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in Singapore

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Life of a Tire

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Continental HCS
tires around
the world

Chasing the
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Everything Old is New Again

New, improved, launched, introduced, first, innovative; all words that you will read many times throughout this second issue of Asian Trucker Singapore.

In Singapore there were many introductions in recent months. Said Wolfgang Huppenbauer, "We are pleased to introduce the award-winning Axor range to Singapore," when Daimler S.E.A., launched the truck at the Cycle & Carriage Auto Hub. The 100 invited guests were interested in not only seeing how the new vehicle looked, they wanted to know what the new specifications were and would this new vehicle meet their needs for the coming years.

Not too far away Meritor recently held the official opening of its new distribution centre. "This is a big day for us," said Joe Mejaly, President of Meritor Commercial Vehicle Aftermarket and Trailers. The Singapore facility is the latest expansion of Meritor's Aftermarket footprint, by which commercial vehicle customers are serviced and supplied by a growing network of aftermarket distribution centres.

While there were new launches in Singapore there were numerous new facilities opened throughout Asia as the

trucking industry continues to expand to meet the needs of growing economies.

New trucks and buses have to meet stricter Euro standards and manufacturers are implementing them long before they are required. While the Euro standards address environmental concerns companies are not limiting what they do to equipment, but to their entire operations which you can learn more about in our section on the environment.

Very much keeping to the theme of everything old is new again is Head of Production and R&D Retread APAC, for Continental Tires Manuel Ruiz Ortega's, article about retreading tires and the art of giving them a safe second life. Manuel goes into detail about the retreading process to reassure you that the quality of the retread is as good as a new tire.

Another 'first' of particular importance to the Asian Trucker family, was the first Networking night that was hosted by Asian Trucker Malaysia and sponsored by Continental Sime Tire for those in the industry wishing to get together for a drink, a buffet dinner and a chance to win some model trucks in the lucky draw. And of course – the opportunity to meet potential clients and discuss the issues of the day.

The 100 or so people that gathered at House Frankfurt, Bangsar in Kuala Lumpur, some coming from as far away as Singapore and others from Hong Kong, all agreed that it was a valuable evening and they are looking forward to the next one.

With such great response there is not only going to be a next event, but at least three more this year as Shell has stepped up to support a series of seminars. The next networking seminar to be sponsored by Shell will be 19th July in Première Hotel, Klang, Malaysia. You can register online via www.asiantrucker.com or by contacting Amy at amy@asiantrucker.com.

While the trucking industry expands throughout Asia, Asian Trucker continues to grow to meet the needs of this dynamic industry. Look forward to more announcements as Asian Trucker expands beyond being a print magazine.

Floyd Cowan,
Editor, Asian Trucker Singapore



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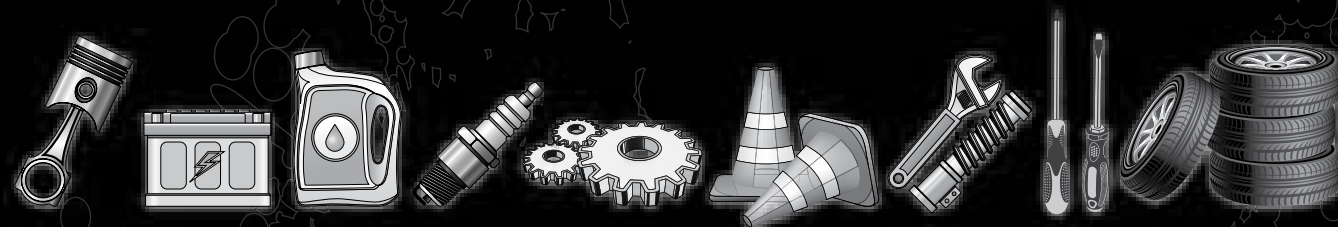
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GET READY FOR



Mercedes-Benz Award Winning **Axor** Launched in Singapore

Daimler S.E.A and Cycle & Carriage recently teamed up to present the new Axor to fleet owners and drivers in Singapore.



Photos Courtesy of Cycle & Carriage



"Now, in 2012, we are pleased to introduce the award-winning Axor range to Singapore," President and CEO of Daimler S.E.A., Wolfgang Huppenbauer told invited guests at the launch of the truck at the Cycle & Carriage Auto Hub. Then he turned the wheel that drew back the curtain from the new trucks. While the Axor basked in the spotlight, surrounded by beautiful models Cycle & Carriage also unveiled its range of MB commercial vehicles.

The 100 invited guests were also able to check-out and test drive the new range of commercial vehicles brought in for this occasion.

Steel & Ideas

"We, at Mercedes-Benz trucks," Huppenbauer continued, "have a very long and very proud history that covers the world over. Every modern Mercedes-Benz truck incorporates experience gained from more than 100 years of commercial vehicle engineering. Gottlieb Daimler built the world's first truck in 1896 – a vehicle reminiscent of a motorised cart in the early days of the automobile.

"No matter what you carry, the Axor offers the optimum solution to do it profitably. From 18 to 44t, the Axor range of tractors and rigid trucks offer rugged, durable design combined with low weight, high levels of comfort and exceptional fuel efficiency.





In addition, the Axor brings with it a range of proven safety systems and the backup of a professional service network.

"In distribution applications," Huppenbauer stated, "its low weight and high efficiency that really sets the Axor apart from the rest as we have proven with our units at Veolia Singapore. Also, the range of tractors and rigid trucks offer rugged, durable design combined with low weight, high levels of comfort and exceptional fuel efficiency."

Solid Track Record

"With a solid track record behind it and excellent value for money, the Axor range is the ideal truck for your fleet and as you can clearly see – we intend to prove it!" Huppenbauer said. "Whether your ideal vehicle for the job is an Actros, Axor, or an Atego you'll benefit from the high quality and pioneering innovations that characterize all of our trucks."

"With a host of special opportunities available and the exceptional backup from our local partners at Cysel and Carriage, it's a great time to get yourself behind the wheel of a Mercedes-Benz Truck."

Once again, We thank you for your loyalty and look forward to satisfying all of your needs. Have a very nice evening!"

Hop In!

Those in attendance took the time to climb into the cab to get a feel for the new S-cab, that also comes with a rear panel extension. Though the designers have already thought of every detail the cab can be optimally tailored to your specific applications and to the driver's requirements.

The interior impresses with its anti-glare, clearly legible instrument cluster. All the controls are arranged around the drive and are of easy access, aiding relaxed, safe, driving. The large windows and mirrors ensure excellent all-round visibility.

Easy on the Gas

More load, less consumption – this is what the robust weight-optimised design of the Axor and its frugal BlueTec engines stand for. The optional engine start/stop system, the Telligent maintenance system and special drive-system configurations – all increase economic efficiency.

Tipper and concrete mixers are driven by powerful engines with an output of up to 315 kW (428 hp). Robust, reliable technology ensure first-rate results – from the weight-optimised frame to a variety of transmission and axle configurations, and from different suspension variants to the optionally available aluminum fuel tanks and compressed-air reservoirs helping to increase the truck's payload.

Once guests had finished kicking the tires they entered the show room where a buffet dinner and drinks awaited them.

Safety in the Second Life of a Tire

Manuel Ruiz Ortega, Head of Production and R&D Retread APAC, for Continental Tires shares his knowledge about retreading tires and the art of giving them a safe second life.

Many of us have seen a tire-tread on the highway. One may think that such separation of the tread from the casing is something that happens only to retreaded tires. However, this is a misconception as it can happen to new tires as well. Due to the highest quality standards imposed by Continental in our own retread factory, our tires today are literally of the same quality as brand new ones, and they offer the same degree of safety.

Extensive Research

Retreadability depends on two factors. Firstly, any tire that is to be retreaded needs to be designed in a way that allows for the retreading to take place later on. These design features are based on decades of research and feedback gathered in the market and from analysing tires when they are returned. When developing the casing, not only the ability to retread the tire needs to be built-in, but also the safety that allows for the casing to be used in a "second life".

The second aspect is the actual use of the tire. Some heavy duty applications make it impossible to retread the tires. Even though a tire is designed for retreading, and the application would allow for it, lack of care and maintenance may render specific tires unsafe for retreading.

When designing a tire, Continental decides early on, based on the knowledge gathered in the R&D departments, which specifications and technologies have to be featured to make a tire retreadable. This is done for the safety of the driver and with others on the road in mind.

Two Retreading Options

In its plant in Petaling Jaya, Continental offers two options for retreading: stock casings and customer owned casings. For stock casings, Continental only allows casings validated "A" grade to be repurchased and added to the stock. These stock casings are then checked and retreaded. After that, these tires are re-introduced to fleets and dealers.

