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Enhancing Service, Creating Value

Starting into 2025 with a packed Issue of Asian Trucker, we have this time something of a theme. A lot of our articles in this issue are dealing with the aftersales operations of truck manufacturers or how companies that support the industry have continuously upgraded and broadened their services.

In our cover story we look at how Kit Loong is aiming to redefine their industry by making it their mission to integrate ESG principles into everything they do. Writing the article, it became clear that this can well be a guide for other industry sectors on how to leverage on the ideals of ESG. Kit Loong's actions are examples that could be transferable as paradigms for others to apply. Take for instance the idea that a product is to be designed to be as long lasting and profit-generating as possible. Building on that, Kit Loong has then identified areas where the company can create new revenue streams.

Visiting a showroom in Malacca, it was learned that this JAC authorised dealer is also planning to enhance their service by moving towards becoming a 3S Dealer. As has the latest Isuzu dealer. There has been a tremendous push from OEMs to have their dealers to upgrade

their centres. Regardless of brand, the truck manufacturers know about the importance of a well-developed service network with capable staff and the right tools on hand.

Having the right tools is important as they can save time, money, and make the operation of truck safer. Technological advances, such as a Digital Tipping system, can assist the driver in performing their jobs. Meanwhile, sophisticated testing equipment allows for pinpointing issues in the ECUs of vehicles. These practical examples of how technology can be a decisive factor in transport operations are featured in this issue as well.

One key aspect of sustainable businesses is the willingness and ability to continue to learn. As has done one association in Johor, which has made it a point to achieve recognition as an organisation putting safety at the centre of their work. Meanwhile, our friends in blue, the PDRM, have let us have a glimpse of how they are continuously training their drivers. Their facilities in Muar, part of a college, enable all of their drivers to hone their skills. Here, they even offer courses to corporate clients, who seek to have professional training curriculums administered to enhance the skills of their own truckers.

Looking ahead to the next months, there are also some important events for the industry scheduled. These are our recommendations, oftentimes we are also media partners for them. I find it fascinating how small the industry can be as we oftentimes meet with our business partners, clients and even suppliers at these events. The fascinating aspect of these events is that most of the time, there is more follow up work derived from the participation than effort going into the preparation. I would be intrigued to hear about your experience as an exhibitor in large-scale events.

During the first weeks of the year, we have a rare constellation of planets lining up in the sky. Hopefully, this is a signifier of things to come for 2025. With the upcoming visit Malaysia year, infrastructure projects might get kicked-off, having a spill-over effect on the trucking industry. With the latest launches of trucks, we are surely ready to address the needs for road transportation too.

Drive safe, keep work-shopping,

A handwritten signature in blue ink, appearing to read 'Stefan Pertz'.

Stefan Pertz
Editor, Asian Trucker

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Jumbo Arena Opens revamped Batu Pahat Outlet

Jumbo Arena, Isuzu Malaysia's authorized dealer in Batu Pahat opened its refreshed Isuzu 3S Centre here, bringing a new level of Isuzu experience to customers and potential customers in central Johor.

This is the second Jumbo Arena Isuzu 3S Centre to be refreshed featuring the new Isuzu Corporate Identity (CI) after the Kluang outlet opened last year.


Located along the main link to Batu Pahat from Yong Peng along Jalan Tongkang Pecah, the newly revised outlet features sales and after-sales facilities for Isuzu pick-up trucks right up to the large Giga trucks.



The outlet was declared open by Isuzu Malaysia's CEO Shunsuke Okazoe who commended the management of Jumbo Arena for their effort to elevate the Isuzu experience in the state.

"Johor has been rising in importance as a gateway for Malaysian products to reach the global stage. The diverse industries in the state also contribute greatly to its economic growth. The opening of the new Jumbo Arena outlets is timely to meet the growing demand for quality, efficient and dependable Isuzu vehicles," said Mr Okazoe.

The refreshed Jumbo Arena Isuzu 3S Outlet in Batu Pahat features a new 712 square-meter showroom boasting a comfortable browsing area that can showcase four vehicles, a discussion area, merchandise section and a refreshment counter. New vehicles can be collected from the new delivery bay.

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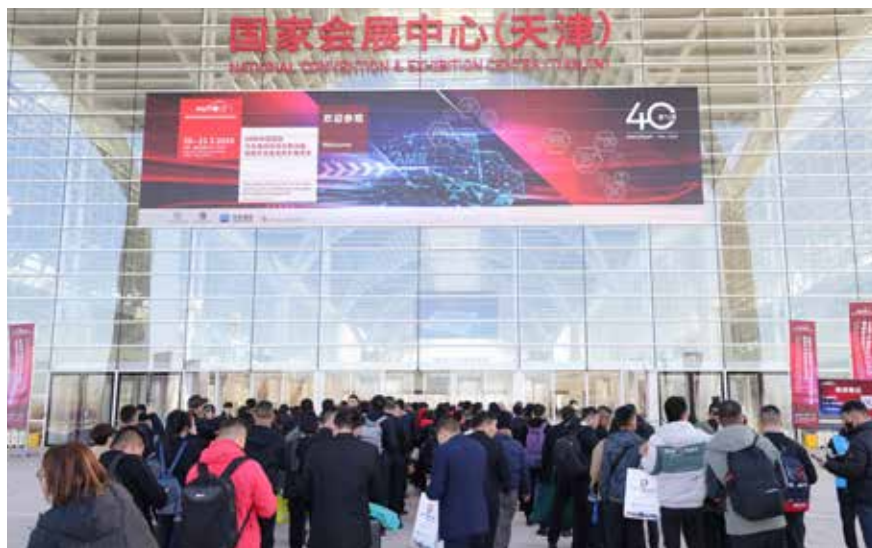
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Stage Set for Auto Maintenance and Repair Expo



Attention turns to AMR as the 2025 edition attracts global leaders offering solutions to stimulate innovative advancements in the aftermarket.

As the world embraces green development, the automotive aftermarket is undergoing a dynamic transformation driven by new energy, AI and digital expansion. In this regard, traditional service providers are not just adapting; they are actively seeking to optimise services, enhance efficiency, and achieve sustainability. To meet these evolving market needs, the 73rd edition of the Auto Maintenance and Repair Expo (AMR) is set to host over 1 200 exhibitors showcasing these achievements across maintenance and repair, parts and components, accessories and customising, aftersales services, and smart transportation. The fair will be held at the Capital International Exhibition Center of China (CIECC) in Beijing from 31 March to 2 April 2025, covering 80 000 sqm across four halls.

With decades of experience serving the aftermarket, AMR has established itself as a leading exhibition, consistently drawing globally recognised players at the forefront of industry development. In 2025, the show will build upon this strong foundation in traditional maintenance and parts to unite top-tier brands across various sectors, showcasing technological evolution in new energy and digital technologies. By highlighting these cutting-edge advancements, AMR plays a pivotal role in driving industrial innovations and technological transformation, all while promoting sustainable development within the aftermarket.

These new showcases progress performance, accuracy, and reliability across various product categories. For instance, in the diagnostics and repair area, Anche will showcase cutting-edge technologies in comprehensive testing for new energy vehicles, including charging and safety inspections, battery swapping, safety testing, and high-voltage ripple testing. Regarding tyres and wheels, Corghi, a brand under Nexion, will introduce the new wheel aligner EXACT Precision Quattro, which uses high-resolution digital cameras for rapid calibration with radar sensors. Furthermore, SATA, in the field of body and paint, will present its latest jet X paint spray gun, that features a labyrinth airflow system delivering a homogeneous spray pattern.

Focus on commercial vehicles

The automotive parts segment of the aftermarket is also rapidly evolving in light of the new energy vehicle market, which places a greater importance on electrification, intelligence and lightweighting. In particular, new energy vehicles require advanced battery management systems and connectivity modules, while commercial vehicles

have high specifications for durable and reliable components. In light of this, the Parts & Components sector will highlight key areas including engines, transmission, electronics, suspensions, shock absorbers, bearings, and filters, with leading domestic companies presenting progress in commercial vehicle power systems, comfort, safety, and lifespan.

Spotlighted exhibitors and products for commercial vehicles include:

- **Dezhong:** a recognised company that develops and produces innovations for engine cooling and heating system products, including expansion tanks, engine hoses, and exhaust valves.
- **SKYFIL:** featuring automotive filters to optimise engine performance, cost efficiency, and minimise failure rates.
- **Luoshi:** providing hydraulic and mechanical engine support and Noise, Vibration and Harshness (NVH) solutions, diminishing noise and vibration to elevate the driving experience and minimise discomfort during long journeys.
- **SDT:** specialising in R&D and production of turbochargers for commercial vehicles, using exhaust gases to drive turbines and increase intake without affecting engine output.
- **ADD Industry:** a leading manufacturer of vehicle suspension systems, delivering high standard products from design to manufacturing, supported by a skilled team and automated manufacturing processes.

Exploring road transportation to empower the logistics industry

In addition, themes at AMR will explore the development of safety and innovation in logistics and transportation. A key highlight of the show, the **Road Transportation Equipment Zone**, will debut in Hall A1, covering nearly 2,500 sqm. The area will emphasise driver training and cargo transportation, featuring advancements in driving simulation technology, intelligent inspection and testing equipment, and high-performance transportation gear. **F**



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"Our engine oil has been rigorously tested in extreme conditions, including in the recent Rainforest Challenge (RFC), one of the most demanding off-road motorsport events globally. Such resilience is particularly beneficial for the domestic LCV market where the transportation of goods, driving business operations, and connecting communities are crucial," she added.

The launch event, held at the M4TREC 4WD Training & Experience Centre, featured live demonstrations and expert presentations, highlighting the capabilities of PETRONAS Urania's StrongTech technology.

Zameer Zahur Hussain, Chief Executive Officer of PETRONAS Lubricants Marketing Malaysia said, "Our commitment to excellence is reflected in the PETRONAS Urania LCV Engine Oil, which minimises engine friction, controls harmful deposits, and improves fuel efficiency. By providing a fluid film that maintains optimal properties at high temperatures, we ensure that engine components are well-protected against wear and tear, no matter the task at hand."

PETRONAS Urania LCV Engine Oil range consists of PETRONAS Urania 5000 LCV LA 5W-30, PETRONAS Urania 3000 LCV LA 10W-40 and PETRONAS Urania 3000 LCV 15W-40, meeting the diverse needs of the LCV market. As PETRONAS Lubricants International continues its journey of innovation, plans are underway to expand the availability of PETRONAS Urania LCV Engine Oil across the Asia-Pacific region.

PETRONAS Urania LCV Engine Oil is now available at authorised distributors, PETRONAS AutoExpert service centres, partner workshops, and PETRONAS stations nationwide. 

PETRONAS Launches Urania LCV

PETRONAS Lubricants International introduces the new PETRONAS Urania LCV range for the local light commercial vehicle market.

PETRONAS Lubricants International unveiled PETRONAS Urania Light Commercial Vehicle (LCV) Engine Oil range to cater to the unique demands of the local LCV market by offering improved durability, viscosity retention, and overall engine performance.

The new PETRONAS Urania LCV Engine Oil, formulated with StrongTech technology, enables vehicles to stay on the road longer without requiring frequent servicing. It will lead to lower maintenance costs, extended oil drain intervals, and superior performance even in the harshest driving conditions, including for daily operations, rugged off-road adventures and fleet management.

Noorhana Abdul Habib, Regional Managing Director Asia of PETRONAS Lubricants International said, "As we continue to innovate and push the boundaries of technology, we are solidifying our position as a leading lubricant in the LCV market through enhanced solutions in PETRONAS Urania LCV Engine Oil derived from PETRONAS Fluid Technology Solutions that powered champions in Formula One."



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The mixer drum, crafted by Cesco Australia, a renowned local manufacturer of concrete mixers, guarantees high quality and durability, ensuring it can withstand the rigors of daily use. Charging the SANY eMixer is both flexible and convenient. It can be fully charged overnight with a 30-kW charger or rapidly charged in just three hours, ensuring it's always ready for the demands of daily operations. Meanwhile, the vehicle's advanced design not only reduces noise levels but also enhances mileage and efficiency, making it an ideal choice for urban construction projects across Australia.

Holcim and Putzmeister Oceania Trialling 100 Percent Electric SANY eMixer

A trial of the first Australian Design Rules (ADRs)- approved and road-registered 100 percent electric concrete truck mixer has begun in Australia!

Holcim Australia Pty Ltd (Holcim), a global leader in innovative and sustainable building solutions, together with Putzmeister Oceania, a trusted provider of high-quality concrete machinery and equipment, are excited to announce their agreement to a trial of the first Australian Design Rules (ADRs) approved and road registered 100% electric concrete truck mixer in Australia. The innovative SANY eMixer, supported by Putzmeister, represents a significant leap forward in the construction industry's journey toward a carbon-neutral construction site.

Cyril Giraud, Head of Sustainability at Holcim Australia and New Zealand said, "At Holcim, our commitment to sustainability is embedded in our core strategy and drives us to continuously improve and innovate. Working in partnership with our suppliers to reduce carbon emissions across our transportation and logistics can go a long way in helping us reach our sustainability goals."

To meet local requirements, Putzmeister Oceania partnered with the experts at Cesco Australia to manufacture an Australian-made mixer structure on a SANY SY408P Electric Chassis, integrated with locally designed and accepted controls. The outcome? A 100% electric, globally developed, locally manufactured, battery-powered mixer truck.

The SANY eMixer is a specialized vehicle designed to transport concrete from the batching plant to the construction site safely, reliably, and efficiently. By operating 100% electrically, it enables transportation and concrete delivery, to be carried out entirely without emissions.


The SANY eMixer introduces innovative features that set a new standard in the construction industry. At its core is a powerful 350 kWh battery from CATL, a leading global battery manufacturer known for its partnership with industry leaders like Tesla, BMW, and Mercedes-Benz.

Kevin Peet, Regional Logistics Manager, Concrete Vic/SA, Holcim said, "The performance of the truck and the efficiency of the battery will be tested under the unique operating constraints of ready-mix concrete distribution in metro and urban environments."

SANY Concrete & Road Machinery Sales Manager, William Liang says "The eMixer typically has lower operating costs than its diesel counterparts. It is more energy-efficient and requires less maintenance, which could result in significant cost savings over the vehicle's lifetime. This not only makes it a smart financial choice but also aligns with our commitment to sustainability and innovation in the construction industry."

Trial Insights Thus Far

During the early days of the trial, the SANY eMixer has already demonstrated its impressive capabilities by covering multiple trips from the plant to job sites, completing each day with an average 35 percent state of charge remaining.

Holcim is the first company to trial the SANY eMixer in Australia. Both parties are closely monitoring the trial's progress to evaluate the potential of the SANY eMixer in contributing to more sustainable operating practices at Holcim. The SANY eMixer is not just a technological marvel; it is the first road-registered, 100 percent electric 8 x 4 mixer in Australia, presenting a milestone in sustainable construction. 

