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On top of this series of talks you will also have the opportunity to meet our guests during the Asian Trucker networking night on the 14th of June.



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# Countdown to the **BIGGEST** commercial vehicle show in Malaysia

## Positive vibes

The positivity we felt when visiting the IAA in Germany last year seems to have spilled over into 2013. Many people in the trucking industry feel that the new year will be a tough one, however a much better year compared to 2012. Hopefully, we will see the markets recover, people be more confident and the truck industry getting a refreshed boost. Personally, I am happy to see our magazine grow from strength to strength with the 21st magazine published, a new office that we call home and positive responses from Taiwan, where we are planning to launch the next country level magazine in a few weeks.

## Biggest Truck show in Malaysia

Exciting times are ahead as we see our own exhibition in Malaysia, Malaysia International Bus, Truck and Component Exhibition 2013, almost fully sold. A number of companies have indicated that they will be using this platform to launch new products. Mainstream media has also taken an interest in this exhibition and several articles are talking about the trucking industry in Malaysia. Thanks to our main sponsors Scania and Shell, this event is also gaining attention overseas.

## More than just a showcase of products

Besides products being showcased, we have put together a well rounded program for visitors of MIBTC as well as exhibitors. On the 14th of June we invite everyone in the trucking industry



to the Asian Trucker Cocktail night. Together with our partner ACP-AsiaPac we are organising a job fair to match your search for talents with candidates looking for exciting careers. Our speaker series will offer you the opportunity to see thought leaders and learn about the latest developments in trucking. We are also setting up a track for remote controlled trucks.

## Products that help your business

In this issue we are featuring a number of innovative products: Sideloaders that make it easy to unload containers where space is tight and cement mixers from China are the topics of our cover and feature stories. Volvo debuts with in-house lubricants and a new service that will shorten the delivery time of spare parts.

## Exciting stories

Our trucker of the month is a very interesting individual. "Esso Samy" shares his stories with us over a roti channai and we get to learn how he builds his business on trust, confidence and a reliable truck. Taking you all the way from Europe to Mongolia is a new service that demands a lot from trucks and truckers. While you are reading this, we are preparing for a road-trip with TNT on the ARN. You will read all about this in the next issue.

If you have an exciting story to tell, please let us know. We are sure other truckers are eager to hear about your experiences on the road as well.

Sincerely yours,  
Stefan Pertz  
Editor

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# Continental Malaysia - Insights and Updates from Benoit Henry

The take over of the remaining shares by Continental AG made the Malaysian operation a fully owned subsidiary of Continental AG. Besides the shareholding structure, this could have also have implications for the way the business approaches the Asian market. Benoit Henry CEO Continental Tyre Malaysia Sdn. Bhd. sheds light on the new set up, rubber prices and the importance of the regional strategy.

Q: Since May 2012, Continental is 100% owned by the HQ, how has it been so far being solo?

BH: In order to answer this, we would need to go back a bit. Sime Darby and Continental entered the joint venture in 2003 and it has been a remarkable journey since. We have held 51 % initially, which we increased to 70% a couple of years back.

However, Sime Darby decided to divest non-core businesses and rubber is one of them. As a consequence, the two parties agreed to find an amicable solution to part ways. We have to say that the partnership has been great. The joint venture allowed us to enter

the Asian market with the biggest tire investment in Asia ever for Continental. Further, this set up allowed us to get to know the local and regional market. The insights gained are invaluable. Right now, we need to convert these insights into a sustainable strategy that allows us to continue our growth without a local partner.

Q: What were the reasons to set up your operations here in Malaysia?

BH: One may think that it is the availability of rubber, since Malaysia is a huge rubber producer. This however isn't the case. Thailand and Indonesia would have offered similar conditions. Asia is the growth market. Soon every second car made in the world will be from Asia. If you would want to anchor a MNC in the region, you need to ensure that you have skilled labour, good communication skills in local teams. And as a country, Malaysia has been showing great stability.

Q: What are the developments in respect of quality of local teams?

BH: We can see that Continental is

improving in terms of knowledge and communication skills within the organisation. Over the past years, we have put systems and processes in place that help us with this. Today, we are able to hire better people than we used to when we started almost ten years ago. You have to remember: Continental is a knowledge driven company. Very clearly, education and training is key for us.

What is needed though is ambition. Sometimes I feel people are not ambitious enough. Business management is about risk management and personnel management is also about risk management. Moving people to other locations means taking risks, for both the individual and the organisation. If you are in a society that places a lot of emphasis on the group and not on the individual, then it may be hard to be ambitious as a single person though.

Q: Rubber prices fluctuated strongly over the past months. How do you mitigate this?

BH: Unfortunately, you can't. Recently, rubber has been treated like a

commodity. It shouldn't be that way, it should be handled like an agricultural product only. There has been a lot of speculation and the rubber prices are tagged to the price of crude oil. In addition, there has been an enormous demand for rubber from Chinese tire-makers. Now that the world economy is slowing down a bit, there is less demand from China and things ease up a bit. You can trust me, no one likes this jojo effect and it is adding pressure to manufacturers like us and the entire supply chain.

Certainly, rubber can be substituted with synthetic rubber, but only to a certain degree. It is not possible to simply switch back and forth. With the use of synthetic rubber you are introducing specific characteristics that natural rubber may not have. Some are good others aren't beneficial for the product. We need to make sure that we deliver a top product to the client. And that is a product that meets the requirements of clients and not one that is driven by raw material prices. As synthetic rubber is also made from crude oil, there is the connection in terms of price again. So, both rubber types will fluctuate in price almost in sync with crude oil prices.

Q: We have seen car brands disappear while tire makers are doing well. What are the growth trends?

BH: Clearly, we are going to see growth in Asia, Russia and Brazil. As tire manufacturers we are riding the wave of the strong growth in these markets as there is a strong demand for our products. For us, this is clearly where we will be focusing on as well. You may say that we are now a 100 % subsidiary of a German company and that profits could be sent to the HQ. For us, that won't be the case as we have a strategic plan in place that foresees the investment of some 4 Billion (RM) into new facilities

and we are going to re-invest our profits also over here.

Q: Currently the R&D function is carried out in Germany. Could you imagine this shifting to Asia too?

BH: Here the fundamental question is: How do you handle knowledge. Continental has decided to centralise the knowledge and then spread it again. There are several research and development centres for Continental around the world, even here in Malaysia.



We need to develop tires that suit the local conditions. So we feed the data into the system and from there it will be translated into actionable outcomes. It is essential that the local customer's needs are understood.

Coming back to the knowledge issue, within the R&D departments, while English is spoken in an outstanding level, R&D is talking about numbers. Talent is rare and this is a race where China and India are leading. Again, people need to take risks and only the best will be successful in the race for talent. To this extent, Continental is creating trainee

pools. Out of such pools, the head of the tire division emerged. He has been in such a pool 15 years ago, now that's a success story!

Research and Development are vital functions. Without a product, you have nothing to sell. As tires are an evolutionary product, we need people that continue to seek ways to improve them and to provide ideas on how to make a better product.

Q: What is your outlook for this coming year?

BH: There are many interesting topics to come!

In order to further increase our offer to our Indian customers we will start to manufacture specific TBR tyres for this market in our Plant close to Meerut. Furthermore the existing TBX product range will be renewed and upgraded by numerous new products.

Having launched the all new CONSTRUCTION line as well as our LSR2 16" tyres we will complete the product range of our HYBRID line. To round up our product line portfolio we will introduce the URBAN line Generation 3. This will give us even better opportunities to serve our bus customers such as big fleets in Malaysia, Singapore and Hong Kong.

The main focus however will lie on the introduction of our fleet service concept called Conti360 in Malaysia and Australia. Comprising of the ContiFitmentService, the ContiFleetCheck, the ContiFleetReport, the ContiCasing Management and the ContiBreakdownService it provides a full service package to our customers.



**P**ETRONAS was incorporated on 17 August 1974 as the national oil company of Malaysia, vested with the entire ownership and control of the petroleum resources in the country. It has since grown from merely being the manager and regulator of Malaysia's upstream sector into a fully integrated oil and gas corporation, ranked among the FORTUNE Global 500® largest corporations in the world.

Besides the obvious provision of fuels, Petronas also offers a suite of products for professionals and corporations. For truckers, the SmartPay Card may be the most interesting one. The Petronas SmartPay Card was first introduced in 1998 and has since gained a lot of popularity among Malaysians. Currently, there is a total of 50,000 active accounts for this system

Through the use of the SmartPay Card, business owners will gain greater control over fleet management in terms of fleet movement and monitoring of expenditures. Each transaction can be tracked and monitored. Owners can set daily and monthly limits, thus capping the consumption and minimising the risk of card fraud or abuse.

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**H**yyva Malaysia Sdn Bhd, the Malaysian subsidiary of Hyva BV in the Netherlands, supplied 29 units of 1000 KG capacity tailgates to Malaysian solid waste management company Alam Flora. For the trucks, the chassis used are Isuzu NPR 66, supplied by ACM. The bodies were fabricated by Sin Hong Wah Auto Engineering.



In Alam Flora's case, the customer requested an affordable, strong and reliable, easy to operate tailgate that did not weigh too much. The weight was a serious consideration, since the customer did not want it to cut too much into the carrying capacity of the entire vehicle.

Hyva supplied the model D'Hollandia DH-LM 1000 kg tailgate, which has a 4-cylinder configuration for excellent stability and performance, complete with a lightweight aluminium platform which provides a safe, non-slip working surface.

For ease of operation the units are supplied with an automatic mechanical tilting at ground level and a 2-button cable remote control. For safety reasons all 4 cylinders are equipped with a safety valve that will prevent accidents in case one of the hoses bursts. To withstand the harsh working conditions in Malaysia, all the cylinders piston rods are Chromed Stainless Steel (INOX).

The steel components of the tailgate are powder coated. All D'Hollandia's tailgates conform with CE safety directives. Hyva offers the most comprehensive range of Tail lifts, options and accessories to solve unique transport problems in partnership with D'Hollandia, the number one brand from Europe. D'Hollandia produces in excess of 25.000 unit's hydraulic lifts per year.







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# Secrets of the Top Sales Rep at Scania Thailand

*Scania Thailand's top sales representatives gives away her secrets to succesful selling and customer relationship building.*



"Swedish products are interesting!" Interesting enough for Ms. Kaewta Yodsarn to seek out Swedish truck maker Scania and making selling trucks her calling. Yodsarn has been with Scania Thailand for seven years and is currently the top sales representative. In our interview she reveals the secret to her success in this industry.

## Strong Brand Image

According to the 55 year old mother of a 27 year old daughter (who is also a sales representative), one of the advantages of working with Scania is the strong brand image. The company has continuously improved the product over the past 100 years, and she believes strongly in the products and service she is representing.

"The product is key, it needs to deliver the promise you make. In addition to

having a superior product, I also treat customers like they are a part of the family" Yodsarn explains. She says further that "it is all about positive attitude and the willingness to learn. I have previously worked in heavy industrial equipment sales. That was a challenge at first, but when you have a great product that you can believe in, then you are much more confident that you can make it". Family members were initially surprised that she is able to sell the big vehicles, but with strong support at home, this is no wonder either.

## Good Understanding of the Client

According to her, female sales representatives are more emotional, which allows for a better understanding of the client's needs. Learning is part of the process and Ms Yodsarn has once spent weeks in a mine in order to better

understand the needs of this customer. "Having spent up to 3-4 days a week in the mines, I was able to recommend the appropriate solution, one that suits the needs" she says. Apparently, today the client has become a "younger brother" to her and the relationship between the two is outstanding.

## Stong Views

Ms Yodsarn also has some strong views on the trucking industry. She would like to see more female drivers, as one can observe in Laos for instance. In Europe, the perception of truckers and the industry is better. She could actually imagine working there for a while. Meanwhile, her favorite truck is clearly one with a high cab. "You need a comfortable ride in Thailand, a country where we have great distances to cover and where the comfort of the cab makes a difference for the drivers."

