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**Scania Goes on Tour**

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**TRUCKER**

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# Sincerely Involved with the Community

*Regardless of what their motivations are it is important for companies to be involved in the communities they work and live in writes Floyd Cowan.*

Occasionally I meet people who are cynical about any CSR work that companies do. They argue the company is, for example, only trying to be 'green' for public relation purposes. They see every action as being just to make the company look good, not because they want to do good.

I don't share this point of view as my experience with most companies is that they are very knowledgeable about the CSR venture they are involved with. Some companies spend a lot of money on projects that do more to improve the world than it does to improve their image.

For some companies reducing their environmental impact is not simply the right thing to do, they are protecting their world too. They live in the same environment the rest of us do. They are just as keen to live in a clean and beautiful world as everyone else. When it comes to the environment I am not so concerned about the motives for a company enacting a programme, it is the results that are important.

CSR extends far beyond the environment and this issue of Asian Trucker shows how a number of companies are involved in the community in various ways. I would be very hard pressed to question their motives for what they do. Some of these companies have been doing 'community' work for decades, spending a lot of money on projects they feel are important.

**Volvo** has held **Fuelwatch** for a number of years. The competition comes from Volvo's core value of taking care of the environment. Doing what you can to reduce your impact on the environment by reducing fuel consumption, while certainly not exclusive to Volvo, has long been important to the Swedish company. I see more and more companies enacting programmes that will help their customers save on fuel. I've met many people from Volvo involved in Fuelwatch and there is no question they are working on this project because they believe it is the right thing to do – for the environment.

There are many ways for a company to be involved in the community and **Scania** demonstrated this with its **Top Team Competition**. Interacting with students in such an environment can only bring about positive results. The cynic might argue that Scania is only doing this to improve its image. Although I've only met **Mark Cameron** a few times I'd say you can't find a more sincere person, a person who cares about his company and cares about the community he lives in. Genuine people create genuine activities that are not self serving.

I was a little surprised when I read: "The 34th **Shell Traffic Games Finals** was attended by 200 students..." What surprised me is this was the 34th edition. You do not do something that many times if it doesn't have real meaning to you and real value to the community.

I don't know anyone from **UPS**, but was impressed with its **12th annual Global Volunteer Month**. Do you really think that you would get 5,400 employees contributing 22,132 volunteer hours if there was anything insincere about it? People wouldn't buy in.

As an industry magazine Asian Trucker does not see its role as just being to report on the business side of business. Reporting on a company's community activities is just as important as writing about production numbers, sales and profits. Profits. Yes, I do like profits. Nothing insincere about that. 

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CHUAN LIM



VOLVO

FMP

# New Volvo Truck Range Introduced in Singapore

*Volvo Trucks' much-heralded completely renewed product portfolio  
has been officially introduced in Singapore.*



*Volvo Trucks on display outside Capella Hotel, Sentosa*

**A** gala evening was held at the Capella Hotel, Sentosa where Volvo Trucks unveiled their new range of trucks that have been introduced across the globe, beginning at company global headquarters in Gothenburg Sweden. The evening began outside the iconic hotel where guests were able to have a cocktail and their pictures taken with the new range of trucks. Inside a driving simulator was kept in use with participants able to test their driving skills manoeuvring the trucks around a challenging course.

#### **A Leader in Customer Satisfaction**

Mr Mats Nilsson, Managing Director, Volvo Trucks Region Malaysia, getting the programme underway, welcomed the guests and introduced "the most modern range of Volvo Trucks ever." He continued, "At Volvo Trucks we want to be the leader in customer satisfaction."

Not only are Volvo Trucks popular with customers, but they have impressed the trade media as well. The star of the show is the new Volvo FH, which almost a year to the day after its launch was voted International Truck of the Year 2014 by leading commercial vehicle journalists, representing 25 magazines throughout Europe. Summing up the jury vote, International Truck of the Year Chairman Gianenrico Griffini commented: "Volvo Trucks has delivered a completely new heavy-duty truck, which, with its innovative cab, hi-tech driveline components and advanced maintenance solutions, sets a new benchmark in the automotive industry."



His Excellency Mr. Håkan Jevrell, the Ambassador of Sweden to Singapore spoke at the Launch.

### Pushing Boundaries

This was the third time that the Volvo FH has been voted International Truck of the Year, winning in 1994 and 2000. "We are honoured and happy. When we unveiled the new FH in

September 2012, we claimed that it was pushing the boundaries of what a premium truck could offer. The International Truck of the Year award confirms that the Volvo FH lives up to this promise," stated Claes Nilsson, President of Volvo Trucks.

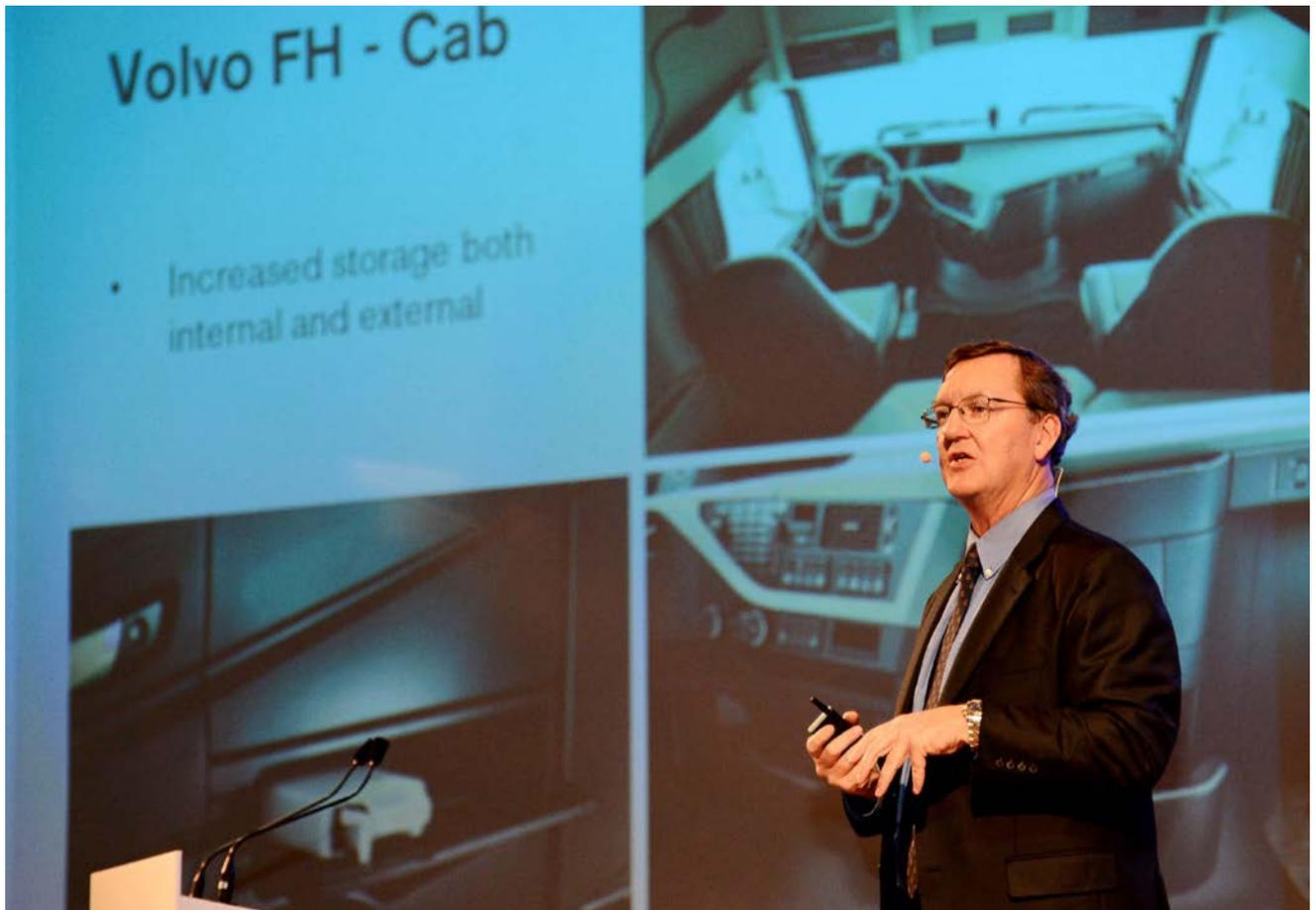
"The new Volvo FH increases the haulage firm's profitability in many different ways," Mr Nilsson, continued, "And giving your drivers the opportunity to work in the International Truck of The Year is of course an extra bonus."

### Celebrating 50 Years

Addressing Volvo partners and clients at the Singapore launch Mr. Valery Muyard, General Manager of Volvo Trucks Singapore began by talking about an event that will be important to everyone living in the Republic: "2015 will be a very exciting milestone for Singapore with its SG50 celebrations marking its 50th Anniversary of Independence. In the Republic, driven forward by its continued ambition to being regarded as a truly world-class city-state, in 2015 and beyond, we will continue to witness an incredible level of investment in infrastructure development, which will provide significant opportunities for growth and productivity of our collective nation-building efforts."



Press conference second left to right Mr Stephan Alveflo , Mr Valery Muyard, and Mr Ian Sinclair



Mr Ian Sinclair presents on key features of the new Volvo Truck Range.

"We at Volvo Trucks want to maximise our operations off the back of these major developments," Mr. Muiyard added. "We want to not only actively facilitate this growth, but also play a role in this exciting development. With the introduction of the new Volvo Trucks range, we're confident in our ability to deliver on our commitment to quality in Singapore."

#### Increased Infrastructure Investment

The Global Infrastructure Investment Index for 2014 ranks Singapore as the most attractive market for infrastructure investment in the world. From the Singapore Budget Analysis 2014, the overall infrastructure costs in 2014 were projected to be SG\$11.9 billion. This is expected to approach SG\$18 billion per year by 2025, which is an astronomical level of growth in development, and a period of even greater progress for Volvo Trucks' customers.

"At Volvo Trucks, we believe in driving progress," Mr. Muiyard asserted. "After all, our business is about understanding the needs of our customers and also being where our customers are. Then, and only then, can we get to know them, and work together to solve their needs."

The new Volvo Trucks range, comprising the Volvo FH, Volvo FM, Volvo FMX, Volvo FE and Volvo FL is the most modern and innovative Volvo line-up ever. "I would say, it is a very advanced truck range that is now in Singapore," noted Mr. Muiyard.

#### Product Innovation

While Mr Muiyard was focussed on the customer Mr Ian Sinclair, Product Director, Volvo Trucks Asia Oceania, in an impressively

detailed speech, spoke of the many new features of the range. "The heavy duty trucks include innovation and technology that makes the driver's job easier and more efficient, with an outstanding ability to help customers in all segments to improve productivity and profitability. It boasts important innovations in all crucial areas: from fuel efficiency, safety to maximising uptime.



Mr Valery Muiyard presents Volvo key to Mr Ng Teck Yong, Chye Joo Construction Pte Ltd



Mr Valery Muyard presents Volvo truck scale model to Mr Kelvin Liew, SembWaste Pte Ltd

“The range introduces unique features such as the groundbreaking Volvo Dynamic Steering (VDS), which delivers exceptional handling – pretty much like a car – in all operating conditions, as well as the intelligent I-Shift gearbox technology.”

**Telematics**

“Helping create that satisfaction is Volvo’s unique Dynafleet system. Its fully-integrated online Transport Information System

allows following up on fuel consumption over time and – together with Volvo Trucks Driver Training – coaches drivers into further improving their fuel saving skills.”

Mr Stephan Alveflo, Telematics Manager of Volvo Trucks Asia Oceania, took the stage to elaborate on the value of Telematics for fleet owners. “Telematics enable the workshop to monitor key components, such as fuel usage, wear and tear conditions, driver’s momentum, etc., thus making it possible to reduce maintenance needs and void unplanned stops, letting the customer fully focus on running their core business.”

