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ISSUE 1, 2012

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Introducing Asian Trucker Singapore

I would like to welcome you to the first edition of Asian Trucker Singapore, and to thank you, for the warm reception we are getting from people in the industry – even before the first magazine hits the streets. It is very exciting to be a part of magazine that is new, that is going to fill a void in the market of the trucking industry in Singapore and that will provide news and information about an industry that is essential for the smooth working of modern society.

Leading Articles

How is it that we are getting up to speed so quickly? Is it the promise of the type of articles that we will be publishing – about what is new in the industry – about who the people are behind the developments – about the issues that concern the trucking industry in Singapore – about new products and developments that will impact and effect working lives? Yes, in part, but there is more.

The reason we are so quickly moving forward is because of the terrific job that Nicole and Stefan, who launched Asian Trucker in Malaysia over two years ago, and then Asian Trucker Hong Kong at the end of last year, have been doing.

Asian Trucker isn't just a magazine. It is much more. The team in Malaysia have thought about this from all angles and have worked hard to put in place all the supporting pieces that are important to communicating the industry's message to the industry.

Website

The team in Malaysia put together a good website – and now they have improved on it. You can buy or sell trucks on line, list your business and discover where the businesses you need to work with are in your area. There are a lot of free features you can take advantage of. You can post your news, upload images and list events you are planning to hold.

<http://www.asiantrucker.com/>

Newsletter

We send out newsletters to inform you about what is happening and to give you the opportunity to reach your market through the newsletter. Sign up for the newsletter and keep on top of what is happening in the industry in Asia. Or advertise your brand on our newsletter that is well-read by your colleagues, clients, and suppliers.

Meetings and Events

Asian Trucker organises meetings and events that bring together people in the industry for the opportunities of networking, developing their ideas and promoting their products and services. We will soon be holding events in Singapore for the trucking industry.

Working the Net

Not only has the team in Malaysia developed their Internet presence they've been Networking with enthusiasm. Asian Trucker's staff have been attending events hosted by people in the industry. AT

has developed a deeper understanding of the industry and enriched its knowledge about what you are looking for in a publication that is dedicated to your industry.

Asian Trucker Singapore

Why is all this important for Singapore readers and businesses? Asian Trucker Singapore benefits from their years of experience. All three magazines work in harmony to provide top of the line service to the trucking industry.

Asian Trucker has developed a structure that Singapore companies will be able to use for a broad reach to the people and businesses that are important to them. Some Singapore based companies have already been doing this through the Malaysia edition of Asian Trucker, by attending the events and using the website.

Having had a small role as editor of the Malaysia edition I am enjoying my expand role in spearheading the Singapore edition. I now have the opportunity to meet with the people in the industry and help them meet their marketing goals and build their brand through the magazine, the website, the newsletter and the events.

An Essential Industry

Trucking is an essential industry to any society. How would we get all those goods that make our lives so much better if it wasn't for the hard work of the drivers, the owners, the people who make trucks and all their parts, and the logistic people who ensure everything runs well? I have nothing against donkeys, but they don't have the horsepower of today's modern rigs. It is a pleasure and an honour to help give the people in this industry the recognition they deserve.

Floyd Cowan,
Editor, Asian Trucker Singapore

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Building the Volvo Brand on Core Values

Over a cup of coffee Joachim Rosenberg, newly appointed Executive Vice President of Volvo Group Trucks Sales & Marketing APAC, discussed with Asian Trucker the task he is now charged with - managing the Volvo brand in Asia.



Sometimes things may seem to be very obvious. While growing up in Gothenburg, where Volvo Group is headquartered, it may seem that the company would be the obvious choice for employment, but there is more to Joachim Rosenberg than meets the eye.

Born and raised in Gothenburg, Joachim Rosenberg would have been exposed to the Volvo brand on a daily basis. As Volvo sponsored activities at the University of Technology in Gothenburg where Rosenberg studied this would have been another touch-point for him. However, it wasn't until 2005, when he was 34, before he joined the company and now he has quickly risen to the position of Executive Vice President of Volvo Group Trucks Sales & Marketing APAC.

AT: What is the attraction of the Volvo brand for you?

JR: Volvo is quite prominent and not an unusual choice as an employer in Gothenburg, however it is the association with the core values of the Volvo Group that has drawn me to the brand. Although these core values have been incremental for the brand since the inception of the company, I firmly believe it is what is needed in Asia: Safety, quality and environment.

Safety has been a core value of the company since its inception and there are many examples of how Volvo has shaped the automotive industry in this regard. Quality (1927) and the protection of the environment (1970) compliment the aspect of creating a safer workplace, a safer vehicle. Initially, quality was something attributed to the tangible product only, but naturally, in today's world it also includes any process, procedure and service we provide too.

As an example of how we live and breathe our core values, let's elaborate a bit more on the protection of the environment, as it always needs improving.

From well to wheel

AT: Other companies, and not only in our industry, may also state that environmental protection is a very important aspect of their business, but are they living it as Volvo does?

JR: During the first UN environment congress in 1972, the then Volvo CEO stated that "Transportation is part of the problem of emissions, so you need to be part of the solution." Obviously, to reduce emissions, one needs to start with the product development phase. Volvo has black lists of materials that

we don't use as their impact on the environment is too strong. Following the development phase, we go through the sourcing phase where a strict code of conduct applies to control the supply chain. In order to achieve real results, one needs to get involved with the suppliers.

Volvo is actually the first manufacturer to have a CO2 neutral manufacturing plant. This was as early as 2007 and we are not talking about a small plant, but one of the biggest we have. Today we have three CO2 neutral plants and plan to be completely CO2 neutral in the near future.

There are some other firsts as well. Volvo is the first company to commercialise hybrid trucks and we are also the only automotive company that is being audited by the WWF.

Needless to say that the use of our vehicles is really where the emissions are coming from as trucks are on the road all the time and for a long lifespan. Volvo currently has seven different biofuel trucks for every fuel. While we can provide the technology, it cannot be our job to put the infrastructure in place. This is something that needs to be demand driven. It is the commercial businesses and government that need to ensure that the infrastructure is being put in place.

Fuel efficiency is something that needs to be built into the truck from the get-go. Trucks are used in very specific applications and the overall package must match the requirements. For Volvo this is achieved by keeping the development of the entire assembly of the powertrain in-house. This makes it the most powerful powertrain in the industry. Obviously, this ties in perfectly with the development phase where we

can address the needs of our clients with a complete and thought-through solution.

Our holistic approach also includes the distribution and after sales service. We need to look into the waste disposal and behaviour of our employees. Recycling of parts or the entire truck at the end of the lifecycle needs to be built into the product, so it needs to be done in the beginning when we do the specifications. It is common that we separate waste in offices, re-use paper etc. All these are manifestations of our core values.

Now, this behaviour has been in our genes for 40 years. It cannot be instilled in culture within a few years, no matter how committed you are. (Laughs) And I could give you the same run down on the other core values. But maybe we will save this for the next interview.

A moment to treasure

AT: What is your most memorable moment (in trucking)?

JR: There are several besides the birth of my four children. I will give you a few.

We have a customer in Thailand, who is very active in mining. Because of the reliability of the vehicles, he likes Volvo very much. According to him they are safe and reliable. He wanted to have his son to have the same attitude and values, so he named his son "Volvo".

Two weeks ago; I attended an Indonesian mining expo. One would expect this to be a very male dominated industry, so I was surprised to meet a lady at a key customer event. She commented that she is very happy with our trucks. She chose 20 Volvo trucks many years ago for a mining application. Today, four out of these 20 are still running. This is remarkable as mining is



very demanding on the material.

Unified diversification

AT: What are the challenges in the regional trucking industry?

JR: There are of course challenges in the region with its diverse cultures and legislations. However, Volvo operates in over 140 countries in the world and we have gathered a wealth of knowledge. One year after Volvo was formed, exports started. Managing complexity is something we knew from early on. We are now represented on all six continents, making it the only truly global company, and the only remaining Swedish owned automotive brand.

Given this vast experience, we simply seem to be very well equipped to handle the diversity that we are facing in the region. What it comes down to is working with passion and respect for individuals. Again, look at our core values. These are values that apply, no matter which country you are in. And if you are guided by these core values, then managing individual

countries or entire regions is not that difficult.

