ISSUE 2, 2010

ASIAN TRUCKER

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Scania R-series
2010

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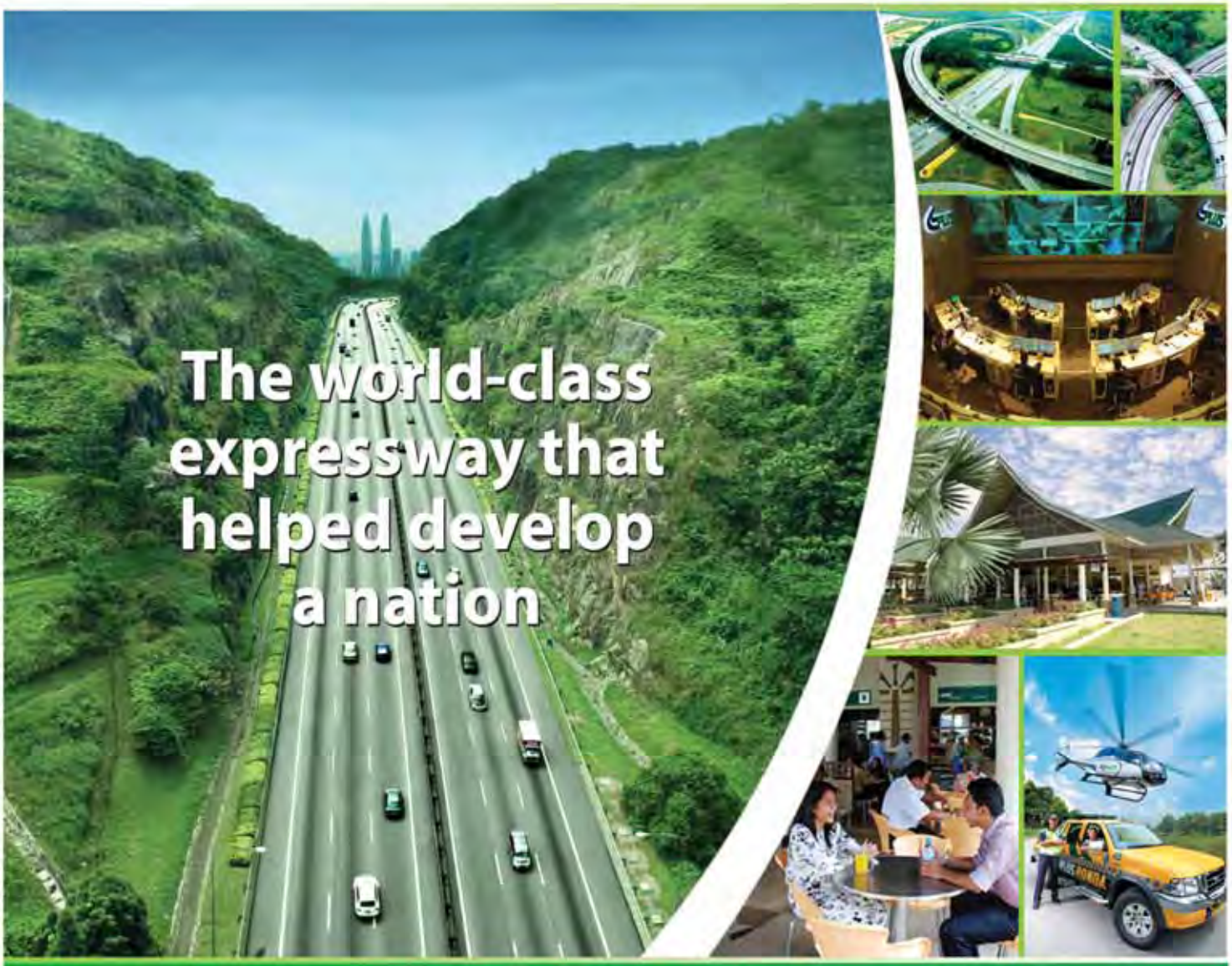

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ASIAN TRUCKER

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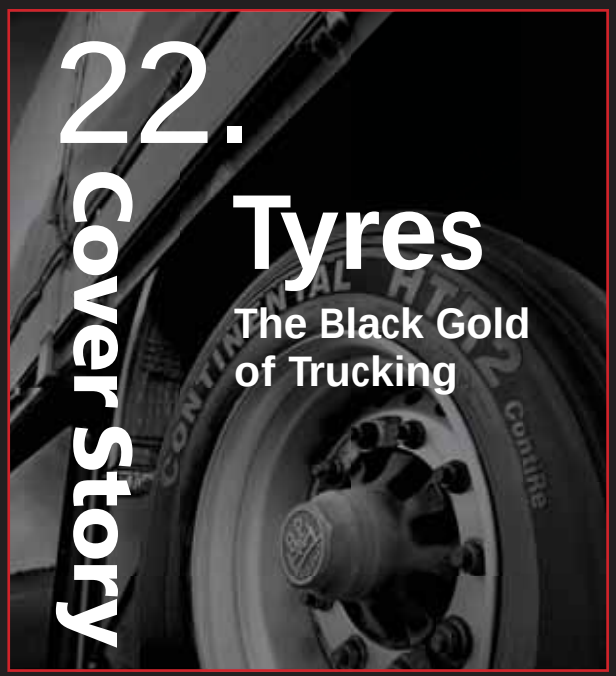

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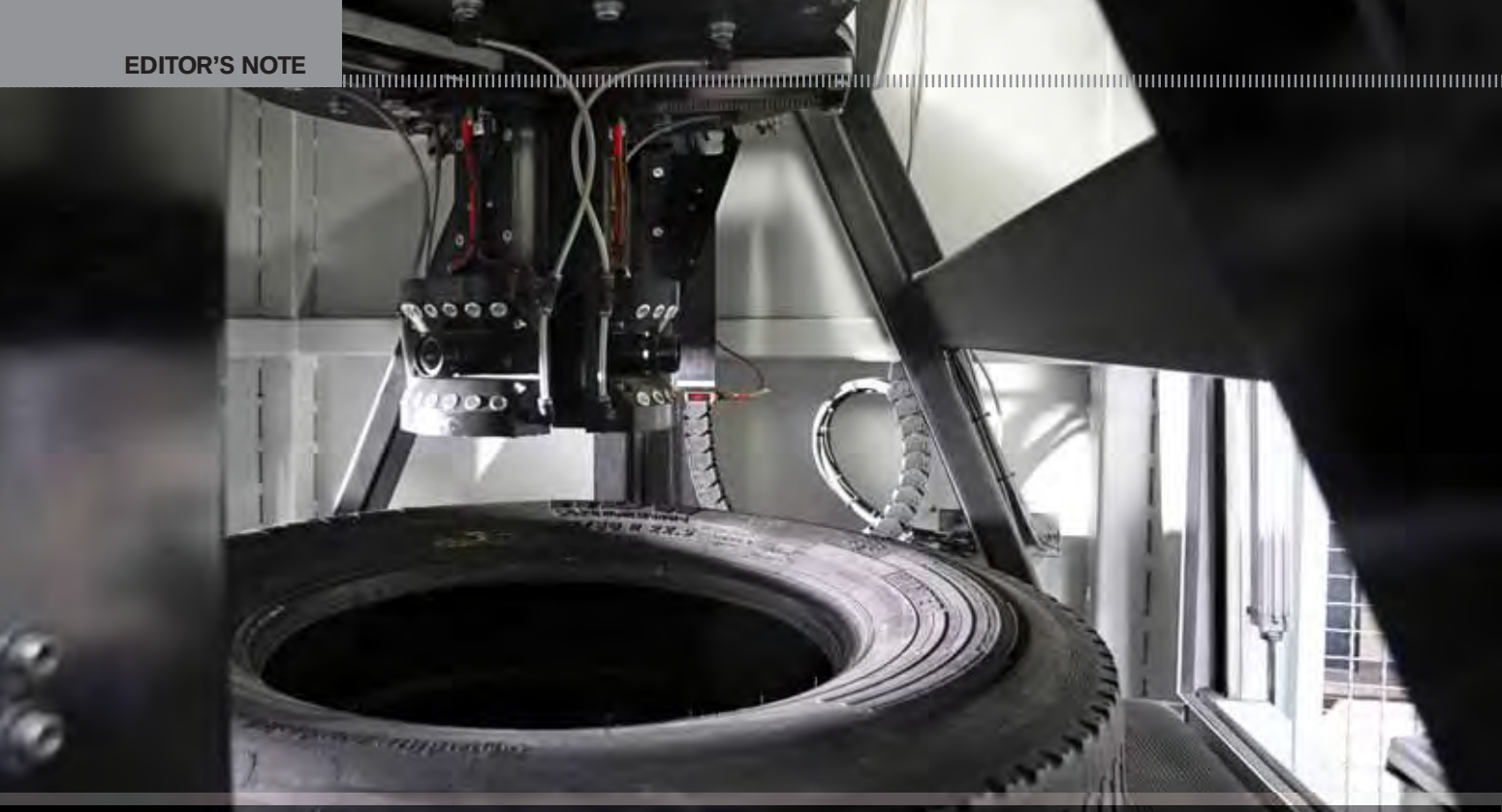

WHERE THE RUBBER HITS THE ROAD

Asian Trucker magazine is aimed primarily at fleet operators, truck manufactures, parts suppliers and those involved in transportation. However, looking at the content of this issue there is a great deal in it for the general reader.

In the article **'Tyres — The Black Gold of Trucking'** one gains an understanding of the importance of tyres to the industry, but for those interested in history, or in trivia, there are great little nuggets of information such as: "The word 'tyre' stems from the original process used to produce wheels. Steel rims were 'tied' to a wooden wheel." It makes for a good read for just about anyone.

And while we look at the history of the trucking industry we also look to the future, providing a forum for products that can help the performance of the driver or the machine. It is the problem of fuel contamination that gets our attention and we highlight one product that can address what can be a real challenge for owners and drivers. "FuelActive offers an answer to the problem of fuel contamination." Here's a product that will help keep your fleet on the road with fewer breakdowns.

People drive the industry and in our interviews and profiles Asian Trucker allows industry leaders to express what is on their mind: "One of the advantages that we have is our strong brand name among the European truck manufacturers. However, that alone is not enough. Our brand name is supported by our strong dealer network," notes **Mr Eric LeBlanc**, Managing Director Volvo Malaysia.

We are greatly pleased with the reception of the first issue of Asian Trucker and all indicators point to strong growth for the publication. Though we are a print means of communication Asian Trucker is also expanding into other mediums. Our newsletter goes out to our extensive data base and we recently launched our website. Please let your friends know about www.asiantrucker.com where they can subscribe to the e-newsletter or the magazine. You are not going to want to miss an issue.

We look forward to your feedback and your participation in providing ideas and content for Asian Trucker.