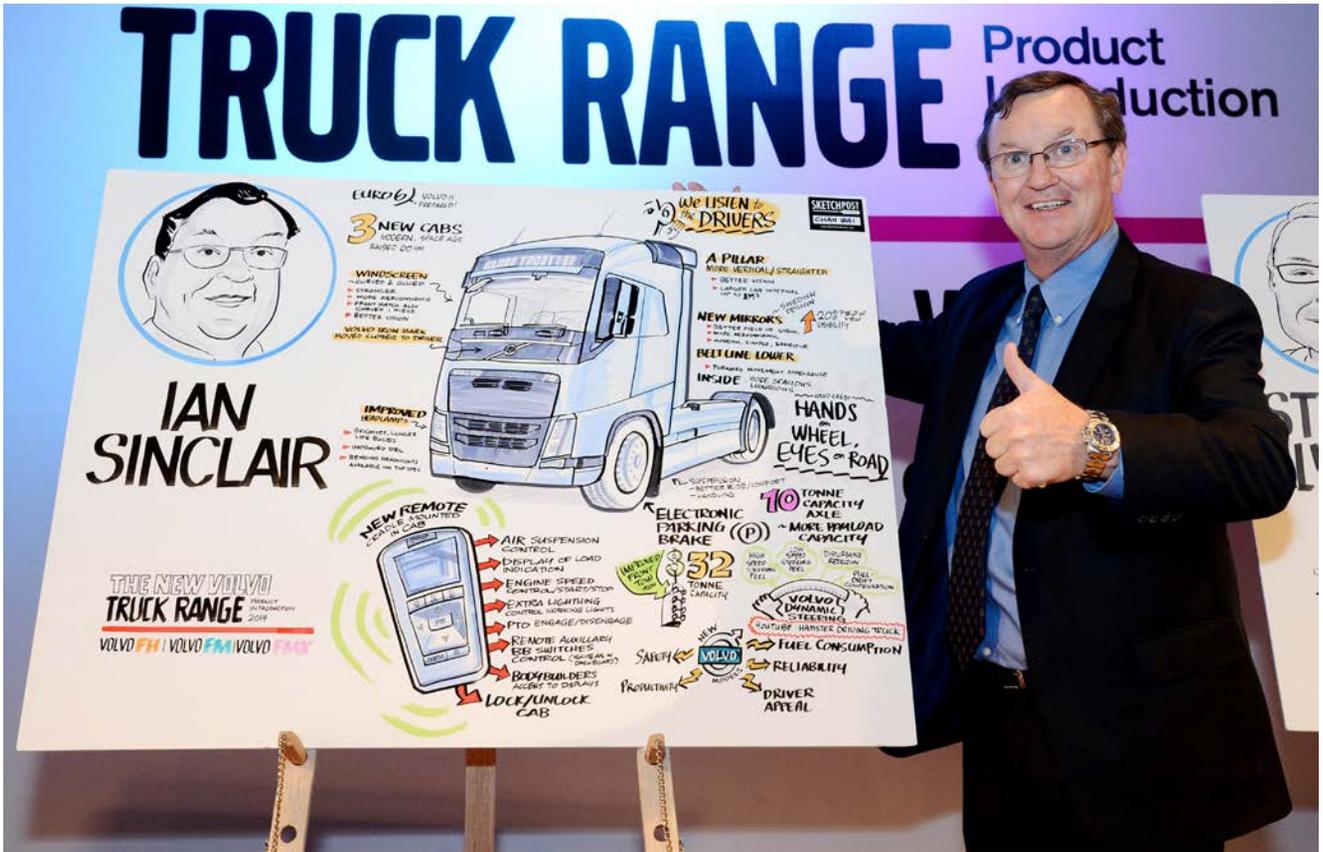
**Designed For All Industry Segments**

Mr Muyard explained: “With new hi-tech capabilities and a wide range of benefits, the trucks are equipped to serve Volvo customers in all segments in Singapore, from construction to logistics to waste management. The Volvo FH for instance, features an all-new cab optimised for long haul challenges. An innovative truck built with the driver in focus, it is wired to make operations more efficient, more productive, safer and more comfortable for long distance transport. The flexible all-round player Volvo FM is specially designed for the urban environment and regional longhaul, and thereby meeting Asia’s fast-paced urbanization. It is an extremely versatile truck that can be tailored for each specific need of the customer’s business.”

The Volvo FMX is extremely robust and ideal for construction and mining. The new model is equipped with innovative solutions, such as the Volvo Dynamic Steering and an air suspension,



Guests try out the driving simulator



A sketch of Mr Ian Sinclair's presentation

optimised for construction use, which make it easier to drive, even under the toughest conditions.

The Volvo FE and Volvo FL are versatile and ideal for urban transportation, waste collection, and refrigerated haulage. Just like their other bigger family members, the chassis can be adapted to fit customers' requirements.

**Driving Progress Through Total Offer**

Though expectations for the new truck range are high, Volvo Trucks is stepping up the overall customer experience which comprises both premium product solutions and outstanding customer service. Mr. Muyard concluded, "We want to be the

No.1 preferred truck brand in Singapore. Our objective is to be No.1 in terms of brand image, and most importantly, in terms of customer satisfaction. With our comprehensive offerings meeting today's business challenges in transportation, we can help our customers improve their productivity and profitability more effectively."

Throughout the evening entertainment was provided between the presentations and while the guests enjoyed dinner. The evening was wrapped up with the "Money Drop" Game – a fun question answer segment that tested the guest's memory of the information that had been imparted at the launch of this exciting new range of trucks. **T**



Dance Performers



Master of Ceremony Ms Stephanie Carrington & 'Money Drop' Game host Mr Johan Sandblom

# Scania Goes on Tour to Introduce New Structure



*Seeing a trend emerge, Scania has reacted by re-aligning responsibilities, and announcing the changes during a tour to Singapore and throughout Malaysia, writes Stefan Pertz.*

Starting their tour in Singapore, the management of Scania Malaysia has recently hosted a number of customer appreciation dinners. In total, some 10 events were held to say thank you and inform users of Scania trucks and buses about the latest developments. Touring Malaysia and Singapore, Scania also used the opportunity to introduce a new structure for Singapore and south Malaysia.

## **Crossing Boundaries**

"We realise that there is a lot of cross border business being conducted in the southern part of Malaysia and that our clients in Singapore also operate in the state of Johor. As a consequence, Scania has decided to re-distribute responsibilities and to create a new region," said James Armstrong, Managing Director, Scania Southeast Asia. Adding to this, Armstrong told Asian Trucker that there will be a reinforced service drive. Stating that the products are solid and enjoy a great reputation, it is now time to ramp up the level of after sales provided to ensure that customers enjoy as much uptime as possible, making their businesses more profitable.

## **Pleased To Meet You - Again**

Present during the events in Singapore and Johor Bahru was Scania industry veteran Mark Cameron who has taken on an expanded role. He added "This makes perfect sense. It is easy for us to handle customers across the causeway as we are literally just a short ride away. Also, we are seeing that the needs and

uses of the vehicles are very similar. Hence the re-distribution of responsibilities." With the new set up he will now be carrying the title of Regional Director South Malaysia and Singapore, while also retaining the title Country Manager Singapore.

Scania clients flocked to the well organised events to meet with Cameron and Armstrong, while exchanging thoughts with other transporters and bus operators. While everyone was happy with the machinery they use, which are Scania's, one common issue raised was the shortage of drivers. This is apparently a problem for both bus operators as well as transporters. However, a number of clients commented positively on the ambitious efforts Scania is making to boost service levels in the region.

## **New Assistance Number**

Concurrently Scania Malaysia has launched a new Scania Assistance number 1800-08-8500 (+603 5590 9077 for international calls) and an improved call-centre system based on Scania global standards; and the new Scania Fleet Management for customers to gain more control over their vehicles. Every Scania truck, bus and coach chassis now comes with two years free Scania Assistance and ten years free Scania Fleet Management monitoring package.

Scania Assistance Malaysia is an operator-based call-centre that operates 24/7, 365 days a year. The improved call-centre system allows Scania to track and follow-up on the status of



Coaching drivers using the Fleet Management System

any customer's case from start to completion; keeping the customer informed throughout the entire process. This allows the customer to plan and reorganise their fleet movements better in the event of a particular vehicle needing assistance.

#### Extensive Coverage

Supported by professional customer service personnel, a fleet of standby-service vans with highly-trained and experienced technicians, can connect customers to Scania's wide network of workshops, even in difficult-to-reach areas.

"Scania Fleet Management saves money for our customers," said Managing Director James Armstrong, "customers can make decisions that cut fuel consumption, identify vehicles that are being driven unsuitably, do service planning in order to reduce unplanned downtime. Vehicle and driver performance can save up to 10% in fuel economy if Scania Fleet Management is used together with Scania Driver Training and Coaching services.

"At Scania, we continue to put our customers' operations at the centre of the entire value chain," Armstrong continued. "Scania's wide range of quality products and services are constantly improving and optimised for our customers' needs. This is Scania's total solutions approach to help our customers achieve the best profitability." 



Mark Cameron - The Scania man for the Southern Region

# DHL to Launch First Asia Pacific Innovation Centre in Singapore



Deutsche Post DHL is to open an Asia Pacific innovation centre in Singapore in 2015 to pioneer sustainable solutions to keep world trade on the move. With an initial investment of S\$10 million the Asia Pacific Innovation Centre (APIC) it will be the first centre for innovative logistics services and solutions in the region. APIC will be located in the new S\$160 million DHL Supply Chain Advanced Regional Centre building currently under construction in Tampines LogisPark.

Due to be launched in the third quarter of 2015, APIC is a partnership with Singapore's Economic Development Board (EDB) and will be DHL's second innovation centre in the world after its main Innovation centre in Troisdorf, Germany. Kelvin Wong, Assistant Managing Director, EDB said, "Singapore is proud to be home to DHL's first Innovation Centre outside of Germany. DHL's experience with innovation and solution development will enhance Singapore's position as the

leading logistics hub in Asia. Businesses can look forward to cutting edge solutions targeted at harnessing short and long-term supply chain opportunities."

"Innovation is vital to DHL," stated Bill Meahl, Chief Commercial Officer, DHL, "as it allows us not only to develop new products, but also to breathe new life into our existing portfolio. With this S\$10 million initial investment, we are proud of this milestone and of being a pioneer of innovative logistics solutions which have made us a world market leader. We have invested in Asia Pacific for over 40 years and will continue to do so. By 2020 we expect 30% of our global revenue from emerging markets to be up from 20% today. Singapore has been a strong base for DHL and an excellent location for this centre given its strong infrastructure, rich network of innovation partners and talent pool."

Mei Yee, Pang, Vice President, DHL Asia Pacific Innovation, said: "Through planning of future scenarios of logistics based on our trends research, we aim to inspire industries to invest in the right

capabilities for innovative solutions in logistics. We would like to engage our customers to create success stories of innovative solutions that help them be better at what they do."

APIC will house the region's first Asian Centre of Competence for Automation and invest in research to identify relevant automation technologies for Asian markets. The ARC will be designed for complex multi-sector and multi-user operations, showcasing cutting-edge automation solutions such as an automated storage and order picking system. In addition, DHL will recruit and train a local team of skilled specialists in automation for the new facility. It is envisioned that APIC will invest in capabilities in analytics, e-commerce and last mile solutions for Asia Pacific markets.

The Singapore centre will follow the model of the highly-successful German centre that has worked with some of the world's leading companies to create game changing logistics and supply chain solutions. **T**

# FUSO Adds New Canter EX for Japanese Market

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) has developed a new Canter-based truck with greater cargo space reaching the lower end of average medium-duty truck. The new vehicle, "Canter EX," is available at Mitsubishi Fuso dealerships across Japan from December 1. With greater cargo space, the new "Canter EX" is designed to deliver more transport efficiency and to support customers' overall business efficiency through its class-topping fuel efficiency.

Marc Llistosella, Senior Vice President of Marketing, Sales and Customer Services Trucks Asia & DICV, said: "Now with the Canter EX in our lineup offering greater cargo space, we will be able to serve yet a wider range of customers."

"The new Canter EX has opened up a new category without compromising on the performance expected out from the Canter," added Akio Suehiro, MFTBC Senior Vice President



of Mitsubishi Fuso Sales Japan. "We are excited to be able to offer our customers a wider product range to suit diverse cargo requirements."

