

**Owned Dealers:**

**SHAH ALAM (HQ)**

No. 6, Jalan Bicu 15/6,  
Seksyen 15, 40200 Shah Alam,  
Selangor Darul Ehsan  
Tel : 03-5510 3300  
Fax: 03-5519 4233/  
03-5519 0592/  
03-5510 9096 (Parts)

**PRAI**

2410, Jalan Perusahaan Prai,  
Kawasan Perusahaan Prai,  
13600 Seberang Prai,  
Pulau Pinang  
Tel : 04-398 9184/  
04-398 9185  
Fax: 04-398 9187

**IPOH**

56, Lengkok Rishah 2,  
Kawasan Perindustrian Silibin,  
30100 Ipoh, Perak  
Tel : 05-527 8892  
Fax: 05-528 0941

**KUANTAN**

Lot 108,  
Semambu Industrial Estate,  
25350 Kuantan, Pahang  
Tel : 09-566 9182  
Fax: 09-586 9184

**JOHOR BAHRU**

PLO 251, Jalan Firma 2,  
Kawasan Perindustrian Tebrau IV,  
81100 Johor Bahru, Johor  
Tel : 07-358 4955/  
07-357 4834/  
07-357 4835  
Fax: 07-357 4899

**KUCHING**

Lot 1017, Section 66,  
KTLD, Jalan Kilang,  
(P/O Jalan Tekad),  
Bintawa, 93450 Kuching,  
Sarawak  
Tel : 082-330 131  
Fax: 082-333 387

**BINTULU**

Lot 3069, Sublot 4,  
Kidurong Industrial Estate,  
97008 Bintulu, Sarawak  
Tel : 086-327 646  
Fax: 086-255 722

**Private Dealer:**

**Dai Lieng Machinery Sdn Bhd  
MIRI**

Lot 2541, Jalan Manetia,  
Piasau Lorong 8,  
Pujut-Lutong Road,  
98000 Miri, Sarawak  
Tel : 085-655 855  
Fax: 086-655 855

**SANDAKAN**

Lot 2, Block G, Ground Floor,  
Bandar Ramai-Ramai,  
P.O. Box 3541,  
90739 Sandakan,  
Sabah  
Tel : 089-272 707  
Fax: 089-235 855

**KOTA KINABALU**

Lot 34-6 & 7,  
Jalan 1E, Industrial Zon 4 (IZ 4)  
KKIP Selatan, Jalan Sepangar,  
88460 Kota Kinabalu,  
Sabah  
Tel : 088-499 855  
Fax: 088-493 618



**MAXIMISE YOUR UPTIME  
MINIMIZE YOUR COST  
WITH MAJOR UNIT OVERHAUL**

**The Business Partnership With Innovative Services For You...**

The Volvo Overhaul Room is a new, special parts washing machine innovative service that helps you keeping your truck on the move. A cleaner engine performs better and needs less maintenance. Our Overhaul Room offers a dedicated, clean and dust free environment which ensures quality, cleanliness & longevity of the rebuilt engine.

Our highly qualified technicians will dismantle your engine and clean every part of it using our new, special machine. Components will be degreased and cleaned for smooth running after it has been re-assembled, restoring back your engine to its original condition.

**EXCLUSIVE OVERHAUL CAMPAIGN**

Overhaul activities shall be carried out by our experts in our facility at Volvo Shah Alam workshop. For more enquiries, please contact our service centre at **03-5519 9096 (8.30am - 5.30pm) / 03-5510 3300 Ext 817 / 818 (after 5.30pm)** or Mr. Gazali at **016 - 645 9630**.

Follow us!

 [facebook.com/VolvoTrucksMalaysia](https://www.facebook.com/VolvoTrucksMalaysia)

Terms & conditions : Volvo Malaysia Sdn Bhd reserves the right to replace the component offered or design with other equivalent without prior notification. Volvo Malaysia Sdn Bhd retains the right to alter the promotion packages without prior notification. Any picture shown are for illustration purpose only.

**VOLVO TRUCKS. DRIVING PROGRESS**

[www.volvotrucks.com.my](http://www.volvotrucks.com.my)



ISSUE 10, 2012

ASIAN TRUCKER

# ASIAN TRUCKER

[www.asiantrucker.com](http://www.asiantrucker.com)



## The Female Factor in trucking:

Environment  
Idaman challenges  
industry  
perceptions and  
status quo

A closer look at  
**Volvo Trucks**  
Fuelwatch

Enter **CAMC**.  
Move with Distinction

"Powering Up your  
Business with Shell"  
sponsored by



RM8.00

BARCODE

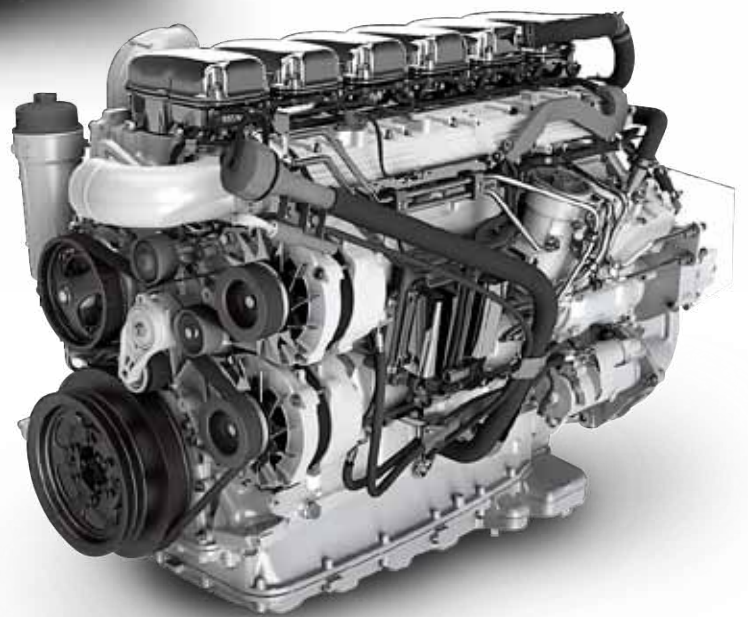
**Isuzu  
Japan:**  
Building the  
future on past  
performances

Shacman today - current standing of  
the China truck brand

NEW HINO 3S DEALER IN  
BIDOR, PERAK ~  
S.R. Automobile Centre Sdn. Bhd.

ISSUE 10, 2012

[www.asiantrucker.com](http://www.asiantrucker.com)



# All-new Scania bus and coach chassis. Ever-reliable with legendary passenger comfort and safety.

Now featuring higher torque at lower revs and lower fuel consumption.

Scania bus chassis have long been trusted to provide passengers with safer and more comfortable journeys. Thanks to the Electronic Braking System as well as the Scania Retarder and Traction Control that come as standard.

Our selection of new 9L and 13L Euro 3 engines offer higher torque at lower revs, giving you outstanding drivability and fuel economy. The class-leading 2-pedal Scania Opticruise gearbox adds to this, while reducing clutch and synchromesh wear.

Realise your business aspirations with Scania bus and coach chassis's leading reliability for your profitability.

Call us at +60 3 7845 1000 and speak to one of our consultants. For more information on our network of branches and after sales service centres, please visit our website.



**SCANIA**

Scania (Malaysia) Sdn Bhd (518606-D)

No.1 Jalan Tiang U8/93  
Bukit Jelutong Industrial Park  
40150 Shah Alam, Selangor D.E.  
Malaysia

# Light Truck with Extra-long Wheelbase



SPECIFICATIONS	ITEM		
MODEL CODE			HD 5000 AD3 TURBO
WHEEL BASE			3570
WEIGHT (KG)	Kerb Weight		2290
	Gross Vehicle Weight		5000
DIMENSION (MM)	Overall	Length (OL)	6225
		Width	2030
		Height	2195
	Wheel Tread	Front	1665
		Rear	1495
Overhang	Front	1075	
		Rear (ROH)	1580
ENGINE	Min. Ground Clearance		200
	Model		D4DB (E)
	Number of Cylinder & Arrangement		4 IN-LINE Turbo Intercooler
	Bore & Stroke (mm)		104 x 115
	Capacity (c.c)		3907
	Max. Output (PS / RPM)		130 / 2900
	Max. Torque (KG.M / RPM)		38 / 1600
TRANSMISSION	Model		MO3555
	Type		5-Speed Manual, Fully Synchronized
	Gear Ratio	1	5.380
		2	3.028
		3	1.700
		4	1.000
5		0.722	
Reverse	5.380		
CLUTCH	Size mm		300
STEERING	Telescopic & Tilttable Column and Power Assisted with Recirculating Balls		
AXLE	Load Capacity	Front	2300
		Rear	4200
		Final Gear Ratio i-	5.000
BRAKE	Service Brake	Dual Circuit Hydraulic Brake with Vacuum Servo Assistance	
	Parking Brake	Internal Expanding Type at Rear of Transmission	
	Exhaust Brake	Vacuum Operated: Butterfly Valve Type	
SUSPENSION	Front & Rear	Semi-Elliptical, Laminated Leaf Springs with Double Acting Telescopic Shock Absorbers	
ELECTRICAL	Alternator	24V - 40A	
	Starter	24V - 5.0KW	
	Battery	24V - Negative Earth (Chassis Frame)	
FUEL	Tank Capacity	100L	
CALPERFORMANCE	Max. Speed (km/hr)	109	
	Max. Gradeability (1%)	34.4	
	Min. Turning Radius (m)	6.5	
OTHERS	Rim Type	5.50 F-16	
	Tyre Size	7.00 x 16.10 PR	

All information herein are verified at the time of prints but are subject to change without prior notice.

For inquiries, please call our toll free number }

**1800 88 TRUCK** or  
**1800 88 87825**

#### SALES DEALER NETWORK

Central (Selangor) : HYUNDAI SIME DARBY MOTORS SDN BHD 03 5191 1433 / CARTRUCKVAN SDN BHD 03 6186 4405 / COMBINE MOTOR SDN BHD 03 6316 8060 / INTERNATIONAL AUTO ENTERPRISE 03 8062 3331 / SOON HENG MOTOR & COMMERCIAL 03 3345 2829 / NCE AUTO TRADING SDN BHD 03 8070 1978 / LEGEND WHEEL SDN BHD 03 5161 5919 / AUTOMATCH 03 3269 8540 / VISTA WHEELS SDN BHD 03 7847 1163 / VIGLO MOTOR SDN BHD 03 87332961 / Central (Kuala Lumpur) : SUMMIT MOTOR SDN BHD 03 7984 4376 / PTM AUTOMOTIVE SDN BHD 03 6188 6162 / MHK AUTO COMMERCIAL SDN BHD 03 6258 7777 / POWER GENIUS SDN BHD 03 4024 1230 / Northern: MIAN SOON AUTOMOBILE & ENGINEERING SDN BHD 05 291 9193/ TTJ AGENCY SDN BHD 05 947 9388 / SERBUJAYA GEMILANG AUTO SDN BHD 05 321 3881 / HUAN SIN CYCLE MOTOR SDN BHD 04 2826 384 / KOAY ENG CHONG AUTO SDN BHD 04 733 8139 / KUMPULAN EDARAN OTOMOBILE M.T.H 04 537 9426 / SAMMITR MOTORS MALAYSIA SDN BHD 04 502 1458 / NALURIANGGERIK SDN BHD 05 692 5229 / AUTO VENTURE MOTOR SDN BHD 05 641 5001 / Southern: PARAMOUNT VALUE SDN BHD 06 283 2925/ SEREMBAN VICTORY CREDIT SDN BHD 06 761 7711 / ANG TRADING & MOTOR CREDIT SDN BHD 06 955 5525 / SEMBILLION MOTORS SDN BHD 06 764 6666 / GALAXIE MOTOR 016 777 4823 / ULTRA GALLANT SDN BHD 06 677 9503 / HONG YI MOTOR ENTERPRISE SDN BHD 07 772 2929 / SMART EDITON AUTO SDN BHD 07 663 6928 / East Coast: KUANTAN MOTOR SDN BHD 09 566 4444 / BENTONG CAR CENTRE SDN BHD 09 223 3289 / INOTRUCK 09 748 6837 / MINJFA AUTOMOBILE SDN BHD 09 567 6363 / SYARIKAT PERNIAGAAN SRI SEMANTAN SDN BHD 09 296 3288 / East Malaysia: RHINO AUTOMOBILE SDN BHD 082 459 444 / RIGHTPOWER AUTOCARE SDN BHD 088 702 222 / LAYAK ASIA SDN BHD 089 770 876 / ISMACO SDN BHD 082 457 322 /



**AD3**  
**TURBO**  
GVW 5000 KG

**VALUE FOR**  
**BUSINESS**



# ALL-NEW HINO 300 Series



GVW 5,000kg (6 Wheeler)

**WU710ECO** **XZU720POWER**  
**WU720ECO** **XZU730POWER**

GVW 5,000kg (4 Wheeler)

**WU302ECOTURBO**

GVW 5,000kg (6 Wheeler)

**WU342TOUGHPLUS**

GVW 4,800kg (4 Wheeler)

**WU600ECO**  
**WU640ECO**

GVW 5,000kg (6 Wheeler)

**WU710ECO**  
**WU720ECO**



## HINO MOTORS (MALAYSIA) SDN BHD (187863-U)

Head Office, Selangor: Lot PT, 24, Jalan 223, Section 51A, 46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia. Tel: (603) 7957 5199 (12 lines) Fax: (603) 7954 3276

Branch, Sarawak: Lot 1076, Block 218, 4th Mile, Penrissen Road, 93250 Kuching, Sarawak, Malaysia. Tel: (082) 451 611 (5 lines) Fax: (082) 451 993

Regional Office, Sabah: Lot 17, 1st Floor, Block B, Bundusan Square, Jalan Bundusan, 88300 Kota Kinabalu, Sabah, Malaysia. Tel: (088) 733 222 Fax: (088) 733223

Authorised Dealers : **KEDAH**, AWS Jaya Motors 04-731 9706 (Aior Setar), AWS Jaya Motors 04-423 1600 (Sg. Petani), Sammitr Motors Malaysia 04-448 0606 (Sg. Petani), SR Automobile Centre 04-474 6666 (Baling), **PULAU PINANG**, AWS Jaya Motors 04-396 7600 (Seberang Perai), AWS Jaya Motors 04-646 3800 (Bayan Lepas) Sammitr Motors Malaysia 04-502 1458 (Bukit Mertajam), Daihatsu Malaysia 04-397 2151 (Butterworth), PM Trucks 04-582 3763 (Sg. Bakap) **PERAK**, Selangor Motors (1891) 05-506 1599 (Ipoh), Merge Summit 05-506 2281 (Ipoh), Daihatsu Malaysia 05-527 9000 (Ipoh), SR Automobile Centre 06-434 6000 (Bidor), Merge Summit 05-621 8971 (Teluk Intan), TTJ Agency 05-847 9368 (Taiping), **WILAYAH PERSEKUTUAN, KUALA LUMPUR**, Edaran Masri Jaya 03-9200 7101 (Kuala Lumpur), Kee Seong Enterprise (M) 03-9130 8252 (Batu Caves), International Auto Enterprise 03-8062 3331 (Cheras), **SELANGOR**, Hong Yee Motor 03-6188 3533 (Batu Caves), Eng Kee Commercial Enterprise 03-3374 9278 (Klang), Soo Chuan Motor Credit 03-3291 1770 (Kapar), Daihatsu Malaysia 03-5510 0144 (Shah Alam), Newstar 03-7845 7717 (Shah Alam), Pantas Motors (M) 03 -5161 9919 (Shah Alam), Power Truck & Parts 03-8062 6662 (Puchong), Daihatsu Malaysia 03-8943 7236 (Serdang Raya), Premium Truck 03-8723 8833 (Kajang), Soon Heng Motors & Commercial Truck 03-3345 2829 (Jenjarom), SR Automobile Centre 03-6093 1972 (Rawang), **NEGERI SEMBILAN**, PL Auto Trading 05-767 6699 (Seremban), Edaran Masri Jaya 05-678 7760 (Seremban), Soon Seng Truck & Parts 06-799 6806 (Nilai), Sembillon Motors 06-454 999 (Bahau).

