

LEGEND

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LASTING
VALUE



B.E.S.T. owner **RAIMONDO DASARA** values reliability and uptime – characteristics he found in Scania V8 trucks.

PURE PARADISE

From humble beginnings 40 years ago, Sardinia's B.E.S.T. transport company has grown to record sales of EUR 12 million in 2012. Scania V8s have accompanied the company on its journey to success.

B.E.S.T. Sardinia, Italy

When Gaetano Dasara started a small trucking business in Sardinia in the early 1970s, his loads consisted of metal, tiles and marble. These construction materials were needed for the island's development into an upscale tourist destination.

As Sardinia's reputation as a holiday paradise spread through

mainland Italy and abroad, the island's economy grew and, along with it, Dasara's business.

Gaetano's three sons now run the company he started and one of them is Raimondo Dasara who believes Sardinia's "paradise" tag is appropriate. "In addition to the natural beauty here, Sardinia's climate is mild," Raimondo Dasara says.

In 1977, enjoying the prosperity of his growing business, Gaetano

Dasara invested in a Scania 111. The experience was positive so he bought a 141 two years later. This was his first V8: previously he had felt that the cost benefits of a V8 engine did not make sense, but by 1979 he had changed his mind. His company was expanding beyond Sardinia and a Scania V8, with its power and reliability, seemed to be a perfect match for the growing fleet.

By the early 1980s, Raimondo Dasara and Gaetano's two other sons, Lorenzo and Salvatore, had joined the family business. At about this time they met Roberto Benedetti of Toscardia S.p.A. in Livorno, the dealer for Scania in Sardinia. "We became friends and his fortunes and ours became entwined," Raimondo says. In 1982 Gaetano Dasara bought two Scania 142s.

In 1988, the three sons were



A stalwart R143

In 2002, B.E.S.T. purchased a used Scania R143 for some short-term needs. "We figured we would replace it after two years," Raimondo Dasara says, "but we are still driving it more than a decade later." The R143 is used for short routes within Sardinia and has logged more than 1.4 million kilometres. "We take good care of it and it still runs fine," he says.

"They are quiet, powerful, responsive, long lasting and surprisingly fuel efficient."

Raimondo Dasara, owner of B.E.S.T.

→ managing the company. They changed its name to Bridge Europe Sardinian Transport (B.E.S.T.) because their operations were Europe-wide and they felt that their name should reflect their range.

Raimondo, who is today in charge of operations for B.E.S.T., says their loads had also changed to include food, medicine, fuel, waste materials, dangerous waste and equipment. "The most complex of our loads are waste materials because of the special handling they require and the forms we have to fill out," he says.

Reliability and uptime are important for all transport jobs, but they are crucial for medicine, food and waste, he says. For this reason the B.E.S.T. fleet is almost entirely Scania. Of its

36 tractor units, 34 are Scania V8s.

"I must have Scania in my blood," Raimondo says. "I drove them for our company years ago and felt like king of the road behind the wheel. They are quiet, powerful, responsive, long lasting and surprisingly fuel efficient. You would think that a V8 with its tremendous power would consume a lot of fuel, but in fact it is very economical to drive."

These attributes have helped B.E.S.T. with its bottom line. The company has grown every year since it was founded and in 2012 sales were EUR 12 million.

Raimondo Dasara plans to retire a very old vehicle by the end of 2013 and buy a new truck – a Scania, of course! ●