Floyd Cowan
Editor

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MASBA brings **Swedish Business Community** to Scania Malaysia

Trucks ready to roll

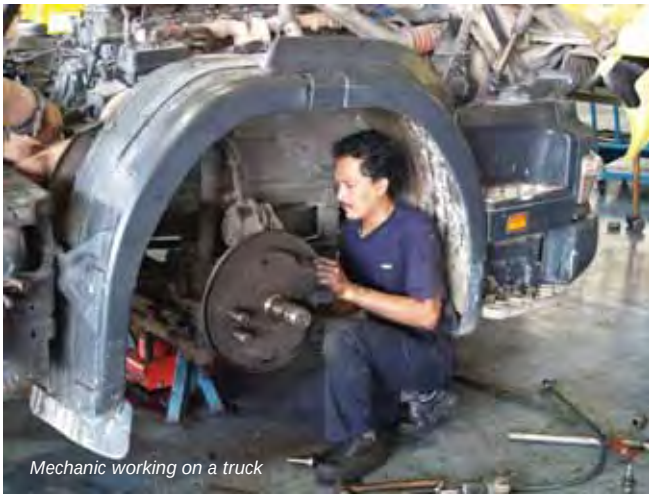
Mr Idros Bin Puteh provides valuable insights into the trucking industry to MASBA Members

Scania Malaysia was the host of the latest event organised by MASBA (Malaysian Swedish Business Association). On April 15, 2010 company representatives from various industries gathered in the service centre of the Swedish truck manufacturer for a networking session and the opportunity to meet with the Scania staff. Welcomed by the Scania team, visitors got to see the facilities and learn about the trucking industry in Malaysia.

Mr. Idros Bin Puteh , General Manager of Scania introduced the Scania brand and the operations to the MASBA members. Following this, an insightful tour through the workshop followed. Hans Hansson, After Sales Business Development Manager, explained the various workstations and pointed out interesting facts about the vehicles, customer requirements and the processes applied with Scania.

Asian Trucker would like to thank MASBA and Scania for the opportunity to join the group.

Scania everywhere


Mechanic working on a truck


Participants listening

Sinotruk

Moves Operation to **New Workshop**

Fresh from announcing record sales of trucks over the past 18 months, Sinotruk has moved its operation into a new workshop and assembly plant. Located in Klang, the facilities are also closer to the customers' operations, giving Sinotruk an added advantage.

According to Steven Foster, Managing Director of Sinotruk, the move was necessary as the old assembly plant was no longer sufficient to handle the order volume and the full range of products now on offer. With the new plant firmly in place, Sinotruk now has the capacity to assemble up to 600 trucks per year. In addition, a new and larger workshop is connected to the plant.

"We are planning to incorporate other downstream services over the next couple of months," Foster told Asian Trucker in an interview. According to Foster, there are several ideas that are currently being evaluated. Earlier this year, Sinotruk announced record sales of over 200 trucks within its first 18 months of operation.

The workshop is located at:
Sinotruk Service Centre
Lot 1564, Batu 4
Jalan Kapar
42100 Klang
Selangor DE Malaysia

Sinotruk's head office will remain in the premises along Federal Highway:
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Stonecutters Bridge Opens

(Hong Kong) Stonecutters Bridge, the world's second longest spanning cable-stayed bridge, opened on December 20, 2009.

Photo Courtesy Arup ©Marcel Lam Photography

With a highly distinctive form, the bridge's design features include a 1,018m-long steel main span supported by two 290m-tall concrete and stainless steel towers and a 53m-wide deck split into two streamlined boxes connected by ross girders.

Stonecutters is one of only two cable-stayed bridges with a span in excess of 1,000m. The innovative bridge design provides a vertical clearance of 73.5m over the navigation channel.

The sheer size of the bridge meant that extremely accurate dimensional control was required during the casting of concrete, prefabrication and assembly of large-scale steel elements that make up the deck.

During construction the most challenging part was the coordination between the various elements of the bridge. All parts had to fit together, which required close coordination between the temporary and permanent works and between on-site and off-site construction.

The bridge straddles Hong Kong's Rambler Channel at the entrance to the Kwai Chung container terminals, providing a landmark gateway to one of the world's most vibrant trade centres. It will facilitate logistics industry development and will play an important role in coping with growing traffic between Northeast New Territories, Kowloon and the western part of Hong Kong.

The 1.6km long crossing will be the centrepiece of the new Route 8 strategic link, a 7.6km dual three-lane expressway linking Cheung Sha Wan and Tsing Yi Island. The route will improve access between the International Airport and the urban areas of West Kowloon and provide enhanced links to the container port — one of the busiest in the world.

Arup provided a broad range of multi-disciplinary services to the project including civil, structural, mechanical and electrical, geotechnical, traffic, wind, marine and durability detailed engineering design and construction supervision.

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Daimler & Sembcorp
Test Econic NGT

Daimler South East Asia has partnered with Singapore's Sembcorp in a trial of eco-friendly Mercedes-Benz commercial vehicles for municipal waste collection.

At a hand-over ceremony at the Mercedes-Benz Centre, in Singapore, Daimler South East Asia and Sembcorp officially kicked-off a partnership for a one-year-trial of an ergonomic, state-of-the-art Mercedes-Benz Econic NGT truck for municipal garbage collection services, on July 20, 2010. The trial aims to test daily operational - and reliability parameters of the Econic NGT truck. Public acceptance of the NGT truck will also be monitored.

Eco Friendly Attributes

The Mercedes-Benz Econic NGT truck is powered by a 6-cylinder CNG engine with an output of 205 kw. Its CNG consumption equivalent to standard diesel technology is up to 14 percent lower and noise emissions are reduced by as much as 50 per cent – thus offering lower operational costs. Its carbon dioxide emissions are below the limits set by the EURO 5 standards, which adds to the vehicle's eco-friendly attributes.

The Mercedes-Benz Econic NGT is a success story in itself – with around 12,000 units produced during its 12 years of history – thereof around 1,000 units in NGT-versions.

The ergonomic low-entry concept of the Mercedes-Benz Econic NGT makes it easier and safer for the driver and crew members to get in and out of the cabin and provides smooth riding comfort. The low-floor cabin design with its panoramic windscreen also makes the truck easy to manoeuvre in dense urban traffic and smaller roads.

Daimler & Urban Development

"We are glad to be able to have another opportunity to contribute to Singapore's urban development," said Wolfgang Huppenbauer, President and CEO Daimler South East Asia. "As a full-liner in the automotive industry, our product portfolio enables us to supply vehicles for nearly all applications: luxury passenger vehicles and also – as the world's largest manufacturer of commercial vehicles – vans and trucks and buses. In Singapore, Mercedes-Benz buses have been used for decades for public transport.

"Mercedes-Benz trucks are in operation at the PSA, Changi Airport and at SembWaste as special purpose vehicles or as prime movers – just to name a few application fields," Huppenbauer continued. "And in the van business, Mercedes-Benz products play a significant role here with vehicles for goods, services and passenger transport. We look forward to a successful trial and to many more Econic NGT trucks on Singapore's roads."

Information
www.media.daimler.com

TECHNICAL DATA SHEET

Model	: Mercedes-Benz Econic
Vehicle type	: 2628G L/NLA
Drivetrain	: 6X2/4
Cab	: L-Cab with high roof
Engine power	: 205 kW (279 HP)
Wheelbase	: 3900 mm
Steering type	: right

Paint

Cab colour	: White aluminium metallic (MB 9206)

Vehicle equipment

Engine
Natural gas engine M 906 LAG

Output	: 205 kW at 2200 rpm
Emission standard	: in compliance with Environmentally Enhanced Vehicle (EEV)

Gas tank

Eight (8) compressed gas containers, total capacity 640 litres

Clutch & transmission
Allison 3000 P Automatic transmission 6/3.49-0.65, with Power-take-off for hydraulic system

Axles & suspension
Front axle 7.5 t
Rear axle 13.0 t
Trailing axle 7.5 t, hydraulically steered
Stabilizer front axle Stabilizer rear axle under frame
Front axle with air suspension
Axle load measuring device
Chassis Raising/lowering system

Wheels & tyres
Alcoa diamond-polished Light Alloy rims
Rim: 9.00x22.5
Tire: 315/70 R 22.5

Brake system
Disc brakes on front and rear axle
Anti-lock braking system (ABS) with Acceleration skid control (ASR)
Frequent-stop brake for municipal operation
Telma retarder

Cab
Cabin with high roof
Wide-angle exterior mirror, electrically adjustable
Front and Ramp mirror on co-driver's side
Power window on driver and co-driver's window
Driver's comfort suspension seat
3 co-driver's seats with head restraints
Steering column bracket adjustable in 2 planes
Electric Sunblind
Instrument cluster with graphics-capable display and Telligent maintenance system
CD-radio
Air conditioning system

Electrics / electronics
Fog lamps, halogen
Cruise control
Audio warning for reverse gear

Volvo Malaysia Successfully Kicked off 2010 Fuel Watch

Philippe Roques (CFO, Volvo Msia), TY Lim (Vice President, Aftermarket) & Anwar John (National Sales Manager) customers during the Customer Seminar

Volvo Malaysia has launched 2010 Fuel Watch activities, which consists of Volvo Trucks, Fuelwatch Drivers Competition, Customer Seminars, and Parts & Service Agreements Campaigns.

The roadshows are conducted in all Volvo-owned dealerships in Shah Alam, Prai, Johor Bahru, Kuantan (West Malaysia) and Kuching, Bintulu (East Malaysia). The final Fuelwatch Drivers Competition will be held in early September 2010.

Customers listening to the topics on Fuelwatch, Genuine Volvo Parts etc during the Customer Seminar

Volvo successfully held the first Fuelwatch in Shah Alam on July 15, with a Customer Seminar and Drivers' Competition. A total of 24 key customers participated in the Customer Seminar which focused on fuel management approach, the benefits of using Genuine Volvo Parts and Service Agreements that Volvo offers.

As for the Drivers' Competition, Volvo has 67 Volvo Trucks customers' drivers participating in this qualifying round. In the qualifying round, the drivers have to take the Theory and Truck walk-around tests. Volvo expects over 150 drivers will participate in the Drivers' Competitors in roadshows around Malaysia.

For the finals there will be about 25 finalists selected during the qualifying rounds, taking part in Shah Alam, which will include driver training in safety and I-shift driving, and on-road driving.

The champion will then proceed to Sweden to participate in the Fuelwatch Competition at the Asia level which will include countries such as China, Korea, and Thailand.

