



P R E S S R E L E A S E

MFTBC Establishes FUSO Academy Dubai Training Center to Strengthen Network Capabilities in Middle East and Africa

July 10, 2026

- **New regional training center to support technical and non-technical capability development across Middle East/Africa network**
- **Enhanced training infrastructure to improve service quality, uptime, and readiness for advanced vehicle technologies**
- **Strengthens readiness for zero-emission vehicle technologies and future mobility solutions across the MEA region**

KAWASAKI, July 10, 2026 - Mitsubishi Fuso Truck and Bus Corporation (MFTBC) has established a new regional training center, **FUSO Academy Dubai**, in Dubai, United Arab Emirates, which commenced operations on July 1st, 2026. The center will support capability development across its distributor and dealer network in the Middle East and Africa (MEA).

Operated by FUSO Commercial Vehicles Middle East & Africa FZE, MFTBC's regional office responsible for overseeing truck and bus operations across the Middle East and Africa, FUSO Academy Dubai serves as a regional hub for both technical and non-technical training. The new center operates under globally consistent training standards defined by FUSO Academy, MFTBC's global training headquarters, while delivering programs tailored to the specific needs of the Middle East and Africa region.



Exterior View of FUSO Academy Dubai

The facility spans approximately 362 square meters and includes two training classrooms equipped for electric vehicle training, a dedicated sales and soft skills training room, and an E-Lab for diagnostics and electrical systems training. The center enables a combination of classroom-based and hands-on practical learning.

The establishment of FUSO Academy Dubai follows MFTBC's transition to a fully standalone regional operating model on April 1, 2026, following its separation from Daimler Truck AG and the formation of the ARCHION Group. As part of this transition, the new training center was established to further strengthen capability development across the MEA region and support future business growth through dedicated regional training resources.

The center will support a wide range of roles across the network, including technicians, service advisors, sales personnel, and management, through structured training programs designed to enhance service quality and operational efficiency, while strengthening technical competencies to support the ongoing transition toward more advanced technologies, including zero-emission vehicles (ZEVs), across the MEA region.

These efforts will contribute to faster vehicle diagnostics, improved repair quality, enhanced preventive maintenance capabilities, and more specialized support for advanced vehicle technologies, helping maximize vehicle uptime and customer satisfaction.

Through this initiative, MFTBC reinforces its commitment to developing a capable and future-ready network in the MEA region, supporting long-term business performance and customer satisfaction.



eLab at the center

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MFTBC at a Glance

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is a company within the ARCHION Group, engaged in the development and manufacture of commercial vehicle products and services. The company serves customers in approximately 170 countries and regions worldwide. With production sites in Japan and Portugal, MFTBC delivers a broad product lineup and continues to advance electrification and safety technologies. Together with ARCHION, MFTBC is committed to contributing to a sustainable mobility society.

FUSO at a Glance

FUSO is a brand of Mitsubishi Fuso Truck and Bus Corporation (MFTBC), part of the ARCHION Group. The brand provides commercial vehicle products and services to customers in approximately 170 countries and regions. The origins of FUSO date back to 1932, when the name “FUSO” was selected through an internal employee contest for a newly built bus—marking the birth of the brand. For over 90 years, FUSO has been built on Japanese quality and craftsmanship, delivering efficiency, safety, and reliability across a wide product lineup. Under the brand slogan Future Together, FUSO is committed to supporting safe and sustainable transportation

ARCHION at a glance

ARCHION Corporation, a pioneer in commercial vehicles, is the holding company formed on Apr 1, 2026 through the business integration of Mitsubishi Fuso Truck and Bus Corporation and Hino Motors, Ltd. Guided by the shared vision of "Your trusted partner for all roads that lie ahead", ARCHION is dedicated to being a reliable presence for all stakeholders across every industrial segment, terrain, and challenge the future of mobility brings. Leveraging the robust customer bases and production and sales networks cultivated by both companies over many years, as well as the competitive advantages derived from collaboration with its major shareholders, Daimler Truck and Toyota Motor Corporation, ARCHION seeks to create synergies in advanced fields such as zero-emission technologies, including fuel cells, and autonomous driving. Driven by its mission of "Together, we deliver transportation that connects people and goods for a brighter tomorrow," ARCHION aims to contribute as a trusted partner in realizing sustainable transportation and building a prosperous society.