Customer owned casings are those casings that are returned to Continental but are still owned by the customer. The same casing with a new tread will be returned to the same client after the retreading process. Via a production planning system, Continental is able to track the exact whereabouts of any customer-owned casing in the retreading process in the plant. Should a casing not pass the safety tests required, the casing will be returned to the client. Global standards are applied in the evaluation of the casings for safe use after retreading.

Before a tire is retreaded stringent tests are carried out to ensure the casing is fit for a safe second life. For the important initial inspection several methods are used such as visual inspection, automatic nail-hole detection and shearography. Only if these tests show the required results the casing will be judged fit for retreading. Some small damages can be repaired by filling holes with rubber that is vulcanised into the hole or dent.

The Retreading Process

Before the new tread can be applied, the old tread will be ground down. This is required to ensure a certain roughness of the surface, allowing the bonding of the new tread to the casing. Furthermore the buffing radius needs to be correct to ensure that the contact surface of the new tread is 100 percent with the casing. Both, the new tread and the casing are already vulcanised, therefore a layer of fresh rubber, the so called cushion gum, is inserted, together with a 2-component glue to ensure perfect bonding.

During the vulcanisation process the new rubber layer will form strong polymer bonds between the tread and the casing. Therefore, Continental pays the highest attention to the quality of the used bonding materials. This is the exact same process that applies to the production of a new tire as the tread



will need to be applied to the casing as well. In essence, the process of retreading is not inferior to the production of a new tire, but almost identical.

The vulcanisation of the tire takes place in the "building machine". Using envelopes, the tire is placed in a vacuum, creating pressure that presses the tread onto the casing. During this process, the cushion gum will vulcanise, establishing the connection between the components of the tire.

Inspected & Tested

After the tire has been built, it will be inspected visually one more time and is placed on the high-pressure test machine. Here six to seven bars of pressure will be applied to see if there is any leakage. Sidewalls and welts are inspected one more time before the tire will be returned to the client.

Continental has launched a complete portfolio of premium retread products under "ContiTread" brand this year. All treads have the same design pattern as their new tire predecessors. Looking 100 percent identical, they provide the same performance as new tires.

Users of ContiTread retreads can rest assured that the refurbished tires will give them the same driving pleasure as newly purchased ones, assuming that they are taken well care of and properly maintained.

Using Continental's new tires in combination with ContiTread forms the so-called ContiLifeCycle. It leads to the lowest overall driving costs without any compromise to safety.

The Benefits

Using retreaded tires not only reduces the impact on the environment, but it also helps operators to reduce costs. A retreaded tire costs significantly less as the casing is reused.

When considering retreading, companies should not be looking at the cost of a tire in isolation, but should calculate in the overall cost of ownership of their vehicle.

Meritor Opens Distribution Centre in Singapore

Dignitaries, invited guests, customers and Meritor management and employees were on hand for the official launch of the company's new Distribution and Service Centre in Singapore

"This is a big day for us," said Mr. Joe Mejaly, President of Meritor Commercial Vehicle Aftermarket and Trailers on the opening of the new distribution centre, and there was no one at the opening ceremonies that would disagree.



Regional Expansion

Meritor, Inc, a leading global supplier of drivetrain, mobility, braking and aftermarket solutions for commercial vehicles and industrial markets, recently held a ceremony to officially open its Aftermarket Distribution and Customer Service Centre in Singapore. Customers, suppliers, business partners, and area government officials attended the reception.

With a distribution reach to Singapore, Malaysia, Thailand, Indonesia, Vietnam, Laos, Cambodia, Myanmar, Philippines and Taiwan the new facility will provide commercial vehicle axle-brake-driveline-suspension parts – under the Meritor, TruckTechnic, Euclid and Mascot brands - to over 18 distributors in the region, along with thousands of end-user truck operators.

After the arrival of VIP guest US Ambassador Mr David I Adelman, who was welcomed by Mr Mejaly, guests were given a tour of the new state-of-the-art facility.



30 Years in Asia

Before the speeches and the official opening, a Lion Dance was performed and a scroll was presented to Mr Eike Torsten Merz, Managing Director, Aftermarket & Trailer Asia Pacific, Meritor who noted that the launch of the new centre coincided with Meritor's 30 years in Singapore.

Mr Merz added, "Our global experience with serving our customers has enabled us to incorporate many advancements in this new distribution centre complete with offices, training centre, warehouse and new Oracle ERP system, as well as trained associates in efficient packaging and distribution. Our speed-to-customers in Asia Pacific will improve dramatically, as well as our ample critical-parts inventory to meet all truck-tractor-trailer service parts demands."

The Singapore facility is another expansion of the company's Aftermarket footprint, by which commercial vehicle customers are serviced and supplied by a growing network of aftermarket distribution centres. The other fully set-up operations in India, China, and Australia will all be managed by the Singapore Asia Pacific headquarters.



Running Strong

“This new centre will further strengthen our Product Management, Trailer Axle Approach and Remanufacturing in Asia Pacific,” Merz stated. “We are running strong and building momentum on our past achievements and we are looking forward to a future of expanding business.”

Mr. Mejaly stated that this was a big day for Meritor, and a big day for him personally. He said the team performance has been exceptional as it has resulted in bringing in new customers, new friends and new alliances. Mejaly spoke of the importance of their After Sales market. “We have sales turnover of USD1 billion in Commercial Vehicle Aftermarket (CVA) and the CVA is set-up worldwide.”

Ambassador Adelman congratulated Meritor on the opening of the new facility and took the opportunity to talk about the importance of trade and investment between Singapore and the United States, where Meritor is headquartered. “Tiny Singapore,” the Ambassador noted, “in 2011 received US\$106 billion in Direct Foreign Investment from the US, which was third only to Australia and Japan. This represented twice as much as is invested in China.”

The Ambassador added, “The trade relationship continues to grow and to make good jobs for Singaporeans.”



What Singapore Offers

Paul Chan, Regional Sales Manager, ASEAN Commercial Vehicle Aftermarket, and MC for the day, stated that it was the best decision to choose Singapore as the regional headquarters as Singapore has the best investment potential due to good government.

“Meritor is well positioned to take advantage of all that Singapore has to offer,” said Mr Lim Kok Kiang, Executive Director Transport & Engineering of Singapore’s Economic Development Board. “Our network of international agreements and Free Trade Agreements are the most in Asia. We have 20 signed agreements,” he pointed out, “which allows companies in Singapore to capture the many opportunities there are in Asia.”

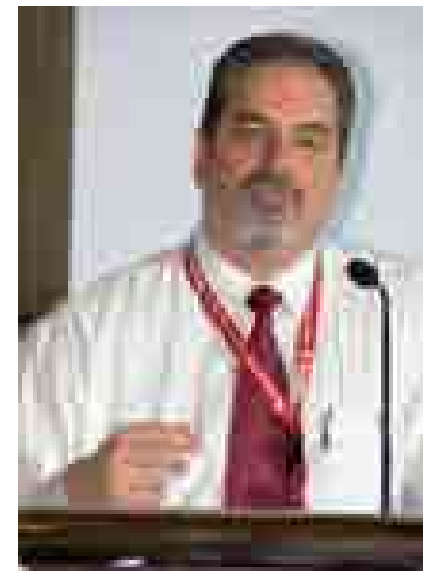
A Strong Relationship

Meritor is the primary supplier of heavy duty rear axles for Volvo global truck operations and is one of Volvo key partners in the development and manufacturing of the world’s safest, most environmental friendly and highest quality trucks.

“Volvo Group’s product development strategy has been to focus on continuously advancing our technologies on diesel engine evolution to deliver stronger reliability, sustainability, and most importantly, fuel economy. The rear axle from Meritor is designed and configured in such a way, that it provides the optimum ratio, rpm and traction for our Volvo Truck users. The combination of Volvo technology and Meritor components complement to deliver high quality and efficiency.”

Their ability to quickly deliver what’s required has also made them a preferred manufacturer.”

The Singapore centre is another facility integral to the company’s recent launch into an aftermarket-based, third-party multiple logistics business called Meritor Logistics which offers unique competencies including packaging and kitting, material planning, warehousing, distribution, customer support, core consolidation, remanufacturing and consulting services.



More Meritor

Meritor also operates aftermarket distribution centres in Canada, China, Germany, Mexico, United Kingdom and the United States and serves nearly 6,000 customers globally.

Meritor is based in Troy, Michigan, USA, and is made up of more than 10,000 diverse employees who apply their knowledge and skills in manufacturing facilities, engineering centres, joint ventures, distribution centres and global offices in 19 countries. With more than a 100-year legacy of providing innovative products that offer superior performance, efficiency and reliability, the company serves commercial truck, trailer, off-highway, defence, specialty and aftermarket customers in more than 70 countries.