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Instead of replacing a costly ECU in your truck, have Allegiance's expert analyse it first. This could not only reduce repair cost, but also reduce downtime.



Allegiance Malaysia is transforming fleet maintenance with advanced ECU testing and repair services. Deploying cutting-edge Jaltest diagnostics from Cojali S.L., Allegiance is one of only seven independent workshops globally—and the sole provider in Asia—qualified to perform ECU testing using this revolutionary equipment.

Modern trucks rely heavily on Electronic Control Units (ECUs) to ensure compliance with emission regulations, optimize fuel efficiency, and enhance safety systems like ABS and ADAS. ECU malfunctions can lead to costly downtime, incorrect diagnostics, and unnecessary part replacements. Allegiance solves this with a specialized ECU test bench. By pinpointing faults, guesswork is eliminated, enabling efficient repairs instead of expensive replacements.

This innovative approach not only reduces costs but also minimizes electronic waste by repairing and reusing ECUs whenever possible. Allegiance Malaysia's highly trained technicians skilled in electronics, programming, and mechanics ensures precise diagnostics and repairs for commercial vehicles, off-highway machinery, agricultural machinery and material handling equipment.

In addition, Allegiance offers fleet owners the convenience of testing ECUs without requiring the vehicle's presence. Faulty ECUs can be extracted, shipped, and tested remotely, saving valuable time and ensuring faster turnaround.

Make Allegiance your strategic partner to extend the life of your fleet, cut emissions, and save significantly on maintenance costs. Experience the future of diagnostics with unparalleled expertise in ECU testing and repair.

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ISUZU is Malaysia's Most Popular Truck Brand for 2024



Isuzu has once again emerged as Malaysia's top-selling truck brand for 2024 as the company achieved another year of stable sales performance amidst evolving market conditions. This feat places Isuzu at the number one spot for Light-Duty truck segments, which successfully led the brand to secure the most popular overall truck brand in the market for 11 consecutive years. In the Light-Duty segment, Isuzu has been leading for 15 consecutive years.

Commenting on the achievement, Isuzu Malaysia's CEO, Shunsuke Okazoe said, "Being able to achieve the market-leader position in Malaysia for Light-Duty truck segments and as most popular overall truck brand is truly a solid testament of the deep level of trust and confidence our customers have continuously shown in Isuzu commercial vehicles. As a leading Japanese truck maker with global distribution, Isuzu has always been steadfast in our commitment to offer the best-in-quality commercial vehicles and after sales support that our customers need for optimized efficiency and sustainability of their business.

"The global trucking industry has been facing unprecedented challenges in recent years. In Malaysia too, the industry continues to evolve and thrive, driven by various economic and environmental factors which have given rise to several trends such as regulatory changes and the growing application of technology for better efficiency and cleaner emission. Due to this, the nature of our customers' business is also changing as new demands grow.

"At Isuzu, our goal is to constantly innovate and offer the best transport solutions that will enhance delivery responsiveness and efficiency, improve customer experience and support the push for decarbonization for our customers. In essence, we are unwavering in helping our customers increase their competitive edge in today's transformative logistics industry by introducing new trucks which deliver better efficiency and cleaner emission," he said.

Displaying its promise in responding to new market needs, Isuzu Malaysia launched several new trucks last year, which included the new Isuzu ELF NPR PRO Euro 4 emission standard and the new medium-duty Isuzu FVR Smoother (FVR34UU-SDN) 6-speed AMT (Automated Manual Transmission) Euro 5 emission standard. In addition, the company also introduced a range of other Euro 4 models under its ELF light-duty series.

The optimized 4JJ1-TCC engine in the NPR PRO offers outstanding ability in reduction of fuel consumption and costs. Isuzu shared that as testament, comparative test drives between the NPR PRO and an equivalent Isuzu 7.5 ton manual transmission truck were conducted on a 500km journey on highways and city roads in Malaysia and the results showed that the NPR PRO was able to reduce fuel usage by around 20 percent.

The Diesel Oxidation Catalyst (D.O.C) in the NPR PRO's compact and powerful engine is a maintenance-free feature which can effectively reduce Carbon Monoxide (CO), Hydrocarbons (HC) and Particulate Matter (PM) emissions, thus making the NPR PRO an environmentally-friendly and cost-efficient truck.

The NPR PRO has the option of being equipped with Smoother AMT for the combined advantages of an automatic transmission easy-driving operation with manual transmission performance, and fuel efficiency.

Meanwhile, the new FVR Smoother AMT truck is powered by a 6HK1-TCN 6-cylinder engine. It has a GVW of 19-tonne capacity which allows truck operators to maximize each delivery. 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. The maneuverability of the truck is also enhanced by the functions of Smoother AMT which makes it ideal for intra-city tasks.

The trucks all come with a range of safety features which contribute to increased safety such as SRS Airbag with pretensioner seatbelts, Anti-lock Braking System (ABS) and Electronic Brake Force Distribution (EBD) which function together and Anti-slip Regulator (ASR), as well as LED headlights for enhanced night vision.

"Isuzu remains committed in staying ahead of the competition through our vision, strategy and execution by working closely with all our stakeholders because we believe that better transport leads to a better life. With a vision to become a global innovation leader and lead the way in bringing positive changes to transport solutions, we would like to reaffirm our continuous commitment to customers, partners and industry, and to create profound impact on Malaysia's logistics value chain," Okazoe added. **f**

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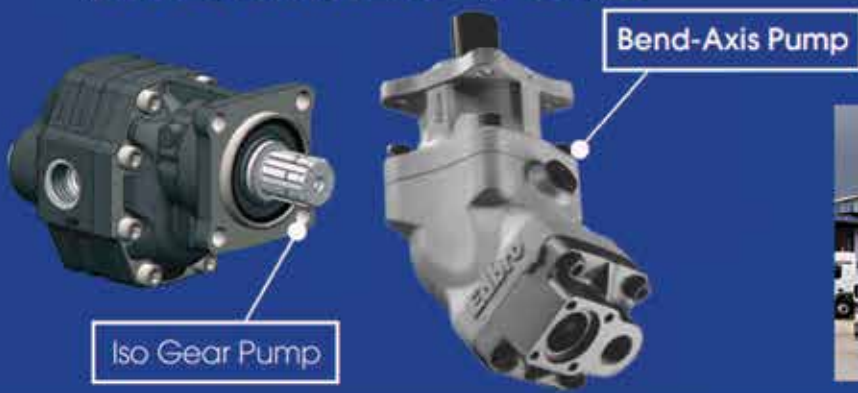


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YonMing Boosts Support in Sabah



Yonming Auto & Industrial Parts (KK) Sdn Bhd is commitment to excellence as a commercial vehicle solutions provider.

Started on May 31, 2007, 18 years ago, the company initially focused on providing reliable automotive solutions to the Sabah market. Recently, YonMing Auto & Industrial Parts (KK) Sdn Bhd has relocated to new 4S centre at Angco Industrial Park, the company is now a well-established name, recognized

for delivering high-quality products and services tailored to the transportation industry's evolving needs. Its strategic focus on the East Malaysia market has played a significant role in its growth, addressing the unique demands of businesses in this region.



The company's success can be largely attributed to the visionary leadership of Mr Kau Yong Ming, the founder and Managing Director for 45 years. Under his guidance, it has flourished into becoming a reputable industry leader. Kau's approach — characterized by hands-on leadership, strategic thinking, and an unwavering commitment to quality — has allowed the company to thrive in an increasingly competitive market. His dedication to continuous improvement has fostered a culture of excellence that permeates all aspects of operations, particularly as the business targets the growing commercial vehicle market in East Malaysia.

A standout feature of the company is its state-of-the-art 4S branch in Kota Kinabalu, which has become a central hub for its operations, serving as a key

access point for businesses in East Malaysia. The 4S concept, encompassing Component Part Sales, Safety & Truck Equipment Sales, Maintenance Services, and Truck Sales, enables the company to offer a comprehensive range of solutions designed to meet the diverse needs of its customers in the region. This strategic location ensures that businesses across East Malaysia can easily access high-quality commercial vehicle solutions.

In 2011, the company made a significant expansion by becoming the Authorised Distributor of Shacman Trucks, allowing it to venture into truck sales. This was a major step forward, especially as the East Malaysia market saw increasing demand for reliable trucks. By partnering with Shacman, a renowned global brand, the company strengthened its ability to provide durable, high-quality trucks to meet the growing transportation needs of businesses in the region.

Another key milestone came in 2012, when the company expanded its service offerings to include Maintenance Services and Outdoor Breakdown Services, responding to the specific needs of the East Malaysia market. These services were introduced to ensure that commercial vehicles remain in optimal condition and that businesses across East Malaysia have access to prompt assistance during breakdowns. The introduction of these services reinforced the company's role as a comprehensive service provider and further solidified its position as a reliable partner for transportation in the region.

One of the unique strengths of the company is its ability to combine strategic partnerships with leading global Original Equipment Manufacturers (OEMs) while simultaneously offering its own in-house brand of products. It has partnered with some of the most renowned giants in the industry, including Wabco, Valeo, Hendrickson, and others. These partnerships enable the company to provide cutting-edge, high-quality, and durable components to its customers. By collaborating with these industry leaders, the company ensures that its customers have access to the best OEM products available.

The company's own in-house brand, EURO-Technic, offers a comprehensive line of European truck application parts. This in-house brand was developed to better meet customer needs by providing high-quality and cost-effective alternatives to OEM parts. The company's in-house brand is backed by a 12-month warranty, ensuring customers receive reliable, long-lasting products that deliver excellent performance. By offering both OEM products and its own in-house brand, the company provides customers with a range of options, allowing them to choose the solutions that best fit their budget and operational needs.

The company's slogan, "Partner for Transportation", reflects its mission to be more than just a supplier of products and services. It aims to be a trusted partner, supporting its customers in every aspect of their transportation needs. Whether



it's through the provision of top-tier components, expert maintenance, or responsive breakdown services, the company is committed to helping businesses in East Malaysia operate efficiently, safely, and cost-effectively.

In addition to its commitment to delivering high-quality products, the company places a strong emphasis on customer satisfaction. It understands the critical role that commercial vehicles play in the success of its clients' businesses, particularly in East Malaysia, where transportation is vital to industries ranging from logistics to construction. The company is dedicated to providing solutions that not only meet but exceed customer expectations, with a focus on reliability, service excellence, and long-term support.

In conclusion, the company is a shining example of how strong leadership, strategic partnerships, and a customer-first philosophy can drive success in a competitive market. From its beginnings as YonMing Auto & Industrial Parts (KK) Sdn Bhd to its growth into an industry leader, the company has consistently provided high-quality solutions for commercial vehicles. With its strategic focus on the East Malaysia market, partnerships with leading OEMs, a comprehensive 4S offering, the introduction of truck sales in 2011, maintenance and breakdown services in 2012, and the launch of its in-house brand offering European truck application parts with a 12-month warranty, the company is well-positioned to continue its legacy of excellence, remaining the partner of choice for businesses in the transportation industry across East Malaysia. **F**





MCVE 2026 Rapidly taking Shape

Regaining momentum, the seventh instalment of the regions largest exhibition dedicated to commercial vehicles, first movers start to fill the venue.



Following on the heels of a successful event in 2024, several top brands have already secured their spaces for the seventh instalment of the Malaysia Commercial Vehicle Exhibition. The event, which has been a cornerstone of the transport industry, will be returning to its previous venue, MIECC, Malaysia International Exhibition & Convention Center, 14 to 16 May 2026.

Local brands value the event as it affords them with a venue to directly interact with their key customers. Truckmart, R & A Marketing and Hinsitsu are well-known companies returning to the event as regular exhibitors. Hailing from

Sweden, HAMMAR will be re-taking their previous space to showcase their cutting-edge technology Sideloaders in what is one of the brand's largest markets. Having grown their presence at the show over the years, Hengst will return with the promise to yet again have a revolutionary booth design to display their innovations. At the time of writing, Allegiance Malaysia has the biggest space among the already confirmed exhibitors. It was learned that the management team of Allegiance Malaysia is yet again planning to create a space that would set them apart by showcasing brands and products they represent.

Overseas brands GuangZhou HuangJing Machine Manufacture Co.Ltd from China and PSK Moulds Maker hailing from Thailand, have been quick to retain their spaces at the show too. "We have been receiving a lot of interest from overseas since the last MCVE," Stefan Pertz, Organiser of MCVE, said in a statement. In his view, the move to EURO V emission norms used by many truck makers has likely made Malaysia a more attractive market for overseas brands to exhibit.

He further said that MCVE has always been about re-defining exhibitions in the way the programme is crafted. Having incorporated creative elements in the exhibition to ensure that there is a maximum return on the investment by the exhibitors, this coming instalment of MCVE will yet again host various new elements. For the first time, a country pavilion will be featured, where some 50 booths will form a themed area. "It is encouraging to see that this has also been met with intrigue and interest by other exhibitors, telling us that we are on the right path.

With the growing demand for electrified vehicles, MCVE is likely to see more content in relation to this new drive train technology. Considering the focus of the event, there is no better platform to present this technology to a wide range of stakeholders, from private entities to policy makers.

Stressing that the event is a pure B2B event, the organisers encourage to make best use of the event, being it as delegates or exhibitors. Pertz and his colleagues recommend subscribing to the Asian Trucker E-Newsletter via their website to keep receiving updates about the exhibition. **➔**

Events & Exhibitions

Auto Maintenance and Repair Expo (AMR)

Date : 31 Mar – 2 Apr 2025

Venue : Capital International Exhibition Center of China (CIECC)

Contact : <https://auto-maintenance.cn.messefrankfurt.com/beijing/en/contact.html>

As an international procurement platform in Asia Pacific's automotive aftermarket, the 73rd edition of the Auto Maintenance and Repair Expo (AMR) will return to Beijing from 31 March to 2 April 2025. Over the decades, AMR has dedicated resources to advance the automotive aftermarket. By offering comprehensive services and keeping pace with industry development, it has gained broad recognition from participants.

Building on a strong foundation developed over the last 40 years, AMR 2025 will actively embrace technological innovations and empower companies in industry transformations moving towards a sustainable future. The show will present latest achievements in digital transformation, green development, smart transportation, and industry upgrades in the aftermarket, producing seamless experiences and business opportunities for exhibitors in an expanded exhibition space.

Automechanika Kuala Lumpur 2025

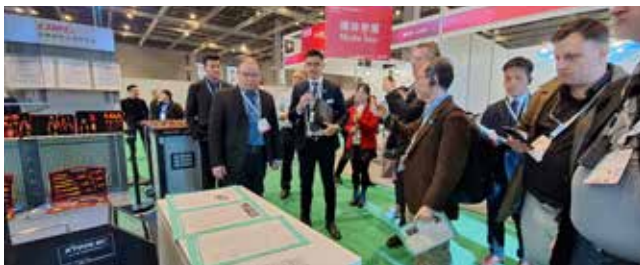
Date : 15 – 17 May 2025

Venue : Kuala Lumpur Convention Centre

Contact : <https://automechanika-kualalumpur.hk.messefrankfurt.com/kualalumpur/en/contact.html>

Beyond just increasing its physical footprint, the 2025 edition will also expand its scope. Exhibitors from returning sectors such as Parts & Components, Electrics & Electronics, Accessories & Customising, Diagnostics & Repair, Digital Solutions & Services, Body & Paint, Oils, Lubricants & Fuels, Car Wash, Care & Detailing, and more, will join a range of debuting exhibitors, product groups, and showcases.

