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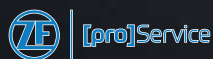
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Tailoring the Beast: Overcoming Design Challenges in Trucks and Trailers with Limitless Customisation

The world of commercial haulage demands a delicate balance between rugged functionality and undeniable style. Trucks and trailers are workhorses, hauling vital goods across vast distances. Yet, they also serve as mobile brand ambassadors, reflecting a company's image and professionalism. Designing for this industry presents a unique set of challenges:

One-Size-Fits-All Doesn't Apply: Trucks and trailers come in a vast array of shapes and sizes, catering to diverse cargo needs. A one-size-fits-all lighting solution simply won't suffice.

Balancing Form and Function: Lighting plays a crucial role in safety, both for the vehicle itself and others on the road. However, bulky or poorly integrated lighting solutions can detract from the overall aesthetics of the vehicle.

Consistent Identity Across Fleets: For large haulage companies, maintaining a consistent brand image across a diverse fleet can be difficult. Lighting solutions that offer limited customisation options hinder efforts to achieve a cohesive visual identity.



These challenges have long plagued the haulage industry, forcing designers and manufacturers to make compromises. But what if there was a way to achieve both unparalleled design freedom and exceptional functionality?

Enter Shapeline's HELLA Series: Limitless Customisation Meets Cutting-Edge Technology

HELLA Shapeline Series shatters the limitations of traditional truck and trailer lighting. This revolutionary line of LED lamps offers a paradigm shift in design possibilities, empowering manufacturers to overcome previous obstacles:



Unmatched Design Flexibility: The HELLA Shapeline Series boasts a vast array of variants, shapes, and combination options. This allows designers to create a truly unique and cohesive aesthetic for any truck or trailer, regardless of size or function. The ability to customise lighting across the entire vehicle, from the front to the rear and sides, unlocks a new level of design freedom.

Performance You Can Trust: HELLA Shapeline doesn't compromise on performance for aesthetics. The Shapeline Series utilises cutting-edge LED technology, ensuring exceptional energy efficiency, durability, resistance to the elements, and high-pressure jet cleaner resistant (IP X9K and IP 6K7).

Consistent Branding Across Your Fleet: Maintaining a consistent brand image is crucial for large fleets. Shapeline allows manufacturers to replicate the same customised lighting design across all vehicles, fostering brand recognition and a professional appearance.

The HELLA Shapeline Series is more than just a lighting solution; it's a testament to the power of innovation and limitless customisation. It empowers the haulage industry to embrace a new era of design freedom, where safety, functionality, and brand identity converge to create truly remarkable vehicles.

Ready to unleash your vision? Explore the possibilities with HELLA Shapeline Series today!



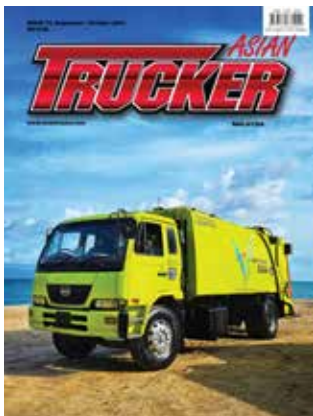
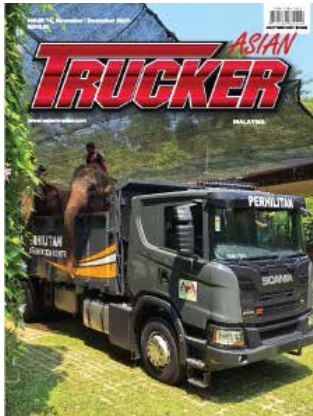
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When you read a text and the same word keeps on being used, the human brain will quickly think that it has already read a passage. An engaging text is therefore one that utilises different words with the same meaning. Thus, when writing my articles, I have trained myself to remember all the key words that I have used. For instance, the word “text”, which I have put there in the first line and “article” article a little later on. As you can see, a lot of crafting, goes into a magazine. I am doing this without the help of AI, I manufacture this publication.

And this word, manufacture, could be the theme for this issue of Asian Trucker. For instance, you will be able to read about UD’s assembly plant now being operational in Malaysia. This is a new facility, while FUSO’s plant has been up and running for decades. Also a force to reckon with for decades is HAMMAR, which we will feature extensively in our cover story, commemorating their 50th anniversary. Hengst too, has a good reason to be jolly as they are celebrating their 10th year of their Singapore office being set up. Frank Maergner talks about door-to-door sales, which we call “Klinkenputzen” in German, meaning polishing doorknobs.

Our truck feature showcases a familiar vehicle, which just got an upgrade. It has been adapted to the local needs. Taking the same approach of being best suited for the local environment, Isuzu has introduced a range of new vehicles, fit for the Malaysian market. The former is a CBU unit while the latter trucks are being assembled locally. However, that makes both of them manufactured for sustainability of the business and the client’s business. In our country report you will be able to find the same thinking applied for a German brand operating in China.

Having tried, I have concluded that AI (Artificial Intelligence) may not be the right tool for us at the moment. For a while, we had a chat bot on our website, fed with all the magazines we published. The bot could have been used as a tool to give you the history of trucking in Malaysia and Southeast-Asia. However, many a times the answers of that bot would be plain wrong, even attributing certain events by one brand to their fiercest competitor. Schools are currently trying to address the issue of students using AI to write their assignments. Meanwhile, my articles are all 100 percent hand-crafted. Manufacturing stems from Latin, meaning to make by hand. Somehow, I feel that the transport industry is still one where human interactions and manual work plays a big role. During the pandemic we only did very few video calls. Even though, one can use computers to design a truck, eventually, a panel of drivers typically tests the vehicle in real life.

All hands on deck: the Malaysia Commercial Vehicle Exhibition 2024, organised by Asian Trucker, is going to be the biggest such event in Southeast-Asia again. For the sixth time, we will be hand-delivering an exceptional gathering of the industry. MAN Truck & Bus alongside PETRONAS as the main sponsors have already told us about their plans for the event and it promises to be a massive programme. Hengst Asia Pacific is joining in with their celebration of their 10th anniversary while others are whispering to us about the news they are going to release. It would surely be best to experience this in person, after we have put the final touches onto it in the next couple of days. For me, the most exciting part is the fact that I can actively assist each exhibitor with their needs, making it a curated, a hand-made event, rather than just a run of the mill session.

See you soon to shake your hands, welcoming you to Asian Trucker at MCVE,

Stefan Pertz
Editor, Asian Trucker



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*CO2 reduction compared to diesel, from a well-to-wheel perspective.

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SCANIA



SDS Food Manufacturing Expands Fleet with 24 Hino Trucks

SDS Food Manufacturing Sdn Bhd chose the HINO as strategic partner for its future transportation needs as part of business expansion efforts to enhance its presence and brand.

Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM), together with Auto Skyline Sdn Bhd, has recently handed 24 units of Hino 200 Series to its new valuable customer, SDS Manufacturing Food Sdn Bhd. It was a deal sealed with trust and confidence between HMSM, Auto Skyline, and SDS Food Manufacturing Sdn Bhd as part of SDS Food Manufacturing's fleet expansion plan.

Hosted by Auto Skyline, one of Hino's authorized 3S Dealers in Johor Bahru, the handover ceremony was conducted at SDS Food Manufacturing premises in Skudai, Johor. The trucks were handed over by Auto Skyline Managing Director, Beck Kuang Chiaw, Executive Director, Beck Da Wei, and HMSM Managing Director, Hiroshi Takahashi to SDS Group Executive Director, Tan Kim Chai and SDS Group Regional Manager, Cheng Choong Kwang, marking the beginning of their long-term partnership.

About SDS Food Manufacturing

SDS Food Manufacturing, a retail subsidiary of SDS Groups, is a Johor-based company with three subsidiary brands: SDS, Top Baker, and Daily's Bakery. Top Baker and Daily's Bakery are bakery product suppliers delivering quality bread nationwide. SDS opened a new factory in Seremban in October 2017, expanding its confectionery offerings.

Known for quality and excellent customer service, SDS Food Manufacturing has been a staple in Johor since 1987. Their "Share, Dine, Smile" motto reflects their commitment to providing a unique dining experience for their valued customers. SDS Food Manufacturing offers a variety of confectionery, including bread, pastries, cakes, and more. Additionally, their cafes also provide Western and local cuisine along with a selection of coffee and beverages. SDS Food Manufacturing stands as an all-in-one store for festive cookies, hampers, and mooncakes, as well as baby full month and wedding gift sets.

SDS Food Manufacturing is expanding its business by adding Hino trucks to its fleet. The decision comes as the company grows and requires additional transportation support. SDS Food Manufacturing chose Hino for its reputation for high quality and reliability. The company expressed confidence in Hino's commitment, which includes comprehensive support such as truck test drives, technical support, and a thorough understanding of their specific needs.

The Hino 200 Series trucks, now part of SDS Food Manufacturing's fleet, are particularly noteworthy for their low-height and compact design, enabling easy manoeuvring through narrow street roads around the city area. These trucks are engineered to seamlessly navigate tight spaces and are very fuel-efficient, making them an ideal choice for SDS Food Manufacturing's transportation requirements.

Hino After-Sales Supports

The collaboration with Hino, supported by their nationwide network and comprehensive services, played a pivotal role in SDS Food Manufacturing's decision. This ensures easy maintenance and strong after-sales support, including the expertise of skilled technicians, to ensure the fleet operates smoothly and reliably.

In addition to the Hino trucks expansion, SDS Food Manufacturing is partnering with HMSM to enhance driving skills for its commercial vehicle drivers. The Hino Total Support Customer Center (HTSCC) in Sendayan, operated by HMSM, is dedicated to improving driving proficiency. SDS Food Manufacturing has enrolled its fleet supervisors for the training, recognizing the potential for increased fuel efficiency with improved driving skills. The training includes intensive courses on driver safety, eco-efficient driving, and driver familiarization to empower drivers with essential skills for their roles.

SDS Food Manufacturing has also signed up for the Hino Membership Premium Plus. With the Hino Membership Premium Plus SDS Food Manufacturing will enjoy an extended warranty of up to seven years and unlimited mileage, with free brake pad or lining replacement at every 60 000km and above, and towing service support up to RM500 once a year. Customers are also entitled to any exclusive promotion should they sign up for the Hino Membership Program. **F**





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Daimler Truck and Toyota Motor Coporation Update on MoU

Daimler Truck, Mitsubishi Fuso, Hino and Toyota Motor Corporation report progress on the collaboration based on the Memorandum of Understanding



Daimler Truck AG (“Daimler Truck”), Mitsubishi Fuso Truck and Bus Corporation (“MFTBC”), Hino Motors Ltd. (“Hino”) and Toyota Motor Corporation (“Toyota”) gave an update on the progress on the collaboration based on the MoU.

In May 2023, Daimler Truck, Toyota, MFTBC, and Hino concluded a Memorandum of Understanding (MoU) on accelerating the development of advanced technologies and merging MFTBC and Hino. The planned collaboration is aimed toward achieving carbon neutrality and creating a prosperous mobility society by developing CASE technologies (Connected/Autonomous & Automated/Shared/Electric) and strengthening the commercial vehicle business on a global scale.

According to the MoU, MFTBC and Hino plan to merge on an equal footing and collaborate in the areas of commercial vehicle development, procurement, and production. The plan is to build a globally competitive Japanese commercial vehicle manufacturer, with Daimler Truck and Toyota investing equally in the (listed) holding company of the merged MFTBC and Hino.

While the Definitive Agreement for merging MFTBC and Hino was targeted to be signed by the end of March 2024 and integration complete by the end of 2024,

the process of obtaining necessary regulatory clearances and approvals under competition and other laws and regulations, as well as the pending investigations related to Hino’s engine certification issues, are still ongoing. As such, the original schedule has been extended.

The timing of the envisaged execution of the Definitive Agreement and the implementation of the business integration will be announced as soon as a reliable timeline for the pending investigations is available. Once all parties involved reach an agreement, they will move forward based on the approval of the relevant boards of directors, shareholders, and authorities.

Based on the common desire to “contribute to a prosperous society through mobility”, the four companies have been discussing how MFTBC and Hino can work together to improve business efficiency and enhance competitiveness, and how Daimler Truck and Toyota can work together to further enhance their technology development capabilities and promote CASE technology in order to contribute to customers and stakeholders in Japan and Asia, as well as the Japanese automotive industry. Through the discussion based on integrity, mutual respect, and diversity and by understanding each other’s strengths and corporate culture, the parties confirm that the merger discussions are progressing on a positive note and that the strategic objectives and logic of the proposed transaction continues to be valid. **T**



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MAN Malaysia's Exclusive Town 2 Town Celebration in Kuantan



"The new MAN Truck Generation Model Year 2023/24 is the best holistic transport solution that MAN has ever produced. It is precisely matched to the individual businesses of our customers, tailored to the needs of the drivers and backed by our continuously progressing aftersales support and network infrastructure," said MAN Malaysia Managing Director Andrew O'Brooks.

"At MAN, we understand the headwinds faced by the transport industry and will continue to help fleet owners manage total costs of ownership so that they can power ahead with confidence," he said.

MAN Trucks with Euro V engines as standard leads the way in driver orientation, fuel efficiency, assistance systems, digital networking and above all, sustainability. **T**

MAN Truck & Bus (M) Sdn Bhd (MAN Malaysia) hosted an exclusive Chinese dinner as part of their Town 2 Town initiatives at the Hyatt Regency Resort in Kuantan for more than 30 current and prospective customers recently. Themed Town 2 Town, MAN's event series aims to offer a platform to engage with customers and celebrate their successes while allowing potential customers to learn more about the brand and its products.

The by-invitation only event was aimed at thanking loyal customers in the East Coast for their support and showcasing the EURO V-powered MAN TGS 33.480 6x4 to prospects who have not seen the truck up-close.

MAN Malaysia took the opportunity to highlight the top features and innovations available in the latest MAN Trucks. These included the cutting-edge MAN OptiView digital mirror-replacement system, the intelligent MAN CruiseAssist that continuously keeps a safe distance from the vehicle ahead, MAN Lane Change Collision Prevention Assist (LCCPA) that helps drivers avoid accidents during lane change and a new, aerodynamically optimised sun visor.

The company also shined the spotlight on its MAN Genuine Parts Ecoline range of remanufactured parts for older MAN Trucks that offer savings of up to 40 percent without compromising on performance.

Guests at the dinner were also able to purchase a wide range of genuine MAN lifestyle accessories that ranged from stylish watches and sunglasses to T-shirts and caps.



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CAM Introduces Latest Generation Co-Star



Stopping power is provided through air brakes and exhaust brakes, paired with ABS for safer braking in emergency situations. The strong body structure, based on the close ring framework body, offers torsion free, high stability and improved handling. Anti corrosion treatment, namely cathodic electrophoresis, makes the body well suited for the local, humid climate. The engine is mated to a Getrag 6-speed transmission that also promises low noise and smooth gear shifts. Hydraulic power steering adds to the driving comfort. A reverse camera and reverse sensor complement the package.