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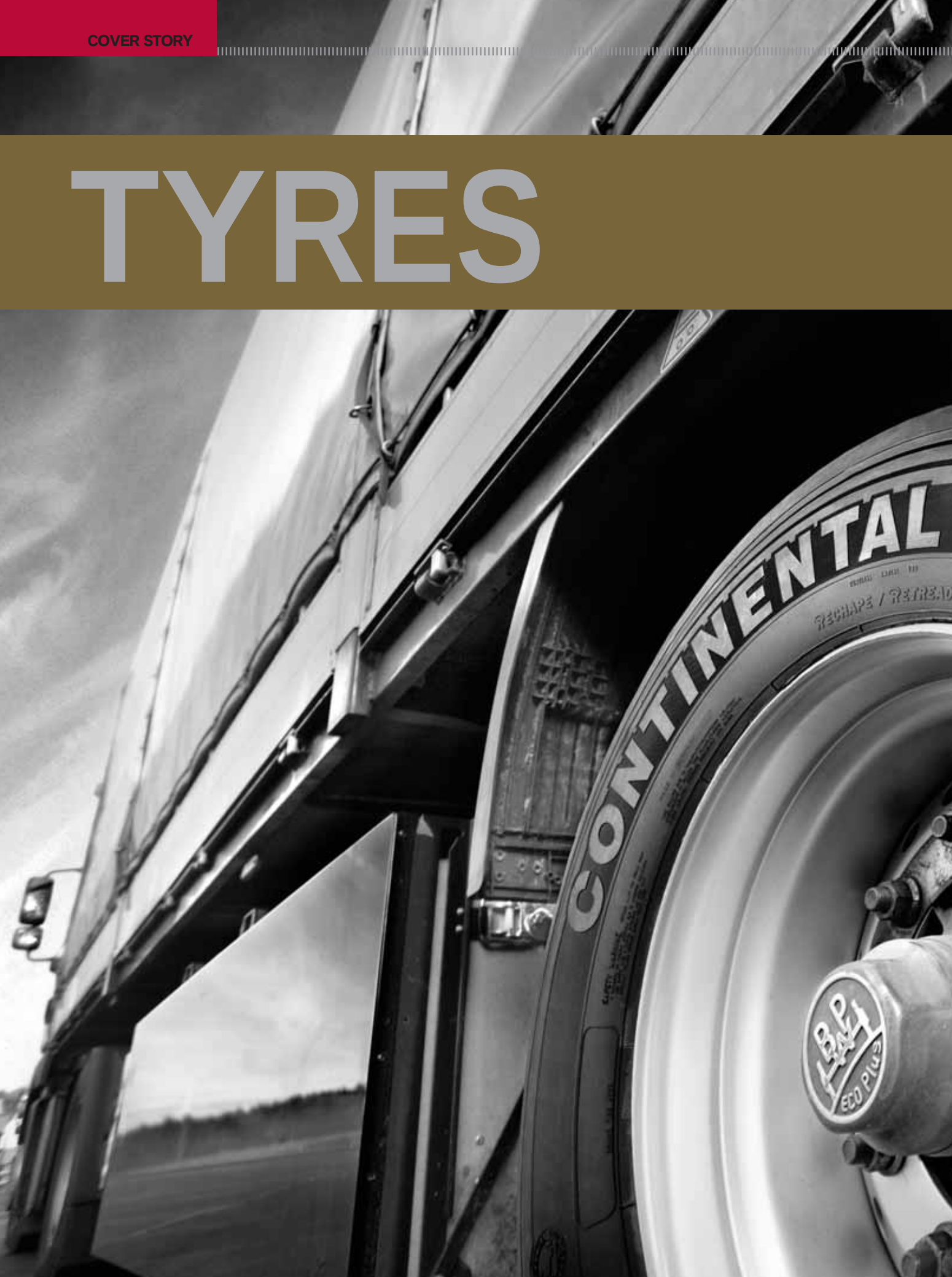

The Black Gold of Trucking

Asian Trucker takes a look at the history and the future of the 'black gold' of trucking – tyres.

Trucks are comprised of many parts and components and feature a myriad of accessories and optional applications. Tyres are indispensible in the trucking world so it is no surprise that a whole industry and science have developed around them. A wide range of tyres exist, offering the best ride in different conditions.

With so many tyres available there come misconceptions. Tyres are one factor that influences the fuel economy of a truck. Also, as with any other part of a vehicle, tyres need care and attention to perform at their best.

Humble Beginnings

The word 'tyre' stems from the original process used to produce wheels. Steel rims were 'tied' to a wooden wheel. Originally, this steel band was meant to protect the wheel from wear and tear. This method is now over 200 years old, originating in 1800. It took another 45 years before the pneumatic versions made their first appearance, at a time when motor vehicles, as we know them, were not invented. Tyres have been around longer than cars or trucks.

Another material that needed to be created before tyres as we know them came into existence was rubber. Rubber has its own fascinating history and development and we will leave the exploration of that to another time.

Sources list various 'inventors' of modern tyres. All the well-known names appear: John Boyd Dunlop, Charles Goodyear and Andre Michelin — pioneers of tyre engineering. Robert William Thomson was the first to patent the pneumatic tyre. In the mid 1800s, these tyres were mainly used on bicycles, a major means of commuting. It wasn't until 1895 that pneumatic tyres were first used on automobiles.

New legislation around pneumatic tyres fuelled an engineering frenzy to produce more and better tyres. Chemicals were added to improve durability while others focused on areas such as the valve. In 1898 the Schrader valve was introduced, looking very much the same as modern valves look today.

Rubber Revolution & Tubeless Tyres

Rubber revolutionised tyre manufacturing and development. Initially, there were several tubes under the cover of the outer sheet of rubber. Eventually, only one tube was set inside the tyre. Grooves were introduced in 1908 by Frank Seiberling, another tyre pioneer.

Today, these grooves constitute the 'tread'. The tread is the part of the tire which comes in contact with the road surface. The tread is a thick rubber, or rubber/composite compound formulated to provide an appropriate level of traction that is

more resistant to wear. One of the main aspects of truck tyres today is durability.

Over the decades, the development of tyres moved from pneumatic tyres to detachable pneumatic tyres. W.E. Barlett invented an improved detachable tyre and rim. His rim incorporated a curled edge under which the hard rubber 'clincher' or beads expanded when the tyre was inflated. The tyre had to be stretched when fitting to enable the bead to slide over the curled flange. This led to difficulties of seating when the tyre was subjected to hard cornering forces.

At the same time, a Mr Welch, in conjunction with the newly-formed Dunlop company, invented inextensible steel bead wires and drop centre rims that were the forerunner of modem wheels and tyres.

Rolling Forward

It was in 1915 that the Palmer Tyre Company of Detroit made a great stride forward. They pioneered the first rubberised 'cord' fabric and made the first 'Cord Tyre'. The fabric they used was not woven, it was all warp and no weft. All the strands of cord were laid parallel to each other and pressed into sheet rubber. The tyre casings were built using sheets of cord material, cut on the bias and laid across each other — each ply completely separated from the next by its rubber coating. The cross-ply had come into being.

In 1919 pneumatic truck tyres were announced by both Dunlop and Goodyear. At this time tyres were making quantum leaps in their development.

Experimentation continued and the search for stronger and cooler running cord materials was ceaseless. By 1937 steel cords were being used in cross-ply truck tyre manufacture. It should be remembered that right up to the beginning of the Second World War, many trucks were still using solid tyres.

Then, in 1947, came the first radial tyre, a tyre that has revolutionised the transport industry. Hailed as the first major innovation in tyre technology since John Boyd Dunlop's first practical pneumatic tyre it is the blueprint for the tyres we use today.

Keep your Tyres Safe and Fuel Efficient

Many of the safety precautions we know from passenger cars also apply to truck tyres. It is crucial that drivers check the tread regularly for irregular wear. If tyre grooves are too worn there is a high risk of aquaplaning while driving on wet surfaces. The correct tyre pressure is vital when it comes to breaking in emergency situations.

In today's trucking world, fuel economy is a major aspect of operating a truck or a fleet. The right choice of tyres, according to the requirements, will help reduce the overall cost of ownership. It is recommended that you consult tyre specialists before fitting just anything.

As a leader in the market, Continental develops one tyre per application. Tyres now last thousands of kilometres and the development of new tyres is focused on the key aspects: reducing fuel consumption, reducing rolling resistance and, lastly, increased durability.

Retreading Extends Lifespan

There are two ways of extending the life span of tyres. One is re-grooving, the other is retreading. As most readers may be more familiar with regrooving, we will focus on retreading in this article.

Two methods can be used for truck tyre retreading: hot retreading and cold retreading. Only carefully selected and properly inspected casings are employed for either of these methods. The manufacturing process itself is also identical for both methods, up to the point of applying the tread material and performing the vulcanisation.

The various components of the tyre are being created from rubber mixtures, using extrusion

During hot retreading, the process of applying the tread material is virtually identical to the production of a new tyre. The tread material is taken directly from the extruder and applied to the buffed casing. Afterwards the tread/casing assembly is cured in a vulcanisation mould with the required tread pattern. The pattern on the tread is formed during the vulcanisation process like it is when a new tyre is made.

Hot retreaded truck tyres from Continental, for example, are retreaded from bead to bead. The main advantage of this principle is that the sidewalls are renewed, ensuring that the quality of the hot retreaded tyre is comparable with that of a new tyre.

When using the cold retreading method a patterned and pre-vulcanised tread is applied to the buffed casing. This tread is placed under constant tension together with an unvulcanised bonding ply onto the buffed casing; pretensioning ensures that prior to vulcanisation that the tread adapts optimally to the tyre contour and guarantees that the parts are bonded together as best possible while the tyre is in the autoclave (curing chamber). Then the prepared tyre is 'packed' into a curing tube (envelope) and cured under pressure in the autoclave.

Final inspection before delivery. Every tyre will pass several checking stations

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How Continental gets tyres rolling

Interview with Mr. Bernd Korte, Vice President Product Development and Industrialization.

Q. What are the main differences between tyres for passenger cars and trucks?

A. Passenger and truck tyres have very different requirements. Passenger cars have high demands in terms of subjective handling, braking on dry and wet surfaces, high speed performance, hydroplaning, etc (there are some 20 requirements). Truck tyres have to provide the lowest overall driving cost. This means: rolling resistance, mileage durability and retreadability.

Furthermore, the variation of applications is much wider. Truck tyres have specialized tyres for the different axles (drive, steer and trailer). Those tyres are developed for applications on excellent motorways, various roads and off-road application, for summer and winter.

Compared to a passenger car tyre, a truck tyre has to carry up to 10 times more load, to cope with five times more inflation pressure and provide up to 10 times more mileage. (Up to 4.5tons per tyre, inflated up to 10 bar, mileage up to 500-800 thousand kilometres on 2nd Trailer Axle)

Q. How long does it take to develop a new truck tyre, from specification to serial production? What are the steps that Continental takes during the development process?

A. On average it takes about 24-36 months, depending on the requirements. Usually we (Continental) start with a design concept in finite element analysis, simulating the application conditions. Then approval of concept passes first internal testing and then is followed by third party testing. Finally, we industrialise our results in a plant. We improve our product during its lifetime based on customer feedback.

Q. What are the current trends in the development of truck tyres?

A. Reduction of rolling-resistance is the name of the game. Furthermore, we are increasing load capability and reducing tyre dimensions. Last, but not least, dependency on natural rubber, oil, etc. has to be reduced.

Q. There must be specific variations to accommodate various climatic conditions. How many versions does Continental develop per tyre?

A. We provide one specification per application. As a result, any new application that cannot be covered by an existing design leads to a new specification.

Q. Truck tyres have a remarkably high content of natural rubber. Why is that?

A. Natural rubber has many advantages compared to synthetic rubber concerning ageing and tearing properties. In the very demanding applications of trucking it has not been possible to completely replace the natural content. However, finding suitable alternatives is one of our major research tasks and receives a lot of attention.

