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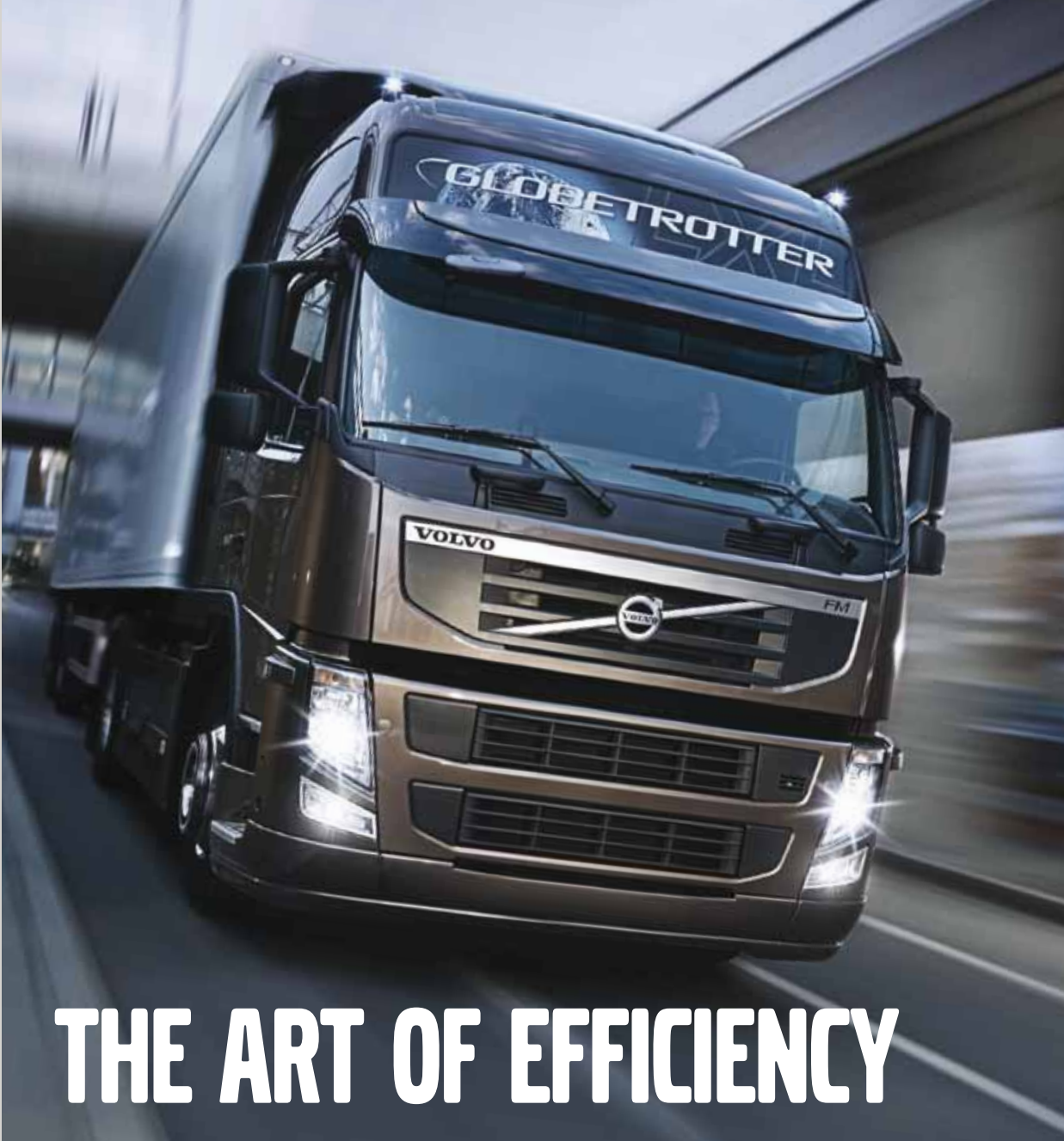
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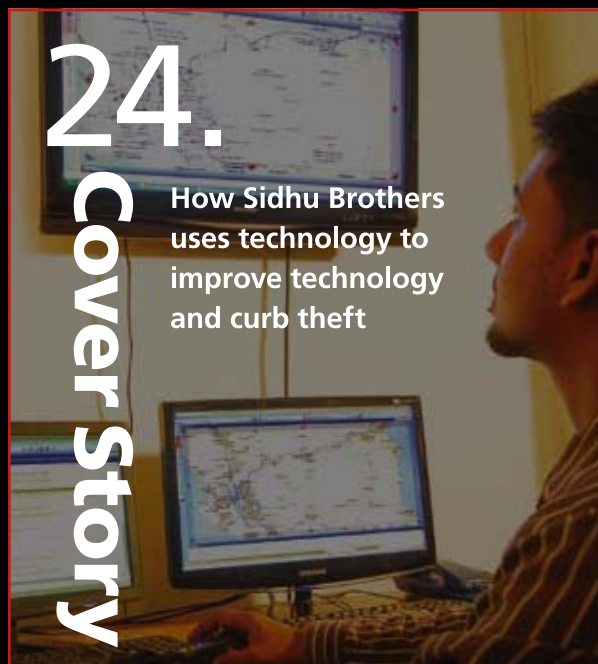
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New Technology

Has there been a more exciting and interesting time for trucking in Asia? Now that the economy is expanding there are opportunities for growth, for new equipment purchases that have been delayed, and for taking advantage of the new technology that is coming on stream that can help fleet owners run a more efficient and cost effective operation.

Our article on Sidhu Brothers and their adoption of a Fleet Management System demonstrates the administrative value of using this new technology. It also highlights how they have tackled the problem of having their palm oil shipments hijacked. While knowing the quickest route to take is helpful, being able to curb the theft of their products is invaluable. The saving in

money, lower stress levels and happier clients are where the real value lies. Have you looked at the new technology to see where it could improve your processes?

Everyone in the industry knows how important tires are to the trucking industry. While a tire may seem like a simple product – especially when compared to the new high tech instruments and systems that are emerging today – but there are many facets to them that Benoit H. Henry Chief Executive Officer of Continental Sime Tyre Sdn Bhd reveals in his interview with Asian Trucker. Research and development have created better, safer and more environmentally friendly tires – and the process will continue as materials are improved and new materials are utilised.

New Products

It may not be surprising, but it is impressive that Mercedes-Benz third generation Actros has once again been chosen as the 'Truck of the Year' by industry journalists in Europe. This is the third year running that the new Actros has been thus honoured.

One way to get a good reading on the economic state of an industry is to attend their trade shows. Trade shows are not

simply about showcasing products but it is an opportunity to interact with people in the industry and hear their views.

Asian Trucker recently attended the 7th Thailand Commercial & Special Purpose Vehicle Exposition in Bangkok and we bring you the images and words from this important event for the industry.

Better Times

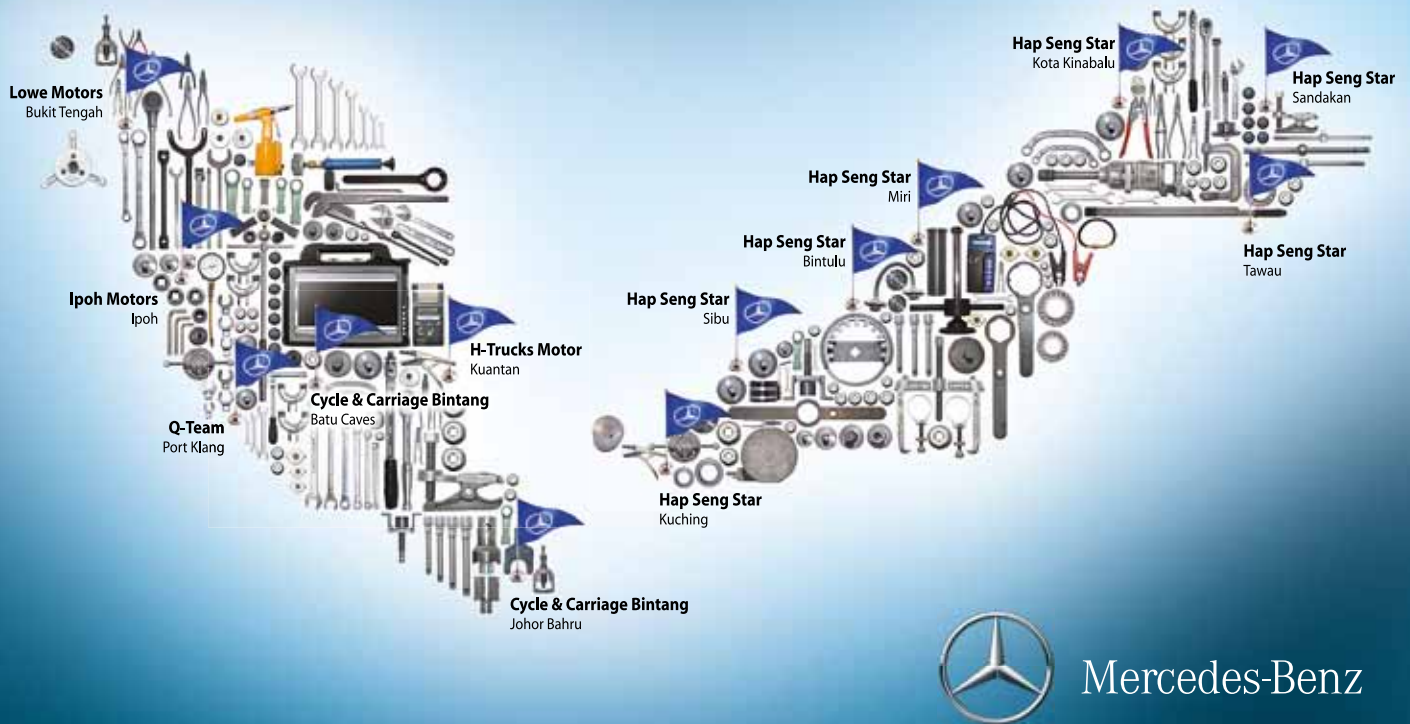
Looking forward Asian Trucker previews Malaysia's biggest motor show which will be held 3 - 12 December 2010. In addition to being the main stage for branding, marketing and networking and the preferred springboard for new products and services it takes on all the more importance after having been deferred in 2009 because of the global economic recession.

The 7th edition of KLIMS promises to be a high-energy, exceptional showcase of the latest in emerging auto technology including the newest models and a selection of concept and revolutionary vehicles.

