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Driving Progress

CONTENTS

40



30 - EDITOR'S NOTE

MARKET UPDATE

- 32** - Daimler CV Spin-Off
- 34** - Scania Celebrates Its First 10 Years In Ipoh Through Sustainable Partnerships
- 36** - The Isuzu ELF NMR Crew Offers Flexible Efficiency and Safety for Cargo and Crew
- 38** - Bolloré Logistics Singapore Launches Biodiesel Haulage Service with L'Oréal Travel Retail Asia Pacific
- 40** - Farizon Auto Introduces: 'Homtruck'
- 42** - Daihatsu Mobile Service Comes to Your Place in the North
- 46** - New Hino 300 Series Pro becomes Part of KTC's Fleet Expansion Plan
- 48** - Sea Hawk Sets to Soar with Delivery of MAN Trucks

50 - EVENT CALENDAR



42



46

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CONTENTS



FEATURE STORY

52 - Interway Transport make the Switch to Steelbro

COVER STORY

54 - UD Ready to Make Life Better

61 - CLUB UPDATE

TRUCKER OF THE MONTH

62 - A Driver Through and Through



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CONTENTS



INTERNET OF TRANSPORT

64 - Zaquin Smartens Up Waste Collection with Scania

TEST DRIVE

66 - Tough Test: Jimmy is a MANiac on Testing Trucks in the Plantations.

SAFE ROADS

68 - ZF Delivers 360 Degrees of Safety to the Commercial Vehicle Industry



CONTENTS

70





72

LAUNCHES

70 - Volvo Trucks Malaysia Launches New Generation of Heavy-duty Trucks

COMPANY PROFILE

72 - Radius gets you Straight to Improved Performance

73 - MANN+HUMMEL: Reduction of the CO2 Footprint along the Supply Chain

TRAILER TECH

74 - Train the Trailer Builder





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CONTENTS

78



75

IN THE WORKSHOP

75 - Tipping Point: Truck & Tanker Builder

INNOVATIONS

76 - Volvo Group Reveals First Vehicle made of Fossil-free Steel Produced by SSAB

AFTERMARKET

77 - What Goes Together: Filters and Oils

TRUCK FEATURE

78 - IVECO's S-WAY Special Edition - Tribute to the TurboStar Legend



76

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CONTENTS

80



84



SPECIAL REPORT

80 - DAF: The True European Truck

CELEBRATE

84 - 90 Years of Kit Loong in 90 Minutes

HEADLIGHTS

87 - The Most Controlled and Observed Profession (?)

88 - NEWS & NOTES



88

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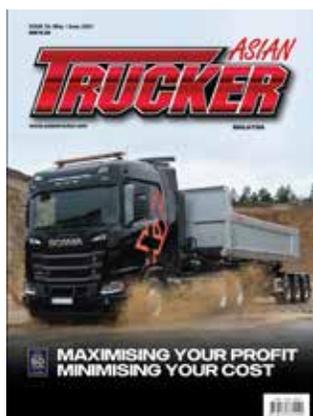
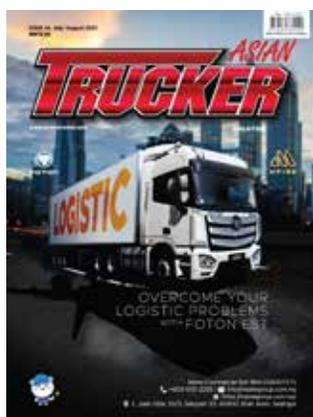
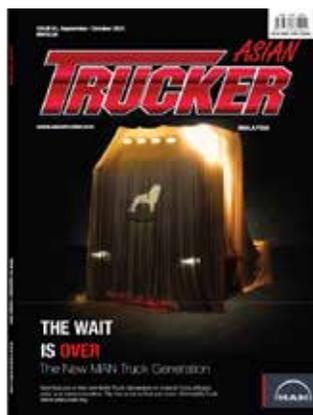
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PUBLISHED BY

Asian Trucker Media Sdn. Bhd. No. 27-1, Block C, Zenith Corporate Park,
Jalan SS7/26 Kelana Jaya, 47301 Selangor, Malaysia www.asiantrucker.com

ARTICLES

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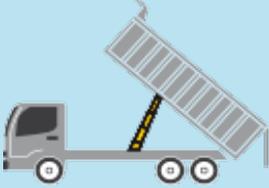
PRINTED IN MALAYSIA

Percetakan Osacar Sdn Bhd (Co.Registration : 63461-W)
No 16 Jalan IDA 1A, Industri Desa Aman, Kepong, 52200 Kuala Lumpur

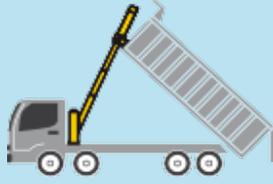
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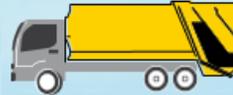


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Upon Project Completion

And just like that, a project is completed, the goods delivered and I find myself in the quest for something else to do. Do you experience the same? If you have to deliver a great number of containers or initiate the purchase of a new truck fleet, it is exciting, right? Usually, I find that a project that offers a new experience is typically more exciting than repeating a similar task, although I may know how to avoid the pitfalls.

There are a lot of projects underway or have just started or concluded in the transport industry. Take for instance electrification of trucks. A big project that requires the collaboration of many stakeholders. Another great example is the launch of a new truck model. After years of development and research, finally the vehicle is unveiled: project completed! At this point in time, we all know that the next project is already in the works. It should be the same in the transportation sector where the delivery of one order seamlessly leads to the start of the next project. I am interested in how companies go about this and I hope that you could share this with me for our readers to learn.

The latest project we somewhat concluded is the creation of the Iconic Trucks coffee table book. Having spent 14 months on this, I have re-visited a lot of content. This in turn has let me to realise just how many projects that there are going on every year. From warehouse constructions to official openings of showrooms, anniversary events or the delivery of a unique, custom-built vehicle. I say that the Iconic Trucks project is not yet concluded as we are currently selling it and I argue that the project is successfully completed when we managed to sell-out.

In parallel, MCVE is a rather volatile project with many variables. It will be great to see the industry come together again after we did not have a chance to gather for two years. At the event, many companies will be showcasing their latest products, results of projects that they have been working on during the pandemic. While we have been organising the event four times before, I don't think that there are many known factors. Together with the team, I am still fine-tuning the delivery of the show as there a constant changes now. Offsite, I am sure that many of you are working on the booth designs for the show, which are projects too.

A few projects have been concluded and featured in this issue of Asian Trucker. Noteworthy is the launch of the EURO V engines of UD Trucks, which lead to an in-depth discussion about their business. You will find reports about anniversaries, test drives and newly introduced products. All of which I hope will be beneficial for you to better run your own projects, small or large.

One project that is going to be the source of content for a while longer is the effort made of companies to get back to normal at the tail-end of the pandemic and lockdowns. I would be interested to know what aspects of this industry-wide project to keep businesses going would make the cut to be implemented for good. I am sure that there have been significant changes to organisations that turn out to be beneficial, although the stepping stone was the not so pleasant circumstance of the lockdowns.

With a new year around the corner, it will now be a good time to reflect and to see what new projects we can tackle in the months ahead. Either individually or as a collective, our efforts will push the industry ahead and I am looking forward to getting involved.

Drive safe, be safe,

Stefan Pertz
Editor, Asian Trucker

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Daimler CV Spin-Off

Daimler is separating its passenger car business from the commercial vehicles as the two will become separate entities. We find out what this means for the markets.



In our exclusive interview, Chief Executive Officer, Daimler Commercial Vehicles South East Asia Pte. Ltd (DCVSEA), Harald Schmid shares what the spin-off means for our markets. Setting the stage, he said that “The transformation of the business for cars and trucks has a different focus and develops in different speed. Now as an independent organization we will be able to have more speed in decision-making and we will get a better grip on opportunities for example, when it comes to partnerships or the cooperation with local production partners, which might play a bigger role in the future.”

There are of course a lot of benefits, which he identifies as following. Firstly, as mentioned before, the decision making will be much faster. Secondly, the split will allow DCVSEA to focus even more on customer requirements, which are very different in the commercial vehicle segment vs. passenger cars. And lastly, the biggest impact is for the Regional Logistic Center, where DCVSEA will be able to serve customers with spare parts better, as the brand will be able to stock-up more dedicated parts for the commercial customers across SEA region.

On top of that, with Daimler Truck AG there is now a bigger focus on our brands in the region: Mercedes-Benz Trucks, FUSO and Bharat Benz. “We can tap on the entire portfolio that the company has to offer and tailor our offerings to the market,” he said.

The news about the upcoming split has already made the rounds and certain comments have been anticipated. However, Schmid said that “We don’t expect the public to get confused as the split is very straight forward. There will be a company, Mercedes-Benz AG which covers Passenger Cars and Vans, and a company, Daimler Truck AG, which focuses on Daimler Trucks and Buses.” Customers that do have a fleet of Mercedes-Benz Passenger Cars as well as Daimler trucks, will be approached by the respective sales team.

Customers in our region will continue to benefit from the dedicated local team. There is no change for the headquarters of the South East Asia region in Singapore. It houses a dedicated sales and aftersales team for Daimler Trucks and Buses who is taking care of the business for South East Asia. “I am

very confident that the split and the dedication will further strengthen the focus on our customers, and will bring the overall business in the region forward.”

The existing staff here in SEA is hardly affected, as DCVSEA have already in most of the markets dedication for trucks and buses. In addition, DCVSEA will increase the headcount to inbound activities, which were taken care of by passenger car colleagues before the split. For example in the Logistic Center, there will now be dedication to Trucks and Buses too.

“In some of our markets, we had to sign new contracts due to the separation. Other than that, the impact for the dealers and distributors is kept to a minimum to ensure business is running smoothly.” Schmid is confident that the customers will not be affected in any way by this transition.

During their last Global Conference, which was held online due the ongoing pandemic, the board members presented the new setup. Overall it was well received by the General Distributors of our region and everyone is looking forward to the split which will allow Daimler to focus even more on their customers’ requirements. “We will only be able to achieve our ambition with the customer at the centre, and this split of the company will allow us to do so,” said by Antonio Randazzo, Vice President of Daimler Truck Sales & Marketing South East Asia.

Concluding, Schmid said “I am very confident that this is the right direction moving forward and will enable us to allocate resources optimally for both internal combustion vehicles and electric vehicles. This is very important because not all markets in South East Asia will move towards electric vehicles at the same time. The focus on trucks and buses will ensure a balanced approach when it comes to the rollout of EV.”



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Scania Celebrates Its First 10 Years In Ipoh Through Sustainable Partnerships

Scania celebrates its first 10 years in Ipoh, pledging to continue to build sustainable partnerships that help its customers achieve profitability for business and the environment.



The celebration which was held internally with all the personnel at the Scania Malaysia Sales and Services Centre Ipoh branch (SMYIPH), was graced by Heba El Tarifi, Managing Director of Scania Southeast Asia, Thor Brenden, Services Director of Scania Southeast Asia, Wong NyookLin, Regional Manager – Region North, Scania Southeast Asia and Wan Noaimadudin, Workshop Manager, SMYIPH. A ceremony of signing on the commemorative “F10Y” insignia, ceremonial cutting of cake and the awarding 10-year long-service staff with the First 10 Years Award made the morning a joyous occasion for everyone.

“SMYIPH’s success since 2011 has been attributed to building sustainable partnerships as part of Scania Malaysia’s wide network of sales and services branches,” said El Tarifi. Customers in the state of Perak and along the North South highway continue to benefit from scheduled maintenance avoiding breakdowns, increasing uptime for their trucks, buses and coaches. Scania Assistance 24/7 roadside assistance continues to provide peace-of-mind for customers. Instalment Plan Repair and Maintenance 7 was offered this year to help customers achieve profit immediately. Now all new Scania trucks and buses purchased in 2021 come with a pre-set Economy Mode as default to save even more fuel – customers with vehicles purchased before this year can visit SMYIPH to activate this.

El Tarifi has a special connection with this particular Scania workshop: it was the first one in Malaysia she has visited. Further, during another visit, the SMYIPH staff found out that it was her birthday and they surprised her with a cake. “I promised that we will have more cakes to celebrate milestone events and today is one where I am bringing a cake!” El Tarifi exclaimed.

“SMYIPH technicians lead the way in ensuring our customers get the best uptime,” said Brenden. “In 2018, SMYIPH technicians won the Top Team practical challenge in Malaysia. In 2020, SMYIPH again won first place in the Top Team theory challenge for Malaysia. This is a testament of their consistent strength in maintenance and repair of our customers’ vehicles.”

“I cannot be more proud of my team in SMYIPH,” said Noaimadudin. “They have been driving real change for our customers’ business, operations and, also for the environment for the past 10 years. They did it through working together as a team, both amongst colleagues and with our customers in true partnership.”

“The next 10 years and beyond will be an exciting time for SMYIPH, especially in aiming to reduce CO2 emissions in transportation and logistics in line with our commitment to Science Based Targets” said Wong. “Our customer’s appreciation for our total solutions approach continues to grow. Renewable fuels and electrification, safer and smarter transport technologies continue to usher in a new era in transport and logistics. The team at SMYIPH looks forward to continue driving the shift towards a sustainable transport system by building more sustainable partnerships.” Wong also encouraged the team by pointing out the possibilities arising from the opportunities presenting themselves in the current market situation, in particular the fact that the adjacent plot of land being vacant. **F**



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The Isuzu ELF NMR Crew Offers Flexible Efficiency and Safety for Cargo and Crew



Deciding on a cab style for a new truck is often determined by factors such as the type of business and services, and how many people that would need to go into the truck cab on a regular basis. With the Isuzu ELF NMR Crew truck model, it presents itself as an ideal option for both cargo and crew to be conveniently transported to the place of work or deployment in a single vehicle, thus saving time and costs.

Created to offer a combination of advantages of both the NLR Crew and NPR Crew, the NMR Crew is distinctive when it comes to flexibility, versatility and great maneuverability as the NLR Crew, and higher payload and capacity as the NPR Crew thanks to its built as a 6-wheeler that produces much stability. The Isuzu ELF NMR Crew is a four-door crew cab truck that comes with a comfortable front and back row seats with enough space for a maximum of five to six people and is fully equipped with three-point safety belts. With a large interior volume of this vehicle class, this truck model targets usage for a range of business and services such as engineering, technical workshops, utilities sector, emergency services such as fire or technical relief service, roadworks, catering and food truck owners.

Koji Nakamura, CEO of Isuzu Malaysia Sdn Bhd commented, "The Isuzu ELF NMR Crew combines world-class chassis with proven drivetrain components and is much appreciated by our customers for the spaciousness and comfort of the cabin for their working crew. The global market today constitutes wide ranging requirements when it comes to getting the right transportation solutions for different business demands. At Isuzu, it is our responsibility as a global truck manufacturer to listen intently to our customers' needs, and that is how the Isuzu ELF NMR Crew was specially created to meet market demand.

"More than being a transportation solution for our customers' business needs, the global technological features installed in this truck model provide our customers' work crew a safe, efficient and comfortable ride. This truck is also B20 biodiesel compatible and is the perfect fuel-efficient partner for cargo and crew transportation anywhere, providing much flexibility and workability."

Quality Performance and Flexibility

The Isuzu ELF NMR Crew is a 4x2 rigid truck with a gross vehicle weight (GVW) of 5 500 kg and is powered by Isuzu's own 4-cylinder, turbo-intercooler workhorse the 4JH1-TC engine that is capable in producing a maximum torque of 3 200 rpm. The truck's 5-speed manual transmission offers added control and adaptability in all road condition and terrain. It is a compact and powerful solution designed for long-lasting performance as it can deliver higher than average speeds with better fuel economy and lower maintenance in the long run, thus helping truck owners save on operational cost and boost bottom line.

Thanks to its configuration flexibility, the Isuzu ELF NMR Crew is a versatile truck and can suit various body application like general cargo, corrugated box, tipper and box cargo. This truck with 8-feet in body length also comes with double rear tires for higher loading capacity, offering the needed space for tools, spare parts, servicing materials, and perhaps even a power generator for off-site engineering work. This truck is also suitable for off-road thanks to more traction from the double rear tires.