# Children's Eyes Light up at the MAN Christmas Truck

The MAN Christmas truck (cover photo) is on tour throughout Bavaria up until Christmas Eve, stopping at many kindergartens, children's hospitals, Children's Villages and Christmas markets. As small gifts for the children, the large truck and festively decorated trailer is carrying gingerbread and little MAN Lion cuddly toys.

The job of driving the MAN Christmas truck is one of the most keenly sought-after volunteer jobs. Development engineer Georg Haselberger from Munich will be at the wheel for the first leg to Reichertsheim then he hands over to his colleagues, who will be taking the Christmas truck to many smaller towns and villages throughout Bavaria. Apprentices from MAN Truck & Bus in Munich have spent three weeks fitting out the trailer and tractor vehicle with lighting. The trailer is lit by 200 metres of fairy lights, and more than 250 LEDs illuminate the MAN logo on the radiator grill.



The tractor vehicle is a 480 hp MAN TGX in festive livery. In order that the truck reaches its destination safely and on schedule, even in adverse weather and road conditions over the advent season, it has been specially fitted with the MAN

HydroDrive front-axle drive. The Christmas truck becomes a four-wheel drive vehicle at the touch of a button, which is very useful when manoeuvring in snow.

The Renault Trucks T Voted International Truck Of The Year 2015

## Ashok Leyland Produces 100,000 Vehicles



Ashok Leyland Ltd., a member of the Hinduja Group, rolled out the 100,000th vehicle from its state-of-the-art facility at Pantnagar, Uttarakhand in September. Housing the latest technology and processes, this fully-integrated plant

(established in 2010) manufactures all future-gazing products across trucks and buses. Spread over 200 acres and with an annual capacity of 70,000 vehicles, the plant also produces aggregates such as engines, gear-boxes and axles.

Vinod K. Dasari, Managing Director, Ashok Leyland, said, "Pantnagar is an important step in our ambition to be a world-leader in the global commercial vehicle industry. With large and strategic investments in technology and quality, and a young and energetic workforce, Pantnagar also manufactures BOSS and CAPTAIN, our recently launched, class-leading products. Our capacity will allow us to take advantage of the expected upswing in the economy and industry.

"100,000 vehicles is a significant milestone for us, as we have achieved this in only four years of operations and today are able to roll-out a vehicle every five minutes. It's not just what we make and how many we make that we are proud of, but also how we make them. PANTNAGAR plant pioneered the unique BLESSING scheme which provides opportunities for students from remote hilly areas in becoming employable youth of India."

# Renault Trucks Wins Qatar Tender

Renault Trucks recently won a tender from Doha, the capital city of Qatar, for 190 vehicles of the Renault Trucks C and Renault Trucks D ranges. Renault Trucks won a bid launched by Qatar's Mechanical Equipment Department (MED). This is an especially remarkable deal, one of the largest tenders issued by Doha's MED, and the first time ever it has been awarded exclusively to one truck supplier, over 22 competitors. The vehicles, 180 Renault Trucks C 320 rigids 4x2 and 10 Renault Trucks D 18t rigids 4x2 will be equipped with compactor bodies with a respective capacity of 16 m<sup>3</sup> for the C range and 12 m<sup>3</sup> for the D range. They will be delivered over the next 12 months. Renault Trucks' teams around the world have been working on this offer since 2013, when Doha's MED first published the tender.



# The Renault Trucks T International Truck of the Year 2015

The Renault Trucks T was voted International Truck of the Year 2015 by the International Truck of the Year jury made up of 25 journalists from the international trade press on September 23, 2014. Gianenrico Griffini, the jury's president, presented the trophy to Bruno Blin, President of Renault Trucks, during IAA Commercial Vehicle show in Hanover. Collecting 129 points, 48 points ahead of its nearest rival, the Renault Trucks T

carried off the prestigious award. The jury noted that the Renault Trucks T is the vehicle that has made the greatest contribution to road transport efficiency this year.

The award was decided on the basis of several criteria: technological innovations, comfort, safety, driveability, fuel economy, environmental footprint and total cost of ownership. The jury made particular

mention of the winner's state-of-the-art aerodynamic solutions as well as the comfort provided for drivers both when at the wheel and when resting.

"The new Range T combines the best features found in Renault Trucks' previously-successful models together with the advanced functions built-into its latest generation of heavy-duty products," summed up Gianenrico Griffini. "The result is one of the most significant new truck launches for many years."

Bruno Blin stated: "I am delighted to accept this award on behalf of Renault Trucks and would like to share it with all those working in our company and network throughout the world. This award makes us proud, as it will bring pride to those who purchase our trucks and drive them. One year ago, Renault Trucks entered a whole new era with the launch of an entirely new range. This award is the best possible way of highlighting the new Renault Truck's identity. I am certain that recognition of the Renault Trucks T's qualities by specialised, independent journalists from 25 European countries will be a powerful argument for winning over new customers."



# Tiff Needell challenges a Koenigsegg One:1 in a Volvo Truck



The two drivers, Robert Serwanski and Tiff Needell, challenge each other in the film 'Volvo Trucks vs Koenigsegg'.

In Volvo Trucks' new film Volvo Trucks vs Koenigsegg, motor racing personality Tiff Needell drives a Volvo FH against one of the world's fastest sports cars – a Koenigsegg One:1. The aim is to put the new I-Shift Dual Clutch gearbox, based on a technique used in sports cars, to the ultimate test.

The film opens: Beside a Volvo FH – created for long heavy transport assignments, stands a Koenigsegg One:1 – one of the world's fastest cars that is capable of 0–400 km/h in less than 20 seconds, it revs its engine. Behind the wheel of the truck sits the experienced motor racing personality Tiff Needell, who normally presents the British motoring programme Fifth Gear. In a few seconds, the two vehicles will come up against each other on the Knutstorp racetrack in Sweden, a track known for its hills and sharp curves. To stand a fair chance, the Volvo FH has received a minor handicap – the truck will drive one lap while the Koenigsegg drives two. Despite this, the conclusion is still unpredictable.

"Being a racing driver, you're never afraid. You are always confident in your machinery. I was a bit apprehensive about driving a truck on a racetrack, since I'd never done it before. However, after I had driven it for a while I began to have full confidence in the Volvo," says Tiff Needell.

The decision to challenge a racing car with a truck is no coincidence. The newly launched transmission in the Volvo FH – the I-Shift Dual Clutch – is based on a technique used in sports cars. "Matching a Volvo FH against Koenigsegg One:1 was a great challenge, to see if our new gearbox delivers what it promises in terms of driveability," says Per Nilsson, PR Director at Volvo Trucks.

Without revealing the results, Tiff Needell admits he was impressed by the performance of the truck. "I-Shift Dual Clutch is absolutely incredible. It is particularly noticeable on slopes, the truck does not hold back – it just flows smoothly, without the gear changes being felt. When you brake, it switches down very softly and comfortably. The truck definitely has the heart of a sports car," says Tiff Needell.

At Koenigsegg, they had no hesitations regarding being challenged by the truck. "We are always open for an exciting challenge. At the same time, it was particularly fun to race against a Volvo truck, because we have much more in common than just having sports car technology in our vehicles. We are two Swedish premium brands that are both at the forefront of our different segments," says Christian von Koenigsegg, founder and CEO of Koenigsegg.

# Valuable Lessons Learned at Volvo Fuelwatch



Mats Nilsson (right) presents Christopher Wu Ming Pu with a Certificate

The Singapore winners of the FH/FM and FMX categories Mr Eros Neo Jit Hong in the On Road and Mr Christopher Wu Ming Pu, Off Road, joined 23 drivers from all over the world for the final of Volvo Trucks' APAC and Global Fuelwatch events that took place in Gothenburg, Sweden September 17 - 19, 2014.

## Drivers are Decisive

"With Fuelwatch we want to highlight the fact that the driver can play a decisive role by adopting a more fuel-efficient driving style. We also know that this is technical skill, which all drivers can learn, will save haulage companies a lot of money in the long term," says Vesna Jovic, Project Manager at Volvo Trucks.

For Volvo Trucks it is an important part of their core values to help their customers save money on fuel and to contribute to a better environment. A normal-sized haulage business spends up to half of its operating cost on fuel. By driving efficiently,

*Two Singapore truck drivers travelled to Sweden to take part in Volvo's Fuelwatch competition where they found it to be a great learning experience.*



truck drivers can reduce fuel consumption and make a major difference in both environmental and financial terms.

The regional APAC competition saw participation from Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, Pakistan, Singapore, Sri Lanka, Taiwan and Thailand. Participants from 12 countries in the Asia Pacific pitted their driving skills in national competitions over the course of a few months. A total of 14 representatives headed for the regional final, in Gothenburg.

#### **Meeting the Unexpected**

Prior to his first drive Christopher was confident that he would do well, but there were unexpected challenges to be faced in the first of his two drives around the 3.8km off road course. The FMX trucks were loaded to 30 tonnes and the drivers had 12 minutes 30 seconds to complete the course. "The truck was almost the same as what I drive at work," he stated, "But I drive on the right and this is a left hand drive truck."

Eros had the same challenges, but in the on road the truck wasn't as loaded to the extent he was used to driving. "The steering is lighter than what I drive. It is easier to steer a loaded truck."

Though Christopher was entered in the Off Road competition, working in Singapore doesn't really provide the same 'off road' conditions that drivers in other country would experience and which this course is more closely mirrored. After his second drive he was somewhat disappointed with the results. "I was concentrating too much on the truck, and not enough on the track," he stated. "My second drive was a lot better than the first, but I was too fast coming down the hill."

Christopher did make it to the APAC finals, but he didn't make it to the Global competition. "I felt I did better in the finals. I've learned a great deal from participating in Fuelwatch." Both

drivers agreed that it was an experience in itself, just being here and competing. "The training was a great help."

**The Conditions**

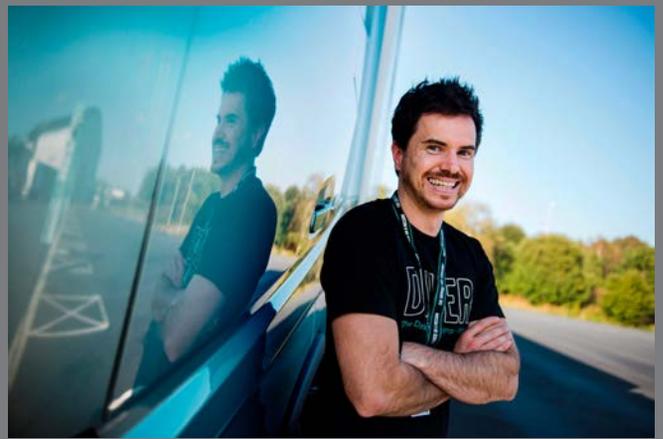
In the Fuelwatch competition drivers were assessed on the basis of several criteria, all of which influence fuel consumption. These include driving and braking, the use of the engine and gearbox and the ability to meet deadlines and to follow traffic rules. All the drivers competed in new Volvo FH trucks with I-Shift.

Scott Harvey of Australia proved to be the most fuel-efficient driver at the Volvo Trucks Asia Pacific Fuelwatch Championship 2014 in the On Road segment. He, together with Houliang Liu (China) and Tsung-Chen Liu (Taiwan), went on to compete in the Global Final.

"All the 23 finalists possess a great skill. You have to adapt to traffic and know how to use the enormous power of a fully loaded truck in motion. A knowledgeable driver knows how he or she should use the truck's weight advantageously," says Andrew Low, Driver Development Manager at Volvo Trucks and responsible for the competition track of the global final.

**Global Winner**

Christian Scheiflinger from Austria, thanks to a well-planned driving, took home victory in the world finals of the 2014 Fuelwatch competition. The prior Volvo Trucks Asia Pacific Fuelwatch final had shown that even within the best drivers a



*Christian Scheiflinger, winner of the world final of the Volvo Trucks Fuelwatch*

difference of up to 14 percent in fuel consumption is possible, which in the long run means big savings for a trucking company.

For Mr Scheiflinger who won the title "World's most fuel efficient driver," fuel-efficient driving has almost become something of a sport. "It's very important to know the system; you have to know how the vehicle reacts on your input. If you have the full understanding of the vehicle, what it's doing and how it reacts, you can improve your driving and improve the fuel efficiency," says Christian.