## Strong Support

Another "secret" to her success is the infrastructure that is also part of the strong product she mentions. Although the product is highly technical, there are plenty of support functions within the organisation that help with the sales process. Both pre-sales and technical support from Sweden and locally assist with the task of addressing customers needs in the right away.

Asked if her female colleagues are jealous of her success, being the top sales rep, she smiles and says only one word: "Sure! But I am sure they take this as a challenge to continue to improve."



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# Innovative Solutions to Reduce Crashes between Trucks and Motorcycles

*Volvo takes the lead in research into accidents with study in partnership with MIROS, UPM, SAFER, AIM and Swedish Trade Council*

Road traffic injuries are one of the fastest growing epidemics across the world. Over 1.2 million people die every year on the roads worldwide with 20 - 50 million suffering from non-fatal injuries. In most regions of the world especially South East Asia, road traffic casualties are still on the rise. (1)

As part of Volvo Trucks' continuous effort towards road safety across the world, the Swedish truck has partnered with Agensi Inovasi Malaysia to launch an initiative that aims to find innovative solutions to make Malaysian roads safer for motorcycles and trucks.

The initiative, called Innovative Solutions to Reduce Crashes between Trucks and Motorcycles or iSTREC: Trucks and Motorcycles in short, was inaugurated on 15 January 2013 at Volvo Malaysia's headquarters in Shah Alam. The signing ceremony was witnessed and officiated by His Excellency Mr. Bengt G Carlsson, Ambassador of Sweden to Malaysia. Also present at the inauguration were other Malaysian and Swedish organizations that are a part of this initiative - the Swedish Trade Council (STC), University Putra Malaysia (UPM), Malaysian Institute of Road Safety Research (MIROS) and SAFER – Vehicle and Traffic Safety Centre, Sweden.

A study by MIROS and Hospital Kuala Lumpur Forensic Department on fatal crashes involving motorcyclist revealed that in terms of vehicle type involved in crash, commercial vehicles accounted 32% of total number of crashes followed by single vehicle crashes (28%) and passenger car (23%). In collisions with heavy vehicles, persons suffered



substantially more severe injuries as opposed to single vehicle accident and others. The study also revealed that there was a substantially high crash of sideswipe and rear end collisions involving heavy vehicle and motorcyclist.

The relative death risk for motorcyclists is higher than for passenger cars due to substantial differences in vehicle mass, degree of protection, and speed. These differences are particularly notable for the collision between a motorcycle and a truck.

Additionally, it has been observed that drivers' attitudes toward motorcyclists, empathic attitudes, awareness of perceptual problems in detecting motorcycles, and spatial understanding of motorcycles are also important factors that influence how car drivers interact with motorcycles. However, due to differences in driving competency requirements and purposes of travelling, the attitudes of truck drivers towards motorcyclists may be different than car drivers.

The study "iSTREC: Trucks and Motorcycles" aims to address this challenge by on-the-ground and desk research followed by a nationwide awareness programme through traditional and modern media to reach a wide number of truck drivers and motorcyclists.

"At Volvo Trucks, road traffic safety sits at the core of our product and community project objectives. The issue of road safety has become increasingly important issue in Malaysia over the last few years. Infrastructure development and high speed highways have brought their own set of challenges. The number of road fatalities has increased drastically in Malaysia over the years. With such staggering numbers and the constant danger to motorcyclists and truck drivers, Volvo Trucks Malaysia realized the importance of reducing the number of casualties as well as the cause of these accidents", shared Mansoor Ahmed, Managing Director of Volvo Trucks Malaysia.



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UD Trucks Corporation



The collaboration aims to bring together Malaysian and Swedish corporate bodies and agencies for technology and best practice exchange across both nations. The initiative will be divided into two stages and will be implemented throughout the year.

The first stage will be carried out over the course of the next six months. It involves primary and secondary research to develop innovative solutions for the challenges presented in the form of truck and motorcycle clashes. The second stage involves the implementation of the developed innovative solution and a nationwide awareness programme. The initiative also aims to boost the exchange of technology and information between both countries and to support the Malaysian government to reduce the number of road casualties in the country.

Commenting on the research initiative, His Excellency Mr. Bengt G Carlsson, Ambassador of Sweden to Malaysia said, "With Sweden being the leading country to record the lowest number of road fatalities since its implementation of Vision Zero, we are glad to be a part of this initiative and help Malaysia implement some of our learnings. Historically, we have shared a healthy

diplomatic relationship with the country and the time has come for us to work together for the greater good of our both countries."

Together with AIM's involvement, this research is bound to promote and support collaboration between industry, academia and government bodies to develop and implement innovative solutions to the existing challenge.

Mark Rozario, the Chief Executive Officer of Agensi Inovasi Malaysia said that the government statutory body mandated to create wealth for the Nation through Innovation is excited to be part of this important initiative. "We see this as an opportunity to affect real change in this space. In addition to the obvious potential of saving lives and livelihoods, this initiative stands to save the country millions of ringgit in lost time, productivity and other long-term costs related to road accidents.

"More importantly, we as a group need to ensure the findings from this study get translated into realistic, actionable recommendations for the relevant bodies to implement," Mark further adds.

Speaking on the collaboration, Anna Nilsson-Ehle, Director of SAFER said,

"The conflict between powered two-wheelers and heavy vehicles is an important research area if we are to reduce severe injuries in traffic. Great improvement can be expected if research helps to understand the accident mechanisms and can prove innovative counter-measures. Such research results would also be valid for other countries with many two-wheelers and could thus contribute to further save lives and suffering. SAFER is proud to be part as an advisory research partner in this project and look forward to the enhanced competence that will strengthen not only Malaysian participants but also the Swedish researchers and increase the safety of vulnerable road users."

"With the varied expertise that each party brings to the table as part of iSTREC: Trucks and Motorcycles, we are confident that we will succeed in developing and widely implementing a solution to reduce crashes between motorcycles and truckers in Malaysia. The results may not be visible overnight but it is a project that each of us truly believes in", Mansoor further adds.

(1) Source: World Health Organization, 2009

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# Mercedes-Benz Services offers Financing and Insurance Solutions in Malaysia.

- Mercedes-Benz Services Malaysia successfully operational since November 2012
- One-stop-shop solutions offered to existing and new Mercedes-Benz and FUSO customers seeking financing and insurance services
- Tailor-made and flexible finance and insurance solutions as a key differentiator

Kuala Lumpur. Daimler Financial Services established a new subsidiary in Malaysia in 2012. Mercedes-Benz Services Malaysia Sdn Bhd was launched in Kuala Lumpur in November 2012. The subsidiary already counts a team of more than 40 employees dedicated to offering automotive financing and insurance products as well as providing outstanding customer service. As a result, Mercedes-Benz and FUSO customers in Malaysia can take full advantage of the broad range of attractive automotive financial services offered as a one-stop-shop solution by Mercedes-Benz Services Malaysia.

The Mercedes-Benz and FUSO customers' one-stop-shop experience starts at the dealership, where all services are provided out of one hand which comprises all relevant aspects

like consultation, financing options, insurance offers, and after-sales services. Customers can also enhance their purchasing decision by receiving information regarding the vehicle, financing and insurance choices online on the Mercedes-Benz or FUSO websites (<http://www.mercedes-benz.com.my> or <http://www.mitsubishi-fuso.com.my/>). To make the purchase decision more comfortable for customers, dedicated Finance and Insurance Managers of Mercedes-Benz Services Malaysia visit customers in their offices to assist with structuring the financing offer, the compilation of documents and also contract finalization.

When customers purchase a vehicle, they can take advantage of flexible and tailored finance solutions for Mercedes-Benz and FUSO vehicles. With three different financing options,





customers are able to choose the product that best suits their needs.

**Option 1: HP Classic** – Mercedes-Benz Services Malaysia finances Mercedes-Benz and FUSO vehicles with equal monthly installments.

**Option 2: HP Balloon** – Mercedes-Benz Services Malaysia gives customers the option of lowering monthly payments on their vehicles with a final lump sum, which is agreed upon at the time of purchase. Here, there are three end-of-contract choices: pay-off, refinance or part-exchange with a brand new vehicle.

**Option 3: HP FlexiPay** – Customers are given the flexibility to structure their payments taking seasonal effects or festival periods into consideration. This option aims to help customers effectively plan and manage their finances.

In addition to these three financing options, Mercedes-Benz Services Malaysia offers its customers insurance solutions branded as Mercedes-Benz Insurance Services, which are underwritten by its strategic partners Allianz and AXA. In addition to the state-of-the-art comprehensive motor insurance packages which insure vehicles against damage and loss, Mercedes-Benz Services Malaysia also offers a Payment Protection Insurance which covers the insured person against

the inability to pay the monthly installments in case of an accident that leads to disablement or death.

“We have the right solutions for a wide range of customer needs – flexibility not only for our retail customers but also for our dealers - aiming to give them the opportunity to invest in other aspects of their lives or businesses,” said Hilke Janssen, the Managing Director of Mercedes-Benz Services Malaysia. With the launch of Mercedes-Benz Services Malaysia, Daimler Financial Services is represented in 40 countries worldwide. Daimler Financial Services has invested around 5 million in the establishment of its new Malaysian subsidiary. The start of business operations highlights the growing importance of the country’s automotive market. Mercedes-Benz Services Malaysia is operational since November 2012 and has already attracted more than 150 customers. The business is growing and the company is looking into widening the product range in 2013 by offering Operating Lease and guaranteed future value financing of vehicles.

For further enquiries, customers can call 1800 22 6237 or +60 3 2203 1888, or visit our website: [www.mercedes-benz-services-malaysia.com.my](http://www.mercedes-benz-services-malaysia.com.my).

Further information from Daimler is available at: [www.media.daimler.com](http://www.media.daimler.com) and [www.daimler.com](http://www.daimler.com)

# MIBTC 2013

## to Incorporate Job Fair for the Trucking Industry

*Together with partner ACS AsiaPac, MIBTC aims at easing the shortage of talent in our industry*

**M**ore than a job: A career in trucking. Ask anyone in our industry, and the answer is always the same. Companies in trucking are offering jobs across the organisation and have difficulties finding talent. This is not only limited to the workshops, but also to management positions.

Many graduates and school leavers may not realise it, but the trucking and related industries offer more than a job. For many the entry into a trucking company may turn into a life-long passion that can take you around the globe.

“What most people don’t realise is that the trucks are complex vehicles. Today, you need to be knowledgeable with diagnostic computers, similar to cars when it comes to repairing a truck. Managers too, must be competent in the operations; ensuring productivity, efficiencies and customer satisfaction is optimized” says Devindran Ramanathan, founder and Managing Director of ACS AsiaPac Sdn Bhd.

“Both organizations and individuals are increasingly looking for each other and we felt an obligation to voluntarily assist in performing a “match-making” exercise during the inaugural MIBTC 2013” added Dev, as he is known.

“The idea is to bring together companies that are looking for staff and job seekers. These could be fresh grads, people looking to cross to a new profession or seasoned professionals looking for new challenges” says Stefan Pertz, Editor of Asian Trucker. “For us, this aspect of MIBTC is very important as we want to actively elevate the perception of the trucking industry and to support it through our services. We are thrilled that Devindran has agreed to be the shepherd of the MIBTC job fair, which will be held in conjunction with the actual exhibition” he adds.

MIBTC’s organisers and ACS AsiaPac will be creating an online platform where companies can submit their job offers while job seekers can submit their CVs and their requests to meet with industry players.

ACS AsiaPac will then match these and hopefully feed new talent into our industry starting July 2013. Together, both partners will also be approaching Universities and Technical Colleges to generate interest in this job fair.

The MIBTC - ACS Job Fair will take place 13 - 15 June within MIBTC.



