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Transmission
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AG.

Chassis
Double Layer

Rear Axle
Hub Reduction

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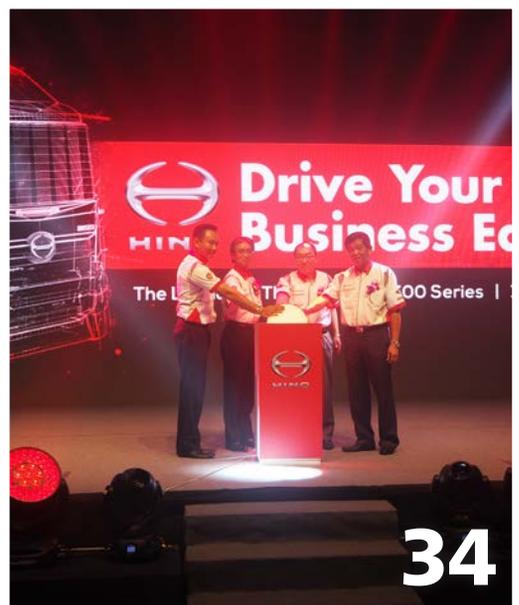
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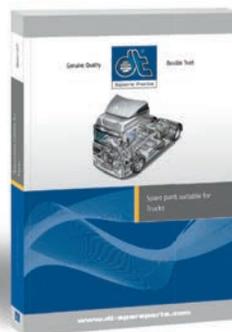
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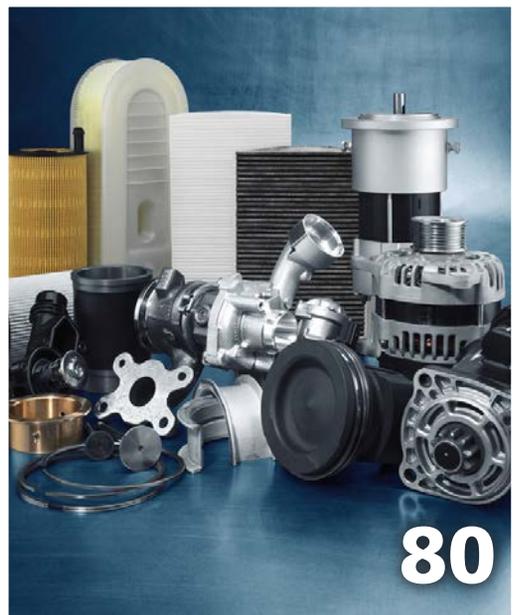
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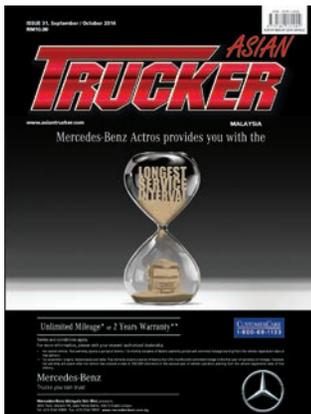
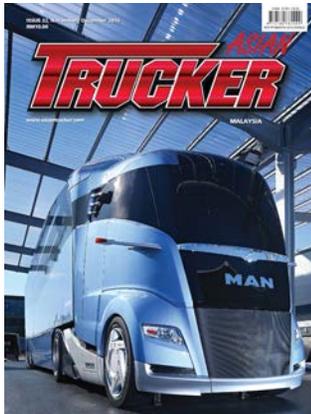
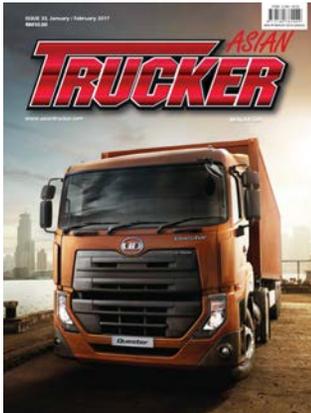
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Long Term Projects



stefan@asiantrucker.com

Finally we come together again at the largest commercial vehicle exhibition in South-East Asia: Malaysia Commercial Vehicle Expo, organised by Asian Trucker. When you look at a calendar, the gap between two such exhibitions seems impossibly long. But before you know it, the time flew past and here we are again. Putting the exhibition together, making it interesting and worth going to see what is on display takes a lot of time and thinking. And the actual event seemingly passes by in a heartbeat. One of the questions we hear often is why our exhibition is biannually and not yearly. For one, there aren't that many innovations to be showcased. What we don't want is to have a long build-up of excitement just for people to see the same things as in the last expo.

Autonomous driving is another long-term project that, however, seems to have gained some real momentum. At our recent press conference I was asked if we are ready for self-driving vehicles. My answer stunned the media and it may surprise you too. I will ask you back if you are ready to let go of control. Because that is what it means when you are no longer in command of the vehicle via steering wheel and pedals. While autonomous vehicles may make things easier, they also eliminate a few things that we may practice, simply because we can: speeding, using the emergency lane, tail-gating and double parking. Naturally, I don't encourage any of these, but they demonstrate what implications self-driving vehicles will have. Anyone having tried to change human behaviour will tell you how hard mindset changes are. In the context of autonomous driving it may not be so much of a technical, but a mindset issue before we can move on with this. On a side note, this is interesting since many of us have no problem hopping on board trains without driver or into a plane, which is largely flown by a computer.

Meanwhile, we have spent the best part of a year to walk alongside a company to conduct a long-term study on the positive effects of using a premium product. Tested under real life conditions, we took their product to the task in several trucks, running in daily operations. The results have been very interesting. Here again it shows that patience pays dividends. It is a story we have heard many times. Fleet operators may opt for a cheaper part or service just to find out that they have to repeat the procedure more often. Instead of looking at the purchase price for a part only, one should look at the overall cost of ownership of the vehicle. When factoring in the downtime required to service or fix a truck, suddenly the calculation doesn't seem to be so much in the favour of the cheaper part anymore. That said, there is of course always a need and use for items that are not the most expensive. It is just a question of looking at things carefully, long-time.

Long-term is a theme that we will find throughout this magazine. There is Mercedes with its investment in a new headquarters. A stunning one I should add. Also, CIMC is in the country for the long run and we get to learn about their ambitions in our feature story. At our expo we will find the next instalment of Scania's Driver Competition, an established event series with a far-reaching vision. I was quiet happy to see our Senior Writer Saef Wan to get immersed in the technical details of dip galvanising, which makes steel last longer. As for myself, I have now been here for almost a decade. Some of our readers ask me if I liked it here. Well, I wouldn't be here if I didn't. On the contrary, I think Malaysia is getting better, the longer one stays. For one thing, business partners understand that one is not just here for the short term, but in for a long haul. This allows to build lasting business relationships with more to talk about than just weather and durians.

If you are working on a long-term business objective, please let us know. Meanwhile, we can all enjoy the moment which we take to bring the industry together at MCVE.

Sincerely yours,

Stefan Pertz
Editor, Asian Trucker Malaysia 



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Hino Launches Second New Truck Series for 2017

Hino Motors Sales (Malaysia) Sdn Bhd recently launched the new HINO 500 Series trucks at a grand event in the Mines International Exhibition and Convention Centre. Saef Wan got up close with the new vehicles to find out more about their capabilities.

The much-anticipated HINO 500 series is expected to tackle Malaysia's medium-duty trucks market, marking a new challenge for other competitors contending in the same market space according to Hino Malaysia's management. The new truck series comes with a lot of upgraded features which firmly place it on the premium line of mid-range trucks. The launch came after Hino's recent unveiling of its new HINO 300 Series in February.

Speaking at the event, Mr Ken Iwamoto, Managing Director of Hino Motors Sales (Malaysia) Sdn Bhd remarked: "The new year has just begun and Hino is already true to the motto "HINO Is Number One," as we have just recently launched our latest HINO 300 model right after the New Year started. Tonight, just at the beginning of the Chinese Lunar Year, we are doing it again: We are launching another innovative truck model. This time it is the 500 Series which we are presenting to you. We have taken significant steps to add safety features and to make the vehicle even more comfortable. With that, the HINO 500 is one of the most sophisticated truck models in the market."

In line with their company motto, Quality, Durability and Reliability, the new Hino 500 series is not just all about show and talk, it really packs some new important punches. New significant improvements include, among others, side door high rigidity impact beams, improved aerodynamic and partitioned sidemirrors to provide the driver with a bigger field of vision, Front & Rear Under-run Protection, ABS and Emergency Guard Impact Safety (EGIS) cabin. All of these are key requirements for ensuring a greatly reduced risk of injury or damage to the vehicle, thus also avoiding a loss of lives in the case of an accident.

Other than that, fuel economy will also be significantly improved for the buyers of this line of trucks as Hino has upgraded their engines to utilize Euro 3 and Euro 2 compliant systems. This is especially important for those who are in the need of mid-range trucks, for use in the typical traffic of inner city surroundings. Talking about traffic use, specific truck models are also equipped with Hino's own auto start-stop system which would need some getting used to for drivers who are not used to the system, but otherwise would reduce idling critically, translating to a more economical operation of trucks while being environmentally friendly at the same time.



The launch was not only to announce the new line of 500 series trucks, but it was also a platform for Hino to reaffirm its commitment to all customers in the Malaysian trucking industry. This commitment is presented in the form of its new investments amounting to eight million Ringgit Malaysia for the upgrading of its training facilities near Seremban. As of the closing of the previous year, Hino commands a whopping 35.7 share of the Malaysian truck market. It is obvious that this Japanese truck maker does not plan to be complacent with their high-ranking position, as it continues to show further support and fervour in the trucking industry in Malaysia. **FT**

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Mercedes-Benz and Hap Seng Launch New 3S Centre

In their newest show of commitment for strengthening presence in the Malaysian market, Mercedes-Benz Malaysia Commercial Vehicles (MBM CV) alongside Hap Seng Commercial Vehicle, its number one authorized truck dealer, launched an extravagant opening for their newest 3S centre in the hive of Selangor's industrial and trade activities, Telok Gong, near Klang.

The centre opening on 10th February 2017, was formally officiated by Mercedes-Benz Malaysia Commercial Vehicle's Vice President, Mr Albert Yee, who thereupon deliberated: "As part of the Daimler truck division, Mercedes-Benz Malaysia Commercial Vehicles, (MBM CV) together with our partner, Hap Seng Commercial Vehicle (HSCV), is pleased to present our latest Commercial Vehicle Centre in Klang. This new commercial vehicle centre is a testament to our commitment of providing first-class products, excellent service quality and comprehensive after-sales expertise in the area of customer-oriented transport solutions to our customers."

With a tougher market brought upon the country by the inertia of the 2016 economic and political conditions, MBM CV continues to perform resiliently with a record of a total 2 612 vehicles sold in 2016 comprising FUSO light duty and heavy duty trucks as well as Mercedes-Benz trucks and vans.

The newest 3S centre offers sales, services (maintenance), and spare parts (repair) is equipped with an army of well-trained technical and administrative teams at the helm of spearheading the way for a stronger sales and expansive service network in Selangor. The centre is also well-prepared to service a staggering number of up to 200 commercial vehicles per month.

"Hap Seng has enjoyed a partnership of more than 40 years with Mercedes-Benz Malaysia. This partnership has led to the successful expansion of our dealer network nationwide. We understand the needs of our customers in the haulage industry who depend on the reliability of their vehicles. Our strength lies in the



ability to ensure minimal down time so our customers can maximize the utilisation of their vehicles," said Hap Seng Star and Hap Seng Commercial Vehicle, Chief Operating Officer, Mr Wong Leh Seng.

The opening of this sixth CV centre marks a more aggressive effort by MBM CV and HSCV in increasing their coverage in Peninsula Malaysia (East and West Coast) and East Malaysia. The centre, along with other branches in Kinrara, Kuantan, Kota Kinabalu, Kuching and Miri will provide optimum services for both, Mercedes-Benz and FUSO line of Commercial Vehicles.

But the management of MBM CV is not planning to stop here. Further expansion plans to ramp up their networks are already inked in their blueprints, as MBM CV is prepared to dedicate itself toward the market growth and for its faithful customers in Malaysia. Vice President Albert Yee convinced customers by stating: "We invest heavily in our dealership networks so we can continue to serve our growing customer base. Consistency is important to us, and our customers can continue to expect trucks they can trust and excellent service quality."

Carrying Daimler Commercial Vehicles brand, MBM CV continues to offer customers in the Malaysian market a variety of commercial vehicles, ranging from Mercedes-Benz trucks such as the



Actros and vans, namely the Vito and Sprinter, for usages such as ambulances as well as buses. Furthermore, it facilitates the medium-range segment market needs by offering its popular FUSO trucks which assorts FE, FN, FM and FG series trucks in the list.

The Mercedes-Benz Hap Seng Commercial Vehicle 3S Centre (Klang) is located at No. 25, Jalan Jala 14/KS 10, Tanjung Industrial Park, Telok Gong, 42000 Pelabuhan Klang, Selangor. **F**

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NSLOA Welcomes New President

As Dato' Tan Kim Chong steps down after some 24 years as president of NSLOA, Lee Hung Yang takes over to infuse new ideas into the Association's dealings.

Held on 26th February, the AGM of the Negeri Sembilan Lorry Operators Association saw Dato Tan stepping down from his post as the president of the Association after some 47 years on the committee. Out of his almost five decades on the committee, he served the last 24 years as the President.

"It has been a remarkable journey. When I was asked to work on the committee almost fifty years back, the association was seeking the help of younger people to stay relevant and to propel the association forward. Today, as I step down, I am asking my successor to do the same," Dato' Tan said in his speech, closing his tenure. As 2017 is an election year for NSLOA, a new president alongside a new committee was elected by the members present.

NSLOA is the oldest association for truck owners and operators in Malaysia and was instrumental in the founding of PMLOA. Dato' Tan hoped that the members would elect committee members that are eager

to bring forth change and are "Not just wallflowers, who, while looking pretty, don't do much."

Taking over the reins of NSLOA is Mr. Lee Hung Yang, who welcomed his new committee and addressed the assembly in his welcome speech. In an exclusive interview with Asian Trucker, he told us "What motivates me to stand for election to become the President of NSLOA is the support that I have from the committee in NSLOA. When they have the trust in you and willing to work for you then you have nothing to fear." Lee has served NSLOA as committee member for nine years and three years as Treasurer in the Pan Malaysia Lorry Owners' Association (PMLOA). "Throughout the years, I got to know how associations function and gained experience meeting with government authorities and others. I realized that we as transporters or the industry players need to be united so that we can voice our concerns and issues to the government. We not only do this for ourselves or company but for

everyone. It motivates me when you can do something that benefits everyone."

There are few things in his mind that he has planned to do. Firstly, the association needs to attract more new members to join NSLOA so that they can be aware of the functions of the association and how the association can help them. Secondly, he aims to motivate more young blood to take part in the work of the association and get them involved in activities. "They need not be committee members but can help in the various sub-subcommittees." Thirdly, media plays an important role and it will be good if NSLOA introduces its own web page. Lee believes, in so doing, NSLOA could update news and activities to members on a more frequent basis.

Asian Trucker is a member of NSLOA and on behalf of the entire team we would like to thank Dato' Tan for his commendable service in the association and wish the incoming president all the best for his ambitions. **T**

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ISUZU Improves Ranking in Malaysia



Isuzu celebrates another milestone as it marks a record year of clinching the sixth place in overall sales as the most popular vehicle brand in Malaysia, from seventh last year.

According to the overall sales figures released by the Malaysian Automotive Association (MAA), Isuzu Malaysia remains the best selling light-duty truck for seventh consecutive years, and Forward medium-duty truck for the third time.

Last year, Isuzu remained the No. 1 commercial vehicle (CV) operator in Malaysia, although sales for the overall automotive industry performance plunged by 13%.

Commenting on the results of the 2016 market report by MAA, CEO Kenji Matsuoka said, "We are very pleased with our achievement as the preferred commercial vehicle brand in Malaysia again despite a less than positive outlook in the industry in 2016."

He attributed the successful performance in retaining its position and improvement in market share, to the outstanding quality of their vehicles and its priority to customer satisfaction by conforming to its 3S concept of Sales, Service and Spare Parts.

"Moving up the ranking proves the quality of our products as well as our service. Our service staff takes pride in providing

excellent after-sales service and personal attention to our customers by regarding them as 'partners'," he continued.

"We place high emphasis in training and are proud that the first batch of graduates from our own Isuzu Technical School (ITS) has been stationed at different authorized Isuzu service centers nationwide to elevate the level of customer satisfaction for that 'Isuzu experience'," said Matsuoka.

Amidst intense market forces against the industry as a whole, he added that the company's broad initiative to reach out to its customers resulted in them setting up an office in Kuching in November last year, which contributed to the exceptional response by Malaysian drivers.

"Moving forward, we would like to emphasise our continued promise to constantly improve the quality of service and offerings in both the Commercial Vehicles and Light Commercial Vehicles segments in Malaysia and to be the brand every trucker needs and trusts," concluded Matsuoka. 

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Scania Drivers Face the Challenge

Scania Driver Competition Southeast Asia Edition is back with Myanmar as the first stop!

The theme for this year's Scania Driver Competition Southeast Asia Edition (SDC-SEA) is 'Face the Challenge' and as always, the focus will be on the drivers as the single most important asset of any truck and bus owner and even more so for fleet operators.

In February 2017, the first Scania Driver Competitions Myanmar 2017 kickstarted in Yangon, Myanmar! During the two-day event, the competition has attracted some 32 local contestants to take up the challenges to complete until the final round.

A total of 16 finalists from both bus and truck categories competed in the toughest practical finals, yet only one

winner, the champion from both the truck and bus category respectively, will be able to represent Myanmar when participating in the upcoming Scania Driver Competition Southeast Asia 2017 (SDC-SEA) edition, which will be held at 2 & 3 August 2017 in Malaysia.

This inaugural national driving competition, organized by Octagon Automobile and Machinery Services Co., Ltd, with the objective to uncover the best driver of trucks and buses in the country.

Speaking during the launching of "Scania Driver Competitions Myanmar 2017", Managing Director of Octagon International Services Mr Chan Mya emphasized that skillful drivers are the

single most important asset for the whole transportation industry, and therefore it is important to elevate the skills and status of these drivers.

"Scania Driver Competitions will elevate the skills and status of drivers in the areas of safety, fuel economy and environmentally-friendly driving. Skillful drivers are the single most important factor when trying to improve the bottom line of a transportation company."

Also present at the event were Head of Marketing and Communications for Scania Southeast Asia Mr Ian Tan, Scania Philippines' BJ Merchantile representative Peachy G.Tamayo, and Scania Indonesia representative Monica Dame.



Mr Chan Mya further acknowledged the efforts made by the clients of Octagon and Scania Group to support this inaugural driving and training event in the country.

"We would like to thank not only all of the enthusiastic contestants but also our customers who sent their contestants in order to hold the Scania Driver Competitions Myanmar 2017 successfully."

To be a winner, a driver has to conquer the multiple obstacles in order to arrive at the destination in a timely and fuel-efficient driving manner.

With the objective to test the skills of the Scania trucks and buses driver, the competition is divided into two sections, namely the "Knock the King" and "Boardwalk"

Under the "Knock the King" challenge, a driver will be given 12 minutes; this includes 5 minutes of briefing session to complete the task of knocking down all red cones at the corners around the vehicle.

Meanwhile, for the "Broadwalk", the drivers would need to showcase their abilities and skills to maneuver the vehicle safely without making mistakes within a given time frame.

To complete all tasks, the contestant requires excellent dexterity and skill to position the truck with precision, where calm but efficient driving is rewarded, while mistakes are penalized. Thus, the drivers need to be careful not to rush it so that they come in with the wrong angle. That can cause penalties.

For each winner of the truck and bus category, a total of 1,500,000 Kyat cash prize, which is around RM 5 000 along with a trophy and a certificate will be given out as reward. As for the company owners of the drivers who won the competition, service vouchers that are worth 800,000 Kyat (around RM 2 500) were given out. On top of that, during the event, a demo station was also available for media and attendees to experience on how to drive a bus or truck.

Since the year 2003, more than 300,000 truck drivers in nearly 50 countries have participated in Scania Driver Competitions – the world's largest truck driving and training event. On top of that, during the event, media and attendees were also given the chance to experience driving a Scania Touring coach equipped with its improved Scania's Opticruise automated gear-shifting system, which was introduced in 2009.

Maneuvering was a weak point with early automated systems: however, we can testify that this is no longer the case with Opticruise.

One of the most unique characteristics of the OptiCruise system is its ability to simplify the function of driving without removing that finite control away from the driver. In short, it speeds up and optimizes the decision-making process on what the driver should be doing and what makes the truck perform at its optimum.

Scania's Opticruise automated gear-shifting system dates back all of 20 years and has evolved hugely. In the year 2009, the revised two-pedal Opticruise system was introduced, whereby this new system helps to modify the action of clutch engagement for more precise control when the driver is making small, low-speed movements. **T**

Scania Driver Competitions Myanmar 2017 Winners List

Bus Category:

Winner	: U Soe Naing, Aung Kyaw Moe Express
1st Runner Up	: U Wanna Aye, Famous Traveller
2nd Runner Up	: U Mg MgOo, Lumbini Express

Truck Category:

Winner	: U ThihaZaw, Europe and Asia Commercial
1st Runner Up	: U Than Soe, Moe Nan Taw
2nd Runner Up	: U Khin Mg Myint, DKSH



Mercedes-Benz Malaysia Unveils New Headquarters and Training Academy

Mercedes-Benz Malaysia Sdn Bhd (MBM) launched its new headquarters; Wisma Mercedes-Benz, and the Mercedes-Benz Malaysia (MBM) Training Academy in Bandar Kinrara, Puchong, Selangor on 1st March. The new purpose-built facility adds to MBM's longstanding investments in support of the nation's EEV hub aspirations, and brand promise of delivering 'The Best Vehicles' and 'The Best Customer Experience' to customers.

"We have very exciting times ahead of us as we look forward to continue redefining the benchmark in the premium segment with the Best products, the Best service and the Best customer experience. As you can see, we take very seriously our motto of delivering 'The Best or Nothing' in every aspect of our business," said Mercedes-Benz Malaysia President and CEO, Dr Claus Weidner. An investment of RM 74 million, the facility houses Mercedes-Benz Malaysia, Mercedes-Benz Services Malaysia, Daimler TSS GmbH and the Mercedes-Benz Malaysia Training Academy. Operations offices utilise 53,000 sq ft of the 118,000 sq ft facility, while the Training Academy occupies 65,000 sq ft.