Having emerged from the recession the automotive, transport and trucking industries are looking forward to a time of growth and, hopefully, prosperity. However, veterans in the industry will remind you that there are always challenges and the need for diligence in any economy.

Floyd Cowan
Editor, Asian Trucker

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The Drivers.

EDITORIAL

Editor

Floyd Cowan

Contributor

Launchpad

DESIGN

Creative Director

Alan Fong

Graphic Designer

Daphne Tan

ADVERTISING and MARKETING

International Marketing Manager

Stefan Pertz

Stefan@asiantrucker.com

Advertising Manager

Nicole Fong

Nicole@asiantrucker.com

CIRCULATION, CONTRIBUTOR and SUBSCRIPTION

Info@asiantrucker.com

WEBSITE and E-NEWSLETTER

www.asiantrucker.com

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A photograph of Mr. James Armstrong, a man with short brown hair wearing a light blue button-down shirt, smiling and looking towards the camera. He is standing in front of a dark blue Scania truck. The word "SCANIA" is visible in large silver letters on the side of the truck's hood. The background shows other trucks and a clear sky.

Armstrong New Managing Director for Scania Malaysia

Mr. James Armstrong assumes post as Managing Director, Scania (Malaysia) as well as CEO of Scania South East Asia.

Scania (Malaysia) Sdn Bhd, has announced the arrival of its new Managing Director, Mr James Armstrong, who has assumed the position effective September 1, 2010.

Armstrong takes over from Mr Peter Sjöblom, who has served as Managing Director of Scania Malaysia since April 1, 2005. Sjöblom will now assume his new role as Managing Director of Scania Sales (China) Co Ltd.

At the same time Armstrong assumed his duties as Chief Executive Officer of Scania South East Asia, with responsibilities for the markets of Malaysia, Singapore, Thailand, Vietnam, Indonesia, Laos and the Philippines. Scania South East Asia is based in the Scania Malaysia complex in Bukit Jelutong, Shah Alam.

Armstrong brings with him over 15 years of experience in various positions in the Scania organisation prior to his arrival to Scania Malaysia, including Managing Director of one of the largest Scania dealers in the United Kingdom and latterly After-Sales Director of Scania Great Britain Ltd as well as Chairman of Scania's West and Southern European After-Sales Group.

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Sinotruk doubles up as the 400th truck is delivered

Going from strength to strength, Sinotruk Malaysia recently delivered its 400th truck, doubling the number of vehicles sold since the beginning of this year.

Continued growth in difficult times

Despite the downturn, Sinotruk has managed not only to weather the situation, but to thrive. Selling a staggering number of 400 trucks since incorporation and moving to a new, bigger assembly plant speak volumes. "We are extremely pleased with the situation. It is encouraging to receive such positive feedback for our trucks in this market!" states Mr. Steven Foster. The 400th truck sold by the company is again a Howo 4 x 2, the same model as the 200th truck (Asian Trucker reported about this in our first issue).

They ran the numbers and bought the truck

The 400th truck was sold to container haulage company Vertex Mission. Vertex Mission was founded in 2006 and quickly grew to a fleet of 70 trucks today. Currently, 16 vehicles of the fleet are provided by Sinotruk. According to Mr. Tan Kim Siong, Executive Director, the company is planning to buy 20 more units in the coming three years and is strongly considering Sinotruk's vehicles. According to Tan, the economic downturn forced the company to look at opportunities to improve the ROI. They ran the numbers and found that Sinotruk offers great value. Tan states that the Howo is also a very fuel efficient truck, which helps to improve the overall business performance. "We tried the trucks and are very satisfied" Tan told Asian Trucker.





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For Malaysian champion truck driver Mohd Sahferi bin Jamaludin, his participation at the Volvo Truck Fuelwatch 2010 Championship held in Sweden in October was an eye-opener and invaluable experience.

First Ever Asian Fuelwatch

Kuantan-based Mohd. Sahferi of MISC Integrated Logistics Sdn Bhd, who represented Malaysia after winning the local leg, was among the five finalists from China, South Korea, Thailand and Malaysia to take part in the first ever three-day Asian Fuelwatch Championship.

The principle objective of the Volvo Truck’s Fuelwatch programme is to promote both the financial and environmental advantages of fuel-efficient driving. Fuelwatch competitions aim to acknowledge and reward drivers, who are central to minimising fuel consumption.

Volvo Truck Fuelwatch 2010 in Sweden An Eye-Opener

Fuelwatch, Volvo’s training programme to reduce costs and increase efficiency, had a total of 366 drivers and customers from 88 companies participating, and concluded with the Championships in Sweden.



Winner – Mr Mohd Sahferi

The coveted Asian title was won by Korean driver Kim Dogyun who later triumphed against Norwegian truck driver Thor Asbjørn Vigeland Larsen, winner of the Nordic Super Eco Driver competition, to emerge as the overall champion in the Asia-Nordic Challenge.

The Driver is Important

Ricard Fritz, Senior Vice President of Volvo Trucks expressed his appreciation to all participants and paid his company’s tribute to the importance of the drivers.

“We’re always striving to maximise our customer’s profitability. That means minimising operational costs and at the same time maximising revenue. In that perspective the driver is the most important factor, even more important than the truck itself. This not only applies to fuel but also for other aspects of truck driving such as safety,” Fritz said.

Speaking of his experience in the Fuelwatch 2010 Championship, Mohd Sahferi said the event was indeed an eye-opener for him to fully understand and appreciate his contributions not only to his employer, but also to continuously observe and stringently practice the highest level of safety driving standards.

Achieving Optimal Efficiency

"The fuel-efficient driving technique plays an important aspect for drivers to help their employers achieve optimal cost-efficiency. However, at the same time it is also our social responsibility to observe the safety aspects to avoid road accidents and mishaps which can be costly to both our employer as well as the public," explained Sahferi.

competition, customers' seminars, as well as parts and service offers. It focussed on fuel management approach, benefits of using genuine Volvo parts and service agreements that Volvo offers.

Participants were required to undergo training in safety and Volvo's trademark "I-shift" driving techniques on fuel efficiency and were tested on the theory and practical aspects of driving.



Malaysia team

Sahferi added that he was proud to be the first to represent the country in the competition. "Personally, I hope that more such competitions such as the Volvo Fuelwatch will be organised to educate my peers. As a matter of fact, I still have the safety manual that was first presented to me 14 years ago," said Mohd. Sahferi.

Reducing Costs

Fuelwatch 2010 is a campaign which is part of Volvo's on-going efforts to help Volvo customers reduce operational costs through proper driving practices that would save fuel. The campaign consists of Volvo Trucks Fuelwatch Drivers'

A total of 366 drivers and customers from 88 companies throughout the five regional Volvo-owned dealerships in Shah Alam, Prai, Johor Bahru, Kuantan and Kuching took part in Fuelwatch 2010 which started in July.

Tibet & China Investing in Highway Construction

A rapidly growing economy is putting a burden on China's existing infrastructure as governments in the region scramble to extend road networks to meet the crushing need.

News reports and blogs from astounded travellers in recent months have been reporting about traffic gridlock that extends at times for 100 km from Beijing to the border of Tibet, and lasting up to 12 days. While China has been upgrading its highways there is still a great deal of work to be done with new roads not only being planned for Tibet, but linking Mongolia as well.

Extensive Investment

According to China news agency *Xinhua* transport authorities in Tibet will invest heavily in highway construction over the next five years to provide better access to its rural townships.

A spokesman with the Tibet Autonomous Regional Transport Department said almost 50 billion yuan (US\$750 million) will be earmarked for highway construction for the 2011-2015 period, *Xinhua* reported.

The total length of highways will be extended from the current 58,000 km to 70,000 km by 2015 in the plateau region, said the spokesman. Presently only about three quarters of townships are linked by highways but once the building programme is completed all rural townships will be connected by highway.

From 2006 to 2010 Tibet road mileage was increased from 43,717 to 58,000k. Fourth grade highways went from 10,905 to 32,049.85k. Road density per hundred square kilometres increased from 3.56 to 4.8k. Road coverage in the countryside grew from 76.4 percent to 100 per cent.



China National Highway G209 on the northern outskirts of Badong. The road is like this for the next 20 km to the north, although road work is conducted in places

Into Mongolia

And while Tibet is creating new roads China and Mongolia will also jointly build a highway to link the two countries at a total cost of 2.51 billion yuan (US\$375 million), local authorities have announced.

The new highway will be 245k and will run from Mongolia's southwest Omnogovi Aymag Province to Ganqimaodu, a border town in China's Inner Mongolia Autonomous Region, a regional government official was quoted.

Economic Development

Two firms from China and Mongolia will form a joint venture, which will be the main builder of the highway. The Mongolia firm will own 51 percent of the joint venture while the China firm the remaining 49 percent. Construction is scheduled to be completed in two years.

The new highway is expected to improve coal transportation and promote economic development in China and Mongolia, the official said. Trade between China's Inner Mongolia Autonomous Region and Mongolia reached 5.33 billion U.S. dollars and jumped 33.5 percent year on year over the first eight months of 2010. As of September 22, around 5.24 million tonnes of coal had been transported to China via Ganqimaodu *Xinhua* reported.

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Steering Trailing Axle Enhances Driveability

A steering axle has many benefits that owners should be aware of before they buy a new vehicle.

Around 15 percent of the total cost of ownership of a truck is the purchase price, which means that around 85 percent is running cost. So anyone who intends to save money by not fitting useful technical features when buying a truck might well pay many times more when running the vehicle. A classic example of saving at the wrong end is the failure to consider a steering axle on a three-axle semitrailer.

Advantages

The advantages of fitting a steering trailing axle are demonstrated especially clearly with regards to the steadily increasing number of new traffic features which make driving more of a challenge. For example, such features are the increasing number of roundabouts, which are tight for trucks anyway, and traffic conditions due to road narrowing and tight turns in urban areas. Driving through both of those features impacts the tyres, especially on multi-axle vehicles.

One of the considerable benefits of a steering trailing axle is that it enhances the manoeuvrability of a tractor-trailer combination. The result is that in everyday driving situations costly damage from contacting the kerb, for example, can be avoided.



Savings

In a large scale field test that involved carriers from different sectors of the Malaysian transport industry, BPW looked into just how much potential there was for savings based on reduced tyre wear and minimised damage when using a steering trailing axle and the results indicated enormous potential in reducing costs particularly in tyre wear.