Additionally, it is worth mentioning that natural rubber has an ecological benefit compared to synthetic materials. We support this in order to keep a high amount of environmental friendly materials inside the tyre.

Q. How much more expensive are the so called 'Green Tyres' compared to conventional ones?

A. There is a high content of internal work to be done in order to steer the constant quality of natural materials. Especially since those materials are growing under various temperatures, humidities and other weather dependent factors. On the other hand, there is a highly dynamic ratio between the price of green vs. standard materials. For this reason it is not possible to make one statement about what the true cost difference would be. Continental, however, feels responsible to foster the application of green materials in order to comply with our standards on responsibility.

Q. Are you being supported by the government in your development of Green Tyres?

A. We do have projects in cooperation with official support.

Bernd Korte, having completed his studies of mechanical engineering at the Ruhr University Bochum, field of Construction, Gears, and Motor Vehicles in 1996, joined Continental in 1999. Right from the beginning of his career he has been involved with trucks and has held various positions. Since January 2006 he has been the Vice President Product Development & Industrialization Truck Tyres.

We would like to extend a very heartfelt "thank you" to Continental AG in Germany, Continental Sime Tyre PJ in Malaysia and especially Mr. Bernd Korte for assisting us with this article.

IMPROVING THAILAND'S ROAD SAFETY

Thailand has one of the worst road safety records in the world, but there are signs that it is improving. Asian Trucker interviews Solidiance about what is being done to make the Kingdom's roads safer.

How does Thailand fare in terms of road fatalities compared to other countries? We are looking for specific information from the trucking industry. Are numbers for fatalities dropping or increasing? Is any specific group of drivers more affected?

According to a study from the Thai Research Center, Thai road fatalities are now ranked fifth worse in the world. Car accidents cause 4-5 times more deaths than murder. Approximately 12,500 people are killed by car accidents annually, with teenagers 15 to 19 years old accounting for 30 percent of the total number. However, the majority of fatal accidents occur during the two main holiday periods: New Year and Songkran. The chief cause of accidents is from drivers not abiding to the traffic rules - especially drunk driving and speeding. Traffic accidents cost the country thousands of millions of baht.

Estimated value of losses from road accidents by department of high ways

Details	2008		2009		Thai New Year '09
	Amount (person)	Baht	Amount (person)	Baht	Amount (person)
Injury	79,029	11,854,350,000	4,903	735,450,000	4,803
Disabled	7,902	98,775,000,000	490	6,125,000,000	480
Fatalities	12,492	138,661,200,000	401	4,451,100,000	368
Total	99,423	249,290,550,000	5,794	11,311,550,000	5,651

Nevertheless, the accident rate has been consistently decreasing year-on-year for all types of transportation thanks to the "Thailand Road Safety Action Plan 2004-2008" which was introduced by OTC (Office of Transport and Traffic Policy and Planning) as part of the ADB(Asian Development Bank)/ASEAN Regional Road Safety Project. They followed the guidelines published by the UN, ADB and World Bank.

The goal of the programme was to halve the anticipated increase in fatal car accidents from 10 percent to five percent per year over a period of five years. The plan encompasses five strategies, i.e., Law Enforcement, Traffic Control, Education, Medical Emergency, Monitoring and Evaluation. Each strategy contains a number of programmes and projects.

The road safety protocols are coordinated by the Committee of Road Safety Operations, chaired by the Deputy Prime Minister (established in 2003). Other members of the committee include: Deputy Minister of Transport, Deputy Minister of Public Health, Deputy Minister of Education and Deputy Minister of Interior. The committee is responsible for defining, directing and evaluating policies. They also allocate budgets for road safety initiatives in Thailand.

The fatality rate has decreased by 23 percent over the decade 1995 to 2005, from 16,727 to 12,858 and by 11 percent from 2003 to 2005, from 14,446 to 12,858. This shows that the increased effort from all sectors has been effective.

What groups of drivers are concerned?

The group of drivers who were most affected were the ones who are sleep deprived (less than six hours of sleep) since drowsiness can impair skills essential for driving safely, i.e., slower reaction time, reduced vigilance and deficit in the speed and accuracy with which information is processed. Drowsiness is one of the major causes of traffic accidents in Thailand.

The reason is in Thailand, like other developing countries, people have to work harder and longer hours to earn enough to survive. These people should be educated about the importance of sleep, the effects of sleep deprivation and how to avoid drowsiness. Moreover, a study from Songkla University shows that only seven percent of truck drivers attend driving schools, while the rest learn by themselves. This is also one of the main causes of road accidents.

Which are the most common problems drivers face in terms of safety? Fatigue? Unsafe roads? Long distances?

Fatigue is the primary cause for truck accidents. It is a common issue among drivers who have to travel long distances, usually alone. According to the research "PREVALENCE RATE AND ASSOCIATED FACTORS OF FATIGUE WHILE DRIVING" by Mr.Nara Kulwanwijit, more than half (59.1 percent) of drivers are usually in a state of fatigue at work. While the number is no more than 30 percent in England and 25 percent in New Zealand.

This is because Thailand does not have a policy to limit driving hours or specific number of hours for drivers to rest. Moreover, several bus drivers asserted that they have to do many more trips continuously during vacations such as Songkran. This agrees with the statistics that confirms an increase in the accident rate during such periods.

Another common cause of accidents is negligence; driving faster than the speed limit or not obeying the traffic laws, which results in many accidents.

According to statistical analysis of the causes of accidents from the national police, the two major causes of road accidents are speeding and cutting across traffic. They account for more than 170,000 accidents every year

Are drugs (Amphetamines) an issue?

Amphetamine abuse among the truck drivers is a widespread problem in Thailand. The effects are not just harmful to the user's health, but can also impede the decision making skills needed while driving. Research from Srinagarind Medical Journal (SMJ) that studied a group of 112 long distance heavy truck drivers who drive between Bangkok and the Northeastern provinces of Thailand (each of them have been interviewed) provided interesting information.

The majority of the drivers had years of driving experience with the average age being 33.2 years. However, the study shows that almost all of them drive at night for more than seven hours with few short stops and no companions. Eighty percent of them admitted to using amphetamines at work to avoid drowsiness. They also added that the drug is easily bought at petrol stations throughout the Kingdom.

The research also reveals that 66.7 percent is aware of the drug's harmful effects on health, but only 12.2 percent of them consider quitting. Nevertheless, the research shows that there is a direct relationship between long distance driving, no companion, lack of adequate rest and drug use.

What is the government doing to increase road safety?

The department of transport announces the following policies in order to improve road safety:

1. Strict control over alcohol consumption (zero alcohol policy). In May 2010, 110,453 drivers were tested for alcohol but no one tested positive.
2. Constructing more pit stops for the drivers to rest.
3. Increase promotions and advertisements to persuade drivers to take breaks after driving continuously for 3-4 hours; Fatigue will increase the risk of accidents
4. More effective methods of regulating speed limits
5. Persuade drivers to check the vehicle's engine before travelling long distances.
6. The Thai government has also launched a road safety campaign called "drink not drive"

Are there any inspections for second hand vehicle trucks? Is it compulsory?

There is no specific policy for second hand vehicle trucks to be inspected. Every truck has to be checked and certified by car

engineers annually for the tax payment regardless if it is brand new or a second hand truck.

Inspections are required for personal cars and motorcycles which have been used for more than seven and five years respectively. All vehicles must be inspected by the Departments of Land and Transportation, which are responsible for regulations and methods for car maintenance.

Are operators and fleet managers equipping vehicles with new / additional safety features?

Tyron is one of the many additional types of equipment that is installed in a truck to improve its safety features. It is flat tire protection technology from England. Tyron is attached over the wheel's "drop center" after the tire has been fitted. After a puncture or blowout, Tyron supports the deflated tire and prevents it from falling into the wheel well. This action greatly increases tire stability and therefore steering, cornering and braking control can be dramatically improved. This helps maintenance of the wheels, including keeping the aluminum alloy in good condition.

Some trucks are equipped with ABS (Anti-Lock Braking System). This is a safety system which prevents the wheels on a motor vehicle from locking up (or ceasing to rotate) while braking. Without this equipment, the wheels would stop rotating as soon as the driver breaks with full force, which can cause the vehicle to spin out of control.

Another safety feature is the TCS (Traction Control System). This technology prevents the loss of traction of the driven road wheels and therefore maintains the control of the vehicle when excessive throttle is applied by the driver and the condition of the road surface (due to varying factors) is unable to cope with the torque applied.

About the Author

Mickael is a Senior Consultant at Solidiance. He is based in the Thailand office. Mickael has more than four years of experience in managing investment projects for large Japanese industrial firms. He has been working for Japanese clients of the automotive industry, machinery, chemistry, and renewable energy. Prior to this experience, Mickael worked in the automotive industry where he was in charge of market analysis at the corporate planning department of Nissan Motors in Tokyo HQ.

About Solidiance:

Solidiance is a dedicated marketing strategy consultancy focused on Asia Pacific that delivers evidence-based business advices. Solidiance helps multinational clients to understand the Asian market landscape, profile in detail industries and competition, size markets, segment customers, analyze distribution channels, determine best set up locations, prepare investment feasibility studies, identify suppliers, review potential joint ventures or acquisitions partners and deliver market entry and growth strategy in Asia. Offices in China, India, Indonesia, Singapore,Thailand and Vietnam. **www.solidiance.com**

Trucks with a **TRADITION** OF INNOVATION

From its inception Hino has become a success through innovation and, as it looks to the future, it is developing new technology that will lead to a better world.

For the past 35 years Hino Motors has been known as a manufacturer of premium Japanese trucks; however the roots of the firm can be traced back for a century. Hino is as an innovator, embracing new technology and new ways of thinking. More importantly, manifested in the company's vision, the emphasis on caring for the community drives the business, and this has been demonstrated in many ways.

From Gas to Diesel

The company commonly referred to as 'Hino' has not always been in trucking. It was originally a gas and a mantle production company — Tokyo Gas Industry Company — that was founded in 1910. As early as 1912 the company started to innovate new product ranges and in 1918 their first motor vehicle was produced. The 'TGE A-Type Truck' marked the beginning of a long history of successful truck manufacturing.

The original Tokyo Gas Industry merged with the one of the heavy industrial company group and the name was changed Kyodo Kokusan Automotive. Kyodo Kokusan Automotive would be parted ways after several years, one would be the Hino origin and other would be Isuzu . The name Hino, as it is known today, came into being in 1942 when a new entity was spun off under the name Hino Heavy Industries Co., Limited.

The company's main facilities didn't suffer major bomb damage during the Second World War so when the conflict ended the company was able to respond quickly to increased demand. From then on, the company kept innovating and building a strong reputation for Japanese trucks. As times changed, the Hino emblem also changed the way it beat its wings.

The Innovator Surfaces

At the end of the war, with Tokyo devastated and the Japanese railroad system in ruins, Shoji Okubo saw an opportunity that he grasped and turned into a success story. Calling upon former workers that had left the town during the bombings, he responded to the increased needs for trucks. Boldly ignoring current rules and regulations, under his leadership, the company created a new truck which exceeded regulations. Pointing out that the trucks of the Occupation forces were twice the size of what the regulations allowed he managed to have the law changed and the Hino truck was allowed to be used.