With a 6-metre turning radius and wider body mounting, this truck also offers easy maneuverability and convenience when driving in city and tight spaces, without compromising on stability. These are added key advantages of owning the Isuzu ELF NMR Crew truck.

Comfort for Driver and Crew

Comfortable truck cabin for the driver has increasingly become a key focus in truck design, especially now that companies are often facing shortage of skilled and loyal drivers. The Isuzu ELF NMR Crew is designed with both the driver and crew in mind, where the spacious cabin includes not only comfortable leg room but also higher head space for a less tiring driving experience.

Overall, with more space for shoulders, elbows and knees, the work crew will arrive more relaxed and happier. Plus, wide doors front and rear open 90 degrees to make access easier all around. Further improving the driving experience is the steering tilt mechanism and telescopic steering wheel column which enables the driver to make adjustment to the steering height and angle according to the driver's driving preference.

Other useful features that cater to the comfort and convenience of the driver and crew also include cup holders that can be pulled out to securely store drinks and be glided back for neatness when not in use, five level adjustment for air-conditioning, power window and central locking for all doors with centralized control button and a remote-control Kenwood radio with CD player and comfortable vinyl covered seats. **F**



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Bolloré Logistics Singapore Launches Biodiesel Haulage Service with L'Oréal Travel Retail Asia Pacific

Bolloré Logistics Singapore and L'Oréal Travel Retail Asia Pacific have jointly launched a biofuel solution for local trucking services that will be used for delivery of L'Oréal Travel Retail Asia Pacific's beauty products across the country. This development further marks a new stage in the collaboration between the two companies and is driven by their respective sustainability commitments.

The new transportation solution uses B20 biodiesel and was co-designed with Richland Logistics – an industry leader with a dedicated fleet and commitment to developing green solutions. It was created from a mixture of used cooking oil and regular diesel. Each year, a potential 20 000 (Source Agri-Food & Veterinary Authority (AVA) of Singapore) tonnes of waste cooking oil is generated and disposed of in Singapore. Repurposing this waste cooking oil would be more resource-efficient and would contribute to a circular economy.

The roll-out of this service follows the 2019 launch in Singapore of a fleet of electric vehicles dedicated to last-mile delivery. These initiatives are part of Bolloré Logistics' Powering Sustainable Logistics programme which aims to reduce its transport services' scope 3 CO2 emissions by 30 percent by 2030 (based on 2019 emissions).

"As a unique beauty leader, we are aware that the way we operate can encourage others to do likewise. Our collaboration with Bolloré Logistics Singapore to launch a more sustainable trucking solution demonstrates both companies' commitment

to a process of continuous and incremental improvement. Led by our sustainability program, L'Oréal for the Future, we want to be a catalyst of change in the travel retail beauty sector and beyond, and to inspire the industry to take action with us," says Vincent Neyton, Operations Director at L'Oréal Travel Retail Asia Pacific.

"Green logistics is the future. The switch to biofuel helps to close the circle on our sustainability efforts for road transport. By working with both our suppliers and our customers, we are taking another step towards building a sustainable supply chain. Bolloré Logistics Singapore will continue to work with L'Oréal Travel Retail Asia Pacific to improve the carbon efficiency of its freight and logistics solutions," states Frédéric Marcerou, Managing Director of Bolloré Logistics Singapore.

About Bolloré Logistics

Bolloré Logistics is a major international supply chain operator and ranks among the world's top ten transport and logistics groups with an integrated network of 600 agencies in 109 countries. Placing customers at the heart of its strategy, Bolloré Logistics is committed to designing innovative, robust and agile solutions. Through the reliable management of the entire supply chain, the company has developed a high level of resilience enabling it to control risks by securing transport plans through alternative options and to lead a continuous improvement policy over the long term while acting as an ethical and responsible player. 

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Feel the Drive



Farizon Auto Introduces: 'Homtruck'

Geely Holding Group's commercial vehicle brand, Farizon Auto, unveiled its next generation smart new energy semi-truck, the Homtruck, with production and first deliveries planned for early 2024.

When first deliveries begin, the Homtruck will be one of the most advanced and cleanest commercial vehicles on the road which focuses on efficiency, driver and pedestrian safety, and boasts major breakthroughs in sustainable powertrains.

The Homtruck's architecture can carry a number of powertrain options including range extender, methanol hybrid and pure electric with battery swapping option based on government standards recently released by China's Ministry of Industry and Technology, allowing for the Homtruck to be charged at service stations across highways in minutes rather than a substantial amount of time.

The Homtruck is named after the original aspiration of its creators to make a semi-truck that feels like home, meeting the living and emotional needs of its drivers. Semi-truck drivers around the world spend an inordinate amount of time in their vehicles, often more so than they do at home. The mobile space created by the Homtruck integrates "work, life, and entertainment", satisfying the vital needs of its driver.

Farizon Auto's engineers closely studied the needs of independent commercial vehicle drivers and fleet operators when

developing the Homtruck's hardware and software solutions to provide greater efficiencies throughout the network.

The Homtruck is capable of connecting to the logistics network's big data platforms to help drivers obtain the most optimal orders in real time, analyse and track deliveries, and calculate operating costs along the routes. The Homtruck's 'brain' can utilize vehicle sensors to analyse traffic data in real time and receive route recommendations. In addition, the energy management system can also manage the Homtruck's power or fuel supply to achieve the most optimal economic performance and is able to recommend optimal refuelling or recharging routes to the driver.

Driver comfort has been brought forward as a major incentive to increase vehicle safety with the theory that well-rested drivers are more attentive and more focused.

Based on careful analysis of driver working conditions and itinerary, Farizon Auto has designed a cockpit that applies the concept of home and optimizes space to create a driving and a living area. The design includes a bathroom complete with a shower and toilet, single bed, refrigerator, tea maker, kitchen, and even a small washing machine. The ergonomic seat

design and high-definition camera help ensure drivers are well-rested and well-focused, whereas an intelligent AI assistant coupled with full 360-degree cameras help to keep the driver aware of any issues around the vehicle whilst in motion or whilst stationary.

Inside the Homtruck's cabin, designers have applied nature soft-touch fabrics, sustainable plastics, and bamboo grain materials to create a healthy eco-friendly environment inspired by the peaceful bamboo forests of China.

Within a growing number of selected routes, the Homtruck will be able to utilize L4 hands-off autonomous drive functions and will also introduce convoying features for longer journeys which allow trucks to communicate with each other to maintain safe speed and distance that will lower operator stress levels. Hardware sensors such as lidar, millimetre-wave radar, ultrasonic radar will be standard equipment along with 5G and V2X communication. The Homtruck will also be fully capable of being upgraded overtime using Over the Air (OTA) software upgrades.

Speaking at the launch, Chairperson of Geely Holding Group, Eric Li, said, "Farizon Auto's Homtruck is the result of the synergies between Geely Holding's technological expertise and its partners in the global automotive industry. The Homtruck represents a significant move towards a net zero-carbon freight transportation system and opens the door to a new era for the logistics industry".

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Daihatsu Mobile Service Comes to Your Place in the North

Better Service, more convenience and easier managing of regular services are now offered by Daihatsu in the Northern region through the expansion of the Daihatsu Mobile Service.

cost and maximize fleet efficiency of its customers. Through this service, Daihatsu is reaching out to customers, offering convenience by providing top quality service. Armed with certified professional and highly trained staff these mobile service technicians perform regularly scheduled service maintenance and genuine parts replacement at customer's places and at times convenient for them.



The Daihatsu Mobile Service Butterworth team is operated by three technicians under the banner of the tagline "We Bring Service to your Doorstep." The available coverage from this outlet are the major districts of the Northern region, geographically Penang and neighbouring districts. Beyond looking after the Gran Max, the Daihatsu Mobile Service is also available for Hino trucks.

Providing more information about this service, Arman Mahadi, Managing Director of Daihatsu Malaysia said "The Daihatsu Mobile Service was initially being offered to Klang Valley, Johor, Ipoh and in Kota Kinabalu. It has since seen positive responses, with an increase of service

To top off a successful year, Daihatsu have extended their aftersales service offering covering the Northern Region with the introduction of Daihatsu Mobile Service to its Daihatsu Butterworth Branch. Valued by customers as an innovative and progressive way to handle routine services, the brand is deploying the service as a measure to further minimizing vehicle



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To make an appointment for Daihatsu Mobile Service one should schedule it three days in advance as is required. To do so, customers can book their mobile service appointment online via a phone call to the dedicated line. The operating hours are Monday-Friday, 8.30am-5.30pm.

Daihatsu Business Fleet Program

Customers who partake in the Daihatsu Business Fleet Program are automatically entitled to the use of the Daihatsu Mobile Service. This comes on top of other perks and benefits comprising a comprehensive fleet program management with innovative sales solutions and service support. This includes a range of vehicle solutions, the Daihatsu sales & service incentive program, extended vehicle warranty, maintenance service contract, service credit term facilities, Daihatsu mobile service, driver safety training program, 24/7 Daihatsu road assist and accident repair & insurance claim service. Arman stressed that "There are no membership fees applicable upon signing up."

These benefits are one of the few initiatives designed to create a satisfying and stress-free ownership experience in mind for our customers. Arman added "At Daihatsu, we believe in offering mobility solutions that are lightweight ergo lessening of customer's burden. Reflecting on "Light You Up" as our mission to illuminate specialized services and optimal solutions for each and every one of our owners."

Daihatsu Malaysia is constantly looking forward to extending a rich and fulfilling journey for its owners. From more than just getting from point A to point B, Daihatsu aims to minimize vehicle downtime by adopting a proactive customized service maintenance program with the objective to effectively optimize vehicle uptime productively and increase profitability 

appointments made for this option." In particular, clients have commented on the ability to interact with Daihatsu technician in their own premises and the fact that the service is extremely flexible. It is this increasing demand which led to the extension of the Daihatsu Mobile Service to the Daihatsu Butterworth Branch.

True to their promise to offer top-class after sales service, this is one way for Daihatsu Malaysia to extend its service expertise beyond Daihatsu authorised service centres. "By providing value-added, reliable services and delivering greater customer satisfaction, wherever our customers may be, we demonstrate that we care for you better," Arman said. To increase customer's confidence, Daihatsu Malaysia will also be implementing further health protocols to prevent and fight and spread of Covid-19 when servicing onsite; Temperature checks, hand washing, mandatory wearing of facemask and maintaining social distancing are a must and constantly monitored.

Benefits of Daihatsu Mobile Service

Their service vans are easily recognisable in a bright red-white livery. Its sight heralds the arrival of skilled staff to maintain vehicles in tip-top working conditions, aiming to maximize customer's vehicle uptime.

- Onsite fleet and vehicle servicing
- Time saving, as vehicles do not need to be send to the workshop
- Convenient, thanks to the delivery of the service to company premises
- Safety and quality assured thorough skilled technicians
- Daihatsu genuine parts with up to six months / 10 000Km* warranty coverage
- Free 12-point onsite inspection
- No additional on-site charges

Services offered

- Daihatsu Mobile Service uses Gran Max Panel Van and Pick-up as its operation vehicle
- Equipped with full suite of diagnostic tools, essential equipment and carrying out of necessary replacement of wear components to provide a wide range of services including:
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New Hino 300 Series Pro becomes Part of KTC's Fleet Expansion Plan



KTC Shipping Sdn Bhd opted for Hino 300 Series Pro to be added to their transportation department. In the next three years the business is to expand its presence and branding throughout East Malaysia and Brunei.

Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) recently handed over the first batch, 24 units out of 200 in total, to its new valuable customer, Kim Teck Cheong Shipping Sdn Bhd (KTC Shipping). It was a deal sealed with trust and confidence between HMSM and KTC Shipping as the new model of HINO 300 Series Pro is to become part of KTC's fleet expansion plan.

KTC Shipping is a wholly-owned subsidiary of Kim Teck Cheong Consolidated Berhad (KTC), the sole operator of Gardenia Bakeries (East Malaysia) Sdn Bhd, and is specialised in supplying and distributing Consumer Packaged Goods (CPG) in East Malaysia. Present as the Guest of Honour was Datuk Dr Joachim Gunsalam, Deputy Chief Minister, Industrial Development Minister to witness and officiate the ceremony. The handing over of the trucks by HMSM Managing Director, Atsushi Uchiyama to the KTC Executive Director, Datuk Dexter Lau, set the two companies on their path for a long-term partnership.

Still not knowing when the pandemic will be over, uncertainty does not have to mean paralysis. HMSM continues to work closely with customer's businesses in support of them, applying new approaches to making strategic decisions for the future. "We thank KTC for the trust that they have placed in us and are honoured to be a part of their growth journey with Hino trucks. Together, we look forward to setting new standards of excellence for the industry and support KTC operation in the most efficient and reliable way. It is also our commitment to sustain a close customer relationships, by listening and understanding the changing need of our customers and respond to them quickly," Uchiyama said.

KTC has set its sights on penetrating the vast Indonesian market with the Gardenia brand. Resulting from business expansion, the Company has decided to get its own fleet to support the increasing transport and shipping into its subsidiary company, KTC Shipping.

Putting the trust and confidence in HINO products, KTC Executive Lau said: "We trust the Hino brand and we believe that Hino has set its standard on supporting customer needs. As proven, Hino has shown the customer-centric approach and fully understands our business needs. Besides providing the best-fit product to our industry, Hino is also giving top priority on its total support after-sales service."

"The excellence of logistics and distribution is our main priority as we are running a core business that focuses on providing market access, and this field requires punctuality and smooth running of delivery. To achieve this level of excellence, I would say, transportation is our backbone, and we are very sure that Hino trucks will be able to perform to our expectation," he added.

An ultimate combination of Japanese engineering and built, the 6-wheeler light-duty commercial vehicle, model XZC710R, is fitted with an Euro-3 turbo-diesel engine and produces 156 Hp and 429 Nm torque, making it the highest horsepower in its segment. The new model was launched October 2020 and starts to generate high demand, not only from regional customers in West Malaysia but in East Malaysia as well. **F**



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Sea Hawk Sets to Soar with Delivery of MAN Trucks

This 20-unit order from first-time customer is a strong testimony of growing reputation of MAN Trucks in Malaysia.



Integrated logistics solutions provider Sea Hawk Global Lines Sdn Bhd has added 20 units of MAN TGS 6x2 haulage specification trucks to their growing fleet.

The decision to invest in MAN Trucks for the first time came after the company decided to review their previous strategy of using just one brand of trucks.

“We have heard a lot of positive feedback on MAN Trucks in the industry. We decided to give it a try following extensive evaluation as it ticks all the boxes – specifications that meet our requirements, proven fuel economy and reliability as well as solid aftersales support with a dedicated MAN Malaysia service centre located nearby,” said Sea Hawk director S Kamalesh.

Port-Klang-based Sea Hawk, a major player in warehousing with sizeable facilities in Port Klang Free Zone, Westport and Northport, is preparing for a period of growth.

The launch of the new MAN Truck Generation with Euro 5 engines as standard in Malaysia has also caught the attention of the company.

“We will certainly consider adding the Euro V-powered new MAN TGS to our fleet as it will help us expand into the oil and gas sector where Environmental, Social, and Governance (ESG) compliance is a must. We applaud MAN Malaysia

for its boldness in introducing this future-proof option for the haulage industry. From what we have seen, it is extremely well-designed to meet the needs of both business owners and drivers,” he added.

MAN Malaysia Managing Director Andrew O’Brooks said that the company was delighted to welcome yet another major player in the logistics industry to the MAN Truck family.

“We would like to thank Sea Hawk for choosing MAN Trucks and are absolutely confident that our products would exceed their expectations. We look forward to supporting their expansion plans. In the just-launched New MAN Truck Generation, we have the perfect solution for them,” he said.