The BPW steering trailing axle is simple in design and therefore it keeps maintenance costs down thanks to fewer mechanical components and the results indicated enormous potential in reducing costs particularly in tyre wear. It works in a similar way to the castor of an office chair. Toothed thrust bearings lift the axle body when the trailer is turning. When it is straightened, the vehicle's intrinsic weight forces the axle back to its home position, meaning that when the truck is driving straight ahead the teeth of the thrust bearing intermesh and keep the wheel stable.

Efficiency

When turning, the axle unit enables the trailer to turn more efficiently, virtually matching the turning path of the tractor unit. So any tight turn can be easily handled! The BPW steering trailing axle increases tyre life, saves fuel, minimises chassis wear and, as a pleasing side effect, reduces impact on the road, making for a smoother ride.

For more information of BPW, please contact :
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The Formula One nerve centre - Renault's engineering truck

During the Formula 1 racing season one of the most important places that helps determine success or failure in a race for Renault is not in the sleek racing car roaring around the track but in a truck that sits beside the track.



Weighing in at 35.5 tonnes, Renault's engineering truck is an impressive piece of kit. It's a home away from home for the engineers; a mobile office with working space for 30 people. It's where some of the key decisions are made during the race weekend, a sanctuary for the drivers to debrief and a quiet place where the engineers can pore over data.

The Engineering Hub

"The truck is the hub from the point of view of engineering the car," explains Vitaly Petrov's race engineer, Mark Slade. "In the lead up to the race, it's where all the information comes in, and where everything gets decided, especially during the practice sessions when we're concentrating on setting up the car."

So who's in there calling the shots? Well, each driver has a team of engineers monitoring his every move on the racetrack. While the race engineer spends the sessions on the pit wall and in the garage, the back-up team consists of a performance engineer, a control systems engineer and two engine engineers.

Monitoring the Car

To do their jobs they have a vast array of computer screens and monitors to follow the action, as Robert Kubica's performance engineer, Jon Marshall, explains: "All the engineers use two laptops, simply because of the number

of software packages we run to monitor the car – it would be too much for one machine. So we each have four monitors running from two laptops. Above those we have another bank of screens with the TV feed and timing data. There's even a webcam set up in the garage so that we can see the state of the car without having to leave the truck. In total, I think there are over 60 screens just in the one truck."

During the sessions, the control system engineers have the task of making sure all the systems on the car are working correctly, while the performance engineers concentrate on extracting the most from those systems. If they spot anything in the data that could improve performance, or could lead to a failure on the car, they'll be straight on the radio to inform the race engineer. In fact, it was their quick reactions at Silverstone that spotted a slow puncture on Petrov's car. They made the call to pit the car, avoiding a potentially dangerous situation.

Driver Debriefing

When each session is over, the drivers usually head straight to the truck to begin downloading their thoughts in the traditional debrief. Before the engineers start analysing the data, they hang on the driver's every word because it influences how they interpret the data. "Obviously one of the problems with analysing data is the fact that the driver is driving in a way that gets around the problems with the car," explains Slade. "So the data will not necessarily show you what issues you have with the car. You have to find out why he's doing things the way he is, and then identify the issues you need to resolve."

But surely with so many laps completed, and so much data to analyse, it can feel a bit like searching for a needle in a haystack? How do they know where to begin? "That's part of the skill," smiles Marshall. "It's all about focusing on the problems that are relevant, or the opportunities to improve. So we have a regimented list that we go through to cover all the major systems on the car."





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Mr. Jimmy Sidhu

How Sidhu Brothers uses technology to improve business and curb theft

For personal use, a GPS can help find a location quickly and aid navigation through new places. For the trucking industry, smart technology applications go beyond route planning. Using this new technology Sidhu Brothers have improved their overall business and eliminated theft through the smart use of the Fleet Management Systems (FMS).

Sidhu Brothers began operations in 1979 as a one-tanker transportation business. Over three decades later this family owned and operated business has evolved into a reputable company with a fleet of close to 100 trucks. Today, Sidhu Brothers is one of the largest palm oil transporters in Malaysia.

Active and passive systems

Sidhu Brothers had a variety of FMS to choose from to help manage their vehicles. Specific systems were selected to meet their unique requirements. "Our FMS is a modified system from British company Minorplanet PLC," says Commercial Director Jimmy Sidhu. "It was supplied locally by CSE Multimedia Technologies Sdn Bhd."

In general, FMS' are classified as 'Passive' or 'Active'. 'Passive' devices store GPS location, speed, heading and sometimes a trigger event such as key on/off, door open/closed. Once the vehicle returns to a predetermined point, the device or the data storage is removed and the data downloaded to a computer for evaluation. Passive systems include the auto download type that transfer data via wireless download.

'Active' devices collect the same information, but usually transmit the data in real-time via cellular or satellite networks to a computer or data centre for evaluation. The intervals of transmitting the data may vary between one to five minutes.

Many modern vehicle tracking devices combine both active and passive tracking abilities: when a cellular network is available and a tracking device is connected it transmits data to a server; when a network is not available the device stores data in internal memory and will transmit stored data to the server when the network becomes available again.

Efficient planning starts with the route

Sidhu says that fleet managers need to make the most out of their vehicles and the FMS helps them do that. "Fuel is a critical component of fleet management," he states. "The route a truck takes can determine the amount of fuel used. At the same time, drivers need to adhere to permissible driving times. The system marks the date and time the tankers enter a 'hot spot' and how long it stops at rest areas and eating spots," Sidhu explains.

"We need to consider a number of factors when doing route planning," he continues. "The fastest way is not always the one that will be best for fuel consumption, and while a direct route might seem the obvious choice, it is not always the best because of congestion on the road." Sidhu Brothers have found that the FMS is a great help in finding the most efficient route.

"When needed," Sidhu notes, "a driver can be re-directed using a tracking system. This allows for quick planning so that we can avoid problem areas or react quickly to customer requests. Having the ability to access the location, load and other stats of each vehicle has been of great benefit to us. It gives us the opportunity to maximise vehicle use, it gives us the opportunity to track driver behaviour and therefore not only get the most out of our resources but to be able provide a higher level of service to our customers."

Benefits of using Vehicle Tracking Systems

- Provide accurate ETA's to improve customer service
- Re-direct the nearest driver at short notice
- Reduce insurance premiums
- Reduce wage and overtime claims
- Monitor driver behaviour and driving style
- Monitor Driver Hour Compliance
- Increase vehicle security
- Monitor maintenance and service intervals
- Track consignments and high value goods in real-time
- Two-way communication between office and driver
- Plan the most efficient routes and reduce fuel consumption
- Identify unauthorised private mileage and excessive idling
- Monitor harsh acceleration, heavy braking and hard cornering
- Record precise vehicle information including speed, direction, fuel usage and vehicle diagnostics

Sidhu Brothers has found that applying modern technology to the planning of routes has also reduced administration costs. "This system provides reports that can be generated automatically. You can imagine the time that saves," says Sidhu.

Systems can offer the following:

Detailed report – Allows you to very closely scrutinise a particular event by looking at historic data recorded minute-by-minute. This might be used, for example, in examining a parking or other controversial incident.

Daily activity report – This report gives an overview of journey information for the selected vehicle, excluding idling records. The report shows start and stop locations, the time taken and the distance travelled for each journey. There is also a summary section showing the journey totals.

Date	Location	Distance
08:00	Headquarters (200000)	0.00
08:05	Headquarters (200000)	0.00
08:10	Headquarters (200000)	0.00
08:15	Headquarters (200000)	0.00
08:20	Headquarters (200000)	0.00
08:25	Headquarters (200000)	0.00
08:30	Headquarters (200000)	0.00
08:35	Headquarters (200000)	0.00
08:40	Headquarters (200000)	0.00
08:45	Headquarters (200000)	0.00
08:50	Headquarters (200000)	0.00
08:55	Headquarters (200000)	0.00
09:00	Headquarters (200000)	0.00
09:05	Headquarters (200000)	0.00
09:10	Headquarters (200000)	0.00
09:15	Headquarters (200000)	0.00
09:20	Headquarters (200000)	0.00
09:25	Headquarters (200000)	0.00
09:30	Headquarters (200000)	0.00
09:35	Headquarters (200000)	0.00
09:40	Headquarters (200000)	0.00
09:45	Headquarters (200000)	0.00
09:50	Headquarters (200000)	0.00
09:55	Headquarters (200000)	0.00
10:00	Headquarters (200000)	0.00
10:05	Headquarters (200000)	0.00
10:10	Headquarters (200000)	0.00
10:15	Headquarters (200000)	0.00
10:20	Headquarters (200000)	0.00
10:25	Headquarters (200000)	0.00
10:30	Headquarters (200000)	0.00
10:35	Headquarters (200000)	0.00
10:40	Headquarters (200000)	0.00
10:45	Headquarters (200000)	0.00
10:50	Headquarters (200000)	0.00
10:55	Headquarters (200000)	0.00
11:00	Headquarters (200000)	0.00
11:05	Headquarters (200000)	0.00
11:10	Headquarters (200000)	0.00
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11:50	Headquarters (200000)	0.00
11:55	Headquarters (200000)	0.00
12:00	Headquarters (200000)	0.00

Time at location report – Details the time spent at each location, useful for both management and the preparation of invoices based on time spent on site.

Exception report – A detailed report highlighting deviations from expected events such as unscheduled or barred activity including: speeding, extended stops, unscheduled stops, route deviations, visits to barred locations and excessive idling.

Distance travelled report – This concise report filters out idling time from the journey report, providing essential information on where vehicles have been.

Journey report – An overview of the driver's start and finish times, helping to verify drivers' working hours.

Main journey report – An overview of main journeys for vehicles or drivers excluding journeys that are deemed as shunting at the same location.

Driver training through Vehicle Tracking

"This system is so good," Sidhu continues, "that in some ways it is like being able to sit in the cab with the driver." The system monitors the driver's behaviour while he is on the road. Braking and accelerating is recorded and can be analysed in view of how the driver is managing the vehicle. "From the reports generated you can tell if a driver is being too heavy on the brake or accelerating too quickly. If they have bad driving habits such as these they can be trained to correct these faults, which helps save fuel and protects the equipment."

Knowing how well a driver operates the vehicle is not just to punish and correct him, but it can be used to reward good drivers. For example, very fuel-efficient drivers may also enter competitions such as the Volvo Fuel Watch to demonstrate their skills.

"Helping drivers manage their vehicles has helped us reduce costs for repairs, we have reduced downtime and reduced fuel consumption," Sidhu points out. "Being able to do this has improved the entire fleet's efficiency. By analysing the generated reports we have been able to streamline the operation and identify areas where savings and improvements can be realised."