Given that petrol was rationed, the company redeveloped trucks to use a diesel engine. The T10-20 proved to be so popular that the company had difficulty keeping up with the demand. Encouraged by the success of this model, Okubo laid plans for a large diesel trailer bus. The T11B-25, a 96 passenger bus, was launched in 1947.

Hino understood the power of public relations and branding. It supported the sales of the T-11B-25 with a strong public relations campaign and in 1948 the company added 'Diesel' to its name to indicate the strength of its products.

New Ventures

The 1950s and 60s saw further innovations with Hino venturing into car manufacturing. However, Hino realised they could not compete in this market and refocused on trucks. Hino can also look back on the successful creation of a race car — the Hino CONTESSA, which was designed by Giovanni Michelotti who is one of the world's greatest car designers. The Contessa has won awards including the team's league title. The team's name was 'Team Samurai'.

A new single unit bus was introduced in 1952. Based on European designs it featured the engine being placed beneath the floor. New production methods were studied and based on passenger car manufacturing. They adapted these concepts to truck manufacturing resulting in increased productivity.

As a brand, Hino has been a remarkable success in reaching out to the global market within a short period of time. The company quickly reached major milestones such as when in 1952 it tied up with Renault to produce passenger cars and in 1961 the Briska was unveiled. This 4x4 was the basis of what later became the Hilux. When Toyota became a partner Hino decided to focus on trucks. This specialisation paid off as in 1973, Hino was recognised as the leader in units sold for medium and heavy trucks in Japan.

Internationalisation progressed quickly. The first truck was exported to Thailand in 1952. By 1973, more than 50 000 trucks had left the production plants and were shipped overseas. As early as 1954 a distributor was appointed for Taiwan. Encouraged by the success abroad, Thai Hino Company was set up in Thailand in 1962 as the first joint venture outside Japan. Another joint venture saw Hino enter Malaysia in 1977, with the JV later becoming Hino Malaysia. At the end of the 70s, Hino trucks were available in 110 countries. Hino had become a truly global brand. In 1980 the 200 000th vehicle was exported. It only took another 20 years and in 2002, the 750 000th unit was exported.

Innovation and Racing

In 1991, Hino became the first Japanese truck maker to enter the Dakar Rally and ever since, Hino has finished in all 19 Dakar races in which it has taken part - a race that is considered to be the most gruelling in the world. In one race, only 20.5 percent of the contestants were able to finish; a record low for any race. Hino won second place overall in the camion (truck) category in 1994 and was runner-up in 1995. In 1997, Hino surprised the world, becoming the first team to make a 1-2-3 sweep in the camion category. Since then, Hino has been runner-up for three years and is still going strong as one of the top teams in the category.

Additionally, Hino has won for seven consecutive years (1996-2002) in the category's 10-litre or smaller class. This class was thereafter for two years in 2003 and 2004 and after being reinstated in 2005, Hino won in 2005, 2007 and 2010.

Remarkable participations were in 1992 and 1994, when Hino completed over 13 000k racing distance and finished within the top five. Hino's vehicle of choice is the Hino 500 Series, which has entered every single race. Led by the legendary Yoshimasa Sugawara, who holds records for the most races entered and the most consecutive finishes in the Dakar Rally, the team was renamed "HINO Team Sugawara" for the 2006 race and has been known by that name ever since. Hino has strengthened the working relationship with Team Sugawara, providing it with the experience and skill of its top mechanics. This rock-solid team was formed for one purpose — to win the tortuous Dakar Rally.

Environment and Community

Since its early days Hino has been committed to improving the environment and looking after the communities it lives and works in. Every activity must be in line with the company's mission 'To make the world a better place to live in by helping people and goods get where they need to go safely and economically while focusing on sustainable development.' Hino has implemented many activities to protect the environment.

As early as 1991 the Hino Green Found Foundation was created and the Hybrid Inverter controlled Motor & Retarder vehicles were equipped with hybrid diesel electric engines. This was taken further in 1993 with the formulation of the Hino Global Environment Charter, the Hino Global Environment Action Plan and the establishment of the Hino Environment Committee. The Global Environment Action plan was revised in 1996 to meet current needs. Several other initiatives and plans followed in 2001.

Products have also been subjected to constant innovation to reduce the impact on the environment. In 2001 five-cylinder turbo intercooler engines were released in Japan. In 2003, the light duty hybrid was launched and it was the world's first launching in light duty trucks. The Hino Ranger followed in 2004. A hybrid bus was launched in 1997 and now the hybrid technology has been adopted by the new Hino S'elega.

Many of the Hino plants feature the latest in environmental protection and it is not a surprise that in 2004 the company received the 4th Eco-products Award for its 'External Power Supply Type Idling-Stop Air conditioning System'. In 2009 Hino won an award from Japan's Minister of Economy, Trade and Industry for its efforts to promote energy conserving activities at their Hamura plant.

Innovation Continues

Hino is building a hybrid electric bus with a diesel engine and a set of batteries that apparently won't use a plug to charge, but will use a wireless charging system built into the road.

Using a series of inductive coils, the system is expected to reduce carbon dioxide emissions by 60 percent. One coil is installed on the bottom of the bus while others are embedded in the concrete and resonate energy at a certain frequency. The buses will have to follow a proscribed path in order to recharge. The buses were being tested for two weeks on a 4.2 km route at Tokyo's Haneda Airport.

Developments such as these demonstrate that Hino's days of innovation are not only in the past, but are in its future as well.

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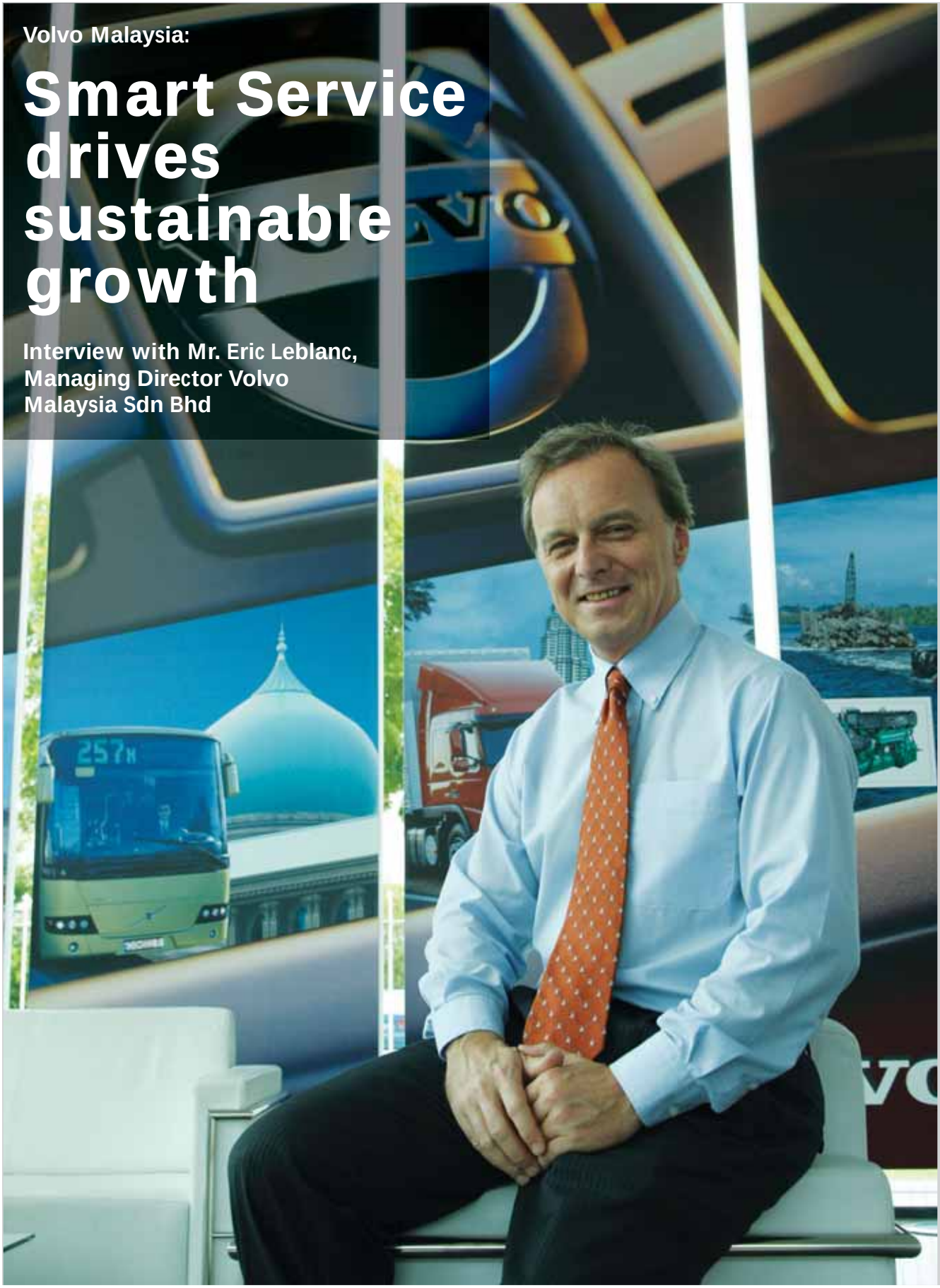
Volvo Malaysia:

Smart Service drives sustainable growth

Interview with Mr. Eric Leblanc, Managing Director Volvo Malaysia Sdn Bhd



Q. How has Volvo / Volvo Malaysia managed the recent economic downturn. What have been your main focus points?

A. Obviously, the downturn has hit the entire industry and different players have taken different approaches. With the downturn also came a reduction of up-time for our clients. As a result, not only did we sell fewer vehicles, but also the after sales were down by a significant amount. Volvo reacted to the situation in several ways: firstly, we took a downturn management approach. Managing our resources carefully, we even managed to remain profitable in 2009.

Following this, we looked at the Dealer Network, the after sales services and the service agreements we are offering. Our big advantage is that we own the dealer network. This allowed for more flexible service agreements. The downturn was also an opportunity for us to train our technical staff to provide better service.

We also increased the number of locations where we provide full on-site support. This means that in specific locations clients have spare parts readily available and technicians on site. It means that the clients have less down-time as they do not have to send their vehicles to the service centre. This approach has proven to be highly successful.

In essence, Volvo has moved to become a partner for our customers, rather than just being a supplier. We aim to work with them to solve their transportation needs. We form a strong alliance with them, supporting their business.

Q. What is the competitive landscape in truck manufacturing like now in Malaysia, how has it changed and where is it heading?

A. We now see Chinese truck brands entering the market. While they are offering cheaper trucks, the current trend is to look at the overall cost of ownership. With reduced volumes due to the global downturn, freight rates are also down. This is an issue that needs to be addressed – looking at the entire operation of a truck, not just the purchase price.

This is an education process that we are going through at the moment. But it is very simple: once a customer has really seen how a better truck and service agreement can help him reduce the cost of running a truck, they will buy into this concept. We have seen it in India, where one Volvo truck replaced four cheaper local trucks. That said, one has to carefully address the needs of customers. This model obviously doesn't work if a truck is only operated a few hours per month.