One new showcase is Outdoor, Camping & Caravan, which acts as a response to the rising awareness of green living amongst Malaysian youth, and will be introduced to the host of interactive and entertaining activities at the crowd-pleasing autoFEST@KL. In addition, the area will include enhanced exhibits related to themes such as Motorsport & Classic, Japanese Domestic Market (JDM), and Esports & Gaming. These aim to highlight emerging subcultures within the industry and foster community engagement through participation.



The 14th INAPA 2025

Date : 21- 23 May 2025

Venue : JIExpo Jakarta

Contact : <https://inapa-exhibition.net/event-info/>

The 14th INAPA 2025 together with sub-events INABIKE 2025, EV Indonesia 2025, BusTruck South East Asia 2025, and Transport and Logistics Indonesia 2025 will take place from 21 - 23 May 2025 at JIExpo Jakarta. The show will feature the latest trend and technology for automotive aftermarket, parts, components, bus, coach, logistics, e-bike, e-Bus, and EV Manufacturing Solutions including Battery, Automotive Engineering, Automotive Manufacturing, Automotive Electronics, IT systems, Material, Equipment Services, etc. INAPA 2025 is expected to bring together over +2,000 exhibiting companies and +45,000 trade visitors in 3 days

Philippine Commercial Vehicle Show

Date : 3 – 5 July 2025

Venue : SMX Convention Center Manila, Pasay City

Contact : <https://automechanika-shanghai.hk.messefrankfurt.com/shanghai/en.html>

Since its inception in 2020, the Philippine Commercial Vehicle Show has hosted a multitude of shows that have driven thousands of businesses to connect with new and returning trade buyers. Its latest show in Manila was a tremendous success with 49 exhibitors, 399 Conference Delegates, and 1340 trade visitors, wherein it helped close off multi-million business deals and sell thousands of commercial vehicles through its Business Match Making Program. PhilCVS seeks to continue its momentum with a bigger showcase of exhibitors and buyers.





Celebrating 45 Years of Excellence: YonMing's Milestones and Future Plans



The Backbone of YonMing: Long-Serving Staff

A company with over four decades of history owes much of its success to its dedicated workforce. YonMing is proud to have numerous long-serving staff members who have grown alongside the company, sharing its mission and vision. Many began their careers in junior roles, such as counter sales or marketing support, and have risen through the ranks to become senior managers and area managers.

As YonMing looks to the future, it hopes to continue growing its team and achieving new milestones together.

The invite was met with tremendous response. As YonMing celebrates its 45th anniversary, this remarkable milestone stands as a testament to the company's enduring partnership with its customers. On January 17th, YonMing feted customers, suppliers and business partners. Host and visionary leader, Alex Kau Yong Ming, YonMing Group Managing Director, was clearly proud of what the brand has become, now boasting over 700 staff and being present in several countries outside of Malaysia.

Over four decades, YonMing has grown and evolved, guided by a commitment to innovation and excellence in the commercial vehicle aftermarket. The journey has been marked by numerous achievements, each leaving a significant impact on the business and its stakeholders.

This year, YonMing proudly announces a network that has expanded to over 40 branches and subsidiaries across Malaysia and Southeast Asia. This extensive reach enables the company to better serve its customers, ensuring accessibility and reliability across the region. Additionally, YonMing has diversified its product range, forming partnerships with globally recognized brands. These collaborations bring enhanced benefits to customers, reinforcing YonMing's position as a leader in the industry.



YonMing's people-centric approach ensures that employees are equipped with the knowledge and skills needed to deliver exceptional service. The company invests in both in-house and external training programs, keeping its team up to date with the latest developments in the commercial vehicle aftermarket. This dedication to staff development not only enhances customer service but also fosters a sense of loyalty and belonging among employees. As YonMing looks to the future, it hopes to continue growing its team and achieving new milestones together.

Driving Forward: Future Plans

Kau told Asian Trucker that the company is "Looking ahead, YonMing is committed to creating value for its customers, fostering mutual growth through innovative solutions." The company is investing in better facilities and outlets to meet the evolving needs of its customers. In 2024, YonMing upgraded two of its existing 2S centres into a 3S centre in Kota Bharu and a 4S centre in Kota Kinabalu. These improvements reflect the company's dedication to supporting the expanding and increasingly complex logistics landscape.

One of the most exciting developments on the horizon is the YonMing Super App. This innovative platform will integrate breakdown services and other offerings, providing customers with a seamless online and offline experience. By embracing technology and staying ahead of industry trends, YonMing aims to remain a trusted partner for its customers.

Looking ahead, YonMing is committed to creating value for its customers, fostering mutual growth through innovative solutions.



A Celebration of Innovation and Partnerships

To commemorate its 45th anniversary, YonMing is hosting a grand event filled with exciting activities and showcases. One of the highlights is the introduction of the new Shacman X6000 truck. This model boasts cutting-edge safety features, superior fuel economy, and a host of driver-centric enhancements, setting a new standard in the heavy-duty truck market.

The event also featured a live demonstration of YonMing's 24-hour Res-Q service, underscoring the company's commitment to customer support. Additionally, YonMing is unveiling a new partnership as a distributor for Jaltest Diagnostics, a state-of-the-art multi-brand diagnostic tool designed for advanced vehicle maintenance. With its simple interface and high-value solutions, Jaltest empowers customers to tackle daily trucking challenges efficiently.

Another highlight is the showcase of advanced safety equipment by the Quality Trailer Parts division. Among the featured products is the ZF-WABCO Trailer EBS with Electronic Stability Control (RSS) and Anti-Locking Braking System




(ABS). These systems enhance road safety by preventing trailer rollovers and improving braking response times during emergencies.

Beyond product displays, the anniversary celebration serves as a platform for networking and fostering connections among industry players, reflecting YonMing's focus on building lasting relationships.

Shacman X6000: A Leap Forward

The newly launched Shacman X6000 represents a significant upgrade from the Shacman X Series introduced in 2024. Equipped with a reliable Cummins engine, the X6000 delivers exceptional performance, durability, and fuel efficiency, making it a formidable competitor in the heavy-duty truck market. With features like a 360-degree camera, a more comfortable cabin design, and an advanced transmission system, the X6000 prioritizes driver comfort and safety. Its robust chassis and superior load capacity ensure reliability under challenging conditions, offering a competitive edge at a price point that appeals to fleet operators.

Looking Ahead

As YonMing reflects on its 45-year journey, it remains steadfast in its commitment to innovation, quality, and customer satisfaction. "With a strong foundation built on trust, a dedicated team, and a forward-thinking approach, YonMing is poised to continue driving excellence in the commercial vehicle aftermarket for years to come," Kau concluded before having to welcome a group of long-time customers arriving at the event. 



Trust in the Renewed JAC Brand

With a long-standing history of selling trucks to the business community in Malacca, Pelita Lumayan is putting their trust in JAC following a re-vitalisation of brand.

When driving into Malacca, the truck showroom is a bit of a landmark. With a range of trucks parked outside, it will hardly go unnoticed as it is situated at a busy thoroughfare. As an authorised JAC dealer, Pelita Lumayan Sdn Bhd has been in this location for 20 years, providing trucks to local businesses. Most

prominently displayed are JAC trucks at the moment, brimming with confidence, piking the interest of those wanting to acquire new trucks. Speaking to Dylan Leong, Director of Pelita Lumayan, Asian Trucker found out more about this SME with a crucial role of keeping Malacca's industry rolling.



Dylan Leong,
Director of
Pelita Lumayan

Pelita Lumayan is in a good spot as it is the only JAC dealership in town. Those seeking to buy a truck from this brand will be pleased to know that the ambitious young team is eager to enhance the service. "JAC trucks are currently in demand. Among other Chinese brands, this brand stands out." Leong explained that in the past, Pelita Lumayan has been selling other brands and that a thorough evaluation has led them to believe that this is a product that will be an asset for owners and users of the vehicles. The long-standing presence of JAC in Malaysia is a testament to their quality in his view. With the establishment of JAC's subsidiary in Malaysia, we have witnessed notable developments. These include the creation of the JAC Malaysia Parts Center, the strategic expansion of the service and parts network, and comprehensive training for dealer sales and service teams. Furthermore, JAC

Malaysia has extended tremendous support to its sales dealers. These advancements, along with the significant enhancements in the performance and quality of the new products, convinced us that investing in the JAC business was the right decision.

"This is a traditional family business, I grew up here. Also, I studied in an automotive related field," Leong said. To grow his business, he is now gearing up for the upgrade of the showroom from being a 1S to 3S dealership. With this move, he hopes to better serve the business community, which would seek him out for small and medium-sized trucks. Offering the entire product range currently offered by JAC, sometimes Leong still has to address questions regarding the quality of Chinese trucks. Typically, a test drive will be very convincing for potential buyers, whereby many of his customers are repeat buyers, having made good experiences with the JAC brand. "I only hope that people come with an open mind, try the JAC brand and form their own opinion as the vehicles are very affordable while being highly reliable.

The two advantages that Leong identifies in the JAC trucks are the powerful engines and comfort in the cabin. Although the owner is typically not the driver of the vehicle, the driving comfort is of utmost importance as drivers will demand this. Most of Pelita Lumayan's clients are SMEs and Leong hopes to exceed the number of units sold last year, pushing it to 60 units for 2025. "What makes this difficult is that the banks are very restrictive with loans these days. It is not easy for SMEs to secure financing."

His own concern is the shortage of qualified technicians. "I find this profession very rewarding as we will get feedback very quickly and it is a good feeling when we receive good comments from our customers." When the trucks run without

hitch, the clients will get the most out of the vehicle; it is the repeat business generated by the aftersales that counts.

Stepping into the showroom, Fahmy Rayyan Bin Hamdan, Managing Director of Jiwa Generasi Sdn Bhd, is such customer that has relied on JAC trucks for some time now and speaks highly of these assets to his business. "We recycle metals, electronics and related items. One trip is usually empty, while the return trip would typically be fully laden." His JAC truck was added after having a trial. According to him, a competitive truck on offer did not boast the same payload while being more expensive. Being a driver himself, he praised the JAC trucks for their comfort and power. "JAC has the comfort and the power!"

Considering that Jiwa Generasi would have trips as far as Terengganu, power and comfort are of importance. Fahmy also lauded the brakes of the vehicles, which again, are important when hauling heavy goods. He, too, faced some resistance towards the idea of deploying a Chinese brand truck. However, he simply gave his business partner the key for a few days to test the truck. Within a day, his colleagues were convinced that this was the right decision. "First they told me that they don't really trust Chinese truck, but as things have changed, now they view the vehicles differently."

Whenever there is a problem, even it may only be small matters, Fahmy depends on Leong and his team to solve his problems. When a service is due, Pelita Lumayan will assist in taking the trucks to a reputable workshop. Hoping that his business will grow, he also hopes that he can add more trucks. Meanwhile, Fahmy hopes that he could be able to tour Thailand with his truck on day. Having to head back to make a delivery, he departed from the showroom saying that he hopes for people to "Throw away your old mentality! Try new ways and trust in the JAC brand." **F**



Fahmy Rayyan Bin Hamdan,
Managing Director of Jiwa Generasi



Next Generation Digital Tipping Solution by Hyva

Hyva Launches Next-Generation Digital Tipping Solution: A Game Changer for Fleet Safety and Efficiency

In 2024, Hyva proudly launched the latest generation of Digital Tipping Solution: DTS Guide, which has now been rolled out globally with a strong focus on the mining and quarrying sectors.

This innovative system revolutionizes the tipping process by combining an advanced on-board unit with a user-friendly Human-Machine Interface (HMI). This powerful duo offers real-time assistance to truck drivers while providing fleet managers with

essential cloud-based tools for informed decision-making regarding fleet safety and efficiency.

DTS Guide is designed to mitigate accidents and unsafe situations that truck drivers often face, particularly in difficult terrain and off-road conditions. By preventing potential topple-overs and overloading - issues that can significantly reduce the lifetime of the truck chassis - DTS Guide ensures that drivers operate with greater confidence. Additionally, the system allows for precise monitoring of the payload for each tipping event, contributing to overall operational safety.

Beyond its core safety features, DTS Guide is a comprehensive solution that includes several valuable features including Over-the-Air (OTA) Software Updates to ensure that the system remains up-to-date with the latest

features and improvements, Body Height Indication to support drivers in maintaining optimal operating conditions and Black Box Functionality to enhance accountability and data collection for fleet operations, making it a one-stop-shop solution.

The Hyva cloud interface further enriches the user experience, providing customers with easy access to vehicle locations, trip details, event notifications, and extensive benchmarking capabilities across truck fleets, including payload monitoring, side-load warnings, and tracking overloading events.

DTS Guide is designed to be adaptable, catering specifically to the unique needs of each customer. This flexibility is crucial as the industry moves toward safer and more sustainable solutions, particularly in sectors like mining and quarrying, where Hyva has established a strong footprint.

“DTS Guide reflects Hyva’s innovative spirit and commitment to using new technologies in our products. By providing value to our customers, we help them adapt to the evolving industry landscape. Our collaboration with leading global partners and truck manufacturers to create solutions for autonomous trucks and improve tipping processes show our focus on safety and efficiency”, concluded Malik Chitour, Digital Business Development Director at Hyva. 



Customer insights on DTS Guide

Feedback from end-users in the EMEA region shows that drivers feel more confident operating tipper trucks equipped with DTS Guide, especially those transitioning from big loaders to smaller tipper trucks.

In Indonesia, cooperation has been ongoing with multiple customers for over a year, gathering valuable insights about the product. Driver and operational safety are the primary concerns driving customer interest. Many have expressed a willingness to invest in solutions as accidents still occur.

In addition to safety, DTS Guide’s payload monitoring provides excellent value, offering clear indications of carried payload without requiring a significant investment. Discussions are ongoing regarding the potential integration of cloud solutions with fleet owners and IT teams to create a seamless user experience. Overall, the combination of Hyva’s expertise in hydraulics and tipping aligns well with our new digital offerings.



EURO V-specification MAN TGS Proves its Worth

Malaysian transporters that have chosen to upgrade their fleets with the EURO V-specification MAN TGS prime mover are now seeing their investments paying off. For transporters, reliability and fuel efficiency are the keys to a profitable business.

The EURO V-powered MAN TGS has now repeatedly demonstrated how fuel efficient it is, especially when operated by MAN ProfiDrive-trained drivers, who have been equipped with the know-how to maximise the potential of every MAN Truck and drive safely and in the most fuel-efficient manner.