MAN Malaysia has recently launched the New MAN Truck Generation, a completely new range of heavy-duty trucks in Malaysia that is oriented towards the changing requirements of the transport industry and sets new standards in key areas such as driver orientation, assistance systems, digital connectivity and reducing the environmental impact.

The New MAN Truck Generation Trucks comes with Euro V engines as standard, making MAN Malaysia the first heavy-duty Truck manufacturer in the country to step-up and do its part in helping reduce the carbon footprint of the transport and logistics industry. **T**

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Events & Exhibitions

HEAVY DUTY AFTERMARKET WEEK

Date : 24 – 27 January, 2022
 Venue : Grapevine, Texas, USA
 Contact Info : brian@wtglasgow.com

Created by the industry's leading trade associations and marketing groups, Heavy Duty Aftermarket Week (HDAW) is the largest North American gathering of heavy duty aftermarket professionals in the industry. More than 2,500 executives and managers- including distributors, suppliers, service providers, educators and industry media- attend this business-to-business event from the U.S., Canada and six other countries.

MALAYSIA COMMERCIAL VEHICLE EXPO 2022 (MCVE)

Date : 10 – 12 March 2022
 Venue : Mines Exhibition and Convention Centre
 Contact Info : brian@wtglasgow.com

Back for the fifth time, Asian Trucker invites you to be part of the largest dedicated exhibition for commercial vehicles in Southeast Asia. Following the success of the past events, we are returning with the show in March 2022 with plans to expand the space.

Buyers, purchasers and operators have the opportunity to review the latest offers in terms of trucks, busses, services and components. During the show, relevant government agencies, professional societies, and associations will join the organizer to hold seminars and updates on their products, services and the latest in trucking.

AUTOMECHANIKA KUALA LUMPUR

Date : 15 – 17 March 2022
 Venue : KLCC, Kuala Lumpur, Malaysia
 Contact Info: <https://automechanika-kualalumpur.hk.messefrankfurt.com/kualalumpur/en/contact.html>

With over 22 years in the ASEAN automotive industry, Automechanika Kuala Lumpur continues to play a fundamental role in the Automechanika brand's 15 show lineup. It is an event-oriented exhibition offering the perfect S.E.T (Sourcing, Entertainment and Training) of solutions, products and services to the participants. The platform is organised in an energetic, passionate and professional way to provide an extraordinary exhibition to you.

IAA Transportation 2022

Date : 20 – 25 September, 2022
 Venue : Deutsche Messe, Hannover, Germany
 Contact Info: <https://www.iaa.de/en/transportation/for-exhibitors/plan-your-iaa-attendance/contact>

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TYREXPO ASIA BANGKOK 2022

Date : 26 – 28 October, 2022
 Venue : BITEC, Bangkok, Thailand
 Contact Info : jane.customer@tyrexpoasia.com

The stage is now set for the next Tyrexpo Asia show in Bangkok, which will take place at the Bangkok International Trade & Exhibition Centre (BITEC), Hall EH102 from 26th to 28th October 2022.

The latest edition of the Tyrexpo Asia series of tyre and automotive events by Tarsus Group, Tyrexpo Asia Bangkok will be presenting up to 120 exhibitors and 3,000 attendees, with key objectives to explore and further increase growth opportunities for both the local and emerging markets as the only fully dedicated tyre and automotive trade show in Asia Pacific.



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Interway Transport Make the Switch to Steelbro

Interway has successfully operated a transportation business in the commercial and industrial centre of Malaysia for more than 40 years, covering all the major routes in Peninsular Malaysia.

Over the past year, the Company has for the first time added six new Steelbro sidelifters to its extensive fleet of haulage equipment, and is seeing some impressive results.

The one-stop logistics provider offers a wide range of logistics related services including the transportation of goods in container, freight-forwarding services, warehousing facilities, and shifting and positioning of industrial equipment. A forwarding and warehousing division also offers a complete package ranging from specialised packing to the handling of Custom procedures, air and sea freight formalities.

Interway's impressive fleet of haulage trucks includes some 300 prime movers, over 1 500 trailers, more than 100 specialised haulage trucks, 39 bulk tankers, as well as sidelifters.

When it comes to sidelifters, Interway made the decision in 2020 to partner with sidelifter manufacturer Steelbro.

According to Interway Director Mr Cheok, "Managing a fleet of heavy equipment of this size is a massive undertaking and requires all vehicles and heavy lifting machinery to be well maintained and in optimum working condition.



“And this means, essentially, choosing the right equipment is critical for us. “Our truck fleet maintenance plan is all about preventing downtime and lengthening the lifespan of our equipment. This helps us not only maximise the return on investment on all our valuable assets, but ensures we provide the best service possible for our customers.”

“These customers include multi-national companies and large government agencies and we’re pleased that we’ve managed to earn a reputation for being reliable, efficient and giving them ‘value for money’ services.”

Once the decision to invest with Steelbro was made, Interway took delivery of the six new SB450 sidelifters across 2020 and 2021. Five units were put to work straight away on the pick-up and delivery of shipments to and from the port in Port Klang and one was set to work in Penang. These units have shifted all types of loads from 20’, 40’, tanktainers and flat racks.

According to Steelbro, the SB450 is built to handle the most challenging working environments. A rugged sidelifter unit with a strong lifting capacity, transfers of containers weighing up to 45 tonnes can be

made easily within a safe working envelope. Designers at Steelbro developed the SB450 unit to be able to work under the most extreme of conditions. In Malaysia the environment and conditions call for a more rugged unit and the SB450 is often considered the best possible unit for the job.

Mr. Cheok describes the SB450 as the “famous 45 tonne sidelifter in Malaysia.”

“We decided to choose a Steelbro unit because of the price, technical specifications, lifting capacity, and longevity,” says Cheok.

“They also come with lots of additional benefits for all types of operation.”

“Staging and trailer transfers are made easy. And we can lift two 20ft containers and we can double stack containers.”

“The sidelifter operators at Interway are huge fans of the new units as well”, says Mr. Cheok. “One operator described the Steelbro SB450 as ‘Safe to use, simple to maintain and runs longer without much downtime. The Steelbro units also let you place your heavy loads precisely in tight spaces.’”

Cheok has also been impressed with the Malaysian based Steelbro aftersales servicing operation, “We’ve enjoyed excellent service that’s always been fast, efficient, and reliable.” **T**





UD Ready to Make Life Better

UD Trucks has, over the past decade, seen a remarkable transformation that has revitalised the brand as well as given it a new, highly relevant strategic direction. Now we see the harvest of the herculean effort.

The launch of the revised Quester and Croner trucks featuring EURO V engines has been another milestone for the company. We are tapping into the vast knowledge of Jacques Michel, Senior Vice President for International Sales, UD Trucks, who has been with the organisation for 14 years and has not just seen the past transformation, but can offer a glimpse of what is to come.

To frame the efforts UD Trucks is making at the moment, one has to understand the newly found purpose of the brand, which is formulated as "Better Life". This stems from the question about what the purpose of the brand should be. According to Michel, this comprises of four dimensions. The first one being "Better for the planet". As we have only one planet to live on, UD Trucks has made it a responsibility to protect it as best as possible. "Better for the people" is the second dimension in this framework. It also means to be "Better for the industry", the logistics and transport sectors. Finally, the fourth dimension is to be "Better for business", which is signifying the business of UD Trucks' customers. Deriving from that, there have been a number of projects and milestones that the brand has tackled.

It is acknowledged that any one brand is part of the problems that we are facing today. "As such, we need to be part of the solution and that brings challenges with it." It is no longer good enough to just look at the emissions of the vehicle when on the road, but also the creation and disposal of a truck. Michel observes that there are more and more discussions with clients hinging on solving the environmental challenges. UD Trucks has set the tone to be an active shaper of such future. One way UD Trucks is doing this is by focusing on offering trucks in EURO V.

In the global context, one has to acknowledge that countries differ in industrial policies and infrastructure. Therefore, not everyone can accelerate the speed at which new technology can be implemented. Simply put, the



world is not going at a unified pace. However, today 71 countries in the world have adopted emission norms that exceed the requirements of the EURO IV emission norms. Michel notes that the move towards higher specifications to comply with higher emission regulations is accelerating with 18 countries making such moves in recent years. UD Trucks has, in order to accommodate that, developed technology that allows the brand to sell vehicles with EURO V technology in markets that are currently only demanding compliance with EURO IV or EURO III.

After taking Covid 19 out of the equation, what we see is an overall increase in demand for transportation. There is no denying that this is a trend and we are at the very heart of it.

One such milestone is the launch of the EURO V Quester and Croner trucks. This follows years of developments and culminates in the leapfrogging of the technology, skipping EURO IV. "With this, we are taking a step ahead by offering a higher spec trucks in markets that are currently demanding EURO IV only," Michel said. According to him, this exactly harks back to the Better Life approach whereby UD Trucks does not just want to comply, but exceed the demands of the markets the brand operates in. Another such example is the development of the SCR technology, which today has become an industry standard. He further stressed that with the launch of the new trucks, all distributors have also been brought up to speed to have the knowledge of

this latest technology in order to best serve their customers. Interestingly, during the pandemic, the demands of the market have shifted with customers now asking for better products, trucks that are compliant with higher emission norms. "The pandemic has accelerated this!" Michel quipped. Evidently, the quest for a better life is one that others are joining.

The development of SCR technology is just one of many artifacts of how UD Trucks takes an active role in pushing forward. "After taking Covid 19 out of the equation, what we see is an overall increase in demand for transportation. There is no denying that this is a trend and we are at the very heart of it." A truck may be a truck, however, Michel explains that it is this very vehicle that is the most crucial item for customers buying UD Trucks, inside or outside a pandemic. Therefore, UD Trucks is doing everything to support their customers



In September, UD Trucks unveiled a new Euro V range for the well-established Quester (heavy-duty) and Croner (medium-duty) trucks. The upgrade also boasts enhanced features that will improve uptime, enhances efficiency, and optimized Total Cost of Ownership (TCO), all while lowering the vehicle's environmental impact and retaining benefits from previous models.

The new Euro V range will be introduced in fast-growing and emerging regions around the world that are moving to adopt more stringent international emission standards in a bid to cut pollution and improve air quality. In most markets, UD Trucks' new Euro V range will be introduced ahead of these regulations to better prepare businesses for the switch to a cleaner fleet.

This latest launch bolsters UD Trucks' Better Life purpose – to be better for logistics, the planet, people, and business. Better Life drives the integration of sustainability across all of the company's operations and processes to realize lower environmental impact, higher customer satisfaction, higher profitability, and a better place for people to work and live.

and by extension the customers of its customers. As such, the introduction of the latest truck models is not just to introduce a new engine technology. "What we launched was a transport solution with a focus on the driver, safety and providing a business solution."

Wanting to be the Japanese sustainability leader, UD Trucks is taking a holistic approach, considering the entire drive line for instance. In order to achieve this ambition, the entire drive line has been optimised country by country, segment by segment and customer by customer to be as efficient as possible. "The Euro V engines are very important, but as we can see here, they are just one of a number of components. Optimising the entire drive line is where the fuel savings happen." Putting things into context, one has to note that the brand has re-positioned itself with the creation of the Quester, which was specifically designed to address the needs of four key markets when launched. Meanwhile, UD Trucks is selling in over 50 countries, a clear signal that the approach and the products are right.



Jacques Michel

During the launch Michel said “In today’s world, sustainability is more important than ever. COVID-19 is also placing more emphasis on a more sustainable approach to driving a post-pandemic recovery. Modern and efficient logistics is vital to UD Trucks Corporation keep the world moving in these fast-evolving times, and our latest launch will ensure greater resilience for businesses while ensuring environmental impacts are minimized.”

Ensuring businesses stay competitive in a rapidly changing world with Euro V

Air pollution is one of the largest health threats facing the world today¹. According to the International Energy Agency (IEA) global energy review 2021², global energy carbon emissions are projected to rebound in the post-COVID era to grow by 4.8 percent. This would represent the largest single increase in over a decade. Emissions from transportation alone are at risk of increasing global emission levels by over 1.5 percent. Moving towards cleaner fleets is imperative.

Euro 5 reduces NOx emissions by about 43 percent compared to Euro 4 and significantly reduces the carbon footprint of the vehicle through cleaner emissions. As the first truck manufacturer to introduce Selective Catalytic Reduction (SCR) technology in 2004, UD Trucks’ new Euro 5 range features SCR technology to significantly boost environmental protection and fuel economy. With these benefits, SCR technology is proven to be more reliable when compared to other emission control technologies for reducing NOx emissions.

Besides technological advances, it is the driver that contributes largely to the efficiency of the vehicle. Within the current context of driver shortages, it is not good enough to be attractive to the business owners as a brand to consider, but the vehicles themselves need to be attractive to the drivers. To enhance this, UD Trucks has added features to their latest trucks that enhance driver comfort as well as their skills. Embedded within the instrument cluster are now signals that tell the driver exactly how s/he is doing in terms of efficient driving. Feedback on the driver behaviour is given instantaneously and directly to the

driver as opposed to a manager that would have to schedule a session with each driver to go through the data.

Optimising the entire drive line is where the fuel savings happen.

Driver training and seminars for the users supplement this. UD Telematics further enhances this. Michel points out that the persons actually driving the vehicle gain valuable insights into the way they drive. “This way, we can work with the business owner and the driver to optimise their business,” he explained. Giving live feedback, UD Trucks can even improve the way gearshifts take place for instance. The bottom line is that fuel efficiency and uptime are improved. Talking about competencies, Michel also said that there might be more opportunities, however, one needs to ensure that the distributors are strong enough to support clients.

In a time when one of the megatrends in electrification of the transport industry, the question is why UD Trucks did not jump straight to electric motors instead of upgrading their internal combustion engines. Indeed, a good question Michel agrees as this is part of the overall transformation of the industry. “Electromobility also have various levels, for instance hybrid vs full electric or fuel cells. No matter which one you pick though, they all require infrastructure!” As there is no one size that fits all, the development of infrastructure for electro mobility is a similar undertaking as getting the industry ready for EURO V and VI. As the requirements for LCV and heavy duty trucks also differ, there are many varying layers that need to be addressed when it comes to the creation of this infrastructure.

Touching upon the subject of being part of Isuzu Motors, Michel explained that there are significant synergies that are being realised, short, mid and long term. As part of the work done by the newly shaped organisation both parties are contributing to the transformation that Michel mentioned: electromobility and autonomous driving. The purpose is to create products that the clients will be demanding in the coming years. Michel is confident in saying that “It has only been seven months,

but we can already see how this is going to strengthen both parts of the collaboration and that this is putting UD Trucks into a very strong position." With this, an expansion of the product line is possible, however, Michel stated that the current focus is on existing customers as that is of utmost importance. Clients, as UD Trucks is experiencing, are having the strongest pull in the transformation though, which puts a smile on Michel's face.

No discussion about the future of transportation can be complete without addressing the current surge in e-commerce and the resulting increase in transportation needs. Spurred by the pandemic, we have seen not only what the industry is capable of by ensuring that stores continue to be stocked with goods being shipped to our homes on demand, but also how crucial it is. At this point, a reflection is required. To provide a sustainable solution, one needs to look at the demand side of the supply chain. This is what has been UD's approach with the Quester and Croner, which are tailored vehicles to meet the specific demands of emerging markets. The future of transportation may also call for different infrastructure. UD Trucks' challenges that E-Commerce is not just the last mile, but also the need for a different type of warehousing.

Concluding by talking about the biggest challenges to face in the coming years, Michel again cites the transformation that the industry is going through. Data is key, whether we like it or not and with that, e-commerce will continue to be a major driver of growth worldwide. "We will use digitalisation and artificial intelligence as much as we can to optimise our offering". As he explained, automation and electromobility are parallel developments and the latter will continue to be a key concern for UD Trucks. "No matter what, the most important aspect of our business is the connection with our customer though! We need to be fully aligned with that and clearly evaluate what is nice to have or a must have." Technology might be key, however, it is the customer that needs to be at the centre of all efforts of UD Trucks.