Prevention of vehicle and goods theft

The truck and its cargo represent not only a lot of money but a company's reputation. "When your vehicle is stolen," Sidhu points out, "It impacts operations as you have to fill the gap with other trucks in order to meet your customer's orders. Your customers lose their goods, which will impact their schedules and their reputation with their customers. Even though such losses are most often covered by insurance there is more than monetary loss at stake. The relationship between the customer and the fleet owner is very important and can be damaged by theft. While most clients understand that the theft is not your fault, it can still have a negative

impact on the relationship."

Through a tracking system routes can be predefined which, for the Sidhu Brothers, was a very important consideration when they were evaluating systems to manage their fleet. "When a vehicle deviates from the pre-defined route an alarm is triggered," Sidhu explains. When we get an alarm we immediately contact the driver, usually through his mobile phone, and find out why he has deviated from the predetermined route."

Sidhu says the system has enabled the company to locate more than 70 hot spots in Peninsular Malaysia where the siphoning of crude oil is rampant. Also, there is a 'panic button' installed near the driver's seat which enables the driver to alert headquarters if the tanker is being hijacked or experiencing any difficulty.

Should the driver be unable to respond to headquarters, the truck can be immobilised via the tracking system. "Once the truck is no longer able to be driven it is very difficult, if not impossible, for the thief to get the vehicle or the goods to the intended destination," Sidhu points out.

Through the GPS, the location of the vehicle is known and the police can be directed to its exact location. Sidhu Brothers have partnered with Cobra, a specialist security company that gives even faster response times when such incidents occur.

Goods theft can be prevented

To steal goods from a truck, the vehicle needs to stop and it is often taken to a specified location where the thieves can quickly unload the goods. Sidhu Brothers have programmed such hotspots into the planning system so that they can be avoided by their drivers. They have gathered this intelligence over the years, and so have a solid data base of where the theft of CPO is taking place. These hot spots have been 'fenced off' in their FMS, effectively ruling these areas out for passage by their vehicles.

The company plans specific routes that are programmed into the vehicle. Should it enter a restricted zone an alarm is triggered. The operations centre of Sidhu Brothers then checks with the driver to find out why s/he has stopped in that particular area.





The Sidhu Brothers

“Our tracking systems also pre-define the locations where drivers are allowed to stop (petrol stations, rest areas and eating stops). If, at any time, the driver stops outside these specified locations a notification will be sent and the stop will be recorded and put in the report. Again, this allows Sidhu Brothers to check with the driver as to why s/he has stopped outside the pre-arranged route.

As a nice side benefit, Sidhu Brothers also know when a driver is taking their vehicle for a private ride, which is not exactly theft, but does impact on the performance of the fleet.



A case study:

Palm Oil is an important product of Malaysia’s economy. Theft of crude palm oil (CPO) in Malaysia amounts to approximately RM 325 million a year. A major reason that Sidhu Brothers, as a Malaysian-based palm oil transporter, equipped its fleet with a tracking system was to help curb the theft of their vehicles and the goods being transported.

When a shipment is stolen the transporting company has to bear the cost of the goods lost. After installing a Fleet Management System (FMS) into 90 of their tankers, operating costs were reduced by RM 36,000 a month through the elimination of theft. “The FMS system has allowed us to track rogue drivers, Jimmy Sidhu, Commercial Director of Sidhu Brothers states. “So far, we have traced 48 cases of Diesel and CPO theft and terminated the services of 18 drivers. When our oil tankers go off the original route and head to one of the hot spots, the FMS system detects it. The drivers know the risks they are taking if they work with syndicates to steal CPO.

Sidhu Brothers also provide customised login interface to their customers with the help of Minorplanet web-base tracking software. The customers can login via Sidhu Brothers website. Each customer is given a unique login details which enables the customer to track those vehicles deployed for their assignment. It is as easy as tracking your parcel online via DHL or UPS website. Similar technology but this is in real-time base.

“The system now works perfectly,” Sidhu continues, “as it provides the vehicle’s location, speed and direction in one minute intervals. Such intervals are too short to quickly stop and siphon off CPO or other goods. And the drivers know that we know what they are doing. It is much better to prevent the crimes than to deal with the effects.”



Tracking all movements of the vehicles in real time



The burden of proof made easy with FMS

Lastly, fleet management systems help with insurance claims. In the case of an accident, the data is used to re-construct the events leading up to the accident. “The system is capable of storing the data for brakes, acceleration and heavy cornering,” Sidhu notes, “which you can imagine would be helpful in determining the cause of an accident.”

Considerations for choosing your FMS

Hauling a valuable load in a heavy vehicle in congested traffic while keeping a watchful eye on the clock to meet delivery times and adhere to legislated driving and rest times, can be highly stressful – not the least when driving in new, unfamiliar areas. Furthermore, in recent years the truck cab has developed into a mobile office where the driver receives transport orders, text messages, phone calls and emails from customers and the traffic office – all while on the move.

“The amount of incoming information, as such, need not be a problem” explains Ms. Sagesjö of Volvo, “That’s an individual issue. Instead, the problem is how to regulate the information flow so that the driver’s attention is not unnecessarily disrupted in critical situations.”

There are several systems available on the market to help manage that information flow. Some have numerous functions, while some simply offer the same functionality as the GPS system used in private vehicles. A suitable system can be selected based on the needs of your company and your customers. When deciding which system would best meet their needs, Sidhu

Brothers tested six systems simultaneously, weeding out those that did not meet the requirements they had for their fleet.

About Sidhu Brothers

The Sidhu Brothers began operations in 1979 as a family owned and operated business built on dedication, commitment, loyalty and the passion to succeed. What started as a one-tanker transportation business has evolved into a reputable company with a combined fleet of close to 100 trucks.

Today, this self-made company is one of the largest palm oil transporters in Malaysia and still lives by and operates with the same dedication, commitment, loyalty and passion that were the foundation of its success some 30 years ago.

The company continues to grow and take on new roles and customers. It was recently awarded a contract by Holcim to transport a large amount of cement and flyash.

Recently, Sidhu Brothers has been certified according to ISO 9001:2008 standard.

www.sidhubrothers.com

Sources:

Minorplanet.com.my and Minorplanet internal material
Interview with Jimmy Sidhu, Sidhu Brothers

Volvo

The Star

Wikipedia.org

Kuala Lumpur International Motor Show 2010 Launches Publicity Campaign

Malaysia's Minister of Tourism blasts off Kuala Lumpur International Motor Show 2010 with strategic A&P Campaign to WOW! car enthusiast.



Miss Belinda Lim Honourary Secretary/Treasurer of MAA, Mr Mak Weng Kit, Chief Executive Officer of Intereexpo (M) Sdn Bhd, Yang Berhormat Dato Sri Dr Ng Yen Yen, Minister of Tourism Malaysia, Datuk Aishah Ahmad, Chairman of the KLIMS'10 Organising Committee and President of the Malaysian Automotive Association and Dato' DR. Ang Bon Beng, Vice President Of The Malaysian Automotive Association

Kuala Lumpur International Motor Show 2010's (KLIMS'10) Advertising and Promotion campaign has been officially launched by Yang Berhormat Dato Sri Dr Ng Yen Yen, Malaysia's Minister of Tourism.

Goodies & Give Aways

This year's event will be held at the Putra World Trade Centre (PWTC) from December 3 -12 and is expected to attract over 330,000 visitors. It will showcase some of the world's latest and hottest automotive wonders, as well as sought after car accessories. It will be packed with goodies and give-away that will astound all who attend.

"The school holidays and the year end period is when Malaysia experiences the most number of tourist visitors. KLIMS'10 offers families from out of town an opportunity to visit the show and spend time in our beautiful world class city, Kuala Lumpur," said Dato' Sri Dr Ng Yen Yen.

Prizes & Events

"The excitement and highlights of KLIMS'10 will definitely be a major crowd puller. Hollywood comes to KLIMS'10 in the form of a 16-foot high Bumble Bee, Transformers robot and the Batmobile straight out from the big screens," said Datuk Aishah Ahmad, Chairman of KLIMS'10 Organising Committee and President of the Malaysian Automotive Association (MAA).

The KLIMS'10 A&P launch pays tribute to the partners and sponsors who have collaborated to ensure that the show will be a stellar event. Visitors stand a chance to win a hybrid car, the Toyota Prius, while Proton Sagas and NAZA Bikes are big ticket items that can be won by merely purchasing an entry ticket, a special self-drive & ride holiday package will also be offered by Chevrolet Captiva and Harley-Davidson.

We Care

"Besides showcasing the latest automotive brands and innovations that can be found in the market today, we hope to also bring forth the automotive industry's initiatives in contributing to the well-being of mankind, which is why our green theme this time is called WE CARE," added Datuk Aishah Ahmad.

KLIMS'10, theme "We Care" aims to outlining the four core traits of CARE which are:

- Driven by Commitment,
- Focused on Advancement,
- Trusted for Reliability, and
- Concern for Environment

This is a timely and relevant stand with global environmental concerns that are plaguing the world today. The organisers hope that with the recent tabling of Malaysia's 2011 budget, more eco-friendly vehicles and hybrid cars can be put on display to show the world that the planet can be saved with cleaner greener machines.

The Biggest Show in Town

KLIMS is touted as a tourist attraction in Malaysia being the biggest motor show in town. Its size has set a record in the Malaysian Book of Records for the previous consecutive KLIMS in 2000, 2003, and 2006, and is poised to break that record again this year.

Some 5,000 visitors who visit KLIMS'10 will be given a free AMBANK CarZ debit card, as a gesture of welcome and appreciation to be the first 5,000 visitors. AmBank Bhd as the official bank will be present to offer great value to visitors via their CarZ card and also other attractive benefits, special only for KLIMS'10 visitors who are interested to drive home the car of their dreams that is on display at the best and biggest motor show in Malaysia.

For more information on KLIMS'10, log on to www.klirms10.com

Exhibition Information

Dates: 3-12 December 2010

Venue: Putra World Trade Centre, Kuala Lumpur

Opening hours:

11:00am to 10:00pm on weekdays

10.00am to 10.00pm on weekends

Conference information

Dates: 1 & 2 December 2010

Venue: Putra World Trade Centre, Kuala Lumpur

Automechanika Malaysia 2011 Offers Professional Trading Platform

New features, business opportunities and educational events add an extra dimension to the upcoming auto trade fair Automechanika Malaysia in Kuala Lumpur that kicks off March 31, 2011.