First Hybrid Light Duty Truck Launched in Singapore

(Singapore) Borneo Motors (Singapore) Pte Ltd, Hino Singapore has launched the World's Best Selling Hybrid Truck – the All-New Hino 300 Hybrid Light Duty Truck (LDT).

Being the first hybrid commercial vehicle launched in Singapore, the All-New Hino 300 Hybrid LDT is designed to enhance fuel economy and play a significant role in conserving the environment. It promises a 30 percent fuel savings compared to its equivalent diesel model – based on local test runs, resulting in lower emissions produced and contributing to a cleaner environment.

The All-New Hino 300 employs a parallel hybrid system that uses an Automated Manual Transmission (AMT) specifically designed for this system. This AMT maximizes fuel efficiency regardless of driving habits and enables smooth and comfortable shifting of gears.



The All-New Hino features the world's first engine designed exclusively for commercial hybrid vehicles to work in conjunction with the hybrid system. This intelligent engine, which features an Idle Stop Function, maximizes driving efficiency and fuel economy when the vehicle comes to a stop by automatically shutting down to

eliminate wasteful fuel consumption during idling, and automatically restarts when the brake pedal is released.

With an intuitively designed, spacious and ergonomic cabin, the All-New Hino gives drivers the maximum comfort and convenience needed for optimal performance. With an ultra strong chassis that allows maximum loading, and uncompromised safety with Anti-lock Braking (ABS), Vehicle Stability Control (VSC) and SRS Airbag, the All-New Hino 300 Hybrid LDT will no doubt prove to be an excellent choice for drivers and eco-minded companies.



Fuso Launches 2012 Model Trucks Incorporating Latest Safety Technologies

(Kawasaki, Japan) Mitsubishi Fuso Truck and Bus Corporation (MFTBC) has launched its economically enhanced 2012 model Super Great heavy-duty truck and Fighter medium-duty truck incorporating the latest safety technologies for the Japan market.

Both models comply with the latest safety regulations (regulations based on the Economic Commission for Europe Safety Regulation) which will become effective in July 2012 and are equipped with the newly developed brake override system (BOS) as standard, in which brake function overrides vehicle acceleration when brake and accelerator pedals are pressed at the same time.

The Super Great heavy-duty truck models incorporate the emergency stop signal (ESS) as standard to avoid collision with other vehicles. The newly developed drag foiler and rear spoiler which made its premiere on the 'Fuel Efficient Truck' unveiled earlier at the company's facility, are equipped as standard on wing body type limited models. The new aerodynamic parts help improve overall vehicle fuel efficiency by five percent compared to models without them.

The 2012 model Super Great and Fighter models comply with the world's most stringent JP09 emission regulations (Japan Post New Long-Term Emission Regulations) while overachieving the

emission standard for NOx and PM emission levels by more than 10 percent and meeting the Japan's 2015 FES standard for heavy-duty vehicles.



Daimler Opens New Production Plant in Chennai

(Chennai, India) Following its construction in a record time of about 24 months, the new state-of-the-art production plant of the wholly owned Daimler subsidiary, Daimler India Commercial Vehicles Pvt. Ltd., has been completed in Oragadam-Chennai. In presence of members of the Daimler AG board of management and J Jayalithaa, Chief Minister of the state Tamil Nadu in South India, DICV inaugurated the 160h manufacturing site along with the integrated research and development centre and the state-of-the-art test track at a festive ceremony. The plant is one of only three Daimler truck plants worldwide to combine truck assembly and components production at one location.

The total investment of DICV is 44 billion Indian rupees (over 700 million) including the manufacturing facility for BharatBenz brand trucks as well as research and development. The start of

production of the BharatBenz heavy-duty trucks is scheduled for the third quarter of 2012.

The facility in Oragadam-Chennai will produce the versatile BharatBenz product range for the Indian market. While some BharatBenz truck models are based on the Mercedes-Benz Axor platform, others are built on the Fuso Canter series. The plant in Chennai has an initial production capacity of 36,000 units per year and is designed to allow an increase up to more than 70,000 commercial vehicles per year.

MAN Truck & Bus eyes Bahrain construction boom

(Bahrain) MAN Truck & Bus Middle East, a leading manufacturer of transport vehicles, plans to focus on the Bahraini construction sector through its local partner Ahmed Mansoor Al A'ali. The Bahrain-based distributor, which is rebranding this division as AMA Motors, has ordered 40 vehicles as it sees business booming in Bahrain's industrial sector.

"Business is looking good and we have been visiting 50 clients a week to meet demand," said Simon Keen general manager Ahmed Mansoor Al A'ali AMA Motors. "MAN has built a strong presence in Bahrain with a 28 percent market share which already exceeds our target for this market," he added.

To meet this demand AMA Motors has revamped its showroom.

Continental Acquires Outstanding Shares of its Malaysian Tire Business

(Kuala Lumpur) Continental, the world's fourth largest tire manufacturer, has acquired the outstanding 30 percent of the shares of Continental Sime Tyre Sdn. Bhd. from its Joint Venture partner Sime Darby Allied Products Berhad. Continental Sime Tyre Sdn. Bhd. has now become a fully owned subsidiary of Continental Corporation and will be renamed as Continental Tyre Malaysia Sdn. Bhd. The transaction underlines the long term interest and the commitment of Continental to ASEAN and to the Asia Pacific Region.

In Malaysia, Continental operates two tyre manufacturing facilities. One in Petaling Jaya where Truck and Bus Radial as well as OTR tyres for agricultural and industrial use are produced. The other facility is located in Alor Star where the company manufactures several brands of Passenger and Light Truck Radial tyres as well as motorcycle tyres. The Tire division in Malaysia employs approx. 2,500 people.

Continental operates the largest tyre dealer distribution network, including more than 1,200 tyre outlets that provide a wide range of tyres and services to motorists throughout Malaysia.



DENSO to Expand Centre in China

DENSO to Expand and Relocate Technical Centre in China

(Kariya, Japan) To expand its business in the Chinese market, DENSO Corporation will expand and relocate its technical centre, which is located in Shanghai and serves as part of DENSO's regional headquarters in China. DENSO's technical centre will employ more than twice as many people, with about 7.2 billion yen to be invested by the end of fiscal year ending March 2014. The technical centre is scheduled to start operations at its new site in June 2013.

"With this expansion, we aim to improve customer service and product competitiveness by designing more

products locally and offering more market-specific designs," said Yasushi Yamanaka, executive director in charge of DENSO's Engineering Research and Development Centre.

As part of this relocation and expansion, the new technical centre will add large test facilities including a wind tunnel to upgrade its product design and development capabilities.

Mercedes-Benz Presents Blue Efficiency Power

Mercedes-Benz has unveiled a totally new generation of Mercedes-Benz medium-duty engines with the series designation OM 93x. Together with

the equally new heavy-duty OM 470 engine, Daimler is expanding its "Blue-Efficiency Power" engine portfolio into a comprehensive range complying with the impending Euro VI emissions standard. Initially presented in 2011, the OM 471 is already in service on long-haul operations in the new Mercedes-Benz Actros.

"The new engines set new benchmarks in their class. They have been designed in uncompromising manner for environmental friendliness, economy and performance," noted Georg Weiberg, Head of Truck Product Engineering Daimler Trucks.

For the first time ever in an engine series for commercial vehicles, all the engines comply with the future Euro VI emissions standard. Euro VI will be mandatory in the EU from 2013/14. "As such, Mercedes-Benz is once again assuming the pioneering role in environmental protection," Weiberg added. He emphasized that this was particularly important for the OM 93x, as medium-duty engines are deployed primarily in trucks and buses which are used in conurbations, where reductions in emissions directly benefit the local population.



At the same time, the new medium-duty engines are extremely economical thanks to their long service lives, low consumption of fuel, AdBlue and engine oil and long maintenance intervals. Cutting-edge engine technology assures the OM 93x series of spontaneous acceleration and impressive power delivery. One of the technical highlights is the variable valve timing, which features for the first time in a diesel engine.