# PERFECT FIT FOR YOU

Evolution of LCV Culture

Now you can enjoy

**36-MONTH  
WARRANTY**

or **100,000km**

Terms and Conditions apply\*

with purchase of  
**All New HINO 300 Series**

+

**FREE  
SERVICE PROGRAM**

**HINO GENUINE PARTS**

**ENGINE OIL**

**LABOR**

**3 TIMES**

Service with every purchase  
of HINO LCV 300 Series model



FOLDING TYPE SHIFT LEVER

GVW 5,000kg (6 Wheeler)

**XZU720 AUTO**

**XZU730 AUTO**

GVW 5,000kg (6 Wheeler)

**XZU720 POWER**

**XZU730 POWER**

GVW 5,000kg (6 Wheeler)

**XZU720 AUTO**

**XZU730 AUTO**

**XZU730 CREW**

GVW 8,300kg (6 Wheeler)

**XZU720 8.3ECO**

**XZU730 8.3ECO**

**24 HOURS  
BREAKDOWN SERVICE  
FOR TRUCKS**

Applicable to West Malaysia

Toll Free: **1800-88-3666**

\*Terms and Conditions Apply

**MALACCA.** Paramount Value 06-283 2925 (Melaka), Sam Hin Motors Enterprise 06-286 1939 (Melaka). **JOHOR.** Auto Skyline 07-358 5805 (Johor Bahru), Daihatsu Malaysia 07-224 6601 (Johor Bahru), Key Power 07-236 5188 (Pasir Gudang), Sin Soon Hup 07-557 5533 (Skudai), Smart Edition Auto 07-883 5628 (Kota Tinggi), Smart Edition Auto 07-663 2828 (Kulai), Sam Hin Motors Enterprise 07-931 2939 (Segamat), Daihatsu Malaysia 07-431 5910 (Batu Pahat), Sin Soon Hup Services 06-975 6688 (Muar). **PAHANG.** Minufa Automobile 09-567 6363 (Kuantan), Minufa Automobile 09-536 8968 (Kuantan), Okuan Otomobil 09-568 3888 (Kuantan), Semantan Trucks & Equipment 09-290 1724 (Temerloh), Teck Lee Motor Agency 09-286 1558 (Temerloh). **TERENGGANU.** Minufa Automobile 09-626 2363 (Kuala Terengganu), Minufa Automobile 09-658 3663 (Kemaman). **KELANTAN.** K&T Engineering & Trading 09-785 7166 (Kota Bharu), Soon Seng Motors Enterprise 09-748 6837 (Kota Bharu), K&T Engineering & Trading 09-765 9166 (Tanah Merah). **SARAWAK.** Jong Seng 082-330 066 (Kuching), Lu & Sons Engineering 082-453 737 (Kuching), Rhino Automobile 082-457 775 (Kuching), Jong Seng 086-327 866 (Bintulu), Lu & Sons Engineering 086-334 834 (Bintulu), Lu & Sons Engineering 084-319 373 (Sibu), Jong Seng 085-661 166 (Miri). **SABAH.** Angkatan Hebat Motor 088-389 262 (Kota Kinabalu), Daihatsu Malaysia 088-381 112 (Kota Kinabalu), Edaran ATSB 089-772 869 (Tawau), FF Automobile 089-386 852 (Kota Kinabalu-Menggatal), Edaran ATSB 089-667 178 (Sandakan), Edaran ATSB 089-888 687 (Lahad Datu), Wee Maju 089-666 222 (Sandakan), Wee Maju 089-881 323 (Lahad Datu)

AIM FOR CUSTOMER **TRUST AND CONFIDENCE**



**UD TRUCKS**



**UD Trucks Corporation**

**TCIE**

**TAN CHONG INDUSTRIAL EQUIPMENT SDN. BHD.** (13285-X)

Lot 3, Jalan Perusahaan Satu, 68100 Batu Caves, Selangor Darul Ehsan, Malaysia.

Tel : 03-61899832 Fax : 03-61899336.

E-mail : [tcie1@po.jaring.my](mailto:tcie1@po.jaring.my) Website : [www.tcie.com.my](http://www.tcie.com.my)



# Road to Your Success



#### **Branches :**

**Butterworth** Tel : 04-5381 308 • **Ipoh**  
Tel : 05-3131 322 • **Muar** Tel : 06-9531  
300 • **Johor Bahru** Tel : 07- 3530 300 •  
**Kluang** Tel : 07-7733 300 • **Kuantan**  
Tel : 09-5526 655 • **Batu Pahat** Tel:  
07-4139 887 • **Melaka** Tel: 06-3366  
957 • **Beranang** Tel: 03-8724 6388 •  
**Klang** Tel : 03-3166 9609

#### **Authorised Dealers :**

• **Shue Chuan Trading S/B** Tel : 03-3342 7918 • **TCIM S/B** Tel : 03-  
5636 4786 • **PTM Automotive S/B** Tel : 03-8736 7781 • **Combine**  
**Motor S/B** Tel : 03-6136 3060 • **MHK Auto Commercial S/B** Tel :  
03-6258 7777 • **Seremban Victory-Credit S/B** Tel : 06-7639 192 •  
**Taycn Kredit S/B** Tel : 019-6607 611 • **Commercial Junction (M)**  
**S/B** Tel : 07-4333 998 • **Derchin Auto S/B** Tel : 07-3874 108 • **Hui**  
**Hwang Auto Enterprise** Tel : 07-4677 667 • **Wira-One Enterprise**  
**S/B** Tel : 07-4340 626 • **Minufa Automobile S/B** Tel : 09-5669 121  
• **LK Utara Auto S/B** Tel : 04-7339 098

Moving the World

# AUMAN

HEAVY DUTY TRUCKS



**AT** ANGKA-TAN MOTOR SDN BHD (85810-A)

Lot 29, Jalan Delima 1/3, Subang Hi-Tech Industrial Park, 40000 Shah Alam, Selangor D. E. Malaysia.



Manufactured by Beiqi Foton Motor Co. Ltd of China. The world's largest commercial vehicle maker in terms of volume. On the 18th of Feb 2012, Beijing Foton Daimler Automotive Co., Ltd. was inaugurated, involving an investment of USD 886 million to capitalise on Daimler's world-class technology.

In Malaysia, Angka-Tan Motor Sdn Bhd is the exclusive distributor of AUMAN Heavy Duty Trucks, backed by a nationwide network of Service Centres, Authorized Dealers and a 24-hour Rescue Service.





**CAMC**



# ***MOVE WITH DISTINCTION***

*Heavy-duty Commercial Vehicles*  
*重型商用汽车*



**Deauto Industries Sdn Bhd (Company No. 881055-M)**

Office: A-2-6, TTDI Plaza 2A, Jalan Wan Kadir 3, Taman Tun Dr. Ismail,  
60000 Kuala Lumpur..

Tel: +603 - 7728 9891  
Fax: +603 - 7728 9894

Email: [camc@deauto.com.my](mailto:camc@deauto.com.my)  
Website: <http://www.camc.cc>

Factory: Lot 3, Jalan Perigi Nenas 8/1, Taman Perindustrian Pulau Indah,  
Pulau Indah, 42900 Pelabuhan Klang.

Tel: +603 - 3101 2588  
Fax: +603 - 3101 3588



At SINOTRUK, we perfect our heavy duty  
machines with the best lubricants from  
BARDAHL. Naturally.





CYCAR PARTS AND ACCESSORIES SDN. BHD.

Lot 9 (1st Floor), Jalan 219,  
Federal Highway, 46100 Petaling Jaya,  
Selangor Darul Ehsan, Malaysia.

Tel: 603 7967 8818

Fax: 603 7967 8848

Email: [info@cy-car.com.my](mailto:info@cy-car.com.my)

# Contents

16. Editor's Note

## Market Update

- 20. NEW HINO 3S DEALER IN BIDOR, PERAK ~  
S.R. Automobile Centre Sdn. Bhd.
- 21. New Hino 3S Dealer opens in Taiping – TTJ Agency Sdn Bhd
- 22. Alcoa Takes The Weight Off!
- 24. Dongfeng Commercial Vehicles shows cement industry models at the Lafarge Driver Safety Day
- 26. A record number of exhibitors and visitors expected to attend the largest ever Automechanika Shanghai
- 28. Scania ramps up operations in Japan
- 30. Volvo Uplifts Malaysian Truckers with the 3rd Fuelwatch Challenge And Globe Truckers Club
- 32. WSI MODELS B.V.
- 34. First Hybrid Light Duty Truck Launched in Singapore
- 36. FuelDefend Global is the world leader in the design and manufacture of fuel anti-theft products by sales, markets and model range.

## Cover Story

- 38. Isuzu Japan: Building the future on past performances

## Feature Story

- 46. The Female Factor in trucking: Environment Idaman challenges industry perceptions and status quo



## Special Report

- 52. Shacman today - Current standing of the China truck brand
- 56. Meritor Opens Distribution Center in Singapore
- 60. ENTER CAMC – MOVE WITH DISTINCTION
- 64. A closer look at Volvo Trucks Fuelwatch
- 66. Environment Responsible and Sustainable Mobility

## Industry Profile

- 68. Your Partner on the Road: Shell gets fleets on the roads faster, more secure and with reduced admin

## Trucker of the month

- 70. Asian Trucker met with the pioneer female drivers of Environment Idaman in Alor Star to find out what motivated them to become truck drivers and what keeps them trucking. Effa Izahwati Bt Mohd Hatta (29) started as the first driver at the company with Nor Azlinda Bt Sobri (27) and Maziyana Bt Azan (32) following shortly after.

## Product Highlight

72.

## Celebrate

- 74. Powering up your business with SHELL – Seminar, 19<sup>th</sup> July 2012



More traction  
Less consumption

CONSISTENTLY EFFICIENT 



## MAN TGS – with HydroDrive® . Powerful and economical, whatever the terrain.

The invention of selectable front-axle drive for trucks and tractors is just one recent example of MAN's innovative prowess. MAN HydroDrive® has been available for numerous vehicle models for years now. This innovative system ensures maximum traction and gives you an

economical extra payload of up to 500 kg. That's what we call consistently efficient. Be efficient too. Look us up on the Internet. [www.mantruckandbus.com](http://www.mantruckandbus.com)

**MAN Truck & Bus (M) Sdn Bhd** (224536-w)  
Lot 4, Jalan Industri 3/2,  
Taman Industri Integrasi Rawang  
48000 Rawang, Selangor Darul Ehsan.

T • 603 - 6092 6977  
F • 603 - 6092 6966  
W • [www.mtbn.com.my](http://www.mtbn.com.my)



# A very special issue

You are holding a very special issue of Asian Trucker in your hands. Mainly, this is possible because of you, our reader, advertiser or sponsor. It is the 10<sup>th</sup> issue of our magazine in Malaysia and obviously, without your continued support, this would not have been possible to achieve. Naturally, we hope that you find the magazine informative and that we are able to produce many more issues of Asian Trucker for you.

Isuzu Malaysia had a real special treat for us and 17 other media representatives as we went to see their factory, HQ and proving grounds in Japan. In Hokkaido we were able to drive their trucks on the test track and to learn how to drive more fuel efficient. This was another special for me as I emerged the most fuel efficient driver. We are delighted to bring you a 8-page cover story, the longest we have ever done.

It is also a special issue as we are featuring female truck drivers for the first time in our publication. Having heard about a very forward thinking company in Alor

Star, we tracked down the CEO to see if we could interview them. What we learned about the company and the way they look at trucks and trucking is amazing. Not only that, the three female drivers are hoping to have more female colleagues in the future. They are also challenging the "guys" to see who is the better driver. Asian Trucker is actively seeking your help to see how we can arrange such competition.

Our guests at the Shell seminar on 19<sup>th</sup> July had some very special insights presented to them. "I never knew there was so much to know about lubricants" one participant said at the end of the seminar. Despite torrential rains and a very early start, 80 participants made their way to this extraordinary event. We are following this up with an Industry Profile on Shell. Thanks to Baljit Singh's sharing of his insights, you may say "I never knew that there was so much to learn about fleet management".

In aiming to providing you with the best content, we are also visiting the IAA in

Germany to interview several companies and to find out what is coming up from them. You will be reading about that in the respective issues of Asian Trucker in all three markets. If your company is launching new products at the IAA, talk to us to ensure our readers get to know about it.

Lastly, this month we are starting to lead up to MIBTC, Malaysia International Bus, Truck & Component Exhibition. Organised by our Asian Trucker team, this is the first dedicated commercial vehicle exhibition in Malaysia. It will be held in The Mines from 13 to 15 June. It gives us great pleasure to announce that the first exhibitors have already signed up: the Platinum Sponsorship has been snapped up and companies from as far as Germany are preparing for the show.

You are special, please drive careful and fuel efficient!