Quester has evolved with the times

Quester, a heavy-duty truck that combines excellent fuel efficiency with durability, has evolved further to meet today's transport and environmental challenges. The latest Euro 5 upgrade and new instrument cluster add to Quester's other standout features:

- **Smart:** Connected and business-ready with innovative UD Telematics – a high-tech wireless communications system – allows transportation companies to maximize efficiency with realtime vehicle tracking and geofencing. UD Trucks Corporation 4
- **Sustainable:** Increased fuel efficiency with numerous features including ESCOT automated manual transmission. Combined with lighter tare weight and optimized driveline, fuel economy can improve by up to 10 percent compared to the previous Quester model.
- **Safe:** Quester with ESCOT takes away the drivers' need to shift an average of 1 000 - 1 500 times a day by automatically selecting the right gear at any given time. This leads to less stress and improves safety by allowing the driver to focus more on the road.

Croner, ahead of its time

A reliable and versatile medium-duty truck, Croner has been designed to make every moment count. The latest Euro 5 upgrade and new instrument cluster add to Croner's other tried-and-tested features:

- **Wide and customizable model offering** – Croner can be configured to suit specific applications and optimized for better productivity.
- **Fuel efficiency** – Aerodynamic cab design reduces the drag coefficient by 5 percent compared to previous models.
- **Drivability** – Allison automatic transmission and superior ergonomics provide more comfort for the driver, resulting in less fatigue and higher productivity.
- **More space, comfort, convenience** – Croner's cabin has been designed to put driver comfort first.



It also comes with numerous active and passive safety features to protect the driver, cargo, and surrounding traffic.

Michel concluded the launch by stating, "For 86 years, we have grown UD Trucks to be a truck brand of choice for our customers. We are committed to continuing our endless pursuit of bettering lives in the spirit of our 'Gemba' philosophy, leveraging smart and sustainable logistics solutions to provide ultimate dependability for our customers, business partners, colleagues and society at large." The new Euro V range of heavy-duty Quester and medium-duty Croner will be rolled out in key growth markets – across Southeast Asia, Middle East, Africa, and Latin America – from October 2021 onwards.

Sending a clear message of wanting to shape the development by taking an active role when it comes to emission norms, Michel said that "UD Trucks promises to walk the talk. Only then does our mission to provide a Better Life make sense, not only for us, but for society at large." 



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Freedom and being in control are the main drivers for this driver-owner to take the wheel and to manage a business from the inside of a cab rather than an office.

Joining us for a teh tarik straight from the completion of the last job for the afternoon, Balasundram a/l Bathmanathan, MKSS Trading, it becomes clear very quickly that this trucker is truly enjoying his work.

AT: Please tell us about the history of your business. We understand that you are not just the owner, but also a driver.

BB: The company was founded by father in 1992. I initially started out working all sorts of jobs. Through that, I realised that I do not like the rigor of a paid job and that I would rather like to be flexible. In 2002, my dad asked me to join his transportation business and to just give it a try. I must say, this is exactly what I have been looking for as I can manage my own time and shape the way the business is run.

AT: What is your job scope like?

BB: One of our biggest clients is Times Publishing Group. We are working with them since 1992 and if you asked, I would say that it is the service that we provide that has made them our loyal customers. We are not just ending their products to customers, but we also ensure that the schedules are fulfilled. There are instances where the dispatch department has overlooked something and that is where we are the goalkeepers.

Typically, our work is time sensitive. Once we load up, we immediately leave to deliver. There are at times very small jobs, which don't use much space, but we can't wait for other jobs to combine the loads. What is important is the motto that I have: It is honesty and hard work that gets you there!

AT: What does your fleet look like?

BB: My personal vehicle is a HICOM. I like it very much as it really handles like a car. What is interesting about this truck is that it is not a turbo charged engine. Yet, I found that the fuel consumption is lower than that of other, comparable brands. This is a 3 tonne truck and I hope that I can continue to drive it for a while longer. We don't really clock in a lot of mileage, so while this is not the newest truck, it still has a lot of distance to go.

AT: What does your business look like today?

BB: I took over the business in 2002. As you can imagine, that was not a good time for such an undertaking. The economy was bad and in 2007 / 2008 the financial crisis hit. However, thanks to the support of the family, we managed to get through this and to also increase our fleet. Today we have four trucks, all small ones up to 5 tonnes. The service we provide are typically within the Klang Valley, with regular trips to Malacca. Occasionally, we have to go to Johor.

AT: What do you not like about this job?

BB: There is one thing: the attitude of other drivers. I am talking about the way others behave on the road just as well as the way some truck drivers go about their job. For instance, truck drivers can join your organisation and then one morning just not show up. Then you have to find ways to ensure that the jobs you have in hand are being carried out. That means that the rest of the team will have to cover for that one driver. When that driver then comes in eventually, they have all sorts of excuses. Or, and this happens all the time, they just quit the job as they have a so called better offer and just don't show up any more.

I don't mind if people drink (Ed: alcohol) in their free time. However, during working hours, this is an absolute no-no. If I find someone to be drinking while on duty, I will let them go right away. The same for drugs. This cannot be tolerated. Some are saying that one should give a second chance, but I do not believe in that. You know from the moment you start this profession that there are certain things that you cannot do, for instance taking drugs. There is no room for a second chance when it comes to that kind of bad habit.

As I mentioned, Times Publishing Group has been our client since 1992. It is my view that it is the way we conduct ourselves that ensures that we continue to be their transporter of choice. You see, many truckers don't realise that they are being judged by their appearance and the way they behave.

AT: And how do you overcome this problem?

BB: One thing we did was to hire family members, for example my younger brother. Our reputation is at stake when we take on work and we need to minimise the risk of our name being tarnished.

AT: What do you like about the job? Has the dream of being flexible come through?

BB: Yes, absolutely. We have up to five jobs a day. At times we have a few hours of waiting time and I use that to manage other things. I just park under a tree or in the compound of our clients and wait for my consignment to be



ready. I get around a lot and I need to plan my trips, which I enjoy. If I am on a delivery run and I arrive during lunch hour, I have the opportunity to see what is in that area. With my small truck it is easy to just park somewhere and try the local eateries. I would not want to do this with a big truck as many places in our country don't accommodate the big trucks.

I also like that I get to meet a lot of people when I am out and about.

AT: What is the most memorable moment in your career?

BB: That is easy! For the past five instalments of "JustRunLah", where the Sultan of Perak is the patron of the event. We would take all our trucks and deliver goodie bags, equipment and tools for the event. As such, we are helping in organising the event. Although this is a couple of days hard work, it is really rewarding. Typically, the organisers, as well as the Sultan's family, come out to thank the people that were involved in the organisation and this makes me feel really proud; all the hard work that goes into this is being acknowledged.

AT: When you are not working, what do you do?

BB: I spend time at home. I have taken it as my duty to buy the groceries. So I would go out and do the shopping.

You can say that I am a delivery trucker through and through. At work and in my private live I like to move things! 





Zaquin Gets Smartens Up Waste Collection with Scania

Zaquin takes delivery of first Scania XT Rigid NTG for first smart waste management business in Malaysia.

Zaquin Resources Sdn Bhd (Zaquin), the first Smart Waste Management company using the first semi-underground bin with smart IOT sensor system in Malaysia, received its first Scania P250 B4x2NZ XT rigid type New Truck Generation (NTG).

Ahmad Tarmimi Tahang, Managing Director of Zaquin believes that this investment is the beginning of a strong sustainable partnership between Zaquin and Scania that would revolutionise the traditional collection of waste business in Malaysia. The choice of fronting the waste management business with a Scania XT rigid will help build a strong and clear image of Zaquin in its efforts to really care for the environment and help reduce the cost of waste management through the concept of "Pay as you throw" (PAYT) – The less you throw, the less you pay".

The local authorities pay a certain fixed cost per household to all contracted waste collection companies for the collection of waste. Zaquin is proposing to change this tradition by only receiving payment for collected waste and with the Smart Deep Collection system, the customers will only pay for waste that's collected.

The Scania XT rigid NTG, fitted with the latest Swedish-made loaded crane and a locally built compactor was Zaquin's choice after carefully studying all the features of the truck and its capability to fulfil the requirements of Zaquin's Smart Deep Collection System, the first in Malaysia. This innovative waste system that has been in use in Europe for more than 30 years uses special large containers of different sizes meant for different types of waste. The container's user lids and surrounding stay clean as waste is lifted out using the crane on the Scania XT rigid and placed into the compactor to be disposed of. These containers that are buried (60 percent) semi-underground can be located beside shrubs, curbs, sidewalks, in narrow alleyways, and even behind fences because the main bins are never moved. The truck does not have to approach containers from a specific direction, allowing for flexible

site placement and the crane can do its job even if there are cars blocking the Scania XT Rigid from nearing the containers. The rear axle gives easy manoeuvrability for the truck to access small roads and alleyways to get to the waste bins. The cabin is one of a kind with adjustable seat that is close to the door, ergonomic instrument panels and a large windscreen minimising blind spots to a safe minimum. The extended view makes it easier for the drivers to operate in a comfortable and safe environment especially having to operate daily in residential areas.

The Scania XT rigid type is also designed to give truck owners better fuel efficiency and lower CO2 emissions as it is equipped with advanced powertrain and aerodynamic solutions that gives up to a maximum of 3 percent additional fuel economy.

In fact, with the customised flexible financial solutions provided by Scania Credit Malaysia in providing predictable cost over the Scania XT rigid type lifecycle, will ensure maximum uptime securing sustainability. Zaquin is presently working out a plan to subscribe to the Fleet Management System Control 10 to be able to sign Scania Ecolution partnership and save more fuel enabling the reduction of Carbon Dioxide emissions.

"The waste can be weighed easily to provide accurate data for studies, audits or data calls. With Zaquin Smart Deep Collection System, we will be able to monitor the waste that has been collected and will be disposed of at the gazetted landfills by local authorities," stated Tarmimi.

In recent years, the waste management industry has been moving more and more towards resource management, and the reclamation of raw materials and valuable scrap from waste products is becoming increasingly important. Zaquin goes one step further and pursues the concept of "Zero Waste": by recycling an ever-higher percentage of waste, aiming to create an almost infinite cycle that, simply put, will lead to absolutely no waste material being left over at all. Zaquin also offer customers individual recycling solutions with the latest collection, sorting and processing methods so that together they can optimize both the corporate and communal aspects of waste removal. Zaquin is a driving force in the Fourth Industrial Revolution, also called 'Industry 4.0'.

Scania's collaboration with Zaquin will ensure a parallel progression in sustainability for both companies.



Zaquin's innovative measures in changing waste management to a more cost effective and environmentally friendly way will be good for the communities.

"Driving the future together with Scania in a Sustainable Partnership will drive real change and together as a team tied by strong values will strengthen our commitment to a better tomorrow. A partner, a problem solver and a trusted advisor is what Zaquin gets when they become a Scania customer," stated Heba El Tarifi, Managing Director of Scania Southeast Asia.

Zaquin was established in 2005, as an enterprise handling cleaning services, facility management, landscaping, road-sweeping and public utility cleaning. In 2012 Zaquin decided to specialise in waste management. "We value people and the environment very highly and we aim to pursue the concept of 'zero-waste' – supporting efforts for recycling. That is why we act responsibly, socially and ecologically and conduct the highest-level research to reach our goal: a sustainable development for an environment worth living in." concluded Tarmimi. **F**

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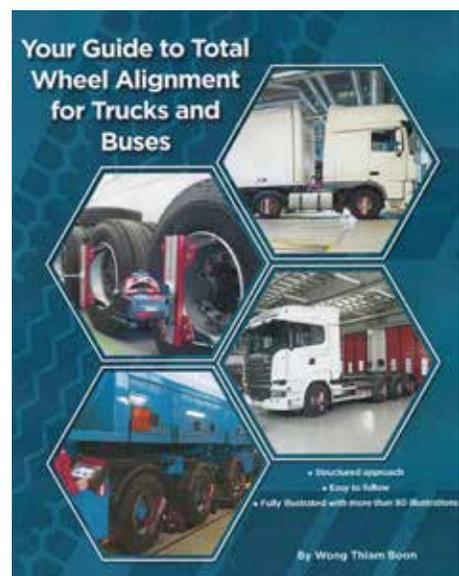
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Stefan Pertz,
Editor, Asian Trucker Malaysia
Editor, Asian Buses

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Tough Test: Jimmy is a MANiac on Testing Trucks in the Plantations.

Moving palm oil is a special type of business as the trucks are subjected to all kinds of strenuous driving conditions. Jimmy Sidhu shares his experience as he has put his new MAN trucks through the wringer.

Recently, Sidhu Brothers added two MAN TGS 33.480 to their fleet to add capacity to their operation. While these two vehicles are based in Rawang, they have been sent to all corners of the country to move palm oil. Jimmy Sidhu has done an in-depth comparison, noticing things about the trucks that may not seem obvious at first.

“One will of course recognize that we have purchased trucks from an Indian brand as well as another German brand not so long ago. With the latest addition of the MAN trucks, we can now really compare the performance,” said Sidhu. One of the immediate recommendations to others is to buy new trucks and steer away from re-build ones.

The initial assessment is easily summed up. Sidhu says that the MAN trucks are sturdier than others, are more powerful and can take any kind of driving environment. Palm oil transportation is a tricky business as the trucks would have to complete mixed terrain with about five percent being off-road in the palm oil estates. “It is no use to get a truck into an estate when it is empty and it doesn’t have the power to pull out fully laden.”

Immediately, a discussion will ensue when it comes to the pricing of the various vehicles. When asked about this, Sidhu acknowledges that one could surely spend half the amount a MAN truck costs. “However, at what cost!” He noticed that the MAN trucks offering the best of both worlds. On highways the fuel consumption is low, due to a sophisticated gearbox while the truck can perform on the rugged, hilly roads in the estates. “The other German brand I am using has about 40 Hp less, along with lower torque, which makes a difference in this kind of conditions.” The differential is also a strong plus-point as it is fully automated, kicking in as soon as one wheel is slipping.

Adding to the negative side of the balance sheet is the cabin size, which compared to an older German make is smaller. “Yes, modern cabs are spacious, however, this particular model is not the best in class.” A foldable passenger seat would be welcome to allow for the driver to have more comfort. Taller drivers will find it difficult to stand up inside the cap. “This can be an issue for some drivers. If a driver can stand inside the cab, then Muslims can pray inside the vehicle!”

A big plus of the MAN trucks is the automated gearbox. Although drivers undergo regular training, the shifting behaviour has a huge impact on fuel consumption. Sidhu also highlighted that all driveline components are developed to work perfectly in sync to offer the best driving comfort and efficiency. As palm oil transporters are mostly running on highways, this is felt at the fuel pump. “The assortment of brands making up other trucks may not be the ideal situation although each component by itself are rather perfectly engineered.”

Robustness of the MAN trucks is traced back to the lower number of sensors that is being used to manage the functions of the vehicle. The issue is that the humidity in Malaysia is giving these sensors a hard time. The wetness can creep into to sensors, disabling the vehicle in cases. “This is where a less high-tech truck is a better choice.” Humidity is a huge problem, triggering Sidhu to question the approach of OEMs in general to seek to address the demand for trucks with a global version. “Maybe this approach may not work in all applications.”

Having a new truck is also a plus when hiring. The first question that drivers will ask is about the brand of trucks they will be driving. In terms of innovation, Sidhu noticed that there is a lot happening to make the vehicles more comfortable, recognising the need for this for drivers to perform the best they can.

“Overall, the ability to perform in both, on road and off road, is something that you don’t find in many trucks. Often I have been overtaken by MAN trucks and thus, I went ahead to get us some. We operate along the east coast and there are a lot of MAN trucks there. For good reasons.” 

TAKLIMAT KESELAMATAN DAN DEMONSTRASI KEBAKARAN



Tarikh : 18hb Disember 2021 (Sabtu)
Masa : 9:00pagi – 4:30ptg
Tempat : Jabatan Bomba dan Penyelamat
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ZF Delivers 360 Degrees of Safety to the Commercial Vehicle Industry

According to the HDT/Work Truck Safety Survey 2021, distracted driving detection is the top technology that America's largest fleets plan to invest in within the next year.