For MAN Fuel Efficiency Award winners like Taipanco Sdn Bhd, Nippon Express (Malaysia) Sdn Bhd, Mawar Movers Sdn Bhd, Soong Ki Trading Sdn Bhd, Modern Wong Transport Sdn Bhd and Globonus Sdn Bhd, their decision to add the MAN TGS to their fleets have paid off handsomely.


These forward-looking companies are benefitting from fuel savings and achieving their sustainability goals with their EURO V-specification MAN TGS compared to their other EURO III-specification trucks.

Kedah-based Globonus Sdn Bhd operates a fleet of 15 MAN TGS ADR 6x2 to transport a variety of chemical products safely and sustainably all-over Peninsular Malaysia and across the border to Thailand while minimising impact on the environment.

Klang-based Mawar Movers added its first MAN TGS in 2023 and has both the 4x2 and 6x2 variants in its fleet of prime movers. The MAN Trucks have proven to be reliable and fuel-efficient even when moving the heaviest loads across Peninsular Malaysia.

Johor-based transporters Modern Wong Transport and Soong Ki Trading have never looked back since investing in MAN TGS prime movers.

“The MAN TGS is powerful yet offers good fuel economy. The 6x4 variant that we operate transport mainly heavy construction materials to Singapore. As a EURO V-specification vehicle, we have no problem complying with the strict emission standards there,” said Modern Wong owner Wong Kong Shyong.

Soong Ki Trading’s Novan Hing echoed the sentiments and added that excellent support from the MAN branch at Johor Bahru ensured that the company’s eight units of MAN TGS enjoy optimum uptime. 

Proud to Use Original Equipment

Proudly showcasing the use of Original Equipment (OE) spare parts highlights a commitment to quality, safety, and reliability. It sets a strong example within the trucking industry, emphasizing professionalism and high standards. Displaying this pride builds trust with clients, partners, and stakeholders, showing prioritization of top-notch maintenance. It also promotes awareness of the benefits of OE parts, inspiring others to follow suit and contributing to a culture of excellence in transportation.



From Waste to Worth in Six Parts. Part 1: Driving the 3Rs Strategy for a Sustainable Future



Transforming the paradigms of ESG into profit generating approaches, Kit Loong Tyres uses tyres to demonstrate how to use them as advantages.

As a guiding principle in business, ESG stands for environmental, social, and governance. It is a framework that assesses a company's performance and business practices on sustainability and ethical issues. ESG is also used to measure a company's risks and opportunities in these areas. With a shift in perception from waste being harmful to it being of value, companies may find themselves in a position where they can open new value streams.

One of the products that is ripe to be re-defined are tyres. Perhaps Kit Loong Tyres is already ahead with their newly defined Vision derived from the ESG principles. It now Redefining the Retreading Industry; however, tyres are just an example as their groundbreaking work can also be transferred and applied to other products and services within the transport industry. It is a framework that they are sharing here.

Re-Inventing the Wheel

Since inception, Kit Loong has been involved in tyre distribution, especially during their tenure as Michelin distributor. They have been promoting radial tyre with reduced usage including multiple times of retreading the casing life for commercial tyre throughout their entire history. This has allowed them to garner a treasure trove of knowledge on how tyres are used and transporters handle them. Today, Kit Loong Tyres primary business are retread tyres. Tyres are vital to the industry, however, they are also a cause of negative impacts on the environment. Therefore, they make for



a perfect starting point to apply ESG principles with the aim to unlock new revenue streams. Within a short period of time, by 2030, Kayel Tyre Retread (a Kit Loong Tyres brand) aims to achieve Industry 4.0 excellence through the transformation of their operations into a fully Industry 4.0-enabled manufacturing facility. Setting new benchmarks for digital transformation in tyre retreading, the brand is set to offer unmatched customization: Lead the industry in providing tailored retread solutions that meet diverse specifications across premium, mid-tier, and budget segments.

By setting the standard for innovation, the team around Kenneth Teh, Managing Director, Kit Loong Tyres, aims to be recognized as the most innovative player in the market, delivering unparalleled quality through process differentiation. In Malaysia, Kit Loong are one of the pioneer in radialising the tyre industry in both passenger car & commercial tyres. He emphasises that their approach to innovation is aligned with their mission of Empowering Sustainable Growth.

By creating a smart production, a push is achieved to drive efficiency and productivity through seamless integration of advanced IT systems and automated processes. An empowered workforce needs to be equipped with the tools and training needed to excel, fostering a culture of innovation and engagement. Combining these, sustainable profitability is to be achieved: Kit Loong Tyres is



The tyre industry in Malaysia faces a monumental environmental challenge. Each year, Malaysia discards approximately 26 million tyres, and the figure is expected to increase with rising vehicle ownership. All of these tyres reach the end of their life cycle, contributing to the growing issue of waste tyres that, if not managed properly, will lead to dire environmental consequences. While recycling and pyrolysis offer solutions, many operators in the market are either unlicensed or fail to meet international standards, undermining the goals of sustainability and ESG compliance. Furthermore, existing plants often lack the necessary documentation and certifications, rendering their operations ineffective in driving true environmental impact. Landfills are becoming overburdened with tyres, which not only take up significant space but also pose severe risks such as fires that release toxic gases and soil contamination from the leaching of hazardous materials. If left unchecked, Malaysia could soon be facing a critical waste management crisis, with millions of end-of-life tyres (ELTs) exacerbating greenhouse gas emissions and environmental degradation whereby it is estimated that end-of-life tyres (ELTs) contribute to the release of 300 million tonnes of CO2 worldwide due to improper disposal and incineration. This brings us to the fundamental question: how can we resolve this?

Introducing a Closed-Loop Circular Tyre Economy, Kit Loong Commercial Tyre Group, with over 93 years of deep expertise in the tyre industry, have devised a solution that not only tackles the waste tyre problem but also transforms it into a business opportunity with significant environmental and economic benefits. This new business model is built on the core principles of the 3R concept: Reduce, Reuse, Recycle, where we aim to complete a circular tyre economy. Our proposal is centred around setting up a comprehensive recycling facility that will process Malaysia's waste tyres into valuable products such as steel wires, fibres, rubber powder/crumbs, and potentially feed rubber crumbs into a pyrolysis process to convert them into fuel oil, carbon black, and syngas. By incorporating these two alternatives (direct recycling into powder, steel, and fibre or feeding rubber crumbs into pyrolysis), Kit Loong will remain flexible to adapt to market conditions and capitalize on the most viable options. Transforming waste tyres into these resources will be addressing the tyre waste problem head-on, creating sustainable products while reducing the nation's carbon footprint.

As for retreading, which is a cornerstone of their 3R Concept, Kit Loong have obtained all the standard accreditation needed locally as well as the industry's highest standard: the E mark for Europe. This enabled them to process retread tyre under world class brands as OEM for the past ten years and allowed for these retread tyres to be used in developed countries.

gearing up to maximize profitability by eliminating waste, reducing the Cost of Poor Quality (COPQ), and ensuring lean operations.

Investing in Innovation and sustainability, stakeholders gain more than financial returns - they become part of a transformative journey to revolutionize the (tyre) industry. With a proven track record, cutting-edge technology, and an unwavering commitment to sustainability, Kit Loong Tyres invite investors to join them in creating a greener, more profitable future.

Reduce: Engineering Precision Redefines Efficiency

At Kit Loong Commercial Tyre Group, "Reduce" is more than a principle - it's a promise. A promise to create value, innovate with purpose, and lead the tyre industry into a future where efficiency and sustainability coexist seamlessly. By extending the lifespan of tyres and ensuring optimal utilization, they empower customers to minimize waste while maximizing cost savings, demonstrating that environmental stewardship and profitability are two sides of the same coin.

This approach is the cornerstone of the business, transforming the traditional tyre lifecycle into a streamlined process that reduces environmental impact while delivering measurable financial benefits.

A Team That Turns Knowledge into Value

The required expertise begins with people. A meticulously assembled team of sales professionals and field

engineers serves as the backbone of Kit Loong's operations. Together, they embody decades of experience, technical acumen, and a shared passion for making sustainability achievable.

Hyper-Segmentation means a best fit for any mission to reduce unnecessary tyre wear. A strategic sales segmentation for industry precision is how sales is conducted. The mindset change from an obvious to a concept underlines the "reduce" principle. Kit Loong does not sell tyres; they provide solutions. With five main divisions and 20 distinct channels, their sales teams are deeply embedded in industries like agriculture, container cargo, oil & gas, infrastructure & development, and public services. This hyper-segmentation allows them to offer products and services that perfectly align with the unique demands of each sector.

Pioneering technical insights allow their engineers to operate at the intersection of physics, polymer chemistry, and applied mathematics. For example, leveraging Boyle's Law to calculate optimal pressure & temperature for maximized efficiency, and use advanced knowledge of compound polymers to predict tyre durability and performance will enable the creation of best-fit products. This technical precision directly translates into reduced tyre consumption, lower costs per kilometre, and a smaller carbon footprint for transporters.

By teaching clients how to maximize tyre lifespans, Kit Loong creates a ripple effect of reduced waste and enhanced profitability across their operations.

By empowering clients with the proprietary Sigma Formula, a system of 34 critical performance elements, enables Kit Loong to transfer unparalleled knowledge to end users. By sharing insights into tyre dynamics, wear patterns, and cost-efficiency strategies, they empower fleets and businesses to make smarter decisions that align with both their budgets and sustainability goals.

Transforming Customer Relationships into Partnerships

Here, the above mantra is slightly adjusted to "we don't just sell tyres - we build partnerships". Kit Loong's customer engagement philosophy is built on the understanding that sustainability is a shared responsibility. This is achieved by

deploying end-user and fleet-focused strategies. The commitment is to direct engagement with end-users and fleets to allow for the delivery of not just products, but transformative solutions. By teaching clients how to maximize tyre lifespans, Kit Loong creates a ripple effect of reduced waste and enhanced profitability across their operations.

The 24/7 Nationwide Breakdown Services recognizing that downtime can be disastrous for businesses. The Kit Loong 24/7 Breakdown Services provides customers with round-the-clock support. With rapid response times and expert assistance, this offering eliminate the need for premature tyre disposal and ensures seamless operations for partners.





A Trading Ecosystem Designed to Reduce Waste

Sustainability runs through the veins of this trading sector, which operates as an interconnected ecosystem of specialized entities. The Kit Loong Fleet Solution is focused on providing tailored tyre management solutions for long-term efficiency. Meanwhile, the Kit Loong 24/7 Breakdown Services ensures nationwide coverage for emergency tyre support. Lastly, Kit Loong Tyre Management is serving project-based or contract-specific requirements with precision. Together, these entities form a cohesive network that delivers sustainable solutions across Malaysia, reducing waste while driving operational excellence.

The Power of Integration: Logistics and IT

The operational infrastructure of a company operating in this industry is now a showcase of innovation, combining state-of-the-art logistics and cutting-edge digital tools to ensure sustainability at every stage of the tyre lifecycle. Called KL 3R Tyre Supply Chain, the logistics arm is designed for maximum efficiency, reducing transportation emissions by optimizing routes and maintaining full-load efficiencies in reverse logistics. This not only minimizes environmental impact but also significantly lowers costs for our clients.

Supporting this is the KL Connect IT Development, managing processes from collection to delivery, our IT platform provides realtime, end-to-end traceability. This unparalleled transparency allows customers to monitor their tyres' journey, from the moment they leave the depot to their return as retreaded products, providing verifiable data for stakeholders.

Certified premium products are a commitment to excellence with the belief in quality over quantity being reflected in the focus on such products. These tyres are engineered for durability, providing exceptional performance and reducing the need for frequent replacements. By delivering the best value to customers, it is ensured that sustainability is not just an ideal but a practical reality.

Investors are increasingly emphasising ESG. It is their perspective to turn sustainability into Profitability. Hence, a "Reduce" strategy is a core of a business model that aligns environmental stewardship with financial success. The reductions are achieved through operational efficiency for competitive advantage. by reducing tyre waste and optimizing performance, customers are enabled to lower operational costs—creating a significant competitive advantage for both them and the tyre supplier.

Thus, Sustainability as part of ESG emerges as a revenue driver.

This is a scalable and replicable Model, whereby the precision of the segmented approach and the robustness of infrastructure make this model scalable across geographies and industries, providing an opportunity for investors to support a proven, growth-ready initiative.

Thus, Sustainability as part of ESG emerges as a revenue driver. As ESG compliance becomes non-negotiable for global businesses, the new approach positions Kit Loong as a leader in enabling environmentally friendly practices. For investors, this translates to a brand that is future-proof, resilient, and aligned with global sustainability goals.

Vision for the Future: Setting a New Standard in Sustainability

The "Reduce" initiative is more than just a practice; it's the embodiment of Kit Loong Commercial Tyre Group's mission to lead the tyre industry into a more sustainable era. By combining world-class expertise, advanced infrastructure, and a relentless commitment to excellence, we are not just reducing waste - setting a new standard for what's possible in sustainable business. Salespersons play an integral role in this mission by providing exceptional guidance on suitable tyre usage based on applications, thereby contributing to the "Reduce" aspect. They also facilitate the "Reuse" initiative by bringing back as many COCs as possible from customers for retreading, giving tyres a new life. Additionally, they contribute to "Recycle" by collecting tyres unsuitable for retreading from customers, ensuring they are processed through proper recycling channels. For investors, this is an opportunity to be part



of a transformative journey, where environmental responsibility drives profitability, and innovation ensures long-term growth.

Reuse: A Legacy of Excellence, Reinvented for a Sustainable Future

Kit Loong Commercial Tyre Group has been a bedrock of the tyre industry for decades, pioneering advancements in retread solutions that span the entire spectrum - from high performance premium tyres to cost-efficient options designed to suit every market need.

Their reputation is anchored in exclusive partnerships with global giants such as Goodyear and Continental, who entrust us with their OEM off-take retreading projects. Beyond the manufacturing floor, these innovators in tyre retreading have established themselves as leaders in end-to-end lifecycle solutions, integrating repair services with responsible recycling practices, thus closing the loop in tyre sustainability.

This is the essence of the commitment to the 3Rs of Reduce, Reuse, Recycle - a promise synonymous with excellence and eco-consciousness.

Retreading: The Art and Science of Reuse Our Transformation Journey

Tyre retreading has been the foundation of Kit Loong's operations since its inception. However, in the past decade, they undertook a revolutionary transformation, redefining how retreading is done. Significant investments have been made into state-of-the-art technology and cutting-edge equipment. The Malaysian facility now competes on par with the world's top three new tyre manufacturers in terms of efficiency, precision, and energy conservation.

Modernized Processes have replaced Legacy methods. Using advanced, automated systems that optimize every stage of the retreading lifecycle, ensure consistency, speed, and quality at levels previously unseen in the industry. Smart Manufacturing with IoT and AI enables intelligent customization. A proprietary retreading system is designed to accommodate a wide range of specifications, ensuring every product meets exacting client requirements.