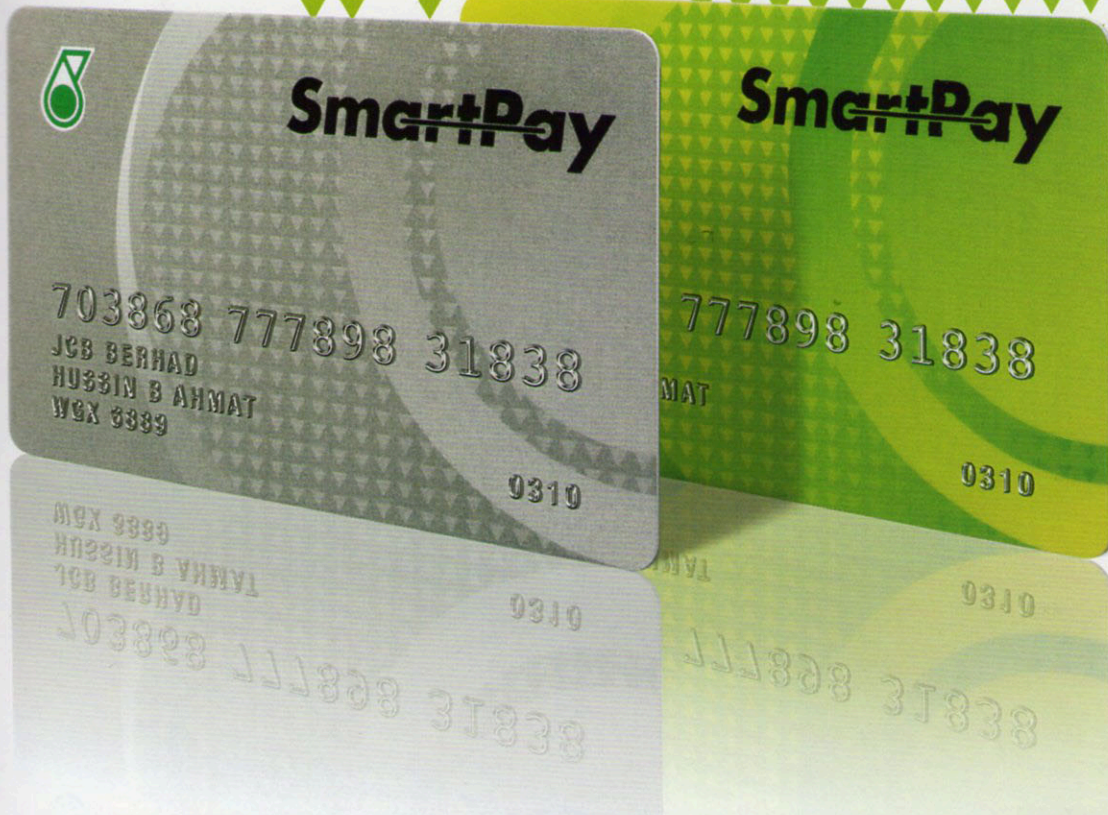
**Stefan Pertz,**  
Editor, Asian Trucker Malaysia



**SmartPay**

TOTAL CONTROL ALL THE WAY

# Managing your logistical needs.



Get assurance with ease when you monitor your fuel and lubricant expenses as well as your spending at Mesra Store without using a single cent. Every transaction is guaranteed, trustworthy and simple when one card takes care of it all with total control always.



reimagining energy™

# The **ASIAN TRUCKER** Drivers.

## **EDITORIAL**

### **Editor**

Stefan Pertz

## **DESIGN**

### **Creative Director**

Alan David Fong

### **Graphic Designer**

Daphne Tan

### **Photographer**

Jason Leong

## **ADVERTISING and MARKETING**

### **International Marketing Manager**

Stefan Pertz

Stefan@asiantrucker.com

### **Advertising Manager**

Nicole Fong

Nicole@asiantrucker.com

## **CIRCULATION, CONTRIBUTOR and SUBSCRIPTION**

Info@asiantrucker.com

WEBSITE and E-NEWSLETTER

[www.asiantrucker.com](http://www.asiantrucker.com)

## **PUBLISHED BY**

ADAIKALARAJ MEDIA GROUP SDN BHD

The Penthouse, No 1-3A, Jalan PJU 8/3,  
Damansara Perdana, 47820 Petaling Jaya,  
Selangor, Malaysia

[www.amg.com.my](http://www.amg.com.my)

## **ARTICLE**

All articles submitted for publication become the property of the publisher. The editor reserves the right to adjust and article to conform with the magazine format

Asian Trucker is a quarterly publication. The publisher will not be responsible for any copyright violation of articles that have been approved by contributing writers. The publisher accepts no responsibility for unsolicited manuscripts, illustrations or photographs.

## **PRINTED IN MALAYSIA**

Percetakan Osacar Sdn Bhd

(Co.Registration : 63461-W)

Lot 37659, No 11, Jalan 4/37A,

Taman Bukit Maluri Industrial Area

Kepong, 52100 Kuala Lumpur.

**Boost your business with a listing on our new website.**

**Find businesses or sell your truck, upload your events or images to the gallery.**

**Visit our new website [www.asiantrucker.com](http://www.asiantrucker.com) to put your company on speed.**



YOUR WAY

To lowest overall driving costs

The new Goods & People Hybrid Line

For Motorway & Regional use



HS HYBRID

HD HYBRID

Tires that set new standards, covering motorway and regional application intelligently for a maximum of flexibility and efficiency. The all new HYBRID Line – the best in their class.

**Continental**   
Tires – Engineered in Germany.



Manufactured & Marketed

Continental Sime Tyre PJ Sdn. Bhd. (4296-K)

3rd Floor, Sime Darby Technology Centre, 2, Jalan Tandang, 46050 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

[www.continental-truck-tyres.com/my](http://www.continental-truck-tyres.com/my)

Manufactured & marketed by:

**Continental**   
**Sime Tyre**

Continental Sime Tyre Group

**Bidor, Perak**, 16 June, 2012 – Hino Motors (M) Sdn Bhd has launched an integrated Hino 3S (Sales, Service, Spare Parts) Centre in Bidor to serve the growing demand of Hino vehicle owners in the area. The grand opening event was officiated by Hino Motors Malaysia, Managing Director, Mr. Nobuyuki Tanaka. The new 3S dealership aims to satisfy higher demand for quality products and services.

In conjunction to being a newly launched 3S dealer, S.R. Automobile Centre Sdn. Bhd. had organized a road show and free inspection at Cameron Highlands on 15th June 2012. The road show was intended to provide an opportunity for attendees to test-drive the highly acclaimed Hino trucks. This was followed by a convoy of Hino trucks from Cameron Highlands to Bidor on the same day. This event is in line with Hino Motors Malaysia's nationwide road show & test drive throughout 2012.

# NEW HINO 3S DEALER IN BIDOR, PERAK ~ S.R. Automobile Centre Sdn. Bhd.



S.R. Automobile Centre started their partnership with Hino in 2007 at this modest Bidor 1S showroom. After four years, S.R. Automobile has upgraded the operation from being a 1S to 3S outlet. Another 3S outlet in Baling, Kedah was incepted early this year and an added expansion of 1S outlet in Bukit Beruntung, Selangor. There is a demand for excellent sales and after-sales support. The Managing Director of S.R. Automobile – Mr Raja is very optimistic of being a Hino Authorized Dealer with the simple reason that Hino has a full commercial vehicle line up with a "Perfect Fit" for every customer's need. With very encouraging sales of 167 units in 2010 & 205 units in 2011 respectively, he is confident that S.R. Automobile Centre will maintain the status of the undisputed Hino dealership in Perak for years to come & ultimately the undisputed Hino dealer in Malaysia in the coming years.

Riding on this occasion, Hino Motors Malaysia is emphasizing on the recently launched the new HINO 300 Series which was developed in Japan and reflects the unique development concept based on "to pursue the Perfect Fit" which caters to the needs of businesses, drivers and transporters.

The 6 basic models are equipped with either EURO-2 or EURO-3 engines for more power yet efficient engine performance. Both engines provide the highest power amongst all competitors in the light commercial vehicle category. The GVW of the 300 Series models is spread across 4800kg to 8300kg. The XZU720 AUTO, a 6-Wheeler, is a wide cabin variant and is equipped for the very first time with a six-speed automatic transmission. The five-speed manual transmission is also available in all the other models including the 4-Wheelers while the models with Gross Vehicle

Weight (GVW) of 8.3tons are fitted with the six-speed manual transmission.

Mr Raja believes that Hino Motors Malaysia's "Total Support" philosophy is a way to go forward as they strive together with Hino Motors Malaysia to Aim For Customer Trust & Confidence in providing customers with the most suitable Hino range of vehicles & after sales service second to none. In addition, in line with Hino 3 Years/ 100,000km Extended Warranty programme for all LCV/ 300 Series, S.R. Automobile Centre has also announced to their valued customers with a similar 3 years/ 100,000km warranty on their body application which is done solely by their in-house bodybuilder contractor only.

Hino Motors Malaysia plans to have a total of 46 3S outlets nationwide by the end of 2012.

# NEW HINO 3S DEALER opens in Taiping ~ TTJ Agency Sdn Bhd



View of main entrance

**Taiping, Perak** Hino Motors (M) Sdn Bhd has opened its new 3S dealer (Sales, Service & Spare-parts) in Taiping. TTJ Agency Sdn. Bhd. which offers Sales, Services and Spare Parts under one roof on 07 July, 2012. Hino Motors Malaysia, Managing Director, Mr. Nobuyuki Tanaka was also present to officially open the 3S Dealership.



Mr. Tan Teong Joo with Mr. N. Tanaka

Since the beginning, Hino Motors Malaysia has been constantly growing the Hino dealer network throughout the country to accommodate the growing demands for Hino vehicles. TTJ Agency has started their operation as 3S dealer with Hino in October 2011. The Managing Director of TTJ Agency, Mr. Tan Teong Joo, is very optimistic and has a very strong belief that Hino products are able to cater to the needs of the market in the industry by providing suitable trucks that fit individual niche business. He understands the importance of having a good relationship with his customers by aiming to provide high quality services to ensure that all the customers are satisfied and keep coming back. TTJ Agency also plans to become the No.1 Hino dealer in Perak. With very encouraging sales of 49 units since the inception (less than 1 year operation), he is confident that the new Hino 3S dealer is able to offer the best facilities to Hino owners towards achieving excellent customer satisfaction.

Its location is close to the highway and makes it very accessible. Other advantages for TTJ Agency include the location of the Taiping Township itself, which is right in the middle of the states of Perak and Penang, and for being the only HINO commercial sales 3S dealer in the area. All these attributes will surely come handy to all Hino owners. TTJ is currently operating on a 25000 square feet area with five service bays that enable them to service up to 10 units per day. Moreover, palm oil business has contributed a premium demand on the needs for HINO trucks as it is one of the strongest economic activities in the area.

Hino Motors Malaysia also took the opportunity to emphasize the recently

launched new HINO 300 Series which was developed in Japan. These new LCV vehicles reflect the unique development concept based on "to pursue the Perfect Fit" which caters to the needs of businesses, drivers and transporters. It has been designed for Perfect Fit, in line with Hino's adherent QDR (QUALITY, DURABILITY and RELIABILITY) concept encompassing total reliability, fuel efficiency, powerful engine performance, safety and comfort driving. The new HINO 300 series consists of 6 new basic models and are available in three different cabin variations, namely the wide cabin that is ideally catered to meet the needs of city driving, a crew cabin which is suitable for an additional four passengers and the standard cabin.

# Alcoa Takes The Weight Off!

*With more stringent limits and stiff penalties being placed on heavy duty vehicles plying the highways and byways of China and Taiwan.*



*Looking good and saving fuel while meeting stringent road regulations are keeping their customers happy at Dongguan Yongqiang Manufacturing Co. Ltd.*



*Going all the way with Alcoa forged aluminium wheels at the Shung Ye Group/Yue Ye Motors. Backed with a solid 5-year warranty, Alcoa wheels simply make better economic sense for any business.*

**M**ore and more fleet owners and vehicle manufacturers embrace the 'lightweight advantages' which Alcoa forged aluminium wheels offer them.

Vaulting onto the light-weighting band wagon are Xiamen Qishun Transportation Co., Ltd. (China); and Shung Ye Group/Yue Ye Motors (Taiwan), as well as tanker trailer manufacturer, Dongguan Yongqiang Manufacturing Co., Ltd. (China).

Making the switch from steel wheels to aluminium wheels was the unmistakable way forward for these companies as this presented a win-win situation whereby they were able to simultaneously abide by strict road regulations and still maintain profitable payloads per run. Besides this, the fleet owners and manufacturer were benefiting from longer tyre life and fuel savings through the use of lighter aluminium wheels.

"I am very satisfied with Alcoa aluminium wheels for its strength and greater tyre life extension. I especially selected Alcoa's Super Single wheels for the obvious reasons of its light weight, strength and savings on fuel consumption," said Mr Lin, owner of Xiamen Qishun Transportation Co., Ltd.

Operating a container transport business for liquefied petroleum gas(LPG), liquefied natural gas(LNG) and other dangerous goods, plans are underway at Xiamen Qishun to

systematically convert and replace all steel wheels on their existing tractors and trailers with Alcoa forged aluminium wheels.

Likewise, for the Shung Ye Group/Yue Ye Motors, authorised dealer for Mercedes-Benz and Fuso brands commercial vehicles in Taiwan, the conversion from steel to aluminium wheels will comprise trucks and buses in their existing fleet and those in the expansion plans.

Already in sight with their 2012 expansion plans, Dongguan Yongqiang Manufacturing Co. Ltd. which specialises in the design, manufacturing and distribution of fuel tankers, fire fighting and service vehicles, dry bulk cargo transporters, chemical tanks, side tippers, pneumatic tankers and various special purpose usage transporters, is no stranger to the advantages of aluminium. A pioneer in employing wrapping technology and use of aluminium alloy in tank manufacturing in China, Dongguan Yongqiang has been an Alcoa wheels user since 2006.

And things have not changed. Until today, they are firm supporters of Alcoa wheels, stating the wheels' high quality, reliability and light weighting attribute as a key components of a total solutions package for their customers. Needless to say, many are happy rolling along the roads on a set of mirror polished Alcoa wheels that not only give better fuel consumption, but a better brand image too!



# CRAFT YOUR FUEL CARD TO THE SIZE OF YOUR FLEET



YOUR PARTNER  
ON THE ROAD

Please contact us at:

**1300 22 8181**

**[www.shell.com.my/shellcard](http://www.shell.com.my/shellcard)**

- CONTROL
- CONVENIENCE
- SECURITY
- SAVINGS



# Dongfeng

## Commercial Vehicles shows cement industry models at the Lafarge Driver Safety Day

*Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd presented a selection of heavy commercial vehicles at the Lafarge Driver Safety Day held at the Malaysia Agro Exposition Park, MAEPS, in Serdang, Selangor on Sunday, 24th of June 2012.*

**T**he event is organized annually by Lafarge Malayan Cement Sdn Bhd for its transporters under its health and safety initiative. Various activities and presentations relating to safety were held during the event including the award and recognition of the safest drivers.

During the event, Dongfeng displayed the Kinland 420 6x4 prime mover, the Kinland 375 4x2 and 6x2 prime movers. The models are suited for transporting cement, aggregates and as ready-mix concrete mixers. Several units of the Kinland 420 have already been deployed as cement tankers and cement bag transporters whilst the maiden batch of concrete mixers will be delivered to a client by the 3rd quarter of the year.

The Kinland 420 is powered by the Dongfeng DCi 420 hp direct injection engine whilst the 375 model comes with the Cummins 375 hp powerplant. Both engine types provide high levels of torque and deliver good fuel economy and low maintenance. Both models also feature ZF gearboxes, Dana axles, JOST fifth wheels and double-layered heavy duty chassis frames for robust, reliable performance.

# Lift your business with Hyva Tipping Cylinders!

Hyva, which was founded in the Netherlands in 1979, has over the years become a specialist in the design and supply of hydraulic front end cylinders and ancillary hydraulic wet kit components.