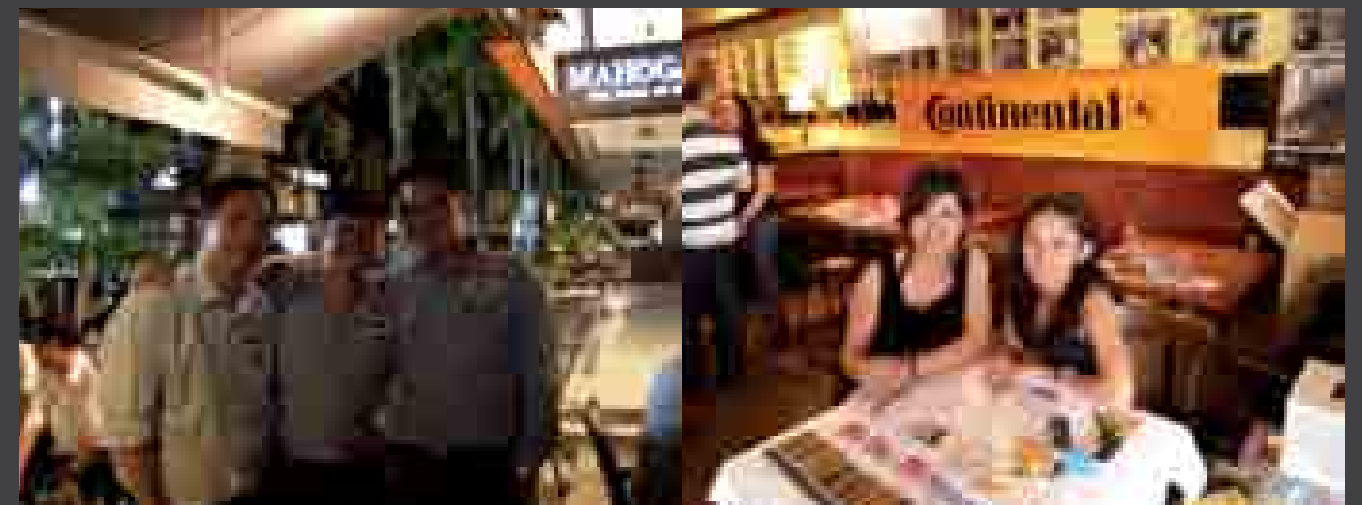


New medium-duty OM 93x engine family for commercial vehicles with BlueEfficiency Power complies with future Euro VI emissions standard

Asian Trucker Casts Wide Net

Asian Trucker recently held its first networking event at House Frankfurt, Bangsar in Kuala Lumpur, sponsored by Continental Sime Tire. With close to 100 people in attendance coming from as far away as Singapore and Hong Kong there were opportunities to meet representatives from many areas of the trucking industry, from fleet owners, parts suppliers, logistics and related businesses. All agreed that it was a great evening of meeting the right people and enjoying the free flow of beer and a terrific buffet dinner put on by House Frankfurt.

Shell will be the main sponsor of the coming three Asian Trucker networking events, the next one will be held on 19th July in Première Hotel, Klang, Malaysia. You can register online via www.asiantrucker.com or by contacting Amy at amy@asiantrucker.com.



HerrMAN – On Continental HCS tires around the world

Some journeys take a little longer. After 840 days, this MAN KAT1 custom built 6x6 arrives in Malaysia. Here the Continental HCS tyres are replaced after having travelled gruelling 40 000KM in the harshest conditions imaginable.

Hartwig Kuehn, Marketing Manager APAC at Continental Sime Tyres, has been following the trip of this truck closely. While still working in Germany some three years ago, he was approached by Stefan Sigl, who wanted to know about the best options for the tyres for his truck. After some e-mail exchanges, Sigl opted for Hanover's finest for off-road applications: the Continental HCS. Used by the Bundeswehr (German Army) these tyres have already proved their value in tough conditions, but also offering quit running on tarred roads. Having never met before, it is an amazing coincidence that Sigl and Kuehn finally meet in Kuala Lumpur in the regional HQ of Continental. Both travelled from Germany to Malaysia, just that the truck's journey took a little bit longer.

Petra Sigl, a former social education worker and her husband Stefan have been travelling for over two years

by now. Self funded, they need about 1000 Euro a month, which is what you end up paying in rent alone these days in Germany. Previously running a production company, Stefan managed to set aside enough money to purchase the vehicle, convert it and be on the road for an indefinite time. Their idea to go on "the big journey" came up around Christmas 2004. Having used smaller vehicles to travel Africa and Europe earlier, something larger and more comfortable had to be found. After a lot of investigation and testing Stefan Sigl decided to purchase a former German army truck, a KAT 6x6 model, equipped with cabin and platform. The main reason for the decision was "the simplicity and practicability of the given technology", Stefan Sigl states. The truck, being an MAN was named HerrMAN, which can be translated into Mr. MAN, but is also a common German name.

Having gained tremendous experience through previous journeys, the truck was bound to see a complete transformation. The planning of these modifications to convert the existing vehicle into a driving home took roughly one year. Following that, over the next five years Stefan Sigl completely rebuilt the truck, 90% with his own hands. "If I have a problem on the journey I cannot afford to fly in an expensive technician from Europe. Therefore I made myself familiar with all technical details" explains Sigl. Except the chassis, more or less everything else was changed: Additional fuel and water tanks have been installed. Instead of the platform a residential container has been built onto the chassis. Two independent air conditioning systems provide comfortable air temperature for the cabin and the living area. Solar panels deliver energy for all electric devices. With the combination of all the installations HerrMAN can carry its drivers self-sufficient over long distances and time. The theoretical range is around 4500 – 5000km and food and water would last for up to 4 weeks. The whole system now stands on Continental tires, 6 x 14.00R20 HCS, carrying the total weight of 18 tons.

The "big journey" started in November 2009 and has taken the couple through a number of countries: Switzerland, Italy, Greece, Turkey, Syria, Jordan, Saudi Arabia, UAE 2x, Oman, Iran, Pakistan, India 2x (total of 6 months) Nepal (2x, total of 5 months), Tibet / China, Yunnan/ China, Lao, Thailand, Cambodia and finally Malaysia. A third passenger on board the truck was Husky Justin, which passed away in India at the

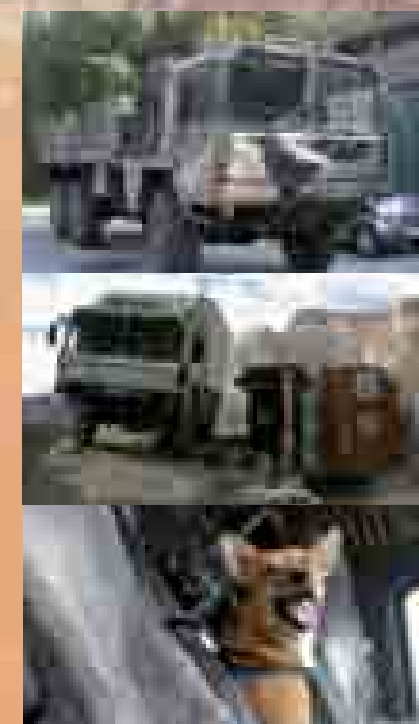


MAN KAT1 in detail__Powered by: air cooled Deutz V8 12.700ccm, approx. 380HP
Gearbox: 6 Speed ZF torque converter clutch
Length: 9,5m
Height:3,7m
Width: 2,55m
Curb weight: ~16to
Weight, fully loaded: ~18to
Tires: 7x14.00R20 TT Continental HCS
Water:1.200 liters in 5 tanks, wash water and potable water in separate systems
Diesel:1.400 liters in 4 tanks
Batteries: Livingarea 4 x 180Ah Exide India, Cab: 4x 100Ah Exide Nato Block
Windows: KCT (Krumm Caravan Technik)
Generator: Honda 30is
Solar system: Solarfabrik Freiburg 1.4 kWp
Air-conditioning: Cab and living arealsotherm 130l fridge and 80l freezer
Kitchen: Smev 3Fl.Gas, Panasonic Microwave with hot air oven, induction cooker Inverter: Victron Multi Plus 3kw
Heating: Cab: Eberspächer D4L, Living area: Eberspächer Hydronik D10

famous mausoleum Taj Mahal. Since Nepal, a stray dog is guarding the truck at night. According to Petra, the dog just came to them one day and would not leave. Since they were in Kathmandu, his name was quickly derived from the current location and since then he listens to "Mandu".

Over the past 2 years, the couple has seen a lot of things. However, they never felt in danger or threatened. According to them, people are always happy to see people enjoying the local sights. Having helped other truckers to conquer difficult terrain and crossing some fear-inducing bridges, the couple has made friends along the way, seen national treasures and learned to be patient in horrendous traffic conditions. "We are amazed by the variation in diesel prices. In some countries you may as well not charge anything, it is that cheap" Stefan says. Petra went back to Germany once to attend the wedding of one of their kids. Another such short visit will come up shortly for the wedding of their other child. Other than that, the two have no plans, are in no rush to be "someplace at a certain time" and enjoy the trip to the fullest.

