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**TRUCKER**

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## Improving the Image of The Industry

*While the image of truckers in Asia is in need of improvement, it is not a problem limited to this continent and not just with the drivers, writes Floyd Cowan*

In Asia there is concern about the image of the truck driver, but as an article by Brad Gardner, writing for Australasian Transport News (ATN), the image problem is not limited to this continent.

Covering this year's Trucking Australia Brad reported: "Trucking operators are being urged to put more effort into marketing themselves to secure a greater return on the services they provide. Former Australian Trucking Association (ATA) chairman David Simon fronted this year's Trucking Australia conference to implore his colleagues to stop selling themselves short.

"He says the industry generally does not do enough to promote the importance of its services and that it needs to alter its behaviour. "... We maintain our status as the second least profitable industry in the country, just above government," Simon, who also runs Simon National Carriers, says. "That's the behaviour we have as an industry. We don't sell our services, we don't market our services well to our customers, we don't justify a fair return on our equity...We need to respect ourselves and the professional services we provide."

The respect begins with the driver and the condition of the truck. If they present a poor image it makes it all the more difficult to properly market the services. I hear very little discussion among operators about marketing and branding what they do. The large multi-nationals do a very good job of marketing the products they sell to owners there are many owners who need to improve their approach to creating a positive brand image.

### A Fascination with Trucks

Many people have a fascination with cars - especially pimped up expensive sports car. A similar passion for trucks is difficult to find, but I've found the individual who has a love for trucks. Actually, Marvin L. Oberman found Asian Trucker. The resident of Howard Beach, New York first impressed me with a mailed typewritten letter. Not too many people do that any more.

Mr Oberman first wrote to request a subscription form. "I personally subscribe to over 60 truck magazines from such areas as U.S.A., Canada, U.K., Italy, Australia, New

Zealand, S. Africa, Germany, etc and I am always on the lookout for new trucking publications from parts of the world I don't have magazines on. I saw your wonderful magazine Asian trucker Singapore on your website, and I became excited about it immediately."

When it came time to renew his subscription I asked Marvin if he could tell me a bit about himself. He replied: "I look forward to every issue and I am now more fascinated in the South East Asian markets than ever before. I am 70 years old, and for over 50 years my hobby has been studying trucks built and sold worldwide. I drove a tractor-trailer here in the States for over 10 years in the 1970s and I worked for Mack Trucks, Inc. for 22 years in sales and marketing. The last 18 years I have been working (Not Retired) for a large truck sales dealership here in New York selling Kenworth, Mack, Volvo, Hino and Ford trucks. I love trucks and working keeps me alive.

"For over 50 years I have been collecting truck sales brochures and specification sheets on worldwide trucks. Each year I mail out over 1000 letters to manufacturers and dealers requesting literature on their products, and although it gets harder every year, I still do pretty good on a yearly basis. Since subscribing to Asian Trucker I have started to write to companies in Singapore, Malaysia, Indonesia, Thailand, etc requesting product literature for the local markets. It's been slow so far, but I have some success with a few of the companies.

"Floyd, if you or any of your colleagues plan to attend any of the up-coming truck shows in Asia, I would be very grateful if you could obtain for me any of the local product sales brochures in any language on the trucks sold in the various markets."

If you would like to be in touch with Marvin his address is:

Marvin L. Oberman  
155-12 Lahn Street,  
Howard Beach, New York 11414 USA

Marvin doesn't seem to have the same passion for computers as he does for trucks. He doesn't have a computer. **F**



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# Inauguration of Diesel Technic Subsidiary in Singapore



*Diesel Technic's new subsidiary in Singapore, opened with Lion Dancing and a gala dinner, offers distribution partners full service on the spot.*



“The significance of this occasion today extends beyond the establishment and opening of Diesel Technic Asia Pacific Pte Ltd,” said Eike Torsten Merz, General Manager, of Diesel Technic at the opening of the new Singapore offices and warehouse in his speech to Diesel Technic staff, distribution partners and customers. “I am sure that all of you here today will agree that we are living in a time of rapid change – change

that is often not predictable, and not always positive. The best way to manage change, whether positive or negative, is to anticipate it and be prepared for it.”

## Change Happens

With the new Singapore facilities not only is Diesel Technic Asia Pacific preparing for change – they are making change happen that will greatly benefit their distribution partners in the region. The new facility has a total area of 4200 m<sup>2</sup>, which consists of a warehouse and offices. The storage area amounts to 3700 m<sup>2</sup> and features over 1000 pallet places and 6000 storage places at the two-tier mezzanine shelving system. More than 8000 spare parts of the brand DT Spare Parts are permanently available ex stock while the complete range of the brand DT Spare Parts covers more than 30,000 different spare parts for trucks, trailers and buses.

Following a traditional Lion Dance, (a luck-bringing ritual in Asian cultures, giving the moment a special touch) the new subsidiary was officially opened on Friday, March 6, 2015 by special guest Dr Steffen Vondran, Diesel Technic Managing Director, CEO, Mr. Ralf Nädtker as Chairman of the Board, Diesel Technic Asia Pacific Pte. Ltd, and GM Eike Torsten Merz. Over



100 guests attended the festive ceremony with a contingent from headquarters in Germany and clients from countries such as Singapore, Thailand, Malaysia, Hong Kong, P.R. China, Korea, New Zealand, Australia and Indonesia. In the official speeches the distribution partners were thanked for the many years of trust and working together.

### Very Proud

"I know the blood and stress and effort that went into making this place happen," stated Dr Vondran during the gala dinner that was held in the warehouse itself. "I am very proud of what I see and the whole team can be very proud of what they have accomplished."



Diesel Technic Asia Pacific Pte. Ltd. offers distribution partners in the region optimal service in the most common local languages and short delivery times. "We look forward to continuing mutual growth with our partners due to the high local availability of spare parts of the brand DT Spare Parts in width and depth, as well as in further expansion of our product range", said Mr Merz.

"Earlier on I spoke about significance," he continued. "Based on my experience, I have come to the conclusion, that there are no greater forms of preparation for change within our industry than; FIRST – a Reliable and consistent Product Quality; SECOND – a Fast and efficient aftersales service and – for me personally – the most important THIRD point – an excellent relationship with all business partners, which is based on trust and open and fair communication. These three points are the main drivers for long term sustainable growth."





Ribbon cutting ceremony: From left to right: Dr.-Ing. Steffen Vondran (Managing Director, CEO, Diesel Technic AG), Eike Torsten Merz (General Manager, Diesel Technic Asia Pacific Pte. Ltd.) and Ralf Nädtkke (Chairman of the Board, Diesel Technic Asia Pacific Pte. Ltd.)



Dr. Vondran picked up on the theme of rapid change: “What it means in our business,” he stated, “is that stress has increased a lot. We are under cost pressures, delivery times are very tight and the need to get the right spare part quickly to our distribution partners is critical. What is the right way to handle change? We must be focused on the customer. In this time of change we have to adjust our business to find the best customer oriented solution. It is not easy and it is a process that never stops.”

#### Localising Business

Being in this new facility emphasized Dr Vondran’s next point. “We must try to localize as much as we can to be closer to the market, closer to the customer to provide the services needed. We have put a big investment in opening more local centres. In the next two years we will be establishing new subsidiaries in Italy and the UK.

“We offer 30,000 spare parts for commercial vehicles, but we will offer more” he continued. “Development will go on – it has to go on. We will be offering parts for a completely new range of light commercial vehicles starting in the third quarter. We will offer a bigger and better product range.

#### Customer Focused

“All this is important,” said Dr Vondran, “but it is not enough. We have to improve or create new services that will make life better for our customers. It is our job to supply the customer with all they need to keep their fleet operational so that they can concentrate on their business. Only when our customers succeed can we succeed. Then we will grow together.”





Addressing his customers Dr Vondran added: "The best way for us to improve is for you to give open and detailed feedback. We need to know what we are doing right and doing wrong so that we can improve our systems."

Both speakers emphasized that the new warehouse provided Diesel Technic with the opportunity to serve and follow up with their business partners in a much faster and closer way. Customers can now talk to Diesel Technic in their own time zone or at least a closer time zone than previously, and business can be conducted in local languages.

#### **New Orders**

There was proof beyond the speeches of the real benefits of having the office and warehouse in the backyard of their customers. In the short time that the new facility has been operational they have increased the parts numbers to 8,000 and customers have ordered over 800 parts that they had never ordered from Diesel Technic before. "They would have sourced



them from other suppliers," Dr Vondran noted. "Now our customers are beginning to see us as a 'one stop shop'. They don't need to go anywhere else to have their needs met."

Thai Ruam Yont Trading Co.,Ltd of Thailand was represented by Jiraroj. "We do about 50% of our business with Diesel Technic," he stated of the company that has been in business for 40 years. "We are very pleased that they have opened in Singapore. This will speed up the delivery time considerably."

#### **Impressive Stock**

All the evening's guests were greeted in the office by the staff and after having their photos taken were guided through the warehouse to a space that had been cleared and decorated for the gala dinner. Mark Gabel, who is based in Indonesia, noted from his brief time amongst the products: "I was impressed with





what I saw. Not only do they have lots of parts and inventory they have clutches, that move very quickly, to some parts that don't move so fast. I really think that Diesel Technic will benefit from being here."

Bruce Lamont was also in Singapore for the inauguration. As Key Account Manager for Donaldson Motors of Melbourne, the largest business partner for DT Spare Parts in Australia, he knows what this means for his business. "This will quicken the turnaround time and make it more efficient for customers. They will become a one stop shop where we can get all the parts we need."

BW Truck Parts, a spare parts specialists with over 50 years of experience in the aftermarket truck, bus and trailer spare parts industry located in Perth, Australia, and part of the Donaldson Motors Distribution Network, is an important Diesel Technic distribution partner. Owner Ben Wynhorst said that in the future the new distribution point in Singapore will mean a lot to his business. "Currently it takes us two to three weeks to get the parts we need from Europe. From Singapore we will be able to get it in a day and a half."

**Increased Business**

In an interview with Asian Trucker Dr Vondran expanded on what the new warehouse will mean for his business. "To come



closer to the customer is key to opening doors and increasing business. Not only will it decrease delivery time a lot it will also make smaller shipments much more cost efficient. This will mean a big increase in the range of parts that we can supply. With increased volume we will get new contacts and we will be able to offer something special to our customers."

All the collecting and shipping of parts is done by the staff and Dr Vondran says they don't have plans to go to an automated system. "There are no limits to how much you can grow when you are using people," he explained. "If you are automated then you are limited by the capacity of the machines – once they hit 100% they can't do any more. If we get big demand then we can hire more people."

When deciding where to locate the new subsidiary it took Diesel Technic one year of analysing countries in the region before they decided on Singapore. "It is the best country in this region to be in. It has the most stable environment and the lowest risks when it comes to politics and economical crises."



From left to right: Dr.-Ing. Steffen Vondran (Managing Director, CEO, Diesel Technic AG), Christian Otremba (Executive Manager Sales Overseas, Diesel Technic AG), Sharlyn (Emcee), Eike Torsten Merz (General Manager, Diesel Technic Asia Pacific Pte. Ltd.) and Ralf Nädtke (Chairman of the Board, Diesel Technic Asia Pacific Pte. Ltd.)