Hyva is the world's largest producer of hydraulic tipping cylinders for the commercial vehicle industry. Hyva designs and manufactures a complete range of telescopic tipping cylinders, both for front-end and underbody applications. We can assist in assessing the customer requirements as well as individual transport applications, providing excellent product integrity and individual driver familiarization, where required.

Hyva can ensure a professional service from start to finish.

*\*Strength, Quality, Innovation, Reliability and Availability .... Get in touch and see why everyone is using Hyva Telescopic Tipping Cylinders\**

Please contact Hyva Malaysia for further information or send your inquiry through our email:  
[sales@hyva.com.my](mailto:sales@hyva.com.my)

## Hyva (Malaysia) SDN. BHD.

21, Jalan 4/32A, Kepong Industrial Estate,  
Batu 6.5, Kepong 52100, Kuala Lumpur, Malaysia,  
Tel.: +603-62573319, Fax: +603-62597475,  
email: [sales@hyva.com.my](mailto:sales@hyva.com.my)  
[www.hyva.com](http://www.hyva.com)

**HYVA**<sup>®</sup>  
Hyva (Malaysia) SDN. BHD.

# A record number of exhibitors and visitors expected to attend the largest ever Automechanika Shanghai

*Organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Automotive Industry International Corporation (CNAICO), Automechanika Shanghai will be held 11 –14 December 2012 at the Shanghai New International Expo Centre, China.*

The show covers the full range of automotive OE and aftermarket products and services. For easy sourcing, Automechanika Shanghai is divided into three sectors, Parts & Components, Repair & Maintenance and Accessories & Tuning. It attracts quality buyers and professional visitors from the whole automobile industry chain including design centres, car manufacturers, auto parts suppliers, distribution channels, 4S shops, car maintenance services providers and car care service centres.

This year's show will be the largest ever with more than 180,000 sqm of exhibition space, an increase of 13 percent compared to last year's show. In addition, 3,900 exhibitors are expected from 37 countries and regions, including 13 overseas pavilions. This growth is mainly due to a significant increase in overseas exhibitors as well as the expanded halls for Repair & Maintenance and Accessories & Tuning. As a result, the show is expecting more than 70,000 buyers and professional visitors.

## Number of key brand exhibitors continues to increase

Commenting on the increasing number of key brand exhibitors wanting to exhibit at Automechanika Shanghai, Mr Jason Cao, General Manager for Messe Frankfurt (Shanghai) Co Ltd said: "Many local and international brands launch new products at Automechanika Shanghai to enhance their importance in the industry. Our exhibitors are very enthusiastic about participating in the fringe programmes as product display

events, press conferences, product demonstrations and workshops."

Among the 2012 first time exhibitors is Valeo, one of the world's top automotive suppliers. Mr Daniel Tung, General Manager for Valeo Service China commented: "Valeo Service represents 13 percent of sales for the Valeo group in 2011. We are concentrating on providing China's aftermarket with more premium products and better value-added service, as well as raising brand awareness for Valeo. Valeo Service China will display its full range of premium products at Automechanika Shanghai."

## International Zones and expanded halls help exhibitors to tap into China market

To support the huge demand from overseas companies wanting to gain a share of China's auto market, Automechanika Shanghai is setting up new International Zones in the product halls, in addition to the well-established International Hall.

Mr Cao added: "Buyers are attracted to product-based halls for easy sourcing and more and more domestic manufacturers are now on par with their global competitors, in both technology and quality."

By the end of 2012, the repair and maintenance market is expected to increase 26.9 percent to USD 80 billion, and the accessories market is expected to increase 29 percent to USD 87 billion.

As a result, Automechanika Shanghai

is proving popular with repair and maintenance companies as well as those involved with aftermarket and accessories. The 40,000 sqm dedicated Repair & Maintenance hall is expected to attract more than 400 exhibitors, including several pavilions, especially from the tools sector which will double in size at 2012 show. In addition, exhibition space of other international exhibitors in the Repair & Maintenance hall will increase twofold. Exhibitors will be showing workshop equipment and tools, diagnostic and testing technology, as well as body repair and car painting.

For further information about Automechanika Shanghai, please visit [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com) / [www.automechanika.com](http://www.automechanika.com) or email: [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

## Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 457\* million euros in sales and more than 1,769 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany.

For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary numbers (2011)



**Value-for-money, performance, reliability,  
power, fuel economy, return-on-investment,  
workhorse, low operating costs, bottom-line, peace-of-mind,  
durability, efficiency, business advantage, profits,  
productivity...**

**If these are important questions you think about all the time,  
there is a truck with all the answers**

**Dongfeng Kinland 375, 4x2 prime mover**



**DONGFENG COMMERCIAL VEHICLE (MALAYSIA) SDN. BHD.** (583925-U)  
(formerly known as Quasar Industrial Vehicles Sdn Bhd)

[www.dongfeng.my](http://www.dongfeng.my)

**Head Office** : Lot 11, Jalan Perusahaan 2, Kawasan Perindustrian PKNS, 68100 Batu Caves, Selangor, Malaysia.  
**Penang Branch** : Lot 1481, MK 14, Jalan Raja Uda, 12300 Butterworth, Malaysia.  
**Johor Bahru Branch** : No. 4A, PLO 136, Jalan Angkasa Mas 2, Kawasan Perindustrian Tebrau II, 81100 Johor Bahru, Johor.

**Tel:** +6(03) 6187 8000 **Fax:** +6(03) 6187 7000  
**Tel:** +6(04) 380 8325 **Fax:** +6(04) 380 8327  
**Tel:** +6(07) 352 0890 **Fax:** +6(07) 352 0891

# Scania ramps up operations in Japan

Scania already has a 10 year history in Japan together with Hino Motors. This partnership was founded on mutual exchange of technical know-how and supporting each other on interesting markets. Scania helps market Hino's MDT range in Korea and Hino marketed Scania 4x2 tractors in Japan. However, the Scania product range and the Scania customer approach is much wider than just 4x2 tractors. Scania can, as in other markets, offer so much more. In order to gain the benefits of that range of products Scania decided to take full control over the sales of Scania vehicles in Japan in 2010. Hino's distributor agreement for Scania vehicles was terminated in May 2011. The management of Scania believes that the company can offer a broader range of products that are more tailored to the customer's needs, improving their operating economy.

Johan Lunden, Managing Director of Scania Japan, says that "Being at the very beginning of market entry process, the strategy is, as always, to go in carefully and methodically. We aim to penetrate niche segments where our product offers better fuel economy, uptime and performance for the customer."

Building up the service network is a focus area for Scania in this very moment. The company aims to expand out of Osaka, Tokyo and soon Hokkaido. Agreements are currently being made with several service points. Scania also aims to establish our own facilities within a short period of time. The company currently consists of 11 people, but will



soon be 15 and will continue to grow the coming years.

Director Marketing, Sales & Service for Scania Japan.

The aim is to offer customers tailored solutions to their transport needs giving the best possible operating economy by lowering fuel consumption and maximising uptime. That said, Scania will grow the portfolio of products together with its customers. Initially it will be the 4x2, 6x4 and 6x2/4 tractors in the medium horsepower output range that are being offered.

"I'm sure we can offer competitive products in most applications above 16t, we see a big interest in the heavier segments, i.e. haulage of weights in excess of 50t. This will be a niche where In addition we are keen to look into alternative fuels and gas which are areas of long experience from other markets, this however lies a bit further into the future" explains Mats Lindstrom,

Interestingly, volumes as such are not the main focus but offering the customer a solid and efficient product. Volumes, so Scania hopes, will follow if customers are profitable with Scania's products. Scania's management thinks that there is an untapped potential for new transport solutions where the customer is met by a supplier who is genuinely interested in improving their profitability by tailoring the transport solution to their specific needs. "That said I'm convinced it will demand patience and long term thinking both traits that I would say very much summarises the way Scania does business. We are here to stay and we are convinced that we have an offer that will benefit the Japanese transport operators" said Lunden.

SERVICE CENTRE :



# TruckSolutions

one stop solution for your trucks

*We keep your  
Prime Mover moving...*

- 1.6 acre premise
- 20,000 sq ft covered workshop
- 21 prime mover bays
- 6 trailer bays
- 4 fast moving service bays



**Truck Solutions Sdn Bhd** (551610-A)

Lot 64, Jalan Perigi Nanas 8/10, Taman Perindustrian Pulau Indah, 42920 Pelabuhan Klang, Selangor Darul Ehsan.  
Tel: 03-3101 5101, Fax: 03-3101 4101, Email: [info@mytrucks.com.my](mailto:info@mytrucks.com.my)

# Volvo Uplifts Malaysian Truckers with the 3rd Fuelwatch Challenge And Globe Truckers Club

*Asia Pacific biggest competition for truckers is an extensive customer-outreach initiative centred on boosting fuel efficiency to improve profitability while cutting carbon emissions is back for the third year. Volvo also unveiled Globe Truckers, Malaysia's first driver's club for truckers, tailored to share information and elevate the standards of Malaysian Truck drivers.*

Volvo Malaysia's annual Fuelwatch Challenge has helped put Malaysian truckers on the global map for the past two years, pitting our local champions against the world's best truck drivers. Back for the third time, Volvo Malaysia is again conducting a nationwide search for the best Malaysian trucker to represent the country in the Global Drivers Fuel Challenge by Volvo Trucks to be held in Australia later this year.

Volvo's Fuelwatch concept for maximum efficiency revolves around 6 key processes:

- Optimized Trucks
- Fuel Saving Maintenance
- Efficiency Upgrades
- Trip Manager
- Driver Development
- Fuel Management Service

All participants are required to undergo a driver's training, briefing, and a written test to prepare and qualify them for the challenge. During the semi-finals, 20 participants will be divided into groups and compete for a position in the finals. The six finalists will then drive on a predetermined 50km route, where the winner will be selected based on lowest percentage of fuel consumption within the time limit set. The champion of the Malaysia Fuelwatch Challenge will receive RM 5,000 BSN voucher and the chance to compete in Australia against truckers from across the globe. His employer will receive a voucher for RM 10,000 worth of genuine parts from Volvo and a trip to Australia to watch the Malaysian champion compete for the world title. "The Fuelwatch Challenge is more than

a driving competition. We, at Volvo, aim to create better understanding and awareness on fuel efficiency, safety, maintenance, vehicle optimisation and driver behaviour." said Mansoor Ahmed, President, Volvo Trucks Group, Region Malaysia.

"Volvo possibly has the most fuel and performance efficient trucks in the market and therefore we take it as our duty to educate others on the issue." added Mansoor.

Fuelwatch Challenge showed that the variation of fuel consumption between the worst and the best is between 20 – 30%. The difference on fuel consumption between the top finalists was more than 15%.

Adnan Laili, last year's Malaysia Fuelwatch Challenge winner, is proud to be a true Volvo Truck custodian and endorses the Volvo values in his everyday routine. Having won over thousands of participants last year, Adnan was one of the select few from around the world competing in the Global Drivers Fuel Challenge by Volvo Trucks in Sweden last year.

Volvo Malaysia announced Adnan as the official 2012 ambassador for Fuelwatch Challenge and Globe Truckers club. "Adnan has been a certified truck driver for the past fifteen years. We believe that with Adnan's experience, knowledge, passion, mentorship capabilities, he can spread our cause of elevating standards across Malaysian drivers to a different

level," affirms Mansoor.

Topics that participants will go through during the pre-Challenge training are:

- Daily checks and general rules to ensure fuel-efficiency driving
- Crucial factors that affect fuel consumption
- Importance of safe driving as a contributor to fuel-efficiency driving
- Uphill, downhill, and route selections and driving tactics and styles
- Understanding of the components in the truck to enable improved fuel-efficiency driving

"We encourage all Malaysian truck drivers to sign up with us because the benefits are limitless. They can sign up during our roadshows or at any Volvo centres where they will receive their membership card and freebies on the spot," explains Mansoor.

The Globe Truckers club offers Malaysian truckers a constant stream of news and useful information that will advance them in their long-term careers. Malaysian truckers will now have a platform to interact within the trucking community. All Globe Trucker members will receive car stickers, newsletters, annual get-togethers, competitions, birthday card and gift. Volvo is planning to extend discount on Volvo Merchandise, other external merchant benefits, tailored Driver Trainer classes, back-to-school kits and scholarship programs for the members' children by the end of the year.



Proven  
Innovative  
Formula for Tyre  
Life Extension



Synergising our 8 core infrastructures, your quest for lower operating cost, reduction of unscheduled downtime and the lowest cost per km can now be achieved with our scientifically proven innovative formula  $cpk + \Sigma = sc^3$ ™

The ultimate formula that empowers cost savings, safety, efficiency and confidence, and at the same time facilitates tracking & monitoring of fleet movement performance in relation to tyres. Finally, a total tyre management solution provider that replaces guessworks with science.



Certificate Number : MY09/00233

## 8 core infrastructures

- » Quality Material
- » Tyre Supply
- » Retailing Services Infrastructure
- » Retreading Technology
- » 24/7 Breakdown Rescue Network
- » I.T. Management & Solution
- » Total Tyre Management Solution
- » Training & Consultancy

BENEFIT FROM  
OUR 80 YEARS



ANNIVERSARY 1931-2011

**KITLOONG**  
1931 TYRE



# WSI MODELS B.V.



WSI Models B.V. is originally a Dutch company. It is an international market leader in the production of truck, trailer, crane and earth fill vehicle scale models. WSI Models B.V. is renowned for its high-quality and unique level of detail. Thanks to many years of experience in the transport world and their knowledge of scale models, they are able to create perfect scale models of the real machines. In addition to developing and producing scale models for licensors and the industry, WSI are a strong player on the collector's market. Thanks to an international dealer network WSI can offer collectors from around the world the opportunity to enjoy their collections. Via the website [www.wsi-models.com](http://www.wsi-models.com) you will be kept updated on the latest innovations and models.

The WSI Models are available in scale 1:50, 1:87 and 1:64. WSI Models B.V. has its own production facility in Dongguan, China. There they produce scale models within a "lean" to environmental concerns. For example, they spray our models in a vacuum environment which means less paint is being used, the models get better coverage and any residues are entirely collected. WSI Models B.V. is committed to service and quality. Whether you have a preference for scale, type or industry, the core values of WSI are expressed in every model.





# MERITOR®



## MERITOR COMMERCIAL VEHICLE AFTERMARKET



**Meritor Heavy Vehicle Systems (S) Pte Ltd**

1 Gul Way

SINGAPORE 629191

Tel: +65 6863 4337 Fax: +65 6861 3349 Mob: +65 9366 0618

E-mail: [paul.chan@meritor.com](mailto:paul.chan@meritor.com)

[www.meritor.com](http://www.meritor.com)

[www.xpresswayplus.com](http://www.xpresswayplus.com)

## First Hybrid Light Duty Truck Launched in Singapore

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

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

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



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

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

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





# The Power Behind Premium Blue™ Diesel Engine Oil

What happens when global leaders in engine design and premium lubricants team up? They create engine oils with technology, quality and performance that you can depend on for your lorries, trucks and heavy duty vehicles. They deliver products that meet today's stringent standards and perform better than the competition. They design formulas that you can count on to meet the demands of today's constantly changing transportation environment. It's all part of the power behind Premium Blue Diesel Engine Oil.