Exhibition Hall

ASEAN's leading trade fair for automotive parts, equipment and service suppliers, Automechanika Malaysia will run from 31 March – 2 April 2011 at Kuala Lumpur Convention Centre. This biennial event is organised by Messe Frankfurt (HK) Ltd, in collaboration with the Malaysia External Trade Development Corporation (MATRADE), and supported by 14 leading international and Malaysian industry associations. The seventh edition expects to attract 165 exhibitors from around the world and will offer a full spectrum of automotive products and services in line with the global Automechanika brand.

Purchasing Power

Despite the global economic slowdown, the 2009 event received a positive response from the industry. A total of 133 exhibitors from 14 countries and regions and 4,521 professional visitors from 57 countries and regions attended the event. Of these visitors, 78 percent had purchasing authority.

A number of forums and seminars were organised including CATER Workshop on Mass Customisation of Vehicles, MATRADE's Incoming Buying Mission, Federation of Automobile Workshop Owners Association of Malaysia (FAWOAM) Annual Convention and Automechanika Academy.

As in previous years, Automechanika Malaysia 2011 will organise a diverse range of fringe programmes for exhibitors and visitors to update them with firsthand market intelligence and industry developments.

New Features: Go Green

As the Malaysian government is paving the way for a more competitive automotive industry, the latest National Automotive Policy (NAP) is highlighting clean and sustainable technology for the automotive industry. Other ASEAN countries such as Thailand and Indonesia are also adopting green auto policies. To support this initiative, Automechanika Malaysia 2011 will launch 'Go Green', a special showcase to promote advanced green products and technology which will include green vehicles and suppliers of automotive parts, equipment and technology.

Automechanika Malaysia will also feature educational seminars on the latest green technologies, market trends and business opportunities to help attendees keep updated with green topics such as:

- Green policies, incentives and market developments for the automotive industry in ASEAN countries
- Commercialisation of green vehicles and business models
- Green vehicle developments and opportunities
- Green technology developments and opportunities for automotive products such as powertrain, batteries and fuel

The ASEAN pavilion

Mr Jason Cao, General Manager for Messe Frankfurt in China commented, "Green cars are the future trend for the automotive industry. In view of this, our goal is to increase our exhibitors' long term competitiveness, particularly in this area. The Go Green showcase will keep them updated with the latest green developments and it offers an ideal platform for green exhibitors to introduce their products and services to buyers who are looking for this product sector."

In addition, as the world's automotive market is looking for new business opportunities in the ASEAN region, Automechanika Malaysia is setting up an ASEAN pavilion for ASEAN companies to showcase their new products and innovations. Exhibitors will be exclusively allocated a prime location which will enhance their networking efficiency with buyers.

Huge Business Opportunities

The full implementation of the China-ASEAN Free Trade Area which came into effect in January 2010 is creating the world's third largest free trade bloc outside the European Union and the North American Free Trade Association. The new trade area offers a huge market of 1.9 billion people with trade worth around USD 4.5 trillion. China and six ASEAN member countries, Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand are paying only 0.1% to 0.6% tariffs for trading auto and parts. The other four ASEAN members, Cambodia, Laos, Myanmar and Vietnam will follow by 2015. Malaysia, as one of ASEAN's three largest automotive markets is well placed to take advantage of the China-ASEAN Free Trade Area.

According to the Malaysian Automotive Association (MAA), vehicle sales in Malaysia from January to May 2010 rose by 20 percent to 247,072 units when compared to the same period last year due to continued favourable market conditions and increasing demand. The association expects total vehicle sales will rise by 2.2 percent to 550,000 units for 2010.

In addition, sales of automotive parts and components for the first quarter of 2010 went up by more than 30 per cent to RM 1.7 billion when compared to the same period last year.

Automechanika Malaysia is one of 14 global Automechanika fairs held in Asia, Europe, North America, South America and Africa.

Information

For further information about Automechanika Malaysia or other individual shows, please visit www.automechanika.com or email autoasia@hongkong.messefrankfurt.com.

Technology & Innovation at the 7th Bus & Trucks Exhibition, Thailand

Asian Trucker visited the 7th Bus & Truck exhibition in Bangkok, Thailand, to learn about the latest developments in the industry and to provide you with impressions direct from the venue.

The Bus & Truck exhibition in Bangkok, Thailand, is one of the leading events in Asia dedicated to the automobile industry. The 7th Thailand Commercial & Special Purpose Vehicle Exposition was hosted to develop a business platform for manufacturers, producers, suppliers and distributors to meet, network, develop new business contacts and create business opportunities across Thailand and Southeast Asia.

TTF International Co. Limited organises the Bus & Truck Exhibition and the show is hosted at BITEC.

Technology Showcase

From November 4-6, 2010 national and international exhibitors showcased the technology of commercial vehicle equipment, material and provided the opportunity for exhibitors to interact with visitors. The trade show offered a stage for industry professionals and business experts to become updated on current import and export issues, trade policies, business tactics and future plans for the growth and development of the industry.

“Fuel prices and environmental protection are key issues. This is why, in Thailand, many trucks are being converted to gas engines. MAN offers gas engines and we are therefore able to address the operator’s requirements for more economic vehicles,” stated Mr. Nanthachai Noinivorn, After-Sales Director, MAN Truck & Bus Concessionaires Thailand Co., Ltd.



Land of Smiles: Ms. Bus & Ms. Truck



NGV, the alternative to diesel



Asian Trucker's fans in Thailand

Opportunities in Asia

Mr. Thomas Toth, IMS-Service e.K noted: "Huge opportunities await us in the Asian markets. This is where the market will grow and prosper in the near future. The fact that Asian governments also provide incentives makes it very attractive to do business here."

"If you wish to sell any automotive parts," Mr. Lek Penpattanakul, Director, Unique Pride Co., Ltd stated, "you better have ISO certification in this market. Without that, nothing moves."

"We have been here for almost five years," said Sakda Kammeeyos, Managing Director, Bangkok NGV SP Co., Ltd. "The first year was a difficult one. However, now things are rapidly improving for us. We managed to sell over 200 Sinotruk vehicles within the first six months of this year. Clearly, we are heading in the right direction with our offer."

A large portion of the exhibition dealt with gas engines and everything around them. Environmental protection was also a key issue at the fair.



Trucks are not only big boy's toys



Sinotruk going strong at the fair

Kit Loong Commercial Tyre Group Unveils Formula for Professional Tyre Management

Fleet managers shouldn't take a simplistic approach to tyre management. They can understand all the elements needed to get the most from their wheels through the professional tyre management formula unveiled by KLCT Group.

Truck and bus fleet operators invariably cite operating costs as one of the key elements that need to be managed effectively in order to be successful and profitable. Within the complexities of commercial fleet operations, the tyre is undeniably a major cost component which should, and fortunately, can be controlled with proper tyre management.

A Complex Issue

It may be relatively easy to track the tyres of one or even a handful of vehicles, but when the fleet is sizeable, tyre management becomes a complex issue, and monitoring the tyres will be much more complicated, as a tyre newly fitted to a specific position of a particular vehicle will not remain in the same position of the same vehicle during its life. Rather, the tyre will typically experience numerous mounting and dismounting cycles, and will undergo fitments to many different positions of various vehicles before it is scrapped at the end of its life.

Compounded further by statistically unavoidable premature tyre failure possibilities, one can then imagine how tyre management of a sizeable fleet will become exponentially more complicated and demanding.

Critical as it may be, fleet tyre management is often unsatisfactorily addressed by a narrow focus on the product cost aspect only. In other words, various related and equally essential factors are often unjustifiably underestimated, in part due to the natural tendency to simplify solutions to complex issues, but perhaps more significantly due to the lack of a coherent prescription to articulate the necessary challenges of effective tyre management solutions.

A Proven Formula

Kit Loong Commercial Tyre Group (KLCT Group) has recognized this, and in response, has decided it is opportune to propagate their innovative proven formula for tyre life extension, the underlying principle of their comprehensive solutions for various fleet market segments. Conceptually, the formula's parameters are consistent, but the computed results will differ for different fleets or even for different depots of the same fleet company, as the operating conditions, input data and risk factors vary from one fleet or depot to another.



KLCT Group first publicly unveiled their “ $cpk \geq \Sigma = sc^3$ ”™ formula (the trademark registration for which is currently in process), during the KLCT Fleet Seminar last year, which was attended by more than 250 participants, with representatives coming from a diverse mix of fleet companies and organizations in various industry segments, including container haulage, oil & gas tanker, bulk chemical transportation, latex & palm oil tanker, ready mixed concrete, building & infrastructure construction, solid waste management, mass public transportation, airport & seaport operations, general cargo, and total logistics services, among others.

Five Key Elements

The deliberately concise formula neatly illustrates KLCT Group's professional approach to Total Tyre Management, which essentially emphasizes the need to address the sum total, “Σ”, of five key elements, namely “Tyre & Related Products”, “Services & Maintenance”, “24/7 Outdoor Rescue Service & Network”, “Scientific Knowledge”, and “Overall Management”, in order to deliver the “ sc^3 ” benefits of “Safety”, “Competitiveness”, “Cost Effectiveness” and “Comfort”, which are all relevant factors contributing to measurements of effective CPK (cost per kilometre). The formula, though simple in illustrative form, comprehensively represents the core substance of professional tyre management solutions.

Clearly, fleet operators would recognize from the formula that the ultimate objective of tyre management is to achieve the lowest possible CPK for their fleets in relation to their specific operations. However, it is also evident that achieving the desired objective is not as simplistic as just sourcing for the cheapest tyres in the market or using so called ‘best’ tyres (the definition or criteria of which is highly subjective and debatable); nor is measuring effective CPK as simplistic as just computing tyre purchase costs divided by total mileage travelled. In fact, CPK of tyres should necessarily encompass direct and indirect costs and benefit contributions of various relevant factors, notably

the safety of both human and non-human assets, the fleet's operational efficiency which influences business competitiveness, the cost effectiveness impact of unscheduled downtime and breakdown rescue turnaround time, plus the comfort to users and owners in terms of confidence and peace of mind in addition to physical ride experience.

Effective Management

Furthermore, when one considers how long an average tyre typically lasts, and during its lifespan the amount of manhours expended to track and manage that single piece of tyre, one can then further appreciate the compounded complexities and cost implications involved in tyre management for the whole fleet.