### First in the Market

Product development is also key to the growth of Diesel Technic. "To be first in the market with a new product is very important for us. We have to react to the ever changing conditions such as with exhaust systems and the demands of the Euro standards. To be first means we get a better price, so it is a high priority to us."

While there are many challenges in this industry Dr Vondran says his biggest challenge is managing the growth of the company. "Over a 10-year period the turnover increased by four times. If you grow too fast it becomes difficult to take care of all parts of the organisation. So emerging problems become much bigger if you are not able to deal with them quickly. We can't repeat this in the future. The bench mark of growth will be two digits."

### Fun in the Market

It wasn't all serious business and speeches at the opening. An Asian martial arts demonstration was met with great enthusiasm and a jazz band provided music.



The Diesel Technic Group, with its company headquarters in Germany and its 600 employees from 30 countries, supplies distribution partners in more than 140 countries with spare parts of the brand DT Spare Parts. Customers value the experience and expertise of Diesel Technic as a reliable Full-Service partner for the wholesale trade and profit from the complete range of the brand DT Spare Parts, with more than 30,000 different spare parts for commercial vehicles.

Mr Merz took the time to thank all his German and local colleagues who did a great job from the planning until the final set up. "Special thanks to the Management Board of Diesel Technic AG, Germany for their trust and support. Beside this, I like to thank Claudia Windhorst for her excellent preparation and her work starting at the initial stage of this project. I would also like to take the opportunity to thank Christian Otremba for all the hard work and dedication he has put in, during all the years, to develop the DT Spare Parts brand to a well-known and reputable market player. 

## Tata Motors Rolls Out 100,000th Tata ACE Zip

Tata Motors has celebrated the roll-out of its 100,000th Tata ACE ZIP at its Dharwad facility in Karnataka. The Tata ACE Zip Micro truck is the last mile cargo transport vehicle from Tata Motors that has successfully provided solutions to the need for a safer, four-wheel, last mile transport option to cross narrow alleyways and zip through heavy traffic. Its affordable pricing and competitive maintenance cost throughout the life-cycle has fostered self-employment to help entrepreneurs & small businesses grow across urban/ semi-urban/ rural areas. The Tata ACE Zip is the second highest selling variant of the ACE family with an average volume of 2,500 vehicles per month and enjoys an unparalleled brand equity in this segment.

Mr. Ravi Pisharody, (pictured) Executive Director, Commercial Vehicles, Tata Motors, said, "The Tata Motors' creation of the ACE in May 2005 and subsequently the ACE Zip went on to create new vehicle categories in India and are a clear indication of our understanding of the customer needs and commitment to cater to these with



safe, cost-efficient transport solutions. Leading the segment with a large 78 per cent share, the ACE Zip micro-truck offers a safer, more lucrative cargo option for the cargo carrier businesses. It has found acceptability from first-time

buyers and is seen as a successful self-employment generation model. With the 100,000th roll out of this vehicle, we can confidently testify the value we offer to our customers".

## Volvo Completes Dongfeng Acquisition



Volvo CEO Olof Persson

AB Volvo has completed the acquisition of 45% of the Chinese automotive manufacturer, Dongfeng Commercial Vehicles Co., Ltd. The purchase consideration amounted to RMB 5.5 billion. AB Volvo signed an agreement in January 2013 with

Dongfeng Motor Group Company Limited, to acquire 45% of a subsidiary of DFG, Dongfeng Commercial Vehicles Co., Ltd (DFCV). DFCV includes most of Dongfeng's operations in heavy-duty and medium-duty commercial vehicles.

### Volvo Position Strengthened

To implement the transaction, a number of conditions had to be fulfilled, including approval from the Chinese competition authority and other relevant authorities. All approvals have been received. This transaction will significantly strengthen the Volvo Group's position in medium-duty trucks while the Group will become one of the world's largest manufacturers of both medium-duty and heavy-duty trucks.

"This strategic alliance is a real milestone and entails a fundamental change in the Volvo Group's opportunities in the Chinese truck market, which is the largest in the world," says Volvo's CEO, Olof Persson. "At the same time, it will provide us with the opportunity to become involved in growing DFCV's

international business in a manner that will benefit us and our Chinese partner."

### Market Share

In 2013, DFCV's pro-forma sales amounted to RMB 35 billion (SEK 37 billion) and the pro-forma operating income to RMB 950 million (SEK 1 billion). The total Chinese market for heavy-duty trucks amounted to about 774,000 vehicles in 2013, while the corresponding figure for the medium-duty truck market was 286,000 vehicles. DFCV had a leading position in both the heavy-duty and medium-duty segments, with sales of 120,600 heavy-duty trucks and 51,000 medium-duty trucks, corresponding to market shares of 15.6 and 17.8%, respectively.

During the first three quarters of 2014, DFCV's sales amounted to RMB 26 billion (SEK 28 billion) and the operating profit to RMB 1.1 billion (SEK 1.2 billion). During the same period, DFCV sold 85,000 heavy-duty and 31,000 medium-duty trucks. On September 30, 2014, DFCV had a net financial asset of RMB 3 billion (SEK 3.6 billion). (2014 un-audited)

# Leadership Changes at Daimler Trucks in Asia



*Kamper*

**A** number of changes have taken place in the leadership of Daimler Trucks in Asia. Michael Kamper becomes the new Head of Marketing, Sales & Customer Services Trucks Asia.

Dr. Albert Kirchmann, currently Head of Daimler Trucks Asia, will become Chairman of Daimler Trucks Asia as of April 1, 2015. In this position, he will consult and support the company's strategic development and represent Daimler on the political level as well as in industry associations in Japan. Working in the company since 1984, Dr. Kirchmann has held leadership positions in the areas of planning, controlling, and strategy.

## Important Contribution

"I would like to thank Dr Kirchmann for his extra-ordinary personal dedication, bringing Daimler Trucks in Asia a major step forward," said Dr. Wolfgang Bernhard, Member of the Daimler Board of Management. "His growth strategy 'Fuso 2015' has sustainably strengthened MFTBC's competitiveness and rebuilt profitability. Dr Kirchmann set up a Fuso model range that fits extremely well with our customers in Japan and in our export markets. Under his leadership, our Asia



*Dr. Kirchmann*

business has successfully grown together under the roof of Daimler Trucks Asia. His great personal engagement during the triple catastrophe of Fukushima shows that Dr Kirchmann acts with heart, mind, and passion for employees and society. We are pleased that he will continue to contribute to our company's success as Chairman of Daimler Trucks Asia."

Marc Llistosella, currently Head of Marketing, Sales & Aftersales Trucks Asia & Daimler India Commercial Vehicles (DICV), will become Head of Daimler Trucks Asia (Fuso and BharatBenz) as of April 1, 2015. He entered Daimler-Benz AG in 1994 and held management positions in sales and strategy. From the beginning of the planning phase, Llistosella was responsible for Daimler Trucks' market entry in India, leading the successful development of the new brand BharatBenz. In August 2014, he took over sales responsibility for the entire MFTBC product portfolio.

## Meeting Customer Needs

"Within a very short time, Marc Llistosella has firmly established the BharatBenz brand in the Indian commercial vehicle industry. Developing a tailored product



*Llistosella*

portfolio, he proved that he is meeting customer demands with the right vehicles in the market. Along with Albert Kirchmann, he is one of the architects of Daimler Trucks Asia", Dr. Bernhard said. "I am convinced Marc Llistosella will manage the continuity and sustainability of our achievements and has the ability to set new initiatives in times of new challenges with his profound Asia know-how", Dr. Kirchmann underlined.

Michael Kamper, currently Managing Director Trucks at Mercedes-Benz UK, will become the new Head of Marketing, Sales & Customer Services Trucks Asia as of March 1, 2015. In the company since 1995, Kamper has proven his expertise in truck business in various leading positions in international sales and customer experience.

"Michael Kamper is an acknowledged truck expert with long-lasting expertise in international sales and customer experience. I am pleased he will take over this responsible position and further advance Fuso's successful sales development", Dr. Kirchmann commented.

## WABCO China Wins 17 Awards

**A**s of Q4 2014, WABCO in China has been recognised by eight different major customers with a total of 17 awards. These prestigious awards associated with WABCO's performance in China during 2014 cover superlative achievements such as supplier excellence, best manufacturing quality, technology innovation, service excellence and stellar on-site support. Leading original equipment and vehicle manufacturers

granting these awards include Beiben Trucks Group, Beijing Foton Cummins Engine Company, Beiqi Foton Motor, China National Heavy Duty Truck, Dongfeng Liuzhou Motor, Foton AUV Bus, Shanghai General Motors and Shenzhen BYD Automotive. In addition, WABCO in China has won several awards from leading industry publications as well as the China Association of Remanufacturing.

## WABCO INDIA Renews Commitment to Tata Motors' Truck Racing Championships

**W**ABCO, a leading global supplier of technologies to improve the safety and efficiency of commercial vehicles, has renewed its commitment to Tata Motors' T1 PRIMA Truck Racing Championship in 2015. WABCO will continue to serve as the official Braking Technology Partner to India's premier truck racing event, introduced in 2014. Tata Motors will host its second Championship truck racing event on March 15, 2015 at the Buddh International Formula 1 Circuit in Greater Noida.

Six racing teams will compete in the T1 PRIMA Truck Racing Championship showcasing twelve of Tata Motors' state-of-the-art PRIMA Model 4038.S trucks. WABCO will provide all competing trucks with a range of innovative products drawn from its portfolio of industry-leading safety and efficiency technologies, including WABCO's high-performance air management system and Anti-lock Braking System (ABS) in addition to high-output, modular compressor technology, advanced air actuation systems, Integrated Pedal Unit (IPU) and other braking components.

"We are proud to again serve as the official Braking Technology Partner of Tata Motors' T1 PRIMA Truck Racing Championship in 2015 and to build on our five-decade long partnership with



India's market leader in commercial vehicles," said Mr. P. Kaniappan, Vice President, WABCO INDIA. "We are excited to demonstrate the high performance of WABCO's advanced safety and efficiency technologies in a racing environment, which represents the most extreme operating conditions for heavy duty trucks."

"Tata Motors welcomes WABCO's continued support of India's T1 PRIMA Truck Racing Championship as our official Braking Technology Partner," said Mr. Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors Ltd. "This collaboration strengthens our long-standing partnership with WABCO. We greatly value WABCO's contribution of advanced technologies that help to improve the safety, efficiency, and reliability of Tata trucks on the race track and on India's roads."

## Scania Driver Competition

**S**cania is celebrating the 10th year Anniversary of the Scania Driver Competitions around the world. Started in 2003, over 100,000 drivers from 50 countries have taken part in a successful initiative to elevate the status of drivers.

This year, Scania will launch Scania Driver Competition 2014/2015 Malaysia-Singapore to find the best drivers from the two countries. Up to SGD20,000 worth of prizes are to be won. Submission forms with theory questions will be tougher this year covering driver's knowledge of transport laws and regulations, fuel-

efficient driving techniques, safe-driving techniques, occupational risks and health, and emergency response.