It is no secret that Asia is 60 percent of the world with huge expected economic growth, three of the five largest economies... For Volvo, it is the second largest market; a quarter of our sales come from Asia. Our main footprint in Asia is growing and we have to have adequate coverage and service delivery. There are still some white spots, this is why we are here [today] in Singapore. Selling trucks is one thing, but the service network needs to be in place too. In return, a service network needs to have enough volume to sustain it. So you see, it is a complex matter that one is dealing with.

As an outlook, we announced and opened an importer in Taiwan where we will be working with local partners. In 2012 we will be reinforcing our position in Indonesia. We want to be closer to the customer as we need knowledge from the market, need to be able to understand the needs of the market. In these diverse markets the

challenge will be to be able to offer the right solution for the customers.

The shape of things to come

AT: What are some trends that you see developing?

JR: The need for alternative fuels or energy sources will only increase. We are already working on several tracks. Diesel is still commonly used and we are making efforts to reduce the use of this fossil fuel. Over the past 40 years, we reduced the consumption by 1 percent per year, meaning that our engines consume 40 percent less diesel than 40 years ago.

The mindset is there for using alternative methods of powering vehicles. But such fuels need to be widely available and at a reasonable price level. This is something that is in the hands of local governments, but we see that this is taking a top priority on the agendas of many countries. In Thailand, 25 percent of vehicles are gas powered when they are being delivered and a large number are being retrofitted with gas before



the first trip. So, there are already a lot of trucks that operate with gas.

Most markets in Asia are growth markets and trucking is linked to overall economic development. There are three things you need to take an economy to become developed: access to energy, infrastructure and [educated] people. Many countries are putting this in place, but in some places, the infrastructure is missing. You can use these three assets to evaluate which are the countries that will go forward.

Each market will be approached differently in terms of brand configuration, manufacturing and commercial strategy. We have been in Asia for 80 years and unlike others that exited markets in downturns, we don't leave. On the contrary, we have grown sales in Asia 13 times in 13 years. We have done so through organic growth, adapting to the environment and by acquisitions of companies related to our industry.

The China Syndrome

AT: What are the challenges for

European truck makers now that the Chinese are pushing into the global scene?

JR: This is a new kind of competition. It will be the most adaptable that will come out tops. Currently 1.3 million out of 1.9 million trucks originate from Asia, which is 70 percent of all trucks globally. Out of that 93 percent are Chinese or Indian. This actually means we need to adapt to Asia, not the Asians to European ways.

Price is one way of competing. But we make huge investments and can therefore not compete on prices. We compete on the notion of values. It is not our ambition to beat Chinese truck manufacturers on price. Volvo sells on TPOL (Total price of lifecycle).

How do we do that? We focus on the customer's profitability and how that is best served with our products. Core values are appreciated by customers.

AT: Any final comments?

JR: We have made the right strategic

investments in Asia. The challenge now is to cover the network in appropriate ways with increased sales. This will be made possible through re-organising the Group which is taking place now. Olof Persson was appointed as our new CEO in September 2011. In October he announced the re-organisation of the Group, providing a stronger utilisation of brand, increased effectiveness and efficiency. We are now in the middle of the creation of a functional organisation with a much stronger focus on trucks. Bus and marine are also getting a lot of attention, but under separate heads.

This interview was conducted in Q4, 2011 in Singapore

Axles: what makes your wheels go round

Without them no truck or trailer would be complete or even able to move. Axles play a pivotal role and we look at a Malaysian provider that has managed to claim fame and recognition across the region.



TMC is one of the leading trailer equipment manufacturers in the Asia-pacific region. With offices throughout the regions, they have expanded strategically and diversified its markets customer base selling its products directly to original equipment manufacturers (OEMs) of trailers, repair shops and major transport fleets.

In Australia TMC's research and development centre forms the heart and soul of the company's business strategy. From years of industry experience gathered throughout the use of technology, marketing from different trailers, studies of cultures through regional offices, and its network, TMC's policy is one of continuous development, catering to the needs of an ever-changing operation environments as demanded by the transportation industry.

Based on the strong research & development ability, TMC has developed TN, TP, HD and Disc Brake axles, as well as a wide range of trailer components. Top quality, good performance and best service are their business philosophy. All products are designed and manufactured to the strict policy of Australian Design Rule ADR38 Specifications. TMC's current market coverage is the Asia pacific region, the Middle East and Africa.

The group has charted a clear expansion path for the future. It will continue to upgrade its manufacturing capabilities, broaden its product range and penetrate new markets. TMC relationships with OEM customers and distribution network will pave the way for the group to capitalize on new business opportunities and to establish itself as a major regional player in the trailer components industry.



TMC'S strategic approach Richard Lee, Group Business Development Director lets readers of Asian Trucker have an insight into the strategy of TMC. As Chinese manufacturers are entering more and more markets, TMC is well prepared to face the competition.

"Yes, certainly the Chinese manufacturers can offer you a seemingly good deal, meaning you can buy axles for relatively little money. However, what one needs to bear in mind is that these axles will not have the same quality as the ones you can purchase from us. An axle, like many other assemblies used in a truck comprise of many components. Take the ball bearings for example. These can be cheap and you will have to replace them more often. Downtime and higher maintenance cost is what you have to factor in when you are opting for the cheaper axles."

According to Lee, TMC's focus is on research and development, utilising the latest technology and insights in their products. As Lee explains, an axle with disk breaks is much more expensive, however, it is safer and also allows for quicker maintenance.

"Everyone can compete on price. We prefer to compete on branding and quality. This is why we decided to set up our R & D centre in Australia. It gives us the extra credibility that we need."

Lee states that many transporters have tried using cheaper axles, but ultimately come to TMC for a longer lasting solution.

In Malaysia, TMC Axle Manufacturing Sdn. Bhd. / Truckmaster (M) Sdn. Bhd. (as distributor), was established in 1978. It is the first company in the country to produce trailer axles and equipments to suit the needs of the customer base and till now is one of the largest trailer equipment supplier to the local trailer manufacturers as well as transport operators. The company has since expanded strategically and diversified its markets customer base selling its products directly to original equipment manufacturers (OEMs). Typical customers are trailers manufacturers, repair shops and major transport fleets.

TMC Australia Pty. Ltd. was established in July 2001 as the R & D facility of TMC. Since then, it has created a significant position in its market. In October 2004, they moved to a bigger, newer facility in Hallam, Victoria responding to the growing acceptance of its presence as a major supplier to the Australian trailer industry. TMC's focus on gradual growth while remaining committed to the needs of our customers is the product of the personal beliefs of our three Directors, Brendan Dullard, Bob Cossins and KM Lee. The three have over 20 years' experience working together, during which time they gained an in-depth knowledge of what trailer manufacturers and transport operators require to run a successful business in a highly competitive market.



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Mr. Lau steps up to a superhigh cab in his new MAN truck

During our visit to Regal Motors, Mr Lau dropped by to collect his new MAN truck. We used the opportunity to have a chat with the proud new owner.

Name: Mr. Lau
Age: 40
Company: Owner and driver
Experience: over 10 years
Route: Servicing the container ports in Canton province



AT: What is your favourite route:
 I like to go into Dongguan, in Shenzhen

AT: You just got yourself a new truck, a MAN with superhigh cabin. Why?

The cab of the tractor is simply so much sexier than that of my previous Scania. One day, a TGX parked next to me and that's when I decided to buy myself a new truck, despite the Scania I was driving only being 1 year old. The interior is fantastic, it is the best among all trucks. It is user-friendly, roomy and offers a lot of comfort. It makes you proud to own one.

AT: would you recommend a career in trucking?

Of course! The current generation of drivers is aging and we need young people to replace those retiring. Otherwise, how can we continue to operate?

AT: Your most memorable moment in trucking:

I was driving with my Isuzu into China (Note: before his Scania, Mr. Lau owned a Isuzu) and I had an accident with a passenger car. Nothing serious, no one got hurt. But a crowd was gathering and I did not know what will happen next. However, the police appeared really fast at the scene, managed the incident very professional and swiftly and everything was sorted. China is changing and things are becoming more efficient. Years ago, the same incident would have been a major problem in China.

AT: Any comments from you?

I would buy this truck again, although others tried to talk me out of it. We ran our own field tests. We took two trucks. One MAN and one other truck and drove the same route. At the end of the trip we compared the fuel consumption. The MAN scored better.