Following overwhelming response for its training programmes, the MBM Training Academy has expanded its capacity to accommodate more training days per year. The MBM Training Academy features a fully operational workshop for real world workplace simulation and state-of-the-art training rooms purposefully built and

equipped according to the latest Daimler AG Global Training standard. From the Academy, delivery of a host of certified and qualified international standard Mercedes-Benz Training Programmes will be delivered regularly to all retail staff.

This training vehicle will be put to use for participants to fully experience all repair and diagnosis routines on all systems currently available in series production. This further creates an opportunity to develop participants with the highest level of diagnosis and fault-finding skills on the latest and greatest Mercedes-Benz technology.

Complementing the state-of-the-art equipment are the Daimler Certified Trainers who adhere to strict international standards. As part of Mercedes-Benz Malaysia's regional role, regular Train the Trainer events are arranged and conducted within the facility by Global Training, Stuttgart topic expert Trainers. Trainers from Malaysia and all countries around the Asia Pacific region travel to upgrade their skills and knowledge, staying on the cutting edge of the automotive industry. With this, Mercedes-Benz Malaysia Training Academy strives toward its maxim "Developing The Best Automotive Talent".

Speaking to Albert Yee, Mercedes-Benz Malaysia Vice President, Commercial Vehicles, he told Asian Trucker that "In Malaysia, Mercedes-Benz Commercial Vehicles and FUSO are represented by our company Mercedes-Benz Malaysia

Sdn. Bhd. The launch on the 1st of March is representing Daimler and MBM as a whole. All investments and operation facilities are shared across the board, thus giving MBM commercial vehicles here in Malaysia a stronger than ever foothold."

To support the Commercial Vehicle segment, the CV Section of the training academy hosts a "Commercial Vehicle (CV) Technical Room. It is set up to conduct MBCV/FUSO certification training and vocational training for non-technical and chassis training as well as electrical training. Set up in accordance with the global training standard, it boasts a CV pit and pit lift. Furthermore, the CV Drive Train Room is to allow for MBCV/FUSO certification and vocational training to be conducted. Here, engine, transmission and axle overhauling training will be carried out with a complete set of special tools and equipment.

Also present to mark the significant milestone were Head of Region Overseas, Mercedes-Benz Cars, Dr Till Conrad; Director of After Sales Region Overseas, Mercedes-Benz Cars, Mr Pierre-Emmanuel Chartier; Director Regional Centre, Daimler Commercial Vehicles South East Asia, Mr Kay-Wolf Ahlden; Member of the Board of Management, Africa & Asia Pacific, Daimler Financial Services AG, Mr Peter Henn; and Senior Vice President, Regional Head South-East Asia and Southern China / Sales & Marketing DFS Africa & Asia Pacific, Mr Thomas Hungerland. **F**



JINYU TIRES

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Stronger with HAMMAR: Tegas Acquires Two Sideloaders

Tegas Logistik Sdn Bhd acquires two new Hammar side-loaders, as the confidence for their side-loaders' performance gets stronger every passing day. Saef Wan met with the proud owners to get the details of the deal.



This confidence in Hammar's side-loaders is now translated into more companies showing interest at acquiring their side-loaders, as an enabler for more efficiency in their logistic operations. There are over 600 Hammar side-loaders running in logistics and haulage companies around Malaysia, making businesses everywhere more cutting edge and competent.

AsianTrucker sat down with the director of Tegas Logistik Sdn Bhd, KC Tan, to have a little chat about their recent acquisition of the side-loaders and talk about their frame of business. Tegas Logistik was founded in 2008 to provide haulage solutions and services to the parent company, Teguh Cemerlang (M) Sdn Bhd, which was founded more than a decade earlier by Mr Tan Leong Kiat. Teguh Cemerlang provides all services in the logistics industry except for haulage. The reason Tegas was set up, was to fill this gap and help Teguh in this area of business. Among the scope of their services are custom brokerage, international freight forwarding, bonded and non-bonded warehousing, project cargoes, haulage and road transportation, and lastly transshipment and value-adding services.



"With demand from more side-loader operations around Port Klang, Ms.Tegas Logistik has decided to add two more units to service its customers. With the Hammar Side Loader they planned to serve their customers more

effectively. Tegas Logistik was formed in 2008 offering transport, warehousing and international freight forwarding services; in reality a total freighting service to their clients; many of whom are major importers of heavy materials.

The imported goods require immediate unstuffing for warehousing until they are ready for delivery to the clients and the Group operates at both North and West Ports so that wherever and whenever the goods arrive, they can offer the most convenient and faster services to their clients.

With increasing volume, Tegas Logistik will require continuous side-loading service as much of this operations are undertaken around their warehouses located within the two ports. This is also to compliment their fleet of heavy equipment used to load and unload the incoming and out-going containers. The constant availability of these side-loaders are vital to their operations, otherwise all their heavy equipment may be rendered immobilized should the flow of containers be disrupted.

Tegas Logistik is part of the Teguh Cemerlang group and together, they operate some 60 units of both conventional and container trucks; their clients require both modes of road transport and together with the Hammar side-loaders, they hope to continue to maintain the same high level of service to their clients.

The additional side-loaders will help their companies to handle more forty footer units as their numbers increase over the year.

The Teguh Cemerlang Group is gearing to increase its productivity in term of unpacking import and export containers; especially in view of the increasing detention charges imposed by the shipping lines."

Hammar's side-loaders are built using the latest and up-to-date technology, making it a good option for businesses eyeing for side-loaders. Known to use the lightest steel without compromising on the side-loaders' strength, Hammar's robust steel on their side-loaders provides reliable and durable uptime and operations. Hammar's commitment to maintenance services additionally makes it a trustworthy partner that businesses can believe in. **T**





Aligned for the Region – Car-O-Liner

Road safety and reduction of cost of operation remain key issues that concern the industry. One of the many ways to tackle these issues is to look into the performance and uptime of trucks. We went straight to Thailand to meet with the people at Car-O-Liner to find out how that can be done using their equipment.

Arriving at the office of Car-O-Liner (Thailand) Co., Ltd, just a short ride away from the new airport of Bangkok, we are greeted by the incredibly nice smell of a bread factory next door and the unmistakable Swedish design of the office. Welcoming us are Per Jorgensen, Sales Directory Asia Pacific, Business Unit Commercial Vehicles and Rickard Per Eriksson, Sale Engineer, Academy Trainer. We are being told that they have arranged for a truck to be available for demonstrations specifically for our visit.

What is Car-O-Liner?

Car-O-Liner is a Swedish brand. It is more than 40 years old and focuses on three key business units: automotive, commercial vehicles and workshop development. Here we focus on the commercial vehicle segment. Both, truck Cam and Josam equipment are housed under this unit. The former being mainly for bus and truck factories, while Josam is meant to address the needs of the aftermarket. Typically, truck Cam is being used in places where axles are produced or where axles are installed on the chassis for the first time. "Using our equipment, OEMs can ensure that the vehicles they hand over to customers are running straight and that all the axles and wheels are correctly aligned," Jorgensen explains. Additionally, there is a end-of-line system that allows for truck makers to check the alignment once again during final inspection.

Josam, being used in the after-market for buses and trucks. Jorgensen stresses that the Josam equipment can be used for vehicles with as many axles as you want. Besides the wheel alignment, Josam offers frame straightening and cab repair tools. "I like to highlight our induction heating as it is a really nice tool for repairs. However, wheel alignment is required for all trucks and therefore the most important". Next would be the repair tools as not every truck will need repairs. Induction heating can be used to align axles that may not feature systems to adjust them. Further, the induction heating is used for frame straightening.



Why Wheel Alignment?

Those who have been in touch with Manbeni Machine Tools here in Malaysia will know that TB Wong and his crew are strong proponents of wheel alignment in order to reduce operating cost and improve safety. This is echoed by Johanson. "There isn't enough focus on the issue of wheel alignment. This is a regional phenomenon. This is one of the easiest ways to improve fuel consumption, reduce tyre wear and enhance driving comfort," he says to underline his points. What Johanson sees happening now is that truck OEMs use their systems for the production of the trucks and then impose regular checks to be carried out by the distributors as part of the actions to be carried out as part of the mandatory items to ensure that the vehicles remain within the warranty.

Base in Thailand

The set up in Thailand is in operation for less than a year, with the official opening in October 2016. Previously, the headquarters was in Singapore. As the operations hinges around a training academy, welding, grinding and other noises related to vehicle repair are part and parcel of the business. These activities were not always welcome in the confined spaces of Singapore and therefore Car-O-Liner moved to Thailand. The proximity to the airport is important as there are training courses running every day and people need to get in and out of the country easily to focus on



your revenue. And we will support that with software, training and equipment upgrades," he said. Owners of existing workshops may be interested in the latest Josam straightening system, the i-press. Typically, the frame for the tools would have to be laid into the concrete foundation of the workshop. This requires the workshop to be either re-done completely or the framework to be inserted while laying the foundation. With the Josam i-press, workshops can be retrofitted with the system as long as there are 150 mm of concrete to fix the floor anchorings. As everything is just bolted into place, the system can be moved to another location, should that become necessary. Software development is driven by the notion of making it easy to use. The systems tell the operator step by step what to do, using easy to read illustrations. The top of the range would be Josam's lane departure system connected to ABS, whereby the system is using a camera in a windscreen. Should the windscreen be replaced, normally a 45 minute calibration drive is required. Josam offers a system that would allow for calibration without the drive, keeping the vehicle off the road.

the training. Today, the Thai operation is the regional headquarters and people fly in from countries ranging from India to Japan. There are some 23 countries under the supervision of the Thai office. Besides training, the office is also serving as a distribution center, serving the Asian markets with the exception of India and China. Johanson has been with the company since 2012 as Managing Director for India and he shifted to Thailand last year.

Growth

"Our biggest growth will be in the aftermarket in this region, obviously with the Josam brand," is a quick assessment we get when asked where the business is heading. In terms of factories, there is a limited number of those being built and in the case of India, Car-O-Liner has already supplied their equipment to about all of them. Growth will come from the sales of wheel alignment and frame straightening equipment in his view. What he sees is that OEMs are now also getting more involved in what

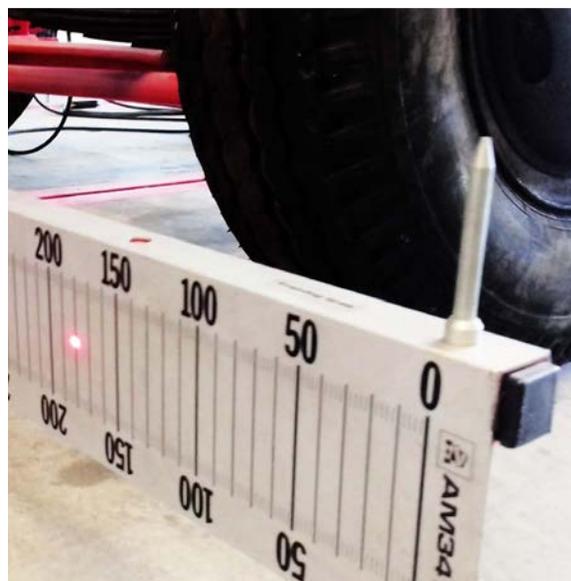
is possible to be done to their vehicles after they have been sold. As the frames are getting stronger and stronger, the "old-fashioned" way of straightening a frame with a chain that is simply attached to something will no longer provide satisfactory results. Another area that holds many opportunities are the trailers. According to both, TB Wong and Jorgensen, experience that operators typically don't care about the alignment of the trailers. Even trailer makers may in many cases not align the axles. However, this results in increased wear and tear, which could be reduced by making sure the trailer is aligned properly too.

Innovations

While the equipment is long lasting, there are always innovations that Car-O-Liner churns out. Some of which may be ideas on how a business can improve their operation. "Instead of just two wheel clamps, you could use eight. That way, you reduce the time you need for an alignment and you can handle more vehicles in a day, thus increasing

Ease of Use

Just to make a point, Johanson takes us into the hall to let us give it a go on the actual equipment. While we are untrained on the actual work, it is easy to see that the operation of the equipment is not only simplistic, but also highly effective. Especially impressive is the induction heating that gets a thick piece of metal to glow red-hot in small spot within seconds. For those who want to know more, we would recommend to visit the Manbeni booth at MCVE in May. **F**





MCVE 2017 Opens its Doors

With a stellar line-up of exhibitors and a well-rounded fringe program, Malaysia Commercial Vehicle Exhibition 2017 is set to be true to the title of being the largest commercial vehicle exhibition in South-East Asia.

The main attraction will of course be the exhibitors. Many are taking the opportunity to showcase their latest technology and products. Filling the entire 8 000 square meters of the main halls, there are over 60 exhibitors vying for the attention of delegates from Malaysia and surrounding countries. Some have even opted to display additional products outside the halls. "We are happy with the turnout in terms of exhibitor participation as we have managed to assemble the top brands of the industry for our show," said Stefan Pertz, Organizer of MCVE 2017.

Mobility and connectivity are topics that are very much at the heart of the industry. The "last-mile" and the creation of Bus Rapid Transit systems will continue to be important topics. While riding on these vehicles, staying in touch is one aspect of connected mobility. Not only will passengers benefit from Machine to Machine connectivity, but workshops and fleet operators as well. Big Data is now quickly becoming a key instrument to manage businesses that provide services for commuters and travellers.

M2M communication, GPS and other gadgets now allow for self-driving vehicles. Numerous countries are already implementing trials and we are now seeing truck platooning as well. In summary, we are heading towards exciting times and our expo will certainly be a ground for participating companies to showcase their innovations and thoughts.

"What can you expect at this year's MCVE? Following the success of the past events, many have returned, some of which with increased spaces for their booth. Meanwhile, others have

joined the existing list of exhibitors to make use of the exhibition to meet new customers, refresh connections and to mix and mingle. We are happy to say that the event is a sell-out and we would like to thank the industry for their support."

Besides the exhibition, we have a fringe program which sees various components again. The Scania Driver Competition MCVE Edition and Scania Driver's Lounge will be back and we encourage everyone to participate in the competition. It is also the seventh year for the annual Asian Trucker Networking Night. Here we have the support of MAN Truck and Bus Malaysia, which allowed us to put together a program including performances, music and a lot of fun. For business discussions and for Rest & Recreation we are offering a R & R themed area where we serve free food and coffee. Experts in the field of Fatigue Detection, Guardian South-East Asia is the sponsor for the R & R. Back again is the Best Booth Design award, whereby delegates can cast their votes for the nicest exhibition spaces. Last year's winners for the bare space donated their prize money to charities.

MCVE 2017 will also feature speakers, seminars and the Asian Trucker Drivers Club MCVE Gathering. This gathering for members of our club is sponsored by Volvo Trucks and Giti Tires. We are expecting bus captains and truckers to flock to the event, too. If only to make new connections or to exchange thoughts with their fellow drivers. In line with the theme of the expo, we are hoping that the fringe program will enable participants to get connected.

Delegates may pre-register via www.mcve.com.my in order to obtain the delegate pass ahead of the exhibition and bypass the registration counter on opening day. 



Tyrexpo and Garagexpo Roll into Singapore



Held in conjunction with the Tyrexpo 2017, the inaugural Garagexpo also saw a good response. Asian Trucker's Stefan Pertz was on the ground to meet exhibitors to get their first-hand feedback on the pivotal event for the tyre industry.



Held in the prestigious Singapore Expo in Changi from March 21 to 23, the event saw some 250 exhibitors showcasing their products and services. Well-known brands such as Stamford Tyres and Timsun were present.

Central Location

Timsun's International Departments Director, Gavin Xia, told Asian Trucker that this was their third time to take part in the show. "This is a very good platform. Geographically, this puts us right in the middle of a central market. We are getting a lot of attention from visitors from the Philippines, Vietnam and Malaysia. Obviously, it is easy for these visitors to come to Singapore." When asked why a Chinese brand would want to expand internationally, given the huge size of the domestic market, Xia has a very simple answer: "One cannot rely on one country alone and we are currently selling to some 40 countries." Xia was happy with the response from visitors to the expo.

Also present at the show were Zheng Wei, Deputy Director, Overseas Exhibitions Division of the China Council for the Promotion of International Trade, Qingdao Sub-Council, China Chamber of International Commerce, Qingdao Chamber and Shen Jidong, Overseas Division. They praised the event as a superb location for their clients to demonstrate how Chinese companies can compete in the international arena. "We are here with about 20 companies from Qingdao, those that have already been successful in our home market," said Wei. According to them, some 40% of tyres made globally are manufactured in China. Half of that is produced in Qingdao. Companies using the service of the council gain an advantage as the council itself helps to promote Tyrexpo with ads and campaigns.

Increasing Pressure

Meanwhile, Harsh Kunal of Agarwal Rubber Limited shared his views regarding the current market situation. He was worried

about the state of the industry, whereby increased competition is adding pressure while the prices of rubber as raw material have been highly volatile and causing a lot of concern. "We are very strong in India. Bias tyres remain a key product of ours in markets where roads are not as good as in Singapore, for example. When you have a lot of off-road and rugged roads to cover, the bias tyres still have an edge over radial tyres."

Also returning for the third time was John Lee Chen Lim of Maxrubber industries Sdn Bhd. Based in Malaysia, the company takes advantage of the proximity to Singapore and has taken their usual spot at the event.

Rounding off the show were talks by industry heavy-weights discussing pricing developments and other important topics that are close to the industry. Goldbell joined with a showcase of FUSO trucks in the Commercial Vehicles section. **F**



On the Road to Autonomous Driving



Autonomous driving is expected to significantly change the transport industry and the topic was discussed from many angles at Autonomous Vehicles Asia 2017 held in Singapore in January, reports Floyd Cowan

accelerate the safe and successful introduction of driverless vehicles onto Australian roads. ADVI is driven by a collective of over 60 partners including industry, government and academia. Mr Damen said there is a need for various levels of co-operation between these bodies. "What we want to do is make it easy for them to harmonize rules and develop a framework for intergovernmental regulations. It is not about the technology," Mr Damen added. "It is ultimately about how we get there. It is about delivering more liveable cities."

Picking up on the theme of public acceptance Mr Damen stated, "People instinctively adapt to new technologies. However, humans are not built to be monitors. They can operate a vehicle or be a passenger, but not a monitor." For that reason, he recommends skipping Stage 3 in the move to totally automated driving.

When Autonomous Vehicles Asia 2017 was held from 21-23 February at Amara Sanctuary Resort Sentosa, Singapore, most of the 15 speakers referred to passenger cars and the implications of autonomous driving would have on them and their users. The implications are many, just as they are for commercial vehicles. The sessions during the two days explored the legal and legislative challenges of Autonomous Vehicles (AVs), the need for supporting infrastructure and the development of necessary technology and public acceptance of vehicles that would drive by themselves.

Building Trust

Niels De Boer Programme Director – CETRAN, Nanyang Technological University, Singapore was the first speaker. The aim of the newly-launched Centre of Excellence for Testing & Research of Automatic Vehicles (CETRAN) Singapore is to help the public and transport regulators trust self-driven road vehicles (SDVs). Launched by the Land Transport Authority (LTA) of Singapore and JTC Corporation in August 2016, CETRAN aims to be at the global forefront of developing standards that SDVs should meet before their first foray onto public roads.

Stages to Self-Drive

Public acceptance was a topic of most speakers, and what it will take for society to get to the point where they have confidence in this mode of transportation. Without a human in charge, autonomous vehicles will need to be able to obey traffic rules, traffic conditions and road design. Research by Cetran is well underway. "Traditional testing cannot cover such a large number of conditions," noted Mr de Boer, adding that NTU researchers will need to identify all of the possibilities and create ways to test whether SDVs are up to the challenge.

"The track testing will have the dual function of testing the most critical functionality in the real world, while at the same time validating that the simulation in the virtual world is correct," explained Mr de Boer. A test track is expected to be operational in the second half of 2017.

Levels of Cooperation

Peter Damen, Chair of Executive Steering Committee spoke about the Australian Driverless Vehicle Initiative which aims to

Automated Buses

Colin Lim Managing Director, SMRT Services spoke on the topic 'Automated Group Rapid Transit to Enhance Last-Mile Connectivity – Case Study of SMRT Services. "Trials are important," he said, "to test operational complexity, safety and environmental factors. Also, we need to focus on the user."

In April 2016, SMRT Services and 2 Getthere Holding B.V. announced their Joint Venture to market, supply and operate 2getthere's Automated Vehicle systems in the Asia-Pacific region. Mr Lim explained that the JV was entered in to jointly market, install, operate and maintain the Automated Vehicle systems for customers in Singapore and the Asia-Pacific. The JV is now showcasing 2getthere's third Generation Group Rapid Transit (GRT) vehicle capabilities in Singapore. 2getthere's vehicles are unique in being able to operate autonomously in demanding weather conditions while using artificial landmarks for navigation. The third generation GRT vehicles can carry up to 24 passengers each, and can operate as a low-cost automated transit system that can cater for up to 8,000 passengers per hour in any single direction.

Eyes on the Road

Mr Voorheve President Volvo Australia, renamed the five stages to 1. No feet, 2 No hands, 3 No eyes, 4 No head and 5 No driver. "We will skip Level 3," he stated. "We do everything we can to keep your eyes on the road."

He noted the benefits and the challenges to AVs. Benefits include better fuel efficiency – already being achieved with the ishift, up time of the vehicle, safety – a core value of Volvo and it is better for the driver – especially in a time when there is a great shortage of drivers. Like others before him, he noted that some of the challenges included reliability, social acceptance, infrastructure and clarifying the driver's role. **F**

Events & Exhibitions



ASIA WAREHOUSING SHOW 2017

Date : 27 April 2017 – 29 April 2017
 Venue : Bangkok International Trade & Exhibition Centre (BITEC), Bangkok
 Contact Info: +66 - 617361478 / prashant@manchcommunications.com
 Details : AWS is an annual exhibition and meeting place where professionals from warehousing, material handling, storage, AIDC, intralogistics, supply chain, transport & logistics industry meet the buyers various end-user industries. Innovative and energy-saving solutions can be found at this show.