Submission forms can be obtained from [www.scania.com.sg](http://www.scania.com.sg) and Scania Singapore branch and must be submitted at the branch or [ssgenquiries@scania.com](mailto:ssgenquiries@scania.com) before 31st of May, 2015. Shortlisted finalists for both trucks and bus drivers will then vie to be the champion at the practical test in September 2015 in Malaysia. We are also proud to have the renewed support from our official sponsor Michelin.

## Mitsubishi Fuso Wins "Energy Conservation Grand Prize"

**M**itsubishi Fuso Truck and Bus Corporation (MFTBC), one of Asia's leading commercial vehicle manufacturers has won the "Prize of ECCJ Chairman" in the "2014 Energy Conservation Grand Prize" Examples category for its energy saving activities at its 194 truck and bus sales and service outlets nationwide. The Grand Prize for Excellence in Energy Efficiency and Conservation, sponsored by Energy Conservation Center Japan, (ECCJ) recognizes excellence in energy conservation efforts and advanced energy-saving products which contribute to promoting energy-saving awareness and the wider application of energy-efficient products.

In 2013, the world's most fuel-efficient Canter Eco Hybrid truck won the "Prize of Director General of Agency for Natural Resources and Energy" in the "2013 Energy Conservation Grand Prize" in the Product and Business Model category. The company was also awarded with the same prize in the Energy Conservation Examples category for its "overall CO2 reduction in the supply chain", which makes the company the first in industry to win awards in these two categories.

Mr. Akio Suehiro, MFTBC Senior Vice President of Mitsubishi Fuso Sales Japan, said: "We are very pleased that we have won the prestigious award for the second year in a row. We have made the company-wide efforts to promote the activities of 'Leader in Green Innovation' in FUSO 2015, the company's five-pillar growth strategy for the future that was introduced in October 2011. The activities recognised this time have been achieved because each one of 6,000 employees at 194 sales outlets have increased their awareness of energy saving."



# China Yuchai Wins Fuel Efficient Heavy-Duty Truck of the Year 2014

(Singapore, Jan 23, 2015) China Yuchai International's "K-Gold" model C&C truck equipped with the YC6K1340N liquid natural gas ("LNG") engine, has won the "Fuel Efficient Heavy-Duty Truck of the Year 2014" at China's largest annual commercial vehicle ("CV") event.

The YC6K13N series of engines are produced by Y&C Engine Co., Ltd. The YC6K1340N engine has the largest displacement and highest torque power among comparable natural gas engines in China. By utilizing lean-burn technology, it reduces average energy consumption by approximately 25% compared with diesel engines of similar size and power. The model YC6K1340N is the only engine in China that utilizes the JACOBS in-cylinder brake technology, and has LNG braking power up to 17Kw/L.



"We are pleased that our YC6K13N engine has, once again been recognized as the leader in fuel conservation, emissions control and high performance in its engine category" commented Mr. Weng Ming Hoh, President of China Yuchai. "We continue to invest in research and

development to improve our broad portfolio of engines to offer customers advanced solutions in performance, durability, fuel conservation and emissions control. We are committed to being a leader in engine technology in China."

## SINOTRUK Wins "China Charity Outstanding Contribution (Organization) Award"

At the recent 20th Anniversary Celebration of China Charity Federation, SINOTRUK won the Second "China Charity Outstanding Contribution (Organization) Award" of China Charity Federation. for the second time since the First "China Charity Outstanding Contribution (Organization) Award" in 2008. Dedicated to making the corporation better and stronger, SINOTRUK sticks to the operation concept of "Human Orientation and Honest SINOTRUK". Volunteers behave in a socially responsible way, support social welfare undertakings, and actively gives back to society. From 2009 to 2013, SINOTRUK donated RMB 36,650,000 (US\$6 million) to the Charity Federation at all levels, disabled persons foundations, and deprived workers. SINOTRUK

has also received the 2014 Fucai Cup Shandong Charity Award for "the Most Caring Enterprise" granted by the Department of Civil Affairs of Shandong Province.



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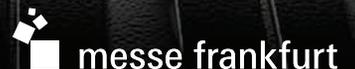


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# New Volvo Truck Range Gains Success in Asia



**B**arely a few months into its Asia launch, the new range of Volvo Trucks so impressed customers that key agreements have been inked to supply regional hauliers. Pak Nam Po Transport of Thailand, Felda Transport of Malaysia and PT.PEC-Tech Services of Indonesia are among the first to benefit from the new range.

## Ups Market Standards

Comprising of the completely redesigned FH, FM and FMX, the new Volvo truck range leapfrogs the market standards in the crucial areas of uptime, productivity, fuel efficiency and safety.

Shortly after the new trucks' Asian premiere in May 2014, Volvo Trucks continued its momentum of delivering better services and maintenance to key markets across Asia Pacific, with significant investments amounting close to US\$150 million. The most recent development was the opening of Volvo Group Thailand's flagship dealership in Bangna as well as new headquarters which will provide regional oversight for Thailand, Myanmar, Laos, Cambodia, Vietnam and the Philippines.

## Realizing Asia's Growth Potential

Christophe Martin, President of Volvo Trucks in Asia, said, "We are excited about the region's ambitions towards intra-regional trade with the ASEAN Economic Community (AEC) and believe that Volvo Trucks and our customers have a role in supporting this growth."

"As a commitment to Asia and to ensure a good brand experience throughout the service lifetime of our trucks, the Group has invested and expanded dealer networks and

parts distribution hubs, particularly in Thailand, Malaysia and Indonesia.

"The new Bangna flagship dealership and Volvo Group Thailand's headquarters unveiled in mid-December completes our THB3 billion (US\$93.5 million) commitment in the country. We have more than doubled our Thai network of wholly-owned dealerships from six to 15, built spare parts distribution centres and are providing a global standard of fleet maintenance to customers."

"We will also be investing RM75 million (US\$22.8 million) to enlarge our Malaysia dealer network and spare parts distribution centres within the next three to five years. In Indonesia, we set up a US\$10 million spare parts distribution centre in November to cater to the demands of the mining industry," Mr Martin added.

## Volvo FH Wins Hearts

One of the first orders from Thailand, for 63 units of the new Volvo FH, came from Pak Nam Po Transport, a leading petroleum carrier in Indochina. Transporting a highly sensitive cargo such as petroleum from Bangkok to Yunnan is a fitting task for the Volvo FH, which was also voted the International Truck of the Year 2014. The new Volvo FH trucks ordered by Pak Nam Po are optimised for long-haul carriage and also feature the Volvo Dynafleet telematics system, designed to enhance fleet productivity and fuel efficiency.

Nineteen units of the Volvo FH were also handed over to Italian-Thai Development Public Company Limited, an integrated

*Volvo trucks have been a hit with fleet owners who have been placing large orders of the FH, FM and FMX since their Asian launch less than a year ago.*



construction firm. The trucks will serve in the construction of the Red Line Mass Transit System Project, an urban rail transit network serving the Greater Bangkok area.

In Indonesia, a total of 32 units of Volvo FH were delivered to PT. Rantai Mutiara Insani and PT. PEC-Tech Services. These units were welcomed by both companies to undertake various transportation needs in Engineering, Procurement and Construction services for green field and expansion projects. The versatility of the Volvo FH truck will be useful in serving wide range of client needs, in the Pulp & Paper, Oil & Gas, Power, Industrial and Infrastructure sectors.

#### **Volvo FM Makes Headlines in Malaysia**

The new Volvo FM was the truck of choice for Felda Transport, and would be used to support the logistics operations of the Felda Global Ventures, a leading global agribusiness company. One of the largest multimodal transport operators in Malaysia, Felda Transport currently operates a fleet of 450 trucks, with about 90 percent of its units being Volvo trucks.

The first batch of deliveries to Felda comprised six units of the new Volvo FM, with an expected eventual order size of 41 trucks. The Volvo FM is a popular prime mover in Malaysia, and was named 'Prime Mover of the Year' (2-axle category) in the New Straits Times-Shell Rimula Truck of the Year awards.

As part of a strategic move to achieve dominance in China's booming e-commerce sector, Bo Tong Mei Da Logistics of China decided that its key differentiation from the competition is timeliness and efficiency. A business partner supporting

domestic giants such as ZTO, YTO and STO in the Express industry, Bo Tong Mei Da Logistics ordered 35 new Volvo FM trucks with the view of achieving a 60-unit strong Volvo fleet. The company is leveraging on Volvo Trucks' superior attributes to achieve on-time deliveries, low maintenance costs, a good industrial safety record and low driver turnover.

#### **Driving Productivity and Fuel Efficiency**

The customer wins are testament to the increased productivity, fuel efficiency and versatility of Volvo's new truck range. Developed at the cost of US\$3 billion and after 14 million engineering hours, the new FH, FM and FMX trucks feature Volvo Dynamic Steering, as well as intelligent I-Shift gearbox technology which together, deliver exceptional handling, pretty much like a car. Fleets could also be fitted with Dynafleet, Volvo's telematics system which present fleet owners with real-time updates on fuel consumption, total carbon emissions and vehicle utilization rates.

"We take a multi-pronged approach to the business of transport. There is the technology in the truck itself, industry leading innovation, such as Volvo Dynamic Steering for instance. But there's also the service, the care for the customer, reflected in a service offering that meets their needs, such as uptime, productivity, fuel efficiency and safety.

This is the essence of the total transport solution Volvo offers to its customers. And that's how we drive progress within the industry and society at large. And that's how we become the No. 1 brand to own," concluded Mr Martin. 

# Changan Enters Singapore with New Category Of Commercial Vehicle



**C**hangan, a leading Chinese automobile maker, debuted the STAR 1.3L and SPACE 1.3L at the Singapore Motorshow 2015. The Light Utility Trucks introduce a new category of commercial vehicle to Singapore. The Changan STAR 1.3L and SPACE 1.3L offer Singapore's SMEs and transport fleet operators an economical utility vehicle with a low upfront cost.

## Hybrid Vehicles

With a deck length of 2.5 metres for the Changan STAR and 2.3 metres for Changan SPACE, the size and capacity of the new trucks are a hybrid between 10-ft lorries and pick-ups. Both vehicles can carry loads of up to one tonne and run on 1.3L petrol engines. They are classified under Category C COE.

Compliant with Euro 4 standards, the trucks also qualify for the Singapore Land Transportation Authority's Early Turnover Scheme (ETS), which allows existing commercial vehicle owners to get a new vehicle COE at a subsidised rate.

TC Changan Limited, a wholly-owned subsidiary of Tan Chong International Limited, is the exclusive distributor of Changan vehicles in Singapore, Thailand, Vietnam and Philippines.

"Changan is a pioneer in China's automotive industry so it's exciting to finally be able to launch the brand here in Singapore," says Mr. Seetoh Kwok Meng, Chief Executive Officer of TC Changan.

## Meet a Need

"The Changan STAR 1.3L and SPACE 1.3L fill a significant gap in Singapore's light commercial vehicle segment. These light utility trucks will appeal to SMEs that are looking for a compact commercial vehicle that is reliable, has low operating costs and is reasonably priced."

The Changan STAR 1.3L and SPACE 1.3L were on display for the first time in Singapore at the Singapore Motorshow 2015, that ran from 15 – 18 January, 2015, at Suntec Singapore Convention and Exhibition Centre.