I hope my new truck will not disappoint me, but I can see that MAN is very confident in their product, offering 2 years warranty. As an owner / driver, I am very concerned about downtime as it would mean loss of my own income. No matter how small, repairs are still a serious interruption of the business.

Volvo Group chooses Singapore for Asian multi-brand truck dealership concept

Stefen Pertz attended the launch of Volvo's new Multi Brand truck dealership in Singapore last October and reports that it is off to a great start in an impressive new facility.

"Trucks are at the core of the Volvo Group business," said Mr. Joachim Rosenberg, President of Volvo Group - Asia Truck Operations, at the launch of the company's new multi-brand truck dealership in Singapore. "The company supplies complete transport solutions to customers in more than 180 countries around the globe and Asia is a very important area of the world. Going forward, we intend to expand our presence here even further and be closer to our Asian customers, which already today represent more than a quarter of the Volvo Group's global sales,"

Volvo's Rich History

Volvo Group, one of the world's leading suppliers of commercial transport solutions, has a rich history of over 80 years in different business areas including trucks, buses, construction equipment, marine and industrial engines and aerospace components. It was a milestone event in October 2011 when the Group opened its all new multi-brand truck dealership in the new S\$12 million facility in Tuas.

"It is the team, the service offer, and the product in combination that will make or break a brand in a new market," says Mark Gabel, General Manager, Volvo East Asia (Pte) Ltd. This is the first multi-brand truck dealership for Volvo Group in Asia and it will represent UD Trucks, Volvo Trucks and Renault Trucks.

The 50,000 square feet truck dealership will retail the three truck brands offering a comprehensive product portfolio for all transportation needs and after-sales support through repair and maintenance services, as well as genuine parts. The dealership will

provide a new way of retailing, which focuses on customer engagement, fast turnaround and high quality services.

Focus on Asia

"In 2010," explained Mr. Joachim Rosenberg, President of Volvo Group - Asia Truck Operations, "about a quarter of the global sales, which amounted to SEK 66 billion (US\$ 940 billion), came from Asia. Thus, we consider this continent as our second home, rather than an arms-length export market.

"Trade is set to increase amongst ASEAN countries with integrated cross-border logistics gaining importance," Mr. Rosenberg continued. "We already see the initial forays into cross-border transportation between Singapore up to Thailand on the road infrastructure, which is part of the United Nations' Economic and Social Commission for Asia and the Pacific (ESCAP) Asian Highway project. In the near future Singapore could be a key hub from where goods would flow increasingly from the port up to Southern China."



Japanese-made Euro 5 trucks

At the launch it was also announced that the first Japanese-made Euro 5 trucks have arrived in Singapore. Volvo Group, known for setting the standards in transportation and innovation, introduced the first Euro 5 trucks in Singapore under the UD Trucks brand. The all-new, medium-duty UD Trucks Condor series will have a lighter, more powerful, and more fuel efficient engine meeting the forthcoming Euro 5 standard for emissions along with the Quon heavy-duty series.

"We are proud to be the first Japanese truck manufacturer to introduce Euro 5 products into Singapore," said Mr Gabel. "UD stands for Ultimate Dependability.

One of the corporate values of the Volvo Group is environment care and we take the lead on developing products which have minimal negative

impact on the environment. Euro V engines use less fuel and this also helps to lower the overall operating costs for our customers and thereby strengthening their competitiveness."

The new UD Euro 5 trucks feature ECO Fleet exhaust emission technology with improved driver safety and ergonomics. Mr. Gabel elaborated.

The UD brand, previously Nissan Diesel, has had over 30 years of presence in Singapore and enjoys strong brand loyalty. Now with a direct presence, we can be closer to our customers and thus provide better support for their UD truck needs."

Good response from the market

Customers have responded well to the new dealership with strong truck orders of more than 100 Volvo Trucks & UD Trucks since operations began in mid-August 2011.



1000th DAF assembled in Taiwan

On December 16, 2011, at FASC, (Formosa Automobile Sales Corporation) in Taiwan, the 1000th locally assembled DAF CF85 truck came off the production line. DAF has been active in Taiwan since 2006, and last year was the market leader among European brands in the heavy tractor market.

FASC is responsible for the marketing and sale of DAF trucks in Taiwan, as well as local production. On average, ten CF trucks are assembled each week using 'CKD' ('Completely Knocked Down') packages, which are shipped from DAF Trucks in Eindhoven to Taipei. DAF trained the FASC assembly staff, which guarantees that the quality of a truck assembled in Taiwan is of the same high level as a vehicle manufactured in Eindhoven or Leyland.

DAF supplies two and three-axle CF85 tractors and rigids to the Taiwanese market. "These vehicles are ideal for heavy distribution due to their low unladen weight for high load capacities, excellent driver comfort and the unique combination of a compact cabin and high engine outputs", explains Seiko Chen, Chairman of FASC. "By working with DAF, our aim is to further enhance our market position, and our objective for 2012 is to register 650 CF vehicles, compared with the 450 this year. We are also investigating the possibilities to locally assemble the DAF LF distribution truck."

Michiel Kuijs, Managing Director for Sales Operations at DAF Trucks N.V. states: "We are proud of our collaboration with FASC. FASC is a leading and professional partner that is determined to further enhance DAF's position in Taiwan. The company's experience and continuing success in the market will be of great help in achieving this goal."



(Photo Courtesy of Manila International Container Terminal)

Express Truck Lane Opens at Manila's MICT

International Container Terminal Services, Manila's global port operator, has started a reefer express lane (REL) service at Manila International Container Terminal for the faster release of import reefer containers via the West Gate. The REL will allow truckers faster access into the terminal and will help speed the delivery of reefer containers to their destinations. Trucks with single transactions will be able to get inside the terminal without joining the regular truck queues. The lane will help ease the flow of traffic by spreading out the movement of trucks into the terminal and off the public roads in the Port. The express lane is available Monday to Friday from 7:00am to 7:00pm.



Hino wins Under 10-liter Championship at Dakar Rally 2012

Hino won the third consecutive championship in the "Under 10-liter" category in the Argentina-Chile-Peru Dakar Rally 2012 held January 1 to 15, 2012 and also achieved 21 finishes in as many years, setting a new record for the number of consecutive finishes.

Hino entered this rally for the first time in 1991 - the first Japanese truck manufacturer to do so - and in 1994 and 1995, came Second overall in the Trucks category. In 1997, Hino entered three trucks and became the first to achieve a 1-2-3 clean sweep in this category. In subsequent years, Hino has

won three Second place titles in the Trucks category as well as 11 championships in the Under 10-liter category over the 12 races since the category was first introduced in 1996.

As they did last year, Hino teamed up with Team Sugawara - headed by Yoshimasa Sugawara who holds the record for the most consecutive entries in the Dakar Rally at 30 entries, and his son Teruhito Sugawara, taking part in this rally as HINO TEAM SUGAWARA. Hino dispatched four mechanics that were chosen from Hino distributors to meet the challenges of this rally and

reflecting the concerted effort of the entire Hino group.

As a result, amidst the 76 entries in the Trucks category - many of which were either specially developed for racing or so-called monster trucks that boasted nearly twice the engine displacement of the HINO 500 Series - Teruhito Sugawara won the championship in the Under 10-liter category, and 9th place in the Trucks category overall. Yoshimasa Sugawara won 3rd and 24th places in these respective categories.



(Photo Courtesy of Hino)

Istanbul Orders Conecto

A new major order for 221 Mercedes-Benz Conecto articulated buses has been placed by the public transportation provider "Istanbul Electricity, Tramway and Tunnel General Management" (IETT) to update its fleet of city buses in the metropolis on the Bosphorus. The 221 Mercedes-Benz Conecto articulated buses are being produced at the Mercedes-Benz bus plant in Hossdere and will be delivered to the customer until September 2012.



(Photo courtesy of Daimler)

Hino Motors holds Ground breaking Ceremony for Koga Plant

Hino Motors, Ltd. held the groundbreaking ceremony for the new Koga Plant to be built in Koga City, Ibaraki Prefecture, Japan on October 17, 2011. The ceremony to pray for the safety of the construction work was attended by the Governor of Ibaraki Masaru Hashimoto, the Mayor of Koga Nakahisa Hakuto, and Hino's Chairman Kazuo Okamoto and President Yoshio Shirai.