INTERTRAFFIC CHINA

Date : 04 May 2017 – 06 May 2017
 Venue : Shanghai New International Expo Center, China
 Contact Info: +86-10 582 780 80 / intertraffic@rai.nl
 Details : Intertraffic China is the regional showcase for infrastructure, smart mobility, traffic management, safety and parking. The show offers a prominent platform for the traffic and transport industry to get a taste of the Chinese market, find local partners and explore local distribution channels.

MALAYSIA COMMERCIAL VEHICLE EXPO (MCVE)

Date : 18 May 2017 – 20 May 2017
 Venue : Malaysia International Exhibition & Convention Centre
 Contact Info: 012 – 364 4351 / stefan@asiantrucker.com
 Details : Previously named Malaysia International Bus, Truck & Components Expo (MIBTC), the event is co-organised by Asian Trucker. It is the only exhibition in Malaysia that caters specifically to the needs of the regional trucking, logistics, and bus industries. The event is serving as an exclusive platform that gathers all the best from leading manufacturers, equipment suppliers and service providers. It is the only international scale business-to-business trade exhibition in Malaysia focusing on the commercial vehicle market and its supporting industries.

MRPMA 2-DAY INTERNATIONAL CONFERENCE

Date : 19 May 2017 – 20 May 2017
 Venue : Top Glove Tower, Malaysia
 Contact Info: 03 – 5631 6150/6151 / sekretariat@mrpma.com.my
 Details : The highlight of Malaysian Rubber Products

Manufacturers' Association's 65th Anniversary Celebration is their 2-Day International Conference. Renowned international speakers will grace the event by presenting seminar papers that is pivotal and up-to-date with the current rubber manufacturing industry.

RUBBER & TYRE EXPO VIETNAM 2017

Date : 13 June 2017 – 15 June 2017
 Venue : Saigon Exhibition & Convention Center (SECC), Vietnam
 Contact Info: +84 83848 8561 / info@veas.com.vn
 Details : Rubber & Tyre Vietnam 2017 is an ideal platform for the key players in the global rubber industry to showcase their products and services, and create an awareness about them in the international community. The exhibition serves as a perfect stage for manufacturers to interact with the like-minded individuals in the rubber business.

LOGMAT & WAREHOUSING SOUTH 2017

Date : 22 June 2017 – 24 June 2017
 Venue : Chennai Trade Centre, India
 Contact Info: +91 (44) 2250 1986 / 87 / office@smartexpos.in
 Details : The only exhibition of its kind in South India that has been organized consistently over the past 4 years; LOGMAT offers a platform where the entire industry meets once in a year to share and discuss the latest upcoming projects within the region. From small & medium enterprises to larger companies, expect to reach and attract buyers from other regions of India.

2nd INDONESIA INTERNATIONAL SMART CITY EXPO & FORUM 2017

Date : 13 June 2017 – 15 June 2017
 Venue : Saigon Exhibition & Convention Center (SECC), Vietnam
 Contact Info: +84 83848 8561 / info@veas.com.vn
 Details : Rubber & Tyre Vietnam 2017 is an ideal platform for the key players in the global rubber industry to showcase their products and services, and create an awareness about them in the international community. The exhibition serves as a perfect stage for manufacturers to interact with the like-minded individuals in the rubber business.



Winning Formulas

The Shell Eco-marathon Asia, held for the first time in Singapore, saw around 22,000 people gather for the event where students set a series of fuel-efficiency records.

In the Prototype category, drivers squeezed into low-slung cars, lying on their backs to steer around the 1.19 km custom-built track that overlooked the South China Sea. In the UrbanConcept category, cars had more conventional designs.

In total, 123 teams competed from across the Asia-Pacific region. The competition culminated in the inaugural Drivers' World Championship Asia – a specific contest to crown Asia's most energy-efficient driver in the UrbanConcept category.

De La Salle University (DLSU) from the Philippines beat five other Asia-Pacific teams to claim the title. They were followed by two Indonesian teams: Bengawan Team 2 from Sebelas Maret University, Surakarta, Central Java and ITS Team 2 from Institut Teknologi Sepuluh Nopember in Surabaya, East Java.

All three teams will fly to London in May for the Drivers' World Championship Grand Final where they will compete with teams from Europe and the Americas.

"I can't believe it. None of us can," DLSU driver Carlo Miguel Flores, 19, said. "This is just such an amazing achievement for all of us and we've worked so hard to get here."

Students from the University of Canterbury – the first team from New Zealand – competed with an electric vehicle. In the Prototype competition, Team Virgin from Sakonnakhon Technical College in Thailand beat a 2016 record with their result of 2,288 kilometres per litre.

Team Sadewa from Indonesia and Team LH-EST from Vietnam won in the UrbanConcept competition, setting new records in their respective categories.



Future – Made by Shell, in Singapore

While Shell Eco-Marathon might be the most prominent component of the three-day event titled "Make the Future Singapore", guests were also able to explore and experience a whole world of thought provoking ideas that could revolutionise the way we think about transportation.

Arriving at the venue on Thursday, March 16, one could find a number of activities going on in the main hall of the Changi Exhibition Centre. Odd-shaped vehicles worked hard on their test runs to prove that the team behind each had a winning formula in this global competition that challenges students to push the boundaries of energy efficiency.



Left to Right - Mae Ascan, Lars Erik Forsbergh, Jamil Khan and Kaushik Burman

New Technology the Key

Panel discussions were dominated by the question on how we can use resources better and make the most of the energy we have. According to Shell spokespersons, value will be unlocked through new technology. For instance, the rise of 3-D printing allows for the production of parts without the need of having to ship them to multiple locations. Shell itself is interested in such methods as it allows the company to produce spare parts on an oil rig for example, greatly reducing the needed to keep stocks of parts or to wait for the needed items to arrive.

What Shell identified as global trends was the demand for more, but cleaner, energy. With the emergence of new technologies, such as internet connectivity using basic systems in rural areas, the demand for transportation in remote areas will increase. As people are seeking convenience, the notion of "here and now" is going to become more prevalent. Citing insights from Volvo Trucks Singapore, China has enormous expertise in E-Commerce, but requires highly sophisticated systems and a good road network to be able to manage deliveries as customers in second and third tier cities expect next-day delivery. With a global estimated population of nearly nine billion people by 2050, it is obvious that the need for transport, commercial as well as private, is only going to increase. Further trends include loadsharing to optimize resources and a call for alternative fuels, such as biodiesel.

At this event, Shell brought together experts from multiple fields on energy at the first Powering Progress Together Forum. Themed "Cleaner Energy Moves Asia", the forum saw some 100 stakeholders from governments, businesses and NGOs, together with Shell's business partners and leaders, discuss, debate and catalyse cross-border collaborations to tackle the region's future energy challenges. According to Shell Scenarios, Asia's demand for energy could increase by 50% in the run up to 2040.

Fleet Management

Introduced at the event was the Shell Fleet Management System. In a move to add value, Shell has launched a system that allows fleet operators to monitor, manage and improve the performance of their vehicles in one platform. Here, Shell offers not only the benefits of the well-established Fleet card, but also works with customers when it comes to tyre management, driver training and other aspects of the running of a commercial vehicle fleet. Currently, there are some 7.3 million trucks on the road in the ASEAN Economic Community, according to Shell.

In Singapore, Shell is handling all Upstream, Midstream and Downstream activities. The island state is also home to a Shell refinery. Handling the business affairs is Kaushik Burman, Country Business Manager, Shell Singapore, who launched the Telematics solutions together with pioneer client Redmart.

Key People For Your Business

KAUSHIK BURMAN, COUNTRY BUSINESS MANAGER, SHELL SINGAPORE

Kaushik heads the retail commercial fleet business for Singapore. The commercial fleet business offers B2B road transportation customers with a comprehensive “total fleet management” solution, embedded with a technology enabled fleet card, telematics solution and driver training.

Shell’s fleet management solution has helped customers focus on improving fleet efficiency thereby leading to higher performance, and overall lower total costs of ownership. Kaushik has earlier worked in strategy and marketing departments in Shell. His previous assignment was in the clean fuels portfolio based in The Hague, where the team developed LNG fuel for heavy duty trucking and marine applications.

Kaushik is a mechanical engineer by training and holds a MBA from INSEAD.

MAE ASCAN, SENIOR FUELS SCIENTIST, SHELL GLOBAL SOLUTIONS

Mae Ascan is a Shell Fuels Scientist based in Malaysia, in one of Shell’s five Fuels Research centres. A Chemical Engineer by education, she is Asia’s focal point for product management and deployment and is responsible for ensuring that the most suitable fuels technology is successfully deployed across Asian markets.

Development of new fuels is a long and complex process that can typically take 3 to 5 years from initial conceptualisation through to deployment. The process starts with market research, talking to customers and understanding what they want from their fuel. This then becomes a brief for the scientists and engineers to begin developing and testing new fuel formulations.

It is Mae’s job to work with the wider Shell Group to launch new fuel formulations into Shell retail sites and to bring the products to life.

Mae joined Shell in 1992 as a Laboratory Analyst and became the Laboratory Manager in 1995. In 2006, she was cross-posted in Malaysia as the first Filipina Fuels Scientist.





Simple Solution

In a quest to reduce fuel consumption, Shell has partnered with Gordon Murray Design to develop a car that not only addresses the needs of urban folk, but is easy on resources while still being safe and sound. Having passed crucial tests, the Shell Concept Car, called "project M", was developed using standard items. Instead of re-developing engine and drivetrain, the task at hand was to further improve them. Utilising a standard Mitsubishi three-cylinder engine with only 660 ccm, the Project M (M for Mobility) moves up to three people while looking very stylish. Yes, there have been other research projects around this, however these have never been initiated with the intention to create a vehicle that would actually be fit for mass production. With a drag coefficient of 0.297 it rivals some serious race cars and prototype Shell Helix Ultra Lubricants tickle out another 5% in fuel economy.

Fuelled

Mae Ascan is a Shell Fuels Scientist based in Kuala Lumpur, Malaysia. According to her, the task she is fulfilling is to create and promote fuels that are appropriate for each market. Working in close relationship with some 170 other

fuel scientists, she is gathering input and feedback from the market and the management to decide what type of fuel to create. This is done in collaboration with retail, while assessing if there is a need for a fuel that Shell may want to create. The challenge is in the creation of a product that can be rolled out in several countries, if not even globally. "Obviously, we wouldn't go ahead and invest in the creation of a fuel if there is no demand for it from the market," she says. Ascan has successfully launched some 15 fuels to date. "Typically, the challenge is to make the market understand the technical aspects, the benefits of a new product." Her assessment is that the retail outlets, of which Shell has some 44 000 across the globe, play a crucial role. In her view, Biofuels are the future of mobility.

Fries Fuel Freight

The Shell Make The Future campaign is highlighting the need for greater global collaboration to create more and cleaner energy solutions, by helping to bring innovations from six smart energy start-ups to life. One of these is Chinese company MotionECO, a company that seeks to transform used cooking oil into sustainable biofuels for transport, public services and logistics.

Shell is collaborating with MotionECO to help explore how to simultaneously tackle the challenges of food safety, waste cooking oil and sustainable transport in a Chinese city region. Around 5 million tonnes of potentially harmful used cooking



oil are regularly recycled back into China's food system - an illegal trade that poses a significant health risk. By connecting waste cooking oil collectors with biodiesel producers, MotionECO seeks to transform used cooking oil into sustainable biofuels that can reduce greenhouse gases from air, road and marine transportation by as much as 85%. A large part of their role is then encouraging big transportation companies to switch to this eco-friendly fuel.

Trucking on Hyperfuel

In the US, Shell Lubricants and AirFlow Truck Company are developing a new hyper-fuel mileage Class 8 tractor trailer. This next-generation concept truck, the StarShip, will feature a completely new design with the aim of breaking current fuel efficiency records for Class 8 trucks after its debut in 2017. The pursuit of significant fuel economy gains for Class 8 trucks is a challenging process given the size and traditional construction of a tractor and trailer. A holistic approach is important. This includes advances in engine and drive train technology, the use of low viscosity synthetic lubricants, aerodynamic designs, efficient driving methods and more.

The relationship with AirFlow Truck Company is part of a collaborative process fostered by Shell Lubricants that encourages co-engineering. The Shell Lubricants team will provide technical consultation on engine and drivetrain components and recommendations for lubricant needs for use in the StarShip truck, with the goal of improving fuel economy and other efficiencies.

AirFlow Truck Company has built two previous aerodynamic and fuel efficient Class 8 tractor trailers. Most recently, in 2012, the Bullet Truck ran coast-to-coast hauling freight at 65,000 pounds gross vehicle weight and averaged a record 13.4 miles per gallon.

For fleet managers, growing urban populations and intensified demand on transportation systems will result in greater pressure to enhance the energy efficiency of fleets. Staying informed about the latest developments may present opportunities to harness new innovations to boost the efficiency and productivity of vehicles and their drivers.

Fleet Efficiency

A case study from Redmart already showcased how effectively integrating data management can help improve the efficiency of the fleet. With some 50,000 items available for ordering and 12,000 of those in stock at any given time, Redmart was looking at the Shell Telematics solution to streamline their operation.

One of the key issues is the timely delivery of the orders placed. While drivers may be in a rush, Redmart's management also emphasises safety. Hence, the speeding alerts are crucial. When asked about autonomous vehicles in this connection, Jamil Khan, Vice President of Redmart had to admit that without humans the business would not be possible. The last step is to deliver the goods from the van to the door-step of the client. Without the last carrier, the order fulfilment would not be possible. Besides, Redmart's drivers are trained to have a chat with their customers when handing over the goods. Courtesy is surely something that will continue to have a space in transportation for a long time to come. **F**

Leaderboards				Hewlett Packard Enterprise	
Prototype - Battery-electric				Shell Festival Partner - Make the Future	
Pos.	Country	No.	Team	Attempts	Best Result
1		301	Nakhon Si Thammarat Rajabhat University NSTRU ECO-RACING	①	356.0 km/kWh
2		317	Guangzhou College of South China University of Technology HUAQI-EV	①	300.1 km/kWh
3		304	Institute of Technical Education (ITE) ECO TRAVELLER	①	154.3 km/kWh
4		322	Universitas Pendidikan Indonesia BUMI SILIWANGI TEAM 1	①	69.4 km/kWh



ASIAN TRUCKER DRIVERS CLUB

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Club Members Receive Training

Driver training is part of what members of the Asian Trucker Drivers Club enjoy as their benefits. Sponsored by Nittsu, ten drivers that we selected receive online training to improve their skills.

Asian Trucker Drivers Club is affiliated with a Canada-based provider of an online training system. AlertDriving's Compliance, Safety, Accountability (CSA) Training is a seven-module training package designed to reduce the risk of drivers committing violations under CSA regulations.

- All modules take under 20 minutes to complete
- All modules enjoy full mobile optimization, so drivers can train anywhere, on any device.
- All modules use real-life video footage, which drivers prefer over cartoon-like, computer animation
- Clients can maintain a satisfactory scorecard with the FMCSA and reduce the risk their drivers pose
- The system automatically corresponds via email with trainees, reminding them of upcoming modules – significantly improving compliance and results.

And you can assign violation-specific training modules immediately upon discovery of an infraction. Choose from any one of the courses dedicated to the Behavior Analysis Safety Improvement Categories.

On Sunday, 12th of February we welcomed drivers Norazli bin Ahmad, Mohd Noor bin Turman, Dzulfarhan bin Abdul Aziz, Azman bin Syafriman and Razly bin Mohd Shah at our office to give them a tour of the system. Peter Burns, who has administered this training system many times, explained to our members how the system works and what they need to do in order to get the most out of it.

The next steps for the selected drivers will be to complete the first module, the Hazard Perception Evaluation. Following that, each driver will receive recommendations as to what modules they should take next.

"What this system is not about is to teach people how to drive. These modules are about awareness," Burns explained. While two drivers may have the same score, the follow-up modules may be different. Furthermore, subscribers can add another person to also take the tests. That way, spouses or kids sitting for their licence can partake as well and learn practical skills.

Asian Trucker Drivers Club is a licenced re-seller of the AlertDriving training system and the cost per driver / month is minimal. However, through improved awareness on the road, accidents could be reduced and transporters will save more than the system costs.

Our researcher, Catherine, will be monitoring the progress of the drivers that are undergoing this program. Upon completion, we hope to publish statistics that show how the drivers have benefitted from the use of the AlertDriving online training. **T**





Happy New Year!

Shell Rimula, together with Asian Trucker Drivers Club, went to visit selected companies to surprise them with a Lion Dance to usher in the year of the Fire-Rooster. The organisations chosen were: Ikhmas Jaya Sdn Bhd, ACWER, CNY Group, Syarikat Perniagaan KF, Negeri Sembilan Lorry

Owners Association, Swee Group, Sin Leong Motor Sdn Bhd, PKT Logistics and Vertex Mission.

Here some impressions from the events, which took place from 25th January to 8th February.



Shell
RIMULA
Heavy Duty Diesel Engine Oil





Motivation of A PDRM Driver: I'm Proud To Serve The Nation!

Have you ever been curious about the job as a driver from the police force? Recently, our writer Shee Mun had the privilege of interviewing Sarjan Mejar Hanif, from the Royal Malaysia Police (PDRM) headquarters at Bukit Aman. He shared with us some insights about how he feels being a truck driver in the police force.

Describing how he feels about his career, Sarjan Mejar Hanif, aged 49, who has been in the police force for more than 20 years, emphasizes that he is really proud to be part of the police force, as he was given the mandate to protect the nation by carrying out his duties.

"In the beginning, I was also an ordinary police officer when I first joined PDRM. In the year 1996, I applied to transfer to the transportation department to be a driver that helps to carry out the internal duties of the team. Initially, for the first few years of my service here, I was driving normal passenger cars. Since the year 2004, I was given assignments that require driving heavy vehicles, like trucks and buses."

"How I feel about my career? I do feel proud to be a driver at PDRM. This is because for each and every duty I was assigned to carry out, it is a form of given mandate from the country. Besides, I learned and mastered how to drive all types of vehicles, from the light commercial vehicles to the heavy ones, unlike those tasks that anyone can perform. These experiences make me feel excited and satisfied, which I would perceive as a form of accomplishment in my career."

Articulating about his daily tasks, Mr Hanif explains, his tasks are mostly to help to carry out internal duties of the police force. These vary from carrying goods and items across branches and departments, road safety and traffic monitoring operation and so on. Such duties would be assigned on rotation basis.

"Unlike the commercial or private sector, the goods and items I have to deliver are normally for the internal

consumption within PDRM. Other than delivering goods, I would be given other assignments like to transfer prisoners or persons accused of committing crimes from jail to court for a hearing, to help conducting road safety and traffic monitoring operations, to carry out rescue tasks at areas hit by floods, landslides or other natural disasters."

"When we are on duty, we do have specific concerns for the routes we use. However, this depends on the tasks we are assigned to and the time we need to deliver our duty. For instance, if we are to send someone who is being accused or a prisoner from the court to Sungai Buloh jail after their hearing, we will use the truck that is equipped with grille. We also need to consider if it is a high-profile case, or it's a criminal case with the jail term more than seven years if the accused is convicted. If it is, we will need to increase the number of manpower and vehicles in the escorting team to address safety concerns."

He describes how to check and ensure his vehicle is safe to be used on the road is also part of his daily routine at work.

"Besides, there are three steps that we need to remember: that is to examine and ensure the safety of the vehicle we are going to use before departure, check it again during the journey, and lastly to clean and carry out a final check of the vehicle after use. Once we find something wrong with the vehicle, we must make a report immediately to our mechanics."

"Most of the time, for a long distance delivery task, for example from Kuala Lumpur to Perlis state, we will have a co-driver along, who is also a mechanic from the department. We are obliged to take a break during any long distance drive, and we will check our truck again before we continue the journey. If the truck breaks down during the journey, we have to fix it ourselves, unless it is a serious break down, for example if the vehicle could not start at all. In such case, we might call for help from our supporting team. Thus, to be drivers of the PDRM, we are all equipped with basic mechanical knowledge about vehicles."





Asked about the typical challenges he faces at work, Hanif says, to deal with the problems of traffic congestion and learn to be patient when driving a truck are two of the most major challenges to him.

"Living and working in the city, the problems about flow of traffic is really something that we might not be able to predict all the time. Thus, we must plan our schedule ahead in order to avoid any unwanted delay which might result in us arriving late at the destination. As for my case, I usually will depart earlier for the assignments, so it is rare for me to be late at the destination."

Hanif elaborates, to drive a truck or heavy vehicle is very different from driving a normal car, as for the former, one might need four to five times more patience than the latter when driving on the road. He then explains that this is due to the fact that the centre mass of the truck is much higher than for a car, making it harder for a vehicle to accelerate quickly.

"For example, when I want to overtake a motorbike, I need to accelerate, but the speed for my truck to pick up is so slow that it might take a few minutes. Even if I manage to overtake another vehicle, the driver behind my truck might not like

it that way and they might shift to other lanes. Due to problems of blind spots at a close distance between my truck and the smaller vehicle, an accident can happen easily in such conditions."

"Hence, it's crucial for a heavy vehicle driver, like us, to be patient and keeping calm when driving."

Being the trainer for junior truck drivers at PDRM for more than 13 years, Hanif also shares his experience and insight about coaching new drivers.

"I think the hardest part for these new truck drivers to adopt is that, they need to change the ways they are used to drive, from driving a car to now driving a truck. It is really different and therefore they must learn to be very patient."

Asked about the advice for the younger generation who would like to be part of the police force as a driver, he says that enthusiasm and passion are some of the most important criteria.

"If we claim a person is successful at his career, it is not the one that gets his job done excellently, but the one that get his job done excellently and loves his job." **T**

Road Safety is a Long Term Project



In Malaysia, traffic accidents occur every minute, it is almost 20 people losing their lives in them daily. Statistics show that there were 521 446 accidents last year with 7152 fatalities, a rise of 6.7% compared to total the 6706 fatalities were recorded in 2015.

Due to the severity of this, it is important to us not only to look at the alarming statistics, but to decipher the possible causes to prevent such casualties from occurring.

To further discuss about road safety issues in Malaysia, AsianTrucker approached the Director General of the Malaysia Institute of Road Safety Research (MIROS), Prof. Wong Shaw Voon to share with us about what MIROS is focusing on in order to improve road safety in the country.