**Off the Track**

Throughout the Fuelwatch competition there was a great deal going on that was not on the tracks. Christophe Martin, President of Volvo Trucks in Asia Oceania at a press conference emphasised that "Fuel efficiency is a top priority with Volvo. This competition supports our core values and for our customer it helps with their core need – to save money. This specific event has shown that drivers can make a significant difference in saving costs on fuel. Since the Fuelwatch completion began in 2007, 5,800 drivers have participated at some level. It is a very good investment for Volvo as we recognise the importance of the driver. There is a big difference between a strong driver and an average driver."



*Christopher Wu Ming Pu gets behind the wheel*



*Ian Sinclair and Per Hansen Introduces the competition to the drivers*



*Volvo Trucks Asia Pacific Fuelwatch Championship 2014*

At a Gala Dinner, complete with pre dinner cocktails, music, entertainment, awards and speeches, Mr Martin expanded on how Volvo views this event. "Fuelwatch is not a marketing event. It is part of the DNA of Volvo. It is to help the owners improve their bottom line."

### **Driving the Best**

Executive Vice President Volvo Trucks, Joachim Rosenberg stated: "The reason we do this is that it is a massive competence development effort. We want the drivers who drive the best trucks in the world to do it in the best way possible."

In addition, Volvo Trucks has been educating the industry press that covers Fuelwatch. A competition was held for the journalists and they were all presented with certificates of participation.

Journalists were also given the opportunity to visit the factories where Volvo makes the trucks and their parts.

Volvo started as a company that made ball bearings. In 1928 they made their first truck while in 2013 they produce 200,274 units. Ricard Fritz, Senior Vice President, Volvo Trucks Global Brand told the media that due to the nature of Sweden where Volvo was born, reliability was very important right from the beginning.

### **Large & Small**

"Sweden is almost 2000km long," he informed the journalists. "There are very harsh conditions in which we have to operate so reliability is very important. We need big trucks to be able to transport goods over those long distances," Mr Fritz stated. "We have a small home market so we have to export our trucks, and entering a new market is very difficult."

Despite that difficulty Volvo Trucks has been increasing its market share globally and is in 140 countries. "We want to be close to the customers," Mr Fritz stated. "Our goal is to be the world's most preferred truck brand."

While reliability is of high importance to Volvo Trucks the design of the truck is important to its functionality and to its appeal. Rikard Orell, Design Director of Volvo Trucks allowed us into his workshop where we could see, to a limited degree, the process



*Christophe Martin addresses the media*





Eros Neo Jit Hong is ready to drive



Signing the drivers in

which he goes through in creating a new truck and redesigning and updating the existing models.

**Uniquely Sweden**

"The uniqueness of Scandinavia has affected the design and production of goods in Sweden," Mr Orell stated. "Simplicity is where we start. Our products have a simple elegance but with a strong sense of purpose." Values that affect the way Volvo Trucks creates its products are respect for nature and it is human centric. In Sweden we have a closeknit society where people help each other. We have a very strong collective society." Mr Orell explained that any Swede can go on to any piece of land and that they are very close to nature. "These elements gave birth to our core values and the need for quality was influenced by the harshness of the environment."

For his creative ideas Mr Orell is inspired by a wide range of sources such as other products, art, technology and nature. He reads magazines and even comic books when looking to give an edge to his designs. How well does that work? The new FH won the Red Dot Design Award 2013 and was named Truck of the Year.

**Finding the Foundry**

After a two hours drive through beautiful country from Gothenburg, we arrived at Volvo's common diesel engine factory in Skövde. We toured the foundry and the factory that produces engines for most business areas within the Volvo Group. In 2013 it built 90,000 engines and has a capacity to build between 140 - 150,000 per year. This includes engines for trucks, buses, construction equipment and for Volvo Penta's sales of marine and industrial engines.

Volvo Trucks employs 2800 people in the factory and another 2300 in the foundry and management offices – which means about 10% of the entire population of Skövde is directly employed by Volvo Trucks.



Skovode Sign

### A Lot of Production

The foundry, which opened in 2010, is very clean, bright and modern. There are only 14 people per shift. The three shifts churn out 80,000 cylinder heads per year. The cores are made from sand from local lakes and it can only be used for making one cylinder head. About 85% of the sand is recycled. Water is used for cooling and subsequently it heats to 25 to 30°C. That water is then used to heat the buildings, not only at Volvo, but in the town itself. This energy is used as much as possible so little is wasted.

The factory was amazing as it was highly automated with robots doing a great deal of the work. All the engines made at the plant are sold before they are built. There, 7,000 variants of the engines are produced.

While Fuelwatch was the reason for travelling to Sweden there was a great deal of interest and value in visiting the headquarters of Volvo in Gothenburg, where an inside look at its operations was very educational. 🇸🇪



The Off Road Course



Volvo Trucks Asia Pacific Fuelwatch Championship 2014 winner - Scott Harvey



The entertainment



# Continental Opens New Research & Development Building in Singapore



Continental Building at 80 Boon Keng Road, Singapore.

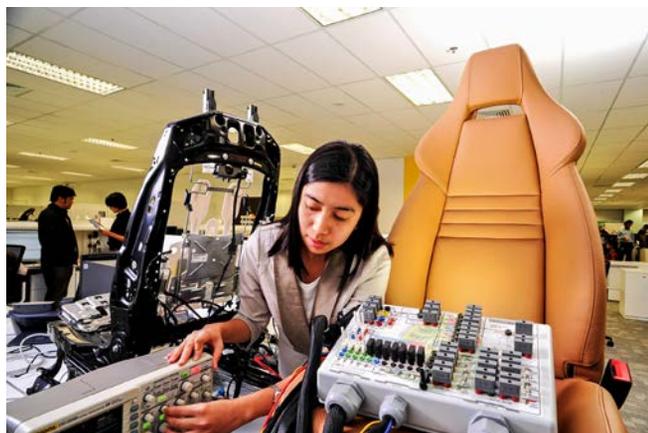
**Continental has opened a new research and development building in Singapore marking a significant milestone of the automotive suppliers' growth in Singapore.**

**C**ontinental, a leading international automotive supplier, tire manufacturer and industry partner has opened a new extension building to expand its R&D capabilities in

Singapore. With a total capital investment of S\$29.7 million the extension aims to meet the demand of growing engineering requirements in view of Continental's worldwide business expansion and the growth of the automobile industry in Asia.

### Well Positioned

Continental is currently one of the best positioned automotive suppliers and industry partners in the world. In Asia the company operates 29 R&D centres. Already in operation as a Continental subsidiary since 2007, Continental Automotive Singapore Pte Ltd is one of the company's three largest Asian R&D centres.



Victoria PENAS Senior System Test Engineer carries out system testing for seat heating and ventilation, as well as headrest and backrest adjustment

"We want to grow stronger in Asia and have increased our sales in Asia to approximately 6.4 billion in 2013," highlighted Eelco Spoelder, Head of Business Unit Instrumentation & Driver HMI and Chairman of the Board of Continental Automotive Singapore Pte Ltd. "The Interior division is constantly striving to increase sales in Asia. The opening of our new, large-scale development site in Singapore is a clear sign of our commitment to local development and production in Asia. The extension of our R&D centre in Singapore strongly supports Continental's growth strategy in Asia,"

### Ideal Location

Mr. Lim Kok Kiang, Assistant Managing Director of the Singapore Economic Development Board added: "Continental's expansion is testament to Singapore's talented engineering workforce and conducive business environment. We are pleased that Singapore



**Ribbon Cutting from left:** Mr. Lo Kien Foh, Managing Director of Continental Automotive Singapore Pte Ltd, Mr. Lim Kok Kiang, Assistant Managing Director Singapore Economic Development Board, Mr. Eelco Spoelder, Head of Business Unit Instrumentation & Driver HMI and Chairman of the Board of Continental Automotive Singapore Pte Ltd, His Excellency, Dr. Michael Witter, German Ambassador to Singapore



*Tint Soe MIN Test Engineer Automated is managing a system designed to perform instrument cluster functional checks and measurements*  
continues to be an ideal location for Continental to develop new products and systems for Asia and beyond. "

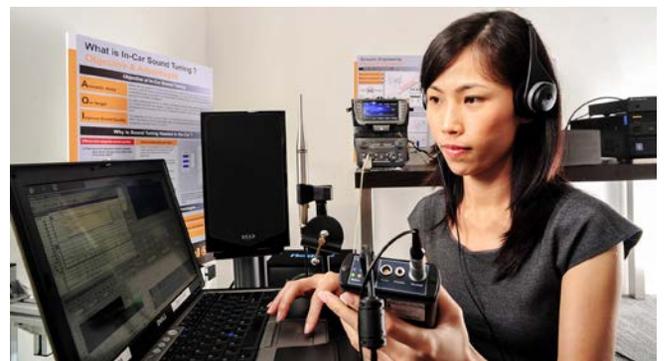
The new extension building accommodates around 450 employees and provides a total floor space of 5,000 square meters. The number of Continental's employees in Singapore has grown from about 650 in July 2012 to more than 900 today.

### Great Progress

"Great progress has been evident with the significant increase in the workforce in just over a span of two years" said Mr. Lo Kien Foh, Managing Director of Continental Singapore Pte Ltd. "With this aggressive extension plan, we commit to use local

knowledge, in collaboration with our international teams, to serve customers globally and aim to offer innovative, intelligent and sustainable solutions. We will continue to grow in manpower and technical competence to more than 1300 employees within the next few years."

Continental Automotive Singapore's new extension building will house R&D and administrative offices from four Business Units of the Interior Division, namely Instrumentation & Driver HMI, Infotainment and Connectivity, Body and Security and Commercial Vehicles and Aftermarket, as well as ContiTech and the Tires Division. **T**



*Mandy SIN Software Engineer fine tunes the acoustic parameters in the laboratory.*

Tata Motors on November 19, 2014 celebrated 60 years of truck manufacturing at its first manufacturing and engineering facility in Jamshedpur. Set up in 1945, Tata Motors Jamshedpur started with manufacturing steam locomotives, later foraying into truck manufacturing, bringing global trucking technology to India in 1954.

**A Truck Every 5 Minutes**

Tata Motors’ Jamshedpur plant has been constantly modernised, with a particularly intense ramp-up in the last 10 years. It is now equipped with state-of-the-art equipment and assembly lines that can produce a truck every five minutes. The facility assembles over 200 Tata Motors Medium and Heavy Commercial (M&HCV) models, for varied movement of equipment, raw materials, goods and services, across distances, catering to millions of Indians every day.

Jamshedpur houses engineering centres to conduct truck testing for operatability in various climatic conditions and varied surfaces, including dense urban centres, all of which operate under a distinct set of rules and regulations governing commercial vehicles operations. The facility rolled out its two-millionth commercial vehicle, in 2013.

**Design & Engineering**

As a development and manufacturing hub for Tata Motors M&HCVs, Tata Motors’ Jamshedpur’s engineering research centre is capable of carrying out complex vehicle design and integration of Tata Motors current and future trucks, also developing complex intelligent electronic control systems of next-generation trucks, cabins, multi-axle trucks, tractor-trailers and tippers and special application vehicles (like mixers and tankers), for both civilian and defence customers. The facility is also capable of manufacturing trucks compliant to EURO VI or BS VI (BHARAT STAGE VI), emission standards.

Tata Motors Jamshedpur conducts driver training programmes that impart knowledge of truck operations, for better road safety and overall vehicle performance.

“We at Tata Motors are proud to have achieved yet another trucking milestone of 60 years of manufacturing excellence at our plant here in Jamshedpur,” stated Mr. Ravindra Pisharody, Executive Director Commercial Vehicles Business Unit, Tata Motors. “From the very beginning, Tata Motors Jamshedpur has led the transformation in the Indian commercial vehicles space, setting benchmarks through the introduction of class-leading trucks, with the most relevant global technologies, incorporating flexibility to develop and manage our current and future portfolio, with speed and in-line with varied market requirements. With world-class quality manufacturing and engineering programmes here in Jamshedpur, it is in our continuous endeavour, to remain the most preferred trucking brand.”