**Scott & English (Malaysia) Sdn Bhd** No 12, Jalan Pemaju U1/15, Seksyen U1, Hicom-Glenmarie Industrial Park, 40150 Shah Alam, Selangor. Tel: 03 7805 1111 Fax: 03 7803 5122  
e-mail: siva\_parthiban@sne.com.my ■ Prai Tel: 04 390 3444 Fax: 04 399 8450 ■ Ipoh Tel: 05 527 7177 Fax: 05 527 8177 ■ Johor Bahru Tel: 07 357 6348 Fax: 07 357 6631  
Kuantan Tel: 09 572 3838 Fax: 09 572 3839 ■ Kota Kinabalu Tel: 088 421 427 Fax: 088 422 076 ■ Tawau Tel: 089 913 166 Fax: 089 912 643 ■ Sandakan Tel: 089 225 143 Fax: 089 273 490  
Sibu Tel: 084 311 807 Fax: 084 336 001 ■ Miri Tel: 085 654 984 Fax: 085 654 193 ■ Kuching Tel: 082 335 422 Fax: 082 337 855

## FuelDefend Global is the world leader in the design and manufacture of fuel anti-theft products by sales, markets and model range.

Bluntly, fuel theft is a problem just about everywhere: one of FuelDefend Global's fastest growing markets is the Middle East, a region where, at times, diesel fuel costs less than drinking water!

"Despite the fact that diesel prices have receded from a high point, fuel theft is still an issue for any commercial vehicle operator," says FuelDefend Global CEO Russell Fowler.

"Truck operators almost everywhere are used to paying a high price for diesel, and are used to guarding it very carefully," he continues. **"NeckIt"** has shown itself to be the choice of both the major fleets and the owner operators across the global market, and we have no reason to believe that it will not receive a similar welcome in Malaysia and other countries in South East Asia."

"Diesel is now far more widely used as a fuel today, and, as a result, thieves are targeting heavy trucks more than ever before," says Fowler. "It doesn't matter if you fall victim to a simple skimming of a few gallons, or to the attentions of one of the increasing number of organized fuel thieves; the impact is still the same. Fuel is one of the biggest single operational costs borne by truck operators, so any needless loss directly reduces profits. Today, with both margins and profits under attack from the economic downturn, investing in Fuel Security is an imperative business need. With the likelihood of fuel subsidies being reduced by governments, this will make the need for FuelDefend anti-siphon devices a 'must have' option.

"Clearly, the role of the ASD is to prevent thieves from introducing a siphon tube into the tank," he says. "However, the driver still needs to be able to fill the tank using normal, high speed diesel pumps. Therefore, the first point to consider is not just how the

device prevents diesel from being removed, but also if it prevents the tank being filled. Fueldefend Global's product range will not allow any tube above 5 millimetres diameter into the tank, but does allow fuelling to take place at normal high speed pump rates - up to 120 litres/minute with no splash-back. Fuel splash-back from high-speed pumps has caught the attention of Health & Safety departments of late, and, clearly, spilling fuel is something best avoided, being both dangerous to other road users as well as wasteful.

Construction of the device is similarly important. FuelDefend Global offers a variety of fuel anti theft products, offering high standards of protection against opportunistic theft, and both are highly resilient.

Clearly, the fitting of the device is also key to its effectiveness. "Our products use no glue or screws, and so do not breach the fuel tank at all," explains Fowler. "They are both removable and transferable under workshop conditions, but difficult to remove at the side of the road. The design of our product range makes sampling fuel easy should Customs & Excise want to take a look, but this aside, penetrating the product is not a simple task."

FuelDefend Global Ltd's **NeckIt!** products are designed to fit vehicles in use in most major global markets, including Europe, North America, Asia, India and Africa. And, in addition to truck and bus models, FuelDefend Global offers a growing range of products targeted at the Construction and Agriculture segments.

"We are the first choice for truck fleets worldwide when it comes to safeguarding vehicle fuel tanks from both regular and opportunistic theft," explains Fowler. "We have considerable experience of the off-



highway segment, and fuel theft is as much of a problem on construction sites as it is at truck stops. Our product range – which grew out of a need to protect fuel tanks at a diamond mine – provides a highly cost effective deterrent against what is becoming a growing problem."

FuelDefend Global Ltd is pleased to offer anti-theft solutions for Liebherr, Komatsu, Caterpillar, Case, Hitachi, Volvo CE and Takeuchi products with immediate availability. Additional OEMs will be added to this list in the very near future.

Fuel theft is an increasing and potentially devastating problem," concludes Fowler. "It can be deterred by the fitting of a product that costs considerably less than the price of a replacement tank full of diesel. FuelDefend Global leads the way in fuel theft prevention, and we would be delighted to offer advice to truck operators, in South East Asia keen to safeguard both its diesel and its profits." **'NeckIt!'** and FuelDefend Global are represented in the SE Asia Region by FuelDefend SE Asia (a division of AiTACS-AP Sdn Bhd), headed by Managing Director Graham Carmichael. Graham would be delighted to receive any enquiries on +60 19 553 9195 or email [graham@FuelDefend.com](mailto:graham@FuelDefend.com)

It's launching the **'NeckIt'** range of Anti-siphon devices (ASD's) shortly in Malaysia, but is also actively looking for dedicated, professional partners working within the Truck and Commercial Vehicle or Accessory Business across the region. Potential partners are being sought in Thailand, Hong Kong, Indonesia, Myanmar, Laos, Cambodia, China and the Philippines.



Open for  
Registration

[www.mibtc.com.my](http://www.mibtc.com.my)



# Malaysia International Bus, Truck & Components Expo 2013

馬來西亞国际巴士，货车及组件展览

## Malaysia International Bus, Truck & Components Expo 2013 [ MIBTC 2013 ]

caters specifically to the needs of the regional trucking, logistics and bus industries, serving as an exclusive platform that gathers all the best from leading manufacturers, equipment suppliers and service providers.

It is the only international-scale business-to-business trade exhibition in Malaysia focusing on the commercial vehicle market and its supporting industries.

Participation is open to manufacturers, buyers, and operators who are interested in selling, promoting and marketing their products at international level.

It's held at **The Mines Malaysia International Exhibition & Convention Centre [ MIECC ]** in Kuala Lumpur, Malaysia on 13 - 15 June 2013.

**13 - 15 JUNE 2013**

Mines Exhibition & Convention Center  
Kuala Lumpur, Malaysia [MIECC]



more information : [info@mibtc.com.my](mailto:info@mibtc.com.my)

# Isuzu Japan:



## Building the future on past performances

*Visiting the main plant and headquarters of any company is always exciting. Isuzu Malaysia organised a trip to Japan where we experienced Japanese hospitality, engineering and saw what the future of trucking will look like from Isuzu's perspective.*

### Recovered and back with more innovations

Fortunately, Isuzu only suffered mildly from the natural catastrophes in 2011 and has fully recovered. This is thanks to the efforts of the management that also decided to actively support suppliers in their effort to rebuild their businesses. In Isuzu's Fujisawa plant near Yokohama, we see how modern engineering and production methods are used to produce a whopping 12 000 light / medium duty per month. This is an impressive figure already, topped only by the fact that there are up to 1300 variations that the client could be choosing, depending on their needs and applications.

In the foyer visitors will see a model of the T-Next, Isuzu's interpretation of how the trucking future will look like, next to an Elf truck introduced at the 2011 Tokyo Motor show, featuring the Plug-In Hybrid System.

The Elf Plug-In Hybrid system surpasses the performance of standard Hybrid

trucks thanks to a motor propulsion system that releases no pollutant emissions and only low level noise pollution. Not only can it regeneratively recharge during deceleration, but it can also be plugged in to charge the battery directly. The Elf can also be driven using only the electric motor. With the ability to provide homes with AC 100 V of electricity in the case of an emergency, the new Elf can play the role of a mobile power source in the new smart grid (next generation power distribution grids).

### Innovation in trucks and production

In view of global competition, more stringent emission norms and expansion into new markets, Isuzu continues to innovate. This drive for innovation comes in two shapes: of course the trucks have moved on in terms of design and technology. Vehicles today emit fewer pollutants, run more fuel efficient and with the advent of hybrid technology continue to be more and more environmentally friendly. At the same time, production methods are

constantly innovated to ensure that the trucks, light, medium or heavy duty, are leaving the production fault free and engineered to the highest standards.

The Fujisawa plant was opened in 1961 and is currently producing 12 000 light commercial vehicles per month alone. It also houses the die-casting division for transmissions and powertrains. There are 7 268 employees: 4500 in the production and over 2 000 in the various engineering departments. The average age of staff is 41.1 years and the average employment duration is 15.9 years!

### One unifying guiding principle

The philosophy of Isuzu is very simple, yet powerful. Everything is done with the aim of improving customer satisfaction. In 2012, Isuzu hopes to reach 207 000 units sold after a full recovery had been made after the two natural catastrophes struck in 2011 (Japan Earthquake and floods in Thailand). This notion of customer satisfaction is implemented using the "SEE" program, extending the



responsibilities of the company beyond the vehicles themselves. SEE stands for Safety, Economy and environment. Accidents are seen as a societal problem as well as an event where customer satisfaction can be measured. In case of an accident, it is important to reduce damage done to both, living beings and material. Latest regulation forces truck companies to produce vehicles with 25% less Co2 emission. Weight savings result in lower fuel consumption and lower emission, helping to achieve customer satisfaction.

components are being presented to the worker where they are needed.

Secondly, workers should not be held up by making decisions. Only parts needed, in the correct quality and quantities are being presented. Workers should not be spending time on finding parts or items and deciding if these are correct or not in the correct quality. However, should the workers happen to come across a part that is faulty, they have 2 options: They either ask a manager to join them at their station to evaluate the problem or they can stop the entire production line if

### Everybody checks

Quality is put to the test when vehicles are in use. If parts are faulty or not assembled properly, the vehicle will not perform optimal or may even have to be taken for repairs, incurring cost through downtime. To reduce any faults, Isuzu has many layers of checks. IMM (Isuzu Manufacturing Management) is a program that ensures quality. Under this program, all operators are inspectors of parts, of which 70% are provided by third parties. After any break, all staff inspects parts for 2 minutes. There are no overlapping inspections, meaning



Customer satisfaction is achieved by avoiding mistakes. Isuzu found that there are several areas where mistakes can be made. Firstly, mistakes can happen when there is too much movement. Workers should not be walking around unnecessarily. Instead of the worker moving, the assembly line is to be developed in a way that the parts and

they deem the problem too severe to be handled while the production continues to run.

The elimination of decisions to be made has resulted in an increase of 10 % in efficiency in the Fujisawa plant, a result that speaks volumes in favour this practice.

that faults are not to be passed onto the next station. Workers are required to inspect their work before the truck moves onto the next station. The mentality is such that every worker is proud to represent the company.

The tightening of nuts and bolts makes up 70% of the production. Here Isuzu is applying some very simple, yet highly

effective methods. Torque wrenches for instance are inspected on a daily basis to ensure they measure the right torque. An "OK Card" is then placed in a rack that indicates the station and week day. By simply looking at the rack, managers can see that the wrenches a) have been checked and b) are indicating correct values. This system works even without power and is simple and effective. When applying the wrenches, ink is applied.

This again is a mechanism that ensures the easy identification of these areas without using technology that could fail. As a result of these practices, the downtime of the plant is as low as 3%.

**Kaizen ensures Quality**

The application of Kaizen, the continuous improvement process, is by no means only limited to the management level of the company. Every

to success. Findings and processes engineered in Fujisawa are applied identically in all plants and assemblies in the network. Automated Guided Vehicles are delivering parts and fun: each of the driverless carriers plays music while driving around the factory. To ensure consistency, Isuzu is applying the IMM (Isuzu Management Method). This has been launched in 2000 with the aim to standardise operations and



The ink is then transferred to the bolt or nut tightened. Just by looking at the bolt, with the ink on it, managers know that the bolt has been tightened correctly.

In certain areas, mistakes are being eradicated by the use of modern technology. Windscreens are inserted by using a special robot. Highly accurate and precise, these robots fit the windscreens faster than any worker could do. While ensuring the best fit, the risk of a failure being build in has been minimised, if not completely avoided.

Every area concerned with quality checks is clearly marked with orange colour.

worker is encouraged to participate in the improvement of the production. In fact, many tools, jigs and processes used throughout the Fujisawa plant near Yokohama are developed by line staff assembling the vehicles. This is based on the experience that the people working on the lines are actually the best to know how to improve the processes. In daily meetings taking place at the beginning of each shift, problems are being noted and immediate solutions are to be found in order to ensure smooth operation.

Since Isuzu is present in 32 countries with 41 operations, consistent and homogeneous standards are key

management practices around the world. In essence, all procedures are to be identical, allowing the easy transfer of staff, knowledge and methods. IMM also ensures that the quality of any Isuzu truck is the same as in the main factory in Japan. Customers, no matter where they are based, will get the same product, in terms of looks and attention to the details in the production.

**Kit-Sets are the new KanBan**

Isuzu manufactures up to 1300 variations of light commercial vehicles. Each vehicle manufactured is different and therefore the parts needed vary from one to the next vehicle made. Instead of



the Kanban system used when the parts used are identical for each vehicle on the conveyor belt, the parts needed differ. To avoid mistakes, a kit-system is used. Prior to assembly staff collects the parts needed for every station. Kits have the exact number of inserts for the needed. If there is an empty slot in the kit, there is a part missing. Again, this is a simple

speed tests on a dedicated track with banks of up to 42degrees. There are slopes and rough terrain as well as cobblestone roads. As an interesting anecdote, the cobblestone road simulation is mainly for European exports as such roads are still commonplace there and require the suspensions of the vehicles to be engineered accordingly.

an international airport. Most of the journalists visiting the facilities enjoyed the “floor it” command when driving the Giga trucks around the track. As this is a controlled environment, we kindly ask our readers to refrain from doing the same on normal roads. You may, however book the facilities to train your drivers in different environments or to



system to avoid mistakes without using hi-tech. At the station, the kits act again as a control device. If there are still parts in the kit, there is something wrong. Instead of storage at the conveyor belt (KanBan) only the exact parts needed are being delivered to the operators.

**Design is good, testing is better**

As nothing beats real-world testing experience, Isuzu uses a test facility in Hokkaido, Japan to see how the trucks fare in real-world applications. Hidden from sight, trucks may perform high

Stiffness of the frames is tested on long wave circuits, while the gravel road may indicate dirt distribution on a vehicle when driven over dusty roads. Obviously, this has to be taken into consideration as dirt may impair the functions of brake lights or signals.

The Wacom testing facilities have around 160 staff and operates year-around. With four seasons in Japan, it is possible to simulate all conditions found on all continents. The site boasts a total of 1 095 acres or the space needed for

help lower your fuel consumption.