Tires are crucial for such a journey. The HCS is an all axle fitment tire, especially made for rough and severe applications. Its steel casing with reinforced bead, sidewalls and belt package make it very durable in off road applications where rocky, muddy and unpaved surfaces prevail and sudden dynamic load changes are common. A special off road tread compound guarantees minimal stone drilling or block tearing. The HCS pattern combines excellent traction and self-cleaning capabilities, especially on sandy or muddy undergrounds. The highest temperatures, up to 60 degrees Celsius, the tires had to withstand in the deserts of Jordan, the United Arab Emirates and Oman. The roughest and coldest conditions they had to face were on their journey through Ladakh, North India, climbing up to 5.360 above sea



Now after 40.000 km Petra & Stefan Sigl arrived in Malaysia. Stefan Sigl is enthusiastic about the tires: "I would have never expected that the tires could stand all these applications and would provide this amount of mileage. Our spear wheel is has been kept untouched. Its tractions is excellent and even on paved road or asphalt it keeps directional stability and amazingly quiet. Again: No other tire."

Finally, HerrMAN had a pit stop at the Continental Best Drive in Klang, near Kuala Lumpur. A team of professional tire technicians and fitters took care of the rims, tires, tubes and flaps. While here, HerrMAN was also given an oil change. "We will make HerrMAN fit for the next stint of this long journey around the worlds" says Tan Saw Cheng, from H2O.

level. "Narrow, steep one-way tracks with rock overhangs on the one side, 300 meter deep canyons on the other side, accompanied by rocky undergrounds demanded maximum performance from tires, equipment and drivers.

By now, Petra & Stefan Sigl have continued their trip. They plan to travel via Indonesia to Australia and New Zealand. Continental will follow their journey and wished the all the best with the new set of 14.00R20 HCS



Joseph McCorry, Managing Director ZF Asia Pacific Pte. Ltd

Always on the go

ZF Friedrichshafen AG is well known for tapping promising markets early. As a result, this supplier to the automotive and commercial vehicle industry is very successful in the emerging markets China and India. Also the commercial vehicle business in the countries of Southeast Asia seems to have a big potential. ZF's Commercial Vehicle Technology Division as well as the Services offices have the edge here.

Dynamic markets, good infrastructure, high degree of industrialization and high growth rates: These were the characteristics influencing European companies in the past years to be present in the Asian markets. When it comes to globalization and the establishment of local production locations and supplier networks, the automotive industry assumes a leading role. The industry, however, does not only focus on passenger cars, but also on commercial vehicles. After the world financial and sales crisis of 2009, the focus of the global automotive and commercial vehicle market has shifted towards the emerging countries: according to a survey of the Boston Consulting Group, 60 percent of the world market for commercial vehicles



Good position in OEM business in Southeast Asia: The robust manual commercial vehicle transmission ZF Ecomid with high shifting comfort.



Manufacturers in Southeast Asia, especially the Japanese commercial vehicle manufacturers Hino and Isuzu, are equipping their vehicles with ZF Ecolite transmissions.



The AS Tronic transmission family. The automatic commercial vehicle transmission system AS Tronic mid is used in 600 Kalmar terminal tractors at the port which are serviced by ZF Asia Pacific.

are in the so-called BRIC countries Brazil, Russia, India, and China today. These countries have also a share of the world passenger car market of about 40 percent.

The Region of Asia-Pacific is especially in focus in this respect. In 2011, the ZF Group achieved a turnover of EUR 2.63 billion; all in all, around 7,200 ZF employees are working in this region (as of December 2011). The ZF Group coordinates all regional activities from its business hub in Singapore, where the headquarters of ZF Asia Pacific Pte. Ltd. are located. The only exception is the business for China which is organized by another ZF holding in Shanghai.

So far, China dominated the Asian-Pacific market since many automotive and commercial vehicle manufacturers are already present - and are producing on-site for the local market. This also provides opportunities for the supplier corporations, as proven by the example of ZF in China: ZF Friedrichshafen AG has been active in the Chinese market for 30 years - in 1980, the first sales and service agreement was signed, in 1981, the first license was granted in the People's Republic of China. In 1987, ZF's first Chinese subsidiary followed in Beijing, and since 1994, ZF has had its own production locations in China. Today, ZF has 22 production locations in China and employs 5,500 people there. In 2011, ZF's sales on the Chinese market amounted to EUR 1.55 billion, which is ten percent of ZF's worldwide corporate sales of EUR 15.5 billion. In China, the ZF Group is represented in almost all product segments; apart from the passenger car business, the commercial vehicle technology is of great importance. Furthermore, ZF also manufactures technology for construction machinery and wind turbine gearboxes in China.



Service competence - represented by competent ZF employees - is an important prerequisite for a good market position in Southeast Asia.

Serving Tomorrow's Growth Markets Today

"When tapping China as a market, the early representation on-site was a main advantage", says ZF's CEO Dr. Stefan Sommer. As a company owned mainly by a foundation, ZF has the possibility to plan such a long-term commitment and to gain access to seminal regions like this. The market tapping strategies are based on two factors in this respect: On the one hand, the business with local manufacturers should be established continuously and consistently. Thereby, the products are firstly imported into the country, depending on the volumes - either from the home location or from other foreign plants nearby. The establishment of local production locations is only worthwhile in case of high volume orders - or is an essential condition for being able to handle them. On the other hand it is the service. Especially in the commercial vehicle business, this is a main prerequisite for being able to convince OEM customers at all. In the case of marketing transmissions for

commercial vehicles and buses, the complex maintenance and repair works as well as the supply of spare parts have to be guaranteed by competent partner workshops throughout the region.

ZF: OEM business in Southeast Asia

From ZF's point of view, one market region with a lot of potential is Southeast Asia, and here especially Malaysia, Indonesia, the Philippines, and Thailand. In these countries, ZF is represented by own subsidiaries and sales and service offices of the regional company ZF Asia Pacific Pte. Ltd. The office in Singapore is the "regional hub" for this region.

In this region, ZF has European and Asian customers in the OEM business. Apart from Renault, Iveco, and MAN, ZF also delivers to Hino and Isuzu. The two Japanese manufacturers order manual and automatic transmissions for heavy, medium, and light-duty commercial vehicles. For Isuzu, ZF produces manual transmissions of the Ecomid type for trucks and Ecolite for Vans which are mainly used in Thailand and Indonesia.

While the volumes for vans are still low, ZF is strongly represented in the Region of Southeast Asia in the medium-duty truck segment of Isuzu. At the moment, both transmission types are produced at European ZF locations and imported into the Southeast Asian market: the ZF-Ecolite comes from Eger, Hungary, the ZF-Ecomid from Bouthéon, France.

The fully synchronized 9-speed transmission Ecomid for medium and heavy-duty trucks is characterized by simple handling and low noise emissions - thanks to helical gearing. For truck manufacturers, the compact design and the high power-to-weight ratio is especially attractive. Numerous additional options - like, for instance, the retarder which can be integrated on demand or the shifting support Servoshift - increase the operating comfort and reduce the likeliness of wear of the driveline.

The ZF-Ecolite, which is also easy to operate and has low noise emissions, is available with 5 or 6 gears and covers a wide torque range of 580 to 1250 newton meter.



In Singapore, ZF has a 24/7 maintenance and service agreement with Port of Singapore Authority International.

Apart from the already mentioned Ecomid and Ecolite transmissions, ZF additionally delivers to Hino the manual transmission Ecosplit as well as the automatic commercial vehicle transmission AS Tronic - both are suitable for heavy-duty trucks as of an input torque of 1,600 newton meter. Main markets for the Hino vehicles equipped with ZF transmissions are also Thailand and Indonesia. Mining vehicles offered by Hino in Indonesia are even equipped with ZF transmissions as a standard. In the heavy-duty segment, ZF is clearly of high importance to Hino and is therefore already strongly represented on the main market of Indonesia.

Services Supplement Market Presence

ZF ensures its OEM business by extensive services on-site. In Indonesia alone, ZF has 50 service points through its service partners assuming numerous tasks. In this respect, fixed-price repairs, preventive overhaul, retrofitting, and environmentally friendly remanufacturing

are performed quickly and professionally by ZF.

At ZF Asia Pacific, a wide range of services for various products and customized service packages are available to meet the needs of each customer in the automotive field. Each transmission unit is carefully disassembled into individual components, cleaned, and damaged parts are replaced with new components during servicing. Only after functional tests with ZF professional testing equipment the transmission will be once again roadworthy. ZF employees are kept up to date with the latest technical developments so as to ensure professional diagnostics and performance of service and repair work on modern vehicles.