The Co-Star can be configured to meet various missions: school bus or Bas Pekerja (Shuttle for factories), city commuter bus, mobile clinic or for the police. As an option, a wheelchair lift can be added. With a length between six meters and 7.7 meters, it fits 20 to 28 seats in various combinations. **T**

Positioned as a Community Transporter, the Co-Star sits 20 – 28 passengers and packs a lot of hi-tech. According to CAM, the latest version has seen a number of upgrades, which were made in conjunction with the upgrade of the engine technology to comply with the EURO IV emission norms, mandated in Malaysia as of April.

Peeking under the hood, one will find a high-performance engine based on Japanese technology. The low fuel consumption in combination with the low noise design makes the power plant best suited for the transport of passengers. With ease of maintenance and reliability in mind, the engine supports those that require a vehicle that consistently performs. The efficient low-emission design draws on the proven and tested Bosch high pressure common rail injection system. Currently, the 20-Seater Minibus, 6m CO-STAR is only available in smaller engine capacity, which has been upgraded with higher power and torque to 150HP and 382Nm. The earlier, smaller capacity engine capacity six-meter bus is still available. However, now with this upgraded version.



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UD Trucks' Local Assembly

First Units of UD Trucks' CKD Euro V Range Officially Rolled-out from Local Production Line in Malaysia.

UD Trucks and sole distributor partner, Tan Chong Industrial Equipment Sdn Bhd (TCIE), have recently rolled-out from the production line the first units of complete knocked-down (CKD) Euro V truck range comprising the heavy-duty UD Quester and medium-duty UD Croner. The local assembly was carried out by Tan Chong Motor Assemblies Sdn Bhd (TCMA) at its plant in Segambut.

UD Trucks' Euro V range was launched in Malaysia in the fourth quarter of last year, featuring Euro V engine that is equipped with UD Truck's Selective Catalytic Reduction (SCR) technology to significantly boost environmental protection and fuel economy.

UD Trucks with TCIE are the first Japanese brand to launch and assemble heavy duty and medium duty Euro V trucks in Malaysia exceeding the Euro IV emission regulations that will be applicable from April 1st 2024 in Malaysia.

Steve Hedouin, Managing Director Hub Malaysia, UD Trucks said, "As a sustainability leader among the Japanese trucks brand globally and with a long-standing history of innovation, UD Trucks is committed to continuously offer superior emissions control technology for higher efficiency and cleaner environment. Our new Euro V truck range underlines our corporate purpose of creating "Better Life" for the people, planet and business through sustainable transport solutions.

"The new Euro V range, locally-assembled by our experienced partner in Tan Chong Group, will give our customers in Malaysia the opportunity to embrace positive changes and future-proofing their logistics operations in a more competitive manner. We are

confident that the new CKD Euro V Quester and Croner will deliver integrated sustainability across our customers' logistics operations and processes."

Say Teck Ming, Chief Operating Officer, TCIE shared, "As part of the Tan Chong Group, we are proud to roll-out the new CKD Euro V UD Quester and Croner, as it signifies the enduring partnership between UD Trucks and TCIE. We have been assembling the heavy-duty Quester and medium-duty Croner since 2016 and 2018 respectively, and to continue with the new Euro V range is an understandable and beneficial rationale for all our stakeholders, especially our customers."

"Featuring new emission control engines and significant upgrades, the UD Euro V CKD trucks will help to reduce environmental impact, improve business efficiency and the overall total cost of ownership for our customers' logistics operation. Importantly also, the trucks will offer operators efficiency at an affordable price range."

According to the companies, the CKD production at TCMA involves cab welding and trimming, chassis assembly and end-of-line inspection of the fully-assembled trucks. The production build-up at TCMA was supported by UD Trucks International's manufacturing team through securing processes and tooling for assembly readiness, training of operators on assembly line and quality control and checking to ensure smooth and successful outcome at every step of the way.

The companies also shared that presently they have received sizeable orders from several key logistics customers, in which the ongoing CKD production will cater for these orders. Further production of more units will be ramped up in tandem with new demands.

On this, Say further shared, "Many of our long-time customers have actually expressed their willingness to support environmental sustainability and implement greener trucking solutions. Whenever they are prepared to do so, UD Trucks and TCIE are always ready to render the assistance and knowledge that would help them transition to cleaner fleet within cost effective measures for the long run."

The new Euro V range features the Selective Catalytic Reduction (SCR) technology to significantly boost environmental protection and fuel economy. With it, nitrogen oxides (NOx) are now 60 percent less and particulate matter (PM) emissions 80 percent less, than current Euro 3 levels. Moreover, Euro V engines also have a lower fuel consumption and CO² emissions than an equivalent Euro 3 truck.

Diesel Exhaust Fluid (DEF), commonly known as "AdBlue", is a safe-to-use diesel exhaust fluid used in vehicles with SCR technology to reduce harmful gases like NOx from being released into the atmosphere, will be available at all TCIE's 26 branches and dealers throughout Malaysia.



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 A collage of images related to the 'Iconic Trucks' book. It includes a black book cover with the title 'Iconic Trucks' in white, a page titled 'Future Icons' showing a close-up of a truck's metal body, a page titled 'Liebherr - Stepping Ahead 80' with text, a photograph of a blue vintage truck, and a photograph of a large orange Liebherr mining truck.



FUSO 60th Anniversary Lucky Draw Event Delivered Excitement and Innovation

FUSO celebrated its momentous 60th anniversary with a grand finale lucky draw event on 5th March this year, held at Menara Hap Seng 3. The event witnessed the enthusiastic participation of esteemed dealers and customers, underscoring FUSO's enduring commitment to fostering strong relationships within its community.

The highlight of the afternoon was the announcement of the grand prize winner, Sam Global Marketing, who walked away with the coveted Mercedes-Benz C200, valued at RM293 000.00. Additionally, ten fortunate winners were rewarded with FUSO Parts and Service

vouchers worth RM 1 000 each, adding an extra layer of excitement to the occasion.

Amidst the anticipation and thrill of the lucky draw, attendees were treated to an exclusive sneak peek video showcasing the upcoming FUSO model set to debut in Malaysia. This glimpse into the future exemplifies FUSO's dedication to innovation and continuous improvement, ensuring that customers remain at the forefront of cutting-edge technology and design.

Mr. Derrick Sim, Chief Executive of Hap Seng Truck Distribution Sdn Bhd, expressed his pride in the event's

success and reiterated HSTD's commitment to sustainability and forward-thinking business practices.

He emphasised, "At HSTD, we are always thinking one step ahead to ensure our partners' businesses thrive sustainably, both environmentally and economically. This year marks the introduction of the TF Canter, the first Euro 5 light-duty truck in Malaysia, exemplifies HSTD's commitment to sustainability by offering robust solutions that advance emission reduction, fuel efficiency, safety, and comfort without compromising performance. This innovation not only underscores HSTD's dedication to environmental responsibility but also provides significant long-term benefits to partners, aligning with the company's forward-thinking business practices."

Mr Sim added "We extend our deepest gratitude to our dealers and customers, whose unwavering support has been instrumental in reaching this significant milestone. Your partnership is the cornerstone of our success and inspires our continuous drive for innovation and excellence."

The FUSO 60th Anniversary Lucky Draw Event was not only a celebration of six decades of excellence but also a testament to FUSO's unwavering commitment to driving innovation and creating value for its partners and customers. **F**



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FUSO Tramagal Plant Celebrates 60 Years of Manufacturing Trucks

Mitsubishi Fuso Truck and Bus Corporation’s (hereafter MFTBC) subsidiary Mitsubishi Fuso Truck Europe S.A. (hereafter MFTE; headquarters: Tramagal, Portugal) is celebrating the 60th anniversary of its plant. The MFTE plant is the largest employer in the region and in 2023, approximately 11 800 trucks were built and delivered to customers establishing the facility’s all-time production record.

The Tramagal Plant’s Production History In the 60 years since production began, more than 260 000 units have been manufactured in Tramagal - including FUSO’s light-duty Canter, which the plant started producing in 1980. Today, the vehicles assembled at MFTE are shipped to 32 European markets. The facility in Tramagal was founded in 1964 as a joint venture of the family-run Portuguese firm Duarte Ferreira and the former French truck manufacturer Berliet.

Operations began with CKD assembly including the FUSO brand in 1980. In the following years, it assembled the FUSO Canter light-duty truck for the Portuguese market, as well as the medium-duty FUSO truck, the Mitsubishi Motor’s L 200 pick-up truck, the L 300 van, and the Pajero SUV. In 1990, the plant was acquired by the Portuguese import company Mitsubishi Motors Portugal. In 1996, Mitsubishi Motors Corporation took over the plant and decided to focus production on the FUSO Canter. It became part of Daimler AG in 2004 after the automaker acquired the majority share of MFTBC. In 2017, the facility began producing FUSO’s first battery-electric eCanter in series production for European markets. This continues to the present with the new eCanter.

A Role Model for Sustainable Production


Since 2022, the Tramagal plant has achieved CO2 neutrality in its operations, thanks to the on-site generation of green electricity and other measures. The plant aims to become a climate-positive facility by continuously improving its ecological strategy contributing to the reduction of more CO2 emissions from the atmosphere than those emitted by the plant’s operations. Another measure MFTE is taking towards sustainability is reducing its water consumption. Their new water treatment

plant treats more than 60 percent of process water and returns it to the production cycle.

Employer of Choice for Generations of Workers

At the Tramagal plant, it is not uncommon for employment to span generations in a family, extending to a third and in some instances even a fourth generation.

“We witness a lot of changes over time, but in the end, we are still here making trucks”, said Paulo Simão, Head of Procurement whose grandfather and father worked at the plant. Currently, his son, Miguel Simão, works in maintenance.

This is because MFTE focuses on developing its employees by providing new skills as the industry transitions. Last year, MFTE announced its partnership with the Polytechnic Institute of Tomar, Portugal to provide training for its staff. The new training program seeks to provide career prospects for young professionals in the region by bolstering their knowledge of mobility and production engineering. This program will start in the second half of 2024. 



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The Role of Lubricants in a Drastically Changing Environment



PETRONAS Industrial Solutions offers expert solutions for industries ranging from construction to mining, agriculture, power generation and manufacturing. All businesses share the need to be productive, improve efficiency, adhere to environmental pressures, and remain resilient in a rapidly changing environment, and this is where PETRONAS Industrial Solutions comes in. Asian Trucker spoke to Uday Kumar, Group Industrial Managing Director, PETRONAS Lubricants International in this exclusive interview.

AT: Can you provide an overview of PETRONAS Industrial Solutions and its role within its various industrial sectors it prioritises?



UK: As the world comes together to tackle the climate crisis, businesses need strong partners to help them develop the resilience they need in sustainable ways.

PETRONAS Industrial Solutions works as one with our customers to strengthen their operations from within, developing a deep understanding of their needs and delivering with them innovative services and energy-efficient solutions that sets a path to carbon neutral future.

We stay future focused to deliver products and services that strengthens progressive businesses from within, through partnership and constant technological innovation.

AT: What recent developments or projects has PETRONAS Industrial Solutions been involved in that have had a significant impact on the industry?

UK: Bright minds at our R&T centres around the world are constantly pushing at what's possible, to develop end-to-end fluid technology solutions that set our customers on a clear path to carbon neutral operation.

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Our approach to fluids is to focus on the whole system performance to protect and prolong the working life of every part of our customers' vehicle or machinery. We strive to develop lubricants that lead the field and earn the all-important endorsements of leading Original Equipment Manufacturers (OEMs) while minimising our impact on the environment.

Recently, there is a renewed interest in re-refined base oils (RRBOs) along with the increasing desire for businesses to protect the environment. Moreover, technology and processes have improved tremendously to make this a viable option and help address the disposal challenges for used engine oils while reducing CO2 emissions. Currently in India, we have started our RRBO initiative this year to cover our entry tier products in the country to meet the Extended Producer Responsibility (EPR) Guidelines of the Indian Government in reference to circular economy. The Guideline mandated five percent RRBO implementation in FY2024 and up to 40 percent in the next five years in the Finished Goods.

As RRBO gains acceptance and adoption around the world, this is one of the areas where we are keen to explore and see how we can make RRBO viable for other products in our portfolio spanning diverse applications, going forward.

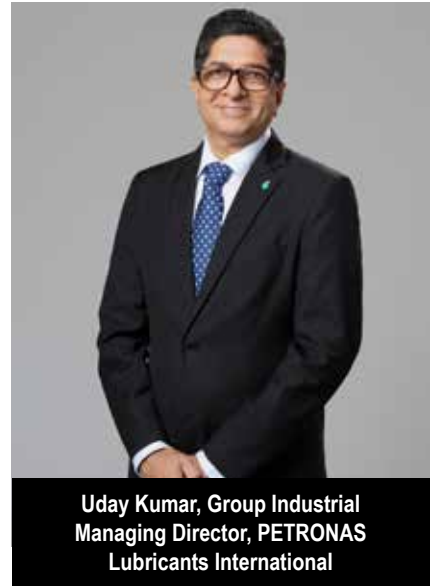
AT: How does PETRONAS Industrial Solutions prioritise sustainability and environmental responsibility in its operations and projects?

UK: As part of the PETRONAS Group, our commitment to sustainability starts at the core of our operations and extends throughout our value chain.

Since the environmental footprint of our products is usually decided at the design phase and its biggest impact coming from the use of our products in our customers' operations, PETRONAS Industrial Solutions formulate high-performance, bespoke fluids that are dedicated to CO2 emission reduction and manufactured in an increasingly low CO2 emission environment.

Our lubricants and functional fluids are also engineered to deliver superior performance even under the most severe conditions and are made to protect and prolong the lifespan of our customer's vehicle and machinery. This not only drives efficiency and reliability, but also lowers costs, reduces waste and overall impact on the environment.

On top of this, we also provide PETRONAS Expert Solutions to our customers – an insight-driven services that help them improve reliability and reduce costs at the core



**Uday Kumar, Group Industrial
Managing Director, PETRONAS
Lubricants International**

of their operations, allowing them to do more, use less inputs and grow faster.

AT: Can you discuss the technological innovations that PETRONAS Industrial Solutions has implemented to enhance efficiency and safety?

UK: If there's one thing that always gets in the way of progress, it's inefficiency. We know that businesses need products and solutions they can trust every day to keep their machines, equipment, and people they rely on working their best. With this resilience comes reassurance that frees up their thinking time and give them opportunities to concentrate their attention in areas that really matter – growth.



For example, we know that for truck owner operators and fleet managers, every trip is a battle to stay strong in the face of ever-increasing demands. We know that their engine oil needs to be incredibly durable as their truck engines get pushed even harder as journeys become longer and timescales become shorter. To withstand this hostile environment deep inside the engine, over long distances, and in stop/start operating conditions, the lubricant needs to be incredibly resilient.

We formulated PETRONAS Urania with StrongTech to create an engine oil that is engineered to stay stronger for longer, forming a uniquely strong fluid film to extend drain intervals and engine life, maximising performance and profitability and giving the core strength for commercial vehicle owners and fleet managers to keep moving.

We are happy to share the positive result of a fleet owner in Malaysia. A four-month field trial conducted on four of the company's Volvo trucks demonstrated that one of our products, the PETRONAS Urania 3000LS 15W-40 extended the current Oil Drain Interval (ODI) for the company by 30 percent, from 30 000km to 40 000km or an additional one month. The customer is satisfied with the test result, which has successfully increased its fleet operation by 20 percent, and reduced the service cost by 30 percent, resulting in significant savings on the Total Cost of Ownership. This is just one example of how the performance of our lubricants benefit our customers.