To see them today you can drop by Changan's showroom at 19 Toa Payoh Lorong 8 Singapore 319255. For more information, please visit <http://www.tcchangan.com>.

## Thailand Debut

Changan participated in Bangkok International Grand Motor Sale 2014 held at Bitec Bang Na, Bangkok. It was Changan's first appearance at the Motor Show to mark its entry into Thailand's automotive landscape. Three new light commercial trucks were featured at this event; the Changan "Star", "Space" and "Maxi". Each truck can be customised with build-up cargo box to fit different personal and business needs. **T**



# The 2nd Malaysia International Bus, Truck & Components Expo 2015

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# Igus Polymer Materials Withstand Highest Levels of Stress



...and hot, dry stretches of road in India (Source: igus GmbH).

**Travelling for a year, a small car tests a product that can be used on big trucks.**



The University of Applied Sciences in Cologne retrofitted the compact car and installed plastic plain bearings from igus. (Source: igus GmbH).

**F**itted with polymer plain bearings engineered by igus, a leading German specialist in plastic materials, a small car has travelled through 20 countries across four continents in 12 months thereby testifying to the iglidur plain bearings' enormous potential and supreme load-carrying capacity. The igus team made a stop at Wulf Gaertner Autoparts AG's Hamburg head-offices. The spare part manufacturer's team of engineers relies on high-performance igus plastic materials for its truck tie rod ends, which are exposed to extreme loads.

## Load Carrying Capability

"We were excited to welcome the 'igidur on tour' team and learn about their experiences first-hand", says Andreas Pfeffer, Head of Business Development and Electrics and Sensors at Wulf Gaertner Autoparts. "This project demonstrates yet again

the superb load-carrying capability and growing significance of plastic materials in automotive technology. This is why we rely on igus polymer plain bearings for our products," Pfeffer continued.

Owing to its robustness and excellent temperature resistance, Wulf Gaertner Autoparts' engineers use this material on HD tie rod ends for truck applications where particularly high levels of stress resulting from high vehicle weights, long service lives and frequently poor road conditions require HD solutions.

## Increased Size

To minimise wear, Wulf Gaertner Autoparts has increased the joint's ball pin diameter from 40 to 45 mm. The larger contact area between ball and plastic socket improves the part's load-carrying capacity by 25 percent. The tribological characteristics of all materials, including a specially formulated grease made by lubricant expert Fuchs Lubritech, are perfectly geared to each other to reduce wear to a minimum.

The ball pin's finely polished surface offers an exceptionally low friction coefficient. Marketed under the MEYLE-HD brand name these parts have been technically refined to offer improved stability and durability compared to their OE counterparts. All MEYLE-HD parts – including HD tie rod ends for truck applications – come with a four-year warranty regardless of the kilometres driven.

## 50th Anniversary

In this collaboration with the University of Applied Sciences in Cologne, igus GmbH the world tour marked the occasion of the 30th birthday of its iglidur material and the company's 50th



The compact car from Cologne even stopped over at a Chinese Shaolin monastery. (Source: igus GmbH).

anniversary. 16,000 km were covered during five months of travelling through India, China, Korea, and Taiwan. Thousands more were followed in Japan, Brazil, and the United States before the team returned to the factory grounds in Cologne-Porz together with the Bonn-based political scientist and sociologist Sascha Laufenberg on 15 October 2014, just in time for the company's 50th anniversary.

### Asia as Test Track

In spite of all the wear and tear, the car with its innovative plastics technology managed to hold up under all stress. The reduction in weight, noise, and production costs facilitated by plastics in comparison to metal bearings by no means impaired the performance capabilities of the vehicle.

"On the contrary", Lautenberg emphasised. "We tackled all trips through deserts, mountain passes, rainforests, and the chaotic traffic of Asia's megacities - at times at temperatures far in excess of 30°C and in extreme humidity."

The routes proved to be a challenge for car and driver alike. They covered roughly 5,000km through India and China respectively, and more than 3,000km each through Taiwan and Korea. The car went to Japan from Tokyo to Mount Fuji. The trip not only included Asia's tourist attractions, but primarily visited igus branch offices and customers.

The iglidur roadshow also gave numerous trade fair visitors an opportunity to gain a first-hand impression of the performance capabilities of the car and the installed plastic plain bearings. The world tour field test has been considered a success.



On the Asia side of the tour, the orange-coloured convertible travels through Asia's bustling megacities, such as Taipeh... (Source: igus GmbH).

### iglidur on Tour Connects People

Every kilometre the car travelled during the tour, was converted into a donation towards a charitable organisation within the corresponding country. In India for instance, igus India is supporting the "make a difference" volunteer network dedicated to helping street children. In the Korean village of Incheon, three tonnes of rice were distributed to public soup kitchens for people in need.

A detailed impression of the world tour can be seen at [blog.igus.de/iglidurontour](http://blog.igus.de/iglidurontour), with interesting images, videos, and reports. 

# Goldbell Group Celebrates 35 Years in Business



*Goldbell's 35 years in business in Singapore means that its customers benefit from extensive experience and knowledge in the transportation industry.*

**G**oldbell Group, established in 1980, has grown to become Singapore's market leader in industrial vehicles with business operations that span across Asia along with Goldbell Engineering. The exclusive distributor of an extensive network of international renowned brands, Goldbell Corporation, is the largest leasing entity in Singapore with a combined fleet of more than 4,600 units.

### Meeting All Needs

Goldbell Group has worked to meet the transportation needs for small and medium enterprises (SMEs) and multinational corporations (MNCs). Along with serving all sizes of business they can meet the transportation needs of most businesses from construction, logistics and warehousing, manufacturing, food and beverage, petrochemicals, as well as the government sector and statutory boards.

With a track record built up over decades of experience, Goldbell has the expertise to plan and acquire a commercial fleet which best suits any business model and budget. Be it the purchase or lease of vehicles, Goldbell has a wide selection of vehicles, to deliver increased productivity with cost savings. As a group, Goldbell carries a wide range of commercial vehicles, material handling equipment, aviation support equipment and construction equipment.

Goldbell proudly represents brands such as Mitsubishi Fuso Trucks & Buses, Iveco Commercial Vehicles, Fiat Professional

Commercial Vans, Sunlong Coaches & Buses, Mitsubishi and STILL Forklifts, Airman Compressors and Kato Hydraulic Mobile Cranes in Singapore.

"Over the years, we have built up a reliable suite of Pre-owned, Leasing, Insurance, Financing, After-Sales Service and Spare parts divisions to provide Total Business Solutions to our customers," says Mr Arthur Chua, Group CEO of Goldbell Group. "Integrity, sincerity and hard work are the basic requisites to succeed in business for the long term. Networking and improving ourselves daily has helped to spur the growth of Goldbell's business. Not being contented with any state of the business will allow us to change the landscape of the industry."

### Revolutionise your Business

Relooking at your business as we move into a new year? Goldbell Group can help you grow your business with efficient fleet management. Start from developing the right fleet transportation plan that will most efficiently meet the needs of your business. This plan will help you understand the characteristics of your business and how you will most efficiently serve your customers and allow growth for your business.

For instance, SME owners require a commercial vehicle solution to maximise efficiency on a budget, limited employee head count, assets and financial turnover. While an MNCs may require a fleet that is able to keep up with its logistics to maximise its operation to keep up with global demand.

### Financial Options

With that in mind, you can then explore the financial options available i.e. purchase and lease, for both long and short term, new or pre-owned. Economically, purchase is value for money for heavy users as the ownership offers cost advantages in the long run, while leasing helps in reducing operational hassles by eliminating maintenance cost and maintaining high equipment availability rate.

It also helps the company to stay competitive by improving its financial ratio by being asset-light. Furthermore, leasing costs can be offset against taxable profits. Alternatively, companies can consider buying pre-owned that is a viable option for businesses working on a tight budget who does not wish to lease.

### Pre Owned

When it comes to pre-owned industrial vehicles, Goldbell Pre-owned Solutions, a subsidiary of Goldbell Group, is your trusted pre-owned partner. All vehicles go through a strict check and refurbishment before they are being sold. With Goldbell's 35 years of experience in industrial vehicles, it ensures your industrial vehicles are in good hands. All customers are able to buy and/or trade in their industrial vehicles with Goldbell Pre-owned Solutions, where it is located at Asia's largest car mart, Automobile Megamart. Besides that, all customers who purchased their pre-owned industrial vehicles from amongst Goldbell's designated house brands will receive six months warranty.

Though price is a primary consideration for any business when acquiring a vehicle Goldbell Group recommends their clients examine other aspects such as the vehicle's features and functions to see if it will suit your business. The aftersales support provided is an important aspect of any buying decision.

### Multifunctional

For SMEs, to make the most of the budget, they should get a multifunctional vehicle that doubles up for work and lifestyle usage. The Fiat Professional Doblo comes to mind, with its wide space that can be utilised to carry loads of various sizes and weights. It comes equipped with a MultiJet diesel engine for more torque to deliver outstanding acceleration even with a full load, consume less fuel and increase its productivity. The 1.6-litre variant is available in both manual (MT) and manual transmission automated (MTA).

MNCs which need a sturdy workhorse to keep up with its heavy operations can go for the Mitsubishi Fuso Canter. The Mitsubishi Fuso Canter drives like a car, thanks to its Duonic dual clutch transmission that allows for a smooth flow of power, and it is a comfortable driving experience. It consumes less fuel compared to its competitors and helps further reduce costs.

### Total Business Solution

Lastly, customers should remember to always search for the right total business solution partner to not only support you during the sales process, but most importantly with aftersales service. With a strong background in both distribution and leasing, Goldbell Group has the expertise to analyse its client's overall business needs and customise a vehicle fleet plan that best suits your business operations. Goldbell performs a comprehensive assessment of factors including the client's budget, logistics, and manpower. On top of it all, be worry-free with Goldbell's aftersales service and maintenance. Goldbell's commitment to aftersales includes island-wide service locations, extensive maintenance and service programme and a 24-hour breakdown service, express servicing and more. Providing quality industrial vehicles to its customers whenever wherever is the company's value, learned and perfected through 35 years of experience.

#### Anniversary Specials

In celebration of Goldbell's 35th Anniversary, Goldbell is having these promotions. Visit Goldbell's showrooms to redeem them.

##### Canter Hybrid\*

Canter Promotion: Attractive prices. 12 x free servicing, warranty 3 years or 100 km whichever comes first. Including 10 Years battery warranty.

##### Fiat Professional Doblo\*

A special price of \$34,888 (without COE) will be given to customers who buy Doblo at Fiat Professional Showroom.

##### Goldbell Pre-owned Truck promotion\*

First 35 customers to purchase a truck from the pre-owned showroom will each receive \$500 worth of diesel vouchers.

##### Mitsubishi Forklifts 3.5 Ton\*

The first 35 units sold will be available at \$35,000 each.

##### Truck parts promotion\*

All customers are entitled to 35 per cent discount (terms and conditions apply).

##### Express Service\*

Get \$10 fuel voucher with every booking of Goldbell's express service.

##### Three workshop locations:

- 59 Senoko Road,
- 48 Changi South Street 1
- 10 Tuas Ave 18

\*Terms and conditions apply. From now until end April 2015.