ZF provides 360 degrees of safety – front, side and rear – helping to shield the truck and trailer from potential hazards through detection and dynamic control. With the successful integration of WABCO, ZF's Commercial Vehicle Solutions division, launching January 2022, is intensely focused on delivering intelligent, and function-led technologies and systems required for future autonomous, connected and electric commercial vehicles. "ZF is helping revolutionize the commercial vehicle market by bringing cleaner, smarter, safer and more efficient technologies to this important transportation sector," said Julien Plenchette, vice president, Americas, Commercial Vehicle Division, ZF Group. "Safety is critically important for our customers and everyone who shares the road with trucks. ZF is focused on delivering products and systems that can aid in creating a safety perimeter around the vehicle to help avoid accidents."

OnGuardMAX – Flagship Safety System Goes into Production

OnGuardMAX combines sophisticated data integration with state-of-the-art camera and radar sensors to detect, classify and react to moving and stationary vehicles and objects. The system is designed to warn the driver of imminent collisions and, if necessary, can autonomously bring the vehicle to a complete stop. This advanced object detection and autonomous braking capability further enables the new ZF system to help prevent or mitigate accidents involving vulnerable road users such as pedestrians, bicyclists and motorcyclists. Other features include lane departure warning, road departure braking, traffic sign recognition and safety distance support. When paired with next-generation braking systems, OnGuardMAX can enable adaptive cruise control with stop-and-go. OnGuardMAX will go into series production with a North American customer in 2022.

OnSideALERT

Passive Lane Change Assist – Protects Vehicle Passenger and Driver Sides A radar-based, blind-spot detection system that supports drivers merging into adjacent



lanes by checking them for clearance and for the first time is applicable to both the driver and passenger sides of the vehicle. The advanced driver assistance system enables coverage of the entire side of a standard Class 8 truck and 53-foot trailer and is designed to effectively address side collisions and helps to prevent or mitigate truck crashes by alerting drivers of moving vehicles in the blind spot at speeds of 15 mph and above.



TailGUARD Increases Vehicle Safety During Reversing Operations

A reversing collision avoidance system with automatic braking, TailGUARD is designed to detect small, large, static and moving objects in the blind spot behind the vehicle, automatically stopping the vehicle at a safe distance and helping to prevent collisions. Activated when reversing, sensors monitor approximately six feet behind the vehicle and trigger vehicle brakes automatically if the brake is not applied at two feet from the object.

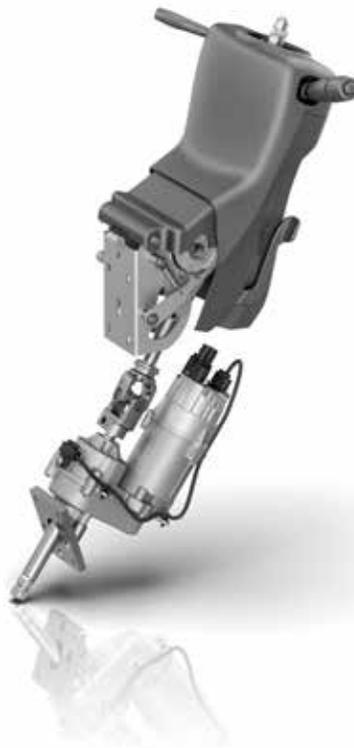
ReAX Adaptive Steering on the Road

ReAX steering system is designed to adapt to signals from the vehicle and analyzes driver input to provide smoother, more precise steering, helping to improve performance and reduce driver fatigue. By eliminating long held compromises found in hydraulic steering, ReAX delivers ergonomic ease of

operation for vehicle operators, and can help address the industry's ongoing driver shortage issue by opening the occupation to new or underrepresented demographics. In addition, intelligent, assisted steering designed for commercial vehicles is the foundation for increasing levels of automated driving and further integration with other ZF products, like OnGuardMAX. ReAX entered series production in July 2021 and will launch with OnTraX lane keep assist with a major North American OE in fall 2021.

TrailerCAST Provides Fleet Intelligence Through Telematics

Trailer telematics is engineered to interpret and broadcast critical events enabling deeper fleet intelligence and delivering real-time vehicle insights to help maximize uptime. Powered by ZF cloud connectivity, TrailerCAST enables GPS position tracking and critical issue alerts. It also supports fleets with optimized planning of



maintenance cycles. First introduced in North America in 2020, TrailerCAST is now available with TrailerFIT, a must-have user interface

Positioned to be #1 Global CV Supplier

ZF's Commercial Vehicle Solutions Division is on schedule to launch Jan. 1, 2022 and is well positioned to support the ambitions of truck, trailer, bus, and coach OEMs, as well as fleets. In the Americas, the new division will be led by Julien Plenchette: "I am honored to be named to this role and eager to champion ZF's global leadership position in commercial vehicle electrification, autonomy and digitalization – reinforcing ZF's role as an innovation powerhouse that is shaping the future of the commercial vehicle industry." **T**



Volvo Trucks Malaysia Launches New Generation of Heavy-duty Trucks

This new range is developed with the driver in focus.

Shah Alam, 18 November 2021 - Volvo Trucks Malaysia is introducing four new truck models, built with a strong focus on the driver environment, safety and productivity, to the Malaysian market today. The four heavy-duty trucks are Volvo FH, FH16, FM and FMX, which are now enhanced with innovations that demonstrate and present the highest levels of standard in safety, productivity, fuel efficiency and driver focus.

“Volvo Trucks Malaysia is extremely proud to be launching this big forward-looking investment for customers in this market. Introducing four new heavy-duty trucks all at once in the current environment is by far our biggest and boldest move but we do it because we are very confident and excited that these new trucks will be able to deliver unparalleled driver experience, efficiency and performance.”

“These new models are developed with the driver in mind, as good drivers ultimately contribute to business productivity. We understand the various challenges faced by our customers and finding or retaining good, qualified drivers is one of them. For this reason and more, our new truck range has been developed with the driver’s environment in focus – in an effort to further increase safety, productivity and uptime. Our aim is to be our customers’ best business partner by making them even more competitive and help them attract the best drivers in an increasingly tough market,” said Anthony O’Connell, Managing Director, Volvo Malaysia Sdn Bhd.

An expected growing demand for transport is putting pressure on the availability of skilled drivers worldwide. To help customers recruit and retain the best drivers, Volvo Trucks has focused strongly on developing the new

trucks to make them safer, more efficient and more attractive working tools for qualified drivers.

The various truck models in Volvo Trucks’ range are available with many different cab models and can be optimised for a wide range of applications. In long-haul trucks, the cab is often the driver’s second home. In regional transport trucks it often serves as a mobile office, while in construction the trucks are robust, practical work tools. Therefore, visibility, comfort, ergonomics, noise level, manoeuvrability and safety were key focal points when developing all the new truck models. The truck exterior has also been upgraded to reflect the new trucks’ properties and create an attractive overall design.

New cab, offering improved visibility, space and comfort for the driver

The new Volvo FM and Volvo FMX have a brand new cab, as well as many of the same instrument display



other features that contribute to fuel-efficiency in the FH and FH16 range, these models can deliver fuel cost savings of up to 10 percent. For Volvo FH and FM, these models are also available in LNG versions and this can reduce fuel costs and CO2 emissions by up to 20 percent.

All the new models come with the Volvo Connect system as an option, which will be made available for customers in Malaysia very soon. Volvo Connect is a new customer portal with various digital services and connectivity functions combined into one, single interface, making it easier to access information, news and functions that are essential for running an efficient daily business.

“With Volvo Connect, we make it a lot easier for customers to access the full benefits of digitalisation and connectivity without having to manage different systems and interfaces, given that more customers are now adopting telematics and digitalisation for efficient fleet management. In future, other aspects of the operation such as help with administration and legal compliance can also be included in Volvo Connect,” commented O’Connell.

Once available, Volvo Connect will comprise Dynafleet, a newly updated version of Volvo Trucks’ fleet management system; Service Planning, an application for viewing scheduled services and maintenance; Data Access, a new service that allows vehicle data to be stored and accessed via the cloud; Dynafleet Safety Service, an application designed to track and identify critical safety indicators such as harsh braking and seat belt use, which can then be used for driver coaching and training; Vehicle Status, a service for tracking key components in the vehicle and identifying potential faults either for immediate repair or for the vehicle’s next service.

functions as their larger Volvo counterparts. Their interior volume has been increased by up to one cubic meter, providing better comfort and more working room. The visibility is increased by 10 percent now with larger windows, a lowered door line and new mirrors.

Increased safety features to prevent accidents and injuries

Volvo’s safety vision is to have zero accidents with its trucks and products. To increase safety, the Passenger Corner Camera has been added to the new trucks to help avoid the blind spot while driving, especially when the driver negotiates a corner. A fully automated smart high beam which can automatically adjust if there’s a vehicle coming from the opposite direction has also been added to the new trucks. On top of that, the Adaptive Cruise Control (ACC) and Advanced Emergency Brake System (AEBS) in the new trucks can automatically measure the distance between the truck and the vehicle in front it in all speeds to avoid collision.

Fuel efficiency contributes to reduction in operational costs

The new Volvo FH, FH16, FM and FMX are great at fuel efficiency. Thanks to innovations like I-Save combined with the D13TC engine and a package of

O’Connell also added that the flexibility of the Volvo Connect interface allows customers to configure intelligent, easy-to-use reports based on the parameters that are important to their business and tailored to their needs and preferences. The report can produce the gathering and analyses of vehicle and driver data, show where fuel savings can be made to reduce costs and CO2 emissions, and track critical safety indicators, among many other features.

“Volvo Connect combines connectivity and data analytics, and it allows us to open up new opportunities to support our customers and increase their competitive edge,” he said.

Customer test drives of the new trucks will be available at various dealerships such as Prai, Ipoh, Kuantan and Johor from January 2022 onwards. A physical showcase of the trucks will be held at the Malaysia Commercial Vehicle Expo (MCVE) from 10th to 12th March next year in Klang Valley. The first truck is expected to be delivered to the first Malaysian customer in January next year. **F**





Radius gets you Straight to Improved Performance

There is no denying that managing your vehicles can improve the bottom line. Radius Business Solutions helps you with their unique combination of a fuel card and telematics solution.

Radius Payment Solutions is a payment and fleet services company headquartered in Crewe, Cheshire, founded in 1990. It operates a technology centre in Manchester, which was established in March 2016, and has a presence in 29 countries. It opened offices in Singapore and Malaysia in September 2016. It opened offices in Singapore in 2016 and Malaysia in 2017 making Malaysia the regional hub for South East Asia, Radius operates under the name of Radius Business Solutions.

Principal activities of the company comprise of fuel cards, telematics, insurance, telecoms and solutions for electric vehicles. Here, in Malaysia, Radius is offering the fuel card and telematics only at the moment. As the Malaysian office was only established five years ago, Radius is first penetrating the market with this integrated solution. What makes this offer unique is that Radius is the only business that can offer both. Many providers can fit telematics, others offer fuel cards, however, the integration of both is something that Radius prides itself in. In addition, telecommunication and insurance businesses are highly restricted in Malaysia, which explains the absence of these components in Radius' local offering.

Overall, the idea of Radius' business is to offer a one-stop shop, covering some of the most important aspects of the business. Eventually, Radius will add-on products to the portfolio here, allowing for cross-selling to customers. The aim is to also offer the same products that are already very successfully sold in Europe.

In South East Asia, Radius is an exclusive distributor of the Shell Fleet Card. It was Shell that roped Radius in to expand the use of this tool rapidly

among fleet operators. This is a unique situation as Radius would operate differently in Europe for instance. Here, in SEA, Radius only distributes the Shell Fleet Card, whereas in Europe, Radius would partner with all fuel suppliers and giving customers access to a flat fee for fuels, regardless of which brand of fuel they would use for their vehicles. As the fuel prices are regulated in Malaysia, there is no possibility to offer discounts though.

Fleets are managed through the online platform called Velocity. The integration of the telematics and fuel card happens in Velocity. The caveat is that a client cannot upgrade from a fuel card issued by Shell directly: customers are encouraged to consider the package right from the beginning. Velocity offers what many consider as standard telematics information. The sim card is provided by default at no cost to customers. All devices

comes standard with it, whereby the best-seller at the moment is the combo with telematics and the fleet card with about half of Radius' clients are opting for this. While the offer works best for fleets, it is the SME segment that has been most receptive to the offer from Radius. Installation of devices is carried out through partners nation-wide.

While it is possible to just pick one of the products, Radius' advice is that one should opt for both items from them in order to get the most out of the investment. Through the application of both products from Radius, one is able to generate more sophisticated reporting from one source. Instead of having to generate and analyse various reports, Velocity is providing these reports with just a few clicks. Savings of up to 20 percent are achievable according to Radius.

Beyond that, the detection of fuel theft is a crucial aspect. With the fuel card, it is possible to prevent fraud at the pump. Considering that savings through theft prevention can amount to as much as RM 4 000 per month, the cost for the telematics solution is easily recovered. The bottom line is that the deployment of these tools is improving efficiency and profitability of a fleet.

To make the use of these tools easier, Radius have rolled out 3 different apps for telematics alone. Among them, the vehicle tracking app deserves a highlight: Velocity for day to day tracking view, Vehicle Check app, drivers are encouraged to do a walk-around of the vehicle every day before starting their journeys. Going through a series of checks and questions, the app captures the status of the vehicles, including e.g. Tyre thread status, Driver App for drivers to monitor their driving behaviour from the past trip histories. With images uploaded to the app, the fleet manager can assess the status of each vehicle at any time. Drivers play a crucial role and this is

reflected in the sharing of the data collected by the telematics system. Allowing the data to be reviewed by the drivers allows for a deeper involvement whereby the drivers can immediately gauge their own performance.

Encouraged by the initial success, Radius aims to become the biggest provider of this type of solutions. A possible expansion throughout South East Asia is boosted by a successful year 2020 despite the pandemic. One of the factors that could accelerate this expansion would be the reduction of restrictions of movements for commercial vehicles across borders. "With the 50 percent year on year growth, I am hopeful of scaling the business particularly towards the underserved SMEs. One of the vision is to help SMEs digitalize their fleet management and our products are also ready for the EV transition in years to come, " said Jonathan Goh, Regional Director - South East Asia of Radius Business Solutions. 

MANN+HUMMEL: Reduction of the CO2 Footprint along the Supply Chain

Climate change poses immense challenges for all of us. MANN+HUMMEL, is responding to these challenges and takes responsibility. The company defined a Carbon Zero Strategy, which describes its path to a carbon neutral footprint. In the future, MANN+HUMMEL will also align operational decisions, products and manufacturing processes as well as procurement strategies with this Carbon Zero Strategy.

Corresponding to the requirements and goals of the Paris Agreement on Climate Protection, MANN+HUMMEL is committed to implement the principle of "Avoid - Reduce - Compensate". Accordingly, strategy declares the aim to procure electricity requirements in a climate-neutral manner starting in January 2022 and to make the manufacturing processes at all MANN+HUMMEL sites CO2-neutral by 2030.

"We can only achieve our climate protection goals with your support," urges the management of the company. Encouraging others to follow them on our path to climate neutrality. For our supplier network, we have identified the following key measures to continuously reduce your respective carbon footprints:

- Increase the energy efficiency of manufacturing and logistics processes
- Usage of renewable energies
- Usage of secondary materials/recyclables e.g. for steel, aluminum, plastics, packaging materials
- Application of life cycle analysis (LCA) in the development of parts and components to optimize energy requirements during the use phase and recyclability in close coordination with our engineers
- Application of methods and tools to calculate the product carbon footprint (PCF) and identify CO2 hotspots
- Integration of the supply chain to optimize upstream CO2 emissions

To ensure that MANN+HUMMEL's climate protection requirements are taken into account in their supply chain, the Supplier Code of Conduct has been adapted accordingly. Also included are the requirements of the German Act on Corporate Due Diligence Obligations in Supply Chains. The current version can be found on MANN+HUMMEL's homepage under 'Downloads'. 