# Tata Motors Celebrates 60 Years of Truck Manufacturing

**Striving to Improve**

Dr. AK Jindal, Head, ERC (Engineering Research Centre), Commercial Vehicles Business Unit, Tata Motors added, “Our engineering teams at Tata Motors work closely with stakeholders in developing and successfully deploying various technologies for a broad spectrum of commercial vehicles that enable connectivity, safety, better fuel economy, along with optimal vehicle performance. Given our widest portfolio of medium and heavy commercial vehicles, which has been developed based on our deep understanding of customer needs and usage patterns, we at Tata Motors continuously strive to develop and integrate new and relevant vehicular technologies, offering best-in-class value proposition. Needless to say integration of these new technologies is backed by necessary service network.”



***Tata Motors Ltd, India's largest automobile company, is celebrating a significant milestone for its commercial vehicles this year.***

Dr. Jindal noted: "As Tata Motors products touches the lives of a large number of people beyond the businesses we cater to we have developed the widest product portfolio of alternate fuel vehicles, hybrids as well as electric vehicles contributing to improving the environment as well as class leading products such as the Prima and Ultra family improving driver comfort and safety."

**The Best Customer Experience**

"As we at Tata Motors work toward developing multiple new platforms," Mr. Pisharody continued, "we constantly also work with our stakeholders to improve the performance and reliability of our existing offerings, proactively taking steps to ensure that

we remain the most preferred brand in the CV space. Having led technological shifts in the Indian commercial vehicle space, like standardising radial tyres and offering automatic transmission in tippers, we at Tata Motors have embarked on a journey of HORIZONEXT, a four pronged customer-focused strategy, aimed at providing the best customer experience – from best vehicle experience to superlative purchase experience, followed by technology-intense after-market service support."

The four pillars for this strategy are:

**INTENSE PRODUCT FOCUS**

Tata Motors commercial vehicles division adopted a customer-centric three Horizon Technology Roadmap for its products, with an emphasis on: Research and Innovation, Integrated Electronics Architecture and CO2 improvement.

**DESIGNEXT**

Tata Motors' design focus is not limited to the passenger vehicles but truly extends into the commercial vehicles. Good examples of these for Tata Motors M&HCVs is the Prima CX 1618.T, a new MCV from the Prima range, which was showcased at the recently concluded Auto Expo 2014.

**PERFORMANCEXT**

Through PerformanceNext, Tata Motors' commitment towards industry leading performance standards, in terms of product innovations, power-to-weight ratio, lesser wear and tear of parts, fuel mileage, while catering to the customers ever demanding needs. The LPS 4923 Lift Axle is the first prime mover in India with a lift axle technology.

**FUELNEXT**

Focused on contributing to a cleaner and greener environment, transport efficiency and driving comfort at its best, Tata Motors showcased multiple products under FuelNext @ AutoExpo 2014. Green fuels on display from Tata Motors M&HCV stable were the Prima 4032.S LNG, which offers a green alternative to diesel. LNG and is also a superior fuel compared to CNG thus ensuring better fuel economy.

**About Tata Motors**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of USD 38.9 billion in 2013-14. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 8 million Tata vehicles on the roads in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, CIS and Russia. **F**

# Daimler Anticipates Significant Growth

*Daimler AG's EBIT from ongoing business for the full year and free cash flow of industrial business is expected to be significantly higher than in 2013.*

**"O**ur strategy is paying off," stated Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars (Pictured). "We are growing profitably and look to the future with optimism also beyond the full year."

Daimler AG provided impressive confirmation of its successful course in the third quarter of 2014 with strong growth in earnings as well as new record figures for unit sales and revenue. The Daimler Group sold a total of 637,400 cars and commercial vehicles worldwide, 7% more than in the third quarter of last year. The Group's third-quarter revenue of €3.1 billion was 10% above the prior-year level. Due to the favourable development of business in all divisions, EBIT from the ongoing business improved to €2,787 million and was thus substantially higher than in the prior-year period (Q3 2013: €2,300 million). Net profit also increased significantly to €2,821 million compared with €1,897 million in the third quarter of last year.

"In all our divisions," added Dr. Zetsche, "both the product offensives and the efficiency programs are taking effect. We are confident that we will achieve the targets we have set on a sustained basis."

## Daimler Trucks

Unit sales by Daimler Trucks continued to be affected by differing market and sales developments in the various regions and were slightly higher than in the third quarter of last year at 125,600 units. Steady growth in demand for the division's products in the NAFTA region led to strong sales growth there of 25% to 43,900 units. In Western Europe, there was a negative impact from purchases be-

ing brought forward to last year because of the new Euro VI emission regulations that came into force in 2014. Unit sales in the region of 14,800 vehicles were 11% below the prior-year level.

In Latin America, sales decreased due to generally low demand by 23% to 12,500 units, at the same time the division increased its market share. The number of 38,600 trucks sold in Asia was 6% lower than in the prior-year quarter. This was mainly the result of the sharp drop in demand in Indonesia, whereas unit sales developed positively in Japan and India.

## Industrial Business

Bodo Uebber, Member of the Board of Management of Daimler AG for Finance & Controlling and Financial Services noted: "Our business continued its very positive development in the third quarter. We therefore generated a substantially higher free cash flow in the industrial business than in the prior-year period and have been able to increase our guidance significantly. This is the result of the very good operative business of the various divisions."

## Daimler Buses

Daimler Buses' worldwide unit sales of 8,600 buses and bus chassis in the third quarter were significantly lower than the number of 9,600 units sold in the same period of last year. The decrease in unit sales primarily reflects the weaker business with bus chassis in Latin America. However, the business with complete buses in Western Europe grew once again compared with the prior-year period.

As a result of decreased unit sales in Latin America, Daimler Buses' revenue of €1.0 billion was also lower than in the third

DAIMLER



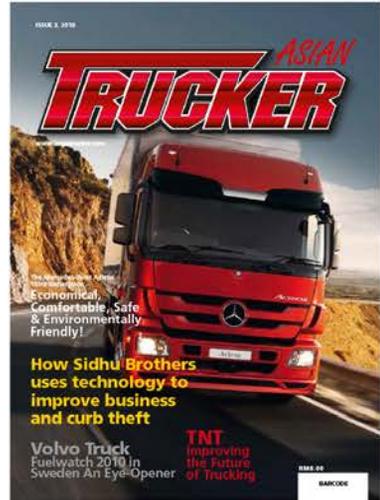
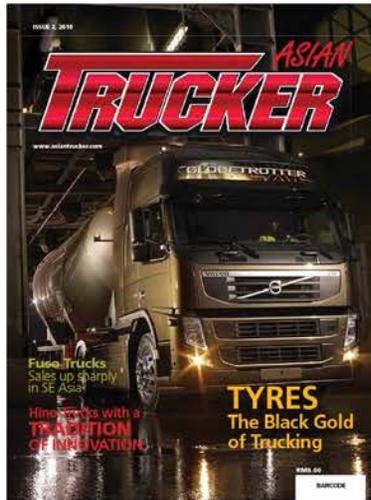
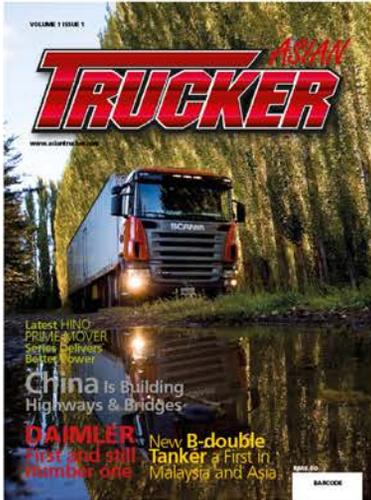
*Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG*

quarter of 2013 (Q3 2013: €1.1 billion). The division's EBIT of €64 million was above the prior-year figure (Q3 2013: €59 million) and its return on sales increased from 5.2% to 6.2%. The positive business development, a favourable product mix and further efficiency progress in Western Europe more than offset the decreases in earnings in Latin America. Despite the difficult economic situation in Argentina and Brazil and the declining market in Turkey, earnings improved once again compared with the very strong prior-year quarter. Significant positive exchange-rate developments also contributed to third-quarter earnings.

## Increasing Employees

At the end of the third quarter of 2014, Daimler employed 282,302 people worldwide (end of 2013: 274,616). Of that total, 170,417 were employed in Germany (end of 2013: 167,447). From today's perspective, Daimler assumes that the number of employees worldwide will slightly increase compared with the end of 2013. **T**

# Subscription Form



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# Growing together with their partners - Diesel Technic

*While in Germany it pays to have a factory tour of one of the leading suppliers to the commercial vehicle industry. Here is what we learned about the past and future of Diesel Technic.*

Like so many European Companies, the rich history of the business can almost be felt when approaching the place. In the case of Diesel Technic, the global headquarters is located in an idyllic and picturesque landscape. One would not expect a globally leading company to be located just on the outskirts of a small village. However, this is where the company started and tradition runs deep in the corridors that form the blood lines of the business. The oldest part of the complex is a red brick building which used to be the office of the company many years back. Today, this is where the factory tour starts with displays of past products and memorabilia, such as the old passports of the founders showing their visas to the Middle East.

## Origins

Dieselt Technic was founded in the year 1972 by Horst Lieberwirth and Erwin Naujoks in the north German town of Sulingen. The company started with the sale of spare parts for diesel injection systems. They soon moved into generously sized



company headquarters at the nearby location of Kirchdorf in the year 1976.

Breaking apart the company name, we get to know about the meaning behind the nomenclature. The term "Diesel" was chosen to particularly indicate that the business is about commercial vehicle engines and "Technic" symbolizes spare parts.

Even before the foundation team started the company in the early 1970s, they discovered that there was a huge demand for spare part in the Middle Eastern region. Given the climatic and environmental conditions in the Middle East, spare part need to be changed more frequently. Initially, the company started with the sale of spare parts for diesel injection systems in the Middle east and today it is one of the largest suppliers of the commercial vehicle spare parts in the Independent Aftermarket (IAM). The first spare parts made and sold were used in Mercedes Benz trucks.





### Global growth

Diesel Technic continued to grow when the demand towards their product suitable for other European brands such as Scania, Volvo and DAF increased. This resulted in globalizing the products. In 2012, the business managed to have a complete product range that is meant for trucks, buses and trailers. This complete range means that there are some 30 000 different spare part available under the DT Spare Parts brand name.

The heart of the company are process and quality management. All processes at Diesel Technic have been certified in accordance with DIN EN ISO 9001 since 1996 and were fundamentally renewed in the year 2009 using the requirements of the process-orientated norm DIN EN ISO 9001:2008. Each product is tested before series production down to the last detail.

"We need to keep ourselves in the loop of the market and have to listen to and analyse the trends, demands and changes for better product development. The European market is more futuristic, advanced and moving very fast ahead, therefore we have to be very attentive towards the future" said Maren Horman, Sales Marketing Coordinator. For other markets, such as South East Asia, fast delivery times and the ability to quickly supply distributors are key elements of the business strategy.

### Product development

In order to create new products, Diesel Technic reverse-engineers parts. Using high tech tools, many of which are developed and build in-house, first equipment parts from commercial vehicles are analysed. Specifications, such as dimensions, material specifications and performance are looked at to re-create the part. Each product will have one initial sample, which is stored



in one of the warehouses on the premises. This means that there are some 30 000 so called "Zero-Series" samples, which are the reference for the production in case of any issues arising. If and when needed, these samples are being used to determine if there are problems with the product quality.

"Our ambition is to reach a genuine quality. By using higher quality material we can actually improve the product. If there is the possibility to alter the part to make it a better one, we will do so. You can say that we create our own idea, pattern and design, based on experiences with first equipment parts" said Maren Horman, Sales Marketing Coordinator.

"Ultimately, the construction drawing and the criteria of the product come from our own technical department in accordance with the market needs," she added.