Hino will start the construction of a factory producing KD parts to be assembled at overseas plants, and launch its operation in the spring of 2012. As the Hino Plant adjacent to the head office cannot be expanded, Hino plans to gradually expand the new plant, from now until 2010, to start the production of units and key components, and eventually shift to the Koga Plant the assembly of heavy and medium-duty trucks, which is currently conducted at the Hino Plant.

The new plant will play an important role in supporting Hino in terms of

production and supply, which aims to grow further mainly in global markets and achieve worldwide sales of 230,000 units in the middle of the 2010s. At the new plant, Hino will create the line to more efficiently manufacture a wide variety of products in small quantities. Additionally, Hino will fully take advantage of technologies and skills of craftsmanship, which are Japan's strengths, and aim to eventually create an optimum global system for production and supply in cooperation with overseas production bases. The new plant will also serve as the mother factory that will transmit technologies and skills to other plants of Hino Motors across the world.

While increasing its production-supply system efficiency in Japan, Hino will promote the construction of regional core production bases first in other parts of Asia, namely Thailand and Indonesia, to boost outputs overseas to eventually optimize the global production system.

Volvo Trucks' December Deliveries Increased 27 Percent

Volvo Trucks' December deliveries increased 27% year-on-year to 11,882 trucks. For the full year 2011, deliveries rose 53% to 115,346 trucks.

Shanghai, Continental AG has appointed Antonio Lopes de Seabra as the new Executive Vice President for Business Unit Replacement Passenger and Light Truck Tires Asia Pacific. He will directly report to Nikolai Setzer, President of Tires Division and member of Continental's Executive Board.

Continental Appoints New Regional Executive Vice President

Seabra (60), currently responsible for Continental Mabor plant in Portugal, joined Continental in 1990 as Purchasing Manager, after an international career on electric power industry. Following a series of success in Purchasing, Materials & Distribution as well as Operations functions, he was appointed as Managing Director and Chairman of the Board of Directors of Continental Mabor in 2000. In 2004, Seabra has been in charge of both Continental Mabor plant in Portugal and Continental Tire de Mexico in San Plant, Luis Potosi. He has also been Camaçari Manufacturing Project Leader, a member of the Leadership Advisory

Board and in charge of ContiSeal Unit in Portugal. In 2012, he will move to Shanghai as the Executive Vice President of Business Unit Replacement Passenger and Light Truck Tires Asia Pacific.

Seabra holds a Master Degree of Electrotechnical Engineering from Porto University. Being the President of the Board of Portuguese Rubber Manufacturers Association (APIB), he is highly respected in the rubber industry. Seabra is also Vice President of Portuguese Companies Association as well as Advisor at the Technical University of Lisbon. Seabra also played a leading role in several expansion projects Besides, he is dedicated to the

development of culture and holds a position of Vice-President at Casa da Música, a non-profit foundation in Porto.

In succeeding Dr. Andreas Esser, Seabra will continue to expand Continental's position as a leading aftermarket supplier of passenger and light truck tires in the fast growing Asia Pacific region.

Dr. Andreas Esser, currently the Executive Vice President of Business Unit Replacement Passenger and Light Truck Tires Asia Pacific, will be responsible for Continental AG's Commercial Vehicle Tires Business Unit from January 1, 2012.

With sales of €6 billion in 2010, Continental is among the leading automotive suppliers worldwide. As a supplier of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication. Continental currently has approximately 164,000 employees in 45 countries. The Tire Division is an Official Sponsor of the 2014 FIFA World Cup Brazil™. For further details, visit www.ContiSoccerWorld.com.

DAIMLER

First and still number one

On October first 1896, at his workshop in the town of Cannstatt in Germany, Gottlieb Daimler built a "Moto-rised goods vehicle, order no. 81, vehicle no. 42, four hp two-cylinder engine, weight of the complete vehicle: 1,200 kilograms for carrying a load of 1,500 kilograms, invoiced to British Motor Syndicate Ltd. London." Although the vehicle looked like a horse-drawn cart with the driver's seat out in the open, ahead of the front axle and the engine at the rear, there was simply no denying it: the first truck ever had just been built and sold!

With his collaborator Wilhelm Maybach, Daimler realised that carrying the engine around as part of the cargo wasn't an optimal configuration. So, in their next models, the engine was installed under-neath the driver's seat with the rear axle driven by means of a chain. Power was conveyed by a gearwheel transmission; the engine was cooled by a tubular radiator and started by means of low-voltage magneto ignition. This basic configuration remains essentially unchanged today, albeit with greatly updated parts and components.

The rivalry

As Daimler was toiling away in his workshop, 60 kilometres away, Karl Benz was working in his factory on a goods transporter. He took his 'velo' car and simply fitted a box body on the frame. The payload of the four-wheeled vehicle, including the driver, amounted to 300 kilograms. Its single-cylinder engine with a displacement of 1045 cm³ developed 2.75 hp. Thus was born the first commercial vehicle van.

Within a year, Benz's 'delivery vehicle' was already capable of carrying 300 kilo-grams plus two people thanks

to its new 5 hp single-cylinder engine with a displacement of 2650 cm³. By this time Daimler had developed his own version of a van he called 'business vehicle', which was essentially a lightweight truck. This was the beginning of the truck wars. By 1900 Benz himself launched a range of heavy-duty trucks featuring a top-of-the-range model with a payload capacity of five tonnes. It was powered by a two-cylinder horizontally-opposed piston engine with 14 hp.

Rapid product advancements

By 1907, trucks now featured four cylinder engines which developed up to 40 hp (Daimler) and 50 hp (Benz). In parallel, payload capacity had risen to six tonnes. The platform-and-tarpaulin and box-body trucks were joined by beer carriers and refrigerated bodies, dump trucks, furniture vans and numerous bus bodies on truck chassis. Cast steel wheels with solid rubber tyres — the first pneumatic tyres on the front axle, twin tyres on the rear axles, king pin steering replacing the pivot-type steering and a roof above the driver's head all testified to rapid development.

At the beginning of the next decade, the rivalry had opened up on a new front: diesel engines. By 1923, Benz had installed the first operational diesel engines for five-tonne trucks. The first production diesel engines for vehicles were four-cylinder pre-chamber engines which generated 45 – 50 hp from a displacement of 8.8 litres. Meanwhile, Daimler engineers had developed the diesel engine with compressed-air fuel injection which they started testing virtually at the same time as Benz.



Rapid business development

From the beginning, the truck business was international with both Benz and Daimler licensing production to partners in such faraway places as New York and St Petersburg. In fact, wherever one went, the other was usually not far behind: Daimler set up production in Coventry England, Benz followed with a factory in Birmingham.

From the start, mergers, acquisitions, co-operations and partnerships were common place in the truck industry. By 1926, the two former rivals managed to put away past differences and merged into a single entity.

The advent of the diesel

Daimler-Benz launched a new truck series in 1932, starting with the compact Lo 2000. It had a gross weight of just under five tonnes and a payload capacity of two tonnes. With it came the great breakthrough of the diesel engine. Under its short bonnet, the Lo 2000 featured the OM 59 four-cylinder engine with 3.8 litre displacement and an output of 55 hp. The petrol engine with the same size and output no longer stood a chance.

The renewal

In 1949, at the start of the 'economical miracle' which propelled Germany from the ravages of WWII to one of the top economies in the world, Daimler-Benz launched a new truck series, the L3250 and more importantly, a new diesel engine: the OM 312. With its payload capacity of three tonnes and a gross weight of 6.5 tonnes, the L 3250 quickly developed into a jack-of-all-trades. Rapidly upgraded to the L 3500, it became a versatile best-seller in its weight category. Under the bonnet of this truck was an OM 312 six-cylinder diesel engine with a displacement of 4.6 litres generating 90 hp. The OM 312 and its successors were to be produced for more than 50 years through successive upgrades, and even served as the basis for the initial turbo-diesel engine.

In 1955, the first cab-over-engine (COE) trucks with their typical, rounded front-end contours made their appearance and became the norm in the industry as they provided a more spacious, comfortable cabin. By the end of the decade, conventional trucks were replaced by new short-nose models with the cab shape modelled on the rounded style of car design popular at the time.