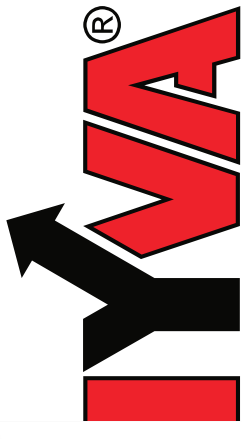
### About Devindran Ramanathan

Devindran is a 23-year veteran in the Malaysian automotive industry and held several senior management positions. He is now the principal of his own company, ACS AsiaPac Sdn Bhd focusing on Aftersales Training, Consulting and industry specific research.

Dev’s Vision is to help raise the overall image of the industry and assist in the development and enhancement of human capital.

During one of his many work experience stints in the UK, Devindran experienced first-hand working on large Volvo and Man Trucks. These prime movers were used primarily in transporting Nissan spare parts throughout the country round the clock.

# HYVA LIFT YOUR BUSINESS!



## STRENGTH

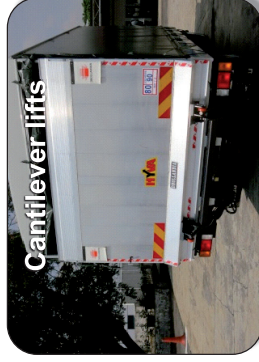
D'Hollandia is a 'Best of Breed' Tail Lift manufacturer with 45 years of innovation, production and practical experience. Producing in excess of 30 000 units a year. Hyva Malaysia: Since 1991 in Malaysia with top quality products and service!

## QUALITY

Over 90% of all hydraulic and mechanical components used on D'HOLLANDIA lifts are through in-house production. All lifts conforms with CE safety Directives.

## AVAILABILITY

Hyva Malaysia in partnership with D'Hollandia offers the most comprehensive range of Tail lifts. Most models available ex-stock. Please visit our Hyva Workshop-Service center.



Cantilever lifts



Tuck-away lifts



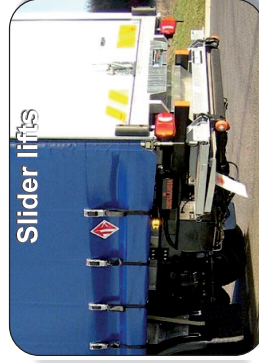
Passenger lifts/  
Wheelchair lifts



Lifts for factory  
built panel vans



Column lifts



Slider lifts

## RELIABILITY

Engineered to perform in the harshest operating conditions: Tail lift cylinders have Chromes Stainless Steel Piston rods (INOX); Tail lifts are controlled without electronic components. Hyva technicians are specially trained by D'Hollandia.

## INNOVATION

The world of D'Hollandia is on evolution to reach the customer's need more accurately and efficiently. Intelligent simplicity in design.

## AFFORDABLE

Great product, great service: We offer Value for your money.

Hyva Malaysia in close partnership with the #. 1 European Tailgate manufacturer, D'Hollandia, offers the most comprehensive range of Tail Lifts, options and accessories designed to solve your unique transport problems.

Other quality products offered to you by Hyva Malaysia: Hyva Front End Cylinders, Hyva Hook Lifts, Hyva Skip Loaders, Hyva Moving Floors, Hyva Rolling Floors, Hyva Gear/Piston Pumps, Hyva PTO'S, Hyva Truck & Tractor Mounted Cranes, Waste Compactors, Liqueur Road Tanker Equipment, BPW Trailer Axles and Suspensions, Trailers Parts &Spares.

Hyva (Malaysia) Sdn Bhd lot 21, Jalan 4/32A, Kepong Industrial Estate Batu 6.5, 52100 Kepong.  
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[www.hyva.com](http://www.hyva.com)



*Mindset shift: using sideloaders can increase efficiency and reduce the need for cranes*

**H**ammar Maskin AB, Sweden was founded 1974. It is a family owned company with Mr. Bengt-Olof Hammar at the Helm. From a humble start, the company has grown to be the largest producer of sideloaders in the world today. Currently, over 400 units have been delivered to all parts of the world annually. This achievement has been possible by focusing on quality from the very start until today. The company's philosophy is to, at all times, offer the best side loader available, coupled with the best service to go with it. Hammar has 60% of the market share in Australia today, making it their biggest market with Malaysia coming in as a close second.



# Hammar

## sideloaders, leading the market in Malaysia

### Malaysia as stepping stone for SEA

In Malaysia, Hammar Maskin (M) Sdn Bhd was set up back in 2003 as a wholly owned subsidiary of Hammar Maskin AB of Sweden. Locally, the partners wanted to project a Swedish identity and working environment to both our customers and employees, Swedish furniture and fittings were shipped over to realise this. Chris Joon, Executive Director of Hammar Maskin (M) Sdn Bhd tells us more about the company, the products and the advantages of being in Malaysia as a regional hub.

With the Malaysian Government liberalizing the Container Haulage Business segment, new container haulage players have been surfacing every year. The new kids on the block rang

from small, medium to large scale outfits. With increased competition for market share and rising costs, success means low overheads, high productivity with best profits. Top notch, fast and efficient service is mandatory in securing and maintaining customers by the new Container Hauliers in the market today.

One of the key elements of the successful new container hauliers is productivity. This can be achieved through the use of side loaders. Having started their own operation in 2003, only 5 years later, in 2008 Hammar Maskin (M) Sdn Bhd delivered its 250th HAMMAR in Malaysia. Today, Malaysia is the fastest growing side loader market worldwide and it





is the 2nd biggest market with Australia having the largest market in the world for Sideloaders today. According to Joon, Malaysia was chosen as the regional hub for several reasons. One was the fact that there were already Hammar sideloaders in the market and these customers needed to be served. Secondly, Malaysia is located in the center of SEA with low costs compared to other countries. Thirdly, land is affordable, which is important as the company has a large workshop to service their sideloaders.

### **Technically sound products**

Hammar allocates a significant amount of funds each year into research and development. Using the very latest CAD/CAM and FEM technology in conjunction with high quality materials and advanced design methods is one part of the success. Another one is the personal dedication of the staff to set the industry's standard and bring out only the best to meet the expectations of today's discriminating buyers. Hammar sideloaders are made with the latest high tech Swedish steels. These special super high strength steels are micro-alloyed with niobium, titanium and vanadium which enables low carbon and manganese contents to be maintained. Using these super high strength steels enables to design a very lightweight Sideloader with lighter yet thinner gauge than normal steels but at the same time without any compromise in strength. This resulted in Hammar's sideloaders achieving the lightest sideloader tare weight (weight of the Sideloader without payload) in the world. The HAMMARs range from 2,000kgs to 3,000kgs lighter compared to other sideloaders. Naturally, this translates into fuel savings for every kilometer travelled and all transport operators are aware that lower weight means less fuel consumption.

### **Innovative uses**

Hammar sideloaders are a very economic alternative to distributing containers from e.g. the port to the consignees. It is far more efficient, with a productivity of each unit being up to 30 times higher than for an ordinary container chassis. Storage yard space will be minimum as the HAMMAR will mean less trailers requirements or storage space. This will also equate to reduced manpower costs, maintenance of trailers, tracking of trailers and greater yield. Factories without loading bays will be able to handle containers safely and more efficiently on the ground. In some cases, customers may not have a loading bay or a ramp. In such a case, the container is best parked on the ground. With a sideloader, no crane is needed to place the container. As one of these customers commented "I simply want my Container delivered to me, a Container with trailer just takes up too much space in my factory which I can ill afford". Besides, leaving a trailer with a customer means that the trailer cannot be used while the client is unloading.

There are obviously some very innovative and creative uses possible when you haul containers with a sideloader. On islands without sufficient crane support for example, this solution may solve a lot of problems. Also, cross border transportation could be a breeze

as one doesn't have to use a crane or wait for the equipment to become available.

**Maintenance and Service**

After setting up the company, the immediate task of Joon and his team was to provide existing customers with "HAMMAR Service and original parts". The Malaysian Department of Safety and Health (DOSH) categorizes the Sideloader as a mobile crane or lifting frame. As such, they fall under the jurisdiction for approval by DOSH with conditions. One of the conditions stipulates that non original replacement parts and components are strictly forbidden and any repair procedures must be advised and approved by the manufacturer. This requirement is widely practiced worldwide, especially so in the case of sideloaders which are designed to lift 33 tonnes and above. The first Hammar was sold into Malaysia back in 1986 and the number of Hammar sideloaders had grown to 60 units before Hammar Malaysia was incorporated.

Joon explains that they treat customer's Hammar sideloaders as if they belonged to themselves and as if they are partners in business. Also, the product name is Hammar and it is the founder's name - maintaining the reliability/quality/performance of the product proudly reflects the corporate image. According to Joon, up till today, no Hammar has been kept overnight at the workshop save for the occasion where major overhaul or major repairs due to accidents are required. The company is guided by the motto: "The marketing sells the 1st unit but the service department sells the rest".

The next step was then to provide



customers with 24 hours emergency response service, 365 days all year round. To make this a reality, Hammar Malaysia employs a well balanced mix of technicians from all ethnic groups - thus solving the issue of manpower availability during the festive holidays of Hari Raya and Deepavali. The Service Van is fully equipped with fast moving parts and the response team has direct total access to the local spares storage facility. All technicians are trained in all aspects of the Hammar covering hydraulics, pneumatics and electrical.

As such, we are proud to proclaim "any Sideloader problem is not a problem to a HAMMAR technician". The one advice that Hammar will give their clients is that preventive maintenance will go a long way. Every Hammar sideloader comes with a 12 Months warranty covering manufacturing defects. However, if one thinks about the use, it becomes apparent that in these 12 months the sideloader really is "3 years old" as they are typically used 365/24/7. As a result, Hammar recommends to replace parts early on and not to wait until they fail.



**Optimistic outlook**

Celebrating their 10th anniversary in Malaysia this year, Hammar Maskin Malaysia are confident that a good foundation has been laid for further expansion. Given the optimistic outlook for the economy, it can be expected that more freight volume needs to be transported and that operators will look into better ways of handling their cargo. Interested parties may want to visit MIBTC, where Hammar Maskin Malaysia is going to exhibit.



Prevention is always better than cure...  
sometimes not every damage is reversible...



Unexpected hick-ups on the road are nightmares that could damper your business operation. Reason why it's important to ensure efficiency of your fleet by maintaining scheduled check-ups with your trusted service partner. Our fully equipped service infrastructure for commercial tyre will enable you to be in control of your fleet's safety, efficiency and cost saving by applying our **KL SIGMA Formula methodology**. Just so you can concentrate more on your business and less on worrying.

For greater *Mobility In Control*, contact us today.

**KIT LOONG**  
COMMERCIAL TYRE GROUP

# HINO Motors Takes Roadshow Across To Peninsular Malaysia

*Instead of asking customers to make a long way to the showroom, HINO brings a rolling showcase them*



**T**he first HINO convoy was a huge success according to the Japanese truck maker. Coined “East Coast Convoy” a total of seven vehicles drove up to Kota Baru in order to visit several dealers on the way down South. Asian Trucker had the opportunity to ride along (See Issue 11 of Asian Trucker Malaysia) and when we were invited to join for the second convoy, we took the opportunity to join the convoy in Penang for a day.

This second convoy comprised of the same seven vehicles that have been on the trip to Kota Baru and the effect was equally exciting. The initial starting point for this convoy was Alor Star and on the third day, it arrived in Penang. Several people stopped to look at the trucks parading along the streets of Penang before heading back to the mainland for the third leg of the journey. Making its way down south, the convoy spent a full day in Penang where the first visit of the morning was to AWS Jaya Motors Sdn Bhd.



Having been a HINO dealer for over 30 years, the company's main branch is a 3S dealer. Also, AWS Jaya Motors is also a parts sub-distributor. As a unique service offer, they are running six parts kiosks where customers can pick up their spare parts without making a long way to the main outlet. The dealership is significant in the sense that it is the first air-conditioned service centre, offering clients an unusual welcome.



Over the past years, AWS Jaya Motors has contributed around 10 % of the total sales of Hino vehicles in Malaysia and their spare parts sales alone clocks in at around 400 000 RM per month.