To gain the benefits and reduce costs, effective tyre management must address the product, maintenance, breakdown, know-how and management factors collectively with commensurate degrees of emphasis, as they are all inter-related and each element will have an influence on the others. This is an undeniable reality and is aptly conveyed in the formula as a sum total expression for easy and constant reminder of the essential factors in successful tyre management. For example, using quality tyres, both new and retread, can increase mileage performance, but will need to be complemented with proper maintenance and services. Without proper maintenance, tyre performance will suffer, and breakdowns due to premature tyre failure will increase.

In addition, retreadability of poorly maintained tyres will be dramatically lower, thus increasing costs due to the need to use more new tyres instead of retread tyres if proper maintenance services had been diligently performed. Selecting the correct new and retread tyres for the right application requires sound technical knowledge, as is the case for proper maintenance and breakdown repairs, which should be based on scientifically substantiated specifications and procedures.

Proper management of various functions, such as product sourcing, inventory control, service procedures, breakdown response and knowledge impartation, is also critical for good results.

A Proven Formula

The actual issues and challenges faced by fleet operators in their tyre management efforts will almost certainly be much more complex and complicated than this brief illustration, but with KLCT Group's formula revealed, fleet tyre management can at least now be modelled on a proven professional approach. More significantly, KLCT Group is well positioned in the market as a comprehensive solution provider whom fleet operators can choose to work with for their tyre management needs, in any capacity or scope that suits the situation. The "cpk >Σ = sc3" formula for professional tyre management solutions, innovated, practised, proven, and now revealed by KLCT Group is evidence of KLCT Group's capability and effectiveness in delivering results for fleet operators.

KLCT Group has the confidence, determination and ability to make the formula work to deliver effective results of professional tyre management solutions, based on strong emphasis on delivering quality (in tyre products, services and management systems, to established standards, such as DOT, E-mark, ISO9001 and SIRIM MS224), exploiting technology (in retread production, data management and strategic IT applications), and deploying comprehensive resources, infrastructure and know-how (encompassing rubber compound and retread manufacturing facilities, distribution and service outlets network, 24/7 tyre rescue infrastructure, tyre management outsourcing experience and strategic IT hardware and software developments).

Eight Core Elements

In essence, to achieve the strategic goals, KLCT Group synergizes their eight core infrastructure elements: 1) Quality Materials, 2) Tyre Supply, 3) Retailing Service Infrastructure, 4) Retreading Technologies, 5) 24/7 Breakdown Rescue Network, 6) Strategic IT Solutions, 7) Total Tyre Management, and 8) Training & Consultancy; into a cohesive and effective solution delivery system, complemented with clear focus on professionalism, value-adding and sustainable results.

KLCT Group's tyre management system and process is the first, and to-date the only one, in Asia to be certified to ISO 9001:2008 QMS for this scope, by SGS UK Ltd under both UKAS and Standards Malaysia accreditation bodies.

KLCT Group is a member of Kit Loong Tyre Group, a comprehensive tyre organization with 80 years experience in the tyre industry. Kit Loong Tyre Group is acknowledged as a leading player in both Commercial Tyre and Passenger Car Tyre markets, with a rich history and proven track records in virtually all aspects of the tyre industry, including rubber compound manufacturing, retreading, tyre products distribution and supply chain management, retailing operations and network development, and value-added services delivery.

A Pioneer

For example, as an innovative player in retreading, the Group's Commercial Tyre Division has pioneered numerous initiatives in the Malaysian retreading industry, notably in the introduction of radial pre-cure retreading technology, and more recently in the introduction of shearography technology to enable production of superior quality Kayel "X-Rayted™" retread tyres, and the adoption of automated hot-feed cushion gum application technology to enhance rubber bonding for unsurpassed retread quality.

Similarly, in retailing, the Group's Passenger Car Tyre Division has propagated independent chain store development with their franchise network of TAYARIA® branded tyre shops to professionally serve motoring consumers in Malaysia. With such credentials, the professional tyre management formula unveiled by KLCT Group should merit serious consideration by progressive fleet operators!

Tanjong Express Serves and Delivers



Tanjong Express has grown with the industry to provide the services and the equipment to its customers to ensure that their needs are met at every turn.

The economic growth in Malaysia from the late 1980s contributed to a tremendous expansion of the transport business and as part of that growth a private limited company, Tanjong Express (M) Sdn Bhd, was incorporated on July 21, 1991.

Full Services

Today, the motto of the company is to allow the company to grow faster in order to serve its customers and to meet their entire needs. Tanjong Express takes great satisfaction in providing a full package of transportation services such as bonded, non-bonded trucks, custom forwarding, warehousing, lorry leasing service, empty container rental, mobile cranes, forklifts, and skylifts.

In 2003, Tanjong Express was awarded URS in recognition of the company's Quality System which complies with ISO 9001: 2000. In 2006, Tanjong Express continued upgrading the services it offers its customers by providing more efficient and better quality transportation services and a total logistics package to its customers.

Having emerged from being a local transporter, the company understands the characteristics of the local market and now complies with international standards to be a highly reliable transport partner in Malaysia Singapore and Thailand.

Commitment

Tanjong Express is committed to providing the best transportation solution to its customers with 100 percent effort to fulfil all the customer's requirements while providing flexible and customised land trucking services throughout Peninsular Malaysia, Singapore and Thailand.

Tanjong Express operates its own fleet of lorries such as box vans, box trailers, open lorries, curtain siders, air suspension trucks, side loaders, cranes, tankers and sky lifts from the range of one toner to 45 foot long lorries which are mainly for transportation of bulk cargoes for factories and large corporations.

The company provides a very competitive rate for every destination across Malaysia, Singapore, and Thailand.

Rentals

The company rents its lorries primarily to factories and multinational forwarding companies on a fixed term contract basis. The package is very flexible depending on the requirements of the customer.

GP containers, high cube containers and reefer containers are available for sale or rent for short and long term periods.

Independent Haulage Services

The company has two branches and five offices for haulage services. Tanjong Express has 10 years experience in the haulage industry during which it has set up all the necessary equipment and networks to run the business efficiently.

Tanjong Express has 350 Prime Mover units and 1300 skeletal trailer units, side loaders, and tipping trailers that are available at both branches and can provide service in Malaysia, Singapore and Thailand.



Mobile Crane & Sky Lift Services

Tanjong Express has 30 units of various types of mobile cranes and sky lifts to serve construction and project cargo on either a long term rental or daily or trip basis – depending on their needs.

Minimising the Risk of Transit

In addition to adhering to the SOP, the company also provides some value added services to the customer to minimise the risk of transit.

Tanjong Express

Tanjong Express works very hard to comply with the high-risk and high-value shipment by following these principles:

Custom Clearance

As well as having private business partners the company has a team of forwarding personnel to assist customers in preparing the relevant documents for Royal Customs Malaysia for their import, export, transhipment, FTZ, FCZ, bonded warehouse, ICD, port, airport and Singapore/Thailand clearance.

Global Positioning System (GPS)

The company's selected trucks are equipped with GPS and a team of specialists work hard 24 hours to monitor and track the position of the truck. A printout can be generated anytime upon request.

When there is an emergency (such as hi-jack, accident, loss of contact), GPS personnel will inform the related officers to react to the incident as quickly as possible.

Quality Philosophy

Tanjong Express has recognized from a very early stage that, quality logistic services is closely associated with choosing and operating quality equipment and components.

In instituting this philosophy, Tanjong Express has formed close partnerships with premium equipment suppliers such as Hyva Malaysia Sdn Bhd, which is a Netherland headquartered company specialising in the provision of premium quality telescopic systems and other container handling systems.





Front end piping cyclinder

Serves and Delivers

Continental manufactures tyres the art of delivering the lowest overall driving cost



Benoit H. Henry, the Executive Vice President of the Business Unit Asia Pacific Truck Tyres and Chief Executive Officer of Continental Sime Tyre Sdn. Bhd in an exclusive interview tells Asian Trucker that Continental's tires are built to perform at a high level in Asia's growing market.

AT: Tyres can cause huge environmental problems. What do you do in order to lessen their impact?

HENRY: Unfortunately, nothing comes for free. If we would like to see a wide range of products in the supermarket, someone needs to transport them there. This will have an impact on the environment. However, Continental is pursuing a holistic environmental policy to reduce this impact.

All our Asian plants comply with European standards when it comes to environmental protection. We have implemented waste management systems that will allow us to reduce the wastage produced, thus minimising the impact.

The tyre itself offers a lot of possibilities in order to support environmental protection. First of all, we are optimizing mileage and rolling resistance of the tyre. By this we guarantee a long application lifetime with the benefit being a reduction in the need for new tires and, most importantly, providing for the lowest possible fuel consumption.

Additionally, we are designing our tyres in a way that they need the least amount of material in order to reduce material and energy consumption during production and increase the load capability of the vehicles.

The next step in order to safeguard the environment is retreading. There are only few products (and tyres are within that group) that have a second or even a third life within a similar or even the same application. By including retread operations we can secure the casing and use it instead of building a new tire. All our tires are retreadable once or twice.

Furthermore, we apply some approved recycled materials or environmental friendly materials to our tyres. As a premium

manufacturer, we use natural rubber, which is a renewable source.

Finally, the burning of used casings after their final life in clean stations is one of the cheapest, most effective and efficient and available sources of fuel compared to gas or mineral oil. (An assessment of our company is available upon request.)

Continental's mission is to provide "The lowest overall driving cost".

AT: What are the latest developments in tyres?

HENRY: There are a lot of innovations all around the tyre. Starting with new materials inside the casing that improving air-tightness. By this, basically all tyre properties are improved, continuing with casing technologies in the direction of robustness, rolling resistance improvement and retread optimisation up to very late pattern designs keeping their traction level over lifetime and offering mileages and rolling resistance on levels never achieved before. Again, this translates into the notion of the lowest overall driving cost.

Noise optimisation is an issue here in Asia. We see a lot more passenger transport than in Europe for example. When you sit on a bus, there are noises that disturb you, others that don't. This will have an impact on the comfort of your journey. Noise travelling upwards, into the cabin is an issue, while the noise emitted to the back or sides may not be of such significance during the travel.

Wide base tyres are another interesting development. Operators would save (overall driving cost) since the wide base tyre is lighter, can bear an increased payload and there is less material used in the manufacturing.

AT: How are tyres for Asia different from the ones developed for EU?

HENRY: There are two general approaches to this question. Firstly, all tyres have to meet their customer's requirements. In Asia, typically the specific loads are higher and the quality of the roads is more heterogeneous than in Europe. Therefore, the robustness is one of the key elements (overload capability) for tires for use in Asia.