Many local customers highly appreciate these services: 65 percent of all city buses in Singapore are equipped with ZF transmissions; in case of low-floor technology, ZF covers even 100 percent. All maintenance works are carried out by ZF Asia Pacific. "Without

a strong local service presence, such a coverage would not be possible", says Joseph McCorry, Managing Director of ZF Asia Pacific Pte. Ltd. Apart from the main customers in Singapore - Singapore Bus Services Transit (SBS Transit) and Singapore Mass Rapid Transit (SMRT) - also Rapid KL in Malaysia is relying on driveline and chassis technology by ZF. Johor - Express, a coach operator is also appreciating ZF's local services, just like one of the biggest regional ports, the Ports of Singapore Authority International. They have a 24/7 maintenance agreement with ZF Asia Pacific Pte. Ltd. in order to take care of the numerous Kalmar container trucks which are equipped with AS Tronic mid transmissions.

This customer base and the regional presence prove: ZF has an excellent position in the growth region of Southeast Asia.

Chasing the UD Trucks DNA

As a brand name, UD Trucks is a recent arrival in the Japanese truck manufacturing industry, but the company has a long history which it is very proud of.



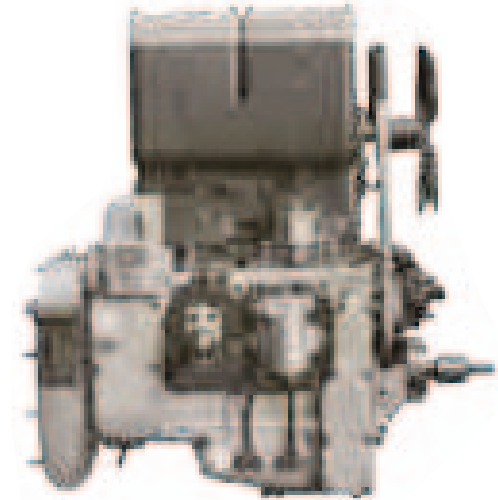
UD Trucks may be the newest Japanese brand name in the truck industry, but the company goes all the way back to 1935 and the founding of Nihon Diesel Industries, Ltd. Trucks were not part of the original offering; the company produced 2-cycle diesel engines under license from Krupp Junkers of Germany, as well as automobiles and aircraft parts. By 1938, however, Nihon Diesel Industries produced its own 2-cycle diesel engine, the ND1. This in turn was used in the company's first truck, the 3.5-ton payload LD1.

Renamed Minsei Sangyo Co, Ltd in 1946, and then changed to Minsei Diesel Industries, Ltd in 1950, the company released its first bus in 1947, followed by Japan's first rear-engine monocoque bus, known as the 'Condor'.

It was in 1955 that the product that would come to be the symbol for the company was released: the UD engine. Today, "UD" has the symbolic meaning of 'Ultimate Dependability' but at the time it stood for the more functional 'uniflow scavenging diesel engine'. The technology is rather simple: inside the engine cylinder, fuel and air enter from the bottom and push the exhaust from the previous ignition out of a port at the top; the fuel ignites, pushing down the cylinder and the cycle repeats. The airflow is in one direction, hence 'uniflow', while scavenging is the process of pushing out exhaust gases while pulling in fresh new fuel and air.

The engine was a milestone for the company as it was used in important vehicles such as the 10-ton 6TW truck released in 1958 – one of the most important trucks in Japan motor history – and both truck and engine were exported to the US and other markets. More importantly, the UD mark stuck as the company's symbol. This was true even after 1960, when the company name was changed to Nissan Diesel Motor Co., Ltd.

In the 1970s, the company began to produce light-duty trucks for Nissan



Motor; from the 1980s, the line-up included trucks of all categories as well as buses.

In 1975, the first incarnation of the Condor arrived, UD Trucks' first model for the medium-duty market. Things began to get more modern in the heavy-duty segment with the Big Thumb in 1990. Today, the Condor comes in light-, medium- and heavy-duty versions, while the big end of the company line-up is represented by the Quon. It truly is Japan's premium truck; when it was launched, it was already in compliance with new exhaust regulations in Japan – the strictest in the world at the time- a full year ahead of enforcement.

Now, with the UD mark being not just a symbol mark, but the actual name of the company, UD Trucks can look back and draw on the vast experience it has gained since 1935 in creating superior products and in helping put its customers and partners on the road to success.

Volvo East Asia is a wholly owned subsidiary of Volvo Group retailing UD Trucks solutions in Singapore. For more information, visit <http://www.udtrucks.com.sg> or call 66727500.



Responsible and Sustainable Mobility

Truck manufacturers know that their success is closely linked to their environmental performance so they put a great deal of resources, money, and research into ensuring that not only do their trucks meet all the regulatory requirements, but their entire operation is as sustainable as it can possibly be.

Being sustainable for a corporation is not as easy as writing a mission statement to outline your goals. For an equipment manufacturer the challenges are numerous and they must do more than continuously develop better products.

Reporting Sustainability

While developing an engine that releases fewer emissions is appreciated by all, for truck manufacturers there is much more that needs to be done to ensure their products have the least environmental impact.

Daimler reports that in order to secure its success over the long term, the company has made sustainability a key element of its growth strategy. Speaking at the presentation of Daimler's most recent sustainability report Dr. Christine Hohmann-Dennhardt, member of the Daimler Board of Management for Integrity and Legal Affairs stated, "Sustainable growth is only possible on the basis of sustainable action. That's why growth, sustainability and responsibility constitute the triad of our entrepreneurial activity. Because we take this matter seriously, integrity will be firmly anchored in the individual target agreements for Board of Management remuneration as of this year."

Integrity Dialogue

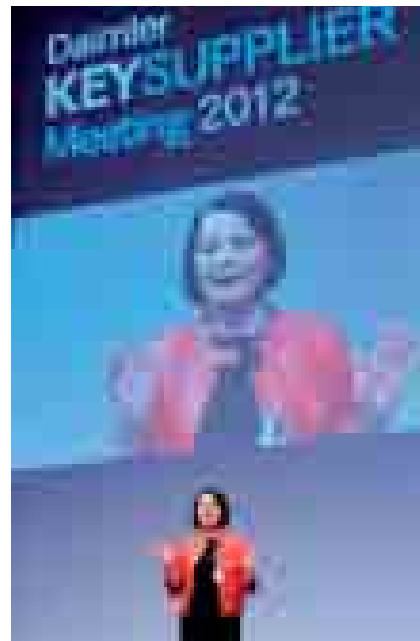
In 2011 Daimler instituted a Group-wide integrity dialogue between executives and workforce across corporate hierarchies and sites with the intention of securing a changed awareness about sustainability.

Daimler continues to develop its compliance programme. For example, the company has refined its analysis for the assessment of risks in business units and its procedure for reviewing business partners. The BPO whistleblower system has been revised and supplemented in Germany with an external contact person in the role of a neutral mediator.

All employees receive continual training in compliance. Since May 2011, Daimler has regularly provided employees with information on topics related to integrity and compliance in 19 languages in the context of the Group-wide 'fairplay' campaign.

Market Success Due to Innovation

The Daimler Group's commitment to sustainability is visible in its entire product range from the smart to emotional sedans and sports cars to heavy trucks, with the addition of innovative mobility concepts such as car2go. In 2011, Daimler invested 5.6 billion in research and development, the results of which



were 2,175 new patent applications in 2011 and numerous product innovations that help to secure the Group's long-term market success.

Prof. Thomas Weber, Chairman of the Daimler Sustainability Board, explains, "For us, the priority is on responsible mobility. Examples of this include the smart electric drive and the world's most economical full-size automobile, the E 300 BlueTEC HYBRID. Both models will be launched in the middle of this year. Our new Actros sets standards for efficiency: It is the first long-haulage truck to already meet the strict Euro VI emission standards, although they don't come into force until 2014."

New Fuel Efficient Fuso

Fuso has unveiled its new 'Fuel Efficient Truck' and Next-Generation product design.

Along with the 'Fuel Efficient Truck' Mitsubishi Fuso Truck and Bus Corporation (MFTBC) launched 'FUSO-Concept II' next-generation product design concept. "Our commitment is to leading the industry in fuel efficiency," says Gustav Tuschen, MFTBC Vice President of Product Engineering. "We continue our offensive in advanced propulsion systems such as hybrid and electric. But fur-

ther optimisation of conventional diesel power is our homework. Fuso is committed to extending its leadership in this area."

According to Tuschen, the newly developed Fuso 'Fuel Efficient Truck' realises more than 10 percent better fuel efficiency compared to the conventional heavy-duty truck model, through improvements other than from power train technologies, such as optimization of vehicle aerodynamics, lightweight body design, optimized electricity management including solar power generation, and low-resistance tires. The vehicle body itself is designed lighter, and low-resistance tires are adopted.