The expansion

By 1973, two and three-axle trucks in the 16 – 22 tonne GVW category and a long cab with sleeper com-partment for long-distance haulage were launched. The newly designed cabs with all-round springing, an angled windscreen and low-drop side windows were mounted on either the 256 or 320 hp V-engines. For the first time, the flexibility of the modular system for the 400 engine series came into its own. New planetary hub reduction axles transmitted high engine torque ratings and permitted transmissions with a wide ratio range. Two years after the launch of the NG trucks, in 1975, it was the medium-duty class' turn for renewal. In the years which followed, refined technical systems and safety features were incorporated, for instance the torque converter lockup clutch (WSK) for semitrailer tractors and, in 1981, the anti-lock braking system (ABS) – the latter representing enormous progress in terms of safety.



435 hp versions and the awesome V8 with 475 hp — the most powerful truck in Europe at the time.

Growth and acquisitions

Over the years, the company had substantially expanded its scope of activity. By the end of the 1960's, the company acquired Hanomag-Henschel and then Krupp, two German rivals. The group's sales revenues almost tripled from DM 4.9 to 13.8 billion between 1965 and 1973. Commercial vehicle production actually more than tripled from 73,000 to 216,000 units. Daimler-Benz had become the biggest truck producer in the world.

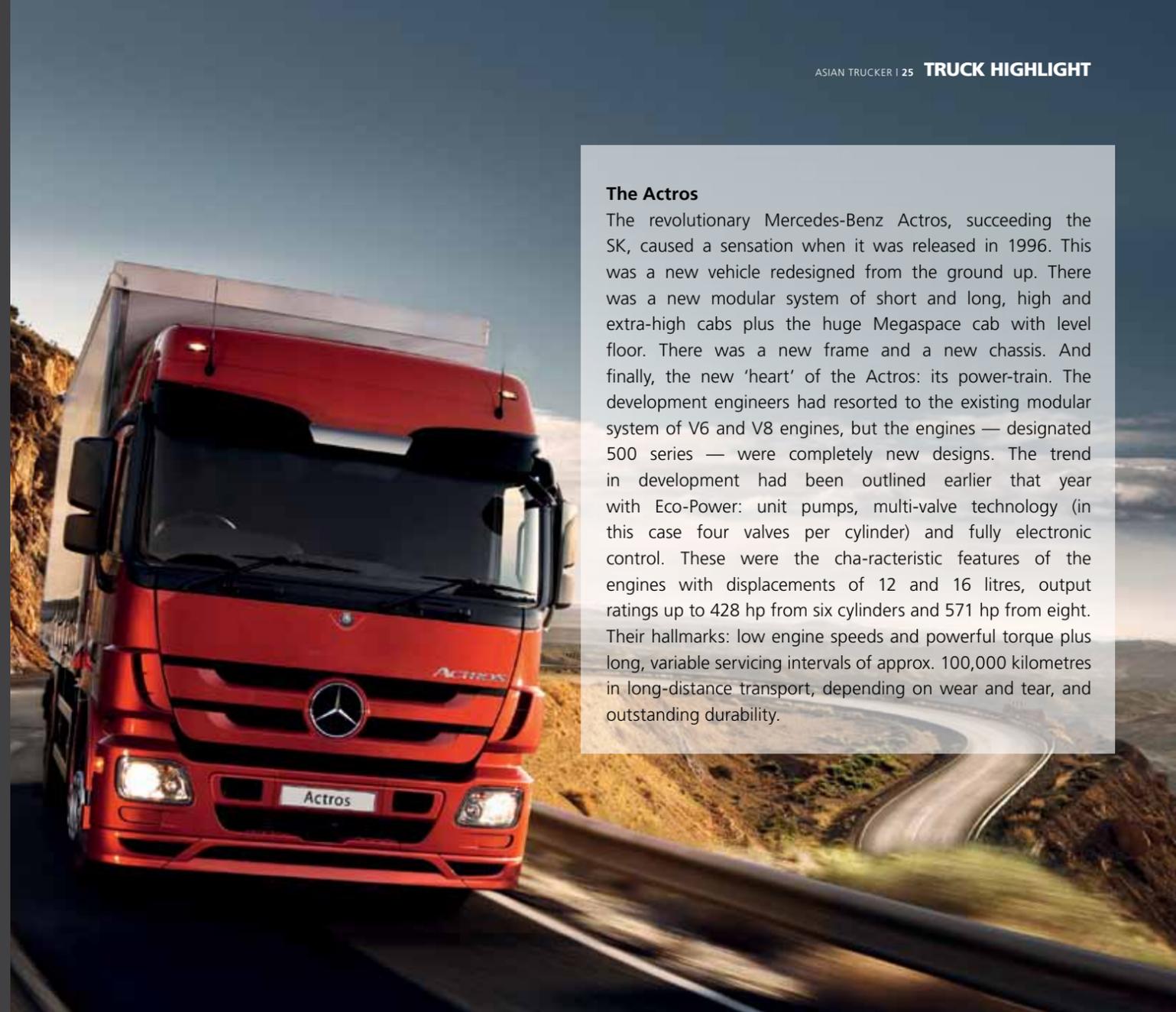
In 1981, Daimler-Benz acquired the American truck producer Freightliner. At the time, Freightliner was one of the medium-sized brands in North America with a good reputation. With the acquisition, Daimler-Benz obtained the entry ticket to the world's largest truck market. From these modest beginnings, Freightliner has developed into the uncontested Number One in the heavy-duty truck market in the USA and in Canada.



Withtheadventoftheoilcrises,anewdirectionwastakeninthedevelopmentoftheV8engine.The eight-cylinder was given a longer stroke and a displacement of 14.6 litres. The base version developed 250 hp, the naturally aspirated version 280 hp, the turbocharged version 330 hp and a powerpack with turbocharger and intercooler as much as 375 hp — in other words, a single engine with un-changed displacement covered a power output band between 250 hp and 375hp. Further, these engines, combined with 16-speed graduated transmissions, achieved significant fuel economy.

Engineering progress

With the introduction of electronic power shift (EPS) in 1985, Daimler-Benz achieved a pioneering breakthrough in the field of auto-mated manual transmissions. For the first time, the conventional shift lever was replaced by an easy-to-use joystick. Also, the new V8 ver-sion with 354 hp received Electronic Diesel Control (EDC). By the end of the decade, Daimler-Benz developed the heavy-duty class (SK) from the NG. In addition to the newly designed cockpit, there were thoroughly re-engineered engines with new 260, 290, 354 and



The Actros

The revolutionary Mercedes-Benz Actros, succeeding the SK, caused a sensation when it was released in 1996. This was a new vehicle redesigned from the ground up. There was a new modular system of short and long, high and extra-high cabs plus the huge Megaspaces cab with level floor. There was a new frame and a new chassis. And finally, the new 'heart' of the Actros: its power-train. The development engineers had resorted to the existing modular system of V6 and V8 engines, but the engines — designated 500 series — were completely new designs. The trend in development had been outlined earlier that year with Eco-Power: unit pumps, multi-valve technology (in this case four valves per cylinder) and fully electronic control. These were the cha-racteristic features of the engines with displacements of 12 and 16 litres, output ratings up to 428 hp from six cylinders and 571 hp from eight. Their hallmarks: low engine speeds and powerful torque plus long, variable servicing intervals of approx. 100,000 kilometres in long-distance transport, depending on wear and tear, and outstanding durability.



The Atego

Two years after its big brother, the Mercedes-Benz Atego, successor to the popular "Light Class", was launched. It is powered by the four and new six-cylinder engines from the 900 series, with output ratings up to 279 hp, and features advanced engineering and a completely new, driver-friendly cab mounted at a low level thanks to a frame with a lowered front section. The wide range of gross weight ratings from 6.5 to 15 tonnes is matched by short and long, high and extra-high cabs for all conceivable applications.



The Axor

Daimler-Benz closed the gap between Atego and Actros by another new series, the Axor with gross weights between 18 and 26 tonnes. It combines the Atego cab (mounted in a raised position in this series) and its six-cylinder engines with the Actros frame. The result is a highly attractive medium-duty truck for numerous applications in short-radius and long-distance transport with the specific focus on maximizing payload potential while minimizing fuel consumption.