Secondly, we need to adjust to the local conditions to be able to achieve the lowest overall driving cost. For example, fuel prices are lower in Asia. Therefore, the consumer focus on low fuel consumption is less developed and rolling resistance as a key criterion is not as much required (but will come soon).

If we go back to the previous question, we see that that we need to compare people transportation vs. cargo transport. For the passenger transport, speed and noise is important, while for cargo durability and mileage are key factors.

In general, size range of tyres are smaller in Asia. While this is hard to compare across the region, it can be said that tires need to match the truck and the intended purpose. Using the wrong tire would result in a drop in performance.

Finally, local legal regulations differ and some regulatory drivers (such as EU label) drive local specific details.

AT: How did you weather the recession?

HENRY: As they say, trees not only grow up to the sky. While the recession has had an impact on individual plants, it did not stop us from expanding. Continental had expansion plans and we carried them out despite the recession.

We grew from three sales subsidiaries in 2007 to 10 in 2010 in the Asia Pacific region. Now, as the economies recover, we are in a fantastic position to respond to the market needs.

AT: What did you learn from the economic downturn?

HENRY: We learned to be flexible, we have learned to develop realistic plans, including fall-back scenarios, and we have learned to manage all entrepreneurial risks appropriately.

It has also proofed the right step to gear the plants towards order based production, moving away from producing for the stock. This in turn requires the logistics to be controlled and to be flawless. This is one of the key learnings in Asia.

AT: Where are the growth areas in Asia?

HENRY: For Continental, all of Asia is a huge growth opportunity. In addition to China and Malaysia, India, Thailand and Taiwan appear on our map. We can provide the lowest overall driving cost for many applications and we are sure that there are many customers, many applications and many regions are looking for lowest cost of operation.

While there are many opportunities and growth areas,

Continental will focus on those that provide the best ratio of expansion cost vs. ROI. And at the current time, not all markets are ready for premium manufacturers.

AT: How much does safety play a role in your thinking?

HENRY: One of our taglines is "In safe hands", therefore safety is one of our core company values! We want to make mobility more comfortable, safe and sustainable. So we invest a lot of effort to have this continuously at the forefront of our thinking. We believe that not only Continental customers, but also any participant in traffic has a right to be safe.

Continental emphasises a lot on safety in the plants too. When you enter our site here, a sign-board will display the accidents, not profit or performance. We apply European standards in our Asian plants, taking care of both, workers and customers.

AT: Why Malaysia as a location for Continental?

HENRY: Malaysia is a great market to launch into Asia. It was the first big investment for Continental tyres. The reasons are simple: good infrastructure and skilled labour. Many people speak English, which is a huge advantage. Also geographically it is a good base from which to supply the regions.

AT: What is our view on Chinese competition?

HENRY: The Continental advantage is the use of technology. We believe our customers are looking for tyres with the lowest overall driving cost. To achieve this, a lot of research needs to be done. As a result, the product will be more expensive to purchase, but will result in lower operating cost. It is up to us to maintain this advantage.

Sooner or later all customers find out that it is not the price but the performance that determines the cost for operating a tyre, such as mileage and rolling resistance. We are prepared to compete on those criteria. If we had to compete on price alone, our customers, which we consider as partners in this game, would not have the benefit of our experience and the quality of product we produce.

One thing that will impact us all is the cost of raw material. This will affect the competition as well. Plus, we will see a movement towards more professionalism. When the customers start thinking about the overall cost, they will not chose the lower purchasing price, but what makes most sense in the long run.

AT: Some final comments?

Henry: I would like to highlight the term "manufacturing" in our business. Tyre manufacturing is an art form that needs to be learned over a long period of time hence premium tyres are not to be seen as commodities.

The Mercedes-Benz Actros Third Generation – Economical, Comfortable, Safe & Environmentally Friendly!

The Mercedes-Benz Actros enters its third generation with a firm focus on economy, comfort, safety and environmentally friendliness. A fresh and powerful design has further enhanced the aesthetic appeal of the new Mercedes-Benz flagship series. With approximately 600,000 units sold in more than 100 countries, the Actros family is acknowledged to be the world's best-selling heavy-duty truck.

Improving on success

The new Actros is a further improvement on this success story, with 37 individual measures for vehicle operators by virtue of lower fuel costs and increased availability. This is decisively aided by the 16-speed Telligent® Gearshift 2, which is standard equipment in a road-going truck for the first time and represents a real milestone in terms of economy, comfort and safety.

On the basis of the success of the heavy-duty truck Mercedes-Benz Actros in the commercial sector – the vehicle was brought to Malaysia in 2004 and was rapidly recognized for its strength, robustness, resistance and state of the art technology. Mercedes-Benz now brings to the country a new generation model of this product line. Leading edge, up-to-date assistance systems such as the Telligent®-Braking System with ABS and ASR provide the driver with effective support for greater safety and efficiency.

The Actros has always been a trailblazer when it comes to design. The front of the new Actros exudes eye-catching dynamics and simultaneously projects composure and a commanding presence.

The new generation of Mercedes-Benz Actros has high standards to live up to that have been set by previous generations of this award winning truck. There is no doubt that the new Actros will not disappoint.

In contrast to its predecessor, the lateral sides of the V of the radiator grille are now curved and continue harmoniously with a slight curvature up to the sun visor. At the same time, the fins of the decorative grid in front of the radiator are more markedly accentuated, have been configured more 'airily' and have a dynamic contour with their upward pointing 'wings' at the tips.

Brand pledge 'Trucks you can trust' creates confidence

The pledge of 'Trucks you can trust' is derived from the high quality synonymous with Mercedes-Benz commercial vehicles and is a source of motivation for the more than 40,000 people employed by the Mercedes-Benz Trucks organization worldwide. The accuracy of the claim is demonstrated day after day by the reliability and quality of the approximately 600,000 Mercedes-Benz Actros trucks on the road in more than 100 countries around the world. The pledge is also kept by the many other types of Mercedes-Benz trucks on the road, including the Atego and the Axor, all which continue to uphold the good reputation earned by legendary Mercedes-Benz vehicles during more than 110 years of truck history.

The 'Trucks you can trust' pledge is underscored by market research results in Europe, which show, for example, that of all truck models in its competitive field, the Mercedes-Benz Actros is the least likely to break down on the road. Internal assessments also confirm customer statements that Mercedes-Benz trucks also are frontrunners when it comes to vehicle availability.

In the last Commercial Vehicles International Show at Hanover, Germany – IAA – it was voted 'The Truck of the Year 2009'. This title is the result of an election carried out among specialized journalists of the transportation sector that includes 21 countries in Europe that acknowledged the achievements in economy, environmental friendliness, safety and comfort offered by its innovative technology.

Each Generation a Winner

Each of the three generations of Actros was, at their launching, appointed as 'Truck of the Year'. "In each generation Actros offers more benefits for customers, ensuring more productivity in transport and, mainly, more operational profitability for the fleet owner".

The Prime Mover Actros 2640LS 6x2 and Actros 2640S 6x4 are equipped with the powerful electronic OM 501 LA V6 engine. This engine has optimum performance with savings in fuel consumption as well as reduced emission rates. The design of the new Actros generation gives to the truck a visual aspect that stresses its strong and robust appearance.

The Prime Mover Actros 2640LS 6x2 and Actros 2640S 6x4 are equipped with a 16 speed transmission with semi-automated gear shifting system. This system, the Telligent®, makes the shifting operations more rapid, smooth, precise and safe, making the work of the driver easier because he may keep his hand on the steering wheel for a longer time, this way he is able to concentrate on driving the truck.

Truck of the Year

The new Mercedes-Benz flagship won against competitors with its outstanding economy, cab comfort, security safety concept and fascinating design. The acknowledgement 'Truck of the Year' has been conferred since 1977 by the Association of Commercial Vehicle Editors (ACE) for 'The best contribution to the further development of the carriage of goods by road'. The award impressively confirms the outstanding status of the Actros: all three generations of this vehicle became 'Truck of the Year' in Germany.

Moving forward, the new Mercedes-Benz Actros is a picture of beauty, power and supremacy, an image that leads striking emphasis to its inner values of comfort and economy. With its key attributes, this just goes to show that it is perfectly possible to both look good and move economically out on the road.

For more information, log on to www.mercedes-benz.com.my.

TNT Improving the Future of Trucking

TNT is marking its fifth year of the Asia Road Network with a further injection of €4.5 million over next two years with the bulk of the investment earmarked for a new fleet of trucks specially designed for Asia.

TNT says it will make a further 4.5 million euro (\$7.61m) investment in its successful Asia Road Network (ARN), which currently serves six countries and 127 cities in Southeast Asia and southern China. This brings the total investment to date in the fully integrated ARN to more than 12.5 million euro (\$21.4 million).

Onno Boots, Regional Managing Director of TNT Southeast Asia and India said, "Five years ago, we announced our intention to develop a road network in Asia, very much like our Europe Road Network. We were the first to attempt such an ambitious project in Asia, and we faced a set of unique challenges. TNT did what we do best, which was to innovate, facilitate and create an unrivalled road network that offers our customers a combination of cost efficiency, speed, security and reliability. Over the years, we have seen the profile of freight diversify to include more high-value goods, such as electronics, healthcare products and automotive and industrial equipment."

New Fleet

Most of the new investment will be to acquire a fleet of trucks specially designed to suit pan-Asian routes. The 41-foot trucks and trailers are larger and more environmentally friendly than their predecessors.

TNT has had brisk and growing demand for its road solutions in the last five years. Capacity on the ARN has grown over 20 percent year-on-year. At the same time, volume between 2009 and 2010 (year to date) has grown by 70 percent. In Singapore alone, volume growth grew by 52 percent between January 2009 and January 2010.

Transporting goods by road on the ARN is, on average, 30 percent cheaper 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.

Singapore Regional Hub

“TNT understands that air freight will continue to be an attractive proposition for companies with time-sensitive requirements,” says Onno Boots. “To facilitate a complete door-to-door solution within Asia, TNT decided to invest into the development of a Regional Hub located in Singapore two years ago. This integrated air and road hub was specifically built, at a cost of around S\$20 million, to allow a seamless link between our air and road services. Basically, if the trucks were any closer to the planes, they’d be on them. The idea being, of course, to minimize handling times and costs and allow our customers unparalleled reach and access across Southeast Asia and India either by road, air or a combination of both.”

The ARN is seamlessly linked to TNT’s air networks and is supported by its multiple facilities across the region, most notably the S\$20 million TNT Regional Hub – an integrated air and road hub located in Singapore.