Professor Wong says, in the past years, there were at least 6 500 fatalities as a result of road accidents reported annually. Out of that, some 1 000 cases involved heavy vehicles like trucks and buses.

He describes, when new technology like autonomous driving becomes a hit in the industry, and people realize that they no longer need a car to move around in their daily lives, it would definitely change the way how the transportation system works today.

“With the advancements of technologies and more flexible transportation services like Grabcar and Uber services are readily available in the market. People start to realize that they no longer need a car in their daily life. Now, when you are talking about trucks, it is even more interesting. Today we are talking about new technologies like autonomous driving and truck platooning.”

“Everyone else in the world is facing problems with the driver: if the driver or human factors are part of the root causes of accidents, then we should address the issue there. Five years ago, I was a member of the ISO Technical Committee on Road Vehicle. When I was attending a conference, we were discussing about autonomous driving. At that time, it was technology which people thought would not be available so soon. They said that if I am lucky, it will only come during my son’s generation, but it is coming in the market soon now.”

Truck Platooning comprises a number of trucks equipped with state-of-the-art driving support systems – one closely following the other. This forms a platoon with the trucks driven by smart technology, and mutually communicating. Truck platooning is innovative and full of promise and potential for the transport sector.

However, there was a first fatal crash of an autonomous car in the United States last year, when the autonomous or “autopilot” feature on a truck failed to “see” a white semitrailer; failed to brake and ran under the trailer as it turned in front of the car at an intersection

Talking about this issue, Professor Wong reckons, as for truck platooning to be fully-implemented, it has still has a number of limitations and challenge that need to be addressed. For now, these vehicles would still require a driver in the lead vehicle who is supposed to stay awake during the entire journey.

"The reason for having a driver in the lead vehicle who cannot fall asleep is that there still needs to be someone responsible for the movement of the platoon if there is any emergency happening. This is opposing the idea of truck platooning in the first place, where it will be operate in a driverless state or the drivers can take a rest or be busy with other tasks."

Hence, he says, despite that there are lot of new technologies in the market to solve problems which relate to accidents, for example the device to eliminate blind spots, speed limiter, autonomous driving and more, these are not the one-off solutions for these problems.

He describes that, when discussing about road safety and accidents, people would like to talk about particular contributing factors; for instance, the problem of the drivers, vehicles or road conditions that lead to the accidents. In his view it is however more important to study the all these elements in an holistic approach.

"To some certain extent, these devices and technologies do help to avoid road accidents, but not necessarily solve all problems."

"To me, it is always the combination of causes. We have to look at the safe system approach, the whole system. It is not only a problem of a driver, or a company, if one driver is reckless, it doesn't mean other drivers are also being reckless."

He explains further that the elements need to be studied and taken into consideration, including the issues drivers face, road condition, vehicle, crash avoidance devices and new technologies, road safety education and system, enforcement and implementation.

Asked about if strengthen the enforcement would help to reduce the road accidents and change the attitude of the Malaysian drivers, Professor Wong says, that he somehow agrees with that.

"Without enforcement, things will not move. Our study finds out that, 70% of respondents are well-aware about the importance for passengers in the back seat to wear seat belt. But only 7% to 9% of people are wearing it. Out of the 70%, 60% would only wear it if enforcement is applied. In such a case, education does have some impact on enforcement up to certain extent, and enforcement does have some impact on education up to certain extent. To me, enforcement is part of the education."

Professor Wong says, road safety education for the younger generation and the public in general would be a long-term and on-going process.

He elaborates, as to educate our kids at young age, Road Safety Education was embedded into the Bahasa Malaysia curriculum since 2007 for primary schools and 2012 for secondary schools.

"Talking about the effectiveness of this program, we have been doing evaluations on it from time to time. They are indicating that there is significant awareness and we get positive feedback from the parents and the public. For example, you might have heard about some incidents whereby the kids will ask their parents to wear seat belts if they forget to put them on."

"We are currently working on a review of the curriculum and program of road safety education for these students."

He describes that it is true that the short-term return for the investment on road safety education is not as good as the investment on engineering. As compared to the former, the latter might yield better and profitable output, with new invention like the driverless vehicle, but road safety education is still important to the society.

"Road safety education is not just for shallow and narrow perspective about solving road safety problems only, but it is about inculcating a safety culture. It is not just about road safety, but any form of safety consciences, how serious you look at safety. This is very important value that everyone should have in mind. Not just in case of a fatality in the family or when someone is injured. If you only think about safety at that point, it is too late."

MIROS was established in 2007; it is an agency which sits under the umbrella of the Federal Government, specifically under the Ministry of Transport Malaysia, to serve as a primary bank of knowledge and information on road safety.

Professor Wong Shaw Voon comes from an engineering background and was conferred the title of Bachelor of Engineering in Mechanical and System Engineering by UPM in 1997. He then proceeded to study in Ireland where he was granted with a PhD in Mechanical Engineering from Dublin City University. A critically acclaimed scientist, Prof. Wong has contributed to and led many scientific researches and was endowed with significant awards such as the 2000 Outstanding Scientists of the 21st Century and The International Scientist of the Year 2004. 





Left to right Chen Kit Fong, Business Development, Senior Sales Manager, Syryne Cham, Administrator, Lee Yoon Voon, Technical & Marketing Support, Senior Manager

Trailing into Malaysia – CIMC

China's largest trailer maker, CIMC, has chosen Malaysia as a location for strategic expansion. We wanted to learn more about this giant and spoke to the management of the Malaysian office and their clients.

CIMC Vehicles is a China-based trailer manufacturer, who has been in the Malaysian market for almost eight years. Since its advent in this market, CIMC has always been holding the value of providing better service to its customers and seeking opportunities to cooperate with its peers.

operation is set up as a sales office only, however, that is to change soon with the addition of staff and the upgrade of a facility in Klang to become a 3S centre. While there would be no local production, given the capabilities of the factories in China, CIMC Malaysia will assist with inspections and registrations.



CIMC Vehicles has a solid background of trailer manufacturing. The company has some 18 factories in China, with six of them devoted to the art of trailer production. CIMC boasts state of the art equipment, including robot-welding and brand new factories. This makes them China's largest trailer maker with an output of some 150,000 to 200,000 units annually. Of the factories in the mainland of China, four focus on export markets, while the products made there can be up to European specifications.

According to Chen Kit Fong, Business Development, Senior Sales Manager, the advantage of purchasing a CIMC trailer is in the faster delivery of the finished product. "We see huge room to grow for our brand here in Malaysia. Initially, we will focus on trailers for FMCG, curtain sides and bulk transport, such as cement or oil and gas," he told Asian Trucker. Imported trailers are of high quality and manufactured according to the rules and regulations stipulated by JPJ. Given the vast resources CIMC has in China, the delivery to clients can be done faster than local production, even after adding in the shipping from China. When ordering a trailer from China, it only takes some 45 - 50 days, including the shipping time which is around four to eleven days. What is more, it is a basic lead-time, and CIMC is endeavouring to shorten it. The Malaysian warehouse is currently geared up to handle any immediate repairs needed.



Strong Base

Already a giant in China and known around the globe, CIMC is now planning to make an impression in Malaysia, with its efforts to provide customers with better service of maintenance and spare-part supply. The team operating out of their office in Jaya One is aiming to make CIMC the best brand in the industry as they see a huge potential. Currently, the

Pre-existing Reputation

Chen does see an increased activity in the market and is confident that the portfolio of the Malaysian branch will increase, both, in terms of clients as well as in the range of trailers offered here. Besides the stimulated economy, he cites the structure of the trailers as one of the factors for success. He explains that "We are using BPW, FUWA and Saf-Holland axles for example. These companies are present here and it is easy to get spare parts if needed. There is no point having a cheaper component if you cannot service it."

The Malaysian office of CIMC may only be a year old, however, the trailers have been in the market for some time. Previously sold via distributors, there are already some 200 petroleum tankers in use by Petronas. Another 110 of the V-shaped cement trailers are performing their duties in a construction company while others use CIMC trailers to move PTA resin. In addition, 50 compactors made by CIMC are in use with one of the largest waste management companies in Malaysia. Chen hopes to build the brand from there as these users are already experiencing the benefits of using the CIMC made products. "We are particularly strong when it comes to dangerous goods and heavy goods. However, if there is a demand for something else, we can do it."

Bringing with him a total of 20 years of experience in the industry, Chen knows how important it is to build trust among the industry players. Hailing from Sunway and YTL where he was handling logistics activities and more than 10 years in local truck body builder company, he knows the needs of transporters very well. He reasons that the Malaysia Commercial Vehicle Expo 2017 is the right platform to showcase CIMC's service, technical expertise and products to the market. "We need to go out there to make ourselves heard. CIMC has a bright future as we have the capacity, ability to deliver and can handle large volumes. At the expo, we hope to learn more about the industry as well as to help people to understand about our brand."

Hope for Future

Having joined CIMC as well is Lee Yoon Voon, Technical & Marketing Support, Senior Manager, who is an industry veteran with a clear vision. "I am hoping to improve the standard of the industry in Malaysia. This is a chance for all of us



to make the roads safer and alleviate the perception of the industry as a whole," he said. Seeing the huge potential, CIMC has decided to set up this office in order to provide better service and to increase sales at the same time. He echoes that the CIMC brand trailers are very well accepted in the bulk transport segment, specifically in petroleum and cement. "We are planning to bring in curtain sides made according to European specifications to further underline our capabilities."

Lee hopes that the market will adopt a different approach, whereby customers choose based on the quality, not discounts. In his view, prices for any product need to be fair. If one is to lower the budget for a trailer too far, then the quality of the finished product can not be as good as it should. "In the end, the customers don't enjoy the benefits of a better product. Going the cheap way is not always the smart thing to do," is Lees advice.



From here, Lee is optimistic that Malaysia can become a role model for the brand. Citing projects that will see increased investments from foreign firms, Lee hopes that this will result in an increased demand for transportation solution. "I believe we have a good product and from that basis we can hopefully become the main player in this market. I believe we can do so and I am also confident that we can service other markets around us from our Malaysian operation." While Lee has seen volatility and uncertainty many times in his career, it is something else that worries him. "The industry should make a collective effort to excite the youngsters to join this field of activities. Otherwise, we won't have the resources to address the needs arising from the growth of our nation and the region."

Satisfied Users

To stay ahead of the industry, every significant move and decision made by a company in terms of strategic planning, budgeting, business operation and management counts. For the above reasons, Shaziman Transport Sdn Bhd, as the leading logistic service provider for petroleum products, procured a total of 78 fuel tankers, including four B-Double fuel tankers from CIMC Malaysia within two years.

Founded in 2001, Shaziman Transport is a company that specializes in transportation services for petroleum products and car carrier delivering across Malaysia and Singapore. Headquartered in Durian Tunggal, Malacca, with a fleet of over 200 prime movers operated by trained professionals, the company has a strong partnership with oil and gas giants like Petronas Dagangan Berhad and Petron Corporation.

Meanwhile, Shaziman has given its trust toward the products by CIMC from the very beginning, ever since CIMC Malaysia was established in the country about a year ago. In an interview with Mr. Daljit Singh, the General Manager of Workshop Department from Shaziman Transport Sdn Bhd gives his positive testimonial on CIMC products.

Specification Matters

Daljit describes that the company and as well his team are satisfied with the products from CIMC. "The reason why we choose CIMC's fuel tanker is because of its quality and product specifications that meet the stringent requirements set by our major clients like Petronas. In the years 2014 and 2015 alone, we have purchased 74 normal fuel tankers and four B-Double tankers from CIMC. We are very satisfied with the CIMC's product, in terms of quality, reliability and pricing."

"Shaziman Transport is currently the only transporting company who is running B-Double tankers in Malaysia. To date, we have a total of seven B-Double tankers on the road; including four of them are from CIMC."

These requirements include that the design and installation of the storage tank shall comply to the MS 761 under 1982 Edition, the Code of Practice for the Storage and Handling of Flammable and Combustible Liquids issued by Department of Standards Malaysia. Next, it has to fulfil requirements by local authorities and other government agencies such as BOMBA, Department of Occupational, Safety & Health (DOSH) and Department of Environment (DOE).

Beyond Trailers

Also present at the interview were General Manager of Car Carrier, Finance and Human Resource Ddepartment of Shaziman Transport Mr. Jagdev Singh and Parts and Inventory Manager Mr. Gurvinder Singh. Asked about the possibilities to enhance the collaboration with CIMC on the aspect of developing a workshop and training for drivers in the future, Daljit says, the company is looking forward for such collaborations.

Meanwhile, Jagdev says, as the transporting services for petroleum products delivery is a stable market with continuous demand, he is positive about the growth of the company in coming years.

"For us, now we have to focus more on the human resource management and training of our workforce. Likewise, we are providing a wide range of workshops and training to our drivers, and we are very strict about training our staff, including their driving attitude, behaviour and working ethics. This is because our company provides transporting services for delivering dangerous and inflammable goods like petroleum and gas, our staff must be well-trained and well-disciplined."

"Other than that, we also organize events like the Driver's Family Day or related workshops occasionally, as to help them in family-bonding, which is a factor that contributes to their career satisfactions. For example, the wife will get to learn about the dangers of the job of her husband during the outstation assignments; so she will appreciate what the husband did for the family."





Biforst Builds Fleet for the Future

Receiving the 300th FUSO truck, Biforst is looking ahead to build a fleet ready for the future with the visionary commitment to procure the electric-powered FUSO eCanter.

Mercedes-Benz Malaysia Commercial Vehicles (MBM CV) the authorised distributor of FUSO trucks in Malaysia, officially marked the delivery of the 300th FUSO truck to Biforst Logistics Sdn Bhd. At the same event, both parties also signed a Memorandum of Understanding (MoU) to formalise Biforst Logistics' commitment to purchase the first electric-powered truck in Malaysia, the FUSO eCanter upon the vehicle's availability in Malaysia.

"The delivery of the 300th FUSO truck to Biforst Logistics represents a significant milestone for us. Mercedes-Benz Malaysia Commercial Vehicles takes great pride in delivering 'Trucks you can trust', and in doing so we are absolutely thrilled that Biforst Logistics benefits greatly from our highly reliable and economical commercial vehicles and extensive service network," said Mercedes-Benz Malaysia, Vice President, Commercial Vehicles, Mr Albert Yee.

"Given the nature of our business, we need to ensure maximum up-time of our fleet. MBM CV is a natural first choice for us as they have a deep understanding of our need for safety, reliability and economic efficiency. As a result of our robust business growth we need trucks which are dependable, and have plans to further increase our FUSO truck fleet over the next few years," said Biforst Logistics Group Managing Director, Mr Hamie Appala. According to him, the trucks are to replace old trucks that are being divested as well as adding capacity to the fleet.

The delivery of the 300th FUSO truck was followed by the signing of a MoU between Mercedes-Benz Malaysia Sdn Bhd and Biforst Logistics Sdn Bhd to formalise Biforst Logistics' intent to become one of the first Malaysian companies to purchase the electric-powered FUSO eCanter upon the vehicle's availability in Malaysia. Asked about the timeline for the delivery of the eCanter, Yee said that he is driven to bring the truck into Malaysia as soon as possible. However, the first regions where the eCanter will be available are Japan, Europe and the US.

Unveiled at the 2016 International Motor Show (IAA), the FUSO eCanter truck is the brand's first electrically-powered light duty truck, a zero-emission drive that offers economic efficiency and an attractive alternative to diesel engines. The signing was witnessed by Biforst Group Sdn Bhd Chairman, Yang Teramat Mulia Dato' Johan Pahlawan Lela Perkasa Setiawan Dato' Haji Muhammad Bin Abdullah; Deputy Minister of Transport Malaysia, Y.B. Datuk Ab. Aziz Kaprawi and; MercedesBenz Services Malaysia Sdn Bhd, Managing Director, Mr Mike Ponnaz.

"No, we don't have any range anxiety. The average daily distance one would travel in for deliveries in Malaysia is well below the possible range of the eCanter," Yee said. He further detailed that Daimler had invested some one Billion Euro into their own lithium-ion battery plant and that with increased demand he expects the cost for these batteries to come down, thus making electric vehicles an attractive alternative to trucks with combustion engines. Adding to that, Appala said that "We have a good system and infrastructure for electric cars in the Klang Valley. If electric cars are a viable option, surely we can run electric trucks. Vehicles can easily come back to base to recharge."

About Biforst Logistics Sdn Bhd

Biforst was established in 2004 with humble beginnings as a home grown logistics company. Lead by a team of visionary management, that has successfully navigate the growth of the company to the next level, today Biforst is a design & build Solution Company that has position itself as a Logistics Industry Leader with a human capital of 1300 staff and truck strength of 530 units. As an endorsed Halal Logistics and Bumiputra Status company, Biforst continues to strive in Capacity Building by introducing state of the Art Vehicle. Biforst is also a Teras status company under the TERAJU initiative has cultivate dynamic approach to capture the Malaysian Market by expanding their operations to 18 branches throughout Malaysia and Asean. Biforst logistics offers full-integrated service from Contract Logistics, 3 PL, 4 PL, and 5 PL and has invested in Technology by adopting internet of thing in delivering their service. **F**

Edaran Setia Auto's New UD Trucks Dealership in Kuantan

Tan Chong Industrial Equipment (TCIE), the sole distributor of UD Trucks in Malaysia has appointed Edaran Setia Auto Sdn Bhd as the sales dealer for the truck brand with the official opening of the newly built dealership here.



Eedaran Setia Auto's newly constructed one-acre dealership on Jalan Haji Ahmad comprises of a sales showroom and an administrative office and was officially opened on March 28th. Identified as a Special Economic Zone (SEZ) in 2009, Kuantan's strategic location plays an important role in the logistics sector and this is an important factor to the company. With over 25 years of experience in the commercial vehicle industry, Edaran Setia Auto aims to cover the East Coast region focusing on delivering the best sales experience to a wide range of industries such as construction, mining, trading and transportation.

"Edaran Setia Auto's dealership aims to be the leading commercial vehicle dealer in the East Coast region and at the same time, provide excellent support to maintain customer loyalty," said Simon Chan Say Meng, Managing Director of Edaran Setia Auto Sdn Bhd. "We are also very pleased to bring UD Trucks' Quester 8L truck range, which was introduced to the market in May last year, to this part of the country and share with our customers here the many advantages of this new truck range."

The Quester 8L comes with an all-new cab driveline, electronic architecture and fuel-saving features. Launched in May last year to overwhelming response, the Quester 8L comes in 4x2, 6x2, 6x4 models, complementing the existing 11L range of 4x2, 6x2, 6x4 and 8x4 models.

In addition to sales, Edaran Setia Auto's dealership will also provide road tax and insurance renewal services; permit

applications, vehicle inspection, maintenance, repair and painting; as well as spare parts sourcing.

TCIE's Chief Executive Officer, Wong King Yoon, who was present at the opening, offered his heartfelt congratulations to Edaran Setia Auto on being appointed UD Trucks' latest dealership. He also complimented them for giving members of the public here a chance to discover the Quester range with the opening ceremony.

"We are confident that Edaran Setia Auto will excel in highlighting the Quester range as a robust heavy-duty truck that feature a combination of Japanese engineering, Volvo Group's global technology know-how and TCIE's strong local presence, sales network and aftermarket expertise," said Wong.

He added that with support from TCIE, Edaran Setia Auto will continuously provide reliable and fuel-efficient transportation solutions to meet various local market needs.

Congratulating Edaran Setia Auto Sdn Bhd and UD Trucks for the opening of their new dealership, Dato' How Chee Lean, President of Kuantan Chinese Chamber of Commerce and Industry said, "With the rapid economic development of Kuantan, this newly launched UD Trucks dealership will definitely contribute to the logistic industry here. UD Trucks' renowned Quester range is known for its robust built, reliability, fuel efficiency and affordability. The support of TCIE's excellent aftermarket service coupled with Edaran Setia Auto's 25-year experience in the industry, this will certainly benefit businesses in Kuantan." **T**



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Dakar Rally 2017: The Battleground for World's Motorsports Enthusiasts

With 13 stages, 9000km and 3 500m altitude that had to be conquered in extreme weather with temperatures up to 44°C, the 39th Dakar Rally, running across Paraguay, Argentina and Bolivia, was the ultimate challenge that pushed both man and machine to their limits.



This year, with the addition of Paraguay, the Dakar visited the 29th country in its history, the 5th on the South American continent. Throughout this two-week event, a total of 354 vehicles - motorbikes, cars, quads and trucks –were registered, with up to 556 participants battling it out to the end of the event. Other than bike, cars, quads and of course the truck categories, this year we also saw the introduction of the new UTV category in this world famous event.

After the event kicked off on 2 January, in Asunción, the capital of Paraguay, thousands of motorsport enthusiasts and contestants headed out into the wilderness of Argentina and Bolivia. The 39th Dakar Rally is known to be one of the toughest ever in the history of South American rally-raiding. It is basically like a sort of "Ironman Triathlon" for both the contestants and the vehicles, which is a rigorous test of their strength, stamina and endurance.

What is deemed as "extreme conditions" here is just beyond layman's imagination. Not only has one to drive across the most treacherous routes, like the cavernous mud holes, high altitude dunes, mountainous and rocky terrain, boulders, stony dirt roads and more, but also drive in extreme weather conditions with furnace-hot desert air and dust for days.

Likewise, for the truck category, it is the attestation to the durability and quality of a truck's chassis, engines and tyres, the manoeuvrability and ultimately the skills of the drivers and their navigators. To compete till the end of the event, drivers not only need to prove their excellent skills and dexterity at driving, manoeuvring, and drifting the truck at the most challenging conditions; but it also requires them to be physically fit to take up these challenges.

In an interview with MAN Magazine, Florian Reiter who loves adventure and is a tough performer, said that he drives MAN trucks with his co-driver for the sport. He spoke about his experience of conquering the test set by the Dakar Rally in his second appearance as a "truckie".

Since the end of the 2016 Dakar, it was clear to Reiter: he would return in 2017. Even the extreme conditions he had become familiar with in his first rally could not change his mind. Thus, this year, he joined the X-Raid team in the MAN TGS 6x6 service truck as a "senior".

Reiter describes, in order to complete the task by carrying people and materials safely through the demanding stages of the Dakar, the drivers not only needed to have great driving skill and ability to concentrate, but also equally important, they must be experienced drivers with good nerves; those of the steel type.