Train the Trailer Builder

Knowledge, in many cases, is crucial for the creation of consistent and high-quality products. Firama Engineering is poised to open their training centre.

In our last interview, Yoong Hau Wen, Managing Director, Firama Engineering, already spoke about the new training centre that the company has set up. It is now time to have a look at the actual premises and to find out more about this as we met with him for this Asian Trucker exclusive.

Emboldened with a sign that says "Technical Centre" the building is a re-purposed structure within the production facilities of Firama Engineering. According to Yoong, the building was gutted entirely to make way for the development of the new facility. "We have invested a substantial amount of money into this while we also made use of government support for activities like this," he said. Spanning 8 000 square feet, the ground floor now houses an auditorium with a seating capacity of up to 20 pax. The upstairs area is divided into smaller meeting rooms and offices.

"There are three very clear objectives for this technical centre: first, we want to increase productivity. Secondly, we want to enhance quality and lastly, this allows us to manage talent better," Yoong said. The first two aspects are, according to him, more inward looking. With better trained staff, productivity increases, improving quality is another way of making products more attractive for clients, while getting the build right the first time around also translates to an improved bottom line. The third aspect, as identified by Yoong, is directed outwards; better facilities and training programs will help to attract talent. "We are confident that having added facilities will signal to talents that we have a solid track record as well as demonstrating that we provide a long term career."

Yoong also questions the sustainability of foreign worker dependency, saying "When weighing local vs foreign workers, it is not just about the wages. One needs to consider the added admin and the fact that foreign workers can only stay with a company for a maximum of 10 years." Besides the loss of knowledge whenever these workers leave, the uncertainties regarding policies pertaining foreign workers is further exacerbating these issues. Consequently, Firama Engineering would want to move forward by shifting to an increased intake in local workers. One challenge that Firama has identified nonetheless is that the competition for talent for body builders is not Google or Toyota, but the gig economy. "People like flexibility, but the question is, if this is good in the long term."

While the facilities are the hardware, the courses are the software. Currently, C. C. Yap, who has stepped down from the active management of the company is crafting the programmes. He says "This is in collaboration with the workers. We are actively engaging them to find out what sort of knowledge they would like to gain." For now, Firama Engineering will rely on their own staff to conduct the training, however in the future, company representatives may also be called in to provide training, for instance subject matter experts on issues like EBS or ABS.

One of the first priorities is for the management team to bring everyone up to the same level, both blue and white collar staff. For instance, both types of staff will benefit from a session on how to read drawings. As a result, everyone within the organisation will be talking about the same thing in the same manner. In addition, Firama Engineering can now leverage the technical Centre to analyse quality issues and devise mitigating steps and strategies.

Both Yoong and Yap are certain that not just staff will benefit from going back to school, but ultimately, customers are to receive a better product. Improved reputation and reduced quality issues are expected to be a key driver for the business derived from this new technical centre. **F**





Tipping Point: Truck & Tanker Builder

A few moments have been pivotal in the history of this body builder, who shares with us what it takes to get excel in tough times.

Just a little bit south of Ipoh one can find the business premises Truck & Tanker Builder Sdn Bhd. The company, which started in 2002 is providing products that are pivotal for the area as there are many quarries and the lime stone of Ipoh, being the best in the world, needs to be transported to the nearby ports. An ideal setting for Liew Kheen Sun, Director of Truck & Tanker Builder, who shared with us a few insights.

Prior to setting up his own company, Liew has been working in this industry for many years. It was his passion to manufacture trailers and he eventually made the leap. "I wanted to make tankers and trailers. However, the market here is better suited for quality tipper trailers and dump trucks," he said. Today, Liew has carved out a niche for himself by producing innovative trailers. Liew explained how he also reduced the production of tankers as they are too restrictive in terms of design options. Having a set capacity, there is not much room for exploration of different solutions. "That said, you still have to produce top quality." His approach to quality control is to not accept too many jobs. Being on the shop floor is important to ensure that trailers are produced to the highest standard.

Having learned the business from the ground up, he now shares his knowledge with the workers. In his own words, it is about teamwork and his 50 staff are appreciative of this: Every month they churn out 12 – 16 trailers of various kinds. Meanwhile, his reputation has spread and customers now call upon Liew from East Malaysia as well. A trend that is currently emerging is to have side-tipping trailers, which Truck and Tanker Builder also offers. Ipoh is a key market for suppliers as well, such as HYVA. The Dutch brand has identified Ipoh as their most important area for tipping cylinders in Malaysia with a number of aggressively growing body builders.

The secret to producing tippers is the hydraulic system. Since day one, he has sworn by HYVA cylinders and wet kits. "I have known HYVA for a long time before I set out on my own. I simply called my contact, Angie, and we have been a loyal customer since," he beamed. Citing the excellent quality in terms of the product as well as after sales service, he is more than happy with the brand. No matter of which kind of tipper, side or end-tipping, HYVA has the right package. "Even if there is a problem, which is rare, the HYVA

team is only a phone call away and things get sorted swiftly." Fitting the kits has gotten easier over the years as the truck makers have advanced their vehicles and any brand is now providing trucks that accommodate the easy installation of a wide range of applications.

In a peculiar way, Liew has also become a problem solver. "Customers may already have trucks and tippers and experience problems with their set-up. They may then tell us about these issues when they commission the next trailer and we are to suggest ways to solve their problems." Liew notices that sometimes customers also change their minds about specifications after an initial design has been approved. Also, every operator may have their own, favourite design, which sometimes may not be something a bodybuilder may offer.

According to Liew, the secret to success is loyalty, which in his view cuts both ways. The pandemic has, naturally, had an impact on his business too. However, he refused to let go of any staff. "This office is my second home. I am very happy to be here to see the trucks and trailers. I even dream about trucks." As the head of this home, he ensured that staff received their salary on time and in full, just as his suppliers. The nett effect: the moment the business was open for business, the orders came pouring in and staff could get moving right away without skipping a beat.

Coming out of the lockdowns, Liew is confident that we are at a tipping point and that he can expand his business. "One thing I have to praise is how our country is safe, abundant with resources and good people. I want to see everyone happy and I hope that we can soon all enjoy the results of our hard work again," he said with a proud smile. **✚**



Volvo Group Reveals First Vehicle made of Fossil-free Steel Produced by SSAB

In a world-first, Volvo Group reveals the first vehicle made of fossil-free steel produced by SSAB. The machine, a load carrier for use in mining and quarrying, is being unveiled at a Volvo collaboration event today in Gothenburg. More vehicles and machines will follow in 2022 in a series of concept vehicles and components using fossil-free steel from SSAB.

“Having the world’s first actual vehicle made using SSAB’s fossil-free steel is a true milestone. Our collaboration with Volvo Group shows that green transition is possible and brings results,” says Martin Lindqvist, President and CEO at SSAB. “Together, we will continue reducing climate impact all the way to the end customer while ensuring that our customers get high-quality steel. We look forward to continuing to work with Volvo Group in research and development to produce more fossil-free steel products.”

“This initiative with SSAB sets the benchmark for a fossil-free future. Just as the nations of the world come together at COP26 to address climate change, so too must organizations and industries work in collaboration to develop innovative new solutions for a greenhouse gas emission free future. Volvo Group is committed

to pioneering partnerships such as this with SSAB to develop attractive, safe and efficient new vehicles and machines that pave the way for a more sustainable transport and infrastructure system adopted for the future,” says Martin Lundstedt, President and CEO Volvo Group.

In 2026, SSAB plans to supply the market with fossil-free steel at a commercial scale after a conversion of its Oxelösund blast furnaces into an electric arc furnace and by using HYBRIT technology, which replaces coking coal traditionally needed for iron ore-based steelmaking, with fossil-free electricity and hydrogen. This process is a deciding move toward virtually eliminating carbon dioxide-emissions in steel production.

In August 2021, SSAB was able to show the world’s first fossil-free steel plate made from hydrogen-reduced iron produced at HYBRIT’s pilot plant in Luleå, Sweden. The HYBRIT initiative is a collaboration between SSAB, LKAB and Vattenfall, and an essential step toward a completely fossil-free value chain for steelmaking.

Volvo will start manufacturing the first concept vehicles and machines with steel from SSAB using hydrogen already in 2021. Plans are for smaller-

scale serial production to start during 2022 and for a gradual escalation towards mass production to follow. Volvo and SSAB will also work together in research and development to optimize the use of steel in Volvo’s products with regard to weight and quality. Together, the two companies will develop a number of products of fossil-free steel with the goal of reaching serial production within a few years.

Newly made fossil-free steel from SSAB will be an important complement to the traditional and recycled steel used in Volvo’s trucks, construction equipment and other products. Fossil-free steel will be made by a completely new technology using fossil-free electricity and hydrogen. The result will be a much lower climate impact and a fossil-free value chain. The steel industry considers that the need for steel will grow significantly in the long term and that newly made fossil-free steel will be needed to meet this demand.

The collaboration framework also includes a review of common logistics solutions that can contribute to reducing SSAB’s environmental impact from internal and external transports. The ambition is to use Volvo vehicles that are powered by batteries or fuel cells. **F**

What Goes Together: Filters and Oils

It is in the nature of the thing: the original doesn't come around a second time. And that is why the Hengst filter brand is unmistakable in the worldwide independent aftermarket.



When we talk about filters, then we also need to consider what they actually filter: Oil, air, diesel and a number of other fluids. To match the performance of their filters, Hengst is also offering lubricants. These are formulated to match OEM quality and the specifications of the filters, which in many cases are installed as OEM components on many vehicles.

As original equipment manufacturer and development partner with well-known vehicle and engine manufacturers, Hengst implements the best ideas in the best quality. Their comprehensive product and material knowledge puts them in a position to set standards again and again in the aftermarket.

Products in focus

10W-40 HD LA PLUS FULLY SYNTHETIC ENGINE OIL

A HC synthetic formulation for heavy duty applications, Suitable for engines with after treatment systems.

Applications

Due to its versatile specifications, it is suitable for a variety of commercial vehicles. Particularly recommended for engines of large trucks to meet the standard EURO VI, TIER IV interim, TIER IV final, TIER V, Stage IIIB, Stage IV and Stage V.

Features

After treatment protection: full after treatment system protection. Total engine protection: outstanding engine cleanliness and durability.

15W-40 PRO HD LA MULTIGRADE ENGINE OIL

This is a "Low SAPS" oil, made of specially selected, high-quality base oils and a customized additive package, in order to meet Euro V, EURO VI and U.S. EPA 07 emission standards. Compared to other motor oils, it offers exceptional protection against wear and guarantees lower pollution.

Applications

Suitable for all four-stroke diesel Euro V and Euro VI engines of trucks, with or without catalysts (e.g. SCR) or particulate filter. Meets most American and European manufacturers requirements and can also be used in older engines (Euro III and IV). Features After treatment protection: full after treatment system protection. Total engine protection: outstanding engine cleanliness and durability. Drain interval extension: long oil drain interval.

75W-140 GL-5 LS SYNTHETIC TRANSMISSION OIL

This is a semi synthetic lubricant based on carefully selected highly refined

base oils. This is a high performance transmission oil for all differentials, including those equipped with a "limited slip" mechanism. It is characterized by an exceptionally high viscosity stability at different temperatures and a very high fluidity at low temperature.

Applications

This product is used in highly loaded axles and reduction gears of cars, trucks and off-road equipment. It has "limited-slip" characteristics, and is specifically recommended for 4X4 vehicles. Features Frictional properties: very smooth gear shifting, no vibration. Anti-wear protection: extended transmission life. Extended oil life: excellent thermal and oxidation stability.

ADBLUE

AdBlue is an aqueous solution of urea, which helps to reduce the emissions of nitrogen oxides in diesel engines and thus to meet the ever-stricter, legally prescribed exhaust gas standards.

Properties

AdBlue is the additional fuel used to implement the EURO 4 and EURO 5 emission levels in order to offer a future-proof and environmentally compatible drive concept with regard to economy and performance. The SCR technology (selective catalytic reduction) is based on a catalytic reaction in which harmful nitrogen oxides are reduced to the harmless substances nitrogen and water by means of a reducing agent.

AdBlue from Hengst is available in sealed containers at storage temperatures of max. 30°C (average 20°C) for up to 9 months. Specification Levels: DIN 70070 and ISO 22241-1. 





IVECO's S-WAY Special Edition - Tribute to the TurboStar Legend

IVECO is presenting the IVECO S-WAY TurboStar Special Edition. This special edition is dedicated to the legacy of the TurboStar, one of the most iconic, legendary and innovative trucks ever built, which made history and is now set to make its mark on the future.

The IVECO S-WAY TurboStar Special Edition is equipped with a 570-hp Cursor 13 engine, a new chassis that has been completely redesigned and built for robustness and versatility, a 12-gear HI-TRONIX automated gearbox, upper and side spoilers, full LED headlights, Driving Style Evaluation and Driver Attention Support, integrated tyre pressure monitoring (TPMS), automatically regulated climate control and parking cooler. The Special Edition benefits from the advanced connectivity of the IVECO S-WAY, featuring an Infotainment system with satellite navigation and IVECO Driver Pal, a 4G connectivity box, and IVECO Hi-Cruise.

The styling of the Eighties' icon has been reinterpreted and modernised, using the two-tone TurboStar red and metallic grey colours. Along the cab, the classic IVECO colours from the era – yellow, red and blue – have been used to evocative effect, adapted to the shape of the IVECO S-WAY. A range of accessories available on vehicles of the original TurboStar's era have been given a new lease of life to pay tribute to the Turbo range. They include chrome bars on rear parts of the cab and below the underbody at the side, as well as chrome-plated wheel rims and door handles. The rear window grille, which had been specifically designed to provide more light inside the TurboStar, has been recreated on the cab's side wall. The special edition of the IVECO S-WAY features enhancements such as metallic effects on the front grille and on the rear-view mirrors, a bull bar on the bumpers and one on the roof with additional lights.

In 1982, prototypes of the TurboStar drove their first laps on the IVECO track in Markbronn (Ulm, Germany), in Finland (Ivalo) and on the track at Nardñ (Lecce, Italy). Launched as a successor to the Iveco Turbo series in 1984 in Strasbourg, the TurboStar was the ideal vehicle for long-haul transport with an entirely redesigned chassis. The cab was focused on comfort and featured solutions derived from a special edition model of the early Eighties, the "190.38 Special". The grey plastic grille covering the side window of the rear cab and the two aerodynamic side deflectors were also features specific to the TurboStar.

The first TurboStar range included a "six-cylinder" model (the "190.33", later replaced by a "36") and a "V8" ("190.42"). In the late Eighties, the duo became a trio with the addition of the "190.48", the most powerful of the standard "T-range" models. In 1992, the "190.48 Special HP" was introduced in the market, with the technical content and standard high specifications, which included special decorative features and leather upholstery. 

DAF: The True European Truck



Known for innovations, the Dutch truck brand is no stranger to the transporters in South East Asia. With their strongest presence in an unexpected market, the company offers a truly European approach.

News has reached us that the DAF XF, XG and XG+ have been awarded International Truck of the Year 2022 and the XF H₂ Innovation Truck receives '2022 Truck Innovation Award'. This may make many of us look up from this report and contemplate what we know about the brand. The first thing that may come to mind is that it is a Euro truck, followed by the association with innovations.

Hub van Doorne starts his own business in 1928, with financial assistance from Mr Huenges, director and owner of Coolen's Brewery and Ice Factory: the Hub van Doorne Engineering Works and Repair Shop is a fact. In 1949, DAF presents its first two truck chassis to the press: the A-30 (3 tonnes) and the A-50 (5 tonnes). The vehicles are characterized by a grille with seven chromium strips and form the basis for the forward control trucks (cab over engine). Historically important, the F 1600 was fitted with DAF's first tilting cab over engine, with a cab made entirely from steel. Thanks to a central location in Europe and innovative character, the Dutch trucks were sold across the continent and played a major role in the economic boom after the second World War. When we talk about DAF today, we can see clearly where their current approach is stemming from.