Filling out the line-up

In 2000, Daimler-Benz purchased Western Star trucks, the premium extra large trucks specialised in the custom-made owner-operator markets for the USA and Canada. Also, Daimler acquired Thomas Bus, an American manufacturer specialised in school buses. Around the same time, Daimler-Benz started a long term involvement with the Mitsubishi group which resulted in their acquisition of the Mitsubishi Fuso truck line.

A powerhouse

Today, Daimler-Benz's combined portfolio of truck brands generates over 470,000 units resulting in over Euro 28 Billion revenues (MYR 142 Billion) and a total of 33 production facilities worldwide. It is truly the world leader in trucks and confirms its position as "first and still number one".



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For the MAN TGS you have a choice of gearbox between first-class alternatives. On the one hand you can choose the manual gearbox with 16 gears and a servo shift system for easier shifting and short shifting travel or MAN ComfortShift, both available as overdrive and as direct drive gearboxes.

As far as comfort and economy are concerned you can shift up a gear. The automated 12-speed gearbox MAN TipMatic® can be operated by the driver fully automatically or manually via a push lever at the steering wheel. The gearbox which is available as a direct-drive and overdrive version, is outstandingly economical since it reduces fuel consumption and eases the burden on the driveline.



The MAN TipMatic® DX with an off-road mode, which permits comfortable gearshifts off-road too, is especially tailored for building-site service. The decisive factor is the shifting strategy with more rapid shifting times. The gear which is engaged is retained as long as possible to avoid any unnecessary shifting up and down at a practically constant speed. A higher torque is available when moving off in the „Dx“ position. The more rapid releasing and closing of the clutch also makes it possible to rock vehicles free if they get stuck.

| TYPE | MAN TGS 19.360 4X2 Prime Mover | MAN TGS 28.430 6X2 Prime Mover | MAN TGS 33.430 6X4 Prime Mover |
|------------------|---|--|---------------------------------|
| ENGINE | D2066LF07 (Euro2) | D2066LF01 (Euro3) | D2066LF01 (Euro3) |
| MODEL | 6-cylinder, 4-valve inline | 6-cylinder, 4-valve inline | 6-cylinder, 4-valve inline |
| CONFIGURATION | 10,518 cc | 10,518 cc | 10,518 cc |
| DISPLACEMENT | 265 kW/380 hp at 1400 - 1800 rpm | 316 kW /430 hp at 1500-1900 rpm | 316 kW /430 hp at 1500-1900 rpm |
| MAX OUTPUT | 1820 Nm at 1000 - 1400 rpm | 2100 Nm, at 1000 - 1400 rpm | 2100 Nm, at 1000 - 1400 rpm |
| MAX. TORQUE | | | |
| FUEL SYSTEM | | - Common rail fuel injection - EDC (Electronic Diesel Control) - Fuel filter with SEPAR water separator | |
| CRUISE CONTROL | | Cruise control for setting a road speed using stalk switch. | |
| COOLING SYSTEM | | - Radiator & Intercooler for over 35 deg. C ambient temperature - Visco fan with high cooling output | |
| ENGINE BRAKE | EVB (exhaust valve brake) functions completely automatically and increases the performance of the engine brake by up to 60%. The maximum speed control functions are included in the scope of this equipment. | | |
| AIR COMPRESSOR | Single cylinder 360 cc | | |
| INTAKE SYSTEM | The raised air intake is on the lh side of the cab rear wall and is integrated in the rear wall contour. The intake duct contains a pre-separator for the intake air | | |
| EXHAUST MANIFOLD | Exhaust pipe upswep right, vertical behind cab. | | |
| OPTIONAL EXTRA* | i) MAN EVBec rocker arm brake, the controlled rocker-arm brake (EVBec) can also be activated by the BrakeMatic. The braking power of this EVB is optimally controlled by the throttle valve adjusting cylinder. Incorporates the maximum speed control functions (maintains speed when cruise control is set). Automatic braking using the service brake during gearshift. ii) Exhaust down swept with tail pipe towards rear, suitable from petroleum and chemical product transport. iii) Hazardous materials equipment as per ADR type AT. | | |
| CLUTCH | MFZ 430. | | |
| MODEL | Single plate clutch. | | |
| DESCRIPTION | Power steering | | |
| STEERING | - Pneumatic steering wheel adjustment for height and inclination. - With steering wheel lock. | | |
| OPERATION | i) Steering wheel lock with immobilizer | | |
| OPTIONAL EXTRA* | i) ESP (Electronic Brake Stability Programme) ii) MAN EasyStart for MAN TipMatic only. | | |
| GEARBOX | Disc brakes on front and rear axle. | | |
| MODEL | ZF 16 S 222 DD. 16 forward and 2 reverse (fast reverse gear is disabled), suitable for operating weights of up to 160 t. | ZF 16 S 252 OD. 16 forward and 2 reverse (fast reverse gear is disabled). Suitable for operating weights of up to 180 t. | |
| DESCRIPTION | Synchronous manual gearbox. Overall ratio 16.41 - 1.00 | | |
| OPERATION | Directdrive, direct through-drive into top gear. Simple H shift with inhibitor to prevent missed shifts. | | |
| OPTIONAL EXTRA | Overdrive, faster ratio in top gear, direct through-drive into top but one gear. Simple H shift with inhibitor to prevent missed shifts. | | |
| | Manual Gearbox with or without interarder | | |
| | MAN TipMatic with or without interarder | | |
| | MAN TipMatic without interarder | | |

| TYPE | MAN TGS 19.360 4X2 Prime Mover | MAN TGS 28.430 6X2 Prime Mover | MAN TGS 33.430 6X4 Prime Mover |
|-------------------------|---|--|--|
| FRONT AXLE & SUSPENSION | MAN VOK-07 dropped front axle. Life-lubricated wheel bearings (hub units) with Disc Brake. No setting of bearings when brake discs are changed. | | |
| MODEL | MAN VO-08 straight front axle with Drum Brake. | | |
| DESCRIPTION | - Axle rating 7500 kg. - Parabolic front spring rating 7.5 ton - Fitted with stabilizer. | | - Axle rating 7500 kg. - Low-friction parabolic springs, 9.5 ton, with shock absorbers. - Fitted with stabilizer. |
| REAR AXLE & SUSPENSION | MAN HY-1350 hypoid axle with air-actuated disc brakes. | | |
| MODEL | MAN hub reduction rear tandem axle AP HPD-1362/HP-1352 | | |
| DESCRIPTION | - Rear Air Suspension. - Axle rating 13,000 kg. - Differential lock(s) in rear axle. - Stabiliser for rear axle | - Rear Air Suspension. - Axle rating 23,000 kg. - Differential lock(s) in rear axle(s). Tandem axles have 2 transverse locks and one interaxle lock. - Stabiliser for rear axle | - Parabolic Rear Spring - Axle rating 26,000 kg. - Differential lock(s) in rear axle(s). Tandem axles have 2 transverse locks and one interaxle lock. - Stabiliser on both rear axles |
| BRAKE SYSTEM | The MAN BrakaMatic electronic brake system regulates the pressure in the brake cylinders of the individual wheels. The modules are permanently linked to the central control unit via the CAN data bus. In the control unit a host of up-to-date factors are evaluated and the optimum brake pressures calculated. Systems such as trailer control, brake pad wear regulation, ABS & ASR and constant braking function (triggering of continuous brake functions) are integrated in the control unit. | | |
| DESCRIPTION | - ABS, ASR and anti-jackknife (trailer) brake. - Air dryer. | | |
| CONFIGURATION | Disc brakes on front and rear axle. | | |
| OPTIONAL EXTRA* | i) ESP (Electronic Brake Stability Programme) ii) MAN EasyStart for MAN TipMatic only. | | |
| WHEELS | Standard size: 295/80R22.5 tubeless radial | | |
| TYRES | Disc wheel 10 holes 9.00 -22.5 | | |
| RIMS | *Alloy rim | | |
| OPTIONAL EXTRA* | | | |
| ELECTRICAL SYSTEM | 2 x 12 V = 24 V, 195 Ah | | |
| BATTERIES | Alternator 60A 2240 W | | |
| ALTERNATOR | Alternator 120A 3360W | | |
| BATTERY ISOLATION | Mechanical battery main switch. | | |
| OPTIONAL EXTRA | i) Alternator 120A 3360W ii) Battery main switch, electrical (for battery isolation) | | |



Venture Beijing Foton and Daimler Automotive Embark on Joint Venture

The joint venture Beijing Foton Daimler Automotive Co., Ltd. (BFDA) will enable Daimler's commercial vehicle division to participate extensively in the Chinese market for medium- and heavy-duty trucks and is an integral part of Daimler Trucks' growth strategy:

Daimler and its Chinese partner Beiqi Foton Motor Co. Ltd held a festive ceremony to celebrate the reception of the business license for the joint venture Beijing Foton Daimler Automotive Co., Ltd. To commemorate this event, the partners unveiled a plaque in Beijing bearing the official name of the joint venture, which will operate from the Foton Auman facility in Beijing's Huairou district.