**Stringent checks**

Before entering mass production, first samples from suppliers are checked for accuracy. This first step is called the “initial sample inspection”. This is the process where the first batch of each product received is checked against the specifications laid out in the part drawing. The complete delivery history of all parts will be documented in individual inspection reports. Should a sample of goods inspected be out of specifications, there will be measures taken in collaboration with the supplier to get the quality back on track. Quality control is key to the success of the company and it is not surprising that there is more personnel working in the goods receiving area compared to the dispatch department.

Before a DT Spare Parts product leaves the factory, it is personally checked by their qualified employees, which totalling around 33 million spare parts per year. 5200 goods assemblies per year and 5800 incoming goods inspection per year in Diesel Technic.

To ensure a safe and healthy working environment, Diesel Technic orientates on the requirements of the occupational health and safety management system OHSAS 18001 (Occupational Health and Safety Assessment Series). This management system enables companies to avoid dangerous situations and accidents, even under changing framework conditions. Additionally, this is also suitable to constantly optimize the occupational health and safety standards, as well as to comply with the relevant statutory requirements.

Guaranteed quality has made DT Spare Parts a leading brand in the international Independent Aftermarket. Confident of their quality, Diesel Technic is offering 24 months guarantee for all of

their DT Spare Parts products to the distributor and to the end user in accordance with the guarantee terms and conditions.

A key difference between Diesel Technic and their competitors is the approach of having a complete range. “From the beginning the goal of Diesel Technic was to be a full range supplier”, said Dirk Mahlstaedt, Marketing Communication manager. According to him, this reduces administration and cost for the distributors, making DT Spare Parts a one-stop shop offer which can provide everything from bumper to taillights.

“We believe that our products are in a strong position in the market. Even so, there is a long way to go and we still need to do a lot of brand building,” he added.

**Updated Spare-parts range**

One of the tools that has actually been award winning is the Diesel Technic product catalogue. It is the definitive guidebook for anyone needing spare parts. As Distributors extensively use this tool, a major effort is made to constantly enhance, update and enrich the product catalogue with new items. Two updated spare-parts catalogues were presented at Automechanika Frankfurt and IAA Commercial Vehicles in Hannover for the truck and trailer field, suitable for newer and older series from MAN and Volvo respectively. The product range suitable for the newer MAN models TGA/TGS/TGX, TGL/TGM, with over 1 000

**Know your brand**  
Under the brand name “DT Spare Parts” own products of Diesel Technic are offered and not original spare parts of the vehicle manufacturers.



Sign of authenticity - The DT Quality Seal



Diesel Technic AG headquarters



Parts from DT Spare Parts cover your vehicle from bumper to tail light



DT Spare Parts products are developed, designed, approved and finally checked in the Diesel Technic headquarters in Germany by its own engineering department and quality assurance.



Ready to be shipped - Parts having passed the stringent quality control

The last station on the DT Spare Parts tour is a rusty old locker. Inside are counterfeit parts from all over the world. These have been found in various markets and send to Diesel Technic for analysis and further legal action if required. Finally, the Asian Trucker team sits down for lunch with the Diesel Technic team in the club room adjacent to the showroom. The showroom demonstrates impressively how a Diesel Technic distributorship could look like. The display system is one that can be ordered from Diesel Technic to fit out shops or showrooms. We see QR-Codes that allow to order parts swiftly via a Mobile App. **T**

new spare parts, has recently been extensively expanded and developed, particularly in terms of product depth.

The range suitable for vehicles of the series Volvo FM/FM/FMX/NH has been extensively expanded, with more than 3 440 new spare parts.

The range of parts for trailers has also been further expanded, with around 600 new parts. With the further expanded product range, distribution partners can offer their customers an optimum supply of spare parts and increase the success of their own business.





# Iveco Previews New Daily at the Guangzhou International Commercial Vehicle Exhibition

*Iveco China was present at the Guangzhou International Commercial Vehicle Exhibition, held in Guangzhou, South China, from the 20th to the 23rd of November 2014 where it previewed the New Daily.*



Iveco's new Daily, which was named Van of the Year 2015 at the IAA show in Germany, was displayed at the Guangzhou International Commercial Vehicle Exhibition in Guangzhou, China along with the Stralis Hi-Way, Truck of the Year 2013, and the Eurocargo.

## New to the Market

The new Daily is set to enter the Chinese market in two steps, starting in early 2015 with the Chassis Cowl version for Minibus applications, and completing the offer with Chassis Cab (Single and Crew Cab) and Vans versions mid of the year. The third generation Iveco Daily was unveiled on 20th November, 2014 by CNH Industrial's Head of China, Mr. Luca Biagini, and Sales & Marketing Director of Iveco China, Mr. Dun Li.

The new Daily, which was entirely redesigned with the professional transport businesses in mind, was recently unanimously awarded the most prestigious prize in the Light Commercial Vehicle industry, the International Van of the Year 2015, at the 65th edition of the Hanover International Motor Show, the largest commercial and industrial vehicle show in Europe. The winner is the van that, according to the Jury, "has made the greatest contribution to the standards of efficiency and the sustainability of transport of goods by road with respect to environment and safety of people."

This recognition is testament to the exceptional qualities of the new Daily, which raises the bar on ergonomics, driving comfort, driveability and handling, getting a particular focus on Van segment penetration where now it has all the card to play a key leading role, and leveraging as well on a full CNG (Compressed Natural Gas) offer.

## The Vehicle of Choice for Transport Professionals

The Daily is a completely renewed vehicle which presents itself with a load volume efficiency at the top of its category, best-in-class for volume and capacity, car-like comfort, plus driveability and fuel consumption further optimised.

The new version is two vehicles in one for the best Daily ever, in a perfect balance between cutting-edge innovations and the continued evolution of the Daily's strong heritage. The new vehicle is presented as being convenient and practical to use as a light van, whilst continuing to offer the maximum reliability, efficiency and versatility that have always made the Daily a reference point for the sector. The new Daily has preserved its



classic ladder frame chassis structure, which has long been a key part of its DNA and ensures its sturdiness, versatility and durability over time, including maximum bodybuilding flexibility for chassis cab versions.

The third generation of the Daily is also focused on business requirements and offers a considerable reduction in fuel consumption compared with the previous model. It delivers a significant improvement in vehicle running costs, together with the best performance in the category offering a wide range of engines, transmissions and axle ratios, with a particular flagship represented by the 8-speed Full Automatic Transmission.

#### **Numerous Improvements**

The new architecture optimises vehicle volumes, the new wheelbases improve dynamic handling, the suspensions enhance its performance, and the solid build delivers on durability. The van can offer a new range of load carrying volumes – in particular, the new 18 and 19.6 m<sup>3</sup> models are the best in their category in terms of available load space, while the 10.8 m<sup>3</sup> version is the best in terms of load efficiency.

The new Daily offers a gross vehicle weight from 4.2 to 7 tons, thanks to its classic truck-style frame chassis structure which makes it the number one vehicle for professional transport. Ultra-resistant and modular, this solution assures van resistance and load capacity, as well as sturdiness of the cab and easy outfitting compared to a vehicle based on a traditional automobile structure. It is the only vehicle in its category capable of reaching a gross vehicle weight of up to 7 tons with a load carrying capacity of up to 4,000 kg.

All of these features make it the vehicle of choice for transport professionals, for distribution and all applications requiring large volumes, excellent performance and durability under pressure.

#### **The Perfect Base for Bodybuilders**

With more than 8,000 different combinations of the chassis, engine and mechanical parts, the variable section chassis makes the new Daily the perfect base for bodybuilders, providing robustness and maximum support for heavy loads. In addition, it guarantees a build that will endure a long life in service and makes all bodybuilding installations much easier. All these advantages are precious assets that the Daily offers the transport industry and they are essential to Iveco customers who need the resulting reliability, long-term savings and high residual value.

#### **Iveco's Range Showcased at Guangzhou**

The Stralis Hi-Way, which was named the Truck of the Year 2013 at the 2012 Hanover Auto Show (IAA 2012), is a perfect illustration of the current and future trend of heavy road vehicles. In addition to its strong dynamic properties, comfort, ergonomic design and safety, it is able to deliver a superior performance, supported by a strong telematics driver support, dramatically reducing operating costs. Statistics show that in conventional transport applications, the Stralis Hi-Way cuts operating costs by more than 4%.

The Eurocargo, "the beginner" in this offer segment in Europe where it is the leader of the 6-18 tons commercial vehicles sector and which was introduced in China in 2013, leverages on its flexible configuration and design, and can meet the needs of most work assignments within the tonnage. Through different combinations of cab, transmission gear, engine, wheel base and drive type, there are more than 10,000 optional configurations. Currently, Eurocargo is one of the best-selling models of the tonnage in the European market. With features tailor-made to match the requirements of Chinese customers, Eurocargo is bound to gain favour in this market.

#### **Daily Completes the Range**

The forthcoming arrival of the new Daily in China further expands the Iveco family in this market. Iveco now offers a complete product range of light, medium and heavy vehicles, covering both passenger transport and goods delivery. With this full range, Iveco is able to provide Chinese customers with premier solutions and a strong support from Network Development, After-sales Service and Spare Parts. 





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# Shell Hosts Innovation Open House Asia

*Technology, innovation and partnership are “critical for a cleaner energy future” was one lesson learned at Shell Innovation Open House Asia.*

Shell hosted the Shell Innovation Open House Asia, an associated event of Singapore International Energy Week (SIEW). This was the first time the event has been held in Singapore, after successful runs in Malaysia, Mexico, Russia, Brazil, USA, and the Netherlands, among other countries.

## Getting it Right

With the theme of “Getting It Right for Asia”, the one-day conference brought together over 150 Singapore, regional and global leaders and experts to discuss technology, innovation and partnership. They also discussed energy security and how to provide cleaner energy for the region’s growing cities. “Technology, innovation and partnership are critical for a cleaner energy future,” said De la Rey Venter, Shell Executive Vice President for Joint Ventures, in his opening address at the event. “At Shell, we believe natural gas should play an essential role in the future energy mix because it is abundant, cleaner than any other hydrocarbon, cost-effective and is versatile.”

The world’s energy needs are growing at a fast rate, especially in Asia where energy demand is increasing because of population growth, economic development and urbanisation. Today, Asia consumes one-third of the world’s energy and this is expected to increase to more than half by 2035. Asia will need a mix of energy sources to meet rising demand, with a focus on secure, cost-effective and cleaner energy that can help combat climate change and urban air pollution – major challenges for the Asia region.

## Challenges Are Opportunities

“We see the challenges as opportunities,” Mr Venter added. “Collaboration and discussions like today can act as a springboard for a cleaner future centred on cleaner-burning natural gas and renewable, and one defined by – and infused with – innovation.”

Shell brought together participants from industry and government to discuss how achieving energy security will require a variety of solutions unique to national circumstances. In another dialogue, panellists discussed how rising demand for energy and concerns over climate change are the two most



*Delegates at the Gas-To-Liquids Demonstration Lab in the Shell Innovation Open House Asia, Singapore.*



*Mr De la Rey Venter, Shell Executive Vice President for Joint Ventures, speaking at the Shell Innovation Open House Asia in Singapore.*

powerful influences shaping the energy system, and therefore the energy industry. Participants also looked at the factors Asia city planners and policymakers need to consider in order to meet the growing energy demand in cities.

## Prelude Showcased

Floating liquefied natural gas (FLNG) is a game-changer for the gas industry. Shell showcased how Prelude, the world’s biggest floating offshore facility, is a key project that allows the development of offshore gas fields without costly undersea pipelines or onshore facilities.

With the help of the latest in virtual reality hardware, the Shell V-Power Oculus Rift Experience offers users the unique opportunity to journey inside an engine as a droplet of Shell V-Power, travelling from the pump, through the harsh conditions inside a petrol engine. The special 3D headsets create a fully immersive environment where images move as the user’s head position changes for a full 360-degree experience inside the engine of an everyday family car. 



*Making its Asia debut was the Shell V-Power Oculus Rift Experience, which uses breakthrough technology to take users on an exciting 3D virtual reality journey inside an engine as a droplet of Shell V-Power.*

# Environmental Sustainability Features High In UPS's Global Volunteer Month

*UPS employees in Asia Pacific Exceed target volunteer hours while working to build more sustainable communities.*

Close to 5,400 UPS employees across Asia Pacific contributed 22,132 volunteer hours in the company's 12th annual Global Volunteer Month (GVM) in October. Engaging in 223 activities across 12 markets, UPS's employees exceeded their target by over 1,200 hours. UPS's emphasis this year was on activities that affirm its commitment towards supporting sustainable communities in the long run.