Come and visit Goldbell Group showrooms for a test drive at the following locations: AML (Automobile Megamart)

Fiat Professional Showroom, 61 Ubi Ave 2 #01-12, Singapore 408898, Tel: 6665 2518  
 Canter Showroom, 61 Ubi Ave 2 #01-11, Singapore 408898, Tel: 6861 0007  
 Preowned Showroom, 61 Ubi Ave 2 #02-13 Singapore 408898, Tel: 6848 7440

For more information, go to [www.goldbell.com.sg/](http://www.goldbell.com.sg/) [www.goldbellcorp.com](http://www.goldbellcorp.com)

# ZF Celebrates 100 Years in Business



*2015 will herald an important anniversary year for ZF: One hundred years ago, in 1915, "Zahnradfabrik GmbH" was founded and over the century developed into a leading technology company in driveline and chassis technology.*

In September 1915, "Zahnradfabrik GmbH" appeared for the first time in a trade register. Consequently, 2015 marks the 100th anniversary of the foundation of the ZF Group, of the company and its global network of 71,600 employees. All 122 ZF locations worldwide will be involved in the anniversary activities, thereby strengthening the common understanding for the long term.

## Bright Future

The Group can be optimistic about the future: ZF is currently facing the largest acquisition in the company's history. With the purchase of the US company TRW Automotive, ZF will join the top three in the global automotive supplier industry and thereby supplement its competency portfolio as well as its worldwide market presence in order to better serve the global megatrends.

A look at ZF's chronicles shows an eventful company history during which ZF developed from its roots as a supplier specialized on the aviation industry to a global mobility technology company – in spite of all the breakdowns and crises.



## ZF's Beginnings

Its founding at Lake Constance 100 years ago had its origins in Luftschiffbau Zeppelin GmbH, which was headquartered there at the time and which was also a shareholding partner of "Zahnradfabrik". The task of the newly founded company was to develop, test, and manufacture "gears and transmissions for aircraft, motor vehicles, and motor boats."

Only a few years later ZF offered its technology to automotive manufacturers and became an important transmission supplier of this still young German industry. By using its own know-how and acquiring licenses, ZF enhanced its product portfolio: Steering systems for automobiles and commercial vehicles were added in the 1930s, as well as drive units for field tractors. However, before and during the Second World War, armament production dominated the three German ZF locations at the time. ZF also employed forced labourers in all plants. By the end of the war, their number rose to 2800.

## Post War Development

After the war ended, ZF began to produce its civilian products in 1946 – starting with field tractor transmissions and commercial vehicle transmissions. Its innovative strength helped the





company enter new market segments, for example with the volume production of the first multi-ratio transmission for passenger cars in 1965. Fifty years later, ZF has established itself as one of the technology leaders in this segment.

In parallel with this, ZF began to expand its international presence with the early construction of a production location in Brazil in 1958. Shortly afterwards, ZF began producing locally with its own locations in the US (1979) and in China (1993).

### Global Expansion

ZF also used expansions and corporate acquisitions as growth opportunities: In 1984, for instance, the company purchased the Lemförder Group, thereby entering the worldwide business of chassis components and later chassis systems for passenger cars and commercial vehicles.



In 2001, driveline and chassis components for passenger cars and commercial vehicles followed with the former Mannesmann Sachs AG. Real net output ratio was increased and additional innovations were brought to the market. Today, these innovations are closely linked with the name "ZF," such as the adaptive damping system CDC (Continuous Damping Control) and the hybrid-technology.

Today's ZF portfolio includes driveline and chassis technology products such as transmissions, driveline and chassis components, as well as complete axle systems and modules. ZF technology is used in passenger cars, commercial vehicles, construction and agricultural machinery, rail vehicles, and marine applications. The company also focuses on the wind power and electronic components business.



### Activities During The Anniversary Year

"ZF's history is an example of how to exploit entrepreneurial opportunities together," says ZF CEO Dr Stefan Sommer. "All ZF employees can be proud of this – from the development as well as the production departments, from the domestic company parts that have always been a part of ZF or from a part that joined ZF later."

Thus, ZF employees have reason to celebrate this anniversary year – at all current locations around the world. ZF employees can share their own opinions on the anniversary year via an



ization and Value Add within the industry



anniversary portal and exchange views. Family Days at the larger locations will also include family members of the about 71,600 employees in the festivities. A travelling exhibition will get to the heart of ZF's history.

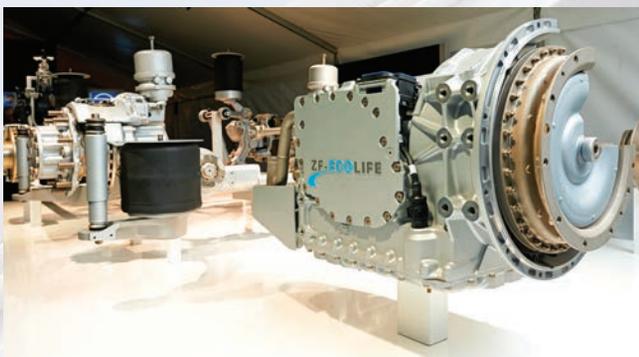
**Celebrations & Ceremonies**

A special anniversary highlight awaits the ZF employees on July 4, 2015. The festival which will take place in front of the Zeppelin hangar in Friedrichshafen. All employees will receive free entry to performances by the hip-hop band "Die Fantastischen Vier" and the former "Reamonn" frontman Rea Garvey.

The main ceremony in Friedrichshafen will take place on September 9, the day of the company's entry into the trade register at the Tettwang district court exactly 100 years ago. In the long term, the company history will have its place in the ZF forum. The new Corporate Headquarters at the Friedrichshafen location will provide space for permanent exhibits as well as exhibits with periodically changing themes. Access to these exhibits will be open to residents and interested parties alike.

**Sustainable Range Of Expertise**

It is not only about the past, but also about the innovative culture and therefore the sustainability of the ZF Group. With its current product range, ZF is well prepared for the big trends of the future: from fuel efficiency and reduction of CO2 emissions, lightweight design, electrification and networking, to autonomous driving.





In this process, the Group enjoys a high degree of internationality and boasts a considerable global footprint with its 122 locations on four continents. Many of these megatrends are already being served by ZF with its production-ready technology, such as in plug-in hybrid transmissions for passenger cars. For others, ZF has presented studies and concepts over the past few years, such as the Innovation Truck recently at the 2014 International Motor Show. This truck is a long truck-trailer combination that can be remotely controlled by a tablet and outside the driver's cab thanks to ZF's networked manoeuvring assistant.

#### Acquisition of TRW

Currently, ZF is planning to purchase the US automobile supplier TRW Automotive. A broad majority of TRW shareholders has approved the ZF offer. The union of the two companies under the ZF umbrella will create the third largest automotive supplier in the world during the ZF anniversary year, with a sales volume of over EUR 30 billion (US\$ 41 billion) and about 138 000 employees.

The ZF Group, supplemented by TRW, will then provide a comprehensive and complementary product portfolio in the areas of driveline and chassis technology, safety and electronic systems, and will have a regionally-balanced and customer-specific portfolio in both the volume and the premium segments, with a strong presence in the most important automobile markets of Western Europe, the USA, and Asia-Pacific. **ZF**



# What's cooking? Great meals from a food truck!

*Restaurants on wheels are getting more popular in Malaysia and we take a look at one to see how a truck can be utilised to serve up hot meals.*

**T**rending all over the world, food trucks in Malaysia represent a business opportunity. Food trucks have become popular recently as they offer great food for decent prices while saving hungry foodies the trip to the mamak or mall for their meal. People even start to take "selfies" with all the fancy food trucks and go viral in social media. Asian Trucker met one of the food truck owners to get more details on how this yummy topic.

The friendly owner of Spagme (Fried Spaghetti), Cavin, 36, has been in the business for two years now. Prior to that, Cavin was in the advertising industry for more than 10 years in Malaysia. However, before he got involved in the advertising field, he used to work in the kitchen of a Chinese restaurant in the US for five years. The food truck business has caught his attention back then. "I come from a family that is already involved in the food industry and cooking has been my inner passion since I was little. It took one year and a half for me to do my own research before starting my own food truck business. I needed to identify the potential of the market in Malaysia if I would want to do the food truck business. Well, then again, there is always a risk to take," said Cavin.

He invested RM120 000 in a Isuzu NKR alone. It needs a special design to fit the truck with all the cooking equipments. He has chosen a light-duty truck as it is compact, easy to park around offices and easy to navigate through town and convenient to move all around within Kuala Lumpur. The feedback from customers is very encouraging. According to Cavin, during the early days of his business, there are only five food trucks and today this number has increased to 50 food trucks within two years. Malaysia has been said to be the fastest growing food truck market compared to other Indochina countries.

In order to stay competitive, he created his signature dish which is the fried spaghetti. We have tried it personally, and it is delicious. Furthermore, Spagme created the first and only fried spaghetti available only at this fancy truck. With such good food and a catchy design it is no wonder it grabs the attention



of hungry lunch crowds. He mentioned that western food is much easier to make than Chinese food in confined spaces such as the back of the truck. It is hard to make complicated dishes in the truck, thus he chooses the food that's easy to be prepared in his compact kitchen.

"It was quite a challenge when I first started the business as it is not easy to approach people with a new product that you have. Usually people will just drop by just to snap pictures with the truck but do not try the food that we serve. Step by step I learned the right way to introduce my food to them and not just the truck to make sure my customer are coming for more. I advertise my brand in social media as well, and update everything about Spagme as active as possible," said Cavin.

Spagme's regular spot will be at the Pusat Bandar Damansara from 8am until 2pm. Cavin is planning to have more food trucks and a restaurant as a central kitchen in the future. He wants to bring the brand to the other states if everything is going smoothly as planned. Getting the trucks there shouldn't be a problem on our highways. **F**



# UD Trucks Listens to Customers



*UD Trucks, incorporating customer feedback, has enhanced features in Quester such as easier gear shift; extra engine brake at lower speed; and new Dangerous Goods application.*

**U**D Trucks, with its long tradition of continuously improving its processes and product development, invited some 200 fleet owners and drivers to experience recent enhancements to the UD Quester, their heavy-duty truck range designed specifically for emerging markets in Asia.

## Responsive to Needs

Incorporating customer feedback, these changes – which include an easier gear shift; the extra engine brake adjusted to lower speed; and a new application category – Dangerous Goods – were demonstrated at an exclusive test drive event at the Kaeng Krachang Circuit in Phetchaburi, Thailand from February 26 to March 3, 2015.

Mr Christophe Martin, President of UD Trucks in Asia Oceania, said: “At UD, our philosophy is to be responsive to customers’ needs and hence we have gone the extra mile and made enhancements to the Quester based on feedback received. The test drive event also allows us the opportunity to invite loyal customers to test out the technical changes first-hand.”

## Customers Comment

Hailing from various countries across South-East Asia, UD Trucks customers at the Quester test drive event had nothing but praise on the changes made.

“It’s very easy to manoeuvre. It’s like driving a car,” said one customer. “The engine brake system is good. It works really well, and it helps a lot,” said another. “This truck is very suitable for long haul transportation. The sleeping area is very comfortable, and offers enough room for two drivers.”