“The 700 Series now becomes very interesting for our market. With the air-suspension, this model is a great vehicle for electronics manufacturers that need shock free transportation” says Andrew Chong, Executive Director of the business.

In addition, the convoy also ran the Hino PROCARE for all Hino truck owners by offering them the Free Inspection at selected locations. This exercise further highlights Hino's commitment towards After Sales and further improving relationships with all Hino customers. The HINO Convoy showcased possible vehicle upgrades (trade-in) which are aimed at driving more referrals to all Hino Dealers. All dealers in the region had been factored into the activities. By visiting all of them, Hino was able to closely understand

their operations first-hand (genchi genbutsu), identify areas for Kaizen and more importantly gain a higher brand trust and commitment from the dealers towards its branding exercise. Recently opened PM Trucks Sdn Bhd, just south of



Butterworth, was another stop in the area. Mr. Lim, who is running this 1S shop is very confident. "I have been in the automotive industry for 35 years. I have chosen Hino as a brand to represent as I believe in the strong brand they have built in Malaysia" he says. According to him, having a good product is important, but having reliable after sales service is another thing altogether. Currently, he has 3 staff but is planning to expand.

HINO has introduced its "Free Service Program (FSP)" for all HINO LCV customers. FSP is HINO's high commitment in providing best After-Sales care for all HINO LCV trucks that are sold & registered from November 2010 onwards. This is a free service campaign with ZERO cost to the customers. All the customer needs to do is send their vehicles to any HINO authorized service dealers for the 3 services (5,000km, 15,000km and 25,000km). The free services offer Parts, Lubricants and Labour. Hino is proud to be the leader by providing a market first 36 month / 100,000 km manufacturer warranty for all LCV / 300 Series Models. This is conducted to reflect HINO's confidence in its products.

Today, the HINO brand is widely respected as the leading manufacturer of quality commercial vehicles, ranging from Light to Heavy Duty Trucks, Buses and Engines. Established in 1977, Hino Motors Malaysia (HMML) was the first company in Malaysia to assemble Japanese-built diesel engine trucks on a commercial scale. The company's philosophy is to continuously improve Customer Trust and Confidence. This is conducted by developing world-leading logistics solutions, by focusing its priorities on manufacturing vehicles with strong / DNA focus in Safety, Quality, Reliability, Durability and Environmental Friendly vehicles. These are values shared, as HINO is a Group of Toyota (Japan).

Hino already hinted at another convoy to be going to the southern part of Malaysia soon, replicating the success of this activity. Once we know more specific details, we will keep you informed and maybe the convoy will also coming to a HINO dealership near you.





# Third Instalment of the Customer Satisfaction Contest

**B**ecoming a fixed calendar item, this CS Contest sees a huge increase in participation

Hino Motors (M) Sdn Bhd has once again grouped together its nationwide dealer networks for the Third Customer Satisfaction Contest (3rd CS Contest). This annual event featured CS Contest, combining HINO's Sales and Service & Parts Divisions for two consecutive years. The event was organized by Hino Motors Malaysia as sole distributor, on 8th December 2012.



During the 3rd CS Contest 2012 HINO tires to achieve two primary objectives: to get customers to use HINO products with lower life time cost & shorter down time and to capture customers' hearts. These objectives will be achieved by improving and further strengthening the HINO Total Support which is HINO's strength and comprises of the followings three main activities;

- a) To explain and provide innovative High QDR Value for Money products.
- b) To explain and provide reliable Value for Money service.
- c) To solve customers' problems quickly, properly, sincerely and contribute customer businesses.



Most importantly, the contest was aimed at inculcating the spirit of increasing customer retention and exceeding customers' expectations.

The contest maintained its participation by all Sales and Service & Parts dealers across the nation (West and East Malaysia). This network is made up by HINO's 3S Dealers, 2S Service Dealers, 1S Sales Dealers and 1S Parts Dealer. The participation rate sees an increase of 36 contestants (175) as compared to 139 contestants for FY2011.

Winner Name List for 3rd CS Contest FY2012

Sales					
Junior Level	Company Name	Contestant Name	Theory Point	Practical Point	Total Scoring
2nd Runner Up	PL Auto Trading	Mr. Steven Chong Hong Keong	46	31	77
1st Runner Up	Lu & Sons Engineering Sdn Bhd	Mr. Teng Tung Yong	55	34	89
Champion	Eng Kee Auto Enterprise Sdn Bhd	Mr. Teh Seng Hock	53	36	89
Senior Level					
Junior Level	Company Name	Contestant Name	Theory Point	Practical Point	Total Scoring
2nd Runner Up	TTJ Agency Sdn Bhd	Mr. Lua Tin Leong	42	33	75
1st Runner Up	Sammitr Motors (M) Sdn Bhd	Mr Goh Peng How	45	31	76
Champion	Hong Yep Motor Sdn Bhd	Mr. Tang Tian Chai	50	34	84
Parts					
Junior Level	Company Name	Contestant Name	Theory Point	Practical Point	Total Scoring
2nd Runner Up	Seri Jaya Auto Supply Co.	Mr. Tay Chin Fei	35	60	95
1st Runner Up	Weemaju Motor (Sabah) Sdn Bhd	Mr. Sean Wee Yong Shin	39	58	97
Champion	Hong Yep Truck Solutions Sdn Bhd	En. Masri Bin Moslen	38.5	60	98.5
Senior Level					
Junior Level	Company Name	Contestant Name	Theory Point	Practical Point	Total Scoring
2nd Runner Up	Jong Seng Sdn Bhd	Mr. Voon Vui Chiang	36.5	59	95.5
1st Runner Up	Merge Summit Sdn Bhd	Mr. Khor Chee Lean	37.5	58.5	96
Champion	Edaran Masrijaya Sdn Bhd	Mr. Tan Yong Peng	37.5	60	97.5
Service					
Junior Level	Company Name	Contestant Name	Theory Point	Practical Point	Total Scoring
2nd Runner Up	Edaran Masrijaya Sdn Bhd	Mr. M. Mohgan Maniam & Mr. Kuan Han Wen	33	36	69
1st Runner Up	Minufa Automobile Sdn Bhd	Mr. Murugesu & En. Mohd Izhar	31.5	38	69.5
Champion	Jaidon Motor Sdn Bhd	En. Muhamad Aidil & En. Mohamad Faqih	33	41	74
Senior Level					
Junior Level	Company Name	Contestant Name	Theory Point	Practical Point	Total Scoring
2nd Runner Up	FF Automobile Sdn Bhd	Mr. Frederic Lawrentus & Mr. Aloysius Edang	35	37	72
1st Runner Up	Lu & Sons Engineering Sdn Bhd	Mr. Teng Chui Nieng & Mr. Phimelon Yek	36	38	74
Champion	Sin Soon Hup Services Sdn Bhd	Mr. Sim Jia Wei & Mr. Sim Jia Hue	35	41	76
Overall					
Champion	Lu & Sons Engineering Sdn Bhd	Sales	89	255.5	
		Part	92.5		
		Service	74		

The participants were tested on their knowledge and skills in both, theoretical and the practical section, and was to be completed within 3 hours. All the contestants had to undergo the following modules:

### 1. SALES

Theory: Knowledge assessment of Vehicle Delivery Process, Product Specifications, FSP (Free Service Program) and Government Regulations.

Practical: Skills assessment during the Vehicle Delivery Process to customer.

### 2. SERVICE

Theory: Knowledge assessment on Technical, Engine Component, FSP and Warranty Procedure.

Practical: Skills assessment in handling of Express Maintenance Service for EM (Express Maintenance) Bay and technical on HQS Spirit.

### 3. PARTS

Theory: Knowledge assessment on the parts visual identification, 5S and 7S Warehouse Kaizen.

Practical: Skills assessment on EPC (Electronic Parts Catalogue).



In year 2011, HINO light commercial vehicles enjoyed a 35% market share, making HINO the top brand in Malaysia. For mid and heavy vehicle sector, HINO enjoyed a 51% market share, becoming the market's best-selling brand. The total performance of HINO Trucks and Buses also commanded a 35% market share, retaining the top position in all segments since 2010, with an improvement of 7% from the year 2010. The 3rd CS Contest to act as an avenue where all HINO dealers will strive for maintaining or increasing the 2012's market share to sustain the No. 1 position in this industry.

HINO's Technical Internship Program was officially launched on 3rd September 2012 and the main program is to develop technicians with HQS (HINO Quality Service) skill. The participants were trained mainly in three fields; technical repairing, trouble shooting and diagnosis. With the increase of manpower and more HINO specialists / skillful technicians, it can help to increase the level of customer satisfaction of HINO 3S Dealers. The program is foreseen to support and provide manpower at dealers' workshops.

# Nicknamed the “**Dragon Wagon**”, the HEMTT delivers in the toughest of all conditions: war zones

*Transporting under fire requires different approaches*



**H**auling containers is already a demanding job, no doubt. However, military transport jobs will take it a notch up. While more functional and armoured, these vehicles are equally exciting and engineered to meet specific purposes. We are taking a detailed look at the Oshkosh HEMTT A4, where HEMTT stands for Heavy Expanded Mobility Tactical Truck.

## **Taking durability and flexibility to the next level**

The HEMTT A4 cargo truck is extremely durable and reliable. It has the power to traverse even the most treacherous environments and the capacity to carry supplies, equipment or ammunition wherever it needs to support mission success. An on-board crane with a 4,500 pound (2041 kg) load capacity

can load and unload even the heaviest loads, and an anti-lock braking system, traction control and air-ride suspension provide for easier negotiation over any type of terrain. The large cab offers adequate space for crew members and is climate controlled to help assure occupant comfort and mission readiness.

What stands out immediately is the high clearance, necessary in rough terrain. This is achieved by moving the engine behind the cab and on top of the chassis, rather than having it in front or under the cab. What may surprise some is the fact that the truck has 4 point safety belts. But as one can imagine, if you are under fire and going through rough terrain, the last thing you need is to be thrown around the cab when you hit a bump.

## **Extreme mobility**

It is distinguished by extreme mobility compared to standard 5-ton trucks, thanks to its large number of wheels and turbo-charged engine, combined with all-wheel drive and very large, low-pressure tires. Though far less publicized than the Humvee, it has been extremely important in transporting logistics behind quick-moving forces based on the M1 Abrams tank. Having proved itself as a key workhorse of the US heavy tactical wheeled vehicle fleet, about 13,000 HEMTT vehicles are in service today. Being featured in “The Dark Knight Rises” may help this versatile truck to gain some fame though.

## **Load them up!**

The HEMTT Load Handling System (LHS) consists of a standard HEMTT (M977/



M978 or M985 chassis) prime mover (8 x 8 foot configuration) equipped with an integral load-handing system providing self-load/unload capability and capable of transporting an 11-ton payload. LHS carries equipment/ammunition/supply loads on demountable "flatrack" cargo beds and is able to tow an 11-ton payload trailer also capable of carrying flatracks. The containerized roll-in/out platform (CROP), an A-frame type flatrack that fits inside a 20-foot International Standards

Organization container, gives the HEMTT LHS added cargo carrying capability. Flatracks and CROPs are interchangeable between HEMTT LHS and the Palletized Load System.

The FMTV A1 series includes a 1999 Environmental Protection Agency-certified engine, upgraded transmission, electronic data bus, an anti-lock brake system and interactive electronic technical manuals.

