





Interview

AIC TRUCKS: INNOVATOR AND CUSTOMER CENTERED IN ROMANIA'S HEAVY TRANSPORT SECTOR

STEFANO ALBAROSA, CEO, AIC Trucks (Ford Trucks)

1. AIC Trucks has built a strong presence in Romania's heavy-truck segment. What were the strategic choices that positioned the company as a key player in such a competitive market?

Our strategic choices included multibrand expansion and the development of integrated services (sales, after sales, sales financing and telematic) to better support our customers. We are the largest used truck distributor in Romania, we import Ford Trucks since 2018, Otokar and Piaggio since 2024. We have in our automotive, the largest, by volume, Iveco distributor. We focused on consistent growth across all business lines. These decisions allowed us to achieve an organic growth, like winning awards as Ford Trucks Champions League for eight consecutive years and

reaching the largest market share realized by Ford Trucks in Europe (7%).

2. The transport and logistics sector is experiencing rapid change—rising operational costs, driver shortages, and increasing EU regulations. How is AIC Trucks supporting customers in adapting to this new environment?

We support customers through integrated solutions, offering the truck as part of a more complex set of value adding services. This include trade in for used vehicles upgrade, guaranteed residual value, telematic services, sales financing services, maintenance and repair agreements that offer the customers predictability in after sales costs. Despite the short-term challenges we are facing in the



market, we remain optimistic for the medium-term, with growth opportunities through digitalization and our set of value added services.

3. The company has expanded its portfolio in Romania with models designed for construction, long-haul, and municipal applications. Which segments are currently driving the strongest demand, and why?

We are the undisputed market leader in municipal application and a very significant player in construction vehicles. We are investing in the growth of the FMAX, our flagship product for the International long haul transport and planning to see our market share growth thanks to the new Gen 2.0 model that significantly reduce the consumption.

4. The Total Cost of Ownership (TCO) remains a decisive factor for transport companies. How do you help clients optimize TCO through product selection, financing

solutions, and after-sales operations?

Everyone in our industry offers integrated services aimed at reducing TCO. We believe we make the difference with a truly customer centric approach. Working with our customers as a real team in which we both contribute to each other shortcomings. We truly believe in doing all we can to add value up and beyond contractual obligation. If our customers win we also win.

5. AIC Trucks has invested significantly in expanding its dealer and service network. What principles guide your approach to ensuring national coverage and high-quality technical support?

Our principles are based on proximity to customers, with 9 owned services and 12 partners, covering the entire country. We invest in continuous employee training and digital tools for rapid diagnosis. This ensures quality support for our approximately 4000 active clients, with an optimistic medium-term vision for network expansion in key areas like Deva and Ploiești.



We remain optimistic for a positive medium-term development of the transport industry, overcoming current challenges with innovation, sustainable growth and the most customer centric approach.

6. After-sales performance – service contracts, uptime guarantees, parts availability – can heavily influence customer loyalty. What innovations or improvements have you introduced in this area?

We have introduced service contracts with guaranteed uptime, optimized parts stocks, and remote diagnostics via telematics. With over 183,000 service hours in 2024, we improve efficiency through digitalization. These innovations increase loyalty, and in the medium term, we see sustainable growth opportunities in after-sales.

7. Digitalization is reshaping fleet management through telematics, predictive maintenance, and remote diagnostics. How is Ford Trucks Romania integrating digital tools to enhance customer experience?

We integrate Ford Trucks telematics for real-time monitoring, predictive maintenance, and route optimization, reducing downtime. Customers benefit from mobile apps for vehicle management and service. This digitalization provide to our customer real time data on their trucks allowing more efficient management.

8. Infrastructure development, particularly in construction and road-building, remains an important driver for heavy-duty truck sales. How do you assess Romania's medium-term outlook for this segment?

We assess the medium-term prospects as optimistic, thanks to European funds for infrastructure and major highway projects. Demand for construction vehicles will grow,

despite current challenges, supported by government investments. AIC Trucks is prepared to respond with specialized models.

9. As a CEO, what leadership principles have guided you in scaling AIC Trucks from an ambitious importer to a mature organization with national reach?

We want to remain dynamic, rather than “mature”. Sometimes you need the crazy drive of the start up company to achieve ambitious targets. Over the years we have learned, also from our mistakes, that downturn happens so today our risks are more calculated. My principles are based on investments in people, with over 400 trained employees, and digital innovation. I am a promoter of sustainable growth, brand expansion, and social responsibility with trying always to remain optimistic.

10. Finally, what gives you confidence and optimism regarding the evolution of the Romanian road-transport sector in the coming years?

There is plenty of potential for further growth in Romania. We need to remain agile to take advantage on any market driven growth opportunities and remaining ahead of any major industry shift (Digitalisation, transition to more eco friendly vehicles, etc...). Despite short-term challenges like the budget cuts driven by the current level of National deficit, costs and regulations, I continue to see expansion opportunities for AIC Group and its partners in the medium term.