AT: What are some of the key challenges and opportunities that PETRONAS Industrial Solutions faces in the ever-evolving business landscape?

UK: Moving forward, decarbonisation, electrification, sustainability, hybridisation, and digitisation will continue to shape the industries of tomorrow. Additionally, businesses that can manage their partnerships to complement their existing capabilities will have a better advantage in an increasingly competitive and volatile market environment.


In view of this, PETRONAS Industrial Solutions will continue to work as one with our customers to strengthen their operations from within. Our technologists and business experts will continue to use insights to improve our products and services in ways that will help businesses progress. Operating in the state-of-the-art labs, we will continue to develop lubricants that lead the field and earn the all-important endorsements of leading OEMs.

Since sustainability often goes together with efficiency, we are determined in engineering bespoke fluids that is focused on whole system performance and tailored to our customers' needs.

Our services will also be as important as our products going forward since what matters most to businesses is always moving forward towards their goal. After all, Expert Solutions is one of our ways of partnering with customers to overcome their challenges together by harnessing the power of insights for their potential and progress.

AT: Could you share some insights into PETRONAS Industrial Solutions' future plans and strategies for growth and innovation in 2024?

UK: Although Agriculture, Construction, Mining, General Manufacturing, and Power Generation are among our priority segments. PETRONAS Industrial Solutions also offer complete product portfolio for other industries such as Cement, Steel, Pulp & Paper and Automotive Parts Manufacturing. We also have in the pipeline new projects for the Wind Segment, a sub-segment of Power Generation industry.

Additionally, with the increasing adoption of robotics in the General Manufacturing, we will also be focusing our efforts on formulating specialised greases for robotics. At the same time, we will be investing in the circular economy with the integration of RRBO (re-refined base oil) in our product portfolio in our efforts to drive industrial resilience and deliver sustainable results. 



Spotlights on Malaysia Commercial Vehicle Expo 2024


Counting down the days until MCVE 2024 will open its doors, the excitement is back. With a number of new exhibitors joining, the event promises to be a boon for the commercial vehicle industry. Making their debut, Allegiance Malaysia Sdn Bhd is taking a sizable space of over 250 square meters to highlight a number of brands that the company represents. To make an impression, Allegiance Malaysia has opted to showcase innovative and unusual products. Not wanting to take away the surprise, Allegiance Malaysia will keep their exhibits a secret until the event.

Adding to their already impressive line-up is MAN Truck and Bus, which will also host a seminar for body builders and clients to learn about the latest developments in truck technology. Co-hosted during the afternoon will be Dr Richard J. Hanowski, Director- Division of Freight, Transit, & Heavy Vehicle Safety, Virginia Tech Transportation Institute. The title of his presentation will be "Commercial Motor Vehicle Safety: Best Practices and Promising Technologies". This session will be by invitation only.

A number of exhibitors have indicated that they will be using the exhibition as a launchpad to introduce new products to the market. With new emission regulations and new drive train technology being introduced in Malaysia, visitors will be able to get first-hand information about these new vehicles. Being it upgraded or new-

to-the-market vehicles, the line-up of trucks and buses promises to excite.

Organisers of MCVE 2024 have ensured that there are plenty of areas for casual meetings. Both the R & R and Asian Trucker Networking night are meant as venues for delegates and exhibitors to mix, mingle, discuss and have a quantum of joy. Both, R & R and the Networking Night are sponsored by Hengst Filtration. Mister Coffee will be dispensing cuppas for those needing a caffeine fix. The Asian Trucker Networking Night will comprise of an entertainment programme as well as a presentation of awards by Hengst Filtration. Addressing a common question, Organiser of MCVE 2024, Stefan Pertz stated that indeed, the Asian Trucker Networking Night – Powered by Hengst – is open to everyone with no registration or payment required. "It is our way to say thank you to the industry and we believe we can all use a little breather," he said.

For this year, Asian Trucker has also invited a number of authors of books dealing with transportation to join the publisher in their booth. Book worms will be able to grab interesting titles at special prices during the event. According to Pertz, the expo is to be a holistic one and oftentimes, one overlooks the businesses that are on the periphery, while contributing positively to the success of our transporters. 



Events & Exhibitions

Malaysia Commercial Vehicle Expo 2024

Date : 9 – 11 May 2024
 Venue : Malaysia International Exhibition & Convention Centre
 Contact : www.mcve.com.my

Malaysia International Exhibition & Convention Centre (MIECC) in Kuala Lumpur. Over 8 000+ square meters of exhibition space: MCVE is the largest exhibition dedicated to commercial vehicles in South-East Asia.

During the show, relevant government agencies, professional societies, and associations will join the organizer to provide updates on their products, services and the latest in trucking, bus business and public transport.

Automechanika Ho Chi Minh Chity

Date : 20 – 22 June 2024
 Venue : Saigon Exhibition and Convention Center (SECC)
 Contact : <https://automechanika-hcmc.hk.messefrankfurt.com/>

Automechanika Ho Chi Minh City is a two-way gateway connecting the Vietnamese automotive market to the world for industry players to explore the massive business opportunities and develop the entire automotive value chain.

With its rapid economic growth and strategic reinforcement of its automotive supporting industries, Vietnam is becoming an increasingly compelling destination among firms eyeing international expansion. Automechanika Ho Chi Minh City sheds light on this transformation, highlighting the country's potential as both an enticing market and a production hub..

IAA Transportation 2024

Date : 17 – 22 September 2024
 Venue : Deutsche Messe, Hannover, Germany
 Contact : <https://www.iaa-transportation.com/en>

IAA TRANSPORTATION is the leading international platform for buses, logistics, commercial vehicles, and the transportation sector. The IAA TRANSPORTATION is the place where the best minds in the transport and mobility industry come together to work on a



sustainable and innovative future. We look forward to presenting ground-breaking ideas, innovations, and technologies that will drive the industry forward in 2024.)

Under the motto "People And Goods On The Move," IAA TRANSPORTATION aims to advance climate neutrality in logistics and transportation with the help of innovative transport systems. Commercial vehicle and bus manufacturers, body and trailer manufacturers, micro-mobility companies, cargo bike and small vehicle providers, as well as their suppliers and tech companies, service providers, and startups come together in Hannover.

The 29th Taipei International Logistics & IoT Exhibition

Date : 21 – 24 August 2024
 Venue : Taipei Nangang Exhibition Center, Taiwan
 Contact : <https://www.chanchao.com.tw/logistics/en/contact.asp>

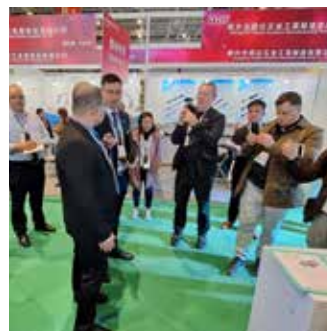
Sectors participating: Vehicles: Logistics Transport Vehicles: Truck, Refrigerated Truck, Trailer, Tractor, etc.

Handling & Lifting Equipment: Forklift, AGV, Pallet Truck, Transportation Cart, Trolley, Roll Container, Crane, Truck Crane, Overhead Crane, Aerial Lift Vehicle, etc.

Packaging Systems & Equipment: Transportation related System & Equipment, Intelligent Transportation System (ITS), Satellite Navigation Management System, Warehouse Management System(WMS), Enterprise Resource Planning, etc.

IoT System & Equipment: Warehouse Building Material & Equipment Component :

Freight Forwarder & Logistics Service Provider: Port & Customs Service, Shipping Agency, Ship Company, Aviation Industry, Sea & Air Freight Forwarding Industry, etc.





Elevating Logistics 50 Years and Beyond





Hammar's 50 years of growth throughout the world: It all started 50 years ago with paternity leave and a drawing board.

Having completed his civil engineering studies, Bengt-Olof Hammar worked for a few months at a company that made sideloaders before taking paternity leave while his wife finished her studies. He wanted to do something of his own and saw the potential in sideloaders, but felt they were very heavy. So he designed a machine at his drawing board that weighed 30 percent less than the other machines that were on the market in 1974 - and the first sideloader from Hammar was born. Like the company, the first Hammarlift is still going strong!

The initial period involved a lot of hard work and a constantly packed bag. As Hammar built products that were made to last year after year, Hammar quickly realised that the company would have to grow outside Sweden's borders, and that entailed a lot of travelling. "I particularly

remember a trade fair in Syria where shots were fired so we had to hide in a container. It was also 62 degrees celsius in the sun and we couldn't afford a hotel room with AC. But we kept our spirits up and sales quickly took off," he recalls. The first premises he rented was just over 300 square metres (3200 sq ft). After two years, it was extended by 600 square metres (6500 sq ft) and in 1985 Hammar purchased eight hectares of land outside Olsfors. This is where the business has remained and grown, with their factory having been extended seventeen times - so far.

Hammar Maskin has around 65-70 percent of the global market and has sold their sideloaders to 122 countries. But they are not content with that, rather having set their sights set on the rest of the world too – possibly with the exception of the Vatican.

"As much as we grow, we will always stick to the solid values that have become our hallmark. We keep our promises and maintain direct contact with our customers throughout the world so that we can always provide the best service. We have numerous long-term customers who have stayed with us over several generational changes." Today, the company has over 200 employees throughout the world, 150 of whom are based in Olsfors, and despite that, Hammar maintains fast decision-making paths. They manufacture everything in-house and also have in-house own product development. Thanks to this, and the fact that all their machines are fundamentally constructed in a similar way, they are, for example, able to help a satisfied customer with spare parts for a 40 year old Hammarlift a while ago!

So what about the future? Well, Hammar reckons that there is still room at Olsfors to continue to grow. He added that "We have invested SEK 50 million in 1.5 years and are now planning an investment of 16 million in a robot that will make our factory even more efficient and reliable. Interest in our sideloaders continues to grow globally now that we have 50 successful years behind us and are looking forward to the next 50."

50 YEARS WITH HAMMAR

1974-1983

During the 1960s and early 1970s the use of shipping containers increases exponentially. During this period several important solutions were developed for container handling, including the Sideloader. Hammar's history is classically entrepreneurial, starting with a driven young student at Chalmers University of Technology in Gothenburg, Sweden.

Bengt-Olof Hammar initiated the company's journey in the early-1970s at Chalmers' engineering programme in Gothenburg, where his degree project focused on sideloader technology. He perceived major opportunities for improvements to make sideloaders much lighter than the models of that time. By 1973 he had produced a distinct new design, and in 1974 he founded Hammar Maskin. The first prototype of Hammar's first model was built in the same year: Hammar SL 30.

"Before I started Hammar, a sideloader weighed about 13.5 tonnes (29700 lbs) with two axles. I got it down to 9,990 kilos with my first model", Bengt-Olof says.

When the prototype was ready, Bengt-Olof packed his Volkswagen Beetle with slides and information material, and started to travel around the country selling his product. The Hammar SL 30 was able to lift 30 tonnes (66100

Bengt-Olof Hammar test drives the first prototype, which later became known as "HAJEN" (the Shark) after its registration number: HAJ 789. It still exists today at Hammar and is operational!

lbs), and thanks to its low weight, it could transport a considerably greater load on the road than its competitors. The Hammar SL 30 turned out to be a success, and has set its mark on Hammar's development from the outset. The basic idea behind the model and its concept is still a part of the company today!

In 1975, the company moves from Gothenburg to a factory in the small community of Olsfors. "It all started in Gothenburg, but as the shipyard consumed so much of the labour force, I wanted to move out of town. I looked around in lots of municipalities around Gothenburg, but the business relocation officer in Borås municipality was very enthusiastic and crucial in us ending up in Olsfors", Bengt-Olof Hammar says.

The prototype is finally sold in 1976, and Bengt-Olof immediately invests the money in material for more lifts. Sales and production take off and Hammar's first truckmounted model is developed, Hammar SL 20. A total of 6 Sideloaders are sold into Sweden and Norway during the year. The factory now needs to be expanded to triple the area in order to manage the increasing demand. Sales continue to steadily increase and in 1979 Hammar receives a large order for 11 Sideloaders from



Lättklinkerbetong, today called Skandinaviska Byggement, driving their first SL20 BH in 1981. Today they are one of the larger Hammar customers in Sweden.



Here the first Hammar with stacking capacity, and the first supplied to Denmark, is being tested. This is one of four lifts ordered in 1977 by DSB.

Volvo, which is a contributory factor to having to expand the factory again.

Growth continues, with the first double-sided, stacking Hammarlift constructed in 1980, and by 1981 Hammar has grown so much that it can purchase the local competitor, Kalmar LVM's manufacturing operations for sideloaders. In 1983 Hammar receives another large order of 10 Sideloaders from the US Airforce in Germany. Just over 100 Sideloaders have been sold and exported to 14 different countries during the first 10 years.

HISTORY IN BRIEF

1974 - Bengt-Olof Hammar designs his first sideloader with the model designation SL 30 S

1976 - the Hammar SL 20 BH model is launched and becomes the company's first truckmounted model. The factory in Olsfors is expanded.

1979 - An order for eleven Hammar sideloaders for Volvo AB; the factory in Olsfors has to be expanded due to increased demand.

1980 - The first double-sided and stacking Hammarlift is delivered.

1981 - Hammar acquires Kalmar LVM's sideloader manufacturing operations.



Hammar is at one of its first trade fairs. RAI Amsterdam in the Netherlands.



1984-1993

This Hammar SL 20 was delivered to Angola and is one of the first Hammarlifts in Africa. Here it is being used for operations such as vehicle recovery.

HISTORY IN BRIEF



- 1985** – Hammar moves to its current Factory outside Olsfors
- 1987** - Hammar launches its high-performance model, the 150 series.
- 1988** - Hammar designs the world's first sideloader for 45 foot containers.
- 1990** - Hammar launches the 160 series, which is a further development of the SL 30 series and the world's lightest sideloader.
- 1992** - Hammar acquires competitor Christian Olsson's manufacture of TRI-OLIFT in Gothenburg, which is moved to Olsfors

During the period 1984 to 1993, Hammar underwent an important development phase that shaped the company's future. In 1985, Borås municipality gave Hammar the opportunity to purchase eight hectares of land outside Olsfors, which led to the construction of the first part of the factory that is used to this day. "Since the outset in Olsfors, we have built in modules where each new factory section has the same dimensions as the previous one. This has enabled us to make the extensions simple and versatile and keep the costs down", Bengt-Olof Hammar explains.

Shipping containers have gained global acceptance by this time, with about 90 percent of the world's countries having a container port. One of the largest growth areas is Africa, which constituted a significant proportion of Hammar's sales during the period. The 45 foot container gains a general and more widespread usage, particularly in Europe, which leads to Hammar developing the world's first 45 foot sideloader. Between 1987 and 1993, Hammar establishes its' first customers in New Zealand, Australia and Malaysia,



Before Hammar set up its subsidiary in New Zealand, it collaborated with an agent in the early-90s. Here is the owner, Max Tooley, shaking hands with Bengt-Olof Hammar on a visit to Sweden.



The first Hammar 151 model was manufactured in 1987, and was also the first Hammarlift supplied to Finland.

which will subsequently turn out to be the start of a highly successful expansion in the areas.