## Earned Trust

Mr Sunton Chotpitayasunont, Senior Partner of the haulage firm Chiangmai Srisunton Ltd., said: “We have been a customer

of UD Trucks for quite a few years, and since March 2014 we added the Quester to our fleet. It offers great value, almost like a European truck, and I would certainly recommend it to others. We initially had some comments on the engine brake system, which wasn’t entirely to our satisfaction. But UD Trucks was open to our feedback, and they not only met our request very quickly, they also earned our continued trust.”

With the first units delivered at the end of 2013, Quester was specifically developed for the world of heavy-duty transportation. It provides a platform for a wide range of applications, including long haul, distribution, construction and mining.

## Cost Efficient

Quester is also UD Trucks’ most cost-efficient truck to date for meeting customers’ demands in evolving markets and strategically designed for business growth. The truck stands for a high quality level that lasts over time and facilitates easy maintainability. Furthermore, Quester offers a wide range of configurations with easy body mounting, offering customers a tailored, purposebuilt solution for all types of applications.

Summing up, Mr Martin said, “As always, catering to customers’ needs is foremost in our commitment to them and we value their feedback to help us improve our products continuously. With these improvements, coupled with our renowned service, support and genuine parts packages, UD Trucks will continue to offer our quality products and expertise to growth markets in Asia Oceania.”

To see a video of the recent test drive event go to: <http://youtu.be/YcnRCBwCNkc>



# DOLL Demonstrates How It's Done

The trailers of the panther series are the pioneers when it comes to flexibility and high payloads. DOLL has now delivered the next colossus to company Velebit in Croatia.

## Proven Panther

For many years the Croatian forwarding company has been a customer of DOLL and swears by the proven panther technology. Most recently, their fleet has been complemented by an 8-axle semi low-loader, type S8E-S2 (2+6) with 2-axle dolly and a payload of 96,5 t. Velebit choose this type of trailer to be able to transport small and heavy goods such as transformers as well as long and heavy concrete and bridge bearers or construction machinery.

This makes the 8-axle panther semi low-loader the ideal configuration to build a bridge between these two contrasting requirements and to transport especially high payloads. The payload can be increased by another 10% by mounting an additional 1-axle dolly behind the compensating gooseneck – DOLL is the only trailer manufacturer providing this feature. This makes the trailer suitable for economic 3- or 4-axle trucks whereas 5-axle trucks may be fully omitted.

## Load Distribution

Nevertheless, the 2+6 axle design ensures an optimum load distribution between dolly and truck. As the hydraulic suspension of the 2-axle dolly is connected with the gooseneck, the fifth-wheel load can easily be changed hydraulically according the truck which is an enormous gain regarding flexibility. All in all, the telescopic length can individually be extended by another 30 m by mounting an extension girder with the help of a bolt-lashing-connection to

be able to transport especially long cargo – features that make the panther trailer a synonym for highest quality, maximum safety, flexibility and profitability made by DOLL.

Technical highlights include: Ramps at the rear for loading; total stroke of more than 400 mm für optimalen axle compensation, even in off-road usage; control of all relevant functions via CAN bus operating concept.

DOLL is convinced that the 8-axle semi low-loader will exceed expectations of its new owner and wishes Velebit a smooth drive.



## Successful Trade Fairs

In February this year IDEX in Abu Dhabi and Breakbulk Africa Congress in Johannesburg took place as two important trade fairs of the Heavy Haulage and Military Industry.

IDEX in Abu Dhabi took place from February 22 to 26, 2015 as the most strategically important tri-service defence exhibition



***DOLL is delivering product to customers and participating in trade shows to demonstrate what makes their trailers so good.***

not only for the Middle East, but also for African and Asian markets. DOLL was part of more than 50 other exhibitors within the German Pavilion presenting itself as the competent partner from Europe for military transport solutions.

The trade fair was an important event for DOLL to drive the positive trend of 2014 for military trailers forward. DOLL took the opportunity to intensify existing business relationships and to establish new contacts with key figures of the industry as well as with buyers and users. Visitors showed a special interest in Heavy Equipment Transporters (HETs). All in all, the company is more than confident to generate operative earnings for 2015 that will exceed the result achieved in 2014.



**Heavy Haulage**

From February 16 to 19, 2015 DOLL took part in Breakbulk Africa Congress, Johannesburg. DOLL has been selling trailers in South Africa for more than 10 years. The main purpose of this fair was to gain new impressions of the market to be able to reinforce future sales activities.

One thing is certain: Over the past years Africa has become one of the most favourable markets for Heavy Haulage with endless logistics opportunities due to infrastructure development, growing domestic demand and a general increase in global trade. Altogether, Breakbulk Africa Congress was an excellent opportunity to make some very good contacts and to receive a positive feedback on the quality of DOLL trailers. **F**



# Volvo Fuelwatch Challenge Creates Real Change



***Volvo Trucks rolls out the 2015 Fuelwatch Challenge – the ultimate test for drivers region wide that makes a positive impact on them and the environment.***

The annual Volvo Trucks Fuelwatch Challenge draws drivers from across Asia Pacific to compete against one another in terms of fuel-efficient driving as well as general vehicle handling, safety methods and overall productivity in on-road and off-road segments. 7 February 2015 marks the launch of this year's Fuelwatch Challenge in Sanya, China. Also taking place is a stopover leg of the Volvo Ocean Race – one of the three biggest global sailing events next to the America's cup and the Olympics. Like the Volvo Ocean Race, the Fuelwatch Challenge showcases the highest level of technical skills and competency complementing state-of-the-art engineering and technology.

## **Local Challenges**

An annual competition held across the Asia Pacific region, the Fuelwatch Challenge starts with a series of exciting national competitions held in local markets. The local winners will then go on to participate in the highly anticipated grand finals in September outside the Thai city of Hua Hin. The coveted prize for the most fuel-efficient driver is a tailor-made Volvo experience.

In Asia Pacific, the competition has grown since its inauguration in 2007 in South Korea. Setting the standard for fuel efficiency

and competent driving, the competition has attracted more than 13,000 participants across the region. The 2015 edition will see the highest ever 13 participating countries.

## **Real Sustainability**

"At Volvo Trucks, we strongly believe in fuel efficiency as a key factor in driving real and sustainable change globally for both the environment and businesses around the world," said Christophe Martin, President of Volvo Trucks in Asia Oceania. "The Fuelwatch Challenge reflects our ongoing mission to make fuel efficiency a means to drive progress and a way of life for ourselves, our drivers and our clients in their respective industries. Governed by this philosophy, we take tremendous pride in building exceptional trucks that have extremely low fuel consumption.

"At the same time," Mr Martin continued, "we believe that a competent driver, one who is skilled in safety methods and fuel efficient driving is critically important to any operation. Collectively, they have a huge and direct impact on reducing operating costs and achieving greater fuel savings for companies.

"For this reason, through the annual Fuelwatch Challenge, Volvo Trucks is committed to providing competence development



Singapore's Eros Neo in the on-road competition and Christopher Wu in the off-road competition were amongst the 5,000 participants from 11 countries in the Asia Pacific who pitted their driving skills in national competitions.

efforts for drivers in the form of educational and training opportunities to sharpen their driving skills, fuel efficiency and environmental consciousness," he concluded.

### Up to 10 Percent Savings

The competition serves as a valuable platform that provides an accessible and attractive way for drivers to pick up fuel-efficient driving skills which have a positive, far-reaching and long term impact on businesses' bottom-line and the environment. With an average sized haulage business in Asia spending up to half its operating cost on fuel, every drop saved really counts and cultivating a fleet of fuel-efficient drivers would thus go a long way. According to Volvo Trucks, skilled drivers can actually reduce fuel consumption by up to 10 per cent which translates to significant savings in the long run.

"I have grown to be a better driver since participating in the Volvo Fuelwatch Challenge. Now I plan my routes, watch my braking and anticipate the road ahead when I make my daily deliveries. These are what every truck driver needs to do to save fuel and stay safe on the roads. I am glad I am in the company of fellow truck drivers who share the same outlook" said Eros Neo, contender from Singapore in the APAC Fuelwatch Finals 2014.

"I think being a good driver isn't just about winning the challenge," he stated, "but it's a lifelong journey that doesn't stop just because the competition has ended. Till today, what I learnt helps me to do my job better in terms of safe and fuel efficient driving on a daily basis."

### Positive Impact

As the global leader in sustainable transport solutions, Volvo Trucks' broader, long term commitment is to drive real progress across the world from individual drivers to customers, businesses, society at large and the natural environment. Ultimately, the Fuelwatch Challenge is not just a competition but an embodiment of this approach. With thousands of participating drivers competing, learning and training hard to be more fuel efficient, Volvo Trucks is gearing up to make a positive and exponential impact that goes far beyond the competition itself.

"At Volvo Trucks," says Mr Martin, "we believe that every individual driver – with the right training – can contribute to real and positive change through fuel efficient driving."

Witness the spirit of the Fuelwatch Challenge by going to: <http://youtu.be/n01CYJtsfw> 



# Scania Celebrates 10th Anniversary of Scania Driver Competitions



The champions of 2013! From left to right: Scania (Malaysia) Sdn Bhd General Manager Tuan Haji Idros Puteh with the Scania Driver Competitions 2013 Malaysia winners defending champion Mohd Hisham bin Yusof from TNT Express Worldwide (M) Sdn Bhd and Mohd Sukri bin Harun representing Sani Express Sdn Bhd with Managing Director of Scania Southeast Asia and Scania (Malaysia) Sdn Bhd, James Armstrong. Not forgetting our main sponsor, Michelin Malaysia represented by Bibendum himself!

**Scania understands there is more to driving a truck than putting it in gear and stepping on the gas pedal, which is why they reward those who can demonstrate they know more than how to turn the ignition key.**

**S**cania celebrates the 10th year anniversary of Scania Driver Competitions around the world. Over 100,000 drivers from 50 countries have taken part in a successful initiative to elevate the status of drivers since it was initiated in 2003.

### Tougher for the Tuff

This year, Scania will launch Scania Driver Competition 2014/2015 Malaysia-Singapore to find the best drivers from the two countries. Up to SG\$20,000 worth of prizes are to be won.

The submission forms with theory questions will be tougher this year covering knowledge of transport laws and regulations, fuel-efficient driving techniques, occupational risks and health, safe-driving techniques, and emergency response. Submission forms can be obtained from [www.scania.com.sg](http://www.scania.com.sg) and Scania Singapore branch and must be submitted at the branch or [ssgenquiries@scania.com](mailto:ssgenquiries@scania.com) before July 31, 2015. Short listed finalists for both trucks and buses will then vie to be the champion at the practical test in October 2015.

### The Backbone

"Truck and bus drivers are the backbone of our country's transport infrastructure. They are the single most important asset for getting the best out of a Scania for our operators in terms of higher standard of safety and fuel-efficient driving," says Ian Tan, Marketing and Communications Manager of Scania Southeast Asia. "Scania is proud to have the renewed support from our official sponsor Michelin Malaysia and official partners Scania Credit Malaysia, JKJR, MIROS and the Embassy of Sweden. This is the testament to our collective and continuous commitment towards better road safety and fuel economy in Malaysia."

