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The Value of MIBTC



I am not sure what the expectations were, but it was very gratifying to hear from exhibitors and visitors that Asian Trucker's MIBTC 2013, held in Kuala Lumpur in early June "exceeded expectations."

The entire Asian Trucker team worked hard to make it happen and then put in a great deal of effort during the three day event to ensure everything ran as smoothly as possible.

It was mentioned a number of times that this platform was timely as it brought together all the various players in the commercial vehicle industry, giving them the opportunity to meet and to discuss the issues they face.

One of those issues is road safety – and here Volvo takes the lead, working with governments and institutes to improve the accident record. But that is just the obvious example. Events like MIBTC provide the opportunity for people to get together in casual to formal situations which stimulate conversations. Suddenly you find yourself talking about something you hadn't considered before, or you find someone who's had the same problem and found a solution that will work for you.

During MIBTC I did about a dozen interviews, mostly with people I didn't know, but whose companies I was familiar with. Of course I came away with a much better idea of what this industry is all about. I keep learning that there is greater depth than I realised.

Often when I tell people that I edit Asian Trucker I need a few minutes to clarify what type of a magazine it is, and then when we get established that it is indeed about trucks I need another few minutes to explain all the topics we cover. Most people not in the industry usually react by nodding their head and saying, "Oh, I see. I didn't realise..."

Doing the interviews gave me a deeper appreciation for specific products. What did I know about aluminium wheels before I sat down for a chat with Ross Simmons, General Manager of Alcoa? Not much more than nothing. After I did the story, of

course I knew a great deal more. Not only a great product, but one that is better for the environment than the heavier steel wheels.

It was much the same when I talked with Benoit Henry from Continental and Shubhro Ghosh of Apollo tyres. What I didn't know about the difference between radial and bias tyres could have filled a tubeless tyre.

After three days at MIBTC my depth of knowledge about products has increased greatly. I could seriously put people to sleep at a cocktail party.

I had a very nice chat with Per Boehnke of SAF Holland. SAF is an old German company and Holland is a well established American company. They merged in 2008. "There are people who have never heard of us," Per stated. The company has made quality products for decades. This is always the case. There is so much happening in the world, even if it is a niche world like commercial vehicles, that to keep people informed and aware of what you are doing requires on-going effort.

For buyers, the challenge is keeping up with what is new. New products, new innovations, new add-ons, a better price, the world is constantly changing.

A show like MIBTC doesn't happen every day, or even every year, but the need to be on top of things never ends. While the opportunity to learn new things and meet new people in the flesh is invaluable, a magazine like Asian Trucker plays its role of introducing you to new people and products a little more often than every two years.

I hope you are looking forward to the next one – MIBTC 2015 and the next issue of Asian Trucker. Founder Stefan Pertz promises both will pump your tires.

Floyd Cowan
Editor-in-Chief



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MIBTC 2013 Exceeds Expectations

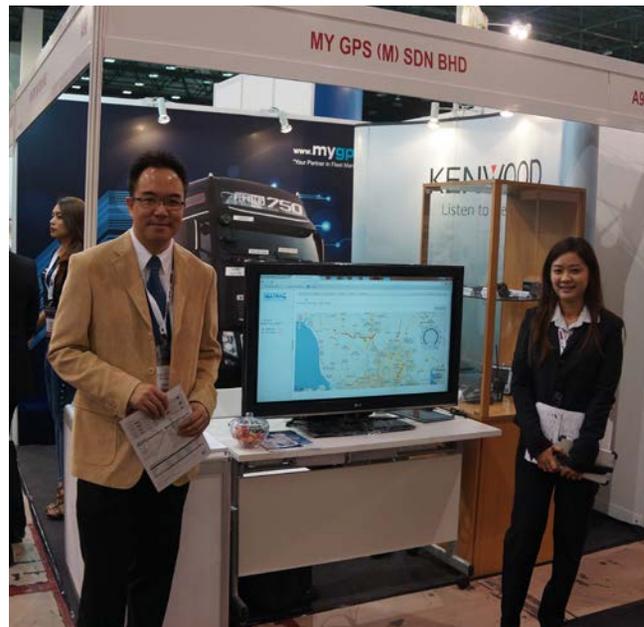
Asian Trucker Media hosted the first Commercial Vehicle Exhibition (MIBTC 2013) in Malaysia from June 13 to 15 with a strong show of exhibiting companies and a steady flow of visitors from the commercial vehicle industry.



very respectable number that shows the confidence and support MIBTC has received from the industry. I am confident that this Expo will help drive the potential of commercial vehicles in Malaysia where the sales of commercial vehicles are on the rise.

"It exceeded my expectations," was the comment from not only most of the exhibitors at the first Malaysia International Bus, Truck & Components Exhibition 2013 held at MIECC, Kuala Lumpur, but from visitors as well.