For instance, to assess the movement of a 26-tonne truck accurately, when he is driving through the mountains where crash barriers are completely non-existent, a driver must be highly sensitive and alerted to the environment around.

"Things to consider here include where can I overtake, how do I have to operate the service and engine brakes in alternation, how can I prevent the vehicle from crashing on mountain roads. The climatic conditions and lengths of the stages in the Dakar



also take their toll," said Reiter describing the energy-sapping rally routine.

Throughout the rally, the total of ten MAN vehicles making up the X-Raid team endured almost 10 000 kilometres for the sport, "We have a reliable product", said Reiter in a sober appraisal.

For the first few stages of the event, routes that the Dakar needs to cover are mainly mountainous and rocky terrains that head westwards from Resistencia to San Miguel De Tucuman, and then towards the north to San Salvador De Jujuy.

The distance of routes of the earlier stages will not be a concern that preoccupies the competitors, but rather the tension that will accompany the contestants from the opening of the event. Yet, everyone has to be aware that an error on the technical tracks and even the trial-style sections early on could be costly.

Along the journey, the rise in temperature and altitude is accompanied with a drastic change of scenery, making it a good experience of wilderness adventures for the drivers. However, this also means the degree of difficulties for the game also levelled up.

Other than to drive in conditions with temperature variations from 0 to 44 degrees Celsius in the shade, constant rain, landslides, extreme differences in altitude are the key challenge for drivers.

Even before the 2017 Dakar, it was clear that long stages at altitude could prove a challenge. This is why it is important for teams to have oxygen devices with them on board for safety purpose. Reiter however, coped with the altitude well, but he still used the oxygen cylinder on a prophylactic basis, to ensure safety and to remain focused.

Nevertheless, the backup team also play an important role on the entire competition, particularly in fixing damages which needs to be done immediately on site for the whole expedition to continue. In this context, great team-work demonstrated among team members is undoubtedly an important factor that could affect the end result.

Entering into the stage four of the rally, the Dakar moves on from San Salvador De Jujuy, Argentina to Tupiza, Bolivia, and this cross-country journey is undoubtedly a tormented experience. This is simply because, at around 3 500 metres altitude, the Dakar will reach "a cruising altitude" at which competitors will have to navigate for six days. To pass across these dunes at this altitude, the driver requires an expert climbing technique. Meanwhile, with a number of direction changes in the Bolivian section of the special stage, the co-drivers will have no time to relax.

Yet, the teams would require maximum effort to move on from Tupiza to Oruro later, particularly when they are moving upward and pass across the Bolivian Altiplano with even higher altitudes. At this time, when the teams will become acclimated with the change of altitude, fatigue will set in. In this context, the large variety of terrain makes this stage one of the most demanding within the tour.

After heading back to Argentina from Uyuni to Salta, with the distance of some 900 kilometres, the contestants again had to cover another route of nearly 1 000km to Chilecito on 11th January, which included a small half in the special stage with 98% off-road for this timed section.

This was the toughest test for the navigators, who played a decisive role on deciding the routes to the next stages. At this point, the verdicts of this day could mark a turning point in the conquest for the titles before the team continued their routes for the last three stages to San Juan, Rio Cuarto and Buenos Aires.

As Dakar Rally came to a splendid ending on 14 January, Russia's Eduard Nikolaev of the KAMAZ-Master truck team claimed his second Dakar rally title. However, win or lose, at the end of the rally, all the contesting teams and motorsports enthusiasts enjoyed their expedition in the 39th Dakar Rally. 🏆



Being in Touch with the Market – HINO Style

In another exclusive interview, Managing Director of Hino Motor Sales Malaysia (HMSM) Sdn Bhd, Mr Ken Iwamoto shares with us insights about HINO's future direction to remain as one of the top truck makers that drives the growth of commercial vehicle industry in Malaysia.



Since Iwamoto took over the reins of HMSM back in February 2015, the company has grown steadily under his leadership. Despite it being a challenging year for business and economic development in Malaysia in 2016, due to the weakening Ringgit Malaysia, Iwamoto feels positive about the market in 2017, which in his view is going to be driven by strong domestic consumption and other stimulating factors.

Besides, he believes that the active participation of HINO in Malaysia Commercial Vehicle Expo (MCVE 2017) in May, the upgrading project of Hino Total Support Customer Centre (HSTCC) in Sendayan, Negeri Sembilan, and other developments, will continue to help the company to strengthen its position in the domestic market.

In this interview, Iwamoto also tells us that something excited is awaiting delegates at the upcoming MCVE 2017, which is the largest commercial vehicle expo in Asean region. To be their main highlight at MCVE, HINO will showcase its trucks that conquered the 13 stages, 9 000 km and 3 500 m altitude in extreme conditions in the recent 39th Dakar Rally.

AT: Would you like to share some insights with us about managing the market in Malaysia?

KI: Firstly, I have to say that, over the past two years in Malaysia, I find the market sentiment is positive here as it is driven by strong domestic demand and government's continuous investment in the development of infrastructure and the transportation sector. Besides, the development of both public transportation and huge expectation from the tourism sector, I really feel optimistic about the market here.

Secondly, since HMSM was set up in this country about 20 years ago, we have established very close rapport with our clients, which helps us to build a strong customer base here. For us, this is an important asset to our company, as it indicates trust and confidence the customers have in us and our dealers.

Thirdly, it is about the current market momentum here, which relates to trends for commercial vehicles in the market. In this context, Malaysia's government always emphasizes its concerns on road safety. Meanwhile, we too, are always concerned about how we can contribute to countries with our products and services. For example, in the recent years, we have always been stressing our efforts to provide safer products and also the human development training program to our clients. To cater to the market demands for safer commercial vehicles, we have just launched a new product line-up earlier this year, specifically,



the new HINO 500 Series and HINO 300 Series. With this new product line-up with improved safety features, we aim to help lower the accident rate in this country.

At the moment, I am keen and confident about the prospect of the future market here. As for the year 2017, we projected to achieve an overall increase of five percent of sales for our commercial vehicles.

AT: Would you like to talk about how Hino will invest more in projects that focuses on customer development in terms of safe driving skills and knowledge?

KI: In fact, we are currently upgrading our HINO Total Support Centre (HSTCC). This is in line with Hino's Total Support Approach. The upgrading project is part of our efforts for the above objective. You may ask why we start the upgrading project now instead of doing it at another time. HSTCC was set up in Sendayan three years ago. At the same time, as our business and customers' support was growing continuously from year to year, the supporting services that our clients were looking for also became more demanding. For instance, other than commercial vehicles with better safety features and basic driver training, fleet owners are also looking for better supporting service. For example, fleet operators are to provide more in-depth driving skills training to their workers. If we do not upgrade the capacity and facility of HSTCC now, it will no longer be capable to support our customers with their growing demands. Thus, we initiate this upgrading project for the HTSCC, where we aim to revise the driver's training curriculum with improved facilities and better capacities

The upgrading project is expected to be completed in April 2018. Once the project is completed, we will be able to provide more in-depth training to our clients and their drivers at the new facility. These programs including courses like "Night Time Driving Training", "Human Attitude Training toward Emergency Conditions", "Driver Familiarization Training" and more. We consider this type of training as a form of Total Support as one of the value-added services we are providing to our clients. This is done with aim to help and educate them. By improving the skills of the drivers, we hope the training provided can actually contribute to the reduction of the accident rate in this country.

AT: As HINO will be one of the main participants of MCVE 2017, what will be the major highlight for HINO at the expo this year?
KI: To be the highlight at MCVE 2017, Hino is going to showcase its Dakar Rally trucks for the three-day expo. Dakar Rally is known as one of the most dangerous motorsport challenges,

that pushes both the vehicle and its driver to their limit, while it take place in some of the most extreme conditions. Despite people may have heard about Dakar Rally, they might never have the chance to see the real trucks in their lifetime. So, for the first time in Malaysia's history, HINO creates this opportunity for people to really touch and feel the presence of the trucks.

Back in 1997, HINO Team Sugawara joined Dakar Rally and has completed every of the races for 24 consecutive years without failing a single time. This year, Hino Motors finished Dakar Rally 2017 at 8th position overall, making its first top 10 finish in five years since 2012. Meanwhile, in the year 2016, HINO 500 series trucks made a 1-2 finish in the Under 10-Litre Class for their seventh straight championship in the Rally.

Other than our Dakar Rally trucks, there are two more models that we are having on display: The new HINO 500 Series (FM2PL1B) and new HINO 300 Series (XZU720-HKTQL3). These truck models are designed with enhanced safety features, such as Antilock Braking System (ABS), Front & Rear Under-run Protection, and many others.

Through these efforts, we aim to further build trust and confidence in dealers and customers on HINO's truck while proving our advanced technology (QDR features) and technical strength of HINO products. Yet, we believe it will help to further increase the HINO brand awareness by showing the HINO Dakar Truck to boost HINO presence via media exposure and creation of Public Relations Value.

AT: Any comment you would like to add?

KI: This year marks the 24th anniversary of HINO Malaysia since our establishment in 1973. To reward our clients for their loyal support throughout the years, we have different promotional packages for them. These include packages that offer longer warranty periods for the engine or spare parts for particular models of trucks and buses. By doing so, this helps our clients to lower the repair, maintenance and operation costs. During this challenging period of economic development in the country we are sending a supporting message to our clients, which in return, will help the company to sustain its brand's loyalty.

In 2016, we commanded a market share of 35.7 percent in Malaysia, yet we will strive to further improve our products and services by upholding the philosophy of "Hino Total Support". We will continue our efforts to contribute to the development of the economy, welfare and people in Malaysia through providing useful products and most reliable services. **F**



Hot Dip Galvanizing: Make Your Trailers Long-lasting

Companies everywhere in the world utilize their commercial vehicles, trucks, lorries and buses, in varying environments and terrains. These varying environments, in some cases, could be very harsh and unforgiving to the steel used to build the vehicles causing minor aesthetic damages or sometimes, affecting their ability to function in their most optimum form.

In Malaysia specifically, the primary environment and the weather condition in which vehicles operate is depictable by either a scorching and relentless sun or impulsive heavy rains which cause floods all across the states. Taking this into account, one can already assume that this type of climate is bad news for trucks and trailers.

One of the alternatives of overcoming the effects imposed by constant usage, wear and tear and the exposure to environments, terrains and natural elements mentioned earlier is to galvanize steel parts of trailers. Trucking Info website pointed out that a trailer will only last for an average of 10 to 15 years; whilst most research would suggest to you that galvanizing trailers would add a staggering 50 years to their life span.

To know more about this and actually see the process ourselves, we visited a local galvanizing giant, Super Galvanizing, all the way to Rawang. Super Galvanizing is a local subsidiary of a larger international company. Greeted by their friendly Business Development Engineer, Mr Ali Bukhairah Md Halim, we were excited at the opportunity to finally see the galvanizing process which is ubiquitously done for local steel infrastructures, but has yet to make its way into the truck trailers manufacturing industry domestically according to him.

The company is a regional specialist in the process of Hot Dip Galvanizing, established in March 1993 by MD Mr Super Quah, who progressed the company until today into a well-known specialist in galvanizing. In past and recent years, Super Galvanizing has been very busy with contracts and projects from giant companies in Malaysia like Petronas, MRT, Tenaga Nasional Berhad and many more. Notable contributions are the Tenaga Nasional Berhad transmission tower, G-Tex Communication Tower, Kinabalu Project Petronas Carigali and many more.

We were told that galvanizing is not something new in the steel coating industry. Hot dip galvanizing has been around for more than a century, patented in 1837 by French engineer Sorel. But often a lot of these ideal choices are simply unintentionally overlooked by players of the industry. And even though strong coats of paint might already be used, for those who want years of maintenance-free steels, in this case trailers, galvanizing can be the answer.

Super Galvanizing mostly caters to the need to galvanize bigger steel constructs, specifically for infrastructures on roadsides and in buildings. We say that this is a tough job because these steels are essentially exposed to the everyday elements of harsh tropical climates we have here in Malaysia, especially in the coastal regions. Thus, galvanizing steels helps to protect them and make them easily outlast any paintjob exceedingly.

In conjunction with the company slogan, "Painting is not enough," Mr Ali elaborated that this long-lasting galvanized coating will outlast even the toughest paint available in the market. Unlike painting, which only covers the outer part of



the steel, hot dip galvanizing coats the steel inside and out, including corners and usually unreachable spaces. The result is an ever more glossy and gleaming chromium look of the steel, which might seem to appear normal, but is ultimately tougher and hard-wearing, when put to the test.

Galvanizing is a process of coating steel with zinc. The steel product is immersed in molten zinc baths which end up forming a progression of layers consisting of zinc-iron alloy combination, which is metallurgically bonded to the original steel. At Super Galvanizing's plant, we were presented with the very detailed process that steels have to go through before being galvanized, the process itself and what happens after. The steels that are given to them to galvanize are first and foremost weighted to estimate the pricing. It can be quite surprising but lighter and smaller steels are charged with a higher price when galvanized, as the process will be much more complicated, and more zinc will be used to entirely cover them with the strong zinc coating.

We then transitioned to the kettles site, which are the huge pools containing various chemicals which are necessary for the galvanizing process. The kettles that they have measure 13m (l) x 1.8 (w) x 3.5 (d). These are so big that any steel item can be successfully galvanized here in a safe manner. There are briefly nine steps to the process: decreasing where steels are dipped into a hot alkaline solution, rinsing with water, pickling where the steels are dipped into acid bath to produce clean metallic surface, again rinsing, pre-fluxing in a hot flux solution to prevent oxidation, followed by the galvanizing bath where they

are immersed in the molten zinc (445 – 660 Celsius). Afterwards the steels will be quenched with water, then with chemicals to prevent any wet storage stain or white rust, and lastly the finishing step where the steels are withdrawn slowly.

The visit to the galvanizing plant made our thoughts on galvanizing much more tangible. Mr Ali further stressed that the whole process shouldn't be thought as a hassle to go through as it just takes one day for a steel item to be galvanized. But of course, due to the que, it might take a few days for a company to have their items ready.

Going back to our focus on truck trailers, knowing that, trailer steels especially, are exposed to all kinds of impacts from being susceptible to dust, rocks, scratches, sometimes minor dents due to continuous loading, unloading and hauling, weather elements, corrosive atmospheres coastal regions, we should imagine the kinds of wear and damage that these elements wreak upon trailer steels. The constant exposure poses detrimental effects in the form of accelerated oxidizing processes which in the end could translate to a significantly shorter life span for the usage of truck trailers. This situation can be extremely frustrating to companies that have built their businesses upon the commerce which revolves around the usage of trailers, like those in the business of transporting goods or construction materials, rental, utility or even for municipality purposes.

Apart from making steels last 50 years more; galvanizing will also maintain the resale value of the steels, in our case, truck trailers. Considering the fact that trailer owners would be bothered less by maintenance issues of the trailers, which is saliently very economical, the resale value of the galvanized trailer is more than often much higher than that of the painted trailer. In summary one would get a tougher, more long-lasting and economical trailer. With these facts presented, it becomes apparent that galvanizing trailer steel makes for itself a very sturdy case.

Finally, it should be something that the Malaysian industry – fleet owners, haulage businesses, even trailer builders- may consider as significant and central when rethinking the future of the trailer in this industry which is day by day, under scrutiny to become more environmentally friendly as well. **T**

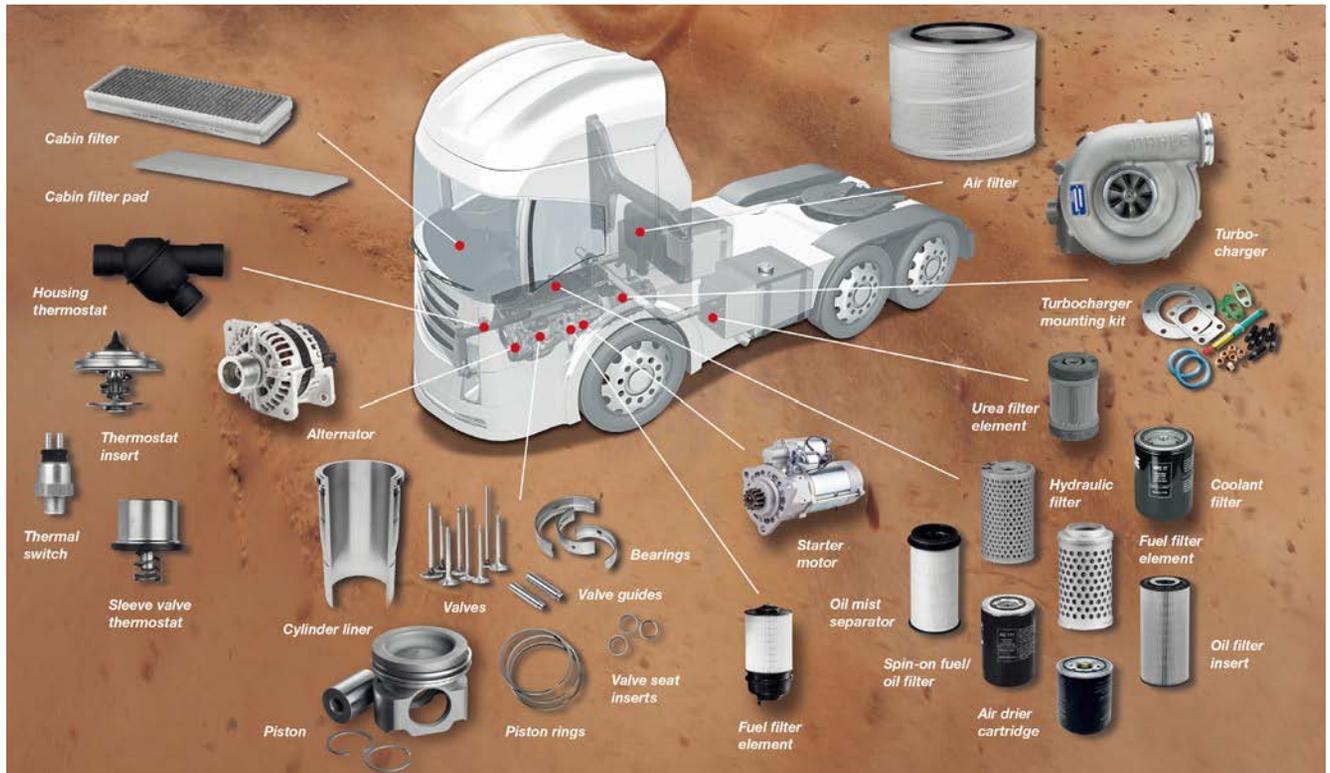


**Mr Ali Bukhairah Md Halim,
Business Development Engineer.**



Where There are Trucks, There is MAHLE

In the beginning there were innovations: the first light-alloy piston in 1921 was the prelude to the MAHLE success story in all aspects of the combustion engine.



The success story begins in 1920 when pistons made of heavy gray cast iron were being used in internal combustion engines for automobiles. The Mahle brothers (Hermann & Ernst) countered this trend by producing light-alloy pistons at their small, newly established company. However, the technology is still finicky and problems come up frequently. To keep dirt and dust out of the engine, they eventually developed air and oil filters as well. Their perseverance paid off: the light-alloy pistons began to take over the market.

Nowadays, MAHLE is a leading international development partner and supplier to the automotive industry. With its products for combustion engines and their peripherals as well as solutions for electric vehicles, the group addresses all the crucial issues related to the powertrain and air conditioning technology: from engine systems and components to filtration to thermal management. In 2015, the group generated sales of approximately EUR 11.5 billion with around 76 000 employees and is represented in 34 countries with over 170 production locations. MAHLE has developed from a small test workshop to a technologically leading, globally active Group.

Why MAHLE Aftermarket?

Because the best parts deserve the best service. MAHLE's strength lies in holistic systems competence. The business unit

specializing in spare parts uses the expertise from the series production of original equipment in its automotive aftermarket product range. The business unit supplies trade, repair shop, and engine repair partners with products in original equipment quality, ranging from engine parts and filters to engine peripheral components and engine cooling components. The product portfolio is supplemented by the new HVAC service operating line, comprehensive services, and customized training programs.

Firstly, MAHLE Original is a well-known filter brand. It provides the optimal local product range for their partners in retail and repair shops in various regions of the world. The portfolio ranges from air, oil, and fuel filters for passenger cars, commercial vehicles, agricultural and construction machinery, and motorcycles, to filters for vehicle cabins and air dryer cartridges for commercial vehicles.

Pistons and engine components based on 90 years of development expertise are available too. MAHLE's partners will find everything for repair and reconditioning work: ready-to-assemble pistons and assemblies in standard sizes and oversized dimensions, cylinder liners for all combustion engines, complete piston ring packs, sliding bearings, and valves. A multitude of thermostats and other components for temperature regulation are added to complete the MAHLE Aftermarket product range too.

At MAHLE Aftermarket, quality means much more than multiple certifications and a product portfolio that matches the quality of original equipment. It also means service quality, for example. It starts with expert advice, through our popular Customer-Information-System (CIS), and corresponding training programmes. It continues with our repair shop cooperation and targeted participation in individual advertising activities.

MAHLE products for commercial vehicles

The extensive MAHLE filter program, historically a developer of engine components, recognized early how important optimally functioning filters are for the circulation of engine air and fluids. After all, efficient combustion requires good filtration, regardless of whether oil, fuel or intake air has to be cleaned. In commercial vehicles, robust and at the same time low-weight air filter systems made from recyclable plastic are used that can also reduce air intake noises. In order to achieve a highly stable large filter surface, the filters are mostly cylindrical. To improve efficiency, radial sealing and axial supports are used. Additional safety inserts in the form of special non-woven cylinders protect the clean side of the filter element during maintenance and replacement.

In the MAHLE engine components range one will find everything needed for the repair of diesel and gasoline engines. The commercial vehicle segment is fundamentally very sensitive to costs. Besides the vehicle price, ongoing operating costs play a decisive role, fuel consumption being the most crucial. After the EU decided to limit the average CO₂ emissions for light commercial vehicles to 147 g/km starting in 2020, regulations

for heavy-goods vehicles are also foreseeable. The power density requirements for the engine, and thus the loads on the components, will continue to rise. MAHLE piston range for commercial vehicle engines includes optimized aluminium pistons for the highest demands, steel pistons and the power cell unit. The latter is consisting of the piston with rings and pin, cylinder liner, and connecting rod with bearing shells. MAHLE offers a system that brings the customer commercial and logistical advantages due to its simpler assembly and optimally coordinated design.