A mini Scania Driver Competition 2015 will be held at the Scania exhibition area at the Malaysia International Bus Truck and Components (MIBTC) exhibition from May 14 - 16, 2015. All licensed trucks and bus drivers, including the general public with valid driving license are invited to try a simple truck obstacle course in the confines of safe and secured area; and win prizes!

# STAMFORD TYRES

Singapore's Largest Independent Wheel and Tyre Distributor  
**COMMERCIAL TRUCK TYRE CENTRE**



### JURONG TRUCK CENTRE

6 truck tyre bays and alignment bay to provide comprehensive tyre services that include tyre change and repair, wheel balancing, alignment and retread services.



With 10 centres island wide (3 centres opened to public; 7 centres at customer's sites) and 10 units of Mobile Tyre Recovery service, its range of premium truck tyre brands provide tyre choices to customers, such as Singapore Port of Authority (PSA), SMRT, Colex and SBS Transit.



### STAMFORD TYRES RETREADING PLANT

The retreading program, a collaboration with Continental, gives new life to tyres. Recycling worn tyres by extending their lifespan, Stamford Tyres provides treading capabilities of up to 1,700 tyres per month.

Staffed by skilled technicians, our truck centres provide professional services to ensure that our customers enjoy the best in the trade.

### OUR VALUE-ADDED SERVICES

- 24/7 Mobile Tyre Recovery Trucks
- Comprehensive commercial wheel and tyre services
- Total tyre management program
- Long term contract direct to end users
- 3 life tyre calue (new + 2 retread)



### TRUCK WORKSHOP OPENING HOURS

MON - SAT  
8.30 AM - 6.00 PM

CLOSED ON  
SUNDAYS &  
PUBLIC HOLIDAYS

24 HOURS  
TYRE RECOVERY  
SERVICE  
9719 9788

**STAMFORD** Tyres

21A Lok Yang Way, Jurong,  
Singapore (628637) *bizSAFE*<sub>3</sub>

ENQUIRY HOTLINE: **6268 3112 / 113**  
<http://www.stamfordtyres.com>



# Stamford Tyres Expands



*Stamford Tyre's Tyre Recovery Trucks will now keep your fleet rolling regardless of when or where they encounter a problem.*



Over the more than 80 years since the company was established by Mr Wee Boon Kwee in the 1930s, Stamford Tyres has built a reputation for providing high quality service and product excellence. When the company was founded Stamford Tyre was a small tyre retailer and a petrol service station in Stamford Road. The company has grown into an international tyre and wheel supply and service provider and recently opened a Commercial Tyre Centre.

### Singapore's Largest

The \$25 million Centre, which houses a tyre warehouse, truck tyre centre and a tyre retreading plant, provides support for its expanding total tyre management businesses in South East Asia and reinforces the company's position as Singapore's largest independent tyre and wheel distributor.

Always looking to take care of customer needs, Stamford Tyres is now offering new services to commercial vehicle owners. The company has now put 10 Tyre Recovery Trucks into operation along with two mobile workshops so that they can go to the assistance of vehicles in trouble anywhere at any time in Singapore.

### Quick Response

"We can repair or replace tyre sizes from Light trucks, trucks, buses, off the road equipment and machines," said Mr Ivan Reijan, Vice President (Fleet). "Our new fleet of Recovery Trucks will provide quick response time within Singapore to get our clients vehicles back on the road as quickly as possible. We will help reduce the downtime of their trucks."

# Customer Services



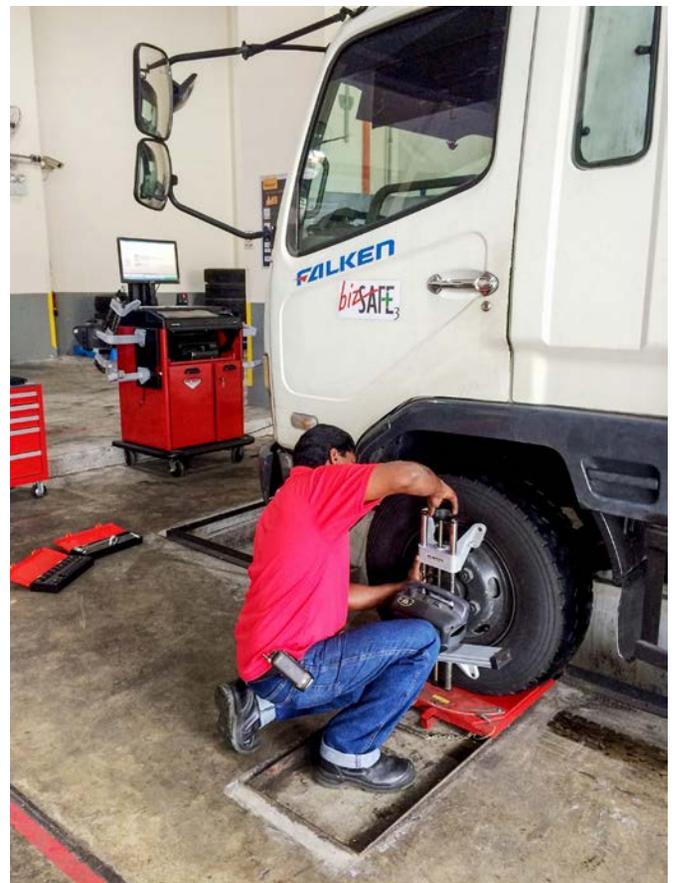
Stamford Tyre's new service operates 24/7 even during public holidays. "We will go to where we are needed," Mr Reijan continued. "Whether it is at the port, at a construction site, on airfields and even landfill areas. We will go where our customers need us."

## Tyre Alignment

For customers who don't need to be rescued Stamford Tyres Commercial Centre with a gross floor area of 22,591sqm and six service bays for trucks customers can have the tyres of their commercial vehicles aligned.

The Centre provides comprehensive tyre services which include tyre change and repair, tyre wheel balancing, truck wheel alignment, along with the retreading services. In addition to providing 10 units of 24/7 Mobile Tyre Recovery service, it offers an array of premium truck tyre brands. Falken, Continental, Toyo and Sumo Firenza (Stamford Tyres' proprietary brand) are among those that the company supplies to its customers. The new Commercial Centre can facilitate 600,000 tyres while their existing premises stores 400,000.

"Whatever the size of your tyres," states Mr Reijan, "we can meet your needs. Not only can we provide you with a tyre to fit your equipment, we can align the tyres of your fleet, and regardless of where your CV breaks down in Singapore, we will go there to provide whatever tyre care is required. Every day, anytime." 



# The World Moves on Rubber



*In the information age such events are more social than commercial, stated Omni CEO GS Saren. We are at Tyrexpo Asia to showcase our products and to meet with clients and potential clients. However, buying and selling tyres of all sizes was very much on the minds of those who attended the 10th edition of Tyrexpo in Singapore.*



Goodyear CEO Richard J. Kramer

“Many of the high-profile tech companies that got the headlines have come and gone,” said Mr. Richard J. Kramer, CEO of The Goodyear Tire & Rubber Company in his keynote address at the opening of Tyrexpo Asia 2015 in Singapore, “but the world still moves on rubber. Our industry is still here and I’m confident we’ll be here for the long term.”

## Moving Forward

When Mr. Tan Soon Kim, Assistant CEO of IE Singapore (GOH), opened the event on March 24 it was the biggest Tyrexpo Asia to date, growing 35 percent over the previous event in 2013. Now in its tenth edition Tyrexpo Asia was expected to attract 5,500 participants, mainly from the developing automotive economies of Thailand, Indonesia, Malaysia, Philippines, and the emerging markets of Laos, Vietnam, Cambodia and Myanmar.

“Value for all of us is ultimately created in the marketplace,” Mr. Kramer noted, “by consumers and end-users of our products. We can never forget that.” While the industry should celebrate its century-old heritage, the CEO stated, it should not be bound by it. “The world continues to move forward, as it always has. The new challenges and new opportunities that come with new technologies and new consumers demand that we keep our eyes on the future.”



### Key Drivers

The best way to meet that future Kramer states is by “creating competitive advantage for Goodyear and providing opportunities for everyone along the rubber and tire supply chain. Value for all of us is ultimately created in the marketplace, by consumers and end-users of our products. We can never forget that.”

The growth of the middle class, especially in developing markets, will be a key driver for industry growth, according to Kramer. “The continuing emergence of the middle class around the world and the love of mobility ingrained in the human spirit will lead to increased vehicle sales in emerging markets. That translates to tire volume growth for decades to come.”

Kramer sees growth opportunities in mature markets. “In mature markets such as North America and Western Europe,



Omni United CEO GS Sareen

the growth is being driven by the changing mix to high-value-added tires with increasing technology. Profitable segments – such as winter tires, SUV tires and light truck tires – offer higher margins as informed consumers are willing to pay for high-value-added tires.”

### New Buyers

Tire companies, however, will need to change to capture this growth. Kramer pointed out that the changing buying patterns of the newest generation of consumers, the Millennials, is changing the retail landscape for the industry. “They have the leverage, and are buying what they want, when they want, and how they want,” he said. “Millennial consumers are not going to adapt to us and the way we’ve sold tires for the past 100 years. We have to become a fast moving, consumer-driven, technology savvy industry. We have to do more than sell tires. We have to sell a convenient and frictionless experience with our product and make the tire buying process easier.”

Omni United CEO GS Sareen says this applies to the Singapore market. “It is a small, but fast changing market,” he stated. “In Singapore they are affluent consumers and they are very brand conscious. Their consumption is so low they buy the best they can.”

### Best Value

One of those Singapore consumers, Mr Alex Koh, Manager (Workshop) at Koh Kock Leong Enterprise Pte Ltd said that didn’t apply to all businesses. “For the owner driver and small fleet





owner that might be true," he told Asian Trucker, Singapore, "but for fleet owners we need to get the best value possible. We have many drivers and they don't care about the tires."

Omni United does 65% of its business in North America and Saren says the market in Asia is very different than in America and Europe. "Road conditions are quite different in Asia. It is an abusive market. Tyres have to be bullet proof."

**A Cause to Buy**

Another aspect that helps Omni distinguish themselves from the competition is by being involved with a cause. "If we support a charity that is sensitive to you then you are more likely to buy our product."

Omni supports the Breast Cancer Research Foundation with annual donations of up to US\$250,000. "We believe that our company has a responsibility towards the world beyond making safe, eco-friendly, durable and attractive tires for our customers," the CEO points out. "Mobilizing Life is our company's philosophy. We believe that in life one has to keep moving and ensure that the lives of those in contact with us also keep moving."

Saren says more needs to be done to engage the consumer. "There is extremely low participation by the consumer. They



*Tan Soon Kim, Assistant CEO of IE Singapore*

buy what is given to them, and it is not a cheap product. In this digital age we can have more engagement."

**Timberland Tires**

Omni has gotten the buyers and the public's attention with their involvement with shoemaker Timberland. The rubber from old tires is ground up and used in the soles of Timberland products.