For Volvo, we are now moving into new segments. There are special applications and off-road solutions that we can provide, which offer opportunities besides the more traditional container haulage.

In summary, the market is shrinking (as result of the global downturn), with more competition.

Q. What are Volvo's ambitions for 2010?

A. In Malaysia, with the three brands of the Volvo Group (Volvo, UD, and Renault) we hold about 40 percent of market share. Our ambition is to defend this market share, yet at the same time develop new segments. Through special applications we are planning to penetrate niche markets. This applies to all three brands (Volvo, Renault and UD Trucks)

Another focus will be to extend our service networks. Especially for UD Trucks, we are working closely with our partners to expand the network of multi-brand workshops. Again, the key to success will be in the expansion of our services and the creation of new service models to support our customers.

Q. Volvo has three brands under its umbrella: Volvo, Renault and UD Trucks. How will this affect your strategic direction?

A. It is about segmenting the market. European trucks are covering mostly the heavy duty or long distance haulage segment, while Japanese brands offer trucks for other segments. Here the challenge is to meet expectations for the high end as well as the middle segment and the lower end. What we can see is that customers have their preferences, so there is no real competition within the group of brands that we have.

What needs to be done is to transfer the Volvo service philosophy and approach to the UD Truck brand. The approach should be that of 'Truck and Service'.

We will continue to improve collaborations, cater to the needs of the local market and invest in service centers.

Q. What are your competitive advantages, given that most truck manufacturers from Europe have a strong presence in SE Asia as well?

A. One of the advantages that we have is our strong brand name among the European truck manufacturers. However, that alone is not enough. Our brand name is supported by our strong dealer network. Volvo is very close to its customers and this allows us to develop the services they need in partnership.

Owning the dealer and service network, Volvo is able to roll out new systems, tools and processes faster. Again, this is beneficial for our customers. We help them to minimize down-time and improve their bottom line through this. These so called 'soft products' generate some 30 percent of our revenue. The vertical integration that we realize also helps us to migrate customers from used to new trucks.

Q. Could you tell us about your after sales service philosophy?

A. Our philosophy is that customers and Volvo form a strong partnership in business. We will cover all their needs 24/7, and we are constantly trying to find new ways to improve our service offering. The next step will be to offer financing for Malaysian customers. Already in practice in other markets, this will further improve the relationship with our valued customers. It will also allow easier entry for new customers.

Q. Can you outline your product strategy for the Malaysian market?

A. With our three brands, we are coving a large portion of the market. While Volvo is primarily offering solutions for the prime mover market, while UD covers rigid trucks and Renault covers niche segments in off-road applications or special vehicles. We are planning to move more aggressively into specialist applications, fire trucks or mining. Volvo, Renault and UD complement each other; therefore the task at hand is to create different messages for each brand to reach the respective user market.

Mr. Leblanc in front of a truck parked in the lobby of Volvo

While we talk about products, Volvo is seeking to be the total solutions provider, supplementing the trucks with services that cover all our customers operating requirements.

In essence, we will continue growing each brand in the respective segment of the market, strengthening them through the existing distribution and service network. As the market is becoming more sophisticated, so will be the solutions we provide.

Q. How supportive is the government of Malaysia to the commercial vehicle industry? What key areas would you like to see changed?

A. An area of concern is the legislation regarding the reduction of emissions. India is already implementing Euro IV, Taiwan Euro V and Thailand is featuring Euro III. In Malaysia we are still using Euro I standards, moving towards Euro II. One way of addressing the pollution issue is to look at new truck models, such as the B-Doubles. If a truck can pull more load, it means fewer trucks on the road, which in turn means less pollution overall. The roads in Malaysia are generally in very good condition and would support this. These are the regulations we need to be concerned about

Q. Which is your personal favorite truck?

A. Volvo FH 700, the most powerful truck in the world.

Restriction of Heavy Vehicles

on PLUS highways during peak hours

The Government of Malaysia has announced a ban on heavy trucks from certain routes during peak hours effective 2nd August 2010.

As one of the strategies towards smoother traffic flow on stretches of busy urban highway during peak hours, the Government of Malaysia has decided that heavy vehicles (Class 2 and Class 3) with laden weighing 10,000 kg and above or unladen weighing 10,000 kg and above will be banned along certain routes of the PLUS highway from 6:30am till 9:30am every day (except for Saturdays, Sundays and Public Holidays).

According to the Federal Traffic Chief, SAC Dato' Abdul Aziz Yusof, "The banning of heavy vehicles along busy urban stretches during morning peak periods has been implemented beginning August 2, 2010. The routes affected include the New Klang Valley Expressway (NKVE) between Shah Alam and Jalan Duta, the North South Expressway (NSE) between Sungai Buloh and Bukit Lanjan as well as the Federal Highway Route 2 (FHR2) between Subang and Sg Rasau. This is in line with the existing ban on heavy vehicles from entering Kuala Lumpur during the morning peak hours."

PLUS Expressways Berhad Managing Director, Noorizah Hj Abd Hamid, also present at the press conference stated: "Slow movement of heavy vehicles is one of the main contributing factors to traffic congestion along these routes, especially during peak hours. The situation is made worse when these heavy vehicles are stranded on the highway due to breakdowns or accidents. With the restriction, we expect the morning peak congestion will be eased."

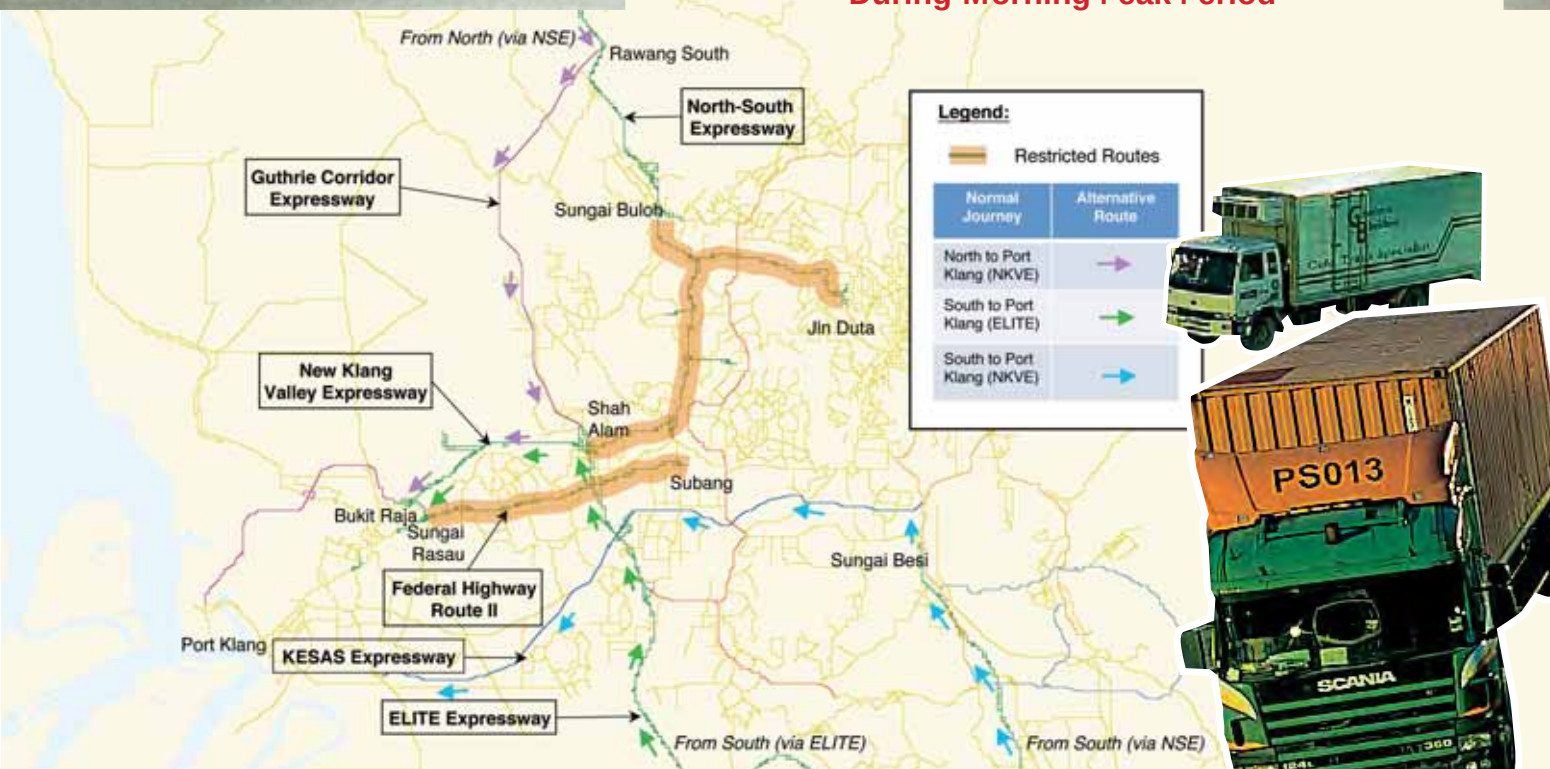
Heavy vehicle operators are advised to make use of the parking facilities provided at the respective rest and service areas on the highway during the restricted period before continuing their journey. Suggested rest and service areas include the Sungai Buloh Overhead Bridge Restaurant, Sungai Buloh Lay-By, Rawang Lay-By, Ulu Bernam RSA, USJ Overhead Bridge Restaurant, Dengkil RSA, Seremban RSA, Serdang Lay-By and Nilai Lay-By.

In addition, there are available alternative routes that have been identified for heavy vehicle operators to utilize during the banning period, as follows:

Normal Journey	**During Restriction** Alternative Route for Heavy Vehicles
North to Port Klang New Klang Valley Expressway (NKVE)	Exit at Rawang Selatan Toll Plaza – Guthrie Expressway – enter Shah Alam Toll Plaza and proceed to Bukit Raja/Port Klang
South to Port Klang ELITE Expressway	Proceed to the New Klang Valley Expressway (NKVE) and exit at Bukit Raja Toll Plaza. Proceed to Port Klang.
South to Port Klang North-South Expressway	**Alternative Route 1** Vehicles from Kajang, Bangi and Nilai toll plazas or from south – enter ELITE highway through Nilai Utara interchange – proceed to NKVE and exit at Bukit Raja Toll Plaza. Proceed to Port Klang. **Alternative Route 2** Exit at Sg Besi Toll Plaza – enter KESAS to Port Klang

Alternative Routes

Restriction Of Heavy Vehicles On PLUS Highways During Morning Peak Period



Fuso Trucks Sales up Sharply in SE Asia

2010 is turning out to be a good year for Mitsubishi Fuso Truck and Bus Corporation as it launches new models, delivers its biggest ever order outside of Japan for hybrid trucks and sees sales increase around SE Asia.