“We congratulate TNT on the fifth year of its successful Asia Road Network” said Mr Kelvin Wong, Director, Logistics, Singapore Economic Development Board. “We are delighted that TNT’s Regional Hub in Singapore is a critical point that enables the company to manage and further connect its innovative Asia Road Network with its air network. TNT’s celebration of the Asian Road Network marks a significant milestone in TNT’s strong partnership with Singapore. It also affirms Singapore’s strong capabilities in developing and implementing innovative supply chain solutions to address companies’ needs in Asia.”

Redefining Road Transportation

TNT’s new fleet will comprise of 12 trucks and 14 41-foot trailers. Produced by Scania, the model R380 trucks were specially designed for TNT and tailored specifically for maximum efficiency on pan-Asian routes. The trucks are also amongst the first Scania R-series assembled and sold in the region, coinciding with TNT’s requirement for double beds for the long, 7650km routes within the ARN.

TNT and Scania have collaborated closely on design and security features which are still, to this day, completely unique in the region. The security systems have been provided by Astrata, with whom TNT will continually partner to ensure systems and processes are kept up to date.





Design Features

Some of the design features of TNT's new trucks include:

- Increased capacity – capacity on the new trucks is 20 percent greater than that of previous trucks
- Lighter – three tons lighter than predecessors, meaning reduced wear and tear
- Enhanced security – in-built security system that enables efficient, round-the-clock remote monitoring of the trucks
- Greener – improved fuel efficiency and reduced emissions; new trucks are 17 percent more efficient when measured against the industry benchmark.

The first two trucks have been delivered to TNT and will commence service immediately.

The Future of Trucks

David Stenberg, General Manager, Asia Road Network said, "In a recent report, the total volume of road freight carried domestically and internationally in Asia is expected to grow by 8.4 percent for the next four years, from 2,090 billion tonnes-km in 2010 to 2,889 billion tonnes-km in 2014.

A number of years ago, TNT recognised that there was a fantastic opportunity to create and invest into a road network that spans the region and offers customers an attractive and safe middle option in freight transport, outside of air and shipping. We are very proud of our new fleet of trucks, they represent the future in trucks, as does our ARN in road transport."

TNT plans to announce further security enhancements to the ARN and plans to expand the road network further into mainland China and subsequently into India.

China's First Fully Electric Delivery Fleet

TNT has also unveiled the express industry's first full electric vehicle fleet in China. The introduction of an initial number of five electric delivery vehicles further bolsters the company's efforts in reducing its carbon emissions. Peter Bakker, CEO of TNT, together with government officials such as Camiel Eurlings, Dutch Minister of Transport, unveiled the first electric vehicle at the Responsible Transport Forum at the Dutch Pavilion at the Shanghai World Expo.

"TNT is committed to sustainable development of

our industry across the globe. I am very proud that TNT is taking actions to lead the introduction of zero-emission delivery vehicles in China," said Bakker. "With China being one of our most important markets, today's electric delivery vehicle launch is a meaningful step towards our commitment to a sustainable future."

TNT's global objective is to improve its CO2 efficiency by 45 percent by 2020. "As a company vision, TNT aims to contribute to a low carbon emission express industry through our daily operations," added Bakker.

Responsible Transport

In conjunction with the electric delivery fleet launch, TNT also organized a Responsible Transport Forum at the Dutch Pavilion at the Shanghai World Expo. This forum provided a platform for participants to discuss the challenges of rising CO2 emissions and issues around road safety and share best practices with the aim to reach industry and government goals. Supported by both the Shanghai government and the Dutch Ministry of Transport, the forum attracted nearly 100 participants and noted industry experts, academics and environmental advocates.

"We are delighted to see both the government and the local community joining together to promote a greener and safer transport industry in China, fostering an environment of sharing best-practices across industry sectors for both

markets," said Bakker.

Produced by Dongfeng Motor, one of China's leading automobile manufacturers, TNT's Chinese electric vehicle fleet is locally designed, manufactured and assembled. After a successful three-month trial operation, the electric delivery fleet is now fully operational in Shanghai.

New Energy Vehicles

"Dongfeng is one of the earliest auto companies to invest in R&D for new energy vehicles in China. We have also been a strong industry advocate for the development of electric vehicles in promoting low carbon transport," said Xu Ping, President of Dongfeng Motor. "New energy vehicles are the future – and are central to our core strategy to foster a more sustainable transportation industry. Dongfeng is strongly committed to leading the sector in promoting the wide scale adoption of new energy vehicles. We are truly honoured to be united with TNT in our vision for a low carbon future."

Designed to meet the distinct operational requirements of the express industry, these zero-emissions vehicles are powered by lithium batteries and feature high-tech monitoring systems that record power consumption data during operation, allowing for continuous optimization for delivery routes. The vehicles require only two-and-a-half hours to be fully charged and can travel more than 120 kilometers on a full charge.





> *The*
Retread Technology
that takes you further

Another Service Infrastructure from

KITLOONG
1931 **TYRE**

Solutions to drive you forward



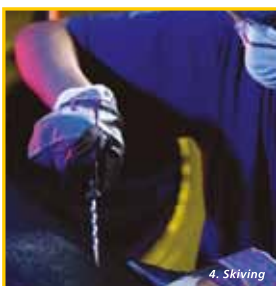
1. Initial Inspection



2. Shearography



3. Buffing



4. Skiving



5. Repairing

Kayel Retreading Process Technology (RPT)

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

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

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

For more information please contact

Kit Loong Commercial Tyre Sdn. Bhd.

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

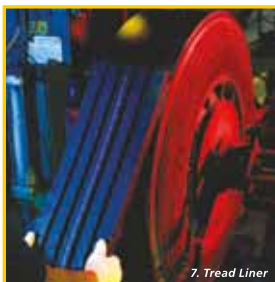
Tel: +603 5122 2418 Fax: +603 5122 2417

Email: kitloongtyre@kitloongholdings.com

Website: www.kitloongtyre.com



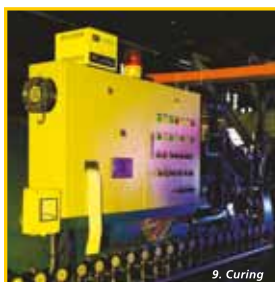
6. Cushion Gum



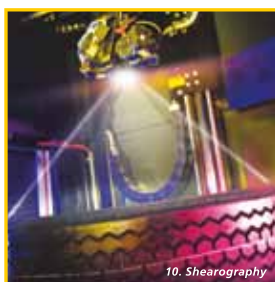
7. Tread Liner



8. Double Enveloping



9. Curing



10. Shearography



Power Developed Down Under

When was the last time it snowed in Kuala Lumpur? When was the last time shock absorbers were designed for Malaysia's road conditions? Australia's Powerdown builds shock absorbers for Asia's demanding conditions.



Shock absorbers are required to work extremely hard on Malaysian roads where variable conditions and heavy loads can cause additional suspension movement. Couple this with extreme temperatures and you have the main reasons why standard shock absorbers fail. The direct result of this failure is poor handling, reduced control and excessive tyre wear.

European Designed?

Many shock absorbers on the market today in Malaysia are sourced from Europe where road and climatic conditions vary greatly to those experienced in Malaysia. When was the last time it snowed in KL?

Powerdown is one of the few companies in the world that designs and develops shock absorbers specifically built to withstand hot tropical climatic conditions. Utilising some of the most advanced testing facilities in Australia and by listening to customer's feedback, Powerdown's engineering team has developed specialised suspension solutions for Malaysian roads, loads and conditions. Powerdown Australia's shock absorber range, has been tested and proven over millions of kilometres in some of the harshest operating conditions in the world to ensure the products offer performance, safety and value

Creating Durability

What makes Powerdown shock absorbers so durable over a long period is a combination of the following features and benefits:

Large body and piston sizes for increased oil volume allowing the oil to remain cooler and withstand higher internal operating pressures.

High temperature oil and Viton Seal to withstand high operating temperatures whilst maintaining vehicle control.

One piece eye rings and double reinforced welds for secure fitment to vehicle chassis.

Polyurethane Trailer Bushes

Polyurethane, commonly known as urethane has revolutionised the design and manufacture of many suspension products.

Tuff Yello polyurethane products have been designed and tested under normal working conditions and have returned an average of 3-4 times the life span of their rubber equivalents.

These components have an extremely high memory factor meaning they will always return to their original shape rapidly and are unaffected by petroleum based products, which allows them to offer extended service life.

Exclusive Formula

Powerdown has addressed the short comings of early materials of either being excessively too hard or too soft, in developing the exclusive formula and manufacturing processes behind our Tuff Yello range, which includes rocker box and torque rod bushes plus replacement shock absorber bushes.

Powerdown suspension components are exclusively stocked by E-2000 Products in Malaysia, offering local backup and support for all commercial vehicle shock absorber requirements.

For more information please contact:

E-2000 Products Sdn Bhd

Mr. Woon at +6012 287 7903

Email: e2kpsb@tm.net.my

Building Brand Awareness

David Fotheringham brings 30 years of experience at a senior level to this new Chinese truck franchise, Sinotruk, which demonstrates the commitment of Sinotruk to this market and its customers.

Mr David Fotheringham with clients



AT: Which company are you working for and what is your position?

DF: I am with Sinotruk Malaysia Sdn Bhd and I am the Senior Manger After Sales.

AT: How long have you been with Sinotruk and how did you find this post?

DF: It was a great opportunity that presented itself and I had to grab it. I started here in July 2010 and we have since seen a lot of encouraging feedback from the market.

AT: As Senior Manager After Sales, what is your current focus?

DF: I am currently involved in setting up a dealer network throughout Malaysia to support Sinotruk's and also manage all after sales activities for Sinotruk.



Mr David Fotheringham

AT: What are the challenges you are facing?

DF: As Sinotruk is a relatively new player in this market, we are still building brand awareness. What we are looking for are solid companies that already work to a certain standard. Finding suitable workshops is not always easy.

AT: Tell us a bit about yourself.

DF: I have always worked in the automotive industry. Thirty-five years ago I started as an apprentice in the UK. Later I worked in Botswana, South Africa, the Middle East and Russia, mainly in mining where heavy machinery, such as earth movers, were the pivotal points of the business. My first stint in Malaysia started in 2001.

AT: What needs to be improved in Malaysia's trucking industry?

DF: I believe there is still a lot that needs to be done in terms of vehicle and road safety.





The 7th Bus & Trucks Exhibition, Thailand



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Tel: (603) 7803 2816

Fax: (603) 7803 3276

info@malaysia.messefrankfurt.com

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