The process begins by making a special Timberland Tire. Timberland Tires feature a rubber formulation that is appropriate for the recycling of the tires at the end of their useful life into the outsoles of Timberland® shoes. "Working with a network of tire retailers and the country's (USA) largest tire recycling firms, we've developed processes to ensure that worn-out Timberland Tires are re-claimed and recycled responsibly into Timberland® footwear rather than used as fuel or ending up in landfills."

**Asia Emerges**

Aloysius Arlando, CEO of SingEx, Tyrexpo organiser pointed out: "Asia is undeniably an important region for the global tyre market, with emerging economies such as China, India, Thailand and Vietnam expected to boost demand especially for the automotive tyre. At the same time, the tyre markets around the world rely on Asia's participation to keep the industry competitive, buoyant and successful."





Making its third appearance at Tyrexpo Asia is Netherlands based tyre wholesaler and distributor Van den Ban Autobanden B.V. (VDB). Over the past decade VDB has emerged as one of Europe's fastest growing and most competitive players.

Mr Cyril Versteeg, Sales & Operational Director at Van den Ban says the Singapore Show is the 'perfect stage' to further enhance the Group's ambitious potential growth within the Asian tyre market. He said, "Exhibiting at this show allows us to gain valuable information on what is happening in this important market and at the same time meet our existing business partners from around the world to discuss their future business plans."

#### **Talk Tyres**

Tyrexpo Asia is the longest and most established international tyre event in South East Asia and is part of World Rubber Week 2015; co-located with the Summit and the Rubber Exchange Forum 2015 at Singapore Expo.

A one stop show for Tyres, Workshop Equipment and Accessories, Tyrexpo Asia is the important meeting point for regional suppliers and buyers and offers a holistic business experience by introducing the TyreTalk, a comprehensive seminar where industry experts discuss contemporary issues and challenges. The complimentary seminar covered a diverse range of topical subjects including business opportunities and business solutions in Asia. The seminar content was focused and informative, allowing all in the tyre industry to stay ahead of today's volatile business environment. **F**





# Mountain roads in Nepal

*Asian Trucker Thailand's editor Songyot had the opportunity to visit to visit the land of the Himalayas, Nepal. Of course he went on a tour to explore the trucks and buses to bring the land of mountains to our readers.*

Nepal and India are very close and similar in many cultural aspects. However, the two countries differ vastly in several aspects too. These cultural ties help Nepal which has also recently taken on help to build up its economy with the help from India. Although the country also borders to China and Pakistan, Nepal is likely to have a very close relationship with India. This is why it is not surprising at all that when roaming the streets that most of the vehicles on the road are brands from India, especially trucks and buses. Tata trucks are the most common sight and as for trucks, it is hard to find any other brand on the roads of Nepal.



Most of the routes of Nepal, nearly all of them mountain roads, are very narrow. The roads only allow for two narrow channels for passing each other. If you misjudge the road the vehicles will go over the side of the road and slide down to the canyon below as there are no safety barriers. The roads only widen when it comes down to the flat valley around Kathmandu, the capital and political centre of the country.

Most of the trucks here are heavy vehicles and typically imported from India and is mainly attributed. As the economy is growing, infrastructure projects are the main drivers and





a lot of trucks on the roads are construction vehicles, such as dump trucks. Many commercial vehicles are done up with custom design. One difference that can be found is that the wind screen is divided into two parts, which is different from Thailand, where it is a single panel of glass. All around us we see popular airbrushes and colourful designs.

I check out the truck parked next to our vehicle. Just like the cars here, which are subjected to harsh environments, commercial vehicles are also put under a lot of stress. Not to mention the safety standards! Although the driver's seat to be fitted the remaining seats seem to lack this vital feature. I noticed that the driver's seat is typically made from several pieces, resembling a sofa. Of course, that only the driver's seat. And it is the only to have a proper backrest. Passenger seats beside the driver may be for family members, or a child smiling happily while on the road with the parents. Although some vehicles make a lot of noise, they move slowly. As they slowly climb uphill they are followed by a long train that cannot



overtake it. Since these narrow roads cannot accommodate longer vehicles, there are hardly any trailers around. Mostly it is medium goods vehicles with containers in the back. These containers seem to be home-made constructs simply welded to the frames of the vehicles.



The mountain path that we have travelled can hardly be called a road as it is mainly compacted dirt and rocks. Potholes are everywhere nearly all the way. Below is the mountain range that lies adjacent to the famous mountain Annapurana. We travel a relative short distance of nearly thirty miles from Gasa into the community Accra Benicia. Our small bus takes about four hours to cover this. Traffic is slow as this is the only route to get goods and people up and down the mountain. It is also a major tourist route with a considerable amount of visitors each year, especially during the high season. The excitement of this dangerous ride must be one of the thrills to be enjoyed while visiting this country. But it is here where driving skills and communication between drivers count. Given the narrow



roads and the dangers of slipping down the slopes, the bigger vehicle isn't always the one that has the right of way. Drivers have to make sure they are alert at all times and communicate their intentions to ensure the safety of others and their passengers or goods.

The passenger bus that runs on the road this summer is on a trip to Jomsom at an altitude of nearly three thousand meters. Below it is the city of Accra Benicia to Gaza, which has an elevation of about two thousand meters. Although the bus seems to be sitting heavy on the suspension, groaning under the weight of its freight, the mini bus used here is a robust and strong. With the back full of people, it still has the power to climb up a steep hill. Talk about rock climbing. It is a bit of a fight against nature, but the road is tailored to address the technical possibilities of the vehicles as well. According to some people we asked, TATA is offering strong front and rear suspension which allows it to venture on the cloudy and winding mountain roads. Rocks along the steep climb line the edge of the road and as drivers face the horror of slipping down every time they take a tour.

As tourists, we are sitting on the bus next to the local people. The bus sways to the left and right. Everyone comes together as a close friend. Albeit the dangers and harsh conditions, this is an unforgettable experience for travellers. Along one particular high mountain road, at some three thousand meters above sea level, the snow is falling. This can lead to avalanches that will block the narrow roads. Using a small truck, it is still possible to get through the rough terrain. Sometimes



thought, the villagers have to walk down the last four to five hours. Apparently, these mall roads that straddle the ridges of Nepal's mountains are some of the most dangerous roads in the world. A small miss will almost inevitably lead to a zero chance of survival. But it is a road after all and to be used as a main thoroughfare. In some cities, the people living high in the mountains depend on the road as they want to do business in the city and have to commute or deliver goods via this route.

Before returning home we have the opportunity to experience travelling with a larger bus. Like most visitors travelling on the main thoroughfare we will be using the highways that connect major cities. As we buy tickets the tourist guide tells us that we are travelling on a "Good Bus". He also said it was clean and much faster compared to the local buses. By now we have gotten used to the high road to cloudy Pokhara and as we bounced along, we dreamt of good roads. We long for a smoothing ride. On the day that we use a tourist bus from Pokhara to head off down the mountain, the bus station at Pokhara is actually a breeze. It has spectacular views which make this journey even more amazing. We travel a total of one hundred and ninety kilometres. Although the condition cannot be said to be good compared to the streets of Thailand, it is a comfortable journey compared to the high mountain roads. We ended up stopping three times for the passengers to go to the restroom and lunch. We spent a total of 7 hours for the short distance. How long until we get bored? And onwards we go. 



# Nothing Beats the Bus for Flexibility



**T**he buses should use dedicated lanes and have priority over other traffic. Together with attractive styling, comfort and reliable schedules, these are critical factors for boosting the image of public transport and for gaining passenger confidence and acceptance – and ultimately for convincing travellers to leave their cars at home.

In close cooperation with operators, Scania offers efficient bus solutions tailored to any type of traffic demand. Scania acts with the conviction that a lot can be done using existing technology, while still developing novel solutions that will pay off in the long run.

#### **A tailored and scalable offer**

Scania is adopting a pragmatic approach, with a scalable offer that can be adapted to suit conurbations of any size. Based on Scania's highly competitive product range – with outstanding

*Bus systems are space-efficient, causing less disruption during construction; existing road and street infrastructure can be used, with only minor adjustments required. Personal security is significantly higher due to surveillance systems on-board and at bus stations/stops.*



reliability and operating economy and modular design that allows precise tailoring to any need – Scania will participate in setting up and dimensioning local bus systems.

Scania has identified three affordable focal areas that are wide open to action here and now, and where bus transport is paving the way for sustainability, while providing instant gains for passenger transport and for society:

Smarter transportation. Better logistics, smoother routing, dedicated routes and enhanced passenger comfort.

Energy saving. More efficient vehicles, smoother routing, driver support systems and driver training.

Non-fossil fuels. Commercial solutions exist for biodiesel, biogas and bioethanol. **F**





# The Image of Drivers

*Stefan Pertz muses about why drivers of commercial vehicles are viewed the way they are and what can be done to improve their image.*

**W**henever we speak to transporters they tell us that the drivers are the most important part of the operation as they make things happen. When it comes to road safety, both, truck makers and the companies using trucks say that even though vehicles may be equipped with the best technical solutions to improve road safety but it is the drivers who actually play the biggest role in safe driving.

There is a massive shortage of drivers in the region, despite extremely good salaries for drivers. Once autonomous driving is implemented, the driver will no longer be just a driver, but s/he will become an office worker whereby the truck will become a very mobile office. Being a trucker is already a demanding job and this approach will require drivers to be even more skilled and knowledgeable than they are now, although the truck will do the driving.

But why is it that the profession of commercial vehicles is still perceived as undesired and in no way glamorous? From what I have observed, there are several issues here: Truck drivers don't always behave in a way that would make them look good in the public view.

The other day I was following a truck and the driver just threw his rubbish out of the window. I stopped him and asked him to collect the rubbish and dispose it properly. The look I got was like I had just invented fire. No, the road isn't a rubbish bin and by not littering, truckers will not only help the environment, but could improve the perception of drivers. They next time they stop at a rest stop, why not pick up rubbish from others?

Speeding, reckless and careless driving are other issues that need to be addressed. And while I am the last one to say that wearing a suit will make your work any better, some drivers could just do with a clean set of

clothing. My appeal to the drivers is that you should help to make the profession look better.

The notion of "the right fit for the application" is something we hear often. But there seems to be a misfit when the long haul truck doesn't have a bed and there are two drivers trying to sleep while sitting upright. I ask you: Is this a working condition that you enjoy as a boss? As a business owner, you should also ensure the road worthiness of your vehicles just as well as cleanliness. Just as I enjoy a clean office where there are no safety hazards, the trucks should be kept in good conditions and not be a hazard themselves.

It would also help the industry if the media were to look at the trucking industry in a slightly different way. In Asian Trucker we have a policy that we don't write about accidents, but about successes and fun activities. By putting the truckers in a good light, others may actually consider a career in the industry. It is the pride that we would like to focus on. And speaking of this, perhaps parents should not try to talk their kids out of the idea of being a truck driver.

At one point I wanted to be a gardener and my parents would have let me, as that might have been what would have made me happy. When I speak to some truckers, they enjoy their profession as they get to see places, move around, are independent and have a lot of responsibility. And they earn good money too!

Perhaps that joy of being a trucker is going to make them happier than spending a well-paid career in a profession they are forced into and they don't like. In a recent study it was found that the most unhappy profession in Singapore is that of PR practitioners...

Happy trucking! 

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