Fuso Canter Introduction Malaysia, from left Takeshi Noguchi (MFTBC Senior Manager) Peter Honegg, President & CEO (MB Malaysia), Rainer Schaefer, VP Sales & Marketing Commercial Vehicles (MB Malaysia)

Mitsubishi Fuso

The latest generation Fuso Canter light-duty truck has been launched in Malaysia and the Philippines by Mitsubishi Fuso Truck and Bus Corporation (MFTBC). MFTBC is injecting the new products into a region which is experiencing solid commercial vehicle sales recovery. The company also posted good sales figures in the first quarter 2010, with sales in SE Asia increasing by 49.1 percent, from 7,740 vehicles in the same period last year to now 11,550.

"In 2010, Fuso trucks will achieve a strong sales development in SE Asia, our largest export region," says Dr. Albert Kirchmann, President and CEO of MFTBC. "With the launch of the new Fuso Canter in Malaysia and the Philippines, we plan to build more momentum in these markets while strengthening our leadership position in the region. SE Asia is one of the current bright spots in the worldwide commercial vehicle markets — and thus very important for us, given the challenging global economic environment."

The Fuso Canter trucks for Malaysia and the Philippines are sold through the Mercedes-Benz Malaysia and Mitsubishi Motors Philippines sales networks. The latest generation Fuso Canter has a model range from 4.4 to 7.5 tons GVW and features significant advances in safety, reliability and efficiency compared to its predecessor.

For products such as the Fuso Canter and its comprehensive service network, Fuso is the leading commercial vehicle brand in SE Asia. Strong sales in the region were supported especially by the increases in Indonesia, Fuso's biggest export market. Sales in Indonesia rose by 55.5 percent to 10,620 units in the first quarter 2010, compared to 6,830 units in the same period last year. Fuso has a leading market share of 56.1 percent in the light-duty truck segment in Indonesia.

Fuso Super Great

Largest Delivery Outside Japan of Hybrid Trucks

MFTBC made its largest delivery of hybrid trucks outside Japan when it fulfilled an order to Star Track Express, an express freight company headquartered in Gordon near Sydney, Australia. Twenty-five vehicles were scheduled for delivery to Australia by the end of March 2010.

The first order for Fuso Hybrid trucks from a customer outside of Japan was received by MFTBC in October 2009. The ten Fuso Canter Eco Hybrid trucks have since been delivered to the Electricity Supply Board, which is Ireland's biggest electrical utility.

Since the launch of the Fuso Canter Eco Hybrid in July 2006, MFTBC has sold more than 800 vehicles in its home market of Japan. Already one of the top hybrid trucks in Japan, the Fuso Canter Eco Hybrid is now rolling to success worldwide. The light truck's parallel hybrid system significantly reduces fuel consumption and emissions.

New Fuso Super Great Truck

MFTBC unveiled the new generation of the Fuso Super Great which features the 6R10 engine with BlueTec technology. This makes the Fuso Super Great MFTBC's first truck to comply with what is currently the world's most stringent emissions standard, JP09 (Japan New Long-Term Emission Regulation). Production has already begun at the Kawasaki plant, sales of the new Fuso Super Great has commence at all MFTBC dealers in Japan. The first batch of orders has been received.

JP09 calls for nitrogen oxide reductions of 65 percent and particulate matter reductions of 63 percent over the previous regulation JP05. The new Fuso Super Great with a gross vehicle weight from 16 tons to 25 tons also has many new equipment features, the most important one being the new 6R10 diesel engine with BlueTec technology from Daimler Trucks' New Engine Generation for use in commercial vehicles worldwide

Fuso Engine 6R 10

The Fuso 6R10 engine combines the know-how of Daimler Trucks units in Europe, Japan, and the U.S. It is manufactured at the Mannheim engine plant and is now being used in Japan. Daimler Trucks units have jointly developed the engine since 2002 to achieve superb fuel efficiency and meet the respective emissions limits. All of the New Engine Generation engines incorporate the BlueTec exhaust gas system to substantially reduce nitrogen, particulate, and CO2 emissions while at the same time achieving high fuel efficiency. The Fuso Super Great's 12.8-liter 6R10 has an output between 257 kW (350 hp) and 309 kW (420 hp) and is precisely tailored to meet the needs of customers in the Japanese market.

MFTBC's Super Great was introduced in 1996, and has since then been steadily improved through several generations. Prior to this launch, the last new generation of the Super Great was released in 2007 and is very popular with Japanese customers.

The Safety Truck

In 2008, MFTBC developed the Safety Truck. Based on the Super Great, it impressively demonstrates the potential of technology to increase commercial vehicles' safety. It incorporated a wide variety of safety features, many of which are now standard in Fuso Super Great models. While the new Fuso Super Great is currently only available in Japan, MFTBC will also develop the truck for selected export markets, with features adapted to match local market requirements. The sales launch of the new Fuso Super Great is the first major step in a product offensive that will introduce no less than 25 key vehicle additions or changes around the world by the end of 2010.

The new Fuso Super Great also has a range of other equipment features that make the truck the best in its class. They include a comprehensive array of safety features, such as the Mitsubishi Driver Attention Monitoring System, which warns the driver of critical situations. Several models are also equipped with safety systems such as the Electronic Stability Program (ESP), which increases vehicle stability even in difficult situations, or the Active Mitigation Brake (AMB). AMB is an active safety technology which decelerates the vehicle by applying the brake automatically when a collision is possible.

New 'Super Great' Heavy-Duty Truck

MFTBC has unveiled the new 'Super Great' heavy-duty truck line with an all-new 6R10 heavy-duty engine. Combining excellent fuel efficiency with significant advances in environmental performance, safety and economy, the product represents a major step forward for heavy-duty truck transportation in Japan.

"The new Super Great has arrived, bringing significant benefits to our customers, the motoring public and society in general," said Dr. Kirchmann. "This vehicle with its all-new fuel efficient 6R10 engine and advanced BlueTec® emissions control system shows that heavy-duty trucks can be environmentally-friendly, optimised for safety and also highly cost-effective for operators. We believe this vehicle represents an important leap forward for the Super Great line and heavy-duty truck development in general.

"For MFTBC the vehicle is an important indicator of the company's trajectory," Dr. Kirchmann continued. "The new Super Great is the first major launch in a product offensive that will bring 25 vehicle additions or changes around the world by the end of 2010. In addition, the debut of the new 6R10 heavy-duty engine based on a joint development within Daimler Trucks shows that we are leveraging our membership in the world's largest truck group to efficiently develop world class components."

Mr Alfons Reitsma

TNT Chooses **Scania for Asia Road Network**

TNT Express has taken delivery of the first two of a total of 12 Scania prime movers for use on its Asia Road Network (ARN) express service. The ARN, which in June 2010 celebrated its 5th anniversary, currently links six countries and 127 cities across a distance of more than 7,650 kilometers.

Express Delivery

The trucks, all Scania R 380 LA 6x2 MNA, will be used to haul express parcels and freight from its main Regional Hub in Singapore through to its main hubs in Kuala Lumpur, Malaysia and Bangkok, Thailand. Subsequently, additional vehicles will be deployed into the Indo-China region in the next phase of the partnership between TNT and Scania. The truck and trailer combinations will be the first integral trailer combinations of their kind to operate cross border in Asia.

These new trucks represent the future of road transportation in the region. TNT and Scania have collaborated closely on the design features which are unique to this region. Compared to the older trucks, these new trucks have a 20 percent greater capacity, yet are some three tons lighter, which contributes to lower wear and tear. This also translates to lower fuel consumption and CO2 emissions. Safety and comfort of the drivers were also strong considerations in choosing Scania over the competitors.

Borderless Trade

"We are very excited to be involved in this very special project, which is seen as the first step towards realizing the borderless intra-ASEAN trade," said Mr Peter Sjöblom, Managing Director of Scania South East Asia. "The fact that TNT has decided to go with Scanias in this deal reaffirms Scania's position as the only manufacturer able to support cross-border operations in this region."

David Stenberg, General Manager, Asia Road Network said, "In selecting a suitable partner to support the equipment needs of the Asia Road Network, we took into account several critical factors including; quality of the equipment, suitability to the local environments, reliability, fuel efficiency and after market support.

"The Scania R380 was chosen as the vehicle to best fit our requirements. The team from Scania showed a high level of flexibility and professionalism in their approach to developing a solution for our needs. Scania took the time to understand our vision for the ARN and worked with us to develop a unique solution, which is best in class in the region," he added.

Collaboration & Coordination

The deal was the result of collaboration between the sales and after-sales departments of Scania Malaysia, Scania Singapore and Scania Siam, coordinated by Mr Alfons Reitsma, Senior Technical Product Manager for Scania South East Asia.




"Through careful planning and coordination, we are able to convince TNT that we are indeed the correct partners for this project. Not only did we exactly match the specification of the vehicle for TNT's requirements, we were able to ensure an extremely high uptime for the vehicles through a Repair & Maintenance programme that covers three countries," he said.

ARN's Cost Efficiency

Transporting goods by road on the ARN is, on average, 30 percent less expensive than air transportation and three times faster than sea transportation. Apart from cost efficiencies from using the ARN, TNT has also noted that more businesses in Asia are taking steps to reduce their carbon footprint by using overland transportation when the speed of delivery is not the most important factor. In the future, TNT expects to see a further shift in transportation from air to road as the ARN and other international transport routes continue to develop.

Fuel Contamination is not a Fact of Life

Do those in the trucking industry have to accept fuel contamination as a fact of life? Certainly not when you've got the right product to deliver the best solution.

Matt Lodge with Mike James, the inventor

The worst nightmare of any truck owner or fleet manager is downtime and a lot of breakdowns are related to fuel contamination. Some industry insiders estimate that up to 85 precent of breakdowns relate to this problem. Various causes exist, such as water in the fuel system, biological contamination and particular contamination, to name just a few. Is this situation simply something truckers have to live with? With new developments in fuel delivery systems this problem just might be a thing of the past.

The Idea is Simple

FuelActive offers an answer to the problem of fuel contamination. This new fuel delivery system replaces the standard fuel pipe within the tank and can be retrofitted or installed before delivery of a new truck. The idea is simple: using a flexible tube, a swimmer sits on top of the fuel within a metal tube. As fuel is lighter than water, the swimmer is always sitting on top of the fuel, thus reducing the chance of water presented to the engine.

Also, as the swimmer is not taking up fuel from the bottom of the tank, there are fewer particles and contaminations being taken in. At the heart of the system is the flexible tubing, which is diesel-resistant. The first systems installed have now been in use for eight years.

This ingenious system was developed by Mike James, a construction engineer (check this), who challenged the idea that one simply has to live with the huge costs of breakdowns. Over the past eight years he has perfected the FuelActive system and it is now available for most ranges of trucks.

For Any Diesel Engine

The system also works with generators or in yachts and boats — basically any diesel powered engine. FuelActive comes with a three-year warranty and can be retro-fitted. However, it is best to install the system before the hand-over of a new truck.

Since the creation of the FuelActive system, it has found some great response. According to the inventor, several thousand FuelActive systems have been installed over the past eight years. Currently Caterpillar and Balfour Beatty are reference clients. In Malaysia, Nissan has just started to equip their vehicles with the system.