Yang Berhormat Tan Sri Dato' Seri Syed Hamid bin Syed Jaafar Albar, Chairman of Land Public Transport Commission (SPAD), Guest of Honour, had words of praise for the exhibition at the Opening Ceremonies: "Seventy exhibitors at this first event is a





"The role," he continued, "of SPAD is to improve the freight transport industry in Malaysia. One of our short term goals is to instil the values of road safety amongst drivers and fleet owners. Our long term goal is to instil safety as a culture. There are many new initiatives that we are undertaking. We are encouraging the financing of fleet upgrades and we are looking at new regulations and the training of drivers.

"MIBTC couldn't have come at a better time to discuss these important issues," Tan Sri concluded.

"I must say, I had a more than a positive response," said Michal Luberadski, Managing Director, MAN Truck & Bus (M) Sdn. Bhd. "There are a lot of people, the right people attending this event. I'm very surprised and very excited for future events."

"We will be exhibiting the next time the event is held," was the response of many of those who chose not to take part at the inaugural event, but attended as visitors.

Stefan Pertz, Founder of Asian Trucker Media, organiser of the event, stated: "We were extremely pleased not only with the number of exhibitors, but the number and the quality of visitors who attended. There were a number of transactions

that occurred that were significant deals. The networking night was a great success and we accomplished what we set out to do – we created a platform where the industry could meet and discuss the issues that are important to them. We appreciated the support of the government and our sponsors who were very important to making this event happen."

The exhibitors required over 8000sqm of exhibition space as they brought everything from complete trucks and busses to tires, engines, IT products, model trucks, and games for the over 3000 trade visitors to play and win prizes. They numbered 1,037 so were able to meet with important clients and network with new associates. It is estimated that the value of the deals conducted at MIBTC 2013 amounted to RM3,000,000.



At the Networking Night 435 guests enjoyed some of the best food, wine and beer that you'll find at such soirées, and they had time to mingle with co-workers – some from other country divisions – and to chat and exchange cards with those in the industry.

Asked how he planned to meet the higher expectations the second MIBTC will have, Pertz replied, "We didn't implement all the ideas we had for this first exhibition. If people liked this event, the next one will blow them away."





SinoTruk European Standard, Chinese Price

Yang Zhengxu, President of Sinotruk Import & Export, discussed his company's plans for growth and expansion in Malaysia during MIBTC 2013 in Kuala Lumpur.

The Commercial Vehicle industry is changing in two significant ways. More Chinese manufacturers are venturing into the growing markets of Asia, and they are partnering with European companies, gaining experience, technology and resources as they grow their market share.

Sinotruk Import & Export Co. Ltd, currently the leading producer of heavy trucks in China, with a market share of approximately 20%, is moving in both directions – growing its presence throughout Asia, and developing partnerships.

Having already sold 1000 units in Malaysia and targeting 500 for 2013 Sinotruk President, Yang Zhengxu, says the company plans to expand its presence in Malaysia for the benefit of its customers and its partners. "We are making environmentally friendly and safe trucks and through our efforts with Sinotruk Malaysia, which is our distributor and strategic partner, we are targeting 10 to 15% growth this year."

Sinotruk has also entered a partnership with German truck maker MAN SE which sees MAN paying 560 million euros (US\$786.7 million) to get a 25% stake plus one share in Sinotruk. The partnership will see MAN share its advanced technologies and engineering know-how developed in Europe and Sinotruk's will use its existing manufacturing platform, local expertise and extensive sales network in China to grow the business.

The partnership with MAN also promises growth in the Malaysia market for Sinotruk. "With TDA Heavy Duty Trucks, including engines," Zhengxu continued, "we are taking advantage of the partnership to introduce a new generation of trucks with MAN technology, to supply customers in this market with products made to European standards with a Chinese price."

There will be a transfer of technology to Asia beginning with Euro 3 technology to the implementation of Euro 5.

Two new innovations Sinotruk is bringing to speed up truck repairs are in the areas of the gearbox and the engine. The Component Action Programme will ensure that repairs are done within two weeks. However, it is truly innovative what they are doing with engines. When a truck breaks down with an engine problem repair time can be long. To minimise downtime the Sinotruk repair team will replace the entire engine of the truck, giving it a new engine while the old one is taken to the shop to be fixed. Once the original engine is repaired it is returned to the truck – which has been on the road and not sitting idle.

"We provide 24-hour break down service in every big town in East and West Malaysia," the President continued. "We have RM3 million in spare parts in store, so we can provide our customers with parts and services quickly to ensure downtime is as brief as possible." The company has two dedicated workshops and will be developing more after sales services.

The President stated that the company target for 2015 is to have a 30 – 35% market share. They will be building the brand throughout the region and will be supporting the Lorry Association of Malaysia in its efforts to improve trucking in Malaysia.