## Honouring a Pledge

Continuing UPS's legacy of volunteerism in the communities it serve, GVM mobilizes UPS's employees to participate in numerous volunteer events and activities, contributing to a pledge, made by Chief Executive Officer David Abney in June 2014, to complete 20 million hours of global volunteerism and community service by the end of 2020. Since 2011, UPS has contributed more than 5.5 million hours of global volunteer service worldwide.

“UPS Asia Pacific has a vested interest in supporting the communities in which we operate,” said Frank Becker, Vice President of Human Resources, UPS Asia Pacific Region. “We are proud that our employees have been able to contribute a significant amount of time towards furthering UPS's volunteering commitments. We hope that our activities in environmental sustainability education and promotion will create positive long-term impact on our communities.”

## Rewarding Involvement

Ms Ingrid Sidiadinoto, Managing Director, UPS Singapore added: “GVM is always one of the most exciting times on the UPS calendar and it's a special few weeks that we all look forward to. Our sponsorship of Esplanade's Octoburst! is always very rewarding and this year was no exception. UPS employees



enjoyed a great day out, buddying up with the kids to participate in activities and to enjoy a musical together.”

UPS employees engaged in volunteer activities with a wide spectrum of organizations ranging from hospitals to food banks to associations supporting children and the elderly. For the third consecutive year, UPS Singapore was the Principal Sponsor of Esplanade's Octoburst! which encourages greater appreciation of culture and arts among children. Besides pledging S\$20,000 from The UPS Foundation towards this cause, 52 UPS Singapore volunteers spent time with under-privileged children at an arts workshop during the three-day children's festival held at Singapore's Esplanade – Theatres on the Bay.

Supporting its UPS Global Forestry Initiative, 127 UPS Singapore volunteers planted trees at Ang Mo Kio Park in collaboration with NParks. For two years, UPS has worked with NParks planting more than 125 trees to achieve the global target of planting 2 million trees around the world by year-end.

## Regional Activities

Forty UPS China volunteers collaborated with the Shenzhen Mangrove Wetlands Conservation Foundation in China to clean up the coastline as rapid urbanization is threatening the survival of the rich wetland ecology. Volunteers in UPS Korea spent close to 200 hours with non-profit organization, The Beautiful Store, as they embarked on an environmental campaign to improve the public's awareness on climate change and global warming caused by carbon emissions.

197 UPS Philippines volunteers harvested rice with Sibol Ng Agham At Teknolohiya, Inc. (SIBAT) in Capaz, Tarlac. This not-for-profit organization researches renewable energy technologies and devises techniques to educate and attain village-level sustainable agriculture in rural communities. 103 volunteers from UPS Hong Kong spent 669 hours learning organic farming techniques from the New Life Rehabilitative Association, with the harvested produce being shared with the elderly and lower-income families. **T**



Winning Team Torque

# Scania Top Team Competition

Scania, a leading Swedish supplier of heavy truck, bus, marine, industrial and power generation engines, announced the winner of the Scania Top Team Competition – ITE College West Edition.

## Problem Solving

The top team, Team Torque, comprising Tan Ming Guang, Muhammad Hafiz B Ibrahim, Willy Tho Hong Woon, Koh Wee Keat, Thomas Jhordie and Muhammed Iswandi B Mohamed A

from the Automotive Department, Light Vehicle, 2012 January batch walked away with the team trophy, official certificates of participation and the grand title of being the first champions of what is planned to be an annual event. The team had managed to solve the series of challenges and problems issued to them in the fields of four chosen components – Transmission, Engine, Electrical and Theory.

Mark Cameron, Country Manager, Scania Singapore, said, “We are highly impressed by the students’ competency to master and develop their skills combining studies, training and teamwork with the competition. The results show that these students are proficient in the following areas – increasing technical competency, ability to look at the big picture when analyzing problems, learning to delegate responsibility, enhance and cultivate teamwork and foresight in solving problems and overcoming challenges systematically and efficiently.”

## Developing Skills

“Through the Scania Top Team Competition,” Mr Cameron continued, “we aim to develop students’ skills by way of combining studies, training and teamwork with challenges presented by the competition. We hope that the results will bring immense benefits to ITE College West, the automotive industry and subsequently, to Scania customers by providing more effective services. In return, this may help meet the worldwide demand for qualified service workshop staff, especially in Singapore when these students choose to consider a career with Scania upon graduation.”



Mr Seng Chin Chye, Director of School of Engineering presenting Token of Appreciation to Mark Cameron



*All competitors with student mentors*

## ***Team Torque emerged the winner in 'Scania Top Team Competition – ITE College West Edition'***

Scania's customer's objective is to achieve the best profitability, which is why the competition is based on Scania's total solutions approach to offering fuel economy, uptime and premium services. The competition rests firmly on the combination of studies with pleasure while having elements of the contest rooted in reality.

### **Written Test**

Prior to the finals, participating teams from the second year of Automotive Engineering, School of Engineering had to go through a written test in order to qualify as finalists. As a result, a total number of four teams were chosen to compete in the finals. Four stations representing all of the four components



*Teams in action*

were set up and all teams were not told of the components which they were to be tested on. At every station, each team was given 20 minutes for problem solving and to explain to a panel of judges from Scania and 20 minutes for team members to re-group and discuss among themselves while the judges deliberate. An actual Scania truck was brought in for the students to work on in the station representing transmission.



*Solving a question on actual Scania truck*

The one day competition was held at ITE College West. **F**

# Chua Wins Volvo Trucks Singapore's Inaugural Volvo World Golf Challenge

*The Volvo World Golf Challenge has been played around the world for many years. For the first time Volvo Trucks Singapore has hosted a qualifying event in Singapore.*

The Volvo World Golf Challenge Singapore 2014 was held on the verdant greens of Sentosa Golf Club. The event saw 70 golfers playing on the challenging Serapong course to prove their golfing mettle for their spot to represent Singapore in the World Finals.

## Shanghai & Champagne

The full-day tournament started with lunch followed by the tee-off. Dinner and prize giving ceremony held in the evening included highlights such as putting game, lucky draw and announcement of winners for several prizes. Mr. Vincent Chua, Executive Director from Hock Lian Seng Infrastructure Pte Ltd emerged as the triumphant winner. Not only did he win a crystal trophy and a bottle of champagne, he won himself a trip to Shanghai to compete in the world final.



The finalists



Mr. Vincent Chua Receiving his Award from Mats Nilsson, Managing Director, Volvo Trucks Region Malaysia

"The Volvo World Golf Challenge is the pinnacle of corporate golfing events and I am thrilled to have won the challenge at one of Singapore's best golf courses," Mr Chua said. "The opportunity to represent the nation at the World Final of a prestigious corporate tournament is truly an honour."

## Nearest to Pin

Mr. Eric Soh, CEO of Samwoh Corporation Pte Ltd and Mr. Wong KK Director of Sumitomo Warehousing (S) Pte Ltd emerged as 2nd runner-up and 1st runner-up respectively. Prizes such as Longest Drive, Nearest to Pin, Best Gross and Best Team amongst others were also presented to other deserving golfers.

"The Volvo World Golf Challenge is a lot more than just a golf tournament; it is a common ground for Volvo Trucks and customers to network. It is an important initiative for us to connect and strengthen our relationships with our valued customers," explained Valery Muyard, General Manager of Volvo Trucks Singapore.

## First Event

This year is Volvo Trucks Singapore's first Volvo Golf Challenge tournament in Singapore. A worldwide corporate tournament for customers and prospective clients, the Volvo World Golf Challenge is widely regarded as one of the most recognised golfing events on the national and global scale. **F**

# Shell Traffic Games Demonstrate Dangers of Distracted Road Usage

*Distracted driving is an increasing safety hazard so Shell incorporated new elements to its annual Shell Traffic Games.*

The annual Shell Traffic Games, which aims to reinforce the importance of fostering road safety awareness amongst children through a fun and interactive learning environment, extended the platform to include a distracted road usage experience that simulated the dangers of mobile phone usage while on the road. The Games had participants experience the potential hazards of distracted road usage while they were in a safe environment. The 34th Shell Traffic Games Finals was attended by 200 students from eight primary schools and saw Tao Nan School emerge as the winner.



*Distracted driving is an increasing safety hazard so Shell incorporated new elements to its annual Shell Traffic Games.*

“It has been a really fun learning experience and I am excited that my school won this year’s Shell Traffic Games.”

## Demonstrating Hazards

Organised by Shell, in conjunction with the Singapore Traffic Police and the Singapore Road Safety Council, the experience aimed to demonstrate the potential hazards of distracted road usage based on actions that would distract the road user from concentrating fully on the road, which includes the use of mobile phones and navigational equipment.

The Experience had participants under the age of 25 in the Road Safety Community Park at East Coast Park playing the Shell Traffic Games with the additional

challenge of receiving and responding to text messages sent to them as they travelled from one pit stop to another.

The distracted Shell Traffic Game experience was designed following recent release of Singapore Traffic Police statistics, which found a 180% increase in drivers summoned over the last 10 years, for mobile phone use while driving. These findings were further underscored by a study conducted by students from Temasek Junior College, which found close to 95% of 110 young drivers surveyed admitting to distracted behaviour while driving.

## Think of the Consequences

Mr Jason Leow, General Manager, Communications, for Shell said: “We introduced the distracted driving element in this year’s Shell Traffic Games following these new findings. Using technology as the distractive tool, we want to reach a new audience while continuing to educate young Singaporeans on road safety. We hope the experience has encouraged more of them to think of the consequences of using their phones while on the road.”

“I really enjoyed playing the Distracted Shell Traffic Game,” said Nicollete Ho, the winner of the Distracted Shell Traffic Games experience. “I learnt a lot about distractions on the road. I hope that the primary school children here today learnt about the importance of using the roads safely. Today’s experience has certainly taught me to think twice before using my phone while roads in the future,”

“It has been a really fun learning experience and I am excited that my school won this year’s Shell Traffic Games. We learnt a lot about how to stay safe on the roads and it was fun competing against different schools,” said Kieran Ang from Tao Nan School.

## Decades Promoting Road Safety

Shell has been working closely with the Singapore Traffic Police since 1958 to promote road courtesy and safety, and has been the main sponsor and partner in bringing road safety education to millions of children through the Shell Traffic Games. 



*A bus is prepared for PEMS testing by Ricardo engineers at the Conway Street Depot*

# Euro III Buses Can Be Cleaner Than Euro V Hybrids

In an extension of a study by the Brighton & Hove Bus and Coach company fleet in partnership with HORIBA, Ricardo research has shown that some of the oldest vehicles can also be the cleanest, if retrofitted with the latest low emissions exhaust aftertreatment technology.