Advanced IoT integration is key to ESG success. Every production station is guided by real-time software monitoring and powered by IoT-enabled devices, ensuring seamless communication and precision across the factory floor. Aiding this are decision-making algorithms embedded in critical stations autonomously optimizing processes, reducing reliance on human intervention while enhancing consistency, quality, and scalability. Here, inconsistency are sources of waste, and hence to be reduced, if not eliminated.

Beyond First Life: Extending Usability Across Multiple Lifecycles

The Kayel Tyre Retread goes far beyond the conventional. Kayel Tyre Retread specializes in processing tyres across all usable lifecycles, ensuring that every viable tyre is given a second or even third life. This philosophy not only aligns with sustainability goals but also enables customers to maximize their return on investment. Cornerstones for this approach are firstly a rigorous maintenance standards, emphasizing the importance of proper tyre care throughout its lifespan, enabling optimal conditions for retreading. Secondly,

lifecycle management from inspection to repair and retreading, ensures that tyres remain in use for as long as possible, significantly reducing waste.

Considering Recycling First

The pinnacle of tyre lifecycle Innovation is actually the Grand Finale in sustainability: Where Waste Becomes Wealth. Recycling initiative embodies the ultimate vision of sustainability - a transformation of waste tyres into valuable resources, completing the full circle of environmental responsibility. This final step in the 3R strategy is not just a process; it is a revolution in how the tyre industry approaches waste. By embracing advanced recycling and pyrolysis technology, we can aim to redefine tyre recycling in Malaysia and set a global benchmark for sustainable innovation. It is important to put the idea of recycling first; it has to be considered when developing the tyre.

Reimagining tyre waste with recycling through game-changing innovation is at the heart of Kit Loong's recycling initiative. The cutting-edge rubber crumb and pyrolysis process- a sophisticated and environmentally friendly method that extracts value from waste tyres by converting them into four high-demand, high-value by-products with various industrial applications:

- 1 Tyre Oil: A green energy solution that reduces dependency on conventional fossil fuels, driving Malaysia's transition to sustainable energy.
- 2 Steel Wire: Fully recovered and ready to re-enter the industrial supply chain, supporting the circular economy.
- 3 Carbon Black: A versatile resource with applications ranging from rubber production to high-performance industrial products, with untapped potential for refinement into premium-grade materials.
- 4 Rubber Crumbs: Used in manufacturing products like rubber flooring, playgrounds, insulation, and paving materials. By producing rubber crumbs, we are tapping into an additional revenue stream and contributing further to Malaysia's green economy.

Summed up, this transformation represents a new era for tyre recycling; one that turns an environmental challenge into a lucrative opportunity.

Synergizing Recycling with Retreading: A Model of Dynamic Adaptability

Recycling and Retreading processes are designed to complement each other, creating a dynamic and resilient business model capable of adapting to market trends. However, one also has to address market realities as challenges to this new paradigm. For instance, low retreadability periods through the influx of short-life, low-quality tyres from certain markets increases the volume of waste tyres unsuitable for retreading. Recycling these into rubber crumbs or even pyrolysis ensures that even these tyres contribute to sustainability rather than landfill waste.

Technology-Driven Shifts mean that advancements in tyre manufacturing increase retreadability rates, while rubber crumb and pyrolysis operations can scale down and still provide a safety net for excess waste. This balance guarantees operational continuity and profitability regardless of market conditions, while also ensuring that our sustainability goals are met in any scenario.

Beyond Recycling: Unlocking the Power of Value-Added Products

It does not stop there as the approach to recycling goes far beyond the basic recovery of materials. One can envision a future where rubber crumbs and pyrolysis outputs are refined and transformed into high value products, leveraging partnerships with leading global and local players. Some ideas include:

- **Tyre Oil Refinement:** Collaborating with refineries to upgrade crude tyre oil into biofuels or other advanced energy solutions, tapping into the green energy market.
- **Premium Carbon Black:** Enhancing purity levels to create a product that meets the rigorous standards of industries such as automotive, aerospace, and specialty manufacturing. This strategic focus on value addition maximizes profitability while positioning us as pioneers in the tyre recycling value chain.

Driving Carbon Neutrality through Recycling

The described recycling initiative is as much about environmental stewardship as it is about innovation. By integrating recycling into operations, one will be addressing two of the most pressing global challenges - waste management and carbon reduction.

Key impacts include:

- **Eliminating Landfill Waste:** Diverting significant volumes of waste tyres from landfills and reducing the ecological footprint of tyre disposal.
- **Lowering Greenhouse Gas Emissions:** By replacing incineration and landfill dumping with state-of-the-art recycling technologies, we achieve a cleaner, more energy efficient alternative.
- **Optimizing Natural Resources:** By recovering valuable materials like carbon black and steel, we reduce the need for virgin resource extraction, further protecting the planet. This reinforces our role as a leader in sustainable innovation, contributing to Malaysia's carbon neutrality goals and enhancing our global ESG credentials.

Sustainability as profitability is to demonstrate that sustainability is not just a moral imperative but also a financially rewarding strategy.

As a visionary platform for Malaysia's Green Economy, the first company in Malaysia to operationalize a fully integrated 3R framework, Kit Loong are more than just innovators; they are trailblazers. These recycling initiatives position them as a fundament of Malaysia's green economy, delivering impact far beyond the tyre industry. Tangible benefits for the wider society include generating employment opportunities across technical, operational, and value-added sectors, fostering socioeconomic growth. Additionally, through the 3R framework community empowerment local stakeholders collaborate to promote recycling awareness and education, driving a cultural shift towards sustainability.

From a product development standpoint, design of new products needs to be considered as an end-to-end integration. This way, developing a vertically integrated recycling ecosystem, encompassing everything from waste tyre collection to



value-added product refinement is possible. Sustainability as profitability is to demonstrate that sustainability is not just a moral imperative but also a financially rewarding strategy.

Completing the 3R Legacy

Recycling is the linchpin that brings this 3R framework full circle, cementing the commitment to a sustainable and profitable future. Together with Reduce and Reuse, it forms a holistic, adaptive, and visionary model for tyre lifecycle management. For investors, this represents an opportunity to support a groundbreaking initiative with immense potential to transform Malaysia's tyre industry, aligned with global ESG standards, and setting the stage for international leadership. For years, Kit Loong has championed the 3R model, strategically reshaping the commercial tyre landscape. While exploring recycling partnerships, they identified a critical gap—a lack of industry standards. "Now, the timing is right to take decisive action. We are stepping into the recycling sector not just to participate, but to lead, setting new benchmarks and completing the commercial tyre ecosystem, with ambitions reaching far beyond," Teh concluded. **F**

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Sharizal Bin Mohamadiah (L) and Muhammad Azahari Bin Sabri (R)

Up- and Reskilling Driver Trainers in the Police Force

Continuous learning is a pre-requisite of trainers. Police personnel needs to be multitasking and driving trucks is a big part of the job, which must be done with situational awareness.



Commandant & Sr. Asst Assistant Commissioner, Zam Halim Jamaluddin

Heading the unit is Commandant & Sr. Asst Assistant Commissioner, Zam Halim Jamaluddin, oversees the driver training for the drivers within the Royal Malaysian Police Force, both basic and advanced levels. “For example, each district will provide us with information on the potential candidates for the training. Certain criteria need to be met before any personnel can train here. This includes, as one such criterion, one has to have undergone basic car driving training.” Those holding a valid license will not need to re-sit the exams, should they enter the force as personnel since licenses are approved by JPJ. However, an evaluation may be conducted to determine the skills level of any staff assuming a position that requires driving a motor vehicle.

From within the driver pool, driver trainers are being selected. Based on assessments of their competency, those that are deemed suitable to become driver trainers, will be equipped with the necessary skills to impart knowledge on others. Throughout the year, up to 500 drivers will undertake training course at the technical college in Muar. Courses are broken down into theoretical and practical, whereby the first segment is deemed to be very difficult to pass as a gateway to the practical component.

“The duties of a truck driver within the PDRM are very varied. For instance, police drivers may also be called upon in assisting with natural disasters.” Jamaluddin points out that the training is conducted using an older vehicle in order to prepare drivers for all types

Established and officiated in 1991, the Maktab Teknik PDRM Bakri, Muar, Johor (Technical College), is a combination of several study centres. Previously, these study centres have been scattered around the country. With the establishment of the centre in Muar, these were combined to be in one location as a centre of excellence. Today, the Muar unit houses the centre for research and development, IT, electric and electronic studies as well as offering driver training. The training offered is for all ranks and covers all disciplines in a holistic manner. Maktab Teknik PDRM Bakri collaborates with other government departments, such as the prison department, as well as corporations, where PETRONAS is a prominent one to mention.

of scenarios requiring them to drive trucks of different brands and ages. According to him, it is easier to drive a modern truck when one has trained on an older model while it would be difficult to downgrade from a high-tech vehicle.


The ability to operate motor vehicles plays a pivotal role in dispensing the duties of police forces. As mandated by the Malaysian government, police personnel ought to be competent in different functions. The use of trucks for instance, is a crucial function that links many police operations and supports the many disciplines. As such, anyone working within the PDRM is to be multitasking. "Understanding and applying the technology around trucks plays into the effort of boosting the efforts to promote TVET within Malaysia. We could even think of AI playing a role in operating motor vehicles. Here, we aim to generate knowledge that we could possibly share with other nations in the future to enhance the workforces across nations," he summed up the efforts of the college.

To further enhance their skills as driver trainers, Sharizal Bin Mohamadiah (Melaka) and Muhammad Azahari Bin Sabri (Kuala Lumpur) have recently completed specialist driver training with Volvo Malaysia to add to their resources. Sharizal has recently undergone a reskilling programme whereby he enhanced his knowledge from being a trainer for drivers of cars and motorbikes to a truck driver trainer. "My daily routine includes the review, updating and filing of paperwork in connection with the training as well as administering the actual training," he explained.

His colleague, Azahari, has stepped up his training via upskilling and is now conducting the advanced training modules, whereby Sharizal focuses on the basic module. "The training offered by Volvo has been a new experience for me. It has been very beneficial to me," Azahari said. As the vehicles Volvo used during the training are newer than the unit available to them at the college, both got to enhance their knowledge about the latest technology build into trucks. According to Sharizal, the safety features in modern trucks were of particular importance and interest to them. "In order to fully use them, you need to understand how they work first."

At the heart of the matter of training is to enhance the skills of drivers. When asked about the most important skill a driver in the police force can possess, both concur that it is observation skills that are crucial. "Having a surround vision, noticing what is happening around your vehicle is what is most important, no matter how big the vehicle," Azahari stated. First and foremost, this is to ensure the safety of passengers, other participants in traffic and the driver itself. Memorable moments are when drivers go through the training courses and pass the tests, signifying that the driver trainers have done a good job.

Instilling a safe driving culture in their students is a main task for the two trainers. "What we notice is that others, driving cars, do not have the understanding of how trucks work and therefore behave in unsafe manners sometimes. We will need to teach truck drivers to factor this in when they are operating their vehicle on roads with mixed vehicle populations," Sharizal said. The safe operation of trucks on Malaysian roads is a key mission for the technical college, therefore, courses for companies are also being conducted. Kontena National and PETRONAS' drivers are among those that have been trained at the Muar compound.

Always looking to apply their skills, both drivers enjoy driving through urban environments where they need to focus all their attention on the road. To further enhance their own skills, they hope to be able to conduct more driver training offered by truck manufacturers in order to fully comprehend the dynamics of modern vehicles. "The training offered by Volvo has certainly be a highlight for these two driver trainers. We hope to be able to secure funding to also upgrade our vehicle as we need to keep up with the developments if we want to ensure our training is most effective," Sharizal concluded. 





Johor Sand & Granite Lorry Operators Association Achieves ISO 39001:2012 Road Traffic Safety Management System



During the event, the list of Guests of Honour paid tribute to the efforts made by the association. Supporting the ambitious goals were Prof Dr Wong Shaw Voon, Chairman of MIROS, YB Andrew Chen Kah Eng, Ahli Dewan Negeri, Stulang, Johor represented YB Liew Chin Tong, Deputy Minister, Ministry of Investment, Trade and Industry (MITI), Puan Nor Latifah Hussin, Pengarah Perancangan

This year's annual dinner of the Johor Sand & Granite Lorry Operators Association (JSGLOA) also signified a remarkable achievement for the association as they did not only celebrate their 12th anniversary, but also the certification according to ISO 39001:2012 Road Traffic Safety Management System. Having achieved this milestone, a proud Mr Frankie Chia Jee Onn, President of the Johor Sand and Granite Lorry Operators' Association, received the certificate during a presentation ceremony at the annual dinner held on 13 December 2024.

"As responsible corporate entities in the lorry operation field, members of the association have completed their ISO certification. I laud their efforts to provide a safer service to both customers and road users, and to encourage other operators to follow suit," Chia said.



Strategik, Jabatan Standard Malaysia, Puan Noraiza Abdullah, Ketua Penolong Pengarah, Perancangan Strategik, Jabatan Standard Malaysia, Ts Md Adha Bin Katni @ Rahmat, Senior General Manager, SIRIM QAS International Sdn Bhd and Ms Wihelmina Ngelambai, Business Development Manager, Niosh Certification Sdn Bhd.

The certification is set against a background of bilateral trade between Singapore-Malaysia, which has reached US\$79.6 billion (RM355 billion) in 2023. Infrastructure development within the border region, especially in the JS-SEZ is expected to rise significantly. Building materials for infrastructure construction and their logistics demands will therefore be high. "I believe that through meticulous preparation, fellow members will prosper from this positive economic development spillover," Chia added.

The achievement of this certification is certainly not a small feat. It is with great honour that JSGLOA has successfully completed and attained ISO39001:2012 Road Traffic Safety Management System Certification together with three member companies based in Johor Bahru in November 2024. These are their highlights of the certification journey: JSGLOA is the first NGO who attained ISO39001:2012 Road Traffic Safety Management System Certification in Malaysia. The association, together with another three member companies in Johor, are the first batch of SMEs who had obtained financial grant from PERKESO and participated in the Standards Compliance Stewardship Programme for Enterprises (ESCAPE) under Jabatan Standard Malaysia. The certification was completed within ten months without engaging consultants.

Speaking on the occasion, Chia stated that the achievement is showcasing JSGLOA's unwavering commitment to enhancing road transport safety within the land transportation and logistics industry. Being an NGO, according to him, the certification journey has been challenging, but JSGLOA is grateful to have had so many great people who have rendered tremendous assistance and valuable support to us along the way. Essentially, the journey has just started and JSGLOA shall continue to improve, to walk the industrial players towards a professional, safer and more efficient future. It was therefore, that the annual dinner was themed "Moving Towards Professionalism".