Growing Market

BFDA will enable Daimler's commercial vehicle division to participate extensively in the Chinese market for medium- and heavy-duty trucks. The market's volume has doubled over the last five years, and more than one million trucks are now being sold in this segment in China. Last year, China accounted for around 40 percent of total sales of medium- and heavy-duty trucks worldwide.

The ceremony was followed by the constituent meeting of BFDA's Board of

Directors, chaired by Andreas Renschler, Member of the Board of Management of Daimler AG and Head of Daimler Trucks and Daimler Buses, and Wang Jinyu, President of Beiqi Foton. The BOD appointed BFDA's Board of Management, with Wu Yuejun from Foton as President and Stefan Albrecht from Daimler as Executive Vice President.

Best of Both Worlds

During the first BOD meeting, the two sides finalized the agreed-upon contracts with BFDA and established the organizational structure of the joint venture, the company guidelines, and the next steps for future development. It is the clear aim of both partners to make use of the "best of both worlds."

In addition to making a financial investment, Daimler will share responsibility for the joint venture's Finance, IT, Quality Management, and Development departments. In addition, Daimler will set up the production facility for the OM 457 engine at BFDA's headquarters. The OM 457 engine, which is being successfully used in Mercedes-Benz commercial vehicles in Europe and Latin America, will meet the future China IV emissions standard (corresponds to Euro IV).

Local Know-How

Foton contributes its existing Auman medium- and heavy-duty truck business, including the production sites and the sales and service network. The joint venture will also be able to draw on Foton's market know-how in China and the rest of Asia to facilitate faster business development across the entire region.

Daimler holds 50 percent stake in the medium- and heavy-duty truck business of Auman brand.

BFDA's first jointly developed truck is scheduled to roll off the production line in the third quarter of this year.

Foton has experienced rapid growth since entering the truck business in 1998. Last year it sold over 100,000 medium- and heavy-duty trucks, making it a key player in China's truck market. A second truck plant is currently being ramped up in Beijing's Huairou district to give the BFDA joint venture a total production capacity of 160,000 trucks.



Group photo of the customers from Singapore & Malaysia, accompanied by Volvo employees.

The Volvo Ocean Race Exemplifies 'Fighting Spirit'

Volvo Trucks invited its customers to watch the Volvo Ocean Race, the world's premier offshore sailing race on February 18 - 19 in Sanya, in Hainan, China.

The Volvo Ocean Race, a nine month marathon, is one of the most grueling yachting races in the world. Held every three years it begins in Alicante, Spain, and finishes in Galway, Ireland, sailing 39,270 nautical miles.

In February Sanya was the destination for many of Volvo Trucks' top customers. From eight countries and regions in Asia 500 guests came to see the Volvo Ocean Race. Volvo Trucks treated them to a fun-filled two days at a resort where they mingled with Volvo Trucks executives and were introduced to Volvo Trucks' unique company history and culture.

Volvo Trucks customers got a front row seat to the race in Sanya. They toured the racing village and had the opportunity to go on a yacht from where they had a great view of the Volvo Ocean Race.

The President of Volvo Trucks Asia, Christophe Martin said, "I think this competition is amazing. I am very impressed by the energy and the passion of the people who are racing. You can see the competition and the fighting spirit. We would like to have the same fighting spirit when we take care of our customers."

Customers at the event said exceptional service is why they buy Volvo trucks. "We bought our first Volvo trucks 24 years ago in 1988, after we used our first Volvo trucks and now we own more than 200," said Kitiphan Visuddhidham who runs an oil and gas service company in Thailand. "The

most important factor is that Volvo can provide good service. That is the key point and that is the main reason why I buy Volvo trucks."

Volvo truck owners must be able to rely on the truck's performance, engine and transmission. Like the sailing crews in the ocean race Volvo employees work hard to make sure Volvo trucks are safe and reliable.

Donggyun Shin says it's not only reliability that keeps him buying Volvo trucks, "Volvo trucks have powerful capability and fuel efficiency, and this helps me to greatly increase my profits." Shin owns 35 Volvo trucks in South Korea.

For Volvo Trucks executives and employees it the weekend was a wonderful opportunity to celebrate the loyalty of its customers. Volvo Trucks looks forward to partnership with truck owners in Asia for many years to come.



Volvo Trucks Enter the Competitive Construction Industry



The concrete mixer truck segment in Singapore has historically been predominantly dominated by Isuzu and other Japanese truck brands. This, however, looks set to change as, for the very first time in Singapore; a continental truck brand has successfully penetrated into the 8X4 mixer segment.

YTL Cement Singapore, subsidiary of YTL Cement Bhd and part of YTL Corporation Bhd, which engages in the distribution of construction material in Singapore, has added 10 units of Volvo FM370 8x4 to its existing fleet to manage its operations here on the island.

In addition to fleet sales, Volvo mixer trucks have also been sold to individual owners who have huge expectations which are very particular on the performance of the trucks, in order to meet the extremely high concrete transportation targets of up to 80m³ per day.

The overall economic growth of Singapore for 2012 is forecasted to be

only at 2%. However, the construction segment is projected to be stable with government investments in infrastructure and public housing development.

Mr. Mark Gabel, General Manager of Volvo East Asia Truck Division, commented, "Our customers' profits are vital for our progress. Volvo trucks are extremely efficient and contribute positively through cost savings and high productivity to the earnings of our customers. We are proud that we were able to successfully penetrate as the first continental truck brand into this 8 – 9m³ mixer segment with our FM370 8x4."

Volvo East Asia Truck Division is located at 12 Tuas Avenue 10 Singapore 639136. This multi-branded truck dealership, which sells and service UD Trucks, Volvo Trucks and Renault Trucks, is the first of its kind in Asia under Volvo Group. For more information, please contact +65 66727500.

New Scania Asian Parts Centre Will Improve Regional Service

Scania has opened a new Parts Centre in Singapore which will mean improved service for the entire region.

Scania Parts Logistics in Opglabbeek, Belgium, is the worldwide distribution centre of all Scania parts. From there, parts are shipped to regional warehouses in Europe and the Latin American warehouse in Sao Paulo, Brazil. Via these warehouses, the parts needed to keep fleets moving around the world are distributed. In Q4 of 2011, Scania opened the Asian Parts Centre in Singapore to better serve the needs of this fast growing and vast market.



Asia Focus

With a strong focus on Asia, Scania addresses the question of how to better serve customers. Through the Asian Parts Centre, conveniently located at the origin of the Asian Road Network (ARN), improved support is guaranteed. The opening last year followed a very rapid deployment plan. In 2010 a feasibility study was conducted and the go-ahead was given in December 2010. In only 10 short months Scania found suitable premises and partners to handle the logistics as well as setting up the operation and defining the stock profiles. The operation officially commenced on October 3, 2011.

Currently, the Asian Parts Centre serves four markets: Singapore, Malaysia, Indonesia and Thailand. Thailand came online a little later as the recent floods already added pressure to the operation and management decided to hold on for a short while until things got back to normal.

Via the ARN, with TNT as a partner, 65 service locations are being served. This is seen as the perfect partnership since Scania provided the trucks for TNT on the ARN. The 4500sqm warehouse is supplied on a weekly basis via sea and airfreight. A total of 15,000 part numbers are currently been handled by DHL, which operates the warehouse. While DHL operates the Asian Parts Centre on behalf of Scania, Scania has one staff, a Logistics Manager, on site to ensure smooth operation. Initial availability was 90 percent and this is expected to go up as stock profiles are now being adjusted.