**Mimamori system by your side**

Assisting drivers and companies to drive more fuel efficient and safer, Isuzu has developed the Mimamori system. This vehicle tracking system is capturing data and allows owners of vehicles to analyse the driving behaviour of the vehicle captains.

The fuel economy driving report analyses major aspects of driving a truck, such as the idling time, the

1993年  
2006年  
1994年  
2007年



いすゞTX80  
1948年

お手を触れないように  
お願いします

shifting behaviour and utilisation of the brake system. Drivers are being rated based on the data and it is possible to train drivers accordingly to improve their fuel economy. This system comes with additional features such as alerts in case of harsh deceleration, which is usually a sign of an accident or near accident. Owners can then immediately check with the drivers on what is the issue.

**Isuzu's mini Eco Drive seminar improves fuel economy**



During a media trip organised by Isuzu Malaysia, Asian Trucker's Stefan Pertz wins at the Isuzu Eco Drive challenge at the Wacom proving grounds in Hokkaido, Japan.

Following their visit to the Isuzu factory near Tokyo and the HQ, 18 journalists went to Hokkaido to visit the Isuzu proving grounds, Wacom near Sapporo. After a comprehensive introduction, media was doing their first rounds on the test track with their Isuzu Giga 8 x 4s. Weighted in at 25 tons,

the vehicle was set to simulate real driving experiences. The performance of each driver was tracked using Isuzu's Mimamori system.

After a review of the results of a "free drive session", Wacom's staff explained how to drive more fuel efficient. According to Isuzu, the Eco Drive seminar is the most popular since the results directly translate into cost savings. The second round of driving was carried out under the same conditions, now with drivers aware of how they can improve their fuel economy. All drivers improved, even those that had good results already in the first round. Three drivers stood out and were later presented with certificates:

- Best driving technique, scoring 100 points: Mr. Richard Burton Augustin, Asian Auto
- Best improvement of fuel savings: Mr. Ahmad Syukran, Kosmo
- Most fuel efficient driving (kilometres per litre fuel): Stefan Pertz, Asian Trucker

**Same credibility with guiding principle**

Although Isuzu is working on a number of things to improve the trucking industry as a whole, the company will stay true to its reputation. Isuzu is known as the Diesel Engine expert. When asked, if the company will continue to be the leader in this field, the answer from our hosts was in unison " Yes, of course".

# ISUZU

## INTRODUCING THE ALL-NEW ISUZU FVR



**YOUR BUSINESS PARTNER FOR THE LONG HAUL:**

- **Maximum Durability and Efficiency**
- **Optimum Maintenance and Support**

**ISUZU**  
**F-SERIES**  
**Ready and Reliable**

ISUZU MALAYSIA SDN. BHD. (664946-H) HOTLINE : 1-300-88-1133 WEBSITE : [www.isuzu.net.my](http://www.isuzu.net.my)

Peninsular Malaysia Authorised Dealers: **KEDAH** • Indah Utara Auto Sdn. Bhd. (Alor Setar) - 04-735 1111 • Indah Utara Auto Sdn. Bhd. (Sungai Petani) - 04-431 8788 **PULAU PINANG** • ACM Sdn. Bhd. (Prai) - 04-501 1888 **PERAK** • ACM Sdn. Bhd. (Ipoh) - 05-318 8000 • Weng Fatt Otomobil Sdn. Bhd. (Ipoh) - 05-254 0992 **KUALA LUMPUR** • Metro Otomobil Sdn. Bhd. (Kepong) - 03-6251 7319 **SELANGOR** • ACM Sdn. Bhd. (Batu Caves) - 03-6188 1133 • ACM Sdn. Bhd. (Shah Alam) - 03-5513 0160 • Continental Top Motors Sdn. Bhd. (Sri Kembangan) - 03-8942 7010 • Motor Uniforce Sdn. Bhd. (Petaling Jaya) - 03-7784 2789 • PTM Accel Sdn. Bhd. (Petaling Jaya) 03-7880 9559 • VS Automotive (M) Sdn. Bhd. (Rawang) 03-6093 6995 **NEGERI SEMBILAN** • Ultra Gallant Sdn. Bhd. (Seremban) - 06-677 9903 **MELAKA** • Ng Hup Lee Motors Sdn. Bhd. (Peringgit) - 06-283 4755 **JOHOR** • ACM Sdn. Bhd. (Johor Bahru) - 07-352 1333 • Jumbo Arena Sdn. Bhd. (Batu Pahat) - 07-435 5666 • Key Power Motor Sdn. Bhd. (Johor Bahru) - 07-333 6953 **PAHANG** • ACM Sdn. Bhd. (Kuantan) - 09-512 6868 • Dynamic Motors Sdn. Bhd. (Kuantan) - 09-566 8898 • Pacific Motor Sdn. Bhd. (Temerloh) - 09-290 1722 **KELANTAN** • T.E.C. United Auto Sdn. Bhd. (Kota Bharu) - 09-764 8385 **TERENGGANU** • Yeow Lee Commercial Sdn. Bhd. (Kuala Terengganu) - 09-622 6758

East Malaysia Authorised Dealers: **SABAH** • Universal Motor (Kota Kinabalu) - 088-389 200 • Universal Motor (Tawau) - 089-775 500 **SARAWAK** • Rhino Motors Sdn. Bhd. (Kuching) - 082-452 444 • Rhino Motors Sdn. Bhd. (Sibu) - 084-344 444 • KM Mobil Sdn. Bhd. (Bintulu) - 086-318 668 • KM Mobil Sdn. Bhd. (Mirri) - 085-663 355

# The Female Factor in trucking:

## Environment Idaman challenges industry perceptions and status quo

*Trucking today requires smart thinking. Environment Idaman innovates the way cities can be kept clean by innovating the use of trucks, management of the business and the hiring of drivers.*

*While we may see it as “refuse” or simply rubbish, for some companies it is a lucrative business to manage the collection and waste from our households. As always, trucks play a crucial and pivotal role and Environment Idaman is challenging the status quo in more than one way to ensure that their business is running smooth. The company has a total of 280 trucks under their care to manage the refuse collection in Kedah, cleaning the streets and managing the recycling of solid wastes. Since the company is a private business, it needs to generate revenues to be able to finance the operation. Smart ways of using the trucks is key to the success of Environment Idaman and other municipals are currently learning from them. The majority of trucks, mainly Japanese makes, are compactors. The rest are special vehicles: road sweepers and vacuum trucks as well as the only 27 tonne truck in Malaysia with a crane.*

### Logistic challenges

There are over 320 000 household collection points of waste bins alone for the company to manage. Each of them has to be reached 3 times a week, which makes it almost a million collections per week. There is a 100 RM penalty imposed if a garbage bin isn't collected. “Consequently, we need to be extremely smart with our logistics planning. Not only do we need to ensure that the trucks are used in the most effective way but we also have to ensure all garbage bins are collected on time, all the time” says MD. Naturally, the company employs GPS tracking systems. One way of ensuring that all garbage cans are being collected is to section areas. With an average collection time per garbage can, the company can calculate how long it should roughly take to finish one street. Should the truck leave the street much faster, a check can be done over the phone to see what is going on. “It is crucial that our

trucks are well maintained as we cannot afford breakdowns. A breakdown would mean that we fall behind schedule and cannot collect the garbage as required. We have several trucks on stand-by, just in case” Mhd Saiful Anuar bin Zainal, CEO of Environment Idaman, further explains.

Learning from airlines, Environment Idaman is applying a hub + spoke system. Smaller trucks collect the waste from households and then bring it to the collection point. From here, the refuse is being “consolidated” and transported further by a larger truck. The benefit here is that drivers don't need a truck licence and the hub + spoke system makes the route planning extremely flexible. Geo-fencing and managing of driver behaviour are used to manage overtime and to lower overall cost.





*Mhd Saiful Anuar bin Zainal, CEO of Environment Idaman and his team*



**Special vehicles for a special business**

Environment Idama is benefitting from the Managing Director’s experience in the truck industry as he has previously been working for a company manufacturing special purpose vehicles. This transpires into the creation of vehicles customised for the job of refuse collection. The “MPAR” –Multipurpose Arm Roll-trucks, light commercial vehicles” are a feast for the techie. The detachable compactor is just the start. Each truck is equipped with a robotic arm that can grab the garbage cans, lift them up and transfer the rubbish from the bin to the compactor unit. All this is done using controls inside the cabin. Cameras mounted to the cabin let the crew know what is going on. Currently, each truck is staffed with two staff: one driver and one operator for the robotic arm. However, once everyone has gained enough experience, there will only be one driver to handle the vehicle. The use of such robotic arm has many advantages according to Mhd Saiful Anuar bin Zainal. “You only need one staff instead of 1 driver and a crew of 3. Further, it allows us to impose a new rule not to “tailgate-recycle”. Drivers are not allowed to handle any rubbish with their hands.” As a result, the common practice of garbage collection crews rummaging through household waste to find items that can be sold has stopped. Trucks are in immaculate condition and no bags cling to the compactor. “Should we catch a crew still tailgate-recycling, the entire crew will be penalised with the fee” Mhd Saiful Anuar bin Zainal says. The only issue for this new method is that the bins need to be nicely aligned for the robotic arm to grab it, but apparently, citizens of Alor Star and Kedah are happy to see the new vehicle and immediately adjusted their habits.

The 33 lifters are provided by a German company. Further improvement of the business was made by switching to NGV. This is also in line with the company’s mission to care for the environment. NGV is lighter and as a result a higher payload can be transported, translating into fewer runs.

### The female factor in trucking

Environment Idaman did not stop at re-engineering business processes or completely transforming trucks. "We also looked at the drivers" What started as a test project has turned into the biggest success for the company yet. Being LCVs, the compactors can be driven without the costly E class truck licence. Therefore, the number of potential drivers increases and Environment Idaman found them

behaviour and general working style, Environment Idaman found several plus points for female drivers: Apparently they are more careful with the equipment, which means fewer repairs. Also, they appear to be more intrigued by their work, which allows them to give feedback on the vehicles, procedures and the business as a whole. It was also found that they are more likely to pay attention to instructions and the routes to be serviced. And with a million

finding drivers for our striving business. We found our solution in the female workforce. And look at our trucks: they don't look dirty. When you drive around town, you can be proud of what you are doing as you ensure the place looks immaculate."

The company has just taken delivery of new UD trucks, fully equipped with the robotic arm and detachable compactor and Jiswati goes on to demonstrate



in the female population around town. Masiyana Bt Azan (29) was the first female garbage truck driver Environment Idaman employed. Proud driver of a UD truck, she is doing her daily runs to collect garbage with the use of the robotic arm on her vehicle. She said that "initially the public said the company is crazy!" Within a short period of time however, the experiment started to develop a dynamic of its own. Other female drivers applied and there are now 3 female drivers on the roads of Kedah. Monitoring the driving

collection points per week, this is what matters when you are being penalised if you miss one.

Initially, male colleagues were viewing the female drivers as a threat as they could be taking over their jobs. However, over the past month camaraderie has developed and the three women are now fully integrated into the operation. As Mhd Saiful Anuar bin Zainal explains "The female drivers are being hired to compliment the other staff. As everybody else, we have problems

her skills with the grippers. Meanwhile, Environment Idaman, encouraged by the extremely positive outcomes of the pilot project has decided to hire more female drivers. A total of 11 positions have been identified. Trucking seems to have an elating effect and some of the women have indicated that they would be eager to upgrade their licence and to step up to a "real truck" and show the public some female driving skills. If your wife is interested in a career move, Environment Idaman's doors are open.



*Mhd Saiful Anuar bin Zainal, CEO of Environment Idaman*

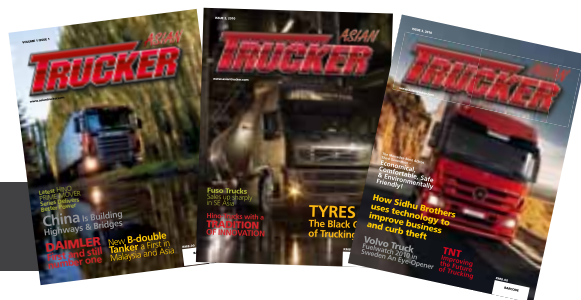
### **The need to innovate further**

With rising cost and KPIs imposed by the government, Environment Idaman will continue to innovate and improve the business. Besides the robotic arm, side-loaders are able to manage large bins on the bigger trucks. NGV is currently the solution to reduce fuel cost by up to 25%, but new technology may replace this if it becomes available. KPIs imposed by the government are going beyond the number of collection points but also include the amount of recycled material. Currently, a lot of refuse is commissioned to landfill, a situation that is to change soon. Currently, 5% of refuse is being recycled. By 2020 the rate of recycling has to go up to 22%, which will result in new ways of collecting, sorting and re-distributing the refuse using the truck fleet at the disposal of Environment Idaman.

Refuse compactor truck with crane and side loader

- NGV engine and maximum waste capacity of 24 tons
- Side loader for MGB 240L and 660 L
- Electric bin lifer with inside cab control
- 3 spot lifts for night work
- Alpha 12,000 crane for up to 2,520kg and outrigger
- Security control by CCTV
- Data download once a month for analysis

# ASIAN TRUCKER



## SUBSCRIPTION FORM

### Personal/Company details

Mr/Mrs/Mdm/Ms : .....

New I/C No : .....

Company : .....

Address : .....

.....

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

Email : .....

I hereby enclose RM Cheque.....

being made payable to Asian Trucker Media Sdn Bhd

4 issues RM28

6 issues RM40

Mail/fax this form to:

**Asian Trucker Media Sdn Bhd ( 902834-K )**

**8th Floor, West Wing,**

**Menara Rohas Perkasa,**

**50450 Kuala Lumpur.**

**Fax no : 03- 2719 5588**

# Shacman today

## Current standing of the China truck brand



*Arn Bersepadu Sdn Bhd*



*BTK Integrated Transport*

**E**quipped with Euro 3 engines, these high-powered trucks have made their entry into Malaysia a while ago. This Chinese brand has seen a good response from the market and according to the directors of the firm, sales are on target (see Asian Trucker, Issue 8). East Malaysia remains to be the acid test for any truck as the environment is very demanding and shows the inner values of any truck. Shacman trucks have already been supplied to the Eastern part of Malaysia and YonMing has received some very good feedback from clients using them in the harsh environments. Over in Peninsular Malaysia, the truck also receives positive reviews.

Director of Doesbest (Sabah) Sdn Bhd, Steven Foo Fook Shing has a lot of good things to say about Shacman trucks. He is also the Chairman of the Sabah West Coast Lorry Transport Association and his company operates in the area of Kota Kinabalu. "I chose shacman truck due to the design matters. The design is attractive and yet the cabin space is bigger and comfortable. Furthermore, I found that the price of this truck is more competitive to be worth with the feature that was built up on this truck" he says.

According to him, his fleet is now running more efficient. Ample engine power more is allowing better handling and driving and there are also less problems with the engine. Equipped with Euro 3 engines, this kind of truck consumes less fuel compared to other trucks used by Doesbest. The trucks handle well with enough torque for the hilly terrain. With this truck the company estimates they can save fuel cost about 10% to 15% a month.