Officiating the event, Prof Dr Wong Shaw Voon, Chairman MIROS Board of Directors praised the work of JSGLOA by saying "I would like to again stress that MIROS, and all our partners in the government have an important quest to provide a sustainable business framework to steer the logistics industry into operating a larger and safer operations on the roads. As more evidence on the success stories of global best practices become available, we are very positive to promote frameworks that can spur greater growth and safer operations in the industry, no matter the size of the business."

In his personal view, the ISO 39001 certification is important as it eliminates a great amount of incompetent decision-making processes, which involves subjective consideration by people who are tasked with certain responsibilities. Complying with ISO 39001 directly 'force' certain tasks to be carried out in accordance with the best practices in road safety management. The certification provides a systematic approach to managing road safety risks, leading to reduced road crashes and improved safety for every party i.e. employees, customers, and the public. It can drive continuous improvement in safety practices, fostering a culture of safety within the organization and contributing to overall operational efficiency and effectiveness.

"For the industry, getting this ISO 39001 certification demonstrates a strong commitment to road traffic safety, which can enhance the company's reputation and trust with stakeholders. I wish to thank and congratulate the Johor Sand and Granite Lorry Operators' Association for your long-time commitment towards road safety under the leadership of Mr Frankie Chia who tirelessly commit himself to take the association to a higher level," Wong said in a statement given during the event.





Sino Mobile and Heavy Equipment Highlights HOWO Trucks

Driving innovation: Sino Mobile and Heavy Equipment aims to lead the way in Malaysia with HOWO trucks.



As the official distributor of the Sinotruk HOWO-TX series, SMHE draws on its experience to offer trucks suited to local operational requirements. By focusing on fuel efficiency, durability, affordability and innovative features, SMHE is positioned to provide cutting-edge solutions for businesses across the country. Khoo Keh Hann, General Manager of Sino Mobile and Heavy Equipment Sdn Bhd (SMHE) lays out their plans and ambitions for the Malaysian market in this interview with Asian Trucker.

HOWO's Performance and Advantages in the Asian market.

The Sinotruk HOWO-TX series has become a trusted name in the Asian market. It is renowned for its unmatched durability, fuel efficiency, and advanced engineering. These trucks are specifically designed to handle the region's challenging terrains and high payload requirements. They are also engineered to withstand the oftentimes harsh conditions of tropical climates.

With EURO V engine technology, these workhorses not only reduce emissions but also offer exceptional torque and comparatively low maintenance costs. This has made them a preferred choice

Stepping into the limelight, Sino Mobile and Heavy Equipment Sdn Bhd (SMHE) was established in 2016. It was set up with the aim to meet the demand for reliable and high-performing heavy vehicles in industries such as construction, logistics, and construction material transport in Malaysia.



In Focus: SMHE's capabilities

- Proven Expertise: Over nine years of trusted service in the trucking industry, managing over 1 000 vehicles.
- Comprehensive Network: Three strategic locations nationwide (Selangor, Ipoh, and Johor), ensuring fast service and support.
- Reliability Guaranteed: Industry-leading vehicles backed by strong warranties, excellent after-sales support, and genuine spare parts.
- Tailored Solutions: Custom truck body-building and expert consultation to meet your unique business needs.

Contact SMHE today to discover how our HOWO-TX trucks can revolutionise your operations. Reach out for more details or a personalised consultation.

for industries ranging from construction to logistics. HOWO trucks provide a winning combination of performance and reliability, perfectly suited for the diverse needs of Asia's markets.

With an eye on recent developments, such as the implementation of EURO V emission norms, SMHE has set the aims high; plans are afoot to transform Malaysia's transport and logistics. "SMHE is committed to meeting the needs of Malaysia's transport and logistics sectors by introducing innovative, sustainable, affordable and efficient vehicle solutions. By offering the HOWO-TX series, equipped with advanced EURO V technology, SMHE aims to improve fuel efficiency and reduce carbon emissions across industries," Khoo said.

He added that their plans include expanding the product portfolio by adding specialised configurations for various sectors, such as oil and gas, and mining. In parallel, SMHE is also enhancing their after-sales services, spare part availability, and dealer network. This comprehensive approach underscores their dedication to helping Malaysian businesses achieve operational excellence, and sustainability, according to him.



What Makes the HOWO such a Good Truck?

HOWO trucks are designed to meet the needs of Malaysia's trucking and transport industry. Built for durability and equipped with advanced technology, they deliver superior performance, fuel efficiency, and high payload capacity. With exceptional torque and reduced maintenance costs, HOWO trucks are ideal for a wide range of applications, including heavy hauling, logistics, and construction. Their reliability ensures businesses can operate efficiently in Malaysia's challenging industrial landscape.

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As no truck can operate without a support framework, SMHE has put in place measures that ensure operators have access to parts and technical support. "At SMHE, we understand that the availability of spare parts is critical to minimising downtime for our customers. That is why we maintain a robust inventory of common spare parts to ensure quick access when needed, Khoo told Asian Trucker. Their already extensive service network spans key regions, with workshops strategically located in Ipoh, Selangor, and Johor to provide comprehensive support across the country.

Beyond these locations, SMHE is continuously expanding its reach by seeking partnerships with potential dealers. Khoo urged interested parties to step forward and to explore this exciting opportunity with them.

Addressing Current Challenges

The introduction of EURO V technology offers a valuable opportunity to educate the market on sustainable and innovative transport solutions. While many operators currently prefer older truck models due to familiarity and cost considerations, SMHE is dedicated to showcasing the long-term advantages of HOWO trucks using the upgraded engine technology.

Through competitive pricing, live demonstrations, and tailored consultations, Khoo and his team aim to empower businesses to make informed decisions that support both operational efficiency and sustainability objectives.

Many transport companies require different types of trucks. Having a deep understanding of the customers' needs has enabled SMHE to tailor their product portfolio accordingly. "Yes, at SMHE, we understand the needs of the industry and prioritise providing the best solutions for our customers. We are actively exploring new additions to our portfolio, including specialised vehicles for sectors such as oil and gas and mining." As part of the company's commitment to supporting Malaysia's industrial growth, they aim to introduce these configurations in 2025, ensuring their offerings continue to meet the demands of a dynamic market.

Core Competencies as Dependable HOWO dealer

SMHE stands out as a trusted dealer by combining industry knowledge with a steadfast commitment to customer satisfaction. Khoo said that the business prides itself on reliability, ensuring stock readiness for spare parts, and offering a robust service network across key locations in Malaysia. Transparent pricing, comprehensive warranty coverage, and excellent after-sales support give clients the confidence to depend on them for their trucking needs. These core competencies make SMHE a partner of choice in the heavy vehicle industry.

Transport companies have a plethora of choices. Khoo made an argument for opting for their offering by saying that SMHE emphasises on delivering value and reliability. He stressed these as this lies at the heart of any business engaged in transportation.



HOWO trucks are competitively priced and supported by a strong warranty, an growing service network, and readily available spare parts.

Customers benefit from comprehensive after-sales support, which includes maintenance services, repair solutions, and tailored training programmes designed to maximise operational efficiency. With a focus on building long-term partnerships, SMHE ensures






Khoo Keh Hann, General Manager of Sino Mobile and Heavy Equipment Sdn Bhd

every client receives the highest level of service and care. These initiatives aim to optimise operational efficiency and provide even greater value to our customers.

Key Applications

HOWO trucks are engineered for versatility, making them well-suited for a range of industries. From transporting heavy cargo and hauling construction materials to distributing ready-mix concrete, these trucks excel in meeting the unique demands of Malaysia's dynamic industrial and logistics sectors.

"At SMHE, we are committed to continually enhancing our value proposition. While our current focus is on delivering high-quality trucks and exceptional after-sales support, we are actively exploring additional services such as driver training, telematics systems, and extended warranties. Stay tuned as we roll out these enhancements in the near future!" Khoo said. 





Moving Cargo with Ease and Confidence

Although only a small portion of the fleet is comprised of Sideloaders, these trailers play a crucial role for S. P. Hing Seng in Kota Kinabalu.

Having been in operation for close to two decades, this transporter is a fast growing HAMMAR user. What has been started in 2008, by his father, Gilbert Ting Bick Seng, Operation Manager, S. P. Hing Seng Sdn Bhd is now boosting with Sideloaders for extra confidence. Having joined the business four years ago, he describes the operation based in Kota Kinabalu as one that is “Moving containers, palm oil and cement with a fleet of 50 Prime movers and 120 trailers.” Moving goods between ports, depots and factories, the HAMMAR Sideloaders are becoming more and more instrumental in giving the S. P Hing Seng an edge on the ground.

The first HAMMAR Sideloader entered service ten years ago. The evaluation of the supplier lead to the introduction of one unit first to gain experience using this specialist equipment. “We saw what the Sideloaders can do and that become the reason to choose HAMMAR, Ting told Asian Trucker. A second unit was added three years, their third one two years ago. With a recent delivery, the number of these trailers has now risen to four. Hoping that the delivery times could be shortened, he is confident to say that there would be future additions of Sideloaders.

Ting points out that the confidence stems from the fact that the Sideloaders have never caused any problems, there have never been breakdowns. This, however, is ensured by having the mandated, regular services carried out by the HAMMAR team to maintain them in tip top condition. One of the tasks the Sideloaders is used for is to move containers for customers so that they can load or unload goods without the use of a ramp. Essentially, the Sideloaders reduce the need for lifting equipment. “We find that these trailers are very useful. Clients don’t have to construct ramps while their operation is still highly efficient when loading the containers on the ground.”

The recent delivery of the HAMMAR Sideloader was a model with the weighing equipment. As Ting explains,

it is not always feasible for shippers to invest in their own weighing station while they are required to ensure containers are within the permissible weight range though. The HAMMAR's on-board system is yet another feature that is in high demand on the ground.

Becoming more and more popular, Sideloaders are becoming a common sight nowadays. Besides the equipment, HAMMAR also provides training for the drivers handling the machinery. According to Ting, this is crucial to maximise the effectiveness of the units. It is not surprising that there are no used HAMMAR Sideloaders on the market in Sabah at the moment. "These units are in demand and even if you want to purchase a used unit, the price would be rather high, thus it is better to buy a new unit right away."

In his view, the Sideloaders are real money-making assets: not needing more trucks to move more containers is making it easy on the business loans. Being able to drop-off containers and them moving to the next one negates the need for more trailers and trucks. However, there needs to be some clever scheduling,



which S. P. Hing Seng has down pat by now. Besides, he believes that the use of ramps might also bear some safety risks that can be avoided using HAMMAR Sideloaders.

Drivers for the Sideloaders go through an evaluation, whereby everyone is given the chance to use the trailer for some time before the best suited crew is chosen. Not wanting to assume anything, Ting would want to ensure it is the best suited person to do the job that also earns a higher salary. **F**

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HINO Finishes Dakar for 34th Time



The Dakar Rally was launched in 1978 by a young and adventurous Frenchmen named Thierry Sabine. In its early years, the race was called the Paris-Dakar Rally because it started in the French capital of Paris and ended in Dakar, the capital of Senegal. After political instability and uncertainties in Africa forced the race to be cancelled in 2008, organizers relocated to the event to South America, where the race was held subsequently as the Dakar Rally.

Competitors vie to see who can complete a nearly 10 000-km punishing course in the shortest time over two weeks traversing desert, dunes, muddy fields, wilderness and more. Known as the world's most grueling rally event, it is not uncommon to have fewer than 50 percent of entrants complete the race. This major event attracts attention from around the world, igniting in competitors a fervent desire to test their mettle with more than 300 vehicles from 50 countries competing each year across five divisions: a bike division, quad (buggy) division, car division, SSV (side by side vehicle) division, truck division, and so on


Hino's Dakar Rally truck Car was developed based on the "HINO600 Series" truck, a medium-duty truck model that serves logistics businesses

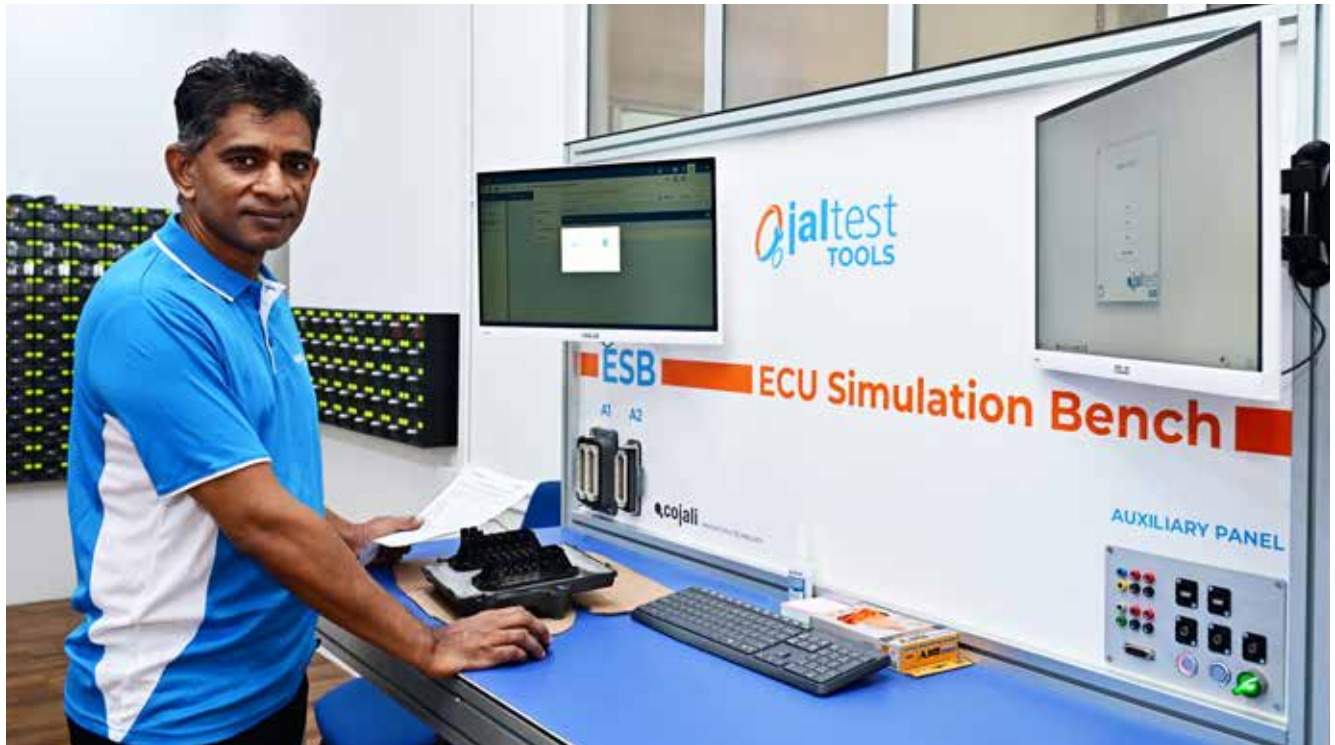




worldwide. In the context of the Dakar Rally, medium-duty trucks deliver excellent mobility but hardly have an advantage over their rival heavy-duty trucks in terms of absolute power. Against these odds, Hino has consistently braved this rally with its lightweight and agile medium-duty trucks since the company first entered the race. And these trucks have come to be known as the “Little Monsters” for the intense competition that they put up against their larger rival trucks that are powered by larger-displacement engines.