### Technical Data of the HEMTT - A4

500 horsepower Caterpillar® C15 engine offers.....	Anti-lock braking system
55 more horsepower than its predecessor.....	Major changes and additions to the cab offer
21,561 pound (9780 kg) payload capacity.....	greater comfort and safety:
On-board crane with 4,500 pound (2041 kg) load....	L TAS B-kit ready
capacity.....	Integrated attachments for armor
Large, climate-controlled, armor-ready cab.....	Integrated under cab protection
Optional 20,000 pound (9072 kg) self-recovery .....	Integrated mounting for GPK and machine gun
winch.....	mount
Heavy-duty cab mounts.....	Forcing: 48 in. (1219 mm)
Common cab with PL S A1.....	Air Transportability: C-130 and C-141
Air conditioning.....	Engine: Caterpillar® C15, 500 hp 15.2 L
Cab Seating: 2 person air-ride seats.....	2004 EPA compliant
4-point safety belts.....	Transmission: Allison® 4500 SP/5-speed automatic
Axle Configuration: 8x8.....	Transfer Case: Oshkosh® enhanced 55000 Series
Curb Weight: 41,762 lbs. (18943 kg).....	Axles: Front – Oshkosh 46K
Gross Vehicle Weight Rating (GVWR):.....	Rear – Dana® DS480
64,000 lbs. (29030 kg).....	Suspension: Air ride with four height control
With armor – 72,500 lbs. (32885 kg).....	valves
Gross Combined Weight Rating (GCWR):.....	Front – Holland ADS-240
109,000 lbs. (49442 kg).....	Rear – Holland AD-246
Length: 409 in. (10389 mm).....	Electrical System: 24V start • 260A, 24V alternator
Width: 96 in. (2438 mm).....	(2) 12V/15A & (1) 24V/15A accessory in cab
Height (over spare tire): 118 in. (2997 mm).....	Brakes: Drum type • air actuated S-Cam •
Track: 79 in. (2007 mm).....	ABS/ATC
Wheelbase: 210 in. (5334 mm).....	Steering: Power assist • front tandem
Maximum Speed: 62 mph (100 km/h).....	Lighting: LED lights on all sides • LED black-out
Tires: 16.00 R20 XZL Michelin tubeless.....	drive light
Number of Tires: 8 + 1 spare.....	Self-Recovery Winch: 20,000 lbs. (9072 kg)
Fuel Capacity: 155 gal. (587 L).....	optional
Cruising Range: 300 mi. (483 km) cross country.....	Crane: Grove 2,500 lbs. (1134 kg) at 19 ft. (5.8 m)

#### Finding them out here

On March 18, 2010 — Oshkosh Defense announced that they received a delivery order from the U.S. Army TACOM Life Cycle Management Command (TACOM LCMC) to supply more than 40 next-generation Heavy Expanded Mobility Tactical Trucks (HEMTT) to the United Arab Emirates.

The delivery order, valued at \$11.9 million, is part of the UAE's Patriot Advanced Capability (PAC)-3 missile systems purchase approved by the U.S. Congress. The HEMTT variants included in this contract are the Patriot tractor, wrecker and guided

missile transporter. The vehicles will be built and delivered July through September 2011.

#### About Oshkosh Defence

Oshkosh Defense, a division of Oshkosh Corporation, is an industry-leading global designer and manufacturer of tactical military trucks and armored wheeled vehicles, delivering a full product line of conventional and hybrid vehicles, advanced armor options, proprietary suspensions and vehicles with payloads that can exceed 70 tons.

# Intra-Asia transportation demand on the rise

*The rapid growth of cross-border road freight in Asia looks certain to accelerate, driving demand for trucks and support services for years to come, writes Michael King*

Intra-Asia air and ocean lanes are currently the fastest growing in the world, bolstered by increasingly complex production and component supply chains. The region also sees a rising Asian middle class and near sourcing by manufacturers now acknowledging not only that Asia offers highly competitive production costs, but is also home to the world's most rapidly expanding economies and consumer markets.

Yet unlike in North America or Europe where cross-border intermodal and trucking networks are the norm, in Asia international trucking services are the modal poor brother to air and ocean. While local operators provide some limited international road options, for the most part Asia's trucking companies are highly fragmented and heavily focussed on respective domestic markets.

However, all this is in the process of changing, and rapidly so. As intra-Asia trade gathers steam, the need for more cross-border freight options is appealing to a wide range of buyers, from individuals through to mighty corporations with

major annual transport procurement budgets and exacting standards. In the coming years this will drive huge increases in international truck traffic, sales and supporting services linked to the security and monitoring of these vast new networks.

At the forefront of this trucking revolution are the world's leading integrators. These logistics giants are eager to replicate their multi-modal



operations in Europe and the U.S. to offer shippers alternatives in Asia to air and ocean freight services. What's more, they have the financial and political clout to convince governments to help them achieve their aims.

TNT launched its Asia Road Network (ARN) in 2005 in a pioneering attempt to develop international day definite Less Than Truck Load services in Asia. David Stenberg, Director of International Road Network & Freight Management, Global Networks & Operations, said that TNT saw a gap in the market between traditional air and sea transportation on international lanes.

"When we first launched the ARN, TNT Express faced the challenge of convincing our customer base that road transportation was a secure, viable alternative as previously the road had not been seen in a favourable light," he said.

The company clearly made a convincing case - ARN now links China to most of South East Asia using a range of 40' trailers and prime movers including a



growing number of Scania R380s which are deployed in the key markets of Singapore, Malaysia and Thailand.

“All vehicles are fitted with security monitoring and management systems on both the prime mover and the trailer,” said Stenberg. “Our security systems include CCTV on the vehicle, e-lock for cargo doors, driver panic alarms, remote demobilisers, intruder alarms and door sensors.”

With fleet movements and security monitored via the network’s dedicated Regional Security Command Centre (RSCC) which operates 24/7, TNT Express was the first international road network globally to be awarded TAPA TSR Level 1 certification.

Stenberg said there was now an increased interest from customers in utilising road transport which signalled that it was now accepted as a viable alternative to air and ocean. “Since its inception, volumes transported on the ARN have shown strong and consistent growth with the entry of many competitors into the road market,” he said.

The trend towards intra-Asia movements is also being driven



by free trade initiatives, particularly in the ASEAN bloc which is aiming at creating an ASEAN Economic Community by 2015, in effect a single market for trade that will free up cross-border truck movements and reduce or remove tariffs. This is set to include the simplification of cross-border road freight procedures and National Single Windows (NSW) connected through a regional Single Window. NSWs will allow traders to electronically submit forms for export, import and transit procedures and get them processed and cleared by multiple government agencies via a single integrated process.



"ASEAN connectivity and the flow of goods will be greatly enhanced once these agreements are implemented by the respective countries in 2015," said Bruno Selmoni, Head of Road Freight and Multimodal in the Asia Pacific at DHL Global Forwarding. "Faster cross-border shipments need one common transit system so that the same documents and the same trucks and trailers can be used throughout the region. This means the harmonization of documentation, customs procedures and standards for transportation and transit licensing. This would save much time when crossing borders in ASEAN."

DHL, which has just established its own office in Almaty, Kazakhstan to provide direct road transport routes between key logistic hubs in Europe, Russia and China, identifies other lanes including China-India, Bangladesh-India and Thailand-Myanmar as key routes for future development although Selmoni said in many parts of Asia cross-border facilitation of trucking services was still



a work in progress.

"For example, moving goods between two countries like Malaysia and Thailand or Vietnam and China requires a transfer between two local trucks at the border, meaning the goods or the transport equipment, which in our case, is a container, needs to be shifted from one truck to the other," he explained. "Nevertheless, there are already some changes in the pipeline in this respect, like a new agreement signed between China and Vietnam. Progress here is directly linked to further development of the road transport infrastructure across the different borders in Asia."

Morten Damgaard, CEO Malaysia and South East Asia at Agility Logistics, said China-Asean was the most promising trucking route in terms of future growth, adding that the entire region and its shippers would benefit from more efficient



cross-border services. "Traditional options for shippers have been air or ocean-focused, both of which offer trade-offs in terms of cost, time, and accessibility," he added. "New routes, increased visibility, security, availability of additional capacity, and the ability to offer trucking as part of a multi-modal solution have made intra-Asia trucking a more attractive proposition."

Agility currently focuses its trucking services on cross-border services linking Singapore, Malaysia, Vietnam, Cambodia, Laos, Thailand and China on a daily basis. "We work with local providers to ensure that we have access to a fleet that offers visibility, security, and flexible options to customers, including the ability to deploy capacity as needed and add new routes when required," he said. "All trucks are fitted with GPS technology and in-container cameras connected to a central command center."

He also said that across Asia there was a need to streamline cross border procedures and increase the use of e-documentation for customs clearance to reduce the time spent waiting for the paperwork to be processed.

"Closer collaboration between customs officials from neighbouring countries in order to harmonise procedures would reduce delays," he added.

Stenberg said many of TNT's customers are now attracted to road as a means of reducing transport and inventory costs,

improving on-time reliability, and lowering their carbon footprint. "This trend will continue to develop over the coming years as road becomes further accepted, regulatory barriers reduce and infrastructure improves," he added.

Whatever its current limitations, intra-Asia trade is sure to develop further and new transport alternatives such as road freight will play a key role in supporting this development, according to Selmoni.

"As an additional solution for moving goods, it is a viable alternative to air freight and sea freight where you have air freight as the fastest and more expensive solution, ocean freight being the cheapest and less fast option, and road freight sitting right in the middle of the two," he said.



# Australian Wins Volvo Trucks Asia Pacific Fuelwatch Championship 2012

*Truck drivers from countries in the Asia Pacific region gathered in Geelong Australia in November to determine who was – not the fastest – but the best at using the least fuel in Volvo Trucks Asia Pacific Fuelwatch Championship 2012.*



Tuesday November 5, 2012 was a big day in Melbourne and throughout Australia as everything came to a standstill to watch locally-trained Green Moon win the 152nd running of the Melbourne Cup, upstaging international horses who were favoured to take Australia's richest race.

## **Doing Their Best**

The following day on another track located in the wilderness at the Australian Automotive Research Centre (AARC) located between Melbourne and Geelong, an Australian once again beat the foreign competition to



win a championship. This time it was Chris Sanders taking the honours in Volvo Trucks Asia Pacific Fuelwatch Championship 2012.

Eleven truck drivers from Singapore, Malaysia, China, Taiwan, Korea, Indonesia and Thailand, having won their country championships, travelled to Australia to compete in this event.



The competition took place at a very high level as the contestants had won the right to be there by rising to the top over a total of 2500 drivers who had participated in national championships.

Ian Sinclair, Product Director at Volvo Group Trucks Sales & Marketing APAC, who served as Referee at the event, along with Per Hansen, National Product Trainer at Volvo Trucks, welcomed the participants. Sinclair, after introducing himself, said to the drivers, "I know you are a little nervous, but try to relax, enjoy yourself and do the best you can."

#### **No Losers**

"We also want you to meet and talk to other people. Exchange views and learn what you can. Teach each other about the things that work for you, talk about driving. Every driver will have a practice run so that you can familiarise yourself with the vehicle. There is a maximum time to do the routes. If you are overtime you will be penalised a ½ litre per minute. Obey existing road rules, respect other road users and operate your vehicle in a safe way."

There was a 40kph speed limit and 24 minutes was the maximum time for the on-road competition with the truck loaded with 34tons and 17 ½ minutes for the off-road, loaded with 30 tons.

"We will not have any losers," Sinclair continued. "You've made it this far – you've done well."



#### **Singapore's Champion**

Mr. Lim Gim Hiap, from Soon Lee Heng Trading & Transportation Pte Ltd, who has driven for the company for 20 of the 32 years he has been a truck driver, represented Singapore in the off-road finals using the Volvo FMX 8x4 (I-shift) loaded tipper truck, which he had limited time in. Lim, the Singapore champion who was participating in his first regional championship, came second to Sanki Kim from Korea who had participated in a number of Fuelwatch competitions.

"The competition truck was lighter than I expected," Lim told Asian Trucker. "The Volvo FMX 8X4 is a bit longer than the Volvo FMX 6X4 which I have been driving for almost one year in Singapore. That makes the handling in off- road a little bit different. But it's okay lah."

Lim is a stocky man who doesn't drink or smoke. He drives truck. With English, he is a man of few words. In Chinese, his native tongue, he uses a few more. He is a quiet, kind man, who looks out for others. He was entered in the off-road competition, rather than the on-

road, as his job is to remove debris from construction sites. The conditions he operates in are often very rough.