Naturally, Yonming Group are fully supporting their customers by supplying spare parts and also services.

*Doesbest*

When it comes to any problem or breakdown, YonMing is easily able to address these issues due to their presence of specialists on spare parts and they have got their own workshop as a service centre.

Mr. Ng Fui Siong, Managing Director of Syarikat Sankota, who's company also operates in the Kota Kinablu area, echoes this assessment of the trucks.

"The price for this Shacman truck is more competitive and the truck uses less fuel compared to other trucks. With the MAN axle that is built in, these trucks can be more efficient and can be used for prolonged periods of time" says Ng. He also points out that it is not difficult to find the axle parts due to other brands using the same axle which easily can be found in the market.

Ng further states that the truck easily handles a bigger capacity due to the better performance of both, the engine and axle. His company also noticed an impact on the cost as the truck consumes less fuel. They estimated that they can save cost of about 5 to 9% per month with the increased engine power. "We are very satisfied with the work performed by YonMing as during servicing, they double check all components to ensure the parts have been installed correctly" he states. Lastly, he praises the brake system which is supported by an

*Sankota*

ABS brake system in preparation for standby and in emergency cases. This also guarantees a safer journey for the driver in the harsh environments they operate in.

Sh Sen Heng Transport Sdn Bhd. is also using the Shacman trucks, however in a different application. Mr. Chia Chee Foong, who is the managing director, has chosen the Chinese brand for several reasons: "I like the truck as it is the latest design and it looks strong enough to get the job done. Besides that, the engine is a WEICHAH, which is famous in China for the 430HP variant. It matches the high torque transmission 16JSD200TA and MAN 16TON Double Hub Reduction Bogie Axle well." According to him, compared to the previous European trucks the company has been purchasing, they do not need to opt for any additional upgrades, saving time and money. Having run the trucks for a few months by now, Sh Sen Heng Transport has got its proof that they have chosen the right trucks.

Since the company is in the business of heavy load haulage, the performance is crucial. The truck performance is excellent compared to other European/ Japanese trucks the company is using. Shacman trucks always provide top performance and higher torque, which makes deliveries a smooth and efficient job. Fuel Consumption is the same compared to



*Doesbest*

other European trucks, thanks to the advanced Euro 3 engine, which is saving money and is more economical.

For the servicing of the fleet, Fong relies on Shaanxi Trucks Sdn Bhd and their service network. As Sh Sen Heng Transport operates nationwide, this is crucial and Shaanxi provides both, preventive and corrective support in across Malaysia. "We

are satisfied with the efficient support" Fong states.

Some of their drivers have 30 years of experience and have been driving a myriad of trucks in their career. They are also satisfied with the cabin comfort, power in high torque and the easy handling of the trucks. One can say that comfort and safety for the drivers is build-in.



*Sh Seng Heng Transport Sdn Bhd*





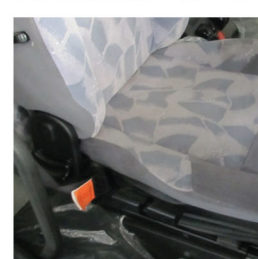
# SHACMAN

## F3000 6x2 430 HP



### D'Long F3000 6 x 2 Tractor Truck Series Specifications

Model	SX4257JV324R	
Gross Vehicle Weight (GVW) kg	26500	
Kerb mass (kg)	9400	
Max. laden mass at fifth wheel (kg)	16500	
Gross Combination Weight (GCW) kg	70000	
Max. speed (km/h)	110 - 120	
Min. turning circle (m)	16.5	
Min. ground clearance (mm)	314	
Max. gradeability (%)	34	
Appearance dimensions (mm)	Max.Length	6870
	Max.Width	2490
	Max. Height	3710
Wheel base (mm)	3240 +1370	
Steering	Right	
Overhang (front / rear)	1470 / 790	
Track width (mm) (front / rear)	2036 / 1800	
Engine	WP12.430N Euro 3	
Output power ps r.p.m	430 / 1900	
Torque N.m r.p.m	1800 / 1000- 1400	
Cylinder bore x Engine stroke (mm)	126 x 155	
Compression ratio	17 : 01	
Fuel tank capacity (L)	400L Aluminum Alloy	
Clutch	Φ 430 diaphragm - spring	
Gearbox	Transmission	Fast 12JSD200TA
	Gear ratio	12.10 9.41 7.31 5.71 4.46 3.48 2.71 1.64 1.28 1.00 0.78 11.56 (R1) 2.59 (R2)
Brake & Air Valve System	Wabco - ABS (WABCO)	
Suspension	Front	Longitudinal semi-elliptic leaf spring type with telescopic absorber
	Rear	Longitudinal semi-elliptic main & auxiliary leaf spring type
	Lift Axle	Hendrickson HLM-2 air suspension peerless axle 10.5 ton
Front axle	MAN 7.5T	
Rear axle	MAN 13 TON (Hub Reduction)	
Saddle	JOST 50	
Cab	MAN F3000 cab, high cab with top & side spoiler, twins beds, Climate control air conditioning, Electric heated door mirrors, electric windows, air seat, (4) point air suspension cab	
Tyre	295/80R. 22.5	



\* the manufacturer reserves the right to modify the design and equipments without prior notice.



# Opens Distribution Center in Singapore



*Paul Chan (left) looks on as Joseph Mejaly (Vice President of Meritor Commercial Vehicle Aftermarket & Trailers) and US Ambassador to Singapore, His Excellency David Adelman do the Official Launch*



*US Ambassador David Adelman (2nd left), Eike Merz - Managing Director of Meritor Singapore (middle)*



*Mark Gable*

**N**ew facility now serving 10 countries and major distributors.

On April 16, 2012 Meritor, Inc. (NYSE: MTOR) has opened a new ASEAN Aftermarket Distribution and Customer Service Center in Singapore. A reception was held at the new regional headquarter with customers, suppliers, business partners, and area government officials.

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





“Our global experience with serving our customers has enabled us to incorporate many advancements in this new distribution center complete with offices, training center, warehouse and new Oracle ERP system, as well as trained associates in efficient packaging and distribution,” said Eike Torsten Merz, Managing Director, Aftermarket & Trailer Asia Pacific, Meritor. “Our speed-to-customers in Asia Pacific will improve dramatically, as well as our ample critical-parts inventory to meet all truck-tractor-trailer service parts demands.”

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



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

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

# About Meritor, Inc.

Meritor, Inc. is a leading global supplier of drivetrain, mobility, braking and aftermarket solutions for commercial vehicle and industrial markets. With more than a 100-year legacy of providing innovative products that offer superior performance, efficiency and reliability, the company serves commercial truck, trailer, off-highway, defense, specialty and aftermarket customers in more than 70 countries. Meritor is based in Troy, Mich., United States, and is made up of more than 10,000 diverse employees who apply their knowledge and skills in manufacturing facilities, engineering centers, joint ventures, distribution centers and global offices in 19 countries. Common stock is traded on the New York Stock Exchange under the ticker symbol MTOR.



**MERITOR**

[www.meritor.com](http://www.meritor.com)



# ENTER CAMC – MOVE WITH DISTINCTION

## THE EURO III, CHINESE TRUCKS WITH COMBINATION OF EUROPEAN AND JAPANESE TECHNOLOGIES



*Malaysia has seen a high influx of Chinese truck brands which are now competing for markets share. CAMC is the ONLY ONE INCORPORATING both EUROPEAN and JAPANESE standards into its trucks, giving clients more options and VALUE FOR MONEY for their heavy duty vehicles.*

In China, The Company Has 2000 Employees, Of Which More Than 300 Are Engineers And Technicians. It Has A Technological Centre And A Postdoctoral Scientific Research Workstation Approved By The State. The Company Has Established A Long Term Technological Cooperation Relationship With Several Japanese Providers And Has Signed A Technology Introduction Agreement With A Term Of 10 Years With Mitsubishi Fuso. It Has Also Formed A Sound Cooperative Relation Of Production, Education And Research With A Number Of Well-Known Domestic Auto Universities And Institutions Including Qinghua University, Jilin University, Hunan University And Hefei University, Etc., Thus It Has A Strong Capability For Technological Development.

### **SERVICE NETWORK IN MALAYSIA**

Truck sales need to go hand in hand with the creation of a sufficient service network. Currently, there are ten service centres that cater to the needs of CAMC truck owners. The centres are located strategically along the North-South highway, with a cluster of three in the Klang Valley. Naturally, this network will be expanded in the near future to ensure that fleets keep running smoothly.









## EUROPEAN AND JAPANESE TECHNOLOGY FOR MALAYSIAN DRIVERS

While the trucks themselves are from China, many of the crucial components are from Europe, adding value to the vehicle. The vehicles are designed with robustness in mind, offering a feast of high-specs for the client that would like to move with distinction. The heart of the truck is a modern engine, complying with Euro III standards. CAMC trucks for the Malaysian market are equipped with HINO P11C 10.5 litre EURO III engines with inter-cooler turbo and an output of a massive 275 KW (380HP). This will provide transporters with the pulling power they need on the roads. The engine uses direct fuel injection.

To get the power to the wheels, ZF gearboxes are further enhancing the fuel efficiency and ensure effortless transmission of the power. The German engineered gearboxes are available in 9-speed and 16-speed options and are light-weight aluminium tube variants.

To supplement the JAPANESE engine and the GERMAN gearboxes, AUSTRIAN and GERMAN wheel hub reduction axles are fitted to the trucks. These are capable of carrying higher loads and need minimal maintenance, crucial factors when considering the purchase of trucks. With dual reduction axles, clients will also benefit from a wider series of speed ratios. Again, the use of these axles will support the notion of robustness as they offer a prolonged lifespan.

All these are fitted into a rugged chassis. This high-strength, yet light-weight chassis is developed and designed by CAMC, utilising their proprietary technology and offers a flexible loading system. To compliment all these technological features, CAMC has equipped the trucks with height & tilt adjustable steering wheels, multifunctional door modules and cup holders that can be stored away, keeping the cabin clutter free and neat. Overall, the cabin is designed to enhance crew safety and minimisation of low-impact collision damage.



### LOCATIONS OF CAMC SALES AND SERVICE CENTRES:-

- Hap Watt Motors (K) Sdn Bhd, Alor Setar, Kedah (Tel:04-7714375)
- YS Tyres & Auto Services Sdn Bhd, Pendang, Kedah (Tel: 04-468222)
- Kee Huat Automotive Engineering, Bayan Lepas, Penang (Tel: 04-6265031)
- Pusat Service & Aksesori Wawasan Utara, Butterworth, SPU Penang (Tel: 012-4281527)
- Man Soon Automobile & Engineering Sdn Bhd, Chemor, Perak (Tel: 05-2919194)
- Winshire Avenue Sdn Bhd, Kuala Lumpur (Tel: 03-92223619)
- KK Truck (M) Sdn Bhd, Klang, Selangor (Tel: 03-33417167)
- Deauto Industries Sdn Bhd, Pelabuhan, Klang, Selangor (Tel: 03-31012588)
- Bintang Damansara Sdn Bhd, Batu Pahat, Johor (Tel: 07-4341104)
- J.B. Lee Heng Motor Service Sdn Bhd, Johor Bahru, Johor (Tel: 07-2361141)

### CAMC TRUCKS ARE AVAILABLE FROM:

**DEAUTO INDUSTRIES SDN BHD**

**TEL: +60 3 7728 9891 OR CAMC@DEAUTO.COM.MY**

AND THE ABOVE SALES AND SERVICE CENTRES.

# A closer look at **Volvo** Trucks Fuelwatch

*As the name suggests, Volvo Trucks FuelWatch is about saving fuel. But there is more than meets the eye to this global competition that sees a huge followership.*



**T**he Volvo Fuelwatch is actually a global movement. With competitions taking place in many countries and the global semi-finals being held on 3 continents, it has gained a lot of momentum. And it is a serious matter, for Volvo as well as for the drivers. Some actually use the learnings in their day-to-day work life to be and become better drivers.

In its third year in Malaysia, the Volvo Trucks FuelWatch Challenge has seen an increase in participation. From 308 participants in 2011 to 363 is a significant jump that shows the interest in the event. This year, the truck used for the final was a FM400 6x2 with I-Shift transmission. Volvo also uses the format of the challenge to continuously improve the

competition. Changes to the FuelWatch are made based on the input of participating drivers. For instance, the current course for the semi-finals and finals is using a different route than last year. It is mainly longer, however, the length of the drive is not the only factor determining the winner. The Semi-finals this year saw a 20km route and the finals a 50km track set-out in advance. This year, each driver will also be utilising Volvo Trucks's legendary I-Shift. The lack of experience with this system may have actually stopped Asian drivers from winning the global finals in 2011. Naturally, since the competition is aimed at benefitting the people participating and therefore, they can also provide a more detailed input.

Martin Kavanagh, Vice President, Aftermarket says "Fuel savings are the obvious objective of this Challenge. However, drivers also learn a lot more during the events. For instance, defensive driving. FuelWatch is about the impact of the trucking industry on the environment. But the term "environment" is not limited to mother nature. Environment also includes other participants on the road and we have to ensure that there is as little to no negative impact on them too".

The credo of Volvo is manifesting itself in the FuelWatch. Since 1972, the protection of the environment has been a core value. The quote that "We are part of the problem, so we have to be a part of the solution" is something one will hear often when

talking to Volvo's staff. Visibility of the event, according to Kavanagh, is important. The general public should be well aware of the efforts that the company makes to reduce emissions, improve safety and assist people in becoming better drivers. It may even come to a surprise to experience drivers that the difference between the global winner of FuelWatch 2011 and the "worst" was 18%. We need to remember that these people are already top drivers and that their skills are already outstanding.

It becomes obvious that FuelWatch is a serious affair when looking at the six pillars it is built upon. And it is not difficult to see how all these tie back to the notion of saving fuel and reducing the impact on the environment:

1. Optimised mixed Trucks: obviously, no matter how good a driver, if the vehicle is a mismatch to the application, the fuel consumption will not be optimal.
2. Fuel saving maintenance: a well maintained vehicle will consume less. It is recommended to use original spare parts to optimise the performance of the vehicle.
3. Efficiency upgrades: these can be software updates for the engine management or hardware, such as spoilers to improve the aerodynamics of an older truck.
4. Dynafleet Trip Manager: via this software, truck owners can monitor the driving behaviour of the truck captains and improve the performance of each vehicle
5. Driver development: even a good driver can always improve their skills. Several programs are available to enhance the skills of truck-captains.
6. Fuel Management Service: Volvo can assist fleet managers to actively improve the fuel economy in partnership with the clients.

Driver focus expands beyond the framework of the FuelWatch Challenge. Recently launched, the Globetrucker's club is the first and apparently the only club in Malaysia that provides a platform for truck drivers to exchange their thoughts and experiences. As a pre-requisite to join, one needs to be a truck driver with a valid truck driving license. Within a short period of time, the club has already gained a strong followership of approximately 500 members. In conjunction with the start of this year's FuelWatch 2012 in Malaysia, the online platform [www.Facebook.com/VolvoTrucksMalaysia](http://www.Facebook.com/VolvoTrucksMalaysia) was launched.