Several new product lines are developed. In 1987, Hammar launched the 150 series, Hammar's flagship model of the time, with increased lifting capacity, enhanced stability and a larger handling area. It is equipped with a versatile new telescopic support leg that can be angled from horizontal to vertical position. The next significant advance was the launch of the Hammar 160 series in 1990. This series is a direct evolution of the original SL 30 model, and offers an increased lifting capacity, better handling area and lower tare weight. The model is still available today, even though much has been developed, and it is the lightest sideloader model in the world for heavier containers.

In 1992, Hammar acquires competitor Christian Olsson's manufacture of TRIOLIFT in Gothenburg, and moves the operation to Olsfors. By 1993 sales have been quadrupled, to a total of 50 different countries.



Anders Nielsen & Co. A/S, or Ancotrans as it is more commonly known as today, collects sideloader number 6 in the late-80s. Today they have one of Europe's largest fleets of sideloaders!



A new SL 30 test lifts 40 tonnes (88100 lbs) on Hammar's tractor unit in the mid-80s. At this time, new sideloaders were painted after they had been mounted and tested.



A glimpse of Hammar's design department in the early-90s. A time before the digital revolution, when pen and drawing board created the innovations.

Some of our loyal employees from 1984–1993

Here we focus our attention on some of our loyal employees over the decades, who still work at Hammar. Some of the colleagues who, together with all the other employees, constitute the backbone of the company. Their knowledge and achievements are what makes Hammar the world-leading company it is today.



Tommy started as a welder at Hammar in early-1989, and today is head of the entire welding department in Sweden.



Lisa started at Hammar as a welder in the chassis department in late-1989. Today she is a production technician, working with processing.



1994-2003

The newly-launched 195 model is displayed in 1999 in Australia at the Brisbane Truck Show.



One of the first sideloaders delivered by Hammar Australia. The recipient, Paul Downey at Downey Transport, has been involved in purchasing further Hammars since then. They had the last one delivered in early-2023!



The first Hammar 190 is delivered to Lundby Akeriet in Gothenburg. Lundby purchased its first Hammar in 1982 and remains a faithful customer of Hammar to this day.



History in brief
 1995 - Hammar Australia Pty Ltd is set up. First expansion of Hammar's new factory in Sweden is undertaken.
 1998 – Hammar New Zealand Ltd is set up. The Hammar 190 series is launched, now the world's most popular Hammar sideloader. Sweden expands with its own painting facility.
 2003 – Hammar Malaysia is set up. The Hammar 180 series, a direct evolution of the Hammar SL 20, is introduced. Another major expansion of the factory in Sweden is undertaken.



Chris Joon becomes the Site Manager of Hammar Malaysia when it is founded. Today he is the Managing Director of the company.

Between 1994 and 2003, Hammar continues to expand the factory and develop sideloader technology. A new chapter commences with expansion of subsidiaries outside Sweden. The ambition is to get close to and meet potential clients at the local level.

Australia was one of the markets where attempts had previously been made through sales agents without any great success, but where demand for sideloaders now grew rapidly. The decision to set up Hammar's first subsidiary was taken in 1995. The aim was to be able to challenge the local market properly and provide better service for local customers. Peter Levison, former design and production manager at Hammar, becomes CEO of the new company. This is the start of a highly successful journey and after just three years it has about 50 percent of sales in the market.

It is not just abroad that Hammar is expanding. At the same time, the new factory is being expanded at home for the first time with more offices

and increased production capacity. Even though expansion is underway abroad, it is decided that all crane manufacture will take place in Sweden. The next expansion begins in 1998 with the construction of a dedicated new painting facility. With an increasing number of functions in-house, production, is streamlined.

In 1998 Hammar sets up its second subsidiary, this time in New Zealand. Competition is fierce, with several local manufacturers. But the local presence helps, and the Swedish products are appreciated. Production starts through collaboration with a local trailer manufacturer, subsequently acquired by Hammar.

Significant product development was also undertaken during this period, and the Hammar 190 series is launched in 1998. Lower tare weight, increased stability and less maintenance, combined with a versatile patented support leg, ensures the model is a success. Today it is the world's most sold model.

Hammar's third subsidiary, Hammar Malaysia, was set up in 2003, with local chassis production and a strong service organisation. Chris Joon, today CEO of Hammar Malaysia, had previously worked for the local sales agent and becomes general manager of the company. Malaysia will play a significant role in Hammar's continued international growth in the South-East Asia market.

In 2003 the factory expands again in Sweden, with increased production capacity. The Hammar 180 series is also launched – a further development of the SL 20 model. The 180 series rationalises production and is available with both higher and lower lifting capacity, 12 – 30 tonnes (26400-66100 lbs).



One of the new departments that was created at the headquarters during the 1990s was Technical Sales Support. Among other things, the department ensures compliance with road traffic regulations for heavy vehicles and that customers have an optimised weight distribution when they purchase a new sideloader.

Some of our loyal employees from 1994–2003



Wong has been involved since the start at Hammar Malaysia and has contributed a great deal to the company. Today he works as Production Manager in the office in Port Klang.



Grahame was employed in Hammar's newly-formed subsidiary in Australia in 1998. He was involved in establishing the company and today is General Manager at the office in Sydney.



One of the first sideloaders sold by Hammar's subsidiary in New Zealand, 1999.

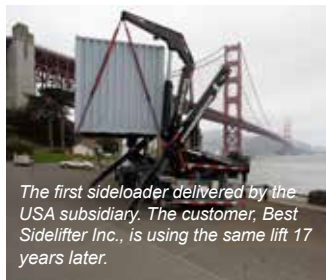


2004-2013

Bengt-Olof Hammar with the Guinness World Record certificate for "Heaviest weight lifted by a Sideloader".



One of the first Hammarlifts in Antarctica.



The first sideloader delivered by the USA subsidiary. The customer, Best Sidelifter Inc., is using the same lift 17 years later.



One of the three sideloaders that were built for handling cable drums for NCC in Sweden. The project comprised transport and handling of 564 cable drums over a 2-year period.

Hammar's main factory continued to expand between 2005 and 2013. The factory went through a total of five extensions, and several steps were implemented to streamline and automate production. Two new halls with associated laser robots were built, a large hall for service & repairs, a modern new washing hall and a completely new hall for final assembly.

Outside Sweden, Hammar Service Pty Ltd was set up in 2005 in Brisbane with its own service workshop. It is now possible to provide better service and repair of sideloaders for the customers in Queensland. Hammar's 3rd subsidiary, Hammarlift Inc. was set up in the US in 2006. The US and Canada are largely unexplored markets, and there are a number of challenges, but there is great potential to grow.

Lifting capacity was a hot topic within the Sideloader industry during this period. Several manufacturers offer increased lifting capacities. At Hammar, the standard lifting capacity is increased from 33 to 36 tonnes (72700-79300 lbs). This ensures that the heaviest standard containers, which have increased in weight during the period in order to make transport more efficient, can be lifted. In 2008 Hammar launches the first sideloader on the market that can lift 42 tonnes (92500 lbs). To show exactly how robust and reliable their sideloaders are, Hammar, in 2011 arranges a record lift that is witnessed by Guinness World Records. An impressive 60 tonnes (132200 lbs) was lifted. The record remains unmatched on GWR's website to this day.

The sideloader market broadens and Hammar develops a number of new solutions for different markets and sectors. The high-cube container, which is widely used at this time, requires special solutions in a number of countries due to low maximum legal heights. In 2005 Hammar's patented gooseneck is developed in response, a simple and versatile solution that lowers the transport height of HC containers. In 2006 the first sideloader is delivered to Antarctica, which is mounted on a sledge and pulled by a snow groomer. The machine is adapted for extreme environments, and the station it is being used at now saves many hours when loading and unloading equipment. Hammarlifts are now operating on all the world's continents.

In 2009 Hammar constructs the so-called Hammar Rig Loader to handle inland drilling rigs. It can handle loads that are up to 60 feet long and up to 42 tonnes (92500 lbs), and has crane extensions and counterweights so that it can lift the heavy load a long way out. In 2010 the Hammar 155 is launched – a powerful model with its signature "StepOver" support leg that has a high level of stability and is specialised in transferring from/to other vehicles.

In 2012 Hammar develops MegaReach – a crane extension that enables you to stack empty containers two-high, two rows deep. In the same year, Hammar Australia also develops the first electric-powered sideloader. In 2013 the first sideloaders for full logistics of cable drums are developed, which turns out to be an excellent and cost-effective solution for this market.



Hammar Rig Loader in Australia displays its unique 60 foot position.



Land Marine on the Seychelles, an island nation in Africa, transporting with its Hammar number 2. They purchased their first one in 1993 and today have purchased 11 sideloaders from Hammar!

HISTORY IN BRIEF



2005 – Hammar launches its patented Gooseneck chassis. The first invention was made in Automation with a laser cutter. Hammar Service in Australia is set up in Brisbane.

2006 – The subsidiary Hammarlift Inc. is set up in the US. Hammar's first machine sold to Antarctica means it is now on all continents.

2008 – The world's first sideloader is built with a 42 tonne (92500 lbs) lifting capacity.

2009 – Hammar builds the world's longest sideloader, which can handle 60 feet.

2010 - The Hammar 155 model is launched, specialised in transfer operations.

2011 – Hammar lifts 60 tonnes (132200 lbs), breaking the world record in "Heaviest weight lifted by a Sideloader", as verified by Guinness World Records.

2012 – Hammar MegaReach is launched, the world's first sideloader with the capacity to stack containers two-high, two-deep. Hammar develops the first fully electrical Powerpack for sideloaders in Australia.

2013 – The first sideloader for cable drums is built. A new laser cutter is introduced in Sweden.

Some of our loyal employees from 2004-2013



Thanh started at Hammar in 2004, and is now into his 20th year at Hammar. He works as a welder in the service department.



Heiko started at Hammar in 2006 as a welder. Today he is Team Leader for the chassis welding department.



2014-2024

The personnel at Hammar's factory in Sweden celebrating the 45th anniversary.

During the last decade, Hammar has been characterised by development and new technology. Several new models have been developed and improvements made, with investments in new and advanced production technology. A total of 3 new model programmes are developed, Hammar 140, Hammar 130 and Hammar 110.

Hammar 140 is launched with a 16 tonne (35200 lbs) lifting capacity and clip-on chassis. The clip-on chassis means that you can mount/remove the sideloader from a lorry chassis or trailer that has 20 foot container twistlocks. A trailer/lorry can be converted to a fully functioning sideloader in a few minutes.

The Hammar 130 is Hammar's first 3-crane model, becoming very popular in New Zealand. The three cranes mean that one of two 20 foot containers can be handled individually, and its collapsible center crane means that it can also handle 40 foot containers.

The Hammar 110 was developed in 2017 as an advance on its predecessor, Hammar 155. The 110 model is a lightweight model that is superb for transfer operations, with increased versatility thanks to it being possible to set the support leg in more positions. The model was a great success and today is one of the most sold models.

A major development project is implemented during 2017-2019 with a detailed review of the model programme, looking at how the weight can be reduced. The project is called "Hammar Ultra Light", and results in a weight reduction in several models of between 500-1000 kg. It is an important step as it produces a greater payload, as well as reducing fuel consumption and wear on the sideloaders.

A number of expansions are made in Sweden, along with investments in a number of new ro-

bot welders. In 2018 the first chassis welding robot is ordered, which enables more chassis production to take place in Sweden. In 2022 a further hall is extended for a new, faster laser with picking robots, and in 2023 the decision is taken to modernise the painting hall and expand with an additional robot for trailer welding.

A lot is also happening outside Sweden. In 2015 Hammar New Zealand takes production and service entirely under its own management, and in the same year Hammar Malaysia moves to new, larger and more modern premises to cope with the increasing sales and service requirements. In 2018 Hammar sets up its first subsidiary in Africa, in South Africa.

2024 marks 50 years since Hammar was founded. Hammar continues to be the world's largest manufacturer of sideloaders, with sales in more than 122 countries. With sights set on the future, the aim is to continue to lead the industry forward with innovative new solutions and technology.



In 2014 the Hammar 140 series is introduced with its clip-on chassis.



One market that grew for Hammar during this period was the UK. Containerlift purchased its first Hammar in 2015, and since then has purchased a total of 15!

HISTORY IN BRIEF



2014 – The Hammar 140 series is launched, a model with a 16 tonne (35200 lbs) lifting capacity and clip-on chassis.

2015 – The Hammar 130 series is launched, a 3-crane model for lighter containers. Hammar New Zealand purchases and now owns all the local trailer production. Hammar Malaysia moves to newly constructed, larger premises.

2017 – The Hammar 110 model is launched, a lightweight model with a unique support leg specialising in transfer operations.

2018 – Hammar South Africa is established

2019 – The first step towards robotised trailer production is taken in the form of a new robot welder. An additional robot crane welder is purchased. Hammar launches its new lightweight concept, "Hammar Ultra Light".

2021 – Hammar MegaReach 2.0 is launched.

2022-2023 – The factory is extended in 3 stages; new hall for laser cutter and picking robots, expansion and modernisation of the painting facility, and an additional robot welder for trailers.



The 3-crane Hammar 130 model is introduced in 2015



Hammar Malaysia with its new premises and employees in 2017



Hammar 110 is introduced in 2017 with its versatile support leg.

Some of our loyal employees from 2014-2024



Marcus started in the design department in 2015, and his job today includes the development of brake systems and powerpacks, along with issues surrounding the electric drive system

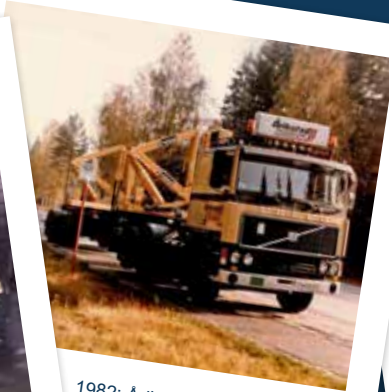


Helena started at Hammar in 2018 and works in final assembly, where chassis and cranes are put together and the final parts assembled before delivery.

SOME MEMORABLE MOMENTS OVER THE YEARS



Enger Transport's first sideloader in Norway. They ordered their Hammar in 1977 as the second company in Norway to purchase a Hammarlift. Today they have Europe's largest fleet of sideloaders.



1982: Arikstad Transport, now known as Seafront Logistics, collects its first sideloader. Still a large Hammar customer in Norway today!



Berndt Mattsson Åkeri AB in Sweden collects its first new Hammarlift in 1987. They purchased their first used Hammar in the early-80s and remain Hammar's customer to this day.



For several years, Pentecostal Mission Development's aid organisation, PMU, has been purchasing Hammars to support and facilitate its humanitarian efforts. Here they are driving containers in Tanzania in the late-80s.



1987: The first Hammar sideloader in Australia. It was rented by Owens Transport, which is still in operation today and rents a number of sideloaders.



The first Hammar, possibly the first sideloader ever, which was mounted on a Dumper. This was also one of the first Hammarlifts delivered to South America! Picture from the mid-80s.

Malaysia



In the heart of Port Klang, the area with the highest concentration of sideloaders in the world, is Hammar Maskin (M) SDN BHD. The company is known for its high-quality customer service, and it is aiming to expand in the region with new technology and a larger area of responsibility.