#### **He was Fearless**

Sinclair rode with Lim as he bounced around the six kilometre track at the AARC that was a mixture of dirt road and pavement. "Lim drives in Singapore where all the roads are paved," remarked



Sinclair, "He has not seen conditions like this before, but he was fearless. He did very well. Being his first time here he wouldn't know all the tricks that the more experienced drivers would." Yet he missed claiming first place by the smallest of margins.

Mark Gabel, General Manager of Volvo Group Singapore, who was with Lim at

the competition commented, "I am very proud of our Singapore representative, Mr.Lim. He has only been driving a Volvo Truck for less than 1 year, whilst the other contenders have over 10 years of Volvo Truck driving experience.

He added, "The off-road track was very challenging and many knows that there is not much severe off-road happenings in Singapore. He also managed the 8x4 truck's handling system although the truck that he usually drives is a 6x4. Considering these three aspects, I am proud that Singapore won second place in this year's Fuelwatch APAC Championship".

**On-Road**

The on-road contest utilised a Volvo FH540 6x4 with a loaded trailer and covered 19 kilometres of test track. The trophy for the on-road Asia champion went to Liu Jinqiang of China. Liu then faced Australian Champion Chris Sanders to determine the APAC championship.

Sanders mastered the course with the least amount of fuel used, accounting for a consumption of up to 20 percent less than his defeated colleagues, demonstrating the profound impact that a driver has on the fuel consumption of a truck. Both Sanders and Liu won the right to go to Gothenburg Sweden to visit Volvo Headquarters. Champion Sanders will be put up in the famous Ice Hotel.

**Preparation Paid Off**

"I am feeling delighted," Sanders said. "I came over here intending to win, but I was not expecting it." Chris' father bought the family's business' first Volvo truck in 1968. "Being also an owner, I obviously want to watch my fuel costs, and as a driver I have so much influence on that. I had been working for the Fuelwatch competition for half a year, and all the preparation really paid off!"







"Fuelwatch is a fantastic concept," stated Joachim Rosenberg, President of Volvo Group Trucks, Sales & Marketing and JVs APAC. "Many people think of Fuelwatch only as a competition. But it is more than that. Fuelwatch is, in fact, most importantly a competence development effort. It helps all of us, the drivers and their companies, to think more about how to save fuel, how to care for the environment. In addition, Fuelwatch is also Volvo Trucks' way of addressing

our obligations to society, making sure that we impact the industry, to drive progress in terms of fuel efficiency."

Keeping costs under control is an on-going challenge for truck owners. Fluctuating fuel prices cannot be controlled by owners, but they can control, to an extent, how much of the expensive commodity they use. Volvo Trucks understands the fuel cost impact on the bottom line so have developed the Fuelwatch initiative that helps get the very best in fuel performance from a truck.

### **Significant Savings**

Volvo has developed the Fuel Management Service package that incorporates Driver Development and Dynafleet online reporting, which can result in saving as much as 10 percent on the fuel bill.

At the Gala Awards Dinner, held at the Pier in Geelong, Christophe Martin, Asia Oceania President at Volvo Group, Trucks Sales and Marketing stated: "Fuelwatch is not only a competition. Fuel efficiency is becoming more and more important to our customer's bottom line. Maximising fuel efficiency is one of the best ways to improve the bottom line.

"Fuelwatch," he continued, "is a great platform for educating customers to improving driving habits to improve fuel efficiency. Using less fuel is also good for the environment and at Volvo this is a good way to demonstrate that we do care about the environment."





# DongFeng

## Adds New Concrete Mixer to its Line-up and appoints New Exclusive Dealer



On December 12th, Dongfeng Commercial Vehicle (M) Sdn Bhd launched its new DONGFENG T-LIFT 375.CM Concrete Mixer and the appointment of Mastermac Equipment Sdn Bhd as the exclusive dealer of the new vehicle. Mastermac Equipment Sdn Bhd is a specialised dealer of heavy vehicles and equipment for the construction and mining industries with close to 30 years of hands-on experience in the business.

“Mastermac has a strong reputation and are well known in the industry. We strongly believe that Mastermac Equipment has the know-how to both market the new DONGFENG T-LIFT 375.CM Concrete Mixer and to provide the support and expertise required by our customers,” said Dr. Andy Ng, Marketing/Finance & Administration Manager for Dongfeng Commercial Vehicles Sdn Bhd.

### Planning pays out

According to Dongfeng, both parties began preparations for this deal in early 2012. Dongfeng plans to leverage on Mastermac Equipment’s vast experience and expertise within the construction industry and targets to sell 100 units of the new concrete mixer within the next 12 months. On the day of the launch, several units had already been sold to customers. According to Dongfeng, there is a growing need in the market for this type of vehicle as there is a lot of development going on, and more infrastructure projects are coming up.

“The industry requires sound knowledge of equipment usage, customer’s technical requirements and specification

appropriate for various tasks. This is separate from the know-how related to the vehicle chassis itself, which is our area of expertise," said Dr. Andy Ng, adding that "this is a niche in the industry and Mastermac's strengths and experience within this niche will provide synergies with us."

The new relationship between the two companies gives Mastermac Equipment the exclusive right to sell the recently launched concrete mixer from its new facility in Shah Alam. The new facilities were also opened in conjunction with the launch of the concrete mixer. Spanning over 2.5 acres with an additional 2 acres for future expansion, Mastermac Equipment's facility is a 3-S service centre encompassing sales, service and spare parts. Here, Mastermac Equipment is able to handle all jobs up to major overhauls for heavy equipment and vehicles.

### Technical aspects

The newly launched DONGFENG T-LIFT 375.CM Concrete Mixer is a variant of Dongfeng's T-LIFT 375 rigid chassis truck and comes complete with a mixer drum unit. Having a Gross Vehicle Weight (GCW) of 34 tonnes, it is powered by a 375hp Euro 2 compliant Cummins power plant mated to a ZF 9 speed gearbox, a set-up that is also used in the DONGFENG KINLAND 375 prime mover. The concrete mixer differs by featuring a hub-reduction axle that helps to increase the vehicle's ground clearance while decreasing the torque load on its standard and velocity joints.

The standard capacity of the mixer drum for the launch unit is 10m<sup>3</sup> although 7 m<sup>3</sup>, 8 m<sup>3</sup>, 8.5m<sup>3</sup> or 9m<sup>3</sup> can also be specified for the vehicle. The mixer drum units are manufactured by Dongfeng China's special equipment subsidiary. As such, it is







fully compatible with the vehicle's factory specifications and approved by Dongfeng. Both the vehicle and the drum unit are wholly imported from China.

Currently units are available for immediate delivery. The new concrete mixer is priced from RM285,000 fully built, on the road, excluding insurance and road tax. For more information on these two new models and price please call Dongfeng Commercial Vehicle (M) Sdn Bhd at +603-6187-8000 or Mastermac Equipment Sdn Bhd at +603-7842-5633.

#### **An Introduction to DONGFENG Motor Company Limited**

DONGFENG Motor Company Limited (DFM) was established in 1969 by the Chinese Government in Shiyan, northwest Hubei Province. This region has since developed into the largest manufacturing base for commercial vehicles in China. Today, DONGFENG has expanded its manufacturing sites to Xiangfan, Wuhan and Guanzhou apart from the original location in Shiyan.

Since its founding in 1969, DONGFENG has been leading China's national mission of becoming a significant participant in the international automotive industry. DONGFENG's spirit

of initiative has led it to learn from and adopt the best global technologies in order to uplift the standards of its products.

DONGFENG is today the second largest of the 'Big Five' automotive groups in China. It currently offers a wide product range spanning passenger and commercial vehicles, engines, automotive parts and components as well as equipment. It produced 1,137,000 vehicles and achieved revenues of RMB 164,800,000,000 in 2007 and commands nearly 15% of the Chinese vehicle market. It holds the 1st place in the domestic medium to heavy duty commercial vehicle segment, 2nd in the light duty commercial and SUV segment and 3rd place for the passenger car segment.

The company exports to more than 20 countries worldwide. Russia and Iran are its largest international markets. DONGFENG aims to become one of the top 3 global and the leading domestic commercial vehicle brand.

#### **DONGFENG Commercial Vehicle Company**

This SBU operates as a business unit within the DONGFENG group. Its primary activities include R&D, manufacturing and marketing of medium & heavy duty commercial vehicles. It has

a widespread marketing & service network in China. The unit was established in 2003 as a joint venture with Nissan Japan and has an annual production capacity of 300,000 vehicles. It is China’s largest commercial vehicle manufacturer.

**International Standards of Research & Development and Production.**

In an effort to develop products of international quality and standards, DONGFENG invested heavily to modernize its production processes and facilities. It achieved this through its own independent research and development programs and in cooperation with technology leaders in the industry. Extensive use of computer aided design, testing and the latest manufacturing processes has enabled DONGFENG to reduce product development costs and cycle times. Quality,

consistency and reliability have also increased from rigorous quality assurance processes.

The company boasts Asia’s largest automotive test circuit. This facility contains various road surfaces and conditions spread over 167 hectares. All trucks are tested here for quality control prior to release from the plant.

Its heavy duty truck range is the first Chinese brand complying with European occupant protection standards

The DONGFENG dCi11 engine is manufactured in China’s most advanced engine plant. The site is capable of producing 3 million units annually using the latest processes and equipment available.

**Milestones**

1969	Creation of DONGFENG (then known as Second Automotive Works, SAW)
70s – 80s	Shifted towards production of civilian use vehicles
1975	Independently developed its first product, a military cross-country van
1978	Production of the second model, a 5t loading truck
1980s	Extensive adoption of Cummins engines, Nissan Diesel Driving Cab & other advanced foreign technologies to develop a new flat-fronted truck model. Introduced the first locally made large tonnage truck.
1985	Production of the 300,000th vehicle
1991	Production of the 1 millionth vehicle
1994	Production of the 1.5 millionth vehicle
2000s	The company forged an alliance with Nissan in order to meet the increased competition from global brands. The JV holds the record for being the largest Chinese joint-venture in terms of size and scope of cooperation. By 2003 & 2004, output & sales of DONGFENG medium & heavy duty trucks ranked second worldwide
2004	Truck no. 3,560,000 rolls off the production line
2006	Launch of the Kinland/T-lift new generation trucks
2008	Launch of the Kinrun medium duty new generation trucks

**Awards**

2003	Top Brand for User Satisfaction, Quality & Goodwill, Loading Truck Category – China
2003	DONGFENG commercial vehicle wins the New Zealand International Motor Racing Championship.
2004-5	Popular Medium Duty Loading Truck with High Reputation & Reliable Quality, 2004-2005 – China
2005	Top Brand For User’s Satisfaction, Quality & Reputation, Heavy Duty Truck Category – China
2006	Top Brand For User’s Satisfaction for China’s Truck Market, Medium & Heavy Duty Truck Category – China
2006	Most Fuel Saving Award, Top Runner Award, Fuel Saving Feast Award (Kinland Truck), Most Fuel Saving Engine Award (Kinland Truck) in the ‘First China International Fuel Saving Competition’
2007	Top Manufactures Of Service Satisfaction Award & Top Vehicle For Container Transport Award in the Logistics Users’ Commercial Vehicle Satisfaction Survey – China



#### **Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd**

Dongfeng Commercial Vehicle (Malaysia) Sdn. Bhd. is an importer and distributor for heavy commercial and industrial vehicles. The company has over 10 years experience in providing total transport solutions as a partner to its clients. The company offers comprehensive 4S sales, servicing, spares and systems support services. Their cost-effective and efficient transport solutions often form the foundations for our client's competitive advantage in mission-critical and highly competitive environments.

DFCV has operations in Kuala Lumpur, Penang and Johor Bahru. Other locations are supported through a network of business partners to provide nationwide coverage.

