sales and licenced Antarctica operator
  - Finland – franchise dealer
  - Russia – franchise dealer (13 workshops)
  - Poland – franchise dealer
  - South-Africa – franchise dealer
  - 150 employees worldwide
Arctic Trucks International

From workshop to factory

International expansion

Iceland
Norway
Finland
UK
Poland
UAE
Russia
South Africa

www.arctictrucks.com
## Business overview

### The “AT Concept

- Adding excitement and/or utility to the Toyota 4x4 vehicles
- Sales and Service through the Toyota dealer system
- Based on a co-operation agreement with each Toyota NMSC/distributor

### Expedition vehicles and science support

- World first or challenging expeditions, attracting positive and exciting attention to Arctic Trucks and Toyota
- New product testing and development for extreme conditions.

### Large Fleet sales

- Adapting Toyota 4x4 vehicle to better meet and service specialized requirement
- Sold and serviced through Toyota dealers or directly through Arctic Truck

### Arctic Trucks Experience

- Supporting the AT Concept by offering exciting driving experience.
- A Customer Relation tool for Toyota dealers
- Supporting Fleet Sales with high level drivers training

### Accessories

- Specialized products attractive for the Arctic Trucks customers, developed or branded as Arctic Trucks products or co-branding
AT33 – AT44 4x4
AT44 6X6

www.arctictrucks.com
Rescue vehicles
AT42 NATO
MB Sprinter AT46

The most recent project!
Ford F350 AT47

The most recent project!
Base, Hilux 3.0 diesel, 5sp Automatic
Arctic Trucks has developed a 38“ snow tire.

In cooperation with the tire manufacturer NOKIAN, Arctic Trucks has now new 35“ winter tire.
A belt vs. tire
Belt vs. Tire
Arctic Trucks vehicles

- 3 to 5 times reduce fuel use
- Greatly reduced travel time
- Greatly reduced maintenance
- Increased comfort and easy of use

A great addition to the current fleet opening new possibilities
Antarctica 1996/1997
Greenland crossing 1999
Ground breaking expeditions

As of January 2015, vehicles made by Arctic Trucks have driven approx. 208 thousand kilometers on the Antarctic plateau. This includes various driving around and between scientific stations in Queen Maud Land. The map shows the main routes and how many times each has been covered by the vehicles.
Arctic Trucks Science Support

- Use of Arctic Trucks 4x4 / 6x6 vehicles
- Camping gear
- Communication and navigation equipment
- Generators
- Camp logistics
- Paramedics
- Route planning
- Other service needed for a successful scientific expedition
Water maker & Tent heater
Training in Iceland
Training in Iceland
Thank you