Product Name: **FuelActive**

Origin: UK

Inventor: Mike James

Cost: approx. 200 USD per unit

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RI-128

The RI-128 has a specially designed rib pattern for stable steering and performance and trailer axle highway use. It has excellent wear resistance, durability and handling at high speed as well as excellent stability on wet surfaces.

RI-128

RI-188

RI-188

Similar to R1-128, the R1-188 has a specially designed rib pattern for steering and performance and trailer axle highway use. It has excellent wear resistance, durability and handling at high speed. It has excellent stability on wet surfaces.

G1-337

The G1-337 has a specially designed ribbed/ lug for highway driving and was designed for all position use. It provides excellent traction performance, longer mileage and has a good resistance to irregular wear.

G1-337

G1-377

G1-377

With a rib/lug pattern, G1-377 is a tyre for all position use on highway and on and off service. It has excellent traction performance, improved long mileage and also a good resistance to irregular wear.

B1-867

The B1-867 has extra high traction tread design for excellent stability in wet and dry conditions and the deep tread was designed for extra-long service life.

B1-867

For more info please contact:
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Smooth Travelling with Mohamud Bin Jusoh

Perjalanan Lancar dengan Mohamud Bin Jusoh

Nama: Mohamud Bin Jusoh
Umur: 54

Asian Trucker
Anda bekerja dengan syarikat mana ketika ini?

Mohamud Bin Jusoh
ACP–DMT. ACP-DMT baru menempah kenderaan ini untuk digunakan di jalan raya. Kenderaan ini, dengan pemanduan sebelah kiri, telah diimport sebagai unit lengkap yang terdiri daripada penggerak utama dan treler yang ditempah khas.

Asian Trucker
Bagaimana anda boleh menjadi seorang pemandu trak untuk pembinaan jalan?

Mohamud Bin Jusoh
Untuk menyara keluarga. Saya seorang sahaja pencari nafkah keluarga..

Asian Trucker
Apa yang paling anda suka tentang kerja ini?

Mohamud Bin Jusoh
Semasa bekerja, saya berjumpa dengan ramai kawan. Saya dapat menjelajah Malaysia secara percuma.

Asian Trucker
Apa yang paling anda tidak suka?

Mohamud Bin Jusoh
Tidak ada apa-apa yang boleh difikirkan.

Asian Trucker
Apakah kemahiran istimewa yang anda perlukan dalam tugas anda memandu trak ini?

Mohamud Bin Jusoh
Orang lain mahu memandu laju. Saya kena memandu dengan perlahan. Ada ramai orang yang bekerja di sekitar trak semasa kami menurap jalan. Maknanya saya mesti berhati-hati dan kami perlu bekerja sebagai satu pasukan. Kami bergantung kepada isyarat dan tanda.

Lebih penting lagi, pemandu duduk di sebelah kiri di dalam trak ini. Maknanya hanya pemandu yang berpengalaman sahaja yang boleh mengendalikannya di atas jalan-jalan di Malaysia.

Asian Trucker
Adakah anda menyarankan kerja ini kepada anak-anak muda?

Mohamud Bin Jusoh
Ya, sebab di sini ada peluang. Sistem ini baru (untuk Malaysia) dan tidak ramai orang boleh memandu trak-trak ini.

Asian Trucker
Trak mana yang anda suka pandu dan kenapa?

Mohamud Bin Jusoh
Mercedes lama saya. Saya dah menggunakannya selama 10 tahun dan saya menyukainya.

Asian Trucker
Jalan yang mana menjadi kegemaran anda dan kenapa?

Mohamud Bin Jusoh
Saya suka ke Pulau Pinang sebab saya suka jambatan Pulau Pinang dan makanan laut di sana.

Asian Trucker
Adakah anda rasa jalan raya di Malaysia selamat?

Mohamud Bin Jusoh
Ya, jalan raya kita selamat sebab kita gunakan semua ciri-ciri keselamatan.

ACP-DMT has just commissioned this truck to surface roads. This truck, with left hand drive, was imported as a complete unit comprising of the prime mover and the custom built trailer.

ACP-DMT baru menempah kenderaan ini untuk digunakan di jalan raya. Kenderaan ini, dengan pemanduan sebelah kiri, telah diimport sebagai unit lengkap yang terdiri daripada penggerak utama dan treler yang ditempah khas.

Name: Mohamud Bin Jusoh
Age: 54

Asian Trucker
Which company are you currently attached to?
Mohamud Bin Jusoh
APC –DMT. ACP-DMT has just commissioned this machine to surface roads. It is left hand drive and was imported as a complete unit comprising of the prime mover and the custom built trailer.

Asian Trucker
How did you become a truck driver in road construction?
Mohamud Bin Jusoh
To provide for the family, I am the sole bread earner.

Asian Trucker
What do you enjoy the most about this job?
Mohamud Bin Jusoh
While working, I meet a lot of friends. I get to travel Malaysia for free.

Asian Trucker
What do you like the least?
Mohamud Bin Jusoh
Nothing comes to mind.

Asian Trucker
What are the special skills you need for your job on this truck?
Mohamud Bin Jusoh
Others want to go fast. I have to drive slowly. There are people working all around the truck when we do the road laying. That means I have to be very careful and we need to work as a team. We depend on signals and signs.

Most importantly, the driver sits on the left in this truck. It means only very experienced drivers can handle it on Malaysia's roads.

Asian Trucker
Would you recommend this career for young people?
Mohamud Bin Jusoh
Yes, because there is an opportunity here. These systems are new (to Malaysia) and not many people can drive these trucks.

Asian Trucker
Which truck would you love to drive and why?
Mohamud Bin Jusoh
My old Mercedes. I have used it for the past 10 years and love it.

Asian Trucker
Which is your favourite route to drive and why?
Mohamud Bin Jusoh
I like to go to Penang, because I like the Penang Bridge and the seafood there.

Asian Trucker
Would you say that Malaysia's roads are safe?
Mohamud Bin Jusoh
Yes, our highways are safe as we use all the safety features.

Awards Champion – Team Rempit 2

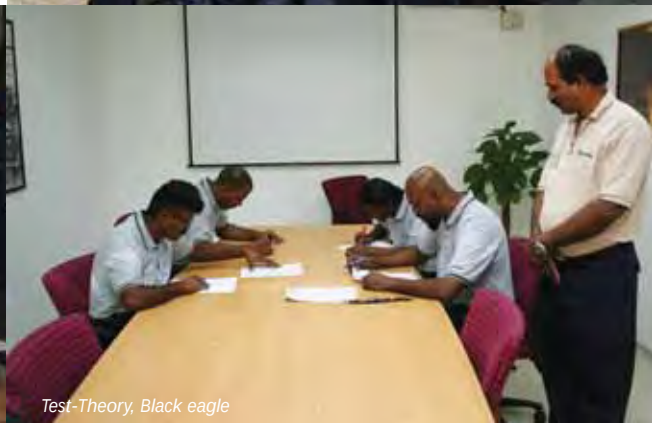
SCANIA TOP TEAM MALAYSIA FINALS

Scania's Top Team competition not only identified the top personal in the organisation but developed team spirit and identified the bases of what customers expect from the global manufacturer of commercial vehicles.

Scania (Malaysia) Sdn Bhd, a wholly-owned subsidiary of Scania CV AB of Sweden, held the national 'Top Team' finals (Malaysia leg) at the Scania regional training centre in Bukit Jelutong, Shah Alam.

Champion – Team Rempit 2

Team all series – brake test



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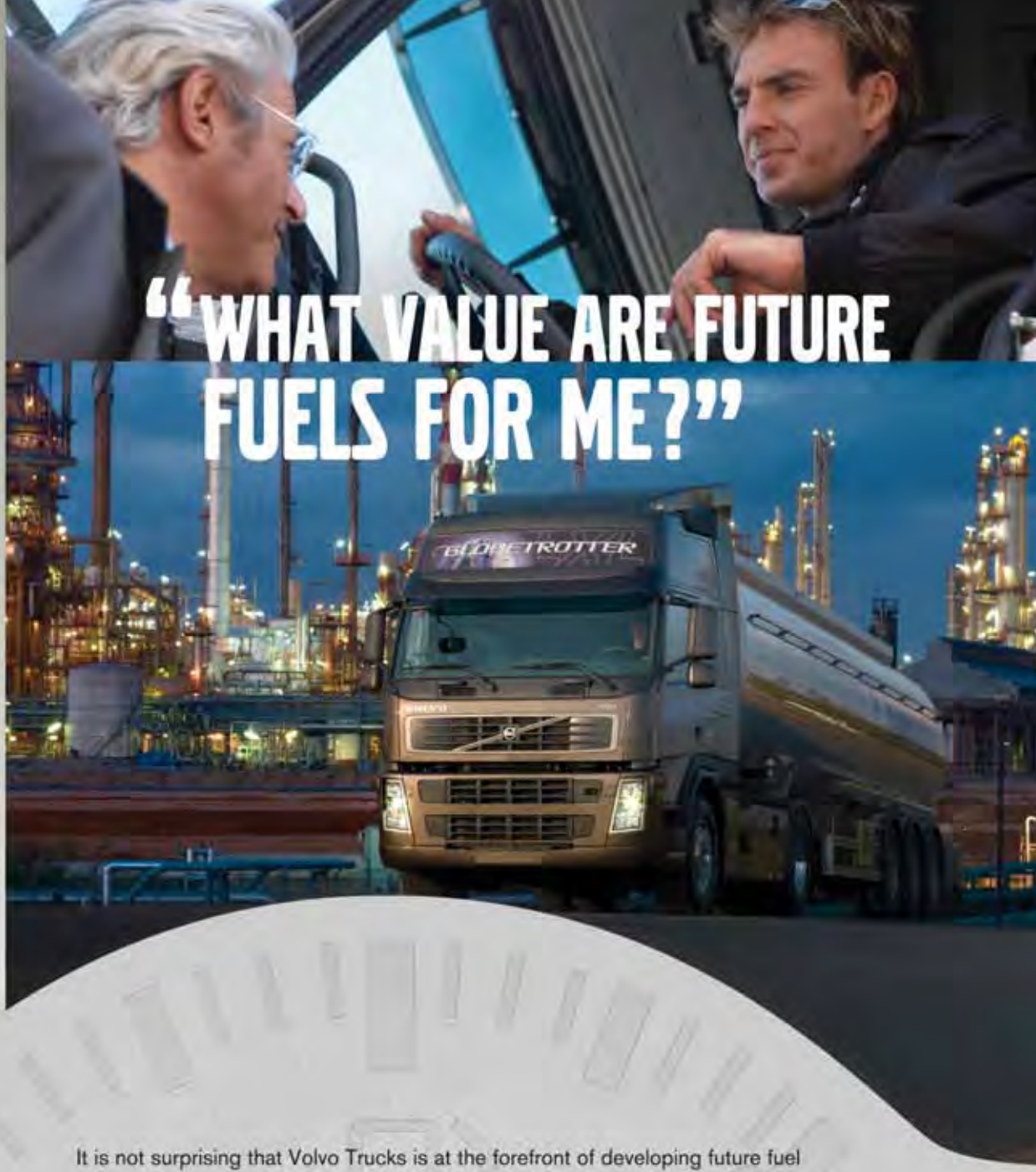

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