#### **Mastermac Equipment Sdn Bhd**

Mr Eugene Ong, a prominent businessman founded Mastermac Equipment Sdn Bhd. From humble beginnings, the company has grown to become a leading dealer of new and used imported heavy equipment in Malaysia.

Now the authorised sole dealer for the DONGFENG T-LIFT 375.CM Concrete Mixer, the company also has expertise in dealing with other heavy equipment and vehicles such as compactors with padfoot drums, vibrating compactors, tyre rollers, tandem rollers, hydraulic hoses, hydraulic breakers, bull dozers, mobile cranes, motor graders, excavators, forklifts, mixer trucks, backhoes, wheel loaders and much more.

The managing director, Mr Eugene Ong, has more than 30 years of "hands-on" working experiences in the industry.

MASTERMAC EQUIPMENT SDN BHD's yard is located at Lot No. 3667, Persiaran Elektron Bukit Subang, Seksyen U-16, 40160 Shah Alam, Selangor Darul Ehsan, Malaysia

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# Volvo exchanges your parts

*Recycling your parts has never been easier than with Volvo's newly launched Exchange System*

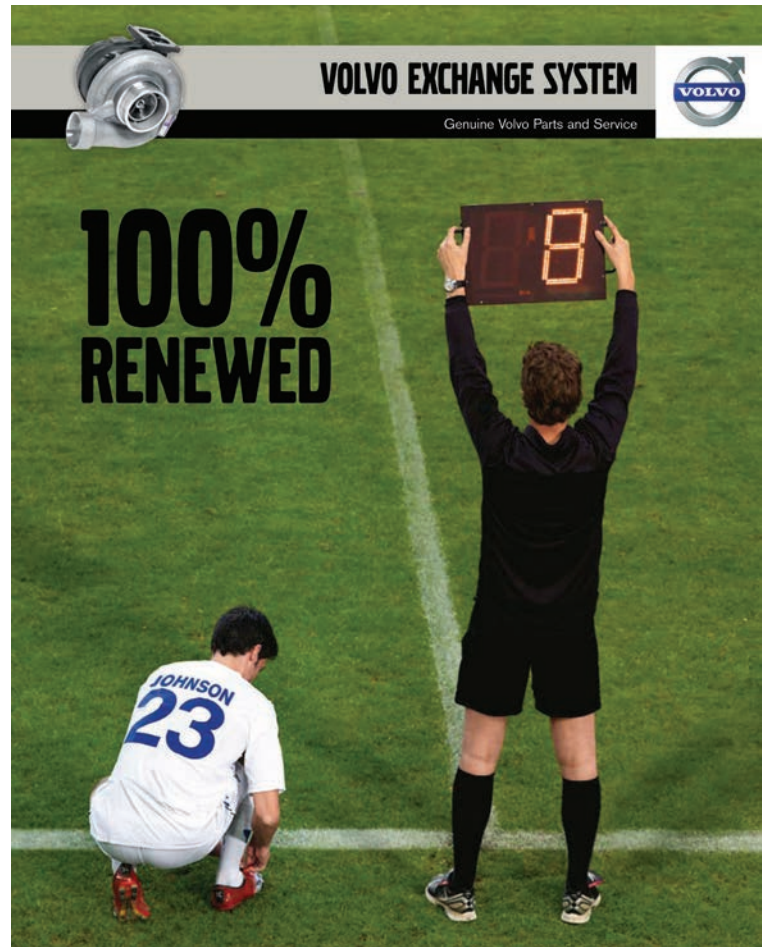
Certain parts and components can be re-used and re-cycled after their original lifespan. Now you can simply hand in your used parts in exchange for parts that have been overhauled by Volvo. Not only will this reduce the impact on the environment, but also allows to chose different tiers of replacement parts, depending on budget and need.

The Volvo exchange offer is covering a wide range of parts products, from major driveline components like engines and gearboxes to consumable wear and tear items such as clutches, from modern fuel injectors to traditional alternators and starter motors. This is possible as many of these parts simply need to be overhauled for a second life. As not all parts are covered by this service, it is recommended to check which parts are included.

Customers simply return the old malfunctioning unit (the so-called core) and get the exchange part at a much lower price than a brand new one. The purchase price will be between 50% to 70% the price of the equivalent new part. Exchange system customers can return the core either at the same time when they buy the exchange part or at a later stage. In the latter case, customers will be invoiced a deposit upon purchase and, assuming the core is able to be remanufactured, will be refunded after the core is returned.

As the intention is to reduce the time the vehicle is off the road by having components in stock, there is no impact on the client's business. With improved parts availability through this system, the need to shut down a vehicle for repairs is to be further reduced. The amount of time saved will vary from repair to repair but essentially it will be the time taken to overhaul any given component. This of course could increase, should the elements of the component require engineering work during the overhaul. This might be the case for jobs such as cylinder head skimming. Certain parts will still be handled by the Volvo Overhaul Room, which Volvo Malaysia is operating to mange overhauls of engines for the local market. These two services are to complement each other to provide teh best possible solution for customers.

One may argue that sending parts back to Sweden also has an impact on the environment. While there is an impact, however, if one compares the environmental cost of transport



versus the cost of manufacturing new components it will be significant.

Service Exchange has been available for many years in the Volvo Group and commenced in Malaysia on 1st January 2013 with all appointed Volvo dealers in Malaysia participating. The programme is aimed at all model variants available in Malaysia new and old. As the components are remanufactured to original standard the quality is the same for both new and service exchange.

According to Volvo, it is important for the company that they continually find ways to lower the whole life costs for their customers.



# Always visible with ISIS

Launched in late 2012 (Asian Trucker reported on this in the Q4 2012 issue), ISIS is a game-changer for the industry where tracking goods is vital and protecting assets is an issue that can build credibility and reputation. Especially cross border transports may require a solution that allows fleet managers to receive real time data about their whereabouts and alerts in case goods are tampered with.

## What is ISIS?

Integrated Security Intelligent Solutions or more popularly known as ISIS was conceived from two different players in the logistics supply chain with common goals for their customer; Firstly, Mega Fortris, globally recognized for their security seals, wished to meet their customer requirements for digital or electronic seals for visibility of cargo during the journey. Secondly, Ctrack also recognized for their GPS/GSM fleet management wished to extend to their customers the visibility of cargo being carried in addition to the operational efficiencies associated with Ctrack.

In November 2011 Research and Development commenced in South Africa on the RFID tags and the enhancements required to the Ctrack Solo to become RFID compliant. With the completion of the product in August 2012, it was agreed that a new company would champion the sales globally and with that a joint venture between Mega Fortris and Ctrack Asia was formalized in October 2012. ISIS was introduced to the world through Mega Fortris Ctrack Solutions Sdn. Bhd. (MF Ctrack) "We believe, ISIS will be a brand name to be reckoned within the next 5 to 10 years in the logistics business" says Omar Hatmi, Managing Director of Ctrack Asia Sdn Bhd.

## Why ISIS?

Traditionally, GPS/GSM tracking solutions only focus on the truck and the driver. Many times cargo losses can't be effectively investigated. ISIS now serves as an extension to Ctrack Fleet Management-real-time information on goods manifested on a journey with a delivery point. On successful delivery of the goods a POD is generated and if an alert is picked up for tampering or wrong delivery.

## How does ISIS work

Basically there are 4 components to the solution;

1. Ctrack iS315 Solo fitted in the truck to transport the cargo
2. ISIS tag attached to the asset, which includes essential information
3. ISIS Inventory Management (IMS) application to capture up to 40 Tags & Asset data/manifests
4. Ctrack Online to create the manifest, route and POIs for each Asset delivery.

Once the cargo is loaded, Ctrack iS315 Solo confirms that the manifest matches with what has been loaded on to the truck and raises an alert for any mismatched loading. Similarly, Solo recalibrates each time it leaves any POI after a delivery to reconfirm manifest it is intact. The procedure is repeated and any discrepancies are being raised as alert in real time using Ctrack Fleet Management's backbone.

## Who can benefit?

ISIS will address various applications in logistics with these ones first;

1. Cash in Transit
2. Palette tracking (electronics, high value goods)
3. Cable seals for fuel tracking, cargo etc.
4. Long Haul – Prime mover & Trailer tracking
5. Long Haul – Car Carriers
6. Project management (on site raw material)

In addition, to other initiatives taken by Ctrack is the Flexi Fleet concept, which means that ISIS is not restricted to Malaysia only. Fleets can use ISIS across borders with Ctrack's unique offer of bundled roaming pricing, which ends the days of receiving horrible roaming bills each month. Imagine your cargo packed in Kuala Lumpur can now be delivered in Vietnam at the same tariff, real-time tracked by customer and yourself at any time.

The evolution of ISIS will continue with more challenges discussed with customers. Ctrack is confident that ISIS will be an advantage for their customers as it will be a value added service they could offer their clients and Ctrack's customer will have a total visibility on their goods in a single platform. Customers now have a total solution that caters for their needs in terms of security and peace of mind. To learn more about ISIS please visit [www.isis-ctrack.com](http://www.isis-ctrack.com) or call +60 3 5122 6118



# MAN and SANY

## agree on supply agreement in construction machinery sector

**M**AN Truck & Bus AG and SANY Heavy Industries sign a master agreement on the delivery and sale of concrete pump chassis and other special-purpose vehicles in China.

The representatives of SANY Heavy Industries Co. (SANY) and MAN Truck & Bus AG have signed a master agreement covering the delivery of MAN chassis to China. The two companies will step up their business relationship with regard to special-purpose vehicles, sales and service of those with a view to strengthening their respective market positions in the construction-machinery sector and safeguarding them in the long term.

SANY has for many years now been one of the world's leading manufacturers of construction machinery and has an extensive

product range to offer, the focus being on concrete mixers and concrete pumps. In 2012 the company purchased the German concrete-pump manufacturer Putzmeister.

"We are proud that SANY has decided to equip its concrete pumps with robust and environmentally compatible chassis and engines from MAN. MAN products are the ideal basis for ensuring that these construction-site vehicles will operate efficiently and safely. For MAN Truck & Bus the master agreement with SANY is a further milestone on the way to accessing the Chinese market but also to growth in the rest of Asia", said Dr Frank Hiller, Director of Marketing, Sales and Services at MAN Truck & Bus AG.



## FASC assembles first DAF LF distribution truck in Taiwan

The first locally assembled DAF LF distribution truck came off the production line at FASC - Formosa Automobile Sales Corporation – in Taiwan. DAF has been active in Taiwan since 2006 and is the market leader among the European brands. FASC, responsible for the marketing and sales of DAF trucks in Taiwan, assembles two versions of the popular distribution truck: the 12 ton LF45 and the 17 ton LF55. “The LF is very manoeuvrable and with its easy cab access and low weight the vehicle is perfectly suited for urban and regional distribution,” said Seiko Chen, Chairman FASC. “With the LF, we want to further strengthen our position in Taiwan and we aim to assemble 200 vehicles next year.”

The DAF LF trucks are assembled in Taiwan by using so-called ‘SKD’ packages (Semi Knocked Down), which are shipped from

Leyland in Great Britain to Taipei. FASC assembly employees are trained by DAF which guarantees that the quality of a truck assembled in Taiwan is of the same high level as a manufactured vehicle in Europe. Besides the LF, Formosa since 2006 also assembles the popular DAF CF85 series.

“Almost a year ago, FASC assembled the thousandth DAF CF85. With the start of the assembly of the LF45 and LF55 we have added a new milestone in the cooperation,” said Michiel Kuijs, Managing Director Sales Operations at DAF Trucks NV. “We are proud to have a professional and successful partner like FASC to work with on the further expansion of DAF Trucks in Taiwan.”

# Malaysia Truck Fair held in Johor



On January 12 – 13, 2013, the Johor Lorry Operators' Association (JLOA) held the Malaysia Truck Fair to raise money for the Association. Simpang Renggam Member of Parliament, Liang Teck Meng was the guest speaker at the two day event held at Sutera Square, Sutera Mall, Skudai in Johor. The Association offered 34 exhibition spaces for original equipment manufacturers, parts, accessories, lubricant suppliers as well as services to the industry.