Malaysia is one of the largest markets for sideloaders, particularly around the capital Kuala Lumpur and its port, Port Klang. Due to this, and a strong focus on service, Hammar Malaysia has the largest service station for sideloaders in the world, with an average of 30-36 Hammar sideloaders coming in for routine service every day. Hammar Malaysia offers its customers 24 hour emergency service, 365 days a year. "One of our main philosophies is that the marketing sells the first unit, but the service department sells the rest," says Chris Joon, CEO of Hammar Malaysia. The Hammar group recently took a

strategic decision to expand Hammar Malaysia's area of operations to cover a larger part of the ASEAN region, and in connection with this it has expanded the sales department. The aim of the expansion is to strengthen Hammar's position in the region and the company's goal is to offer closer customer support and create stronger customer relations.

New technology

The Hammar 119 HS was launched in Malaysia in 2022, together with a modern new PLC-based safety system. The model combines Hammar 110 and 195, with the StepOver support leg at the front, and the flexible telescopic and vari-angle/tiltable support leg at the rear. The combination provides a number of benefits, but the most important is the significantly improved transfer possibilities. It comes with a 40-tonne lifting capacity as standard and can stack 2 containers high, and has already proven to be highly successful.

ASIAN TRUCKER DRIVERS CLUB

UPDATE



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Improving the Bottom Line Through Continuous Training



mandatory elements to be established for compliance and offers methods to implement the A.P.A.D. ICOP and benefits from the implementation.

“We are dedicated to delivering training of the utmost quality. This commitment is upheld through meticulous attention to relevance in our course materials, the expertise and experience of our trainers, and an innovative approach to learning. We are a certified Training Provider registered under HRD Corp, formerly known as HRDF. Our courses are fully claimable through the HRD Corp - SBL KHAS Claimable program,” Ismail says.

Tamaru's coaches take pride in their ability to produce bespoke training materials that are both relevant and cutting-edge, guaranteeing a level of quality and up to date. In instances where specialized resources are required, they have the flexibility to source reputable materials to ensure that our training content remains at the forefront of industry knowledge. 

Well trained staff can contribute positively to the bottom line of a company. Either by being more effective or through the ability to identify and rectify any non-compliance with the law that could lead to a penalty. Tamaru, located in Port Klang, is a certified training provider registered under HRD Corp, formerly known as HRDF. Their courses are fully claimable through HRD Corp SBL Khas Claimable program. Of special interest would be the “Kursus Pengendalian Kontena Untuk Pemandu”, “Safety Management for Freight Transportation” and “Safety Code Of Practice For Licensed Freight Vehicle Operators”.

At the helm of the training provider is M Mohamed Ismail is a highly experienced professional in the field of Haulage Operations and training with a career spanning over 30 years. He holds a Diploma in Management from the prestigious University Malaya, which has provided him with a strong foundation in organizational management. He told Asian Trucker that “At Tamaru, we craft our training programs to precisely align with the ever-evolving landscape of business needs and specific client requirements. Our flexible training structures are designed to seamlessly integrate with our clients’ unique business environments. Whether it’s adapting to current trends or catering to specific industry demands, we ensure that our training solutions are tailored for success.”

Training programmes specifically designed for the haulage industry help transporters to tackle issues that they need to be on the lookout for. The two-day training under the title “Haulage 101” for instance will provide participants with a broader knowledge on Haulage operations. Following a brief introduction on container revolutions, specification, common terminologies, container handling operation it covers the operational background of the industry players and how they are functionally connected. Through this programme, students will gain awareness on procedure adherence and process efficiency to avoid operational failures. The aim is to enable participants to understand their roles as an integral part of the container haulage processes.

According to Ismail, the “Safety Code of Practice For Licensed Freight Vehicle Operators” training module is particularly useful. Through this unit, an understanding of objectives and implementation process of Kod Amalan Industri S.P.A.D. – Keselamatan will be the outcome of the course. It helps to identify the





Rising to the Challenge

Always ready, a trucker that operates a breakdown service truck depends on technical and interpersonal skills to get stranded trucks back on the road.

For many truckers, the job can be very predictable as routes and missions are hardly changing. This is different for those drivers that are manning the rapid response units being sent out to assist other truckers in cases of breakdowns. Every day brings new challenges and tasks. One such driver is Mohamad Amirin Sofi Bin Mohamad Azman, who works for TCIE out of the Batu Caves Headquarters.

AT: What made you decide to get a career in trucking?

MAS: I have always had a keen interest in the mechanics of cars and how to repair them since young. My uncle has a workshop and I have spent a lot of time in it as a child. In school I choose the “Kemahiran hidup – Life skill” stream where I could learn about and enhance my skills as a mechanic. After finishing school, I decided to go for further studies at Youth Vocational Institute. They offered training courses to become mechanics for passenger cars. As the intake for the courses for car were full, I took the one for heavy vehicles instead.

AT: How did you then become a rescue driver here at TCIE?

MAS: After I completed the course, I started my practical training, which was designed for three months. As I live nearby, I applied here at TCIE and was lucky to be given a slot. Upon completion of this practical training, I was asked to join as a permanent staff. I guess, I must have impressed my colleagues with my skills. Then

I went for further training and probation period for another three months. That was 11 years ago. TCIE is the 1st and only company I have ever work in.

AT: Please tell us about the daily routine

MAS: I live nearby with my family. That means I don't have to commute far and in case of any urgent matters, I can quickly be here. There are different teams on duty, Teams A, B, and C. In case of a breakdown, the Service Adviser will inform the team that is currently available on duty. We will then call the customer, the driver that is, to enquire about the problem. Based on the information we will receive we will then pack the necessary equipment's and spare parts.

We then depart to the location of the broken-down vehicle in a team of two. Operating in a team of two is important. We found that it can be difficult to

perform certain tasks alone as the driver of the broken-down truck may not understand what needs to be done, there can be communications issues. As a well-trained and adapted team, we know what to do and how to best manage the job. For example, one of us would already secure the site with cones while the other starts the diagnosis. A good example of this teamwork is when we work on brakes and one of us would have to pump the pedal, while the other is at the back of the truck.

From the TCIE HQ we cover the rescue operations up to Tanjung Malim, Kuantan to the East and South to Seremban. My personal favourite route is to Tanjung Malim: all the way straight.

AT: Trucks and buses don't break down just during office hours. How do you deal with this when you are not here, in the workshop?

MAS: Yes, correct. This is very erratic and unpredictable. If there is a job out of office hours, details of the job will be sent through WhatsApp to the assigned team. We will then call the driver of the vehicle that broke down to get more details. Once we have a clearer view of the situation, we call our partner and the spare parts dept to prepare the parts we need. Our spare parts department is open 24/7 for us to access the items we would require. The team will then assemble at the workshop to collect the spare part and depart to the breakdown location. As we are under pressure to get the trucks moving again, we hardly ever stop at the R&Rs, unless we need a toilet break. Our assignments take us to all sorts of locations and many times the broken-down truck is not driving on a highway.

AT: That kind of arrangement can't always be easy if you have a family?

MAS: Also correct. My family is very understanding of my work schedule. It is a good job that I enjoy as it suits me. As I live nearby, I still manage to spend a lot of time with my family. Usually, I eat at home with them or in a nearby restaurant. If I am not on stand-by, I am taking the family on short holidays or I go fishing.

AT: It sounds like you need a very varied skill set to perform this job.

MAS: I am not a pure driver, nor a mechanic. I am both. And I also need to have people skills as I am handling the drivers, which are in a difficult situation. Drivers handle breakdowns differently and one has to accommodate their moods and personalities.

AT: What is one of the biggest issues you face?

MAS: A lot of my skill besides from my hands-on training comes from experience. The main problem is that sometimes a driver will inform us about a certain issue with the vehicle, but when we arrive at the location, we may find that it is not the problem

that needs to be fixed. My experience and skills are important in order to bring the correct spare parts and tools. It is crucial that I ask the right questions as the manifestation of a problem may have the root cause in a different part or component.

AT: You look very young and since this is your first job, some drivers may not trust your expertise.

MAS: I am 32 years old. Yes, I have experienced drivers that meet me for the first time and have no confidence in my abilities to get them going again. I oftentimes will have to tell them my age and how many years of experience in this field I have. Showing them how I get to get their vehicles unstuck will assure them he is very experienced.

AT: What is your most memorable experiences?

MAS: What I like is to repair cement mixers. However, I don't like repairing or changing the hub reduction of axles on site. This is risky and potentially dangerous. Also, this is not a one-man job. Some LCV trucks are difficult to repair as they sit very low; hence it is troublesome to access from bottom, even when using a jack.

AT: Could you compete with other drivers in the Extra Mile Challenge?

MAS: Unfortunately, I don't think I can compete with drivers as I am not holding a licence for bigger trucks. At the moment, I only have a licence for smaller truck. Also, I am a little anxious to go overseas for the finals as I believe there is a language barrier. **T**





Looking Back at 10 Years of Hengst Asia Pacific

We look at what made Hengst Asia Pacific a success and how the business has grown over the past decade, developing from a one-man show to having branched out into other countries.



The 10th anniversary of Hengst Asia Pacific is celebrated this year. Not only during this year's Malaysia Commercial Vehicle Expo, but also in other events around the region as the brand enters their second decade with a local presence. What started as a strategic consideration with just one headcount has since grown into a force to be reckoned with, now having a footprint in India and Indonesia as well. We revisit their office in Singapore to have a look at this important milestone, talking to Mr Frank Maergner, Sales Director, Hengst Asia Pacific Pte Ltd, who has been responsible for the subsidiary since its inception.

This has proven that we need to be close to the customers and the market.

Revisiting the situation in 2014, the decision to anchor Hengst's business in Asia stemmed from a patchiness in the sales patterns. To address the issue of unpredictability and fluctuation in business, Hengst initially relied on agents and representatives. However, growth had not been as expected and thus, the decision was made to establish an own entity to be present in the market and to provide first

hand support from the brand. "We have also tried to grow through exclusive arrangements, however, the distance to the customers was still stifling the developments," Maergner says. The plan was hatched to set up an office without any production attached as a pilot project to see if such a supporting structure would work. And work it did. Within the first two years, Hengst's business in the region already doubled; after that, the business kept on growing beyond expectation. Today, the Hengst office in Dubai is modelled after the successful implementation of the Singapore office.

"This has proven that we need to be close to the customers and the market." Having lived in Singapore and Australia before, handling import and export matters, Maergner was identified as the ideal candidate to set up and operate the local entity as the business model called for distribution of goods without a local warehouse to keep stock. Another crucial aspect that Hengst identified is that customers in Southeast Asia value long-term relationships with suppliers. Thus, having a local presence, with someone staying permanently, gave Hengst an edge as some of the Hengst customers already knew Maergner. This, as Maergner points out, is something that forms the fabric of the family-run business: throughout the organization, the key decision makers have not changed in a decade. Thus, clients can easily predict that way Hengst would act as a professional company. "This offers a consistency, that many others cannot offer. When Managing Directors of local offices rotate, the way the company behaves changes."

Now in charge of 12 countries, the Singapore office is strategically located. The decision to open the regional office in Singapore was based on the fact that the country is corruption-free, offers easy ways of opening businesses and accounts while providing fast access to the surrounding countries. Hengst's clients also like to visit the island state because of the ease of doing business. According to Maergner, the higher cost of locating the regional office in Singapore is offset by these advantages. Considering the competition between Hong Kong and Singapore, Hong Kong was not chosen as the location for the regional office as Hengst already had an established office with production in China and having two offices in one country, although a huge one, would not have made sense in the context of the expansion plans laid-out.

Those who followed the development of Hengst in the region will have noticed that there has been a shift in how the business operates. Initially, Maergner was a one-man band, which had to advertise the presence of the brand while immediately also ensuring that sales grew. "To sustain our growth, we also needed to identify suitable partners and staff to hire," he reflected. At first, his daily life was very much a matter of door-to-door sales. Again, Maergner emphasised that the market needed to know that the brand is set for long-term, not just a fly by night idea. Over time, the team grew and with that, the structure needed to be adjusted. Being close to the local market also meant that Hengst had to adapt the product portfolio. Through a product manager that was hired, the offering throughout the region was tweaked to meet the needs of the local markets.

Today, there are specific products Hengst is selling here, that are not available in other markets. An Asia-specific product catalogue marked another important milestone. Today, there are seven headcounts and Maergner expects that further hiring will be required to deal with the newly added products from the acquisition of Bosch-Rexroth Hydraulic Filtration segment. "Today, my role is much more strategic, identifying long-term opportunities." As an example of the synergies achieved is the creation of the Hengst-branded lubricants, which originated from Singapore as an idea. This example goes to show that there are tangible benefits in having localised operations, which can deviate from the standard product range to some extent.

This was an eye-opener as we learned that we can achieve more if non-competing brands come together to push an agenda that affects the entire industry.

A lot has happened with Hengst Asia Pacific in the past 10 years and reflecting on this, Maergner points out several highlights that have occurred during this period. Being able to leave a mark at a large-scale event, an event hosted in Myanmar in 2018 and the Malaysia Commercial Vehicle Expo during which Hengst was present



Product Display during the Fake vs Original event May 2023 Right Discussion Panel during the Fake vs Original Event in May 2023.

with an own booth were memorable events that have made an impact on the business and Maergner himself. As an event addressing local needs, the mini-expo in Myanmar had an impact as it allowed the brand to better understand the needs of the clients there. Another ground-breaking event that has left an impression was the "Spot the Fake" event, held in Malaysia in May 2023 as it was the first time Hengst partnered with other brands to co-host an important session that added value to customers and business partners alike. "This was an eye-opener as we learned that we could achieve more if non-competing brands come together to push an agenda that affects the entire industry." Not surprisingly, the Pandemic marks a period of time Hengst Asia Pacific calls their most difficult. Such a situation being unique and never anticipated, the course of action to be charted was not pre-defined. By his own admission, the uncertainty resulted in reactions that may not have been fully thought through. "Maybe we were too quick to respond to the effects of the lockdowns. Perhaps we should have analysed things a little bit longer before we introduced measures."

Now established in the region, Hengst Asia Pacific's strategic direction may differ vastly from that of other brands in the region. In Maergner's view, there is no market that is not attractive. In his words, it may even be a better value proposition to be active where others are not as a concentration of competing brands makes it harder to sell one's own products. "We also made a promise of



Maergner at the Malaysia Commercial Vehicle Exhibition 2022



long-term support to our partners. Therefore, we are still active in Myanmar, visiting clients there and offering help where we can to our partners in the country.” Having seen the plan pan out, Maergner admits that he and his team could have been even more aggressive. Would he start over again, he would hire more people sooner and implement key projects earlier, however given the risk assessment paradigm at the time, Maergner and his team are confident to say that they have done the best they could, given the circumstances.

Until today, Hengst does not maintain a warehouse in the region. Having assessed the situation and working closely with the local distributors and dealers, it was found that there really is no need to stock parts locally. Dealers would plan ahead and order in bulk; these are orders that can be fulfilled by shipping just the quantities ordered without having to have a costly step of storing them in between. In Maergner’s view, there is no value-add in having a local warehouse as the nature of their client’s business does not support having one. However, when it comes to hydraulic components from the former Bosch-Rexroth business, then there might be a need to keep key components close by. When a hydraulic pipe bursts, it needs to be replaced right there and then. Meanwhile, the replacement of filters is a scheduled service whereby the parts can be obtained from a local dealer without any rush.