Vehicle base model	HINO 600 Series
Engine	
Engine type	A09C-TI (With turbo intercooler)
Engine type	Diesel 4-cycle inline 6-cylinder
Engine displacement	8.866L
Maximum engine output	800 PS (588 kW)/2800 rpm
Engine Maximum Torque	248kgm (2430 Nm)/1600 rpm
Power train	
Driving method	Full-time 4WD
Transmission	AT
Transfer	Hi-LoWith range switching
Tires	XZL 14.00R20

On 17 January, the Dakar Rally 2025 took place on its final day in Shuvaita in southeastern Saudi Arabia, followed by a finish ceremony in the bivouac there. Hino Team Sugawara, who competed in the truck division as a HINO600, moved up one spot from the previous day to finish 13th in the same category, extending Hino's Dakar participation activity to 34 consecutive finishes for the first time since its first participation in the Dakar in 1991. 



Is it your ECU that is Faulty? Allegiance can tell

Being one of only seven independent workshops operating a Jaltest ECU diagnostic system is giving Allegiance Malaysia an edge.

As a business, they might be best known as a spare parts supplier to the commercial vehicle industry. However, Allegiance Malaysia Sdn Bhd's, business focuses is on providing a one stop center for spare parts, repairs and maintenance of heavy commercial vehicles for fleet owners. To achieve this, they are constantly upgrading their equipment. Recently, they added a test bench for Electronic Control Units (ECU) from Spanish multinational manufacturer of components and electronics Cojali S.L., who are also the developers of one of Europe's top advanced diagnostics solutions in Jaltest Diagnostics and connectivity solutions for commercial vehicles. This makes them one of only seven third party service providers in the world to be able to offer testing and repair services for ECUs used in commercial vehicles, industrial off-highway vehicles and even material handling equipment. Handling the diagnostics and in particular this specific kit is Jason Soyza, Assistant GM-TE Division at Allegiance. He told Asian Trucker why investing in the Jaltest equipment from Cojali is a revolutionary step that will benefit the commercial vehicle industry even beyond the borders of Malaysia.

In modern trucks, many functions have evolved from being mechanical to electronically managed. ECUs play an important part in the vehicle as they monitor and control a truck's systems and functions. There are several ECUs built into modern trucks, each managing specific functions of the vehicle. The three main functions of the ECUs are to ensure that the vehicle complies with emission regulations, operate efficiently and in a safe manner. As Diesel engines advanced, more and more functions have been added to reduce Nox and other harmful emissions. To comply with current regulations and laws, an engine must therefore be very precisely managed. For instance, timing and amount of fuel injection has to be tightly controlled to achieve maximum performance. Fuel efficiency is the second point where ECUs are vital. Electronics combined with software will manage the amounts and timing of the injection of fuels with a precision that mechanically would not be achievable. Without these circuits, the engine would not be able to

perform at its optimum efficiency and performance whilst achieving emission output according to regulations.

Finally, ECUs are managing safety features of trucks, such as ABS, EBS and Advanced Driver Assistance Systems (ADAS). Electronics are faster to react than a driver, being able to react in nanoseconds. Therefore, ECUs play a crucial role in vehicle safety. Whenever a component has an issue, the onboard software would create a warning for the driver. A warning may pop up on the dashboard of the truck. Depending on the nature of the issue, a truck's system may slow the vehicle down to a safe speed or even disable the vehicle if it is unsafe to be driven at all. This is where the Jaltest equipment will come in: a system failure may originate from a malfunctioning sensor or component on the vehicle; however, it could also be the ECU that has a problem and is not interpreting or providing the right signals. Should an ECU be faulty, replacing any component would not resolve the issue as it would keep on popping up. In the case of such a failure message, any workshop would typically only be able to change the component that is indicated to have a problem.

For modern trucks the process would be in the first instance to connect a Diagnostic tool to the vehicle and check error codes and live stream data to find out if there is a mechanical problem, then for sensor issues and lastly, the wiring would be checked. This entire process in modern vehicle diagnostic is very dependent on the ECU at the center of the system working properly. If the ECU is faulty a lot of time, effort and money is wasted due to erroneous information fed back by the faulty ECU to the connected Diagnostic tool.

"We are now able to isolate the ECU from the truck and test it for any failure by connecting it to a simulated environment where all the input signals are controlled and perfect and where we know the outputs are supposed to be as specified by the manufacturer. If there is a deviation from that which is expected, then we know that the ECU is faulty and that the components on the vehicle should be in order," Soyza explained "Sometimes, there is a situational error, which could be generated when tyres slip for instance. Such an error message could persist as a message until it is fixed." After such an error has been fixed, the original ECU needs to be "reset" to ensure that the error does not crop up again.

Replacing an ECU would be a costly affair, typically one looks at four to five-figures price range depending on the make and model of the vehicle. Changing one on the assumption that it could be damaged would not only result in downtime but also set back the owner for a large sum of money. With the ECU test bench Allegiance can now pinpoint ECU errors from typical vehicle component malfunctions quickly and efficiently. If an ECU is found to be faulty, they can now offer the customer the additional option of repairing the ecu in addition to replacing it with a new or second-hand unit.

Another aspect of having the test bench is that through this process of checking and repairing the ECUs, electronic waste is reduced. Instead of discarding ECUs once it is confirmed that it is faulty, it can be repaired, tested on the simulation bench for correctness and re-used. Only those that have been proven to be beyond repair will be committed to waste.

According to him, Allegiance has taken this bold step of investing in this testing equipment as trucks are becoming

more and more electronically managed while the emphasis is on the reduction of electronics waste and waste in general. "We are foreseeing that this kind of service will be something that will see a drastic uptake in demand in the near future."

There are only seven independent workshops globally, including Allegiance being the only one in Asia, that are currently operating the Jaltest testing equipment. "Truck OEMs do not repair ECUs. They have exchange programs and would replace the units, not fix them. Hence, trucks OEMs do not operate equipment such as this." The equipment is hard to come by as the supplier is not simply selling the units. Cojali has invested a significant amount of money in the development of this tool: in order to work, test protocols need to be defined, and the testing equipment has to be compatible with a range of brands and models. The unit standing in Allegiance is able to also diagnose ECUs used in agriculture equipment, material handling equipment such as forklifts and off-highway and construction machinery. To become qualified, Allegiance had to undergo a six-week training course at Cojali HQ in Spain. With this, Allegiance is now certified to carry out the testing, as per Cojali's protocols. "This is similar to our other certifications by ZF, Wabco or Hengst for instance." Being top of the range, the Jaltest unit is also a very costly unit.

Generally, the job scope of staff in the workshop has been transitioning for some time now. Nowadays, technicians will need to have computer skills and knowledge of electronics, programming, mechanics and hydraulics. In order to use the Jaltest equipment, one would need to be a trained electrical and electronics engineer, if possible. "Myself, I am trained in electronics. For example, you need to be able to read circuit layouts and have an understanding of electronics," Soyza stressed that the test bench is a breakthrough as it allows Allegiance to repair, rather than just replace parts, which will see a prolonged lifespan for the vehicle. Having ECUs on standby, a truck may be able to be returned to active duty with a loan unit while the ECU is being tested. Transporters will also be delighted to hear that the truck affected by an ECU problem may not need to be taken to the workshop. Using the diagnosis and simulation protocol afforded by the test bench, they can readily establish if it is a problem with the ECU without the vehicle being present at their workshop. When the braking system is affected, driving the truck may even be dangerous. In such a case, the ECU can be extracted from the vehicle and sent to Allegiance for analysis. This means that Allegiance could also test ECUs that are sent in from abroad. What needs to be pointed out is that the test would void warranties. "It is a balance. While the warranty may be void, the savings could be significant." Again, he stressed that the ability to test and repair a faulty ECU will reduce the impact on the environment and provide the customer with significant reduction in downtime and costs, while reporting that the first customers have already have success stories to tell after the Jaltest unit was commissioned in December last year. **T**





By: Oscar Collins

Eight Best Practices for Mastering Fluid Management in Modern Workshops

For maintenance managers overseeing modern workshops, understanding and implementing proper fluid maintenance protocols is crucial. These essential procedures extend vehicle life span and significantly reduce operational costs.

Whether handling a small fleet or large-scale operation, these tips will help optimize your fluid management procedures to maintain peak vehicle performance.

1. Learn What Each Fluid Does

Heavy-duty trucks rely on several fluids to operate effectively. Each serves a unique function and purpose:

- Engine oil: Lubricates engine components, reducing friction and preventing overheating.
- Coolant (antifreeze): Regulates engine temperature and discourages corrosion within the cooling system.
- Brake fluid: Transmits force from the brake pedal to the braking mechanism, guaranteeing reliable stopping power.
- Transmission fluid: Lubricates and cools the transmission system, ensuring smooth gear shifts and reducing wear.
- Power steering: Enables easy steering by lubricating and pressurizing the power steering system.
- Differential oil: Protects the gears in the differential from friction and heat, ensuring smooth operation.
- Fuel system additives: Improve fuel efficiency and engine performance while reducing carbon deposits.
- Windshield washer fluid: Cleans the windshield and improves visibility during adverse conditions.



Understanding what these fluids do makes it easier to know why checking them is vital.

2. Use High-Quality Fluids

Cheap fluids might save money initially, but they can cause more damage over time. For instance, using high-quality synthetic oils in heavy-duty trucks can provide longer service intervals, stretching your oil change interval to 15 000 Kilometers.

Always follow the truck manual to pick fluids that work best for your vehicles. Also, ensure the new fluids won't react badly with what's already in the system.

3. Invest in Technology

Modern tools can help you track fluid levels and quality. Some workshops use systems that monitor fluids in real time, so they can fix problems before they cause breakdowns.



These tools save time and reduce errors. Sensors can send alerts when fluids need attention. GPS and telematics systems can also track fluid usage patterns, helping managers plan better.

4. Check Your Fluids Regularly

To keep trucks running their best, you must routinely check the fluids. Regular checks can catch problems like dirt or low levels before they lead to bigger issues.

Brake fluid is especially important for safety. Experts recommend checking it often to ensure the levels stay within the proper range. Low brake fluid can lead to brake failure. Use simple tools like dipsticks or automated systems in your workshop to make these checks quick and accurate.

Sticking to a schedule for checking and changing fluids keeps everything running smoothly. Make a checklist to ensure all fluids are checked and replaced when needed. Some companies use software to send reminders for fluid replacement schedules, ensuring no deadlines are missed.

5. Keep Good Records

Write down everything you do with your truck fluids, like when they were checked or changed. These records can help you spot patterns, plan maintenance and prove that you follow industrial rules.

Keeping these records using software can make the process faster and more organized. Develop a digital tracking system that monitors fluid consumption patterns, change intervals and analysis results. This data helps identify trends like increased coolant usage during summer months. You can also use it to optimize maintenance schedules across your fleet.

6. Dispose of Used Fluids Safely

Old fluids need to be thrown away carefully. This is important for protecting the environment, your company and your reputation. Establish clear steps for collecting and safely disposing of waste fluids in the workshop.

Work with recycling companies that uphold eco-friendly initiatives and handle disposal correctly, such as Shell Eastern Petroleum, which acquired EcoOils — a waste oil recycling firm in Southeast Asia. This approach complies with regulations while also supporting sustainable operations.



7. Train Your Team

Your team plays a significant role in fluid management. Training helps prevent mistakes, keeps trucks in top condition and helps your workshop personnel stay current with evolving fluid management technologies.

Teach them to spot signs that a fluid needs to be changed or topped up. They should also know how to handle fluids safely. Invest in regular training sessions on proper sampling techniques, contamination control and fluid analysis interpretation. Organizing regular workshops or bringing in industry experts can boost your team's knowledge and skills.

8. Adjust for Local Conditions

Trucks face different challenges depending on where they're used. Adjusting your fluid management to fit local conditions helps your trucks stay reliable and last longer.

For example, hot weather in tropical Thailand can cause coolant to evaporate faster, so it might need to be checked more often. In colder Russia, antifreeze becomes nonnegotiable, as does de-icing windshield wiper fluid to melt and prevent ice from adhering to the glass. Trucking companies in Central Asian southern desert regions may need to implement stricter schedules for inspecting air filters and coolant systems.

Get Started Today

Start using these tips now to keep your fleet running strong and ready for the road ahead. With proper care, your fleet can meet challenges head-on and deliver excellent performance every time. **T**



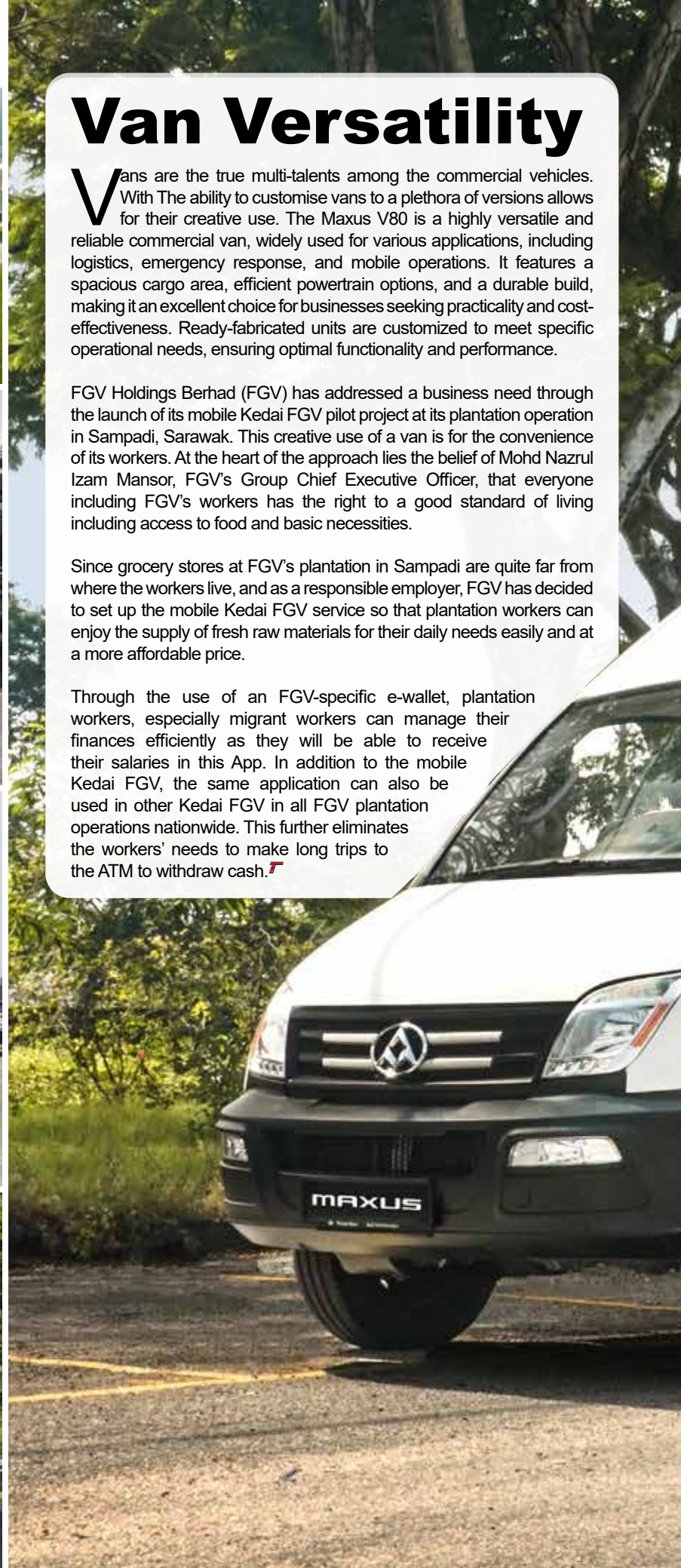
Van Versatility

Vans are the true multi-talents among the commercial vehicles. With The ability to customise vans to a plethora of versions allows for their creative use. The Maxus V80 is a highly versatile and reliable commercial van, widely used for various applications, including logistics, emergency response, and mobile operations. It features a spacious cargo area, efficient powertrain options, and a durable build, making it an excellent choice for businesses seeking practicality and cost-effectiveness. Ready-fabricated units are customized to meet specific operational needs, ensuring optimal functionality and performance.