Further optimization of the gas exchange in combustion engines is critical for complying with future emissions and fuel consumption targets while meeting the challenging requirements for efficiency in modern four-stroke combustion engines. The valve train plays a key role in this respect. MAHLE develops and produces ready-to-assemble modules for commercial vehicle. The focus of MAHLE valve development is on new, low-cost materials for highly stressed intake and exhaust valves.

Lastly, MAHLE manufactures starter motors and alternators for vehicles equipped with internal combustion engines. Technical performance and characteristics of these products are the result of a long-term relationship with manufacturers of internal combustion engines, their precise requirements and high expectations as well as our long-standing experience in development and production. High operating reliability is guaranteed by continuously optimizing the design for use in different operating conditions and through numerous validations in MAHLE's in-house laboratories and in actual vehicles. **F**



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MAHLE

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Pushing the Boundaries of Wear and Tear

When it comes to fleet operations, it is all about getting the numbers right. What costs are my vehicles causing per kilometer or per transported ton? And how can these costs be kept as low as possible so that my company not only remains competitive, but is also a step ahead?

Fleet operation costs are mainly influenced by service and repairs that occur during the vehicles' lifetime. These include the usual repairs due to wear and tear, like replacing the clutch system in the drivetrain. The point in time when a clutch system's technology has reached the end of its life cycle, however, depends on many contributing factors. The general rule among experts: With long-haul trucks, a clutch will last up to one million kilometres. Trucks and buses driven regionally and locally require a new clutch after a maximum of 600,000 kilometres. These numbers, however, only apply to optimal operating conditions. Under certain circumstances, the service life of a clutch system will shorten dramatically, especially if challenging operating conditions prevail, such as at construction sites or in city traffic. Besides repair costs, it is primarily the downtime caused by repairs that is decisive for carriers and fleet owners. The easier a repair solution is to install, the sooner the vehicle can be on the road again.

About 50 percent extended service life For the Automotive Aftermarket, Schaeffler offers its LuK RepSet SmarTAC as a clutch repair solution for commercial vehicles. This system not only makes repairs easy, it is also a technical solution that extends service life and allows carriers and fleet managers

additional planning capacities for vehicle operation. However, a prerequisite for this is that the vehicles are already equipped with a TAC clutch. Ensuring less downtime and longer mileage for customers is the goal of Schaeffler's entire product portfolio. These requirements took top priority during the development of the new LuK RepSet SmarTAC, along with ensuring high product quality and driving comfort. One development partner is Mercedes-Benz, who has been employing the travel-controlled, self-adjusting clutch system as original equipment in their ANTOS and ATEGO truck models since 2014. The LuK RepSet SmarTAC has been available to the aftermarket since 2015.

The LuK RepSet SmarTAC repair solution comes with a clutch disc, clutch pressure plate, and conventional release bearing. TAC stands for "travel adjusted clutch", which describes a travel-controlled, automatically self-adjusting clutch. Gradual wear of the friction linings of the clutch disc functions automatically to trigger the adjustment mechanism. In contrast to force-controlled, self-adjusting products from competitors, with the TAC system readjustment is performed according to need in predefined, mechanically limited adjustment steps. This allows the clutch's attributes to be completely utilized for easier driving over its entire operating life – from the first start of the engine to the clutch's final wear limit.

As precise as a Swiss timepiece

Responsible for this is a special adjustment mechanism mounted directly on the pressure plate. Every time the clutch is engaged or disengaged, the system recognizes the wear

of the clutch friction linings by measuring the travel between the pressure plate and the flywheel. This change in axial travel is then transformed into radial movement by the adjustment mechanism using a pinion. The diaphragm spring, which is connected directly to the leaf spring, acts directly on the pinion – this, in turn, is connected to the spindle of the adjustment mechanism. Every change in travel (i.e. wear) causes the leaf spring to turn the pinion and the spindle a step further. The rotation of the spindle causes the ramp ring to move, which creates axial height compensation (i.e. wear compensation). In this way, the diaphragm spring is moved back to its original position in terms of actuation height and measured force, like the new state of a clutch. The adjustment process is carried out with the precision of a Swiss timepiece. Over the pinion, drive pawl, and spindle, the TAC is adjusted in steps of 2/1000 millimeters. The travel adjustment control mechanism works almost continuously. The TAC automatically corrects wear of the clutch lining of 0.2 millimeters after each 100 clutch actuations. Moreover, when combined with the latest generation of clutch friction linings, the LuK HD 30 PLUS, its service interval is extended by up to 50 percent.

Wear reserves doubled

The LuK RepSet SmarTAC system also offers a minimum wear area of around six millimeters when ordered with the new clutch disc friction linings, the LuK HD 30 PLUS. This offers nearly twice as much wear reserve as conventional clutch systems – after all, friction lining is seen as the key component of every clutch system. Its quality is largely responsible for service life, power transmission, and shift comfort. Under real-world conditions, Schaeffler estimates that LuK HD 30 PLUS friction linings deliver a minimum of 30 percent more durability compared to conventional linings. This means reduced downtimes and improved profitability for the operator. This product is characterized by its extreme durability, burst resistance, and high thermal resistance. These attributes ensure – over the entire service life of the lining – a soft drive-off and shift feel, along with high-precision controllability when carrying out parking manoeuvres. The linings of the LuK HD 30 PLUS is available in all current diameter sizes. Developers used a special manufacturing process to combine desired attributes, like extreme robustness and long service life, with higher comfort in a single lining. In contrast to conventional friction linings, the LuK HD 30 PLUS is made of two different layers. The back of the lining is extremely temperature resistant, while the friction side achieves high levels of shift comfort, despite low wear attributes, and delivers optimal power transmission. In comparison tests, LuK HD 30 PLUS linings achieved twice the burst speed of comparable competitor products. Despite its extreme durability and its unique comfort attributes, this friction lining from Schaeffler meets the

highest environmental specifications. There are no solvents used in the production process, and all materials used are free from asbestos, lead, cadmium, mercury, and chromium VI.

Lower noise and vibration in the drivetrain

The LuK RepSet SmarTAC features the new 6-spring torsion damper mounted on the clutch disc, delivering even more clutch operating comfort, low vibration and noise during drivetrain operation, and soft drive-off. This torsion damper supports driving at lower engine speeds, which is an important aspect in an era of downsizing. Today's engines can be driven at extremely low engine speeds, and the trend is towards ever higher engine torque with weight- and consumption-optimized transmissions. The goal is to continue to lower fuel consumption and CO2 emissions. On static comparison tests, this 6-spring torsion damper system has proven its outstanding durability and has often held up for more than 10 million load changes. Comparable competitor products usually fail earlier, after fewer than two million load changes.

The LuK RepSet SmarTAC – comfortable, durable, profitable. With its LuK RepSet SmarTAC, Schaeffler is now offering a high-value replacement part in original-equipment quality to garages – one that has proven itself in serial production of vehicle manufacturers. This intelligent repair solution gives carriers and fleet operators the chance to further optimize the costs of their own fleets by dramatically extending service intervals and reducing downtime. Compared to conventional clutch systems, the LuK RepSet SmarTAC enables dramatically higher mileage to be achieved, and thanks to first-class and durable Schaeffler quality, every fleet operation can now ensure even higher mobility and flexibility. 





Getting a Grip on Your Brake

As one of the global leading disc brake pad providers, Bendix knows that maintaining a strong market presence through its innovative products is the core of its brand's sustainability and success.

To stay ahead of its competition, the braking specialist from Australia, Bendix is always engineering new products with improved and enhanced features that assure its customers of getting the optimum performance from their vehicles.

Among all these products, one of the braking specialist most popular products in recent years is 'Protrans', a specialized brake pad that provides quieter braking with improved braking power. As one of Bendix's top selling lines, reliability is the promise that the Protrans meant to deliver to their customers. In this context, Protrans not only provides merely better driving comfort to the drivers, yet it promises excellent durability and lower maintenance costs to fleet owners.

According to a statement from Bendix' in Malaysia, which is operating under the name FMP Automotive (M) Sdn Bhd, the beauty of the Protrans line is that it is applicable across both trucks and trailers.

Using ceramic metallic material within a friction rating of GG, the extreme wear life of the Protrans disc pads over time is tested and proven.

"The Protrans has been engineered to the highest safety standards and also complies with ECE R90 regulation that calls for brake pads to be tested for braking capabilities, speed sensitivity, cold performance and frictional characteristics," the company states.

"It's built to withstand extremely high temperatures, giving it exceptional pad and rotor life, while minimizing the risk of brake fading. It's a fit and forget product and enables the user to get the most out of the vehicle over its service life.

"Whether it's the truck or the trailer, fleet operators will appreciate the security of predictable, stable friction levels across a range of temperatures and conditions and to date, the Protrans pad has delivered."

Meanwhile, being a regular client of Bendix products, Executive Director of Summit Europarts Sdn Bhd, Mr Jack Low shares his experience of using the products in a sober appraisal.

"We have been distributing Bendix products for as long as I can remember. It is the premium quality that gives us the confidence in recommending it to our customers."



ECE Regulation 90 (ECE R90) was developed by the United Nations' World Forum for Harmonization of Vehicle Regulation. It focuses on the design, construction, performance requirements, vehicle safety and test protocols for replacement brake linings for road vehicles.

The Company

In 1955, British friction material company, BBA Group established an Australian manufacturing plant in Ballarat, called Mintex Ltd that produced brake linings for variety vehicles in Australia. In 1963 The Bendix Corporation of the USA acquired 51% ownership of Mintex Ltd. and created the joint venture company, known as Bendix Mintex Pty. Ltd. Later in 2002, Bendix Mintex Pty. Ltd. changed its name to FMP Group (Australia) Pty. Ltd. – Friction Materials Pacific. In the same year, Don Brake (Malaysia) Sdn Bhd. changed its name to FMP Automotive (M) Sdn Bhd. 

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IG Zenith – Best of Two Countries

We met with Joe Kwan, who is sharing his insights into the Malaysian Special Purpose Vehicle business. His thoughts on how to sustain during downtimes may be a valuable lesson for others too.

AT: Tell me a little about IG Zenith and how the company started.

JK: IG Zenith's is primarily a Special Purpose Vehicle manufacturer with a head-office in Singapore. It shares a common owner, which is Zenith Engineering Pte Ltd in Singapore, and is not a subsidiary of Zenith Singapore. The core products are the waste handling equipment like the garbage collection vehicles and the road tankers. Besides manufacturing, the company also represents agencies from Europe and China to cater to both the quality conscious and the price conscious customers. I won't talk about Zenith Engineering here since you are also doing a separate article on them in another issue.

In 1999 IG Zenith took advantage of the Asian financial crisis and bought a factory of five acres in size in Balakong (Selangor) and transplanted their production from Singapore to Malaysia. During the initial years, the Balakong factory served solely as a production plant. It was a cost center without any sales in Malaysia until 2002 when things settled down and key personnel were put in place. Only then the sales activities in Malaysia started.

AT: Is there a reason your company chose Malaysia over some other countries in South East Asia like Vietnam, Thailand or China? And why Balakong instead of Johor?

JK: Frankly, I think that is a question for the company owner, but based on my opinion, Malaysia is a sensible choice to have our production because our primary purpose at that time was to re-export back to Singapore. The journey by road is only about 300 Kilometers and takes approximately five hours of travel. It is also easy to find skilled workers and qualified engineers and needless to say the Forex advantage works in the favour of Singaporean businesses. The work culture in Malaysia is also very similar to what we find in Singapore. In comparison to all other Asian countries, Malaysia in my opinion is the perfect

choice. As to the question of why not Johor, it is because all the experienced and skilled Johorean workers are crossing over to Singapore. Any factory in Johor would likely have to pay a salary very close to what the workers are getting paid in Singapore.

AT: I understand that your industry is still very dependent on foreign workers. How are you affected by the government clamping down of foreign workers since last year?

JK: For so many years our industry has gotten so used to cheap foreign workers. They were so abundant just a few years ago. But since early 2016, the government has severely reduced the issuance of foreign workers permit. To get a permit now is like winning a small lottery. So, to overcome that, companies either have to invest in machinery and automation or start to outsource. Our company has no choice but to also adopt that same strategy. We submitted our application for foreign workers in early 2016 and so far have not gotten any response, much less an approval. By right, as a foreign investor with over 50% of export business we were expecting to be given some privilege, but we were wrong. Now foreign workers are considered "rare & priced commodities", we really need to treasure those who are remaining in the country and have valid papers to work for Malaysian businesses.

AT: Can you say something about yourself and share your thoughts about the differences or challenges between Singapore and Malaysia as far as business and operating a factory is concerned.

JK: I would first like to say that Singapore and Malaysia have more in common than they have differences. This is why I don't really feel I am in a foreign country when working in Malaysia. It is probably like a German working in Austria, everyone speaks the same language, eats the same food and shares a similar culture. After all Singapore was part of the Federation for a couple of years in the 1960s.



Currently I am wearing two hats for the company, looking after the factory as Executive Director in IG Zenith and at the same time as Senior Sales Manager in Zenith Singapore looking after export sales.

As far as our Business is concerned, the main difference is that the customer base in Malaysia is more diverse than in Singapore. For instance, there are some customers who appreciate the quality and durability of a European product and then there are customers who are very price sensitive, who often would buy the cheapest available items in the market. And there are of course customers in-between these two extremes. Therefore, in order to survive in such a diverse market we have to remain flexible by trying to find the right products to satisfy the needs of such varied customers.

The main challenge that I face regularly in Malaysia is having to deal with the bureaucracies and red tape. Even before the clamp-down on foreign workers' licences, our agent was telling me it takes at least six months from the time we pay the levy until the time the foreign workers arrive in our factory. They finally arrived after nine months. In Singapore it would take at most 14 days and we don't pay any levy until the workers commence work.

The concept of engaging "runners" to take care of obtaining permits and approvals is also something quite fascinating for me because most dealings with government agencies in Singapore are done online for more than ten years now. Anyway, all these have been an interesting experience for me and we can't complain much because the overall production cost is still relatively cheap here. For now, I am happy to go with the flow and just do what the Romans do.

AT: Would you mind to share what is your company's long term plan in Malaysia? And what do you have to say about the competition and business environment in Malaysia ?

JK: As in any company, the long term plan is to grow the company in a stable and sustainable manner. I have been in this industry for close to 20 years now and have seen many

competitors fall as fast as they rose. There were varying reasons why those companies folded: some expanded too fast while others miscalculated the cost of business. I think the GST implementation last year helped removed some of our competitions too, but I believe one of the main reasons why

some companies in our industry cannot survive is that they could not survive a prolonged period of lull when the economy slows. They may become desperate and begin to slash prices to secure contracts that barely cover cost to try keeping the company afloat. Very quickly they get into cash-flow difficulty, may not be able to pay suppliers and may not service their loans and by the time they realize it, they are already underwater. The above scenario keeps repeating over a five to ten year cycle and is unhealthy for the economy. We really would want to avoid getting caught in that cycle by first clearly identifying our target customers and serving them well with a decent profit and avoid trying to capture market share for the sake of just having market share.

AT: You seem to have a very wide range of products, if I had to ask you to name the single most important product that you would want to highlight and sell in Malaysia, what would that be?

JK: I would have to say it is our Rear End Loading Compactor (aka Garbage Collection Vehicle). Between 2012 to 2016 we have sold more than 450 units in Malaysia. It is also because I am starting to see now that companies are beginning to appreciate the meaning of "Product life-cycle cost" as opposed to simply "product cost". In addition, Malaysia's labour cost would increase rapidly over the next five to ten years and I foresee that a truck driver, the crew and a mechanic could cost as much as RM5,000 per month each by then. And as the population becomes more educated, less and less people would want to be a driver or garbage collector. It will be like Japan or Hong Kong or Singapore in about ten years' time. They will need equipment that is more efficient and more durable with less downtime so that they can use less trucks, less drivers and less crew. Our Rear End Loader and most of our other products would satisfy those requirements. Maybe in a decade we will start to see autonomous-collection trucks; we never can tell with the pace-of-change in technology now. **F**



FAW Group to Make Malaysia an Automotive Hub for Asean Market

In Malaysia, FAW might have been a sleeping giant for the past years, but the company has big plans and is now coming out in full force. Asian Trucker's Shee Mun went to find out what the brand has in store for us.



Founded in 1953, FAW group is the pioneer of the commercial vehicle manufacturing industry in China. With a total of over 133 thousand employees across the world and gross revenue that exceeds 490 billion Yuan (RM 314.04 billion), FAW maintains its leading position in the domestic

market. Meanwhile, the group continues its expansion into new international markets through the execution of carefully planned strategies.

Today, FAW eyes to extend its market share in the ASEAN market by making Malaysia an automotive and assembly hub for its commercial vehicles in the region via its local representative, NBG Industries (Malaysia) Sdn Bhd.

Having made the appointment for our interview with Mr Albert Wong, the Operation Manager of NBG Industries, we met with an energetic young man, who aims to transform Malaysia into an automotive hub of ASEAN to share with us insights about the future of brand in the domestic market.

According to Wong, about 60 years ago, FAW group was established under the guidance of China's Central Committee as China's first automotive production base. In 1956, FAW produced China's first Jiefang commercial truck. The group was at that time known as First Automotive Works (FAW) and now as First Automotive Group Corporation.

Wong explains, back in the 1980s, FAW group started to expand its market penetration abroad, for both the developed and emerging markets, and Malaysia was added to the list the targeted markets.

“NBG Industries Sdn Bhd was set up in Malaysia three years ago; we are the sole distributor and official assembler for FAW Jiefang in Malaysia. We, FAW Malaysia, position ourselves as the manufacturer that is capable of delivering economically-wise yet reliable commercial vehicles to the market.”

Seeing the future trend of commercial vehicle and truck market in the logistic industry, he reckons, the fleet owners nowadays are more economically-concerned on procurement. In this context, it means these industry players will not only opt for trucks with an affordable pricing, but trucks that can yield maximum profits for the company.

He elaborates, that the trend described above is likely to persist in the next five coming years, giving FAW more opportunities on the pricing, as compared with its competitors of premium truck makers.

He emphasizes, that the trucks are in the same league in terms of premium quality as the Japanese and European trucks, yet the affordable pricing would be the reason to attract most clients to shift their choice from used or second-hand European trucks to the new FAW trucks.

On top of that, other than the given 1 year, 100,000 km warranty for any brand new FAW truck, the brand now also extends the warranty period for spare parts of the truck. This means, the spare parts including the engine, transmission, axle and chassis frame solid of the truck will be given a two-year warranty instead of one year.

“Previously, we only provided a 1 year or 100,000km warranty to clients with the purchase of any FAW truck. So this would be the value-added service to our clients. By doing so, it helps us to educate our clients about the risk factors on whether to buy a brand new truck with promised warranty versus a used truck with no warranty.”

“Besides, for our clients who have their own workshop, our technicians and expert team will pay a visit to their workshop. There we will train their mechanics and appoint their workshops as Repair Service Centre of FAW, so that they can repair the trucks at their own place and convenience. As such, by assisting them to solve the problems around operating a truck fleet, this will enable them to minimize the downtime of their vehicles due to the damage or scheduled services, which will in return help them to increase their ROI.”

Asked about the differences between trucks available in Malaysia and China, Wong says, there is a total difference in terms of the product’s specification and selection for both market.

“In the past, when most OEMs from China first came into the domestic market, these companies made a mistake that might have posed damages to the branding and clients’ impression toward China-made commercial vehicles. The trucks that they brought into the Malaysia at that time are the trucks with identical specifications as those sold in China. However, due to the difference in weather, temperature, driving culture and attitudes, trucks with certain specifications and features that are suitable for drivers in China might not workable for drivers in Malaysia.”

“For instance, for the drivers in China, a truck is just what it is, they don’t even demand to have air-conditioner or other upgraded features. In Malaysia, the weather is hot and humid here, truck drivers are more demanding in terms of driving comfortability and product specification since they have been exposed to the experience of driving European and Japanese trucks. For example, they want the truck to be fully air-conditioned, power windows and engine with higher horse power and so on.”

Wong explains, FAW Malaysia learnt to avoid from mistakes made by other Chinese brands in the past in terms of product selection as to cater for the Malaysian’s market.

“For our domestic market, we do not just pick whatever models from the catalogue, but we do look into the truck model with specifications that meet the demands of our clients. By doing so, FAW upgrades the products according to the demand of clients here, it helps to build the brand and enable it to be more mature in the market.”

He describes, as for the future development, FAW group will not merely aim for the Malaysian market, but instead the ASEAN’s region as a whole.

He continues that the market with the regional population up to 625 million people, ASEAN is an emerging market with huge potential. To achieve greater market share in the region, Malaysia would be a strategic “testing ground” for FAW in terms of marketing and branding.

“Our ultimate goal is to set up an automotive hub or assembly plant here in Malaysia to cater to the ASEAN market. People might wonder why we choose Malaysia as the starting point. This is simply because Malaysia is a strategic location, geographically, to initiate these plans of development. From the aspect of geography, education level of the population and workforce, and political stability compared to its neighbouring countries, Malaysia is still the best option.”

“We believe that if our trucks are accepted in Malaysia’s market, there should not be any problem for our products to be sold in Indonesia, Vietnam, Philippines, Myanmar and Cambodia or other countries. This is because Malaysian clients are more demanding, yet they are subtle consumers who are economic-centric as they have been exposed to experience of driving trucks from various brands with different price ranges. The market response in Malaysia will be useful for us to expand our business further to the rest of ASEAN countries.”

About FAW Group

FAW group is currently headquartered in China’s northern city of Changchun, Jilin Province. To date, as China’s state-owned automotive corporation, the company’s total assets are valued at 244.575 billion yuan RMB (RM 157.443 billion). FAW is a diversified maker of quality light, medium, and heavy-duty trucks, automobiles, municipal buses and luxury tourist coaches, custom bus chassis, and mini-vehicles with total sales in excess of 18 million vehicles worldwide.

Steelbro sidelifters Powered by the Best

Quality, durability and reliability are hallmarks of the Steelbro sidelifter brand. This would not be possible without the strong partnerships that Steelbro has developed. International diesel engine manufacturer Kubota is one of these partners.