Fully Interconnected

FUSO-Concept II is a design concept model of a heavy-duty truck eyeing the commercial vehicles market in 2032, the 100th anniversary year of the Fuso brand. Tuschen noted, "The commercial vehicles industry in 20 years will see the Asian transportation network fully interconnected with Europe. In addition, advanced technologies will also see a leap, such as the realisation of an auto-vehicle platooning system and significant advances in battery and fuel cell technologies."

Based on such predictions, FUSO-Concept II foresees trucks on the Asian Highway AH1 connecting Tokyo and Istanbul in 2032.

FUSO 2015 'Leader in Green Innovation'

The technologies presented by Fuso are in line with "FUSO 2015," the company's five-pillar growth strategy for the future. One of the five pillars is "Leader in Green Innovation," meaning the company focuses on advances in Green Products, Green Factory and Infrastructure and Green Supply Chain to achieve an aggregate CO2 reduction of 7.5 percent by 2015.

The company plans to enhance its fuel efficiency leadership position in



conventionally-powered diesel vehicles, while pushing forward with advanced technologies such as hybrid-electric and all-electric vehicles. In the hybrid truck segment, the company launched its latest Canter Eco Hybrid light-duty truck in spring 2012 in Japan, followed by international market roll-outs.

MAN Commits to Clear Climate Target

MAN says that it will be playing a significant role in CO2 reduction. The bus and truck manufacturer says it can achieve this goal by reducing its own CO2 emissions at MAN sites by 25 percent worldwide by 2020. This mandatory target is set out in the Climate Strategy, which is part of MAN's Corporate Responsibility Strategy. It is presented in the 2011 MAN Corporate Responsibility Report.

By concentrating on the fields of transportation and energy, MAN is focusing on precisely those products and services that significantly influence climate change. The MAN Climate Strategy has been adopted to contribute to the reduction of global CO2 emissions. "We can only meet our responsibility and seize business opportunities at the same time if we have clear and binding targets,"

explains Dr. Georg Pachta-Reyhofen, CEO of MAN SE. "After all, climate protection and cost effectiveness belong together: efficient, low-emission production and products minimize emissions and cut costs."

In order to define and translate the climate targets, a MAN Climate Expert Team has developed five core initiatives. To cut CO2 emissions at the sites renewable energy sources will be used and comprehensive energy management will be introduced. At the MAN Truck & Bus plant in Steyr, the waste heat from engine test beds is used to heat production halls. In addition to cutting CO2 emissions at its sites, positioning efficient products with low emission values is also important to MAN.

"MAN wants to be recognized as one of the industry players to have dealt with the challenges of climate change the best by 2020," says Yvonne Benkert, Head of Corporate Responsibility for MAN SE.

Today's Buses Meet Tomorrow's Standards

Today's buses being rolled out by the major manufacturer not only look sleek, they meet tomorrow's safety and environmental standards.

The Mercedes-Benz Travego Edition 1 ushers in a new era for touring coaches. This flagship model from Mercedes-Benz Buses is the first touring coach to meet the coming Euro VI emission standard, mandatory from 2014. The Travego Edition 1 is powered by the new BlueEfficiency Power engine generation and features a new transmission with a new gearshift, a further upgraded, ergonomically optimised cockpit and new safety features.

The engine of the Travego Edition 1 is a vertically installed in-line six-cylinder from the new OM 471 series. It has a displacement of 12.8 litres and delivers 350 kW (476 hp) at 1 800 rpm. This data and the power delivery characteristics of the new engine ensure superior performance on the road.

Fast Response

Additional advantages stem from the effective, three-stage engine brake and the asymmetrical turbocharger. Despite exhaust gas recirculation, this ensures a fast response to the accelerator for agile driving characteristics. The torque curve of the new engine allows unusually low, fuel-saving engine speeds. The

responsiveness and enormous pulling power of the new engine are remarkable: the engine already delivers practically all of its 2 300 Nm of torque at 1000 rpm, and 2000 Nm of torque at as little as 900 rpm.

The introduction of Euro VI in the Travego Edition 1 means further reduction in exhaust emissions without the feared increase in fuel consumption.

A significantly higher cooling performance is required for Euro VI. This was achieved following extensive calculations and tests: moving the radiator from the left to the right side, isolating the radiator from the engine compartment, additional air vents at the vehicle rear, the use of optimised fans and fan couplings with an improved control range. The efficiency of the cooling system was improved by 30 percent. In addition it was possible to further reduce noise and engine compartment temperatures.

No Effect on Passenger & Luggage Capacity

Euro VI presented challenges with respect to vehicle weight and weight distribution: vehicles fitted with Euro VI components tend to be 'rear-heavy'. To achieve an optimal weight distribution, the fuel tank was moved in front of the front axle, switching it with the position of the batteries.

At the same time the vehicle weight was reduced further by optimising the standard components. This helped to implement a major requirement: buses meeting the Euro VI emission standard must have no restrictions in passenger and luggage capacity compared to the previous Euro V models.

Attention Assist

The new optionally available Attention Assist is unique among buses. The system analyses parameters such as the steering angle, speed, longitudinal and lateral acceleration, journey duration, operational signals and driver changes. From the correlation of this data, Attention Assist is able to deduce the driver's condition. If the data suggests a driver is tired or lacking concentration, a coffee cup is shown in the display to inform the driver to take a break.



Dr. Albert Kirchmann, MFTBC CEO.



Fuso Establishes 'Fuso Bus Unit'

Mitsubishi Fuso Truck and Bus Corporation (MFTBC), has announced it will consolidate its bus functions and operations under a new dedicated organisation, 'Fuso Bus Unit,' effective April 1, 2012. The new organisation is designed to further strengthen Fuso's stronghold bus operations, ensure self sustainability, and bring Fuso's bus operations closer to customers.

"Under our 5-pillar strategy FUSO 2015, we strive to become "Customer Number One in Japan," said Dr. Albert Kirchmann, MFTBC CEO. "The milestone represents a key step in enhancing operational excellence. Following our successful integration of light bus operations into Mitsubishi Fuso Bus Manufacturing Co., Ltd., (MFBM) in 2010, Fuso will now bring focus on ensuring leadership position in the market."

Under one of its main pillars 'Customer Number One in Japan', the company is adjusting its bus operational setup for greater efficiency and customer focus.

"Fuso has every reason to strengthen its bus operations, and with the new dedicated bus organisation, we believe we will now be able to bring better business solutions to our bus operators,

and thus, better experience for the public," said Mr. Hiromitsu Hashiguchi, Director and Head of Fuso Bus Unit. "We plan to invigorate operations at our 100 percent subsidiary MFBM as the global production hub for the new dedicated unit."

MFBM produces light, medium and heavy buses at its Toyama, Japan, facility. The Rosa light bus, well-known in Japan for its efficiency, durability, and manoeuvrability, has become a significant player also in overseas markets. In the large bus segment in Japan 2011, Fuso has regained its number one market share since 2009. The brand 'Fuso' originates from the company's first product, B46 bus, launched in 1932.

Fuso Introduces Aero Star Large Route Bus

MFTBC has announced it will launch its new 2012 model Aero Star large route bus for Japan. Compliant to the upcoming safety regulations, (Regulation based on the Economic Commission for Europe Safety Regulation) the enhanced, clean and efficient bus will be available at Mitsubishi Fuso dealerships and regional sales centres across Japan from June 2.

The new Aero Star large route bus incorporates the newly developed brake override system (BOS) as standard, in which brake function overrides vehicle acceleration when brake and accelerator pedals are pressed at the same time.

"Fuso is committed to offering the best bus products and services for the safety of our customers, drivers and the society," said Mr. Hiromitsu Hashiguchi, MFTBC Director of Fuso Bus Unit. "The brake override system is a technology incorporated for the first time in the industry in its class."

The main characteristics of the 2012 Model New Aero Star Large Route Bus are:

- Driver's seat equipped with multi-sensing three-point seatbelt with emergency locking retractor
- Equipped with multi-sensing two-point seatbelts with emergency locking retractor
- Incorporating vehicle stop-assist device to enhance safety at boarding and exit (for non-step and one-step specifications)

Autoguard: extended warranty provides peace of mind, software eases burden on dealerships



Autoguard Warranty Services Sdn Bhd are Asia's leading warranty provider, engaged in extended warranty products for PC, LCV, HGV, has recently launched its bespoke software program to manage your warranty claims

Autoguard, with over three decades experience in extended warranty (EW) for passenger cars, commercial vehicles and motorcycles brings with them a wealth of experience and owners and distributors of commercial vehicles can now benefit from their services. Industry research suggests that 50% of customers are lost during the 1st year outside warranty and 20% are retained by year 3. Extended warranties, as they require original parts to be used and the service to be carried out in a Franchised workshop ensures a longer retention of the client. Naturally, this ensures the vehicle is retained longer in the franchised network and to provide a better customer service experience, together with incremental sales of parts, labour, lubricants etc for the distributor / dealer.