After the foray into Southeast Asia via Singapore, Hengst has now set up a subsidiary in Indonesia. Being the largest market in the region, it is to report to Singapore while servicing companies Indonesia, supporting them with import services as even large companies in Indonesia may not have the required licenses. Indonesia was chosen as it is a large country with matured industries.

Looking ahead, Hengst is changing its product line in accordance with the current needs. With electrification, a shift towards other product ranges takes place. However, with an expertise in high efficiency filtration, management is confident that the positioning as filtration expert is the right one.

“As we are seeing now, electrification in Europe is also under scrutiny and what we can expect is that it will take a longer time to really take a hold here in Asia.” Meanwhile, Maergner points out that there is still a growing need for filtration products and education around



Myanmar Event 2018 with 350 participants



Left: Sandip Mehta (Managing Director Hengst India)
Middle: Christopher Heine (CEO Hengst)
Right: Mr. Rajinder Singh Sachdeva COO, VE Commercial Vehicles Limited. A JV of Volvo and Eicher.

it in the region. Hengst Asia Pacific is now getting more active with local association and organisations in order to offer users help in understanding how to best choose their filters. The use of substandard filters may cause long-term damage, something that most operators are not aware of and have never looking into. With own foundry and metal workshops, a visit to a Hengst production is typically an eye-opening event where visitors then fully comprehend the significance of using high-tech, high-end filters to improve their business.

Continuing on the trajectory of growth, Hengst opened a production facility in India on 14th May 2024. "Being close to the market allows us to serve the specific needs of our customers. What is important to point out is that the quality is always the same, it is always top-notch. We produce locally as typically, only the labour component makes a difference in the pricing. However, most of what goes into a filter is material and machinery and is controlled by the global quality control, based in Hengst's Germany headquarters."

Commemorating the anniversary, Hengst Asia Pacific will be participating in the most number of events ever this year, getting closer to the market, nurturing relationships and being there for customers. 

Hengst Filtration opens site in Bengaluru, India
 The filtration specialist will manufacture products from all business areas in Bengaluru and thus primarily serve the Indian market. However, the potential also extends far beyond that.

Hengst Filtration has opened a new site in Bengaluru (Bangalore), India, taking a further step in its international transformation "from automotive supplier to filtration specialist for many areas of application". More than 90 colleagues, customers, partners and representatives of the press attended the opening ceremony at the new plant. The company is already producing automotive parts and supplying to the industry and Hengst will produce and sell filtration solutions for the automotive sector, hydraulic applications, medical technology and various branches of industry here - primarily for the Indian market.

"India represents a significant growth opportunity for Hengst Filtration. The country's growing economy and increasing demand for filtration systems across all industries make it an ideal location for our expansion plans. We are confident that our innovative filtration solutions for industry and the environment will be well received in India," says Christopher Heine, CEO of Hengst Filtration.

The site will be headed by Managing Director Sandip Mehta, who has 28 years of experience in the automotive and industrial sectors. "From automotive to medical technology, our mission is clear: to reduce emissions, protect machines and improve air quality for the people of India. Each of our products acts as a catalyst for positive change and promotes a cleaner, greener planet," says Mehta: "India has exceptional manufacturing capabilities and a skilled workforce. They enable us not only to serve the domestic market but also to expand into international markets."

This latest Hengst facility is located at: 47 KIADB Hi-Tech Aerospace Park Yelahanka Taluk Bangalore Karnataka 562149 India





Isuzu Launches New FVR EURO V Smoother AMT in Malaysia



Chief Executive Officer of Isuzu Malaysia, Shunsuke Okazoe, said, "The introduction of the new Isuzu FVR Euro V Smoother AMT and ELF Euro IV trucks demonstrate our commitment towards the Isuzu Environmental Vision 2050 carbon-neutral strategy roadmap that seeks to maintain our leadership in transportation, minimize environmental impact, contribute to the development of logistics and build a prosperous and sustainable society."

"Isuzu's wide range of products have been highly trusted and appreciated by customers for the ability to deliver outstanding benefits for their transport business. This trust has consistently

Isuzu Malaysia has launched the new medium-duty Isuzu FVR Smoother (FVR34UU-SDN), a 4x2 truck equipped with 4 x 2, 6-speed AMT (automated manual transmission) drivetrain, compliant with Euro V emission standard. The introduction of this new model signals key milestones as Isuzu focuses on delivering improved emission standards technology for environmental protection and sustainability, and enhanced performance and efficiency.

This new truck is also the latest to join the full range of Isuzu trucks from light-duty to prime mover which are equipped with Isuzu's Smoother AMT, thus offering customers the choice of automated manual transmission technology in the medium-duty range.

The medium-duty FVR Smoother AMT model forms part of Isuzu's Forward range that has successfully established a reputation for itself among long-haul truck operators in Malaysia and other global markets seeking trucks with high performance and durability, low-running cost, impressive manoeuvrability, spaciouly comfortable cabin, and safety.

Apart from the FVR Euro V Smoother AMT, Isuzu also shared that the best-selling ELF light-duty series will be offering the Euro IV emission standard truck range to customers starting today.



granted Isuzu the accolade of being recognized as the top truck brand in Malaysia for the 10th consecutive year and light-duty truck brand for the 14th consecutive year. This is also a testament that Isuzu understands what our customers need in order to stay competitive and resilient in the midst of adapting in the evolving landscape.”

He also commented that the new trucks will present Isuzu customers with better experience thanks to the improved emission technology that exceeds the Euro III emission regulation, which will begin in Malaysia in April this year. With Euro IV and Euro V engines, the Isuzu Light Duty and Medium Duty trucks can effectively reduce particulate emissions and nitrogen oxides compared to Euro III levels.

The efficiency of driving is significantly enhanced with Isuzu Smoother AMT. This transmission is automatically-controlled by computers and further assisted by a torque converter hydraulics system which operates the clutch and throttle to match engine revolutions for the gear change required. The smooth gear shifting and consistent torque in frequent stop-start driving environment provides higher levels of efficiency.

The new FVR Smoother truck is powered by a 6HK1-TCN 6-cylinder engine and has a GVW of 19-tonne capacity, which allows truck operators to maximize each load to reduce their transportation costs. The front axle capacity which is at 7 500kg and the rear axle capacity which is at 13 000kg



significantly contribute to superior carrying capacity for bulk deliveries. On top of that, the maneuverability of the truck enhanced by the functions of Smoother AMT makes it ideal for intra-city hauling.

With maximum safety as a key aspect, both the FVR Euro V Smoother AMT and ELF Euro IV series are equipped with the Isuzu Safety Plus platform, which comes with comprehensive active and passive safety features. For FVR Smoother, it equips with Anti-lock Braking System (ABS), and Supplemental Restraint System (SRS) Airbag for the driver, and Hill Start Aid function helps prevent roll-back when starting up the truck again from a stopped position on sloppy terrain. As for the ELF Series, it is equipped with Anti-lock Braking System (ABS), Supplemental Restraint System (SRS) Airbag for the driver, Electronic Brake Force Distribution (EBD) and Anti-slip Regulator (ASR).

Other features such as the cabin tilt warning, LED headlight for superior brightness during night driving, USB port for driver's convenience and central locking with remote keyless entry and immobilizer for added security are all available with the new Isuzu FVR Smoother truck.

Isuzu shared that in conjunction with the launch of the new trucks, the company was also organising the Isuzu Smoother Drive 2024 Program from 11 to 29 March. During the activity, Isuzu will be visiting dealerships all across Malaysia. The program is a nation-wide truck roadshow cum corporate social responsibility event to showcase the reliability and performance of the trucks travelling over long-distance across Malaysia to deliver care and aid to the underprivileged and old peoples' homes. **F**





By: Gianenrico Griffini

The Wind Changes

Liquefied natural gas-powered trucks and electric vehicles with battery swap system on display at the Wuhan Industrial Vehicle Show and the strategies of European manufacturers in the Asian country analysed.

to locate the production of their latest generation models in China. This is in order to be able to take advantage, quickly and effectively, of the needs and opportunities offered by the most important truck market in the world in terms of sales volumes.

In fact, it was a market of around 1 million vehicles over 14 tonnes gross vehicle weight (GVW) in 2023, of which 800 thousand were over 18 tonnes GVW. These figures are a far cry from the stratospheric peaks reached a few years ago (1.6 million heavy vehicles in 2020 and 1.4 million in 2021), but still record-breaking when compared to the EU registration of some 267 thousand trucks (317 thousand including the UK and EFTA countries) of 16 tonnes GVW and over in 2023. Emerging trends, highlighted by numerous trucks on display at the Wuhan Show, concern unconventional powertrains, which go hand in hand with the latest generation China VI diesel engines, an emission



China is a hi-tech country in which, in all business sectors including road transport, long-term trends go hand in hand with rapid and sudden changes, dictated by the opportunities of the moment and the prospects opened up by future scenarios. This is what Allestitenti & Trasporti witnessed when visiting the 2023 edition of the Asian giant's most important industrial vehicle show - the China Commercial Vehicle Show in Wuhan. Long-term trends, with a time horizon to 2030 and beyond, include the increasing focus of local transport companies on premium products, electrification, autonomous driving solutions and advanced connectivity-related services.

The business generated by services, in particular, is set for robust growth in the coming years. Indeed, forecasts speak of a \$44bn turnover in 2025 (compared to \$32bn in 2021) and \$69bn by the end of the decade. In the background of these changes is the ongoing consolidation in the road transport sector. Which should lead, according to a McKinsey study published last year, to a shift in demand for trucks from single-vehicle operators or less structured companies, towards medium-sized (with a fleet of more than 20 trucks) or large fleets. The latter could take almost 50 percent of truck purchasing volumes by 2030, compared to 30 percent in 2020 and 10 percent in 2010. In this changing environment, some European truck manufacturers - for example, Mercedes-Benz and Scania - have decided



regulation similar (but not equal) to the European Euro VI directive. Alternative trucks with LNG (liquefied natural gas) engines and battery-electric vehicles (BEV), equipped with a battery swap system, played a starring role at the show. Alongside them were a number of fuel cell heavy duty vehicles (FCEVs), for which China aims to develop an extensive infrastructure network for the distribution of hydrogen as the energy carrier of the future.

The success of LNG for automotive use, which became tangible from April 2023, is quickly explained. The average price of diesel in China last year was around €998/t, compared to €787/t for LNG, a difference of around 27 percent. Bearing in mind that in the Asian country lorries travel up to 300 000 km per year with two drivers on board, the delta price between the two fuels really makes a difference to the total cost of ownership (TCO). Hence the offer by many local manufacturers of models equipped with one or two stacked large-capacity LNG tanks placed behind the cab on 6x4 tractors, suitable for combinations of 49 tonnes total weight GCW (the most popular one in the Chinese market). The success of LNG has created supply problems - in some cases, a real bottleneck - for cryogenic tanks, which are the critical component of gas engine drivelines. A similar technical solution - with a battery pack behind the cab - has been developed for electrically powered trucks (BEVs), thanks to the wide space available between the tractor's cab and the front bulkhead of the semi-trailer. When the batteries tend to run out, the battery swap procedure, i.e. the quick replacement of the entire battery pack with a charged one available at the equipped stations, takes no more than 5-6 minutes. This solution also allows hauliers to separate the costs of the two items, the truck and the batteries, which are equivalent in terms of economic commitment. In practice, a haulier can decide to buy only the electric vehicle without batteries and rent them from a service provider.

From battery swap to hydrogen infrastructure

In the field of alternative driveline commercial vehicles - hybrids, battery electric vehicles (BEVs) and fuel cell electric vehicles (FCEVs), which make up the so-called NECVs (New Energy Commercial Vehicles) - China has long been the country of absolute records. According to figures released by Interact Analysis, in the first nine months of last year, registrations of NECVs (which include commercial vehicles, trucks and buses) reached 199 000 units, compared to 238 000 for the whole of 2022. Of the total market, the lion's share was accounted for by battery electric vehicles (BEVs), which totaled 191 000 units. The largest increases were in light (+70 percent over the same period in 2022), heavy (+31 percent) and medium segment vehicles (+5 percent). In more detail, in the January-December 2023 period, 66 thousand light NECVs were registered,

1 300 medium, 20 thousand heavy units (consisting mainly of tractors and trucks equipped with concrete transport equipment), about 3,100 fuel cell trucks (FCEVs), and 3 200 diesel-electric hybrids. Last year, Geely confirmed its position as

market leader in the field of alternative vehicles with over 30 000 registrations (including mini, light, medium and heavy), followed by Seres (around 13 000 units), Dongfeng (10 000 trucks), Foton (9 800 units) and SAIC Motor (around 6 200 units). Overall, ten manufacturers captured more than 67 percent of the total NCEV market in China. The battery-swap solution took off in the Asian country mainly from 2019 onwards at the initiative of MIIT, the Ministry of Industry and Information Technology. Which promoted the establishment of battery-swap stations. In the first half of last year, these facilities exceeded 2,100. This fact has accelerated the development and delivery of commercial vehicles taking advantage of this technology. Another boost came from government incentives for battery modules and to reduce the cost of electricity used for charging. The central government's economic stimulus for NCEVs also concerns hydrogen filling stations for fuel cell trucks. More than 1 200 stations are planned by 2025, concentrated in some pilot municipalities and provinces, which intend to be the first to promote the spread of trucks based on this technology.

The Star's strategy, in China for China

To be competitive on the sales side, to understand customer needs, to seize the great opportunities offered by the most important truck market in the world and to ride the emerging trends, some European manufacturers have decided to locate the production of their latest models in China. Scania and Mercedes-Benz have done so in the recent past. The Star, in particular, began in 2016 a plan to localise production of Actros, which materialised in 2022 with the inauguration of a production plant in the Huairou district, on the north-eastern outskirts of Beijing, with an installed capacity of 60 000 vehicles per year. The construction of the plant involved a total investment of 3.8 billion yuan, or about 480 million euro. The new product platform, built on site, includes models from the Actros and Actros C ranges. The Actros Made in China is equipped with the latest generation of the in-line-six OM 471 offered rated at 450 hp, 480 hp and 530 hp in combination with the automated Powershift 3 gearbox, while the Actros C is powered by Cummins (available units have a displacement 12 or 13 litres) in combination with the 12-speed ZF TraXon gearbox. 






Shacman X Series Euro V Trucks 2024.

The Shacman branded trucks have become a common sight in Malaysia. Earlier this year, the trucks sold through Shaanxi Trucks Sdn Bhd, have seen a welcome upgrade. A significant improvement is the AMT (Automated Manual Transmission), Gen II which now transfers a higher torque of 2400 Nm to 2600 Nm. As option, now available with the X Series, are Hydraulic Retarders; a manual transmission will still be available, as an option. In Malaysia, Shaanxi Trucks is selling five models of the truck: the 4 x 2 with 400Hp, 6 x 2 & 6 x 4 with 460Hp, and a 6 x 2 & 6 x 4 with optional engines with 550Hp.

Coming equipped as standard with ABS, optionally, they can be upgraded to EBS for the trucks, which are imported as CBU. In view of the planned upcoming implementation of the EURO V emission norms in 2025, they already comply with EURO V.