Zhengxu says the challenges Sinotruk faces are the focus on branding by the companies that are already here and the many more newcomers to the market. "The competition is becoming more and more fierce," he states. "We see this as a challenge and an opportunity and we will meet this challenge by providing a new generation of products. We are improving the current network of after sales service and the availability of spare parts. By doing these things we are confident we will expand our market share here."

In the near future, with signage going up on main roads, expect to become even more aware of Sinotruk's presence in Malaysia as the company continues to develop its brand and its image.



Scania Streamline Truck Series and Advance Scania Fleet Management Launched

Scania Streamline's improved aerodynamic features and real-time fleet monitoring services are set to help Malaysian haulage and logistics companies achieve maximum profitability it was revealed at MIBTC 2013 in Kuala Lumpur

Scania (Malaysia) Sdn Bhd, a leading manufacturer of heavy trucks, buses and coaches, unveiled its comprehensive Total Solutions offering to the local haulage and logistics industries at the Malaysian International Bus & Truck Convention 2013 with the official launch of its latest Scania Streamline truck range and advance Scania Fleet Management. The launch was officiated by Tan Sri Dato' Seri Syed Hamid bin Syed Jaafar Albar, Chairman of Land Public Transport Commission (SPAD).

Scania's latest Streamline truck series boasts aerodynamically improved bodywork that helps reduce fuel consumption by up to 8% for the Euro 6 engine. Corresponding savings for Euro 3/4/5 are up to 5%. The new truck has refined airflow around the front and along the sides of the cab to lower drag and cut fuel consumption. A redesigned sun visor with improved airflow and a new set of optional auxiliary lamps are introduced on all cabs. In addition, a new range of premium seats and revised interior colours enhance driver and passenger comfort and well-being.

Leveraging on its innovative technologies, Scania Streamline combines fuel economy, reliability, ergonomics, superior handling, active and passive safety, and time-saving features to create a breakthrough in truck design.

"The new Scania Streamline model is packed with intelligent, optimized technology to significantly reduce operator running costs, improve uptime, and provide greater potential profitability. We are delivering aerodynamic enhancements to the cab, as well as significant mechanical and technical upgrades that help to reduce running costs for our customers, thus boosting their profitability," said James Armstrong, Managing Director of Scania Southeast Asia.

The Streamline range adopts low drag gearboxes with friction optimized internals, a lighter and stronger single-drive rear axle, and a revised and enhanced Scania Opticruise. The latest Scania Opticruise features a choice of performance modes which include a new economy mode for better fuel economy.

Also unveiled was the latest Scania Fleet Management. Suitable for Scania or mixed fleets, Scania Fleet Management combines GPS positioning, a logging and Communicator unit on board each vehicle, a communication subscription and a web-based office interface to enable Scania customers to manage their fleet more effectively. The onboard Communicator enables remote diagnostic capability which allows Scania workshop to run diagnostics remotely to a vehicle on the road in order to prepare for on-site repair as well as servicing at the workshop.

All new Scania trucks will be factory-fitted with the Communicator. Owners and operators need only to activate the system with Scania's technical support to realize its productivity-boosting capabilities. It enables customers to pinpoint each of their vehicles' location, engine condition and driving performance on a real-time basis through Scania Fleet Management portal.

Scania Fleet Management (FMS) consists of three types of service packages ranging from the basic Monitoring to Analysis and the comprehensive Control package. These services are expected to help fleet operators reduce fuel consumption, monitor vehicle driving patterns and enhance service planning by minimising the vehicle's unplanned downtime. Scania customers who sign a 3-year repair & maintenance contract for their new Scania vehicles are entitled to an upgrade on their FMS package from Monitoring to Analysis while those with a 5-year contract shall be automatically assigned FMS Control package.

Scania also showcased its power generation engines at MIBTC 2013 where it was the leading exhibitor and Platinum sponsor.

"Scania's Total Solutions is about ensuring success for our customers so they can achieve maximum profitability, added Armstrong. "We do so by providing the finest solutions-based products and services to our customers."

MANN + HUMMEL's Importance to the trucking industry

Yap Kok Hong, Malaysia's Country Manager for Mann Hummel talked with Asian Trucker at MIBTC 2013 and explained why the company is so important to the trucking industry.



A key area for MANN+HUMMEL is developing filtration products for vehicle engines in the trucking industry. "This makes MIBTC the ideal venue for sourcing new contacts," says MANN+HUMMEL Country Manager Yap Kok Hong. "We already know some of the guys here, as Scania and Volvo are already our customers, but we're also keen to make new contacts. Our products are applicable to all vehicles, especially for heavy duty, European engines, so we're in the right place."

Centrifugal oil cleaners are complex systems with considerable benefits for extending the life and efficiency of engines, as becomes evident when Yap runs off a list these benefits.

"With MANN+HUMMEL our customers will be getting cleaner and