Adding another layer of service, Volvo Malaysia has just launched a fleet of fully equipped service vans, ready to help truckers having technical problems on the roads. These vans are bright yellow, so that drivers can relax when seeing them from far.

Competing again is the 2012 FuelWatch Ambassador and winner of the Malaysian leg of the competition in 2011, Adnan Laili from Fueller, Johor Bahru. His insights helped him with his job as he is subject to strict controls, driving a petrol tanker. He has also been a driver mentor for the past four years and is competing with two other colleagues at this year's FuelWatch Challenge.

"I would never have thought I can win (last year)! It was a totally amazing experience and the competition has helped me a lot in my job. I am proud to be an ambassador for this cause as we all need to be doing our part" he says just after he finished his rounds for the semi-finals in the 2012 competition on Friday, 13th. It was also his first time overseas in a European country, the first time to drive left-hand drive and the first time for him to be in a cold country when he went to compete in the finals in Sweden. "You always hear stories about Europe, but being there is a different thing altogether. Obviously, I was nervous and the left hand drive and tighter corners hindered me as I wasn't used to either. However, the I-Shift helped me to compensate for this" he elaborates.

This year, the Champion was Roslan Bin Md Ali of Taipanco Sdn Bhd, Shah Alam. He won a RM 5,000 BSN voucher and the chance to represent Malaysia in the Asia Finals in Australia while his company won a RM 10,000 Genuine Parts voucher. Sim Kiam Voon of Xing Long Logistics Sdn Bhd, Bintulu was 1st runner up and won a BSN voucher worth RM 3,000 with his company winning a RM 7,000 Genuine Parts voucher. Mohd Faiz Bin Abu Hassan of Kumpulan Samastar Sdn Bhd, Prai who won a BSN voucher worth RM 2,000 with his company winning a RM 5,000 Genuine Parts voucher was the 2nd runner up.

# Responsible and Sustainable Mobility

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

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

## Reporting Sustainability

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

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

## Integrity Dialogue

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

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

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

## Market Success Due to Innovation

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



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

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

## New Fuel Efficient Fuso

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

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

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

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



### **Fully Interconnected**

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

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

### **FUSO 2015 'Leader in Green Innovation'**

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

The company plans to enhance its fuel efficiency leadership position in

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

### **MAN Commits to Clear Climate Target**

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

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

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

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

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

# Your Partner on the Road: Shell gets fleets on the roads faster, more secure and with reduced admin

*You may not know that Shell is the only global energy company that has a dedicated organization for commercial fleets. And this is just one of the myriads of insights that may help you with running your fleet with the right fuel partner.*

With a legacy spanning more than 120 years in Asia and with over 50 years of fuel card & fleet management expertise, Shell knows their fuels and their customers. Shell understands, thanks to its 1.7 million fleet customers globally, that B2B customers are looking for a valued offer with a strategic fuel partner so that their fleets can get on with their business anytime, anywhere. In Shell's view a valued offer to customers really boils down to a convenient and accessible site network that delivers high quality fuels that enhances vehicle lifespan and drives increased performance and mileage. This valued offer is underpinned by a peace of mind that their fuel partner will continue innovating to enhance fleet controls, to simplify card administration and to proactively tackle card abuse and fraud.

Shell believes that the company is best placed to address these needs, regardless of the size, type and nature of its customers' fleet. A professional trucker easily clocks in 80 000 - 120 000 kilometers per year, much of it under extreme terrain and stress of a 24/7 operations. Both man and machine are under great strain, wear and tear. With fuel cost making up 35 - 50% of operating cost in a commercial fleet operation, fleet owners and operators demand that their fuel partner keeps their fleets operating safely and efficiently on the roads.

Commercial fleet businesses look to



Shell for high quality fuels and lubricants that deliver mileage and performance under the most extreme conditions. Apparently, Shell doesn't just pay marketing lip service to the quality of its fuels; it is part of Shell's strategy to win with fuels. Shell invests more than US\$ 1 billion annually on R&D, a large portion of which goes to creating the world's most technically advanced fuels & lubricants portfolio. In 2008, Shell was the official partner for Daimler when the truck manufacturer broke the Guinness World Record for truck fuel efficiency. Only three years later, a new attempt to break this record was made. Daimler set up the "Record Run 2011" and put the Actros with Euro VI engines to the test. There was only one fuels- and lubricants partner Daimler would turn to. Daimler's Actros trucks running on

Shell FuelSave Diesel and Shell Rimula R6 LME Lubricant beat the previous fuel economy world record by a whopping 7.6%!

Over the years, whilst most international majors have divested their retail operations, Shell has continued to invest in and strengthen its commitment to Asia. As the only energy major with the international reach across the Americas, Europe and Asia to truly cater to global businesses, Shell's Global Key Accounts team is forming strategic alliances with global commercial fleet customers such as DHL, ISS, Philips etc. that need a fuel partner to provide consistent service standards and sales professionalism, commercial mindset and fleet management expertise across their global operations in established

heartlands and in new market entries.

With a network spanning over 43 000 sites in 80 countries, Shell is the world's largest fuel retailer. Of these, 4300 sites are in Asia and this will grow to 6300 sites by 2015. Today, Shell is opening one site a day in China and ramping up in Indonesia, India and Russia. 60% of Shell's sites are equipped with high speed diesel pumps. However, for truck ports, Shell is going to extremes and installs "Ultra High Speed Diesel Pumps" specifically catering to its Commercial Fleet customers' desire to get their fleets back on the roads as quickly as possible. Fueling with Shell's specially designed pumps is 2 – 3 times faster, a significant advantage. This not only minimises the time needed to refill, but also reduces congestion at the station as fleets can be serviced much faster.

Shell's Fleet Card has features that other cards simply do not offer. What is important to a fleet owner is that a fleet card offers a) protection against fraud and misuse and b) ease of administration. The Shell Fleet Card offers exactly that. Shell has gone to great lengths to make the card as safe as possible. For instance, there are no local vendors that meet the stringent security standards for producing Shell's cards. All Shell Fleet Cards are produced by Visa / Mastercard accredited vendors only. In

the case of Shell, this is Swiss Post in Germany. Cards and PINs are mailed on different days to avoid interception, just as it is done for credit cards in the banking industry. Obviously, this has required Shell to create a competitive card fulfillment infrastructure that gets a secured card in the customers' hands within 5 days anywhere in the world from Germany. Additionally, their retail sites have invested in "Pump Link". This ensures that customers are only billed on their fleet cards for the exact amount of fuel dispensed. It eliminates driver fraud where a cash payout is given when a fleet card is billed at the site for more fuel than is dispensed, a common abuse elsewhere.

Despite being the market leader and the most preferred fuel and lubricant brand among commercial fleet customers across its markets in Asia, Shell will continue to innovate. They are here to serve fleet customers and their evolving needs, to grow together and win. Part of this winning strategy involves investing more than US\$ 500 million over the next 10 years to introduce a state of the art, fully integrated, global card platform. This technology investment will enable mobile payments and prepaid offerings, real time fuel transaction data, advanced fleet management and card controls as well as enhanced security options on their cards. Asia is the first region

globally to deploy the new system. By end of 2012, Shell's fleet customers in the Philippines, Hong Kong and Macau will be utilizing the new platform to better manage their fleets. In early 2013, it will be deployed to the rest of Asia followed by Europe and the Americas in the later half of next year. Shell is extremely excited about the possibilities and what this means for their commercial fleet customers. And this is just the beginning.

Baljit Singh, a 33 year old Singaporean, says that he is extremely privileged to work with Shell and with his management team from Oman through to the Philippines. His team manages a portfolio of 3 billion liters of fuel across eight markets in Asia. All of them care deeply about their customers and aspire to be the best B2B business in the world. Everyday, his team gets closer towards fulfilling that vision.

Baljit graduated as a chemical engineer and first worked in a tech start-up in Silicon Valley, California before returning to Asia in 2004, where he is now combining technology, entrepreneurship and his passion for chemicals in his daily work at Shell. He is a member of Shell's Global Commercial Fleet Leadership Team as well as Shell's Asia Retail Leadership Team. He is married with 3 young kids.



*Mr Baljit Singh*



Asian Trucker met with the

# pioneer female drivers

of Environment Idaman in Alor Star to find out what motivated them to become truck drivers and what keeps them trucking.

**Effa Izahwati Bt Mohd Hatta** (29) started as the first driver at the company with **Nor Azlinda Bt Sobri** (27) and **Maziyana Bt Azan** (32) following shortly after.





**AT: What motivated you to become truck drivers?**

**Maziyana:** I wanted a challenging career and also help to clean the environment and I wanted to be part of a company that is forward thinking

**Izahwati:** Simple! I wanted to show that ladies can drive trucks too.

**Azlinda:** It is a challenge and not a male monopoly



**AT: What did you do before you started working for Environment Idaman?**

**Maziyana:** I was a driving school teacher.

**Izahwati:** I sold donuts at a local supermarket

**Azlinda:** I worked with my husband

**AT: What do your husbands say now?**

**Maziyana:** He is asking me every morning if I can do it, but I keep saying that I can do the job

**Izahwati and Azlinda (answering together):** I get the full support at home!

**Maziyana:** but my friends were really surprised as there are so many jobs and I chose this one.

**Izahwati:** true, but we can see what matters in today's world

**Azlinda:** this is not an easy job. You have to be focused and concentrated all the time. 100%, not 99!

**AT: What are some of the difficulties you are facing?**

**Maziyana (for the group):** It will be getting even tougher when we do the driving and collection of garbage alone in our trucks. Sometimes we have difficulties accessing the bins when they are not properly aligned.

**AT: Would you consider driving a bigger truck?**

**Maziyana:** Yes, I want to take the test for the E-class licence

**Izahwati:** Absolutely

**Azlinda:** Sure!



**AT: Would you want to see who the better driver in a competition is: Male or Female drivers?**

**All three:** CAN!!!

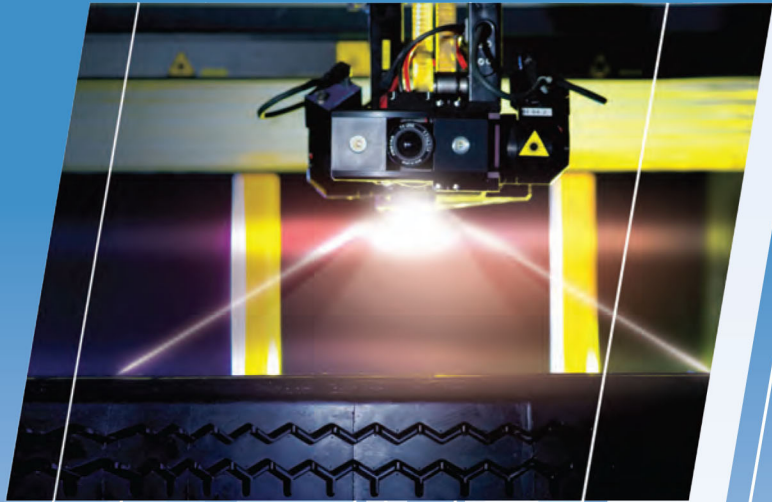
(If any truck manufacturer is interested in hosting such driving competition, please let us know; Asian Trucker would like to hear from you).

**AT: Any comments?**

**Izahwati:** We hope to be in this job for the long haul.

**Azmi:** Till now, the three of us had no accidents. We hope this stays this way!





> The  
**Retread Technology**  
that takes you *further*

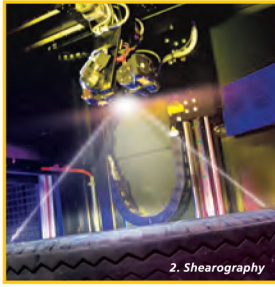
Another Service Infrastructure from

**KITLOONG**  
1931 **TYRE**

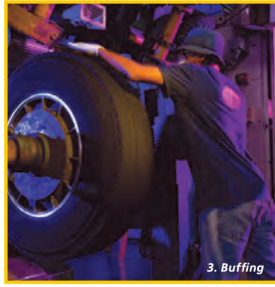
Solutions to drive you forward



1. Initial Inspection



2. Shearography



3. Buffing



4. Skiving



5. Repairing

# Kayel Retreading Process Technology (RPT)

Kayel Retreading Process Technology (RPT) is Kit Loong Commercial Tyre's answer to progressive fleet owners and operators' demand for a truly effective retreading solution that can fulfil a key component of their fleets' total tyre management needs, to deliver benefits of safety, operational efficiency, cost effectiveness and ultimately, peace of mind.

KAYEL RPT is an all-encompassing retreading solution that is capable of addressing the technical needs of the most demanding tyre operating conditions, and the commercial needs of the most discerning customers.

Developed with extensive know-how accumulated from Kit Loong's almost 80 years of experience in the industry, KAYEL RPT combines all requisite and complementary factors, and galvanizes them into a compelling retreading solution. The result is a retreading process that facilitates production of retread products of unrivalled quality and performance standards.

For more information please contact

## **Kit Loong Commercial Tyre Sdn. Bhd.**

No.10, Jalan Anggerik Mokara 31/50, Kota Kemuning,  
40460 Shah Alam, Selangor, Malaysia.

Tel: +603 5122 2418 Fax: +603 5122 2417

Email: [kitloongtyre@kitloongholdings.com](mailto:kitloongtyre@kitloongholdings.com)

Website: [www.kitloongtyre.com](http://www.kitloongtyre.com)



6. Cushion Gum



7. Tread Liner



8. Double Enveloping



9. Curing



# Asian Trucker Casts Wide Net

Asian Trucker recently held its first networking event at House Frankfurt, Bangsar in Kuala Lumpur, sponsored by Continental Sime Tire. With close to 100 people in attendance coming from as far as Singapore and Hong Kong there were opportunities to meet representatives from many areas of the trucking industry, from fleet owners, parts suppliers, logistics and related businesses. All agreed that it was a great evening of meeting the right people and enjoying the free flow of beer and terrific buffet dinner put on by House Frankfurt. Shell will be the main sponsor of the coming three Asian Trucker networking events. For more information please contact Amy at [amy@asiantrucker.com](mailto:amy@asiantrucker.com).





# “Powering Up your Business with Shell”

19 July 2012



# Run the numbers. Buy the truck.



Nothing complicated. Nothing fancy. No problems.

**The Sinotruk Howo 4 x 2**  
**From only RM185,000 inc. Sales Tax**



**SINOTRUK MALAYSIA SDN BHD**

Lot 9, First Floor, Jalan 219, Federal Highway, 46100 Petaling Jaya, Selangor DE Malaysia **T** 603 7967 8873 / 8808 **F** 603 7967 8909 / 8803  
Lot 1564, Batu 4, Jalan Kapar, 42100 Klang, Selangor DE Malaysia **T** 603 3291 7901 **F** 603 3291 3999

[www.sinotruk.com.my](http://www.sinotruk.com.my)