Certainly filled with pride, Jan van Keulen, Managing Director Sales Operations, introduces the brand as we know it today here in South East Asia. "I am responsible for all truck sales in countries where we are not present with our own offices". Reframing that, this means outside Europe.



These numbers are certainly sounding incredible when the industry is generally looking at incremental improvements of one or two percent. Van Keulen re-assures though that these results have been proven by customers already using the latest truck, which is referred to as the “Yellow Truck” as its nickname. Officially named New Generation DAF, there are three different models: XF, XG and, the flagship model, XG+. The XG and XG+ cover a segment that DAF – nor any truck manufacturer – has never been present in before. Offering industry leading space, the XG and XG+ feature a chassis with a wheelbase that is 20 centimetres longer. Using this extra space, DAF enlarged the cab of the XG and XG+ by a whopping 33 centimetres. This extra space has been used to increase both the driver’s seating position and allows for a bigger bunk bed. With this DAF now also has cabs supporting full standing height with over 2.2 meters inside the driver’s space. To put it in a number, the XG+ cab now has a 12.5 cubic meters of space, which is the biggest among all European trucks. “As mentioned, this is a complete new truck.”

Significant Development

The truck that has been awarded International Truck of the Year 2022 is the latest offering from DAF. What makes this vehicle range special is that it is the first European (and currently only) truck range that benefits from the latest European ‘Weights and dimensions’ Directive. The directive was devised to further reduce CO2 emissions. Van Keulen explained that this vehicle range, as a completely new product, has been developed from the ground up. There has been no stone unturned in order to create this truck range; at a cost of one Billion Dollars, this has been the most ambitious project of DAF in its entire 93 years long history. “To make it clear, this is not a design update but an entirely newly developed truck. We did not just optimise parts, such as the drive train or the chassis and cab, but re-developed everything to give our customers maximum benefits from the latest legal requirements in Europe,” he emphasised.

Said European Directive states that the vehicle can now be longer. The extra length can be added to the front and rear side of the tractor and at the end of the trailer, where the extra space can be utilised to add spoilers that will enhance the aerodynamics of the truck and trailer combination. DAF has added 16 centimetres to the front of the vehicle to create a cab that is offering less wind resistance and 33 centimetres to the rear for unseen sleeping comfort and to add optimum adjustment options for the driver’s seating position. Launched in June, the series production started in November with clients already backing the claims made regarding the fuel savings. The aerodynamics contribute most to the fuel savings, which has been measured at a total of up to 10 percent. “This is the biggest step in fuel savings we have ever achieved, with six percent already coming from the improved aerodynamics of the truck.”

“Some may say that such fuel savings are incredible and not possible. However, we have tested it and our customers have confirmed this.”

One Truck for One Common Market

Being the operative word, “European” is being mentioned a number of times already. For now, the New Generation DAF will only be available in Europe. However, to address the needs of markets outside the EU, DAF has what the market has labelled the “Blue Truck”. The origin of the colour coding is an anecdote, an inside joke: the colour, Jamaica blue, was the demo colour used on the trucks when they were launched, and the colour stuck with them. Although in the market for now four years, at introduction, this range managed to improve fuel economics by seven percent. Again, this is due to improved aerodynamics and enhanced drive train systems. Supported by ADAS (Advanced Driver Assistance Systems) such as lane departure warning, the “Blue Range” was launched in markets outside Europe in 2019 and 2020, which makes it the latest model range available in export markets. The blue range is replacing a previous range that has been available for 5 to over 10 years, depending on the country.

Unfortunately, for now, the yellow range can't be offered on the shores of Asia for simple reasons: the truck is made to match European specification that cannot be homologated in many countries. However, Van Keulen is confident that eventually, the yellow range will be adapted so that it can be made available outside Europe as well. In the meantime, DAF's "blue" offering is surely able to meet all the needs of different markets with trucks featuring right and left hand drive, Euro III, V and VI, manual and automatic gearboxes and three cab sizes: the LF, CF and XF. In Asia, the CF model is the most popular model whereby the other two models are available, but may not fit the missions typical for the region.

Driver Still the Focus

The increased cab space only points at one fact: DAF believes that drivers will still be needed for a long time. Although everyone is pumped up about autonomous vehicles, DAF's stance is very clear on the need to have humans operating these machines for a long time more. "The road to autonomous driving is far more interesting than the destination itself" is the mantra DAF has adopted. With the idea of - an 100 percent safe - level 5 autonomous driving being just a dot on the horizon, which DAF thinks will take a very long time still to reach.

However, the need is there as there are driver shortages. Any additional tool that is pushing trucks up on the ladder towards level 5 autonomous driving is an incremental step that will be beneficial for the industry. Improved safety are steps in the right direction: DAF offers cameras instead of mirrors that enhance the field of direct and indirect view and offer up to 270 degree visibility.

The issue is to have environments without any surprises. At the moment, the algorithms cannot predict all the situations that there could be. Humans have the ability to transfer knowledge to different situations and doing so faster than AI at the moment. There are, of course, environments in which the number of possible scenarios is limited and in such closed-off areas, an autonomous vehicle is well feasible. One application that DAF sees as a potential future possibility are stretches of roads with dedicated lanes that connect two points, however with a person still inside, thus becoming an operator. A practical application that is in reach as fully automated solution by DAF though is a function that allows for the truck to reverse into a docking station by itself, a task is typically challenging for most humans.

One of the key issues to consider is still the responsibility. As we have yet to address the questions about insurance and ultimate responsibility for any accidents that might happen. Dealing with human lives, DAF promises to bring vehicles to the market that are 100 percent tested and 100 percent safe.

Looking East

DAF trucks can be found in dozens of countries and South East Asia is no exception. Maikel Neijenhuis, Area Manager Sales Operations Africa and Asia, provided an overview, starting by talking about their most successful and important market in the region: Taiwan. The market, seeing over 13 000 trucks sold annually with some 8 000 heavy duty vehicles out of that is handled by local partner Formosa Plastics Group. The brand is further represented in the Philippines by Pioneer Trucks Parts & Equipment, in Indonesia by PT Integral Motors and SC Auto in Singapore. "These are the markets where we are active with DAF partners, however, we are always looking for suitable partnerships to expand this network." The selection of these export markets is motivated by the approach from each country to emission norms, whereby the preference is for those that adopt higher specs. Dubbed World Wide Application, these DAF trucks meet the requirements of each specific market, for instance added tropically adjusted cooling systems and a heavy duty chassis. While the trucks may look the same, assessments prior to market introduction ensure that DAF trucks are always adapted accordingly.



Immediately, one will think that both Singapore and Taiwan are small markets and that these places are not the usual first ports of call for a European truck brand to start building their networks. "There might be larger markets, but the issue is that we want to be associated with countries that identify with our approach". DAF's philosophy is rooted in the insight that one needs to have a strong partner that can not only sell trucks, but also provide outstanding after sales service. Neijenhuis sums it up by saying that there might be many opportunities out there, but one needs to carefully choose where to put an emphasis. "It is more important to be successful than to be present in as many markets as possible." This approach pays dividends as DAF is the market leader in Taiwan.

Touching on the subject of used trucks being imported to Asia, Neijenhuis is rather happy to see this happen. He explained that the immediate effect is that this helps to sell the trucks in Europe as the resell value is there and that operators know that they are going to be able to divest their trucks responsibly. In addition to that, the export of used trucks helps DAF to build sufficient volume in other countries to then start planning a market entry. Once a critical mass of a running vehicle park has been reached it makes sense to look for a local partner to not just handle the maintenance of the vehicles, but also



the distribution and sales. Monitoring the region constantly, one of the key issues in many places is the prevailing emission norm. With a move up to EURO V or EURO VI, DAF expects to be in a better position to meet the demand of these markets. Locally, for Malaysia, DAF has seen heightened interest in their vehicles and one can expect that the brand will prance on the opportunity when the legislation pertaining emission norms finally changes.

Straight In-Line to EURO VI

An interesting trend has been identified by DAF when looking at countries that have adapted higher emission norms, such as EURO V or VI: While there are not many countries that have adapted EURO VI level emission norms, whenever possible, customers would prefer the EURO VI version. Although these vehicles may be priced higher, they are seen as the real premium European trucks. It was shown that customers would perceive a EURO V truck as one that is a real European truck. Trucks with EURO V engines would be perceived as a de-rated vehicle.

“Introducing our trucks straight as EURO VI has resulted in the brand to be seen as offering the real European experience and truck.”

When launched in Taiwan in 2018, the blue truck was already set to be EURO VI compliant, based on the rumour that the change was imminent. However, Taiwan will only step up to EURO VI in 2022. “Selling different engine versions has the implications that one needs to keep stock of both. Therefore, we decided to only sell EURO VI in key markets like Chile or Taiwan.” DAF has also found that others may adjust the driveline, which in the eyes of DAF is not required as the trucks can deal with any fuel quality that is available in the markets they are available in. As EURO VI trucks are perceived to be much more environmentally friendly, transporters opting for DAF’s high end specs have found themselves in a position where they can charge a premium on their service as clients are beginning to value the efforts made to protect the environment. The EURO VI badge has become a signifier of success and care.

Opportunities vs Careful Consideration

Asia is regarded by many as bountiful with opportunities. However, there is always going to be a shadow and in the case of commercial vehicles, Chinese brands are moving into the sights of European OEMs. DAF is no exception and the fast advances of these contenders did not go unnoticed. China is a market that has a potential of 1.5 billion vehicles. Meanwhile, Chinese factories have the advantage of being state-owned and typically oversized. With the

overcapacity, there is a severe need for exports. “Yes, we need to take this competition serious, although the playing field may not be level, when we look at us being privately owned.” Neijenhuis recognised that some Chinese truck makers are positioning themselves to be leaders in either autonomous vehicles or electric vehicles. Where the potential lies for DAF however, is the same as in the other markets: finding the right niche and premium segments that prefer European premium trucks. For instance, fire brigades may want to trust vehicles that are 200 percent dependable, rather than from brands that still have not fully developed a service network and sufficient spare parts supply.

Although Asia is the world’s growth market, DAF is trading carefully when it comes to the expansion of the network. Citing the demand for trucks currently surpassing the combined capacity of all manufacturers, it would be relatively easy to simply go ahead to establish a foothold in various markets, however, other factors come into play. “For instance, in Europe everyone is now looking for new equipment. We cannot simply sacrifice that to satisfy demand in Asia. Neither can we manoeuvring ourselves into a position where the lead time to Asian increases significantly.”

Concluding, Van Keulen said that DAF will certainly boost the region, however, when the right conditions emerge, such as having critical masses of running vehicle parks. **F**

90 Years of Kit Loong in 90 Minutes

In this exclusive interview Asian Trucker learned about the exciting history of a thought leader in the tyre industry and how the founder's vision still shapes the business today.



His busy self, Kenneth Teh, Managing Director, Kit Loong Commercial Tyre, is rushing about the office. Clearly, a lot is going on, indicating that big things are about to happen. While the details are not being revealed yet, Kit Loong has been churning away at propelling the brand into the next level of tyre management. Slowing him down with a fried chicken lunch, we get to hear from him about the 90 year history of the company.

Back in the days, things were not recorded as strictly as today and thus, the exact founding day of the business is no longer known. It is however accepted that 1931 marks the year in which the company was originally set up, following a period during which services were provided by the founding father, without being incorporated though. Different times they were!

Retreading was also a very different process to what it is today. Kit Loong traces its roots to a workshop in Batu Road, Kuala Lumpur, an area today known as Jalan Tuanku Abdul Rahman (TAR). In the back of a workshop, Teh Kim Hye, fixed up tyres using wood fires as a source of the heat needed for the production of such tyres. "We still follow his philosophy of integrity and honesty," Teh reminisces. According to him, this attitude also landed his grandfather the much needed loan from the bank. These were the days when financial services were not as sophisticated as now, just like the production of the tyres: just a few pieces a day were made. Compared to the pneus available today, the tyres made back then could not be described as high-tech. However, Teh reminds us that the vehicles and roads were also a far cry from today's. "It was state-of-the-art for the time the tyres were made. As long as they rolled



and there was no tread separation, it was a good tyre!" It was the latest technology at the time.

Teh's second oldest Uncle, Chen jet how was instrumental in industrialising the business. Having gained insights and experience in Europe, he brought his ideas back to Malaysia and convinced his family to move to Petaling Jaya in order to set up a bigger and more modern production facility. Bringing in modern equipment, the first real factory commenced operation in 1959 in Petaling Jaya. With the modern machinery, the production capacity

offered endless possibilities to hide. Admittedly, initially, Teh had other career plans. When one of the managers needed some help on the retail side, he however discovered his passion for the business when, after several months, he met his master. "This Frenchman would be visiting us regularly from Singapore and he would share all his knowledge with me." Learning the ropes, Teh was sent to Singapore for a 10-day exhibition whereby he was to "pull in people". During that time, he could practice his sales skills as he had to find innovative ways to discuss the aspects of tyres to a wide audience.

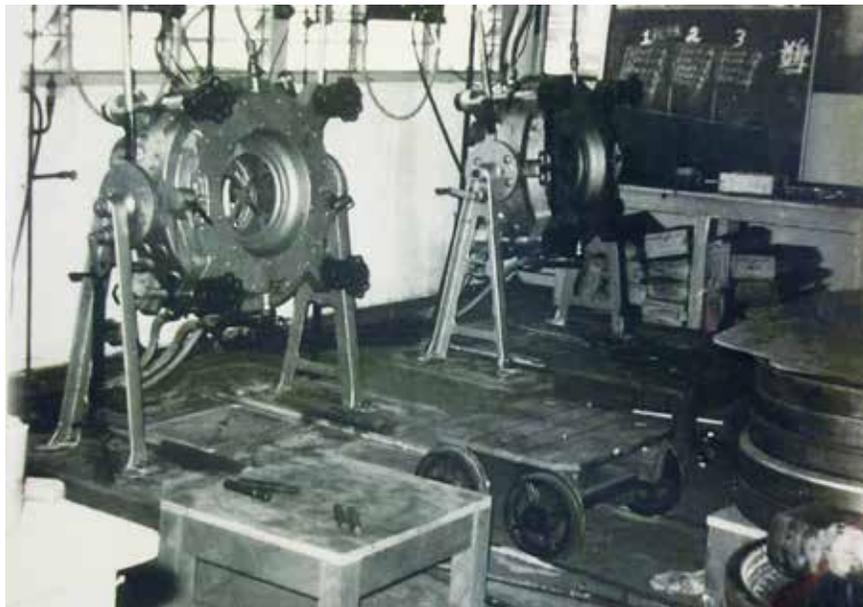
One of the milestones in the company's history was the discontinuation of its passenger car retreaded tyre production in 2005. "A bold move as we were the market leader. If you asked me what I would do differently if I could go back in time, then I would say I would stop passenger car tyre career much earlier," Teh quipped. During the same time, Kit Loong also changed the production method from the then common hot-cure to what is the industry standard today, pre-cure. This change in production method was, according to Teh the biggest game-changer in the industry for a long time. Resulting from this, one could also see how the production of tyres would require two separate businesses, one that produces the liner and another, which is the retreader. Making this even more complex are modern requirements for tyres, demanding products that are not just rubber, but gain their respective attributes from the addition of synthetic compounds. New-age tyres, however, still contain a large percentage of natural rubber, for its unique properties.

Shutting down the passenger car retread business was tough as we had also made a lot of friends in the industry.



increased 10-fold: about 100 tyres could be made in a day. The move paid off and by the 70s, Kit Loong was manufacturing up to 500 pieces a day. At the time, 70 percent of tyres were passenger car retreaded tyres. "At that time, we had the biggest share in the market." Teh is also proud to say that the company was the first tyre company to host a dealer seminar in the prestigious KL Hilton, something that was not common in the industry.

As a kid, Teh enjoyed being around the tyres as they made for a great playground. Playing hide and seek was one of his favourites as the tyres



Located in Kota Kemuning now, Kit Loong was a part of a conglomerate of four partners, including Newera Group. "We tried to model this after a tyre retreading franchise business from India and the US. However, that did not work for us." It is not the first time though that the company has faced and braved hardships: during the second World War, the company was shut down and had to be re-build after the Japanese occupation ended.