Mr Jong Foh Jit, President of the Pan Malaysia Lorry Owner's Association, that supported the Fair, spoke at the opening ceremony about the issue that truck owners in Malaysia are facing. "The highways in SE Asia are considered among the best in the world," he stated. "There are more powerful trucks available, but they are not allowed on the roads in Malaysia." He also touched on the issue of overloading of trucks, which has become a pressing issue for owners in Malaysia.

Guest Speaker Mr Liang Teck Meng stated that in the past few years he has been in close contact with the truck owners and the Association. "They throw me a lot of questions," he stated. "They are a very united organisation. This exhibition," he continued, "is a great opportunity for the people to come together at one time and it gives them the opportunity to learn about the many brands that are offered in Malaysia."

Major companies such as Volvo, Scania, Man, Fuso, Daimler, Hino and Shell participated in the two day event. After the opening ceremony, which included a Lion Dance, a buffet lunch was served. The many dignitaries present toured the grounds and got a close up look at the many products being offered. In the afternoon Product & Service Networking sessions were held.



# Sinotruck starts the year with record sales and confidence



Having closed the books on a successful year, Chinese Truck brand Sinotruck looks forward to another great year in Malaysia. According to Mr. Loo, the company has met the targets last year and is now upping the projected sales for this year.

According to Loo, several business have placed substantial orders for new vehicles. ICCL and EAE, both from the northern region purchased 10 and 20 trucks respectively. Integrated Logistics, one of Sinotruck's longest standing clients just added another 15 prime movers as well, further increasing the population of the Chinese brand among their fleet. Further 30 trucks are currently being prepared for a client in East Malaysia. All the above are prime movers in 4 x 2 and 6 x 2 configuration.

Kevin Tan, Managing Director of ICCL, told Asian Trucker more about his purchasing decision. His fleet comprises of some 150 trucks. "Our core business are cold-chain solutions. You can imagine that we cannot afford to have our trucks breaking down. The average age of our fleet is no more than 6 years. We found the Sinotruks to be reliable and price-worthy". According to him, the fact that Sinotruks are the most popular China-truck brand helped with the purchasing decision: "We operate throughout Malaysia and into Singapore. We need to be sure that spare parts are available when we need them and Sinotruck gives us this peace of mind". Good evaluations for fuel consumption further support the company's move to buy Sinotruck. Tan is already planning to place more orders for Sinotruck's vehicles later in the year.

The biggest order for January however goes to an unnamed client that has just purchased a total of 90 special purpose vehicles. With this, the company is already having a head start in achieving their total sales goal of 500 vehicles for this year. "Come MIBTC, we will have more exciting news" hinted Loo without revealing the actual plans for the exhibition.

Having just opened a purpose built workshop (Asian Trucker Issue 11), Sinotruck has also invested further in building a service network across the Peninsular Malaysia. For the northern region, two dealers were appointed. One of which is located in Prai and the other one on Penang Island itself to cater to the needs of customers in the area.

# A.R.T. Logistics taking the long, hard road to success

As the mining industry in Mongolia steps up production, one of the main obstacles to maintaining the upward growth pattern is the poor infrastructure in the landlocked country, meaning that deliveries of critical supplies and equipment to the mines are often delayed, resulting in lost production. In Russia as the oil and gas fields move into full production, demand is high for new drilling rigs and heavy engineering equipment, the oil and gas fields are in remote areas without roads or electricity.

**For A.R.T. Logistics these are the kind of challenges they live for.**

“We specialize in transporting heavy and outsize equipment through some of the world’s most hazardous terrain. Many of the oil and gas fields in Russia and Central Asia are in remote regions, with extreme weather conditions, searing heat in the summer and freezing weather in the winter. There are limited periods of the year when we are able to access the production sites,” said Tatiana Serova, Commercial Director for A.R.T. Logistics.

The A.R.T. name is an abbreviation of the key modes of transport used by the company: Air, Rail and Truck.

**The A.R.T. of Trucking**

Trucking is at the heart of many of the logistics projects they manage. “Truck based transport solutions provide us with more control over the project schedules, we are transporting multi-million dollar oil drilling equipment across thousands of kilometres of rough terrain. We have the flexibility of using the right rigs and trailers and back up trucks and drivers,” said Serova.

A.R.T. Logistics also operates an intermodal service utilizing a combination of trucking and rail to cover the long distance legs from China to Russia through Kazakhstan.

“We often use rail for the long haul leg of the journey and we have to transfer the cargo at the China-Kazakhstan border and organize and position the right rolling stock, wagons and lifting equipment,” said Serova.



During the peak periods there are delays at the border points as the sheer volume of freight trains looking to cross the border slows down transit times often for days .

In such periods, A.R.T. Logistics moves its superheavy weight oil drilling equipment on to the road.



“Our customers are the oil majors, their daily oil production is worth up to US\$200,000 a day. We are responsible for delivering the equipment on time, in prime condition. We have multiple contingency plans for each project to ensure the project is completed on time and on budget,” she said.

The most challenging trucking product offered by A.R.T. Logistics is the Europe to Mongolia LTL (Less-Than-Truckload) service. The company is focused on connecting oil and gas equipment suppliers from Western Europe with the remote

mineral rich regions of Central Asia and the Russian Federation.

### **Risk Management in A.R.T. Logistics’ DNA**

Risk management is in A.R.T. Logistics’ DNA, because the company works with high value shipments in hazardous environments in remote locations with poor infrastructure.

“We always have contingency plans in place to minimize risk. The advantage is that we know we are able to give our customers peace of mind that we will deliver the shipment in good condition and on time,” said Serova.

“In the oil and gas industry this is critical as any delay means that production days are lost costing many hundreds of thousands of dollars a day,” she added.

### **Hong Kong Global Headquarters**

A.R.T. Logistics moved its global headquarters from Switzerland to Hong Kong in October 2012. The company provides a broad range freight logistics services across Russia, Central Asia and the CIS (Commonwealth of Independent States, formerly the USSR), handling difficult, complex shipments in hazardous environments. In Asia-Pacific its focus is handling very large pieces of oversize equipment particularly in the oil and gas and mining sectors.

“We are growing quickly in Central Asia and into Mongolia and Hong Kong has the connectivity, infrastructure and professional services to provide a good platform for our business to grow,” said Tatiana Serova, Commercial Director of A.R.T. Logistics. After three years of doing business in Hong Kong, the office was expanded to serve as both A.R.T.’s global headquarters its operations hub. “We are able to access the professional services, skilled personnel, financial services, communications and IT services required to manage a global business,” Ms Serova said.

Hong Kong was viewed as the best location for the company’s headquarters for a number of reasons. “Most of the shipments we deliver originate or are destined for China and Southeast Asia and Hong Kong is ideally located for us to manage those countries. It is also a good place for strategic management decision-making, and has a high concentration of talent. There are also many opportunities for international business communications. Even though Hong Kong is currently not the territory of origin for the majority of projects we manage, it is the place where many of our business contracts have been negotiated and agreed.



“Another important reason to locate our headquarters in Hong Kong is that some of our service products are very popular with other freight forwarders, who use our services. As one of the very few specialists on Russia and CIS trade lanes in Hong Kong, we are leveraging this service exclusivity in the city as a competitive advantage.”

In terms of growth in the Asian region, China and Southeast Asia will be major drivers in A.R.T. Logistics’ business expansion plans, Ms Serova said. “Hong Kong is a leading logistics hub in the Asia region and is the leading global air cargo hub. The port is also one of the world’s biggest in terms of volumes and this also means we have the flexibility to access global markets through Hong Kong.”





### **New Office in Belarus – Crossroads of Europe and Central Asia**

In other areas of development A.R.T. Logistics has opened up a new office in Belarus, the country is strategically important for the company as it is at the crossroads between Europe, Russia and Central Asia.

“We have our own people on the ground at all of the major border towns and loading centres, we also have our own project logistics experts on site when the shipments are delivered. The special handling requirements mean that we also able to access the right equipment for each job and have a network of suppliers throughout China, CIS and the Russian Federation,” she added.

### **The future is bright**

Despite the global downturn and volatility in the global shipping and airfreight sectors, A.R.T. Logistics generally works with carriers that specialize in breakbulk and project cargo and there is adequate capacity in the marketplace in this sector and so rates are competitive.

“In the mining, oil and gas markets have seen a slowdown in the more developed tradelanes, however, in the frontier and developing markets we work in there has been sustained growth, which we see continuing into 2013,” said Serova.



# Esso Sammy



puts the **tiger on**  
the truck

*A familiar sight in Sentul, Kuala Lumpur, this vehicle puts a smile on the faces of customers, other motorists and passers-by*



**Name:** Vengidasamy Rethinasamy,  
known as "Esso Samy"

**Age:** 46

Married with one son, Slim River born Samy has been in Kuala Lumpur for over 16 years.

His current lorry is a Hino, which he has been driving for 2 years after using a Nissan Vanette for 15 years. During Christmas, he dresses up as Santa Claus to make children happy.

**AT: What is it that you do?**

**SR:** I run my own business. I deliver gas cylinders to restaurants, Mamak stores and private homes.

**AT: Why a Hino truck?**

**SR:** It is a bit bigger than my previous vehicle, so I can load more and get more done in a day. Also, this vehicle is easy to load and it carries up to 2 tons.

**AT: What's with the tiger(s) on your truck?**

**SR:** Firstly it is a sign of power. I am very determined to make a good living with my business for my family. As you know, the Tiger is also the symbol of Esso. Up until the rebranding, I have been delivering Esso gas cylinders. In the 18 years that I have been doing this, I have already gone through 11 tigers. Sometime clients give them to me, or Esso sponsored them.

**At: What do your clients say about the tiger on the truck**

**SR:** They all they "There is only one Esso Samy". When I drive around town, I also get "Thumbs up" from the police or JPJ.

**AT: How do you find business**

**SR:** People see the lorry with the tiger and call me because the vehicle sticks to their memory. Many of my customers recommend me to others. I work 6 days a week and only take Sunday off. I think one has to provide good service, be honest and ensure to keep promises. That is why clients keep asking for me. Also, I am always positive. I am serving Sentul, Kuala Lumpur and Kepong. That is a large area already with many customers that need gas.

**AT: Has anyone ever tried to steal the tiger from the lorry?**

**SR:** Luckily no.

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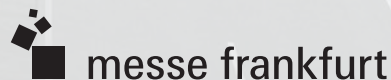
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# MIBTC Official Launch



Asian Trucker Media Sdn Bhd unveiled its international scaled exhibition, the Malaysia International Bus, Truck and Components Expo 2013 at the official media launch ceremony today. It was officiated by Yang Berhormat Tan Sri Dato' Seri Syed Hamid bin Syed Jaafar Albar, Chairman of Land Public Transport Commission (SPAD).

At the ceremony, Yang Berhormat Tan Sri Dato' Seri Syed Hamid bin Syed Jaafar Albar said, "Having an exhibition like MIBTC in Malaysia will certainly boost the commercial vehicle industry. Given Malaysia's strategic geographical location, superb state-of-the-art infrastructure and pro-business environment positions the country to be a strategic gateway within the South East Asia region. Hence, Malaysia is certainly the ideal location to host MIBTC coupled by its strong growth potential in the commercial vehicle market. This should provide for the necessary exposure needed by the manufacturers to the industry's latest technological developments."

"As Scania continues to provide the best profitability for their customers by delivering optimised heavy trucks and buses, engines and services for the past 40 years since stepping foot into Malaysia, MIBTC is a good avenue for us to introduce new products and services to our customers and also a great opportunity for all key industry players to get together to share ideas with one another," said Ian Tan, Southeast Asia Marketing and Communications Manager from Scania Malaysia, which is the Platinum Sponsor for MIBTC 2013.



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