Extended warranty packages can be customized in many ways: coverage for the 2nd year only or up to three years, mandatory or voluntary extended warranty and the inclusion or exclusion of specific components are some examples. In addition, you could let Autoguard handle the management of the claims for you, leaving you to concentrate on other areas of your business, with the peace of mind that only valid claims will be approved.

For manufacturers and dealers who wish to extend the manufactures warranty period, Autoguard can design the product and place it with an insurer, then manage the claims on behalf of the insurer and all other administration aspects of the claim. Similar to any other insurance, it is better to have it and not need it than to need it and not have it.

In addition to offering the extended warranty, Autoguard launched a new software system. After two years of development, vehicle distributors can now utilize this tool to manage their claims. According to Autoguard, distributors that manage claims

manually (or with Excel etc) end up approving 20% - 25% of invalid claims. This new software works for all forms of vehicle distribution, including heavy duty vehicles. The system is web based and the workshop upload the claim information into the system, the distributor or Autoguard can then view the claim and approve / reject the claim. The system retains all the back office information for relevant personnel to view, Autoguard also hold manufactures standard repair times for most vehicles, ensuring labour times are not over claimed.

Moving from manual handling to automation, the software allows you to manage claims, generate reports on all your claims, which saves you money and time. Autoguard offers licenses to customers or can manage the claims on behalf of the distributor, taking the entire administrative burden away from their clients.

The system may be especially interesting for those distributors that are subject to warranty audits as the reports allow for a correct assessment of the claims handled, ensuring that a distributor would be compensated correctly.

Your best contact person is Matthew Stuart, Managing Director of Autoguard. He is a British National and, former Operations Director of Cycle & Carriage. He brings with him 28 years Retail Automotive Experience. Matthew is also the appointed representative of the Institute of the Motor Industry (IMI) and an elected Fellow of the IMI.



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SUBSCRIPTION FORM

Personal/Company details

Mr/Mrs/Mdm/Ms :

New I/C No :

Company :

Address :

Tel no (O):..... (HP):.....

Email :

I hereby enclose RM Cheque.....

being made payable to Asian Trucker Media Sdn Bhd

4 issues SGD28

6 issues SGD40

Mail/fax this form to:

Asian Trucker Media Sdn Bhd (902834-K)
8th Floor, West Wing,
Menara Rohas Perkasa,
50450 Kuala Lumpur.

Fax no : 03- 2719 5588



Iveco Heavy Duty Trucks Available at Goldbell

Goldbell Group offers a wide range of trucks and services to the industry, including the high performance Iveco heavy duty vehicles.

Goldbell is one of the local leaders in Industrial Vehicles due to the wide range of Commercial Vehicles and Industrial Equipment provided by its group of companies. Goldbell's extensive network of principal brands and full-fledged range of products and services appeal to companies seeking comprehensive solutions. Extensive after-sales service and the spare parts division supplement the industrial vehicles' business.

Reliable and Innovative

With a 24/7 after-sales service support, highly-trained people, close working relationships with principals, genuine

parts, sophisticated diagnostics equipment and a 192sqm Drivers' Hub for clients to relax in while waiting for their trucks to be serviced, Goldbell has gained a reputation as a reliable and innovative supplier of commercial vehicles and industrial equipment.

Its subsidiary, Motorviva Pte Ltd offers Iveco's wide range of medium and heavy duty vehicles, which set new standards in efficiency, quality and customer value.

Maximises Savings, Enhances comfort and safety

The Iveco trucks maximise savings in all key cost areas. The highly-innovative SCR technology, using AdBlue additive,

helps lower running costs with 5% less fuel consumption and CO2 emissions. It also guarantees lower weight, a longer lifespan for the engine oils and greater reliability.

The automated ZF Eurotronic transmission with electronic clutch control automatically selects ideal ratios, keeping rpm within correct range and reduces friction wear, fuel consumption and noise.

The driver's seat takes on great importance for the operating comfort of the driver. The Iveco trucks provide a pneumatic suspended driver's seat that assures driving comfort. With the ABS (Anti-lock Braking System), brakes are prevented from locking during braking, no matter what the road surface conditions are. The signals arriving from the ABS sensors, located on the wheels, provide exact information regarding the behaviour and reactions of each wheel during braking. As such, the ABS is able to reduce brake force immediately before one or more wheels lock.

Optimal Quality

Iveco promises products and services of outstanding quality, customer care and professionalism through its multi-national distribution network.

In Singapore, the authorised distributor, Motorviva offers the STRALIS Euro 4 G.C.W 66,000kg, the EURO CARGO Euro 4 19,000kg, TRAKKER AD260T41 G.V.W 28,000 kg, and the TRAKKER Euro 4 G.V.W 34,000kg. Iveco is Italy's market leader in heavy-duty commercial vehicles

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Motorviva Pte Ltd
48 Changi South 1
Singapore 486130
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Website: www.goldbell.com.sg

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- More driving comfort with automated or manual transmissions
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Climate and Environmental Protection shape Innovation

Ecology and economy are not extremes, writes Rainer Thiel, as we face the challenge of the desire for a high quality lifestyle with diminishing resources.



We can twist and turn it as much as we want to, but the requirements and life-standards of humanity will lead to a rising dependency on resources and ecological cross-linkage on a global scale. This holds true even for the negative consequences, such as rising CO2-emissions. Nowadays, cross-linking means access to a broad array of information as well as real-time communication via the Internet. But cross-linking also includes an increasing diversity of logistic challenges, evoked due to market growth and the unequal global distribution of resources.

Resource Protection

The protection of resources to counteract the evolving climate change, preferably without lasting slack periods for consumption, is of the highest priority. A sound option in that regard is an increase in efficiency of already used technologies.

Commercial vehicles (trucks and busses), play a key role in matters of supply and disposal as well as passenger transportation. Vehicles with the allowed maximum weight of 8t to 40t will still have to use the traditional diesel engine because of their high engine power. In this context, being efficient means to reduce the fuel consumption, as a consequence, and the CO2 emission.

Storing the Energy

The braking energy of these heavy vehicles serves as an excellent example for efficiency. The focus lies on two physical principles.

The renowned German automotive supplier Bosch uses its own 'Hydrostatisch Regeneratives Bremssystem' (HRB – Hydrostatic Regenerative Breaking System) to transform the kinetic energy generated during the brake application of heavyweight vehicles to hydraulic energy, which is stored in a special pressure container. The contained pressure is then used to support the acceleration process, which means that the vehicle is supplied with the stored energy. This helps to release the burden for the engine. The HRB-system thus lowers the fuel consumption and the CO2-emission by up to 25 percent and the brake deterioration by up to 50 percent. As breaking and accelerating is 'softer' with this system, the driving comfort is also significantly better.

Regenerative Braking

The American business company Maxwell Technologies used the so called 'regenerative braking' for vehicles with electrical or hybrid application, to convert kinetic energy into energy stored in a battery or ultra capacitor, where it can be used later to power a vehicle. In the breaking process, an

electronic signal directs the electric motor in a reverse mode, acting as a generator, recharging the battery. This process is the most conducive for battery health and longevity. The electric motor takes most of the load off mechanical brakes, reducing brake maintenance and replacement expense. In total, ultra capacitors provide an overall lower cost of ownership. Today, roughly 2000 hybrid busses are using the green ultra conductor technology, saving more than 70 percent fuel and greenhouse gas emissions in comparison to traditional diesel engines.

Climate Protection

As climate protection is not possible without technological solutions, scientists, engineers and technicians and their expertise are now in high demand, as well as experienced cost managers, which are able to set economically correct barriers for development. Ecology and economy are not extremes. They are both equal powers in the pursuit of an environmental-friendly future. Thus, an innovation offensive is in order.

The challenge is: A time consuming development process for new, ecological products and product enhancements as well as for its market breakthrough.

... but we never toy with our OE quality



At MANN+HUMMEL, we understand that a truck owner expects and deserves the best. Being a leading supplier to many of the world's truck and bus manufacturers, you can rest assured that our OE quality filters are the perfect fit for your vehicle. As our customer, you can trust that we will meet your high expectations. With our market leading innovation and precision engineering, you can trust MANN-FILTER never to toy with our OE quality.

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