What Teh described as the guiding principles has now found its way into the thinking of the company. What is needed, according to him, is transparency and traceability in the tyre business. All this, in his view, stems for the desire of creating safer products. In today's business environment, it is crucial to capitalise on resources. There is a word of caution though: "We might be able to replace certain work steps with machines, but that does not relieve us from our responsibilities." These responsibilities extend into the way Kit Loong does business today. Teh mentioned that one should not be easily blinded by an opportunity. He says that one should not take advantage, giving the example of a new client asking for a better price and promising a certain volume of business. "How would an old customer feel, having been loyal to us when we simply give a new client a better price?" It may not come as a surprise that companies like Bintang have been loyal to Kit Loong for over 50 years now, sharing the ups and downs of the tyre retreader.

Unlike others that might be bragging about their CSR, Kit Loong has been working in the background to do their part. Providing safe working environments and the creation of products that are adding to the safety of the user are mantras that Teh is carrying forward from the founding fathers of the business. "To say it is easy, doing it is a different matter." Consequently, testing and certification of tyres is the first step to enhancing safety. Next would be the maintenance of the tyres, which is easier today as the Internet of Things provides a myriad of possibilities. Essentially, the modern tyre manufacturer is an echo of the petrol station attendant we see in old movies: an expert that ensures the vehicle is fit for duty. Nowadays, Kit Loong can harness the power of technology to do so. "However, the very basics, like tyre pressure, are still best measured manually for best results." The way Kit Loong is positioned today is that it is a knowledge based business. Imagine a fleet manager having to deal with tyres that look almost identical and have similar performance. It takes a tyre management company by his side to best advice such function.

When looking at the history of tyre retreading in Malaysia, one will notice that the number of businesses active in this industry has been heavily decimated from over 200 not so long ago to about 60 remaining now. The reason for Kit Loong's survival is the approach to quality and how tyres are being used.

Quality tyres used to be retreaded as a standard, whereas today, it might be cheaper to purchase single use tyres. "This is why we are no longer in the passenger car segment." As people have become more affluent, lesser people depend on retread tyres as a possibility to stretch their dollar.

Standing proud with a head count of just over 200, recently, the business has also seen a refurbishment of the premises. Making space for their in-house tech team, specific areas of the factory have been converted into offices to make space for the incoming staff. Here, Kit Loong has geared up significantly during the pandemic. "The pandemic has also provided us with an opportunity of picking the top talent of the top schools. We have hired groups of students that have even been on scholarships as this has been a time when others were cautious with their staffing."

Looking ahead, Kit Loong is currently looking at ways to recycling tyres effectively. "This is one of the things to come." When asked about how the 90th anniversary will be celebrated, Teh and his team will be applying the +1 principle we have seen at the Tokyo Olympics. "It is the wrong time now, seeing how the pandemic is still challenging us, but there is no doubt that there will be a big party next year." **T**





The Most Controlled and Observed Profession (?)

As an on-going debate about working from home is still trying to find the final answer, one thing has been made clear: many companies take the stance that it doesn't really matter how and when, but that the work gets done. People working from home are trusted to be completing their tasks without the bosses having to supervise or micro-manage them. Cut to the truckers and they seem to be needing a lot of supervision, control and checking on.

Many of the procedures, protocols and tools in place help to reduce accidents. And this is good! I won't be advocating anything that is threatening anyone on the road, I just want to reflect on how restrictive it would be to be a trucker.

Thanks to geo-fencing, truckers can only stop in specific places. Imagine that your favourite restaurant is along the way, but you can't nip in there for your lunch break as your boss would call, having been alerted by a system installed in your car. In an office, you can also go to the toilet whenever you want. Or have a chat with a colleague after you have sauntered over to his or her place. Doesn't work for truckers.

In many truck cabins you cannot make phone calls anymore. There are cameras and microphones that pick up on such activity. It has been proven that driving while making a phone call is highly distracting and it should not be done. After all, there is a lot of responsibility that comes with the 40 tonnes of cargo. However, I think that the lack of interaction that truckers experience is not healthy. Don't we all have a friend or

colleague that we turn to when we need to vent?

Discussions about driving under the influence of alcohol or drugs keep coming up all the time. Rightfully so as well. While

drinking one beer may not exceed the legal limit (depending on where you are of course...), it does reduce reaction times. Again, we wouldn't want anyone that is impaired to be driving around with up to 40 tonnes of cargo. Truckers are subjected to drug test. I want to ask: when was the last time you hear about an accountant having to undergo such tests? For all I know, bankers could be showing up at work still boozed up and making mistakes with millions.

Fatigue management is another strict measure applied to truckers. Maybe commercial airline pilots will have to endure the same rigour, but beyond that, I cannot think of any examples of professions that are monitored that closely for sleep patterns. I have worked in factories that had a shift system. One would have to be away from work for at least 10 hours, meaning that one would have to skip two shifts. Nobody ever asked what happened in these 16 hours between shifts. There are systems now that monitor drivers and provide alerts when drowsiness is detected. I am exploiting my liberty of working from home to take naps at some point in the afternoon. How cool is that!

I know of companies where there are up to three forms to be filled every morning by each driver to attest to their various habits, health status and other issues that could impact their performance. Big brother is also watching them with Telematics systems to track their every move. Recently, I read that some countries are now deploying drones to monitor the movements of trucks.

As is the nature of the industry, there are deadlines to be observed. In an office, the approach of not restricting staff might work, not so when it comes to making timely delivery. I don't think we can say to the driver that it won't matter when they deliver, as long as they do their job. That said, I find that the truckers are subject to a lot of control, monitoring and observation. With all the restrictions and eyeballs on the trucker, is it a wonder that young people don't want to take up this job? Would it make a difference if the schedules weren't as tight and some of the rigour would be taken out of the job, thus eliminating the need for some of the control mechanisms? Or maybe the truckers indeed need to be monitored closely? **F**

Mitsubishi Fuso Launches a New Manual Transmission Model of the 1.5-ton Payload Class Light-duty Canter

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is pleased to announce that it will add a new manual transmission (MT) model to its light-duty Canter truck. The MT model will be added to Canter trucks with a payload of 1.5 tons.

The Canter MT model will be available through MFTBC sales companies and regional sales units across Japan starting from November 2021. MFTBC has newly added the MT model to its 1.5-ton payload class of Canter trucks after 10 years, in response to ongoing needs in the market. Through the automatic transmission (AMT) models that provide a smooth driving experience with the “DUONIC 2.0” 6-speed dual clutch transmission and a 5-speed MT vehicle that provides powerful and flexible maneuvering, the FUSO Canter is able to respond to various requirements on the road.

The Canter also now comes with the “Back Eye Camera System” safety feature as an optional setting. The Back Eye Camera System is an optional setting for all models from MFTBC. Please note that the installation requirements will differ depending on the body. For more details, please contact your nearest FUSO sales location 



Overwhelming Majority of Shareholders in Favour of Spin-off of Daimler Truck and Renaming of Daimler AG



At the virtual Extraordinary General Meeting of Daimler AG (ticker symbol DAI) on 1 October 2021, the shareholders decided by an overwhelming majority on the historic realignment of the company. The spin-off of the truck and bus business and the subsequent listing of Daimler Truck Holding

AG as an independent company on the Frankfurt Stock Exchange were approved by 99.90 percent of the capital stock represented for the resolution.

Furthermore, the shareholders approved also with an overwhelming majority of 99.89 percent of the votes

cast the renaming of Daimler AG as Mercedes-Benz Group AG effective as of 1 February 2022. The new name emphasises the future focus on cars and vans of the brands Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach and Mercedes-EQ. The two measures must now be entered in the Commercial Register. Both companies can then create decisive value added for all stakeholders.

Two current members of the Daimler Supervisory Board, Marie Wieck and Joe Kaeser, will step down from their positions and join the Supervisory Board of Daimler Truck Holding AG. As their successors in the Supervisory Board of Daimler AG, the shareholders elected Helene Svahn with a majority of 99.34 percent and Olaf Koch with a majority of 98.60 percent. Around 3 000 viewers followed the virtual Extraordinary General Meeting on the Internet. A total of 56.45 percent of the share capital was represented. 




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SAF-HOLLAND Wins European Transport Prize for Sustainability

SAF-HOLLAND was honoured by the “Transport” trade journal in a formal award ceremony with the 2022 European Transport Prize for Sustainability for its electric trailer axles in the “Components and Assemblies” category.

The aim of the European Transport Prize for Sustainability, which is now into its sixth year, is to encourage companies in the commercial vehicles industry to make their business activities more sustainable. The prize is given in recognition of the fact that corporate responsibility not only helps to solve ecological and social problems but also promotes a company’s competitiveness and profitability.

The e-axles from SAF-HOLLAND, which use recuperation and provide traction assistance, protect the environment - not only in production but also in operation. The SAF TRAKr recuperative axle reduces fuel consumption, CO2 emissions and particulate emissions of trailers. In addition, the SAF TRAKe electrified trailer axle provides traction assistance for the tractor unit in difficult road conditions.

Already in the production process SAF-HOLLAND has opted not to use rare earths or copper for either of these e-axles.

With the electrical trailer axles, cooling units in refrigeration vehicles for instance can be operated fully electric. Ten pre-production vehicles are already on the road in Europe and one other in Australia. By the end of the year a total of 50 trailers from various manufacturers should be equipped with the SAF TRAKr recuperative axle. Another 50 pre-series vehicles are planned for 2022. The start of serial production is scheduled for the end of the first quarter of 2022.

“With this award, we are very happy to have won the recognition of the jury for our contribution towards electrifying heavy transport. Our SAF TRAKe and TRAKr e-axles conserve valuable resources during production and systematically reduce CO2 and noise emissions in operation,” says Christoph Günter, President Europe, Middle East and Africa and also the Chief Technology Officer (CTO) at SAF-HOLLAND. 

eMobility “Customer Experience Center” Established by Mitsubishi Fuso

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) has established the “Customer Experience Center” within its Kawasaki Plant (Kawasaki City, Kanagawa Prefecture). Through this new facility, MFTBC will offer customers the opportunity to experience the FUSO eCanter and its various e-mobility ecosystem solutions.

The Customer Experience Center has been established under the guidance of the Electrical Transformation Office, an organization within MFTBC set up in July 2021 with the aim of

promoting electrification. The Center provides an in-depth view into FUSO e-mobility ecosystem solutions and the eCanter, mainly to customers who are considering introducing the electric light-duty truck into their fleet. At the Center, visitors will be guided through six key experiential modules:

- Technology Experience: Explanation of vehicle specifications, BEV/FCV technology overview, and collaboration within the Daimler Truck group
- Product Experience: eCanter test drive and product explanation
- Ecosystem and Digital Experience: Explanation of battery management consulting, connected solutions
- Charging Infrastructure Experience: Explanation of charging systems, charging experience
- (Optional) Quality Lab Experience: Explanation of Quality Management at MFTBC, introduction of the Quality Lab*2
- (Optional) Plant Experience: Tour of production lines at the Kawasaki Plant, where the eCanter is produced **F**

Tyrexpo Asia Bangkok 2022 in Motion

Thailand is now opening its borders to fully vaccinated travellers from a growing number of approved countries, so the stage is now set for the next Tyrexpo Asia show in Bangkok. The event will take place at the Bangkok International Trade & Exhibition Centre (BITEC), Hall EH102 from 26th to 28th October 2022.

The latest edition of the Tyrexpo Asia series of tyre and automotive events by Tarsus Group, Tyrexpo Asia Bangkok will be presenting up to 120 exhibitors and 3 000 attendees, with key objectives to explore and further increase growth opportunities for both the local and emerging markets as the only fully dedicated tyre and automotive trade show in Asia Pacific.

Alwin Seow, Event Project Director at Tarsus says, “Asia is one of the growing trade platforms within the global tyre market and particularly for emerging economies in South East Asia. Therefore, Tyrexpo Asia Bangkok 2022, will provide the perfect opportunity for leading and growing international and regional suppliers in tyres, equipment and tools plus tyre accessories to effectively showcase their latest technology and equipment and discuss other future solutions to drive their business to an even higher level of sales and profit.” **F**

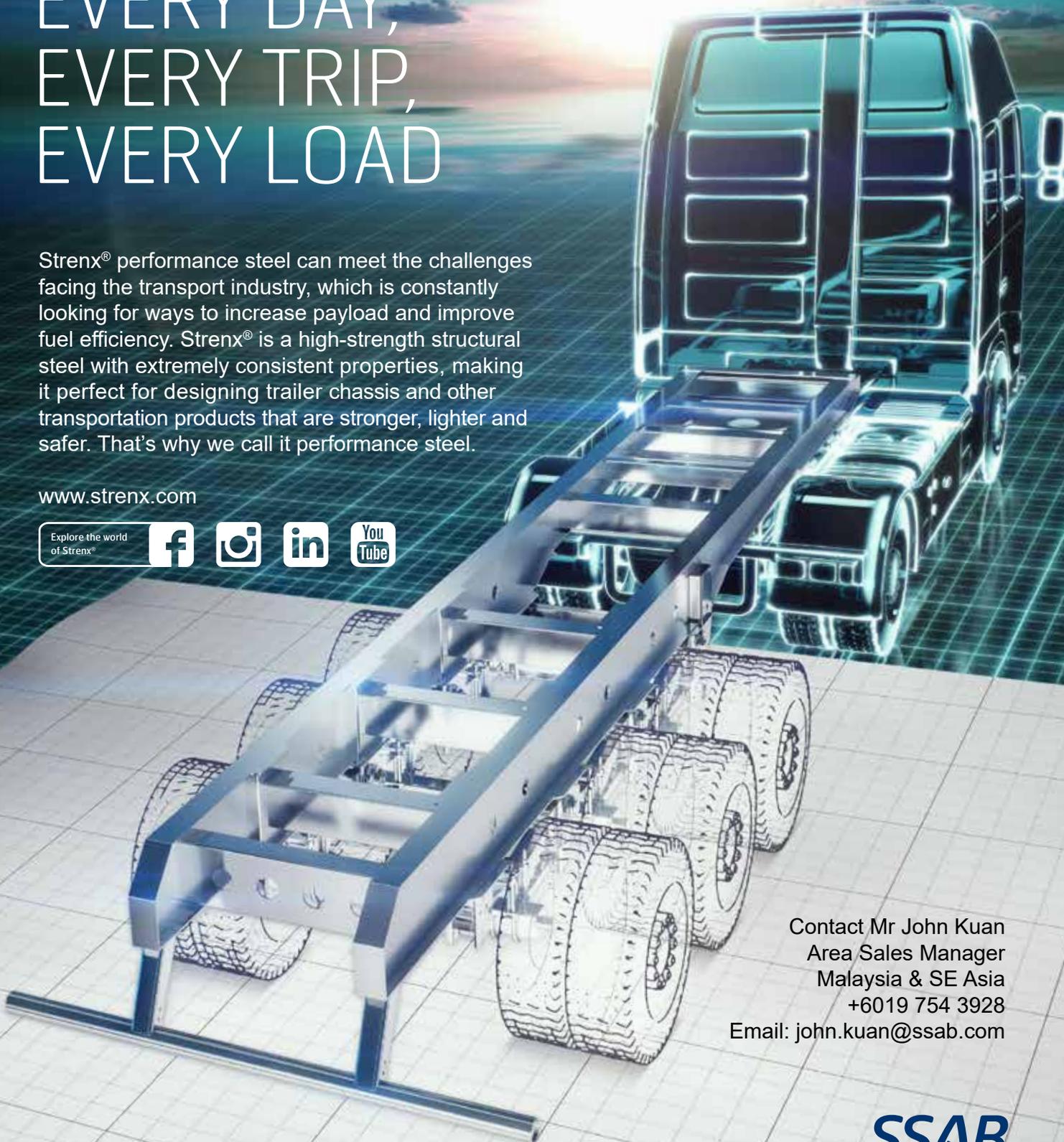


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