According to Shaanxi Trucks, some 50 units of this X Series have already been sold in Malaysia. What makes the vehicles special is that the specifications have been adapted to suit the local market. In particular, the drive - line combination have been replaced with those better suited for the country.

Overall, Shanxi Trucks has observed that Malaysian customers are asking for higher specs and have thus responded with a truck that has been adjusted to meet these needs. The Shacman X Series is equipped with trusted and proven technology from Weichai Engine, Fast Transmission, Hande Axle, using Wabco valves, and Bosch Common-rail, making it a vehicle of choice for the haulage industry. Sticking to Diesel, the trucks are offered at competitive prices, although the upgrade to EURO V will be reflected in price adjustments. An expansion of the product line-up is expected for the later part of 2024. 





Less Paper – More Efficiency

Harnessing the power of modern technology, Biforst is doing away with paper in their operations, boosting efficiency while making it easier for staff and clients alike to work with them.

The transportation business is a very tangible one; it requires equipment, warehouses, trucks and computers. Nowadays, efficiency is achieved through harnessing modern technology and the possibilities that cloud computing and IoT (Internet of Things) open up. One such opportunity is to “go paperless”, as Biforst Logisitcis Sdn Bhd is exploiting. Businesses seem to be on either side of the fence whereas Biforst is making a strong case for the idea that companies do not need to depend on printed materials to run their operation.

Visualising the Traditionally Run

Speaking to Mr Rahmat bin Ismail, Chief Corporate Officer, Biforst Logisitcis Sdn Bhd, one learns how management decided to push for the abolition of paper in their operation. As a first step, Biforst realised two things: paper costs a lot of money, and it is also slowing down processes. With the advances in technology, they could address both these issues. Rahmat estimates that they would require about 5 000 – 6 000 Rm budget per month to run a paper-based organisation. According to him, what needs to be factored in is that it is not just the reams of paper, but also the storage and the movement of the printed material. Rahmat also urges others to go paperless as the Malaysian government is pushing for online invoicing systems to be mandatory within the next few years.

To manage a transport business, there is a lot of paper involved. Just to illustrate it, Rahmat mentions that it starts with securing jobs. Any transportation assignment would involve a proposal, an order confirmation, copies of proof of delivery and eventually invoices, claims for faulty delivery and sometimes credit notes.

Adding to that are the applications of truckers for jobs. Once hired, their HR files are growing fast with certificates, leave applications, time sheets, medial leave applications, punch cards and other forms. Sometimes a driver would leave after just a short period of time with the company, leaving behind a file that needs to be kept for some time.

The actual movement of goods requires job orders, delivery orders, applications for fuel and toll money. Drivers are assigned to trucks, and their earnings has to be recorded in order to make payroll. Typically, a freight yard would be detached from the administrative building and hence, the documents need to be send back and forth, using in-house runners or couriers. An important aspect of this is that a driver would have to physically be present to receive his job order.

Within a short period of time, there are many sheets of paper that accumulate, making up the operation of a business.

In Everyone's Hands

The miniaturisation of mobile phones has enabled us to have a lot of computing power at our immediate disposal. Some 50 years ago, the mighty Saturn V rocket boasted about 1.5 percent of computing power a modern cellphone has, landing man on the moon.

As every business, although in the same industry, is different, one will have to look for a an app that suits the needs of one's company. However, one does not need to start from scratch, as there are specialised vendors that offer applications that address the needs of transporters going paperless. Biforst uses a system that has been developed locally and purchased off the shelf with some customisation.

There are two different interfaces: one for drivers and one for administrative staff. Each interface is geared to address the respective needs of each employee group. Either one allowing for all the information, documents, job orders and minutes of meetings to be accessed through a hand-held phone. Rahmat demonstrates his app by showing how he can easily manage his own job, file reports and find out exactly where any truck is in real time.

Drivers no longer need to fill out forms, hand them in and wait for the documentation to be processed. Immediately upon completing a job, the system calculates wages, assigns the next job and manages leave etc. While this means that Biforst has to provide drivers with a mobile phone, the cost of



the devices is rapidly recouped as there is no more need to move paper around. Drivers no longer need to go to the office to pick up their work order, thus freeing time for more productive matters.

Only when there are clients or authorities requiring paper will Biforst deviate from their business practice by providing printed material. However, as clients experience the benefits of dealing with a transporter without using paper, the idea of shifting towards paperless operations is catching on.

Safer that Way

Surely, we have all experienced the frustration of a lost document. A driver may lose a receipt and thus not be able to claim back his cash spent. Or a document gets lost in the process of transferring and distributing paper throughout an organisation. With the use of an app, the risk of losing a document is negated. Every document is filed instantaneously and available online for anyone to work on to be accessed as and when needed. Here, the key to streamlining the organisation is in the naming convention of the files. Rahmat cautioned that it is vital to address this issue from the start and to train staff from the get-go.

To prevent the loss of data, the network is protected by firewalls, anti-virus software and everything being mirrored on separate servers. The redundancy offers peace of mind that paper, which can be destroyed by fire, water or simply misplacing it cannot provide. Many a phones have been lost in taxis or in cafes. In the case of a loss of this vital instrument, one just has to re-install the app, log-in using one's personal details. The ability to do so is a massive advantage for the paperless application. Paper once lost is gone forever.

The Real Money Maker

The protection of mother nature, not using tree to produce paper, is often cited as a good reason to go paperless. However, the benefits of going paperless go beyond the protection of trees or preservation of water needed to make pulp. Dropping the need to move paper about also reduces CO2 emissions, reduces wear and tear of vehicles and frees time that would otherwise be needed to handle paper. According to Rahmat, the real money maker in this new ecosystem is the improved efficiency. Drivers no longer need to spend time on handling paperwork and admin will be able to handle entire processes with clicks, rather than forms. Savings have been achieved by not needing to purchase and store paper, however, Rahmat confidentially states that the operation has become more efficient, fewer mistakes are being made and drivers don't waste time with trips that are not money generating. **F**

SPECIAL OFFER FROM ASIAN TRUCKER!

Books dedicated to wheel alignment, more so on wheel alignment for commercial vehicles, are very rare indeed. You will not find them in bookstores. Wong Thiam Boon has poured decades' worth of experience into this book and you can now buy it from Asian Trucker for a special price.

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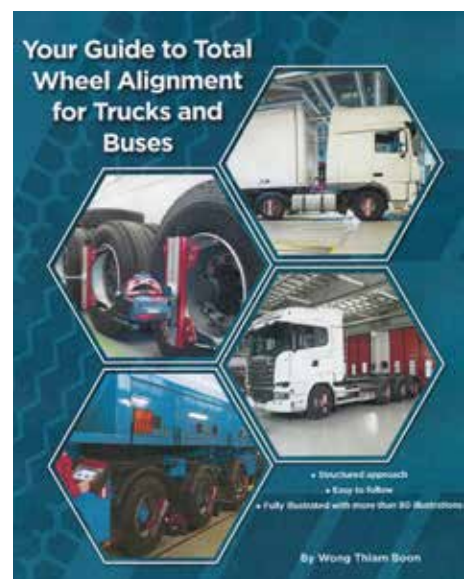
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Stefan Pertz,
Editor, Asian Trucker Malaysia
Editor, Asian Buses

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Stopping Power: Considering Your Brake Pads

Torque is important, deceleration is more important. When it comes to choosing the right brake pads, Gill Logistics has made it a science.

Coming in for a quick stop, Harminder Singh Gill (aka Harry), talked to Asian Trucker about his approach to finding the best possible brake pads for his trucks. While it may seem like a simple matter of choosing aftermarket parts over the OEMs version, Harry has made it somewhat of a science to define the right brake pads to be used on his vehicles running in Gill Logistics Sdn Bhd.

At the heart of the matter is the fact that the industry is coming under more and more pressure and every cent that could be found to be saved makes a difference. As such, Harry would ask OEMs to use their parts as long as the trucks are still under warranty or in a service and maintenance contract. "However, at some point, it is better for us to take the vehicle out of that contract and to service them in-house. We have trained mechanics that know how to treat the trucks right." One issue Gill Logistic is facing is that the service centres of OEMs cannot prioritise any one transporter. Consequently, if the workshops run at full capacity, the scheduled services could take longer than a day. Using their own workshops, they do not have to factor in additional time that a truck might not be available. "Oftentimes, we notice that the OEMs workshops or their appointed partners take longer than a day to have our vehicles fixed." A situation that is not ideal in his view.



Servicing a fleet of 160 trucks in three in-house workshops, Gill Logistics stocks its own spare parts. "Especially, tires, brake parts and lubricants are easy to deal with in-house and we keep a sufficient stock at all time to swiftly service our vehicles." What Harry has observed is that aftermarket parts and components oftentimes are as good as OEM parts, however costing up to 50 percent less. The brake pads from Fras-le he is currently using are one such item that he utilises as they are offered at a lower price with top quality.

Gill Logistics is primarily engaged in transporting goods using curtain siders and running a fleet of car carriers. By his own admission, the goods moved are comparably light-weight, however the climate and road conditions put a lot of stress on the trucks, especially the brakes. Moving goods to Kuantan for instance is always a burden on the material as the Karak highway is mountainous. "Allegiance has approached us to trial the Fras-le brake pads. We decided to use them on the less demanding routes, such as the North-South Highway going to Johor or Penang." Besides the topography of our country, the climatic conditions put brake pads to the test.

"What most do not consider is how to reduce the wear on brake pads through all the other technology we have available," Harry opined. Adding ABS, EBS and retarders to his trucks and trailers has significantly reduced cost incurred by having to frequently change brake pads and lining. When calculating the cost of changing brake pads and linings, one has to factor in that the truck is not running to generate income. Typically, the exchange of brake pads is taking up a lot of time as the swap requires the change of bushes and other components as well, while also requiring tyres to be taken off. "All in all, the cost adds up and one has to consider the down time if one has to change brake pads more frequently."


With the combination of a suitable truck, electronic support systems and avoiding overloading, Harry is able to get a high milage out of the Fras-le brake pads. "One has to understand that the entire weight of the vehicle, all of the deceleration will be absorbed by the brake pads. We try to minimise the impact on them as much as possible." What Harry laments is that Malaysia only allows for foreign workers to be employed in Malaysia for 10 years. His workshop is run by a highly motivated and

trained mechanic that has embraced the ideas brought forward by Harry and suppliers like Allegiance and Seri Zenith when it comes to improving the uptime of their trucks. Ultimately, in Harry's view, one has to monitor and analyse every aspect of the operation to find the right combination of trucks for the respective job, the components used on the trailers and the use of either OEM or aftermarket wear and tear parts. **F**

Fras-le, a Randon Company, is one of the largest friction materials manufacturers in the world. With manufacturing plants in Brazil, United States, China, Argentina, Uruguay and India, distribution centres in Argentina, Germany, United States and Colombia and commercial operations in Chile and Mexico, Fras-le keeps a well-structured team to serve its customers in more than 126 countries on five continents. With a broad portfolio of products in several brands, with a line including brake pads and linings for heavy vehicles, and brake pads, linings and shoes for light vehicles. Another line offers moulded and woven brake linings and universal plates.

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ASIAN TRUCKER



CAMC Trucks a Solid Foundation for Cement and Concrete Transportation

Recent deliveries of CAMC trucks by Deauto Industries see their vehicles in tough environments that demand the most from the vehicles. These trucks are the backbone of businesses that build our infrastructure.

Cement and concrete are indispensable for the construction of bridges, buildings and tunnels. And just as crucial as are these materials are the trucks that move them. Recently, CAMC has delivered larger batches of trucks to companies involved in the movement of concrete and cement. We take a closer look at what it takes to get the goods to the construction site.

Malaysia is an important producer of cement. When moved in large quantities, as needed in batching plants or for pre-cast concrete, cement tanker trailers are being used. As a bulk good, it is heavy and therefore needs a powerful truck to be handled. Macro Dimension Concrete Sdn Bhd has a lot of experience with the transportation of cement as they are the largest producer of ready-mixed concrete in Malaysia. Part of their operations is a substantial fleet of trucks, which are used in a highly efficient manner. Most of us would have seen their cement tankers on the road, adorned with the API – MDC logo on the side.

In business since 1997, the business is split in two divisions: API manufacture precast concrete, while MDC is involved in producing ready-mixed concrete and transportation. MDC supplies cement to six pre-cast fabrications and around 50 batching plants across the country, in peninsular Malaysia. Leow Khang Heng, Chief Executive Officer of MDC explains that the company is now adding cement tankers as the group also caters to deliver to its own GGBS products. GGBS stands for Ground Granulated Blast-furnace Slag, which is a cementitious material whose main use is in concrete and is a by-product from the blast-furnaces used to make iron. “This plant is nearby here in Sungai Petani and it is where we grind this slag into powder form.”

According to him, all the tankers deployed are used to serve their in-house need only. Limiting the vehicles to own use has a good reason: the 45 tankers can be scheduled according to the oftentimes erratic needs. “Doing so, creates issues for us as we have no say in the scheduling



when using third party service providers,” Loew explained. Understanding the needs of each batching plant within their own network, MDC is able to accurately supply them.

Having their own fleet of 45 tanker trailers solves numerous problems. One of which is driver shortage. Typically, a driver would get paid per trip, however, most cement transporters only carry cargo one way. MDC is in the advantageous situation that they also control other items needed for the production of concrete, such as fly ash. Once a cement consignment has been delivered, a driver may have to bring back other cargo from their other plants, thus giving him more paid trips.

Their latest addition of tanker trailers is mated to CAMC trucks, their second batch of the China-branded vehicles. Leow found that the Chinese trucks have proven to be dependable while being competitively priced. Seeing how DeAuto has an extensive network of service centres, MDC decided to give the brand an opportunity to prove itself. Tasked with the provision of the tankers was Kijangmas Vehicles Sdn Bhd, also located in Sungai Petani. The company name Kijangmas stems from the oldest deer species in the world, found here in Malaysia. Ir Ong Leong Eng, Director of Kijangmas Vehicles also reveals that the logo harkens back to the football club of his wife’s hometown. “And obviously, “mas” stands for gold, which is the standard we aspire to,” Ong said. According to him, the tank itself is the key component. However, Kijangmas Vehicles prides itself in offering smart solutions around the tank.

To meet the demands of MDC, Ong is applying his principle of providing outstanding service beyond the product. As he explained, the fabrication of trailers is subject to government regulations. However, a “good” trailer is an offering that goes beyond the hardware. Analysing the use-case of the tankers, Ong felt that it was necessary to encase components attached to the trailer. Knowing about the harsh weather



conditions one faces in Malaysia, he would rather improve on the build of the trailer than taking a shortcut. Feeling that the compressor should be encased for safety purposes and protection from the elements, he is proud to say that this product of his is what makes it a good trailer.

A key component of a cement tanker is the compressor used to discharge the cement from the tank. Here, Ong has convinced MDC to use a stand-alone compressor with its own generator. “Many others would opt for a PTO, however, we believe this is a better option as this will reduce the running hours of the truck’s engine, thus reducing wear and tear and fuel consumption.” With 90 daily trips, each needing 45 minutes to discharge the cargo, the reduction in running time of the truck’s engine is significant. Driving a small compressor with the power of a 400Hp truck engine is not efficient in Ong’s view.