## Traffic Flow

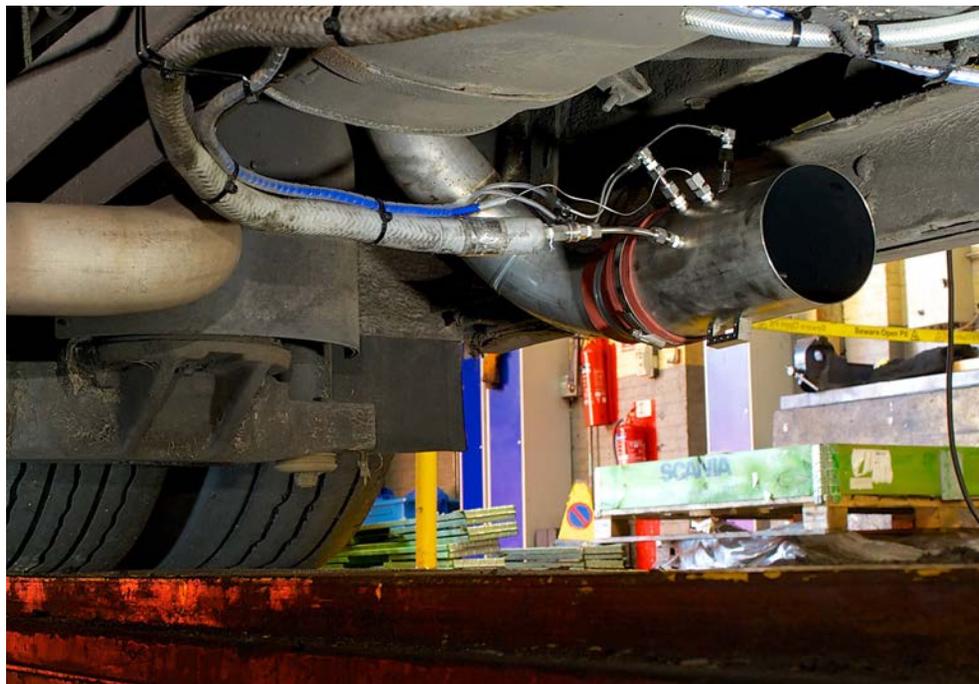
As part of a research project examining the real-world emissions of buses operating through a known pollution hot spot in Brighton city centre, Ricardo recently published results demonstrating the important role that improving traffic flow can have upon reducing NOx emissions. The

study focused on a range of buses including Euro IV, Euro V conventional and Euro V hybrid powered vehicles. As a follow-up to this work, Ricardo has carried out measurements on an older Euro III bus that has been retrofitted with a selective catalytic reduction and continuously regenerating particulate trap system.

Testing of the older retrofitted vehicle was carried out on exactly the same route (No.7) as used as the basis of the previous study. This route traverses Brighton and Hove through the air quality hot spot of North Street in the city centre, and covers a total of 18km (9km in each direction) with significant gradients throughout.



**Upsetting some preconceptions a Ricardo study done in the UK demonstrates that new vehicles are not necessarily better in terms of emissions.**



*Instrumentation of the exhaust systems was entirely within the vehicle profile for testing on public roads*

The bus was instrumented with HORIBA's advanced Portable Emissions Monitoring System (PEMS) equipment and artificially loaded with ballast representing a 70% passenger load. Multiple trips were conducted in normal traffic during business/shopping hours, stopping at regular bus stops in a similar manner to normal passenger service.

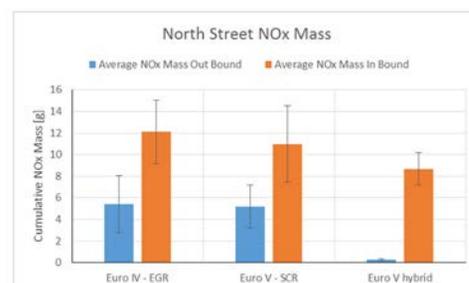
#### **Retrofitted Results**

In addition to highlighting the significant influence of route topology and traffic congestion in driving NOx emissions, the previous study had observed the expected trend of the latest vehicles generating the lowest emissions when the whole No.7 route was considered. In contrast, however, when averaged across the route – and also for the section through the North Street pollution hot spot – the total emissions results of the Euro III retrofitted bus were substantially below those of all of the other buses tested, including the Euro V hybrid vehicle. Data also indicated that of the nitrogen oxides remaining in the exhaust, the NO<sub>2</sub> fraction was substantially lowered to below 10% of total NOx.

Significantly from an operational standpoint, however, the retrofitted aftertreatment system required a considerable period of warm-up before its full emissions control functionality could be achieved (typically 5 - 10 minutes from cold start). This may have implications for bus operators with depots in, or close to, low emissions zones. Scope was also seen both for further optimization of the system calibration by improving the dosing of the SCR system in uphill stop-start traffic, and improving thermal management of the exhaust.

#### **Scope for Improvement**

"The results of this additional study challenge the conventional received wisdom that newer vehicles are always better in terms of their emissions," commented Ricardo manager of aftertreatment and chemical analyses, Jon Andersson. "While there is some scope for improvement of the installed system, the Euro III retrofit bus equipped with selective catalytic reduction and continuously regenerating particulate trap, produced significantly lower NOx emissions than all other vehicles tested, including a Euro V hybrid. As bus operators attempt to balance their fleet replacement cycles with the imperative to reduce pollution and hence improve urban air quality, the optimal use of retrofit clean technologies of this nature may be an attractive and highly effective alternative to the early replacement of older vehicles. Local authorities are examining the potential of such retrofit solutions in the rules governing future Low Emissions Zones, as these may provide a highly practical path to reducing emissions at source." **T**



*The known air quality hot spot of North Street in Brighton city centre*

# Mitsubishi Fuso and Jiangsu Yueda Group Join Hands in Manufacturing of Buses

*Successful partnerships have long been a part of Mitsubishi Fuso and Jiangsu Yueda Group's history which they continue with a new joint venture.*



From the left: Mr. Takao Suzuki, MFTBC Chairman of the board, Dr. Albert Kirchmann, MFTBC President & CEO, Mr. Shao Yong, President of Yueda and Mr. Wang Jinye, President of Dengda Automobile Co., Ltd.

**M**itsubishi Fuso Truck and Bus Corporation (MFTBC) recently finalized contracts for the manufacturing of light buses for sale in China with Jiangsu Yueda Group Co., Ltd. (Yueda), one of largest automotive groups in China. The announcement marks an important milestone for the company, a first ever KD (knocked-down) production of vehicles in China overall.

The new light bus, based on the technical platform of the FUSO Rosa light bus, will be assembled at Jiangsu Dengda Automobile Company facility and sold in China from 2016 under a newly established brand. Dr. Albert Kirchmann, MFTBC CEO, said: "We already had a good base in China in terms of export business of industrial engines and completely built-up trucks. This agreement, the cumulative and determined efforts of both parties to tap potentials in the bus market in China, opens up a completely new chapter for us. Additional opportunities in

the medium and large bus segments are under evaluation with Yueda as we seek opportunities to further shore up our presence in China." According to Dr. Kirchmann, the premium light bus segment in which the company plans to grow its business has a demand of about 30,000 units a year. Production will initially start at a volume of around 600 units ramping up to about 4,000 units annually in the future.

Mr. Shao Yong, President of Yueda, said: "Jiangsu Yueda Group has a long history of successful partnerships with global manufacturers in China, and we are proud to be bringing the FUSO light bus platform to China. Through this partnership we will complement our existing portfolio of locally designed and manufactured buses and target the growing premium segment. This partnership marks our fully committed entry in the bus market, and we are excited at the opportunities to enter into further segments together with MFTBC. **F**

# Daimler Demonstrates Expertise with BRT

*Bus Rapid Transit is proving its worth around the world as it brings reliable mobility to inner cities.*



**D**aimler's sustainable transportation concepts are meeting with a great response all over the world. At a forum organised by Mercedes-Benz and FUSO the companies provided information about the Bus Rapid Transit (BRT) system to almost 100 customers as well as Japanese politicians, administrative officials, and media representatives. BRT is a local public transport concept in which regular-service buses travel along dedicated lanes and have separate stops and traffic light settings in order to ensure reliable inner-city mobility. Interest in intelligent mobility services is especially strong in Tokyo as the city will host the Summer Olympics in 2020.

## Reliable Mobility

"Daimler is a leading provider of mobility services. An especially good example of that is our extensive expertise with BRT," explained Hartmut Schick, Head of Daimler Buses. "We provide big cities with ways to bring more and more people in urban areas to their destinations in a reliable, environmentally friendly and affordable way."

Dr. Albert Kirchmann, President and CEO of Mitsubishi Fuso Truck and Bus Corporation added, "With regard to BRT, we are once again benefiting in Japan from the global footprint of Daimler Trucks and Buses. We are pooling the strengths of our Mercedes-Benz and FUSO brands in order to make transportation sustainable."

## Extensive Experience with BRT

Daimler Buses installed a BRT system in Adelaide, Australia, as early as the 1980s. It has since then gathered extensive experience and gained a vast amount of know-how. Today more than 30 cities all over the world rely on the expertise of Daimler's BRT specialists — cities as diverse as Rio de Janeiro, Istanbul, and Strasbourg.

The team of BRT experts at Daimler Buses not only supports the development of fleet concepts worldwide, but also helps cities and operators plan and introduce overall systems that are tailored to their needs. On the basis of comprehensive traffic analyses, experts at Daimler Buses draw up concepts for optimising public transportation that ensure optimal access, capacity utilization, and cost efficiency. These concepts include solutions such as individual routes, bus intervals, and separate bus lanes. The company's experienced traffic planners develop bus stop and ticketing concepts that ensure an optimal flow of vehicles and passengers.

## Proving its Worth

Around 180 BRT systems are in operation worldwide. The fleets encompass a total of 40,000 buses that daily transport 30 million passengers. Besides being used for normal operations, the concept has proved its worth in connection with major events. For example, nine of the 12 Brazilian cities that hosted the World Cup used this kind of public transport.

Municipalities are impressed by the fact that BRT systems generate lower construction and maintenance costs than other means of transportation with a comparable passenger capacity. Express bus lanes can be set up more quickly than tram or subway lines. The barrier-free stops that are typical of BRT systems make it easier for people whose mobility is impaired to enter the buses. The advance ticket sale feature reduces waiting times, making the system even more appealing.

"BRT has been a success story on all continents. We are sure that the concept will also effectively complement the mass transit infrastructure in Japan," said Gustav Tuschen, Head of Development at Daimler Buses. 





# Are we ready for AEC?

*With the AEC soon to come into affect Stefan Pertz writes that there are many questions that need to be answered and challenges to be met.*

**A**s I write this, we are just a few days away from the year 2015. A year that will bring significant changes for the trucking industry. 2015 will be the one where the AEC will be implemented. To recap, here is a direct quote from the ASEAN website: "The **ASEAN Economic Community (AEC)** shall be the goal of regional economic integration by 2015."

Recently, I was in Holland where I visited TNT. What I noticed on the highways was confirmed: The European Union has resulted in a tremendous increase in cross border business, resulting in a larger amount of products being moved on roads. While the abolishing of borders fosters business, there are now traffic jams on Germany's fabled Autobahns, giving you an involuntary speed limit. Would we see the same happening in the AEC?

To begin with, many are still rather unsure about what the AEC is and how it will impact their business. And answers are hard to come by. For example, there is the issue of paperwork at borders. Technically, a certain number of trucks will be allowed to move across the entire AEC. While I am not expecting Indonesian trucks to roll off a ferry in Bangkok, there is a road network extending from Singapore to China and Myanmar. Besides being able to handle the documents at the border, does your truck driver speak sufficient English to get this job done?

Let's also ask truck makers how their service agreements will be structured. While there is a reduction in time wasted when you don't have to swap the semi trailer at the border, what happens if your truck was purchased in Singapore and breaks down in Thailand? The same goes for your tyres as well, which I am sure you have under a maintenance contract from your local tyre distributor. Do you? With only days to go, we should hope that this is being addressed by these parties.

Ah, yes! Fuel will be an interesting topic too. While OEMs assure us that their trucks would be able to handle varying fuel qualities, there is still the issue of efficiency. Time and time again it has been confirmed that you can use Euro 5 fuels in your Euro 2 or 3 engine, but you will not get the same efficiency and clean exhaust. Maybe it is time to settle on one standard across the AEC?

By the way, Turkey (by definition a Developing Country) is implementing EURO 6 by 2015's first quarter. This is obviously done in order to be able to commute into the European Union. If Turkey can adapt to the big economic trade zone, what stops AEC? At least we should adopt Euro 4, which will be standard in China as of February 2015. Hong Kong is currently in discussions to have an FTA with ASEAN. More free trade for the truckers in the region!

Looking at the example of overloading, it is clear that sometime soon, common standards will need to be agreed on. There is the issue of the permissible load according to law and what the truck makers would have engineered the truck to. When you cross borders your load may be within the limits in one country, but you may become a criminal as soon as you enter the next country.

Having spoken to dozens of people in the industry, it is clear that nothing is clear about the AEC. What I am hoping for is that a lot of people will read this and start demanding answers as the implementation of the AEC will have far reaching implications. I am guessing that some smart companies are already looking into these aspects and are planning ahead. Those will be the winners of the AEC while others may just be trucked away in history as they will be rolled over.



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