The standard configuration of the sidelifter has not always included an independent diesel engine. In the 1990s when Steelbro was first servicing the Malaysian market, the sidelifter operated through 'power take off' (PTO) from the prime mover. In these early days, a special hydraulic kit for each truck including a PTO on the gear box was required to operate the sidelifter hydraulics.

In a move towards independent operation, having a separate Steelbro engineered power pack system with Kubota engine became a more popular choice.

Transport operators in Malaysia saw the benefits of investing in a sidelifter equipped with its own autonomous power pack. The power pack with Kubota engine allowed the sidelifter to be operated with any truck without any specific hydraulic fittings, and gave more flexibility for operators with a fleet of trucks. The independent Kubota engine also significantly reduced running costs.

When it comes to independent power, Kubota is still the world's number one supplier of diesel engines and the preferred power source for many types of equipment. Kubota is a global brand renowned for its high performing and reliable engines. Their diesel engines have a reputation for proven performance, reliability, durability and back up.

Like Steelbro, Kubota has a long history. With over 125 years technical experience and continuous research, Kubota is a veteran in its field. Because of this, the two organisations have had a successful partnership than has lasted well over two decades.

Proven reliability

A Steelbro sidelifter demands reliable starting performance and fast load pick up multiple times each day. It needs to be able to deploy the sidelifter stabilisers for rapid loading and unloading of a container. Steelbro Engineering Manager, Mike Parker explains, "All sidelifter models have been designed to





meet these tough requirements. We needed a power pack that could match this demand and be ready to perform at all times. We found the Kubota V2403-M model fit the bill." With a one piece tunnel block construction, low piston speed and low piston pressure, the Kubota engine promises great reliability and long service life.

Lightweight and fuel efficient

In the sidelifter operation, a light tare weight is important as it allows the operator to carry greater payload which ultimately increases profit margins.

"The Kubota engine is lighter than the alternatives with a dry weight of 184 kg," says Parker. "This fits in well with the Steelbro lightweight requirements. It's also more efficient with lower running costs when you compare it to other engines. Fuel consumption is just 9.5 litres per hour compared to 11.43 litres per hour for alternatives, making it cheaper to run and better for the environment as well."

Well supported engine brand

Kubota, like Steelbro has a global commitment to stable supply and excellent after sales support through its world-wide service network. Kubota engine parts are readily available which means less time off the road during servicing. A straightforward engine design means that units are considered easy to service. There are no complicated controls, exhaust systems or extra fuel additives required.

Better for the environment

The Kubota byline 'For Earth. For Life' describes the Company's strong commitment to the environment. Its efficient engine uses less diesel and produces fewer carbon emissions. It is estimated that it produces 9 tonnes of carbon emissions less per year than other similar engines. Kubota engines are compliant



with all the latest pollution regulations (U.S EPA Interim Tier 4 and EU Stage IIIA) and the company enforces stringent quality and emission test standards to create powerful, clean emission engines.

Clean and Quiet

Steelbro appreciates that the sidelifter operator is exposed to the sound and emissions of an engine during use. As a result, Steelbro places a major focus on noise and emission reduction to minimise the impact on the operator. Again, the Kubota engine is a good fit. Their engines run quietly thanks to a superb combustion system. Airflow, combustion chamber and piston recess are optimised to provide 50% lower particulate (PM) level. Noise levels during load and no-load operations are kept to a minimum with Kubota's distinctive low-noise diesel engine development technology.

The Kubota engine supports Steelbro's commitment to use only the very best quality materials and components. Steelbro looks forward to many more years supplying sidelifters that are powered by the best: Kubota Engines. **T**



Safer Braking with WABCO EBS

Many hail ABS as a tool that helps prevent accidents and that offers extra safety in a commercial vehicle. However, some 20 years in the market, EBS might have been overlooked as an add-on to your trailers in giving you an edge when it comes to safety features.

To find out more we met with representatives from Top Quality Trailer Parts Sdn Bhd and Mr. Billy Tee of NITTSU. We are looking at only three relatively small components that make up the EBS system. What isn't on the table are the cables, hoses and sensors, but as one can imagine, these are light-weight items that don't take much space. The actual configuration of sensors would also depend on the number of axles on a trailer and the data that one is planning to gather.

What it does

In a nutshell, EBS changes the dynamics of braking and makes a commercial vehicle safer to drive. When a truck with a trailer without EBS is applying the brakes, the truck brakes first and the trailer will push from behind. Should the braking ration of these two be vastly different, the trailer may actually jack-knife as it has too much velocity and nowhere else to go. When installing EBS, the trailer will brake first, and slightly harder than the truck. This results in more stopping power on the trailer, thus the trailer will pull back the truck in the front.

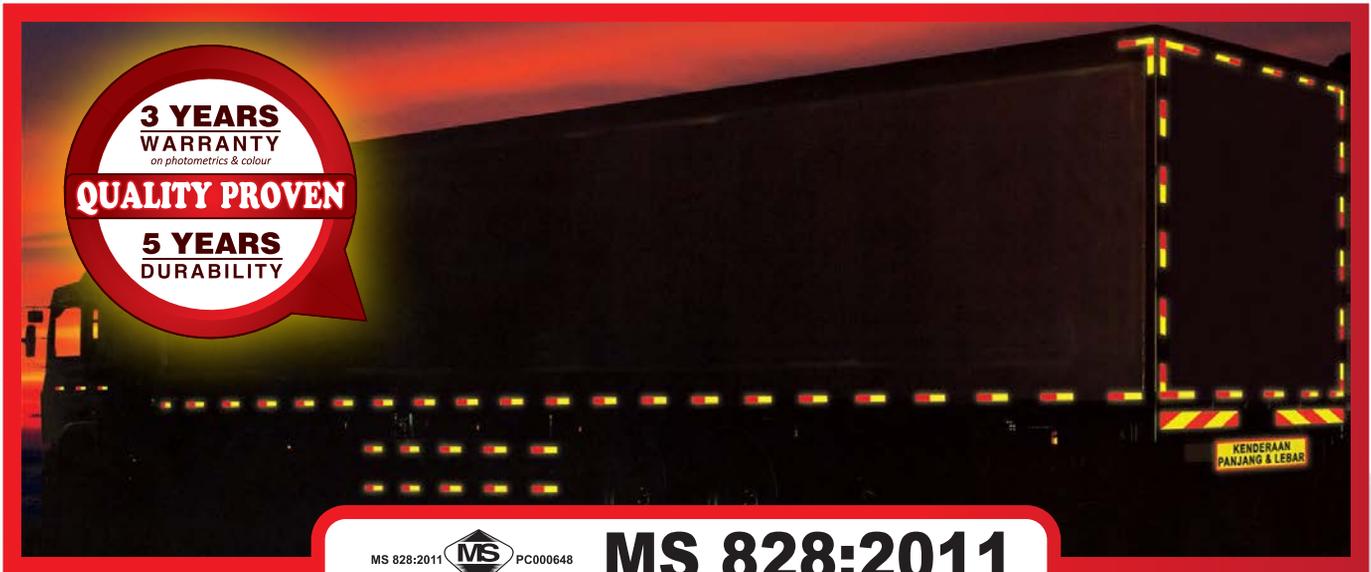
Hopefully, our truckers will not have to perform emergency braking too often. Meanwhile, the EBS also has a second, perhaps more important function. When cornering too fast, the centrifugal forces may actually overturn a truck. What the EBS will do is to detect situations in which the centrifugal forces are getting too strong and to apply the brakes to slow down the tandem. By slowing down the vehicle, rolling over will be avoided. "It was exactly such a situation that has triggered NITTSU to install EBS in all of our trailers," said Tee. Citing concerns for the drives and other participants on the road, the system may be like an insurance: you are happy to have it when you need it.



Ease of Use

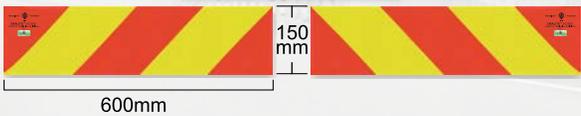
The installation is quick. It only takes some two or three days to fit EBS. And it can be retrofitted to existing trailers. What is needed is calibration after the installation; a certification is needed (End of Line), but Top Quality Trailers is well versed in this process and has no difficulties passing the tests. However, everyone present agreed that it might be best to fit the system when building the trailer. "The cost can be recovered. Although it is hard to measure, but I am sure that we avoided some accidents, which we may have had without EBS," Tee elaborates. All that is really needed to operate the EBS is clean air, which can be filtered using WABCO air filters for optimum performance and compatibility with the EBS. Should there be any issue with the EBS, a warning light will tell the driver to have it checked. Should one divest a trailer, the EBS can be dismantled and transferred to another trailer.

LEBIH TERANG LEBIH SELAMAT

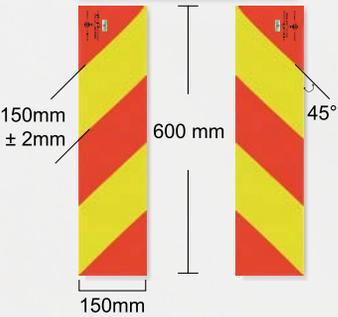


MS 828:2011  PC000648 **MS 828:2011**
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Type 1 : VC600



Type 2 : VC600



Type 3 : VC750



Type 4 : VC750



Type 5 : VC300



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- Does not crack or lift easily
- Single layer prismatic construction with adhesive backing
- Resistant to power washing
- No edge sealing required
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 68000 Ampang, Selangor, Malaysia.
 Tel: (603) 4291 0988 Fax: (603) 4291 0936
 Website: www.tritech.com.my | Email: info@tritech.com.my

While EBS is a compulsory component for transporters in Oil and Gas, others may consider the application of it as well. A GPS system for instance may highlight harsh acceleration or braking, however, it would not detect the near misses when a truck is going around a corner too fast. The WABCO system that was used as the demo unit in our interview is able to record some 600 trips and operators can glean useful insights and data from it too. The insights gained can further help with driver training.

Legislation

Currently, there is no law that forces transporters to add on EBS. Lee of Top Quality Trailer Parts however pointed out that “EBS is already compulsory in many countries. We hope that this technology will be used more here in Malaysia as well as it is a solid technology that has been in the market for a long time and, most importantly, it can improve safety on our roads!” Besides that, from experience, he told us that drivers also feel safer.

Operators looking for EBS can turn to WABCO. In Malaysia, YonMing is the official distributor for WABCO, the vehicle control systems business of American Standard Companies. It is one of the world’s leading producers of electronic braking, stability, suspension and transmission control systems for heavy duty commercial vehicles. WABCO products are also increasingly used in luxury cars and sport utility vehicles (SUVs). Customers include the world’s leading commercial truck, trailer, bus and passenger car manufacturers. Founded in the US in 1869 as Westinghouse Air Brake Company, WABCO was acquired by American Standard in 1968. Headquartered in Brussels, Belgium, WABCO today employs nearly 7000 people in 34 office and production facilities worldwide. In 2005, WABCO contributed US\$1.8 billion to American Standard’s total sales of more than US\$10.3 billion. **T**



Trailer EBS E features	Your benefits
Simplified system layout with new connector and cable design Modular system with free order of trailer components Point-to-point connection - cable with assigned functions (one function per connector) and no Y-cables	Reduced installation time, increased process stability, easier installation, fewer variants
New connector concept with robust sealing	Enhanced lifetime and higher quality
I/O functionality can be customized	Customer can configure individual functions
Integration of Electronically Controlled Air Suspension (ECAS) in the Trailer EBS E modulator	No additional ECU needed in the trailer, easy and inexpensive assembly
Automatic manoeuvre assistance	Tire wear reduction
Roll Stability Support (RSS) for full trailers with only one axle load sensor	Easy installation, lower costs
Operating Data Recorder (ODR): extended trip memory, event recorder for warning lamp, tire pressure monitoring etc.	Greater vehicle visibility
Integrated fittings (optional)	Reduced installation time for OEMs
Flange mounted extension module with integrated overload protection valve, overflow valve and pressure distribution for air reservoirs, air leveling valve, PREV, TASC, lift axle valve and 4 ports for the spring brake actuator	Direct installation onto the Trailer EBS E modulator, sold with integrated fittings for easy connection

Peek into the world of MANN-FILTER.



At the 2017 Malaysia Commercial Vehicle Expo (MCVE) in Malaysia, MANN-FILTER will present to you the opportunity to gain insights in the yellow-green world of first-class filtration solutions. When it comes to service, we are also happy to give you a look behind the scenes, or rather in the MANN-FILTER box.

You are cordially invited to visit us on **18 – 20 May 2017**, Malaysia International Exhibition & Convention Centre (MIECC), **Booth A46- A47**.

MANN-FILTER is the manufacturer of air filters, oil filters, fuel filters and cabin air filters in OE quality for many industries, including the commercial vehicles sector.

MANN-FILTER – Perfect parts. Perfect service.

Bumper To Bumper

The beginning of every calendar is interesting. Along with the New Year, innovations too blossoms as January brings two major shows in the US - North American International Auto Show (NAIAS) in Detroit and the Consumer Electronics Show (CES) in Las Vegas. There automotive innovations rally bumper to bumper.

Though NAIAS is more relevant for the automotive industry, winds have been blowing towards CES for quite some time now. Most of the technology companies in the automotive space launch their new products at CES, though NAIAS is only days away.

NAIAS had the debut of the interactive digital license plate during Automobili-D, a new event showcasing connected car technology. Created by Reviver, the rPlate modernizes the 125-year-old license plate, bringing it into the 21st century by transforming it into an innovative, multi-functional digital display. It also brings about a major aesthetic and design upgrade for the only part of the vehicle that has remained unchanged since the first automobile. This smart device is an Internet of Things (IoT) platform that offers unlimited opportunities for applications, including registration automation, hyper-local messaging, telematics and vehicle management.

In cooperation with the US Department of Energy (DOE) and partners FCA US and Grupo Antolin, Magna International presented a solution to help global automakers meet emissions standards and reduce fuel consumption through lightweighting. At NAIAS, the company announced that it has developed a new, ultralight door architecture that achieves the project objective of 42.5 percent mass savings compared to an average current production door.

At CES Toyota announced its Concept-I, the path-breaking concept vehicle demonstrating the global number one company's view that vehicles of the future should start with the people who use them. Designed by Toyota's CALTY Design Research in Newport Beach, CA, and with user experience technology development from the Toyota Innovation Hub in San Francisco, the Concept-I was created around the philosophy of 'kinetic warmth,' a belief that mobility technology should be warm, welcoming, and above all, fun.

For the fourth year running, Valeo was at the CES showcasing five major innovations such as eCruise4U (a real technological feat that fully meets the needs of city dwellers); XtraVue (a set of connected computer-vision cameras that show drivers what is happening on the road, even outside their line of sight); 360AEB Nearshield (a new autonomous emergency braking system that eliminates blind spots, alerts drivers to any potential obstacles); C-Stream (dome module that replaces the central rear view mirror and maps out the vehicle's cabin) and Cockpit, the Experience of Travelling.

Visteon Corporation exhibited its latest advancements in head-up display, including an augmented reality driving experience designed to help minimise distraction by alerting drivers to

critical information, while allowing them to keep their eyes on the road. The highlight of the exhibit is a demonstration vehicle equipped with an augmented reality system, which overlays graphics in the driver's line of sight to represent objects in the vehicle's path; provides navigation guidance; and displays relevant information, such as a lane departure warning.



Apart from these shows, there were also other innovative developments. AT&T, Delphi and Ford are developing a new capability to enhance Vehicle-to-Anything (V2X) communications. The platform is designed to help vehicles 'talk' with each other and smart cities infrastructure to improve safety and vehicle security, reduce traffic congestion, save money and protect the environment. These companies are laying the foundation for the next generation of urban planning and safer driving. In the future, autonomous vehicles will interact with connected traffic lights, roadside monitors, signage, and almost anything surrounding them.

Innovations continue... 

T Murrall (aka) Murrall Thalor is the Editor of Auto Parts Asia, India.

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Market Intelligence

SURVEY REPORT

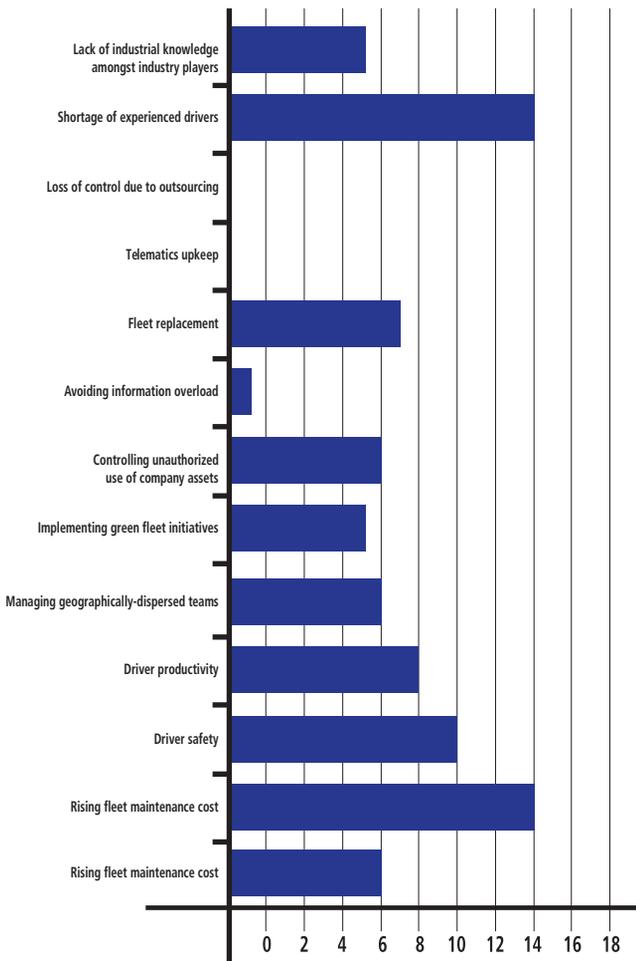
For this issue's segment of Market Intelligence, we focused on fleet owners and their operations.

Emails as well as WhatsApp messages containing the link to the survey were sent over the duration of three weeks. A big "Thank you" goes to those that have participated. Those that still wishes to take part in our survey may go to <https://www.surveymonkey.com/r/59B5TF2>

DISCLAIMER: The research findings published here are in no way representative of the entire trucking industry in Malaysia. All opinions/ conclusions are based solely on the information in hand.

1. What are the top **three (3)** challenges in commercial fleet management? Please tick (/) **ONLY THREE (3)**.

Answered: 27 Skipped: -

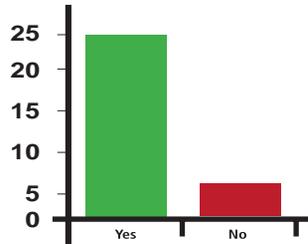


Comments:

- i. Trailer licensing regime
- ii. Not enough attention to managing their assets and consumables (sic)
- iii. There are lots of experienced drivers, but there are few with good attitude

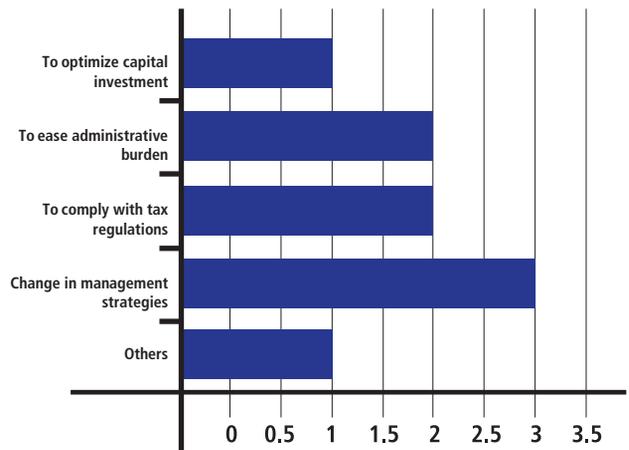
2. In the past year, have you made any significant change(s) to your operation policies?

Answered: 27 Skipped: -



3. If you answered "YES" to Q2, what was the MAIN reason for the change? Please (/) **ONLY ONE (1)**.

Answered: 20 N/A: 7

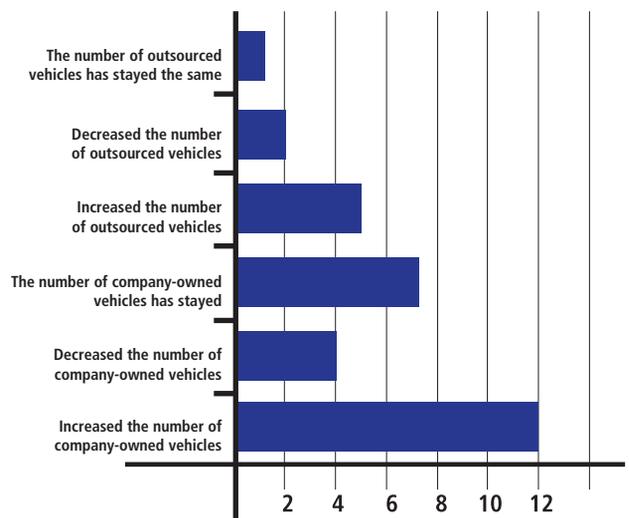


Others:

- i. To reduce CO2 emission as part of our Go Green policy

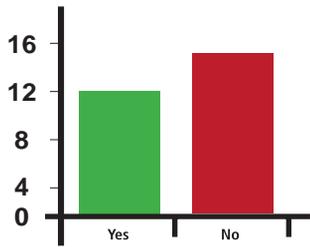
4. For each fleet ownership type, compared to one year ago, would you say your company has:-

Answered: 27 Skipped: -



5. Are you currently using a software system to aid in managing your fleet?

Answered: 27 Skipped:-

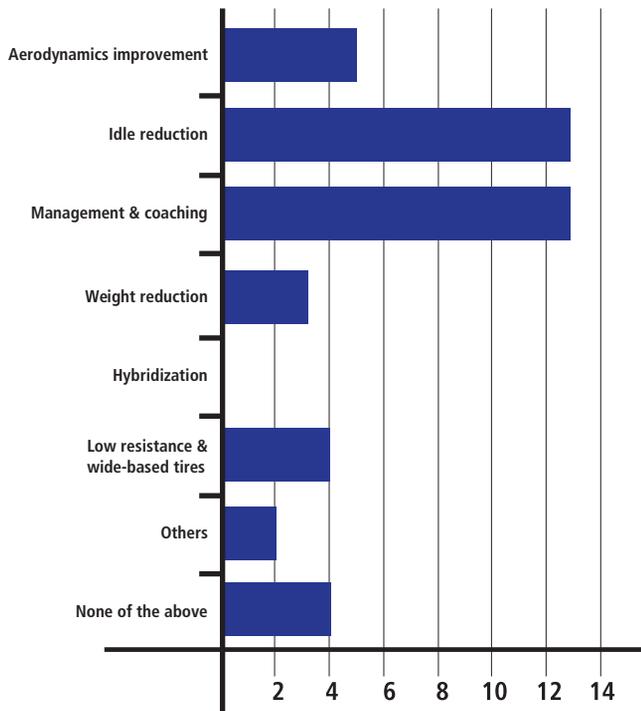


Specified:



6. Which of the following fuel saving techniques is most important for your commercial fleets? Please tick (/) whichever that applies.