Around the Clock Service

Scania's Asian Part Centre operates 24/7/365 with an average of 1000 orders a day that are going out as daily stock orders, emergency orders or Vehicle-Off-Road (OVR). The result is impressive as the lead times have now dropped drastically from four to six weeks to three days for Malaysia and

two days for Singapore and Indonesia. In Singapore, urgent deliveries can be made on the same day. Naturally, this is more efficient and will translate into a better vehicle up-time for the customers, in turn resulting in better efficiencies of fleets.

As a strategic location, Singapore was chosen as it is a central point with highly efficient port and customs procedures. The high amount of traffic also results in low shipping cost, which again translates into lower cost for the customers. In the future, plans foresee that the Asian Parts Centre is to expand its reach, serving more markets such as Hong Kong, Shanghai, Taiwan, Mumbai and even Australia and New Zealand. In addition, independent dealers in Vietnam, Myanmar and the Philippines are to be supplied from here.

From Conception to Mass Production Safety is the First Consideration

When Continental talks about tyre safety, the whole lifecycle, from early development stages until the disposal of worn out tyres is discussed and examined.

"Safety is not negotiable and is a central topic in order to run tyres economically," says Bernd Korte, Vice President of truck tire development and industrialization, Hanover (Germany). According to this principle, five safety topics will be covered in the next five issues of the Asian Trucker. The issues surrounding tire safety to be discussed will be (1) development and new tyre production, (2) development and retread tyre production (3) correct tyre selection (4) tyre mounting and storage and (5) tyre maintenance.

Part 1: Development and new tyre production

When planning the development of a new tyre, tyre safety comes first. Planning means the first thoughts and ideas about what the performance criteria are as well as applications and the conditions the tyre will be used in. Specific customer requirements also influence the thought processes. All possible combinations of load, road surfaces, weather conditions, vehicle configuration and more have to be taken into consideration. A certain level of "misuse" has to be allowed for in

order to provide a certain amount of reserves for under inflation or exceeding technical speed limits.

Korte states: "As far as is technically and economically feasible, we will provide reserves. If feasibility is not given, we will not bring such a product to the market." Therefore a feasibility study at the very beginning of planning is crucial to make sure that tyre safety can be delivered to the market. If the requirements are technically not feasible then no development actions will be taken.

If the result of the feasibility is positive, meaning that Continental is sure that tyre safety can be secured in all stages of the process, the next step in the development process will be taken, namely computer simulations. In this procedure all available data are loaded into a computer model which then simulates the effects of new requirements on existing and new layouts of a tyre. A new compound might have a higher heat build-up in certain parts of the tyre or the flexing in the bead area due to higher load conditions that are beyond the limit. The simulation makes the critical areas

visible and allows us to identify causes. Already at this stage corrective measures are being worked out to avoid any risk in terms of tyre safety.

Testing, testing and more testing

Having eliminated all critical findings of the computer simulation, experimental tyres will be built. The assembly (tyre building) is observed by different parties of the development and production team. After curing the tyre has to undergo a series of examinations. Tyres are cut, the positioning of all parts are checked as well as cross checked verses simulation results. It becomes obvious if major parts inside the tyre are not correctly positioned which would bear the risk of a tyre failure. The goal is to minimise all potential risk of tyre damage or failure. Only if the tyre has been built according to specification it will be directed onto the next step; internal endurance testing.

During the internal endurance testing – which is still part of the experimental stage – the tyre will be run on a test drum. Here a real life situation is simulated. Parameters like inflation pressure, load and lateral

forces are brought to a maximum. According to strict internal standards the tyre has to pass certain time limits under these conditions. If the tyre does not meet these standards it will not be released for further development. Having met internal standards, which are by far higher than the legal standards, the new tyre will be released for field testing. This either happens on company owned trucks or in a real life situations on customer vehicles.

Real –life applications to fine-tune the tyres

As mentioned above, the tyres are now tested under controlled conditions such as a fully loaded truck and a variety of weather, road surface and speed conditions. The particularity of this test is that legal limits of speed and load are purposely exceeded. This gives Continental the confidence that the tyres will last safely even if misused in daily operations.

After successfully completing the tests on Continentals own test vehicles a certain number of tyres are given to fleet customers in order to get their feedback on the safe handling of



Mr Bernd Korte

the tyres. "Safety also means to have a stress-free ride for the driver," comments Korte. If the driver or the fleet owner does not have the confidence in his tyre he will be distracted from his actual tasks. He must be sure that under varying conditions his tyre will accelerate, brake and steer his truck safely.

In addition to Continental's internal tests the tyres have to meet tests required by law. These tests make sure that the minimum of legal requirements are followed. Proving that Continental delivers safety according the legal standards is the fact that all our factories are audited on, on a regular basis. The Continental plant in Petaling Jaya carries ISO certification. Having passed all of the above mentioned tests and procedures, meeting all Continental and legal safety standards, the tyre will be released for serial production. The first loop of serial tyres will then be shearographed, checked and tested in depth.

When all safety and performance standards are within the limits, full production will commence. "Precision and discipline in the production process

must be under control," Korte emphasises. Customers will only buy and buy again if all their safety and performance expectations are met. In order to secure the stability and accuracy of the production process tyre samples are constantly tested and evaluated. Furthermore, each and every single tyre is x-rayed in order to ensure that it meets Continental's quality and safety standards.

Tyres are now manufactured in mass production and can be observed on many trucks in the market. Continental collects feedback from customers regarding quality, performance and safety on a regular basis. This feedback is evaluated and passed to the responsible person in the development as well as in the production departments. Should any signs of reduced quality, performance and safety appear, corrective measures would be taken immediately. Furthermore, Continental recommends maintaining and using its tyres according to the general guidelines provided by customer service leading to the best possible safety.

How to maintain and use tyres correctly, aiming for maximum safety, will be discussed in a following issue.

City Buses - The Renaissance of an Old Transport System

Buses are once again becoming an important form of transportation in cities as time and urban areas change, writes Rainer Thiel.

The value of buses has been tied very close to the invention of the automobile by Benz (1895) and Daimler (1896) at the end of the 19th century. This was a milestone in automotive history and the beginning of a story of success, offering mobility for everyone at an affordable price, which is accurately expressed by the name 'omnibus', coming from the Latin meaning 'for all'.

Demand Drivers Changing

But within the last decades, enjoying the freedom to decide where to go, enjoying the amazing feeling of speed and acceleration and being proud to be the owner of a car, or better, the owner of a car with an outstanding brand-name, has been driving the demand.

But times are changing. More and more cities are crowded with cars; long stop-and-go periods slow the vehicular traffic, especially during the rush hour, and limited parking areas and a dramatic growth of car population drive people insane. Increasing consumption of petrol and diesel fuel is jointly responsible for greenhouse gas production and climate change. And the usable fossil crude oil is limited. Efficiency will be the key for the upcoming decades and a well-maintained public local traffic system is one of the most efficient mobility methods.

Affordable Transportation

City buses play a major role in Singapore, as does the MRT. The bus line density and time table organization is commendable; the bus drivers are very friendly and courteous. Ticket prices are affordable, especially for the low income, and thus readily available whenever required. All things considered, Singapore is once more the prime example for the region.

Buses, airplanes and trains already represent today's most efficient means of transportation in relation to one person. This takes into account fuel consumption as well as CO² production.

Still, a continuous improvement of technologies in net management is expected. Besides the proven diesel engines, permanently optimised fuel consumption and CO²-output, world leading bus manufacturers such as Mercedes, MAN, Volvo and Scania are testing new concepts like hydrogen and hybrid versions to prepare for the next generation of environmentally friendly buses.

A Clean Future

A strong partnership between the bus manufacturers and the public bus companies will aid the development of new technologies and systems, especially those which will fulfill society's need for a clean future.

Yet, more than product related improvements are needed. To satisfy the bus user's needs, besides comfort and safety, an outstanding management of networks, timetables and capacities is required.

Mobility has been the epitome of freedom and flexibility. Increasing car population, crowded cities and the long search for convenient parking areas are but the initial aspect for the renaissance of public transportation.



Dr. Rainer Thiel, awarded engineer in applied research (Fraunhofer Gesellschaft, Germany) was in leading functions in Daimler's Commercial Division, as the head of Corporate Strategy and CEO and President for the South East Asian Markets.

Malaysia Welcomes First Four-Wheel Drive Truck MITSUBISHI FUSO Canter FG 4X4 launch expected to drive FUSO sales volume up by 250 units