The latest batch of MDC’s CAMC 6 x 4 trucks boast 480Hp and is a proven and tested model which has been in the market for over five years. This second batch comprises of 10 units. Commenting on the hand-over was Jed Sit, General Manager – Sales & Marketing, Deauto Industries, said “We are confident that these trucks will serve MDC very well. Obviously, the first batch has already convinced them.” With service centres in all states of Malaysia, Deauto Industries is always close to where MDC’s trucks would be. Cement is a key component to produce concrete. Concrete is a mixture of cement, air, water, sand, and gravel. The typical concrete mix is made up of





roughly 10 percent cement, 20 percent air and water, 30 percent sand, and 40 percent gravel. Actual proportions may vary depending on the type of cement and other factors.

Unlike cement, concrete has to be used within a very small window of only two hours. Typically, batching plants are placed in close proximity to construction sites, allowing for a short trip to deliver the concrete when it is needed for pouring. Those moving concrete have to consider two vital issues that their trucks need to handle: firstly, the trucks need to be highly dependable as the concrete will harden quickly should the drum stop rotating. This will result in costly repairs needed for the drum. Secondly, the trucks will mainly move on-road, however, construction sites typically are off-road environments that put stress on any vehicle moving within the site.

Taking delivery of a batch of ten CAMC mixer trucks was Lim Kian Hin, Chief Executive Officer, Chin Hin Concrete (KL) Sdn Bhd, who explained more about the importance of the vehicles of his business. Having opted for the 6x4, EURO III CAMC trucks for this batch, he also told Asian Trucker that there are more on order and that his fleet is going to be supplemented by CAMC prime movers to support the current demand for transportation services in infrastructure projects.

“Despite the need for a durable and reliable truck, it is the driving comfort that is a key criterion for the purchase of these trucks,” Lim said. Comfort is important as the last part of the trip is usually the off-road part. If the vehicle is rather bouncy, the driver may experience health problems, which result in more medical leave taken. Bouncy rides may have both, short term and long-term impacts on the driver’s health and can severely impact the ability to work.

CAMC manufactures the trucks in China and the CBU units can be delivered within seven weeks. Thanks to the fact that cement drums are offered in pre-defined sizes, Lim can react swiftly to increasing demand for his service by adding trucks to his fleet. However, those



that deliver concrete face a number of challenges. "Getting the trucks ready to deployed is relatively easy; finding drivers is much harder." Rain is the enemy of his business: concrete cannot be poured when it rains. Any concrete that would be en-route is likely to returned to the batching plant and discarded as waste as it has a limited lifetime. Typically, after a heavy downpour, demand for concrete will spike as every construction site will be clamouring for the delivery of concrete. Fast turnarounds are crucial.

Lim places a lot of trust in CAMC and the drum. The latter is constructed of high tensile steel to offer long lasting service. Thanks to this, the service live will be prolonged. During the warranty period, these vehicles will be serviced by DeAuto, which has workshops in all states of Malaysia to support its customers. "We chose CAMC because we believe in the quality of these trucks." Thanks to the architecture of the truck, Lim is able to service and maintain the vehicles once they are out of the warranty period in their in-house workshop. Having invested in both, high quality drums and durable trucks has allowed Chin Hin Concrete to save money in the long run, as he explained. ⁷






It's a Wrap!

The livery of a truck can convey a lot of brand messages. Colourful trucks stand out and are being remembered. Specialist companies have also created opportunity to utilise trucks as rolling billboards with ever-changing motifs and messages. One company that is printing what they preach is YL Image Graphics Sdn Bhd, which operates their very colourful, joyous trucks to deliver their products.

That the colourful livery works is apparent as Asian Trucker remembered these and tracked the owners down to find out more about the process of wrapping trucks with temporary stickers. YL Image Graphics Marketing Director, Bobby Wong, explained how the wrappers for the trucks work.

As printing technology has evolved, nowadays one will be able to produce high-quality printing on either Avery, 3M or MOne Self Adhesive film. These are waterproof and easily applicable. "Today's films can be applied dry, they are called bubble-free and don't require any liquids to be applied to the surface," Wong said. Their staff must have had fun as several parts of the façade of their production facilities are covered in the same floral pattern as their trucks.

"We deploy six of our own trucks, they are all adorned with this pattern." According to Wong, the pattern was derived from collateral used in a luxury watch launch that YL Image Graphics was involved in. After the event, the watch brand allowed YL Image Graphics to use the pattern, which Wong says works very well as it is neutral, simply fun and very recognisable.

Offering two types of stickers, one may wrap a truck for just three months or a longer period of time. YL Image Graphics has covered hundreds of trucks. The process is simple as the limitations only concern the free area of the windscreen. Wong told Asian Trucker that currently it does not require any approval from JPJ and thus, truck fleet owners may decorate their vehicles as they wish. 



Getting Associated

What can one voice achieve? One would argue not much. A few voices are easier heard. If an industry speaks with one voice, united in the many voices that each and every stakeholder has, it will become impossible to ignore. Such is the power of an industry association. If one of us is facing a problem, it may only be an isolated case, something that we don't have to listen to. However, if an association brings forward the joint plight of an entire industry, these voices can no longer be ignored.

There are associations for most industry sectors. Some are very specific, others are a little bit more general. Finding an association that best represents one's interests should not be difficult. I know of a number of transporters that have joined several associations. Should there be no fitting association, one can also start one. Luckily, we are operating in a free economy, which encourages the participation of the industry in shaping the country's policies and rules. Oftentimes have I heard that through the active engagement of associations with the authorities a better solution to problem was found.

Seeing the benefits of associations working in the background, I am always surprised though how relatively few members some of them have. Oftentimes, the roster of members spans just a few hundreds where there are thousands of companies that would fit the profile of being a member. Any association will be a good source of information and help if needed. It should be an easy decision for a trucker to join forces with an association. Is it a case of associations not advertising themselves enough? I am not sure that this the answer as any transporter should have the affiliation with an appropriate association on their agenda.

I advocate not only being a member, but also actively contributing to the work of associations. Admittedly, all of us have day jobs and having more work is not necessarily a desired outcome. However, if everyone chips in a bit, to their best abilities, then an association will become a very powerful instrument to shape the industry. Getting involved can be very rewarding: seeing how the effort pays out, pushing an agenda, can be a worthwhile goal to pursue. Paying member fees on time would be the least one can do as that would allow for others to get active. While an association, by nature, is not a for-profit organisation, there is always a cost associated with the running of such organisation.

Even if one is not in the exact business an association is representing, it may be worthwhile getting involved. As a business dealing with the transport industry, we



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have benefitted greatly from getting involved. One aspect is the access to information; being up to date is important as it allows for forward planning and thinking. The same would apply for any supplier to the transport industry, being able to harvest vital insights and thus being able to react. Some associations may not be very open to the idea of signing up members that are not at the core of the business. However, taking into account how any government decision regarding the transportation industry eventually trickles down to the suppliers to the industry, it is a valid idea to have them heard as well (in my view).

As I am typing this out, the new fuel subsidy scheme is being rolled out. Other initiatives will follow. Some may be lauded while others will draw the ire of the industry as it may not have been consulted. With the involvement of those affected, government policies would surely gel better with the industry. It is implicit the government would act in the best interest of the most people. However, they may not have all the right information or may think that an opinion is not very valid as there is not enough voices behind it. Hence, I would hope that more people get associated in a bit to actively shaping our transport industry and country. **F**



Western Star X-Series wins Truck of the Year Australasia 2024



Truck of the Year Australasia is judged by PowerTorque editor Tim Giles, New Zealand Trucking Media editorial director Dave McCoid, FOCUS on Transport & Logistics editorial director Charleen Clarke, long-time Australian trucking industry stalwart, Bob Woodward (who recently retired as the Australian Trucking Association's- chief engineer), and Randolph Covich, publisher of Deals on Wheels (New Zealand).

"Since we launched the all-new X-Series in late 2022, we've received outstanding feedback from everyone who has driven the trucks. From customers to media personnel, the response has been unanimous that the X-Series is a seriously premium package."

The new Western Star X-Series is the 2024 Truck of the Year Australasia! The winner of this sought-after accolade was announced at a pre-conference event ahead of the opening of the inaugural Teletrac-Navman Technical Maintenance and Safety Conference on 13 March 2024 in Christchurch, New Zealand. The coveted trophy was presented to Penske Australia and New Zealand managing director Hamish Christie-Johnston.

Judge and PowerTorque editor Tim Giles said all three contenders brought major strengths to the competition. "When it comes to pure engineering, the way Scania took what was an excellent and a frugal driveline and redesigned all of the

components, taking them to another level, is very impressive, and Volvo needed an electric alternative in the prime mover department and came up with a solution which turned a good to drive, well-designed truck into a good to drive, well-designed truck that also achieves zero emissions.

“In the new X-Series from Western Star, we see a completely different truck from its predecessor; the design brings the Western Star brand bang up to date. The X-Series includes all of the latest goodies like the Detroit DT12 AMT, which has performed well from the word go. For the traditionalist, there is still a Roadranger available, just to reassure us that the dying art of the truck driver is still with us.”

Clarke says that this year’s competition was particularly challenging to judge. “All three contenders are superb trucks! On the one hand, there was the Scania Super, a brilliant truck that proves the potential for the internal combustion engine. It does everything exceptionally well – but the potential for fuel savings is hugely appealing. This would definitely resonate with each and every transport operator.

“Then there was the Volvo. The company has done an astounding job of bringing e-mobility to truckers around the world. The FH is sublime in that a driver can just hop into it, drive the truck, and save the planet at the same time (yes, I know that’s a slight exaggeration).

“Finally, there was the Western Star X-Series. With its powerful driveline, better-than-ever safety features, comfortable and ergonomic cab, we all knew that the X-Series had to be in with a shot. The X-Series got the nod from me because it’s a huge leap forward for the brand. It’s also probably the ultimate truck for Australasian transport operators – and it can be rolled out right now,” she said.

McCoid says the competition was really interesting this year. “After a couple of difficult rounds of discussion all five of us involved in the selection process were unanimous the Western Star X-Series was this year’s winner. The X-Series circumvents several steps in what would normally be the evolutionary path for a truck at the stage the previous model was at, but being able to tap into the Daimler Truck North America platform has catapulted the X-Series to the pointy end of the market.

“In terms of the New Zealand market, offering an 8x4 in the 450kW hits the nail on the head.”


“And lastly, there’s also that component in it that I love, the acknowledgement of lineage – who they are, being proud and honouring it, and knowing there’s still an active market. Yes, I’m talking gauges, gear levers, and grain on the dash. The sun is most definitely

setting on that era in the industry, but not just yet if that’s what you want in your big, new, shiny Star.

Background to Truck of the Year Australasia (ToYA)

The International Truck of the Year (IToY) was launched in Europe in 1977, the brainchild of Pat Kennett, editor of the British magazine TRUCK and a legendary commercial vehicle journalist of the era. Today, the European jury comprises 24 members from publications throughout Europe who award the IToY annually, alongside an additional innovation award. Today that organisation has been joined by associate members in the growing truck markets of Australia, New Zealand, Brazil, Japan, China, India, Israel, Malaysia, and South Africa. Altogether, the combined truck operator readership of the 24 IToY full jury members’ magazines and those of its associate members exceeds 1.1 million.

The expansion of the IToY membership through its associates has seen the initial IToY concept expanded, with the awarding of the Truck of the Year Latin America, and Chinese Truck of the Year. Last year, the concept made its way Down Under with the first Truck of the Year Australasia presented in May 2023 at the Brisbane Truck Show. The presentation venue of the Australasia award alternates between Australia and New Zealand on a yearly basis.

Asian Trucker is an Associate Member of the International Truck of the Year Awards 



Mitsubishi Corporation, Mitsubishi Fuso Truck and Bus, and Mitsubishi Motors will jointly establish a new company to run an online platform providing comprehensive EV related services



Mitsubishi Corporation, Mitsubishi Fuso Truck and Bus (hereafter: MFTBC) and Mitsubishi Motors Corporation (hereafter: Mitsubishi Motors) aim to jointly establish a new company “EVNION Inc.” (hereafter: EVNION) in June 2024, to operate an online platform to provide one-stop services relating to electric vehicles (EV). Such establishment of EVNION will be subject to receipt of regulatory clearances from the relevant authorities.

The three companies decided to establish EVNION with the aim of easily providing relevant information and services to more users, as EVs gain increasing attention from vehicle buyers who are considering their contribution towards a decarbonized society.

EVNION will operate a unique online platform “EVNION PLACE” (hereafter: “the platform”) that offers comprehensive EV-related services to customers in Japan, regardless of brand and whether it is a commercial vehicle or a passenger car. The platform is planned to be launched in August 2024.

The platform’s “Marketplace” services range from charging equipment for EVs, power supply contracts and energy management, to charging solutions for supporting introduction and operation of EVs and consulting services for decarbonization. Additionally, the platform will also provide EV-related news and useful information when introducing and operating EVs. Customers transitioning from conventional vehicles to EVs face various changes and have many questions, and this platform, with its integration of all necessary information and services, will certainly assist them in their journey. After the launch, the platform will gradually expand the content to commit to Japan’s target to realize carbon neutrality by 2050, and DX (digital transformation). **F**

DAF Trucks secures three awards at Fleet News Awards 2024

For the second consecutive year, DAF Trucks has been honoured with the title of ‘Fleet Manufacturer of the Year’ at the prestigious Fleet News Awards 2024 in London. Additionally, DAF received two awards for its rigid distribution trucks: the versatile XD and the LF city distribution truck were named ‘Best Rigid Truck’ in their respective categories of above and up to 12 tonnes.

The Fleet News Awards ceremony is held each year to recognize and honour top-performing companies and trucks in the truck fleet industry. The jury consists of an independent panel of business professionals.

Once again DAF Trucks has been awarded ‘Fleet Manufacturer of the Year’. The judging panel commented: “With the support of its excellent dealer network, DAF once again proves it has the best product and service offering for fleet and transport managers.”

Thanks to the successful LF and XD models, DAF received no less than two ‘Best Rigid Truck’ awards. The LF was named the best rigid in the category up to 12 tons, while the XD was crowned Best Rigid Truck in the segment above 12 tons. **F**

Hyundai Motor and Iveco Group Expand their Partnership to Explore Synergies for Electric Heavy-Duty Trucks in the European Markets

Hyundai Motor Company and Iveco Group are strengthening their partnership to drive innovation in the commercial vehicle sector.

Today the two companies signed a Letter of Intent (LOI), reinforcing their partnership with a facing view towards electric heavy-duty truck solutions, including both battery electric trucks and fuel cell electric trucks, for European markets. By leveraging the advanced technologies and assets of each party, the two companies expect to accelerate the transition to a sustainable future.

Since initiating their partnership in March 2022, Hyundai Motor and Iveco Group have achieved a series of significant milestones. Notably, in September 2022, they unveiled the first IVECO eDaily Fuel Cell Electric Vehicle at the IAA Transportation event in Hanover. This was followed by the debut of the IVECO BUS E-WAY H2 in October 2023 at Busworld in Brussels. Most recently, in February of this year, the two companies announced the signing of a supply agreement for an IVECO-badged all-electric light commercial vehicle for Europe, based on Hyundai’s eLCV platform. **F**

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