Answered: 27 Skipped: -

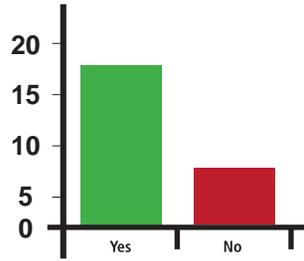


Others:

- i. Eco Driving
- ii. Reduction of fuel theft
- iii. Proper maintenance of tire pressure

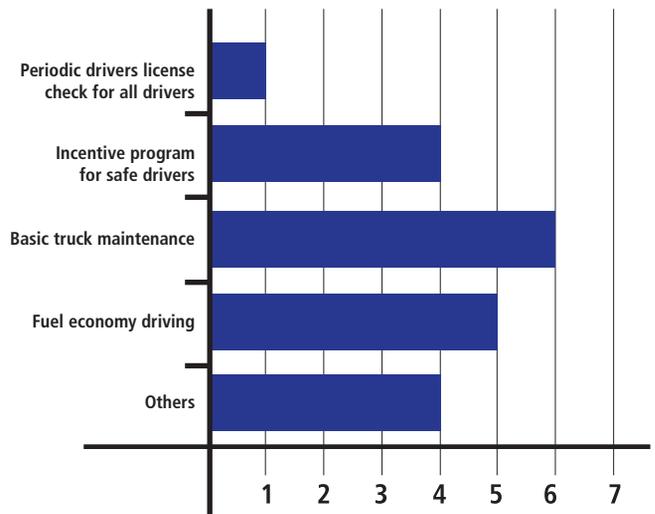
7. Do you have a training program for your drivers?

Answered: 26 Skipped: 1



8. If you answered "YES" to Q8, which of the following is part of your training program? Please tick (/) whichever that applies.

Answered: 20 Skipped: 7

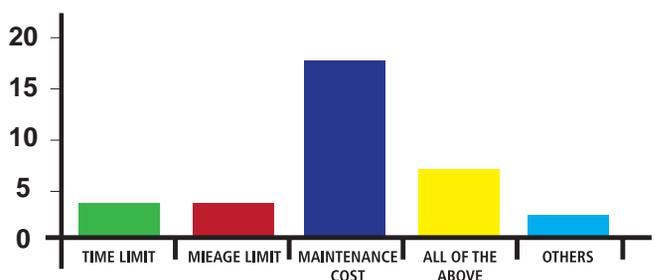


Others:

- i. Defensive driving
- ii. Safety bonus
- iii. Driver Safety Behavioral Change
- iv. Fatigue Maintenance

9. On what basis do you decide to retire your vehicle? Please tick (/) whichever that applies.

Answered: 27 Skipped: -



Others:

- i. Vehicle Minimum Standards Policy

Associations for Your Business

Federation of Sarawak Lorry Association

Telephone Number : 084 – 335 985
 Email : lingkk8033@gmail.com
 Person-in-charge : President Ling Kah Kiong
 About : FSLA is the federation of 7 up to 8 registered Lorry Associations in Sarawak. Our main aim is to protect the interest of Sarawakian transporters and as well as being the bridge between private sectors and the Sarawak Government and the transport department of the Federal Government.
 Website : -



Negeri Sembilan Lorry Operators' Association (NSLOA)

Telephone Number : 019 – 339 6662
 Email : nsloa.sec@gmail.com
 Person-in-charge : Mr Yap Chin Choy
 About : NSLOA was established in 1934 and is one of the oldest association in the country. The Association helps promote better understanding among her members and is in consultation with authorities like SPAD, JPJ, JKR Puspakom and other transport associations in solving transport-related problems.
 Website : -



Perak Tyre Dealers Retreaders Association

Telephone Number : 019 – 558 5157 / 012 – 510 1649
 Email : persuantayarperak@gmail.com
 Person-in-charge : Ms Sin / Mr Chai
 About : Objective:
 • To protect the interest of members
 • To be the spokesman in its dealings with government, private sector bodies and any other institution
 • To maintain industry image by promoting knowledge of compliance with rules and regulation
 Website : <http://ptdra2u.com>



Malay Contractors Association (Persatuan Kontraktor Melayu Malaysia)

Telephone Number : 03 – 6250 5066
 Email : pkmm.hq@gmail.com
 Person-in-charge : Ir. Kamaruddin Mohd Salleh
 About : The Malay Contractors Association was established in March 1975. As of today, we take pride to be one of the only association that has developed the Malay contractors to be viable, innovative, creative and competitive as to support the ideals of the aspirations of the country.
 Website : www.pkmm.org.my





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Indian Logistics Owners Meet Up to Network and Strengthen Unity

"Where there is unity, there is always victory for Transporters" This slogan has been the basis of the foundation of Indian Logistics Owners (ILO), the association for Indian owners of logistics companies in Malaysia.

On Friday, 17th March, ten Indian transport companies came together and collaborated to call upon Indian transporters of Malaysia to meet and convene at Midlands Convention Centre in Shah Alam.

The event marked the first ever attempt by the Indian community to gather all Indian lorry operators in one convention. Dato' M. Kannan of Linsun Trans Energy (M) Sdn.Bhd. commented on this saying, "Twelve Indian transporters gathered and this is going to be the first get-together among Indian transporters in Malaysia. The event is a gathering of the biggest transporters to the smaller ones. The networking activities will be more towards getting to know each other. And from there we can have a dialogue on the issues that concern us within this community."

Earlier this idea been originated by Mr.Gangga Rao of MK Transport Agency. Then it was shared and another 9 companies joined hand together to achieve this initiative. The companies are Biforst Logistics Sdn Bhd, Linsun Trans Energy (M) Sdn Bhd, Everest Integrated Logistics Sdn Bhd, L&R Haulage Sdn Bhd, ANZA RK (M) Sdn Bhd, Rani Transport Sdn Bhd, Garuda Klasik (M) Sdn Bhd, Skyway Logistic (M) Sdn Bhd, Desert Fox (M) Sdn Bhd.

R.A Rao, Operations Director of BIFORST Logistics Sdn Bhd further detailed, "Indians have been in the transportation industry for more than 50 years in our country. So, this is the first attempt to gather all the logistics business owners. It does not matter whether they are a big or a small company or truck owners, as long as they are a player in this industry, they are invited to join us on this ceremonious day. We have put our efforts jointly together to put them all under one roof."

The objective of the gathering was to standardize the industry and conjure a representation for the Indian community for

a better communication with the government and other associations. Asked further about the purpose of the convention, Mr. R.A.Rao deliberated, "The main purpose is to get to know each other, as everyone comes from all over the place, even all the way from Sabah and Sarawak. This is just to have a better networking within the Indian transporter community. This can also help some that are still not aware about issues like regulations, benefits or the government's plans or how we are going to drive this logistics business forward."

The event was also joined by a number of exhibitors ranging from GPS companies, commercial vehicle sellers, tyre importers, engine lubricants distributors and insurance companies while advertisement companies participate as well.

Mr. R.A.Rao also explained how the government helps the industry, "The government is looking into a lot of policy changes and other changes including support for upgrading trucks for example. This way we can see old trucks are slowly getting obsolete in the industry. And a lot of other truck makers from alternative countries like China and India are making bigger sales than ever before in Malaysia."

The event, he said, will also touch upon issues that will help the industry and the Indian transporters community to grow, "In this event, we will also touch upon driver training and driver welfare. We will also talk about defensive driving for public safety because as transporters, we are mainly responsible for public safety as well."

"Moving forward, ILO is looking forward to associate as official body for the future and quality of Logistics Sector in Malaysia to support the Malaysian Government's ambition to make Malaysia a significant logistics player in the Asean Region." 

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Liebherr T 264

Liebherr mining haul trucks impress in all equipment classes and are configured for payloads of up to 360 tons. The Liebherr T 264 mining truck is part of the 220-ton size class, matching ultra-class hydraulic excavators, as well as electric shovels and wheel loaders. Its unique combination of a high-horsepower engine (2,700 hp), an efficient Litronic Plus AC drive system and powerful electric wheel motors (4,425 hp) allow for faster cycle times, making the T 264 exceptionally productive and cost-efficient. 





PETRONAS CNY Networking Lunch

Even the sun smiled when PETRONAS Dagangan Berhad hosted their 2017 Chinese New Year lunch to celebrate with local transporters in Setia Alam Convention Centre on 15 February 2017. Privileged invitees received generous door gifts and were able to take part in a stunning performance by Bibi Kpoh. **➤**





Fatigue Will Soon be an Issue of the Past for Malaysian Drivers

Active Telematics and SmartCap Technologies Announce their International Alliance

SmartCap Technologies, the thought leaders in driver fatigue, have announced their new partnership with one of Malaysia's leading telematics solution provider, Active Telematics, as their distributor to the Malaysian market.

Since 2014, Active Telematics have continuously provided their esteemed customers with quality solutions and exceptional product support. Combining Active Telematics vision and SmartCap Technologies passion for providing drivers with sophisticated fatigue monitoring technology, both organizations hope to have a strong influence on fatigue management in the region.

The need for technologies to make drivers safer is stronger than ever. Transport Minister Datuk Seri Liow Tiong Lai stated in January of this year that Malaysian roads were getting more deadly. During 2016 7 152 fatalities were reported, a significant jump from 6 706 in 2015. The frightening figures indicate that more needs to be done to target the major causes of road accidents, including fatigue.

Active Telematics and SmartCap Technologies are working together to not just provide a fatigue monitoring solution to the Malaysian market, but to also help with the behavioural change of drivers and operators with their unique product -



Life by SmartCap. Active Telematics Co-Founder and Managing Director Mr. Omar Hatmi elaborated on the goals of the new alliance saying 'Active Telematics delivers solutions where driver behaviour information is our key focus, along with vehicle performance and utilization'. 'SmartCap is an essential tool for drivers and fleet owners to know real-time condition of driver fatigue and how to make daily operations safer. We are confident our customers will see immediate results when they implement SmartCap in their fleets' Mr. Hatmi said. **F**

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Dakar 2017: IVECO once again on the podium of the world's toughest rally

Gerard de Rooy places the PETRONAS De Rooy IVECO Team and his #500 IVECO Powerstar in third place at the 2017 Dakar Rally having driven almost 9,000 km across South America's most difficult roads.

Gerard de Rooy, PETRONAS De Rooy IVECO team leader and winner of the 2012 and 2016 Dakar rallies with IVECO, took his Powerstar to the third spot on the podium having battled adversity and jockeyed for position with his rivals during the two weeks' competition.

Having led the race, the Dutchman suffered several punctures through the stages. As a result, he fell back behind other vehicles, so that excessive dust and limited opportunities to overtake frustrated his efforts to regain the lead. But the power of his IVECO truck enabled him to add another podium finish to his name, as he finished third, 41m19s behind Dakar winner, Eduard Nikolaev.

Ton van Genugten's and Wuf van Ginkel's IVECO Trakkers travelled together in the last stages and recovered some positions after losing more than six hours for being

stuck in mud. Van Genugten, behind the wheel of #507, finished in 16th place, almost seven hours away from the leaders. Van Ginkel arrived behind his teammate in 17th position, but more than eight hours behind.

Behind the wheel of another IVECO Powerstar, Federico Villagra finished the 2017 Dakar Rally just behind De Rooy in fourth place. He was not able to repeat last year's podium win and is yet to achieve his aim to win a stage. However, the Argentine driver showed good potential in his second year with IVECO. **F**

Dongfeng Malaysia To Host 5th Annual Golf Tournament in Sultan Abdul Aziz Shah Golf & Country Club in May 2017

On 17th May 2017, Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd (DFCV) will be hosting its annual "Dongfeng Golf Challenge" at Sultan Abdul Aziz Shah Golf & Country Club (SAASGCC) in Shah Alam.

Running for the fifth consecutive year, DFCV will be inviting more than 50 participants comprising DFCV customers, dealers and other business associates.

"The Dongfeng Golf Challenge was initiated in 2013 mainly to

bring all our customers, dealers, business associates and other acquaintances together and to fortify relationships with one another." stated Mr Lim Kin Chze, Business Development Manager of DFCV.

"The responses we received from our stakeholders over the past years were overwhelming year by year. We thank all the participants for the joy they contributed during the event. We are now planning to make it a bigger event in this new venue in May 2017." added Mr Lim. **F**



SSAB is Introducing the New Generation Hardox Wear Plate



Hardox 500 Tuf combines the best properties from Hardox 450 and Hardox 500. The result is a wear plate that has no real competition on the market.

It is tough enough to perform as a structural material in heavy-duty dump bodies, containers and buckets. Superior wear and dent resistance gives increased service life and the ability to withstand heavy impact.

WearCalc and TippCalc calculations based on sliding wear with granite indicate that Hardox 500 Tuf has 85-100% longer service life compared to Hardox 400.

Working conditions where Hardox 500 Tuf will excel include the loading and unloading of heavy and sharp rocks in quarries and mines, handling large and heavy steel scrap, and in demolition when pieces of concrete containing rebar are loaded or dropped into dumpers.

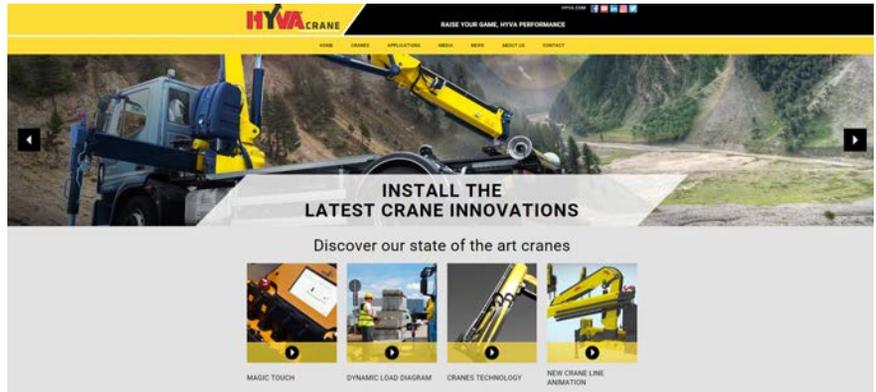
Hardox 500 Tuf has a guaranteed impact energy of 27 J at -20°C (20 ft-lb at -4°F) and a typical value of 45 J at -40°C (33 ft-lb at -40°F). It has an unusually narrow Brinell hardness window of 475-505 HBW. Hardox 500 Tuf will be available from September 2017. **F**

New Hyva Crane Website Live

Hyva, a leading global provider of transport solutions for the commercial vehicle and environmental service industries, has launched a new Hyva Crane website.

The website brings you all you need to know about Hyva Cranes. The bold, image rich design and improved content tells you who we are and how we operate – from product development through production to final customer delivery. The website has a responsive design, for an optimal viewing experience across all devices (desktop, tablet and smartphone).

“Our product portfolio is clearly presented and you can review the technical features of each of our cranes. Applications too are summarised, showing where our cranes are used in industries ranging from Oil & Gas and Mining to Logistics and Waste Handling,” said Arthur van Welzen, Managing Director of Hyva Malaysia.



New generation 13-16 tm cranes are featured alongside other well established lines, including specialist cranes for agricultural, timber and recycling applications. And, if you are not sure which crane is right for you, you can try our Crane Configurator. This easy-to-use, online tool will help you select the best crane for the job, on the basis of required lifting load and reach length.

Videos have been employed to illustrate innovative features such as Magic Touch (folds and unfold automatically) and Dynamic Load Diagram (optimises stabilisation and makes crane operation safer) which are typical of the ways in which Hyva is raising performance and safety in cranes. The site can be found under www.hyvacrane.com.

Relocation Notice From ESSMART

ESSMART has moved to a new office, from which they will operate as of 6th March 2017:

No 1, Lorong Bunga Matahari 1B
Taman Maju Jaya, 68000
Ampang, Selangor

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With sales of over EUR 1,0 billion in 2015 and more than 3,000 employees, SAF-HOLLAND S.A. is one of the world's leading manufacturers and suppliers of premium product systems and components primarily for trailers as well as trucks, buses and recreational vehicles. The product range comprises axle and suspension systems, fifth wheels, kingpins, and landing gear and is marketed under the brands SAF, HOLLAND, and NEWAY.

SAF-HOLLAND products are sold to Original Equipment Manufacturers (OEMs) on six continents. The Aftermarket Business Unit sells spare parts to the Original Equipment Service (OES) of the manufacturers and to end customers and service centres through its own extensive global service and distribution network. SAF-HOLLAND is one of the few suppliers in the truck and trailer industry that is internationally positioned in almost all markets worldwide.

SAF-HOLLAND MALAYSIA

Block A, 16 Jalan TP6, UEP Subang Jaya Industrial Park,
47620 Subang Jaya, Selangor D.E., Malaysia.

Tel : +60 (3) 8024 3433 | Fax : +60 (3) 8024 3431 | Website: www.safholland.com



Brianza Plastica Doubles Its Production in Fiberglass Laminates

Brianza Plastica is today one of the leading fibreglass laminates manufacturer in Europe, implementing both hot continuous and cold discontinuous technologies and offering laminates of various qualities, from standard products for constructions and farming industries to top quality items for recreational, refrigerated and public transport vehicles.



Brianza Plastica was set up in 1962 to produce fibreglass laminates. Over time, it has significantly extended its market presence with a comprehensive product range. It has served the construction industry and has been enjoying increasing success in the transport sector since 2006. In this arena, it supplies fibreglass sheets both to manufacturers of recreational vehicles (campers and caravans) and to lorry and refrigerated-trailer producers.

The headquarters are in Carate Brianza; two production sites are located in Ferrandina and Ostellato, and two others in San Martino di Venezze (Rovigo), Italy. Sales and distribution centres are in Nola (Italy), Lyon (France) and Elkhart (USA). The growing market demand for recreational vehicles and refrigerated vans led in fact Brianza Plastica to open in 2014 a distribution centre in Elkhart, Indiana, in 2016 a new plant in Rovigo for Elycold flat discontinuous laminates and a new continuous production line for Elyplan laminates in Carate Brianza. These investments have driven Brianza Plastica to increase its production capability by over 40% and prepared the Company to tackle future market demands. By expanding its production capacity, Brianza Plastica can effectively even better satisfy all market demands, with greatest production flexibility. **F**

MANN+HUMMEL Launches WIX Filters in Singapore

MANN+HUMMEL, a leading German filtration technology specialist, launched its latest aftermarket filters brand, WIX Filters, in Singapore on Friday, February 10.

Singapore is the first country of the regional launch where WIX Filters is now readily available. Official launches will also be held in key markets across South East Asia. WIX Filters is a top aftermarket filter brand in international markets such as the US and Europe and is known for its decades of specialization in filtration. As a close partner to original equipment manufacturers, it offers high performance and high quality filtration solutions. The WIX Filters portfolio includes a complete range of filters for automotive and industrial applications, focusing on the general vehicle and engine segments in South East Asia. The Automotive filters portfolio covers popular brands such as Toyota, Honda, Hyundai and Nissan. The Industrial filters portfolio covers well-known applications such as Cummins, Caterpillar, Kobelco and Perkins.

Workshops, fleet owners, asset owners and vehicle drivers with the need for high quality filtration solutions will now be able to access WIX Filters from a leading manufacturer partner with regional and local warehousing capabilities.

"With WIX Filters, MANN+HUMMEL will offer an even more comprehensive range of filters serving both the automotive and industrial applications. The high quality of filters will meet the



stringent demands of filtration needs by both users and modern engine technology," said Joerg Pfeilmeier, General Manager of MANN+HUMMEL Filter Technology (S.E.A). "Singapore is our regional headquarters and will continue to be an important hub for us to support the growth of our customers."

The first expansion of WIX Filters in South East Asia will offer to partners and customers better support, faster stock availability, speed to market and access to technical training expertise. **F**

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MCVE, organised by Asian Trucker, will be held in the Mines International Convention and Exhibition Centre from 18th to 20 May 2017. Fringe programs, including the Asian Trucker Networking Night, will run concurrent. Please visit www.mcve.com.my for details and updates. Access is free of charge for delegates.

To book your booth or to learn more, please contact Nicole Fong via nicole@asiantrucker.com or +6012 207 5528

Lot No 8-2, (Level 2) Medan Klang Lama 28, Jalan Klang Lama, 58000 Kuala Lumpur

随着《Asian Trucker》杂志在近年来所举办的商用车辆展览获得各界营运商、物流公司以及利用货车经营等业者热烈响应，我们将在明年5月于我国举办第3届大马商用车辆展览。

本届展览将于2017年5月18日至20日，在马来西亚绿野国际会展中心(MIECC)举行，故此我们诚意邀请您参与此次展览，共同见证这东南亚区域内其中最大型的商用车辆展览活动。期间，我们更特别为各界参与展出的公司举办亚洲货车业者交流晚宴，促进区域内物流领域合作交流。

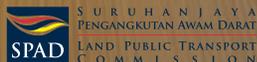
欲知更多详情，请浏览www.mcve.com.my，以掌握有关本届会展的最新资讯，参与此次展览的公司代表及业者皆可免费出席相关会展活动。

有兴趣预订展示单位者，可致电邮至nicole@asiantrucker.com或拨打6012- 207 5528，以联络本杂志社广告部代表Nicole Fong了解更多详情。

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