FGV Holdings Berhad (FGV) has addressed a business need through the launch of its mobile Kedai FGV pilot project at its plantation operation in Sampadi, Sarawak. This creative use of a van is for the convenience of its workers. At the heart of the approach lies the belief of Mohd Nazrul Izam Mansor, FGV's Group Chief Executive Officer, that everyone including FGV's workers has the right to a good standard of living including access to food and basic necessities.

Since grocery stores at FGV's plantation in Sampadi are quite far from where the workers live, and as a responsible employer, FGV has decided to set up the mobile Kedai FGV service so that plantation workers can enjoy the supply of fresh raw materials for their daily needs easily and at a more affordable price.

Through the use of an FGV-specific e-wallet, plantation workers, especially migrant workers can manage their finances efficiently as they will be able to receive their salaries in this App. In addition to the mobile Kedai FGV, the same application can also be used in other Kedai FGV in all FGV plantation operations nationwide. This further eliminates the workers' needs to make long trips to the ATM to withdraw cash. **F**





Kedai FGV

Kedai FGV

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At the show, delegates also have the opportunity to meet top-tier professionals, decision-makers, and thought leaders from around the globe. Networking opportunities abound to build lasting partnerships with key stakeholders in the tyre and automotive sectors. It is here where you can expand your global network and uncover new business opportunities.



Unlock Exclusive Insights from Global Experts

Part of the program are exclusive forums led by internationally renowned speakers and industry visionaries. These opportunities allow visitors to gain valuable insights into market trends and evolving consumer demands. Innovations in tyre safety and performance technologies will be highlighted while strategies to address industry challenges and capitalize on growth opportunities are discussed. The organisers are confident that this is a perfect event for C-suite executives, business leaders, and entrepreneurs looking to stay ahead in a competitive market.

Back as a fixed calendar item now, the TyreXpo Asia Singapore is back for 2025. This instalment being the 14th edition of Asia's largest exhibition for Tyres, Automotive Repair Equipment, Tools, Parts, and Accessories, it will take place 12–14 March 2025. The venue is the prestigious Sands Expo and Convention Centre in Singapore where the organisers hope to attract up to 6 000 global attendees. This year's event will be featuring over 250 exhibitors from more than 90 countries.

As Asia continues to dominate the global tyre market, fuelled by the rapid economic growth in Southeast Asia, this event stands out as the premier destination for discovering the latest trends and cutting-edge innovations driving the industry forward.

Why Attend TyreXpo Asia Singapore 2025?

This dynamic event offers a wealth of opportunities to connect, learn, and grow. Visitors are to explore and engage with Industry Leaders from over 250 global exhibitors showcasing their latest offerings. Truck and Bus Radial (TBR), Off-the-Road (OTR), and Passenger Car Radial (PCR) tyres make up the focus of the show. Meanwhile, innovations in automotive repair, maintenance tools, and accessories round out the portfolio of brands present.

Being a physical event, it allows delegates to gain direct access to manufacturers, distributors, retailers, and fleet operators. This allows them to compare products, discover emerging technologies, and stay ahead of the competition.

Be Part of the Future

TyreXpo Asia Singapore 2025 is more than an exhibition—it's a launchpad for innovation and collaboration in one of the world's fastest-growing markets. Seize this opportunity to experience the latest advancements, network with global industry leaders, and drive your business forward.

Organisers are looking forward to welcoming you 12–14 March 2025 and encourage delegates to immerse themselves in Asia's most influential event shaping the future of tyres and automotive repair solutions. **T**

The Trucks you want to see from Far

Luckily, we have moved on from the times of Henry Ford saying that you have your car painted in any colour you like as long as it is black. Getting a custom paintjob before being delivered is one of the many steps in the production process of a truck; it could well be one of the most important issues to look into. I have heard of stories where a customer ordered the truck to be painted in the same colour as his wife's fingernails on the day of placing the order (And that is colour you do not want to get wrong for his sake).

I often say that everything one does reflects on the brand one represents. No difference to the colourscheme and how clean a vehicle is in my view. In some cases, high visibility and legibility are adding to the use of the truck. Whenever the arrival of a truck heralds news, it should be the livery that does the talking. Take for instance a fire truck with its distinctive colourscheme. There are only three countries that I found to use colours other than red for fire trucks. If you called for a fire truck and you see the big red vehicle coming around the corner, you would surely be relieved as help is here. With these vehicles painted in red in almost all countries, this would work even if you are abroad.

Another interesting vehicle to paint in a striking and visually effective paintjob is the tow truck. While a breakdown is, naturally, anything but a pleasant experience, the tow truck's arrival has meaning: we are getting out of here now. If the tow truck can be spotted from far, anyone looking out for it will get the feeling of relief sooner. In this situation, the paint job is also important as the tow truck would be stationary on busy roads. Good visibility is a safety feature. While I like a good airbrush artwork, maybe a dark theme is best to be avoided for this kind of vehicle.

One thing I find peculiar is that ambulances don't have a uniform colour scheme. There are private operators and / or those vehicles associated with a hospital. Though these vehicles all use sirens and strobe lights of sorts to announce their presence on the road, the colour schemes differ. Branding is important, of course, but I would opine that all ambulances should be in the same colour scheme. Some motorists may not immediately conclude that there is an ambulance behind them as they may not associate the colours with this vehicle type.

Outside emergency situations, every delivery is some sort of an exciting event. The arrival of cargo is a situation that is anticipated, the arrival of the truck



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reduces anxiety. Every delivery is special for whoever is waiting for it. Seeing the truck, in distinctive colours, arrive is good news. However, this would work best only if the colours aren't faded and the recognisability reduced. Faded colours could also be interpreted as not caring about the vehicle overall, an issue we can discuss another time.

With this, the uniform of the driver is important. Similar to the idea that the truck should be visible from far, the driver or staff travelling in it, should be easily identified as belonging to the vehicle. In crowded places, sometimes it could be important to be able to identify a specific kind of professional: think emergencies and you need a doctor.

To leverage on the power of branding, while your trucks would likely sport the same livery, you could also do the same with your company cars. Arguably, some people will be waiting for your arrival and thus, even your car painted in your brands colour scheme, will be a relief for some. <https://www.facebook.com/share/r/18gCp18Bu9/> 



Sand from Scania becomes Mortar at Weber Saint-Gobain


With the aim of turning 20 000 tonnes of used sand from Scania's foundry into mortar instead of landfill at construction material producer Weber Saint-Gobain in 2025, the saving on virgin materials will enhance circularity at both companies.

Scania's purpose is to drive the shift towards a sustainable transport system, and a key part of this is adopting circular business models, maximising the use of existing resources and minimising waste. Since Weber's products are primarily composed of natural aggregates, namely virgin sand and gravel, resources that are accessible but finite, the company has dedicated many years to the pursuit of substitutes for virgin sand to establish a more circular economy and diminish environmental impact.

The collaboration with Weber means used sand from Scania's foundry is transported to mortar manufacturing instead of landfill. "To be efficient with the limited resources we have on Earth, and prolong their lifespan is a way to lessen the impact on the environment. Re-using the large amounts of sand that are used in the casting of engine components is one of many actions that enables Scania to remain in the lead of the transition to sustainable transports," says Fredrik Nilzén, Head of Sustainability, Scania.

The transports have already begun, and in 2025, about 20 000 tonnes of sand will be transported the 150 kilometres between Scania in Södertälje and Weber Saint-Gobain in Vingåker, equivalent to three fully loaded trucks every day. All transports are return cargo from Stockholm, having a positive climate impact, as the trucks otherwise would return empty.

The cooperation means less virgin sand has to be extracted. The positive environmental impact is immediate. "With the sand from Scania, we lessen the use of virgin sand with 30 percent, and the potential is even greater. The ambition is to have substituted all the virgin sand in our products with alternative aggregates by 2035," says Anders Anderberg R&D Director, Weber Saint-Gobain.

Scania has a history of collaborating with other innovative players, and welcomes initiatives where the company can work across industries. "Our values are shared by many, and the opportunity to leverage each other's expertise to create a society that benefits everyone should not be missed," says Nilzén. 

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Mutares has completed the acquisition of Magirus GmbH from Iveco Group



Thomas Hilse, who has successfully led the company since 2021 as President of the Firefighting Business Unit at Iveco Group N.V. will continue to play a pivotal role in the company's transition period. Effective January 4, 2025, Hilse will take on the role of Interim-CEO of Magirus GmbH, leading the company through a crucial phase of transition.

Hilse's primary responsibility will be to ensure the seamless transfer of operations as Magirus GmbH moves from its longstanding ownership with the Iveco Group to its new owner, Mutares SE & Co. KGaA. This transition marks an important milestone in the company's future as it begins a new chapter under Mutares' ownership. Having served in various leadership roles within the Iveco Group, Hilse's extensive experience and deep understanding of both Magirus' operations and the firefighting industry position him as the ideal choice to guide the company during this critical period. His leadership has been instrumental in steering Magirus towards innovation, operational efficiency, and strategic growth, making him a key figure in ensuring a smooth shift to the new ownership structure. **f**

Magirus GmbH announces that with effect from 3 January 2025, its full ownership and that of its affiliates has been transferred from Iveco Group N.V. (EXM: IVG) to Mutares SE & Co. KGaA (ISIN: DE000A2NB650). The transfer has been executed as planned per the already announced agreement of 13 March 2024. All Magirus business and service activities will continue as usual.

Daimler Truck unit sales 2024: 460 409 units

Daimler Truck has sold 460,409 trucks and buses on Group level in 2024 (2023: 526,053). The segment Trucks North America contributed 190,428 units to the Group's overall unit sales (2023: 195,014). Mercedes-Benz Trucks sold 126,477 units (2023: 158,511). Trucks Asia reported 125,234 units sold (2023: 161,171). Daimler Buses sold 26,646 units (2023: 26,168). Sales of battery-electric vehicles increased to 4,035 units (2023: 3,443).

Unit Sales	2024	2023	Change
Trucks North America	190,428	195,014	-2%
Mercedes-Benz Trucks	126,477	158,511	-20%
Trucks Asia	125,234	161,171	-22%
Daimler Buses	26,646	26,168	+2%
Daimler Truck Group*	460,409	526,053	-12%
thereof battery-electric vehicles	4,035	3,443	+17%

At its Annual Results Conference on March 14th, Daimler Truck will report in detail on financial and non-financial key figures of the 2024 financial year at Group and segment level and present its forecast for the current financial year 2025. **f**



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Hengst Filtration sets Science-based Targets to Reduce Greenhouse Gas Emissions

Hengst Filtration has been striving for more sustainable business for years and is now taking the next step. The Hengst Group has set itself science-based targets to reduce greenhouse gas emissions and has them validated by the independent organization Science Based Target Initiative (SBTi).

The SBTi is the world's most renowned initiative for developing science-based emissions targets in line with the 1.5 degree goal of the Paris Climate Agreement.

The initiative is a coalition of several non-governmental organizations (NGOs) that more than 1,000 companies have joined since 2015 to set science-based climate targets.


In recent years, Hengst Filtration has converted all of its locations across the group to green electricity and aims to reduce all emissions from the combustion of fossil fuels by its own plants and vehicles to zero by 2030. 

MFTBC Repurposes eCanter Batteries for Energy Storage Systems with EV chargers

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) will conduct a demonstration of its Battery 2nd Life initiative starting from February 2025. Under this initiative, the company plans to repurpose used batteries from its electric light-duty eCanter trucks to build energy storage systems.

MFTBC will jointly conduct the demonstration with CONNEXX SYSTEMS Corporation (CONNEXX SYSTEMS), a company developing next-generation storage batteries. Used batteries from end-of-life eCanter models will be removed from the vehicles and used as power sources for "EnePOND EV Charger (tentative name)" energy storage systems integrated with EV chargers developed by CONNEXX SYSTEMS. EnePOND EV Charger can reduce the load on the existing power grid whilst allowing for fast charging of multiple EVs simultaneously, it will also allow for EV charging during power outages. By repurposing used EV batteries, the



expansion of charging infrastructure can be accelerated and costs reduced, whilst extending the lifespan of the battery. 


Valeo's Shenzhen plant named "Global Lighthouse factory" for its manufacturing excellence

On January 14, 2025, the World Economic Forum (WEF) announced the latest batch of global "lighthouse factories", and Valeo's Shenzhen plant was honored to become one of the "lighthouse factories" for manufacturing excellence, thanks to its outstanding performance in the field of intelligent manufacturing and digitalization.

Launched in 2018, the Global Lighthouse Network brings together and celebrates the success of the world's leading industrial sites which

achieved exceptional performance in productivity, supply chain flexibility, customer service, sustainability and talent. This global community of influential innovators, deploying over 1,000 solutions in multiple industries, includes 189 sites, 25 of which are Sustainability Lighthouses. The network now spans over 30 countries and 35 sectors.

Valeo's Shenzhen plant was built in 2005, and after nearly 20 years of rapid development, it has now become one of the largest production

sites and electronic R&D centers for the Valeo Brain division. Its products include various types of sensors such as cameras, radars and other key components in the field of Intelligent Driving such as domain controllers. It also includes products in the field of smart cockpit such as DMS, UWB, AR-HUD and Remote Communication Modules. As well as in electrification products, such as DCDC converter, charging module, lighting control module, windshield wiper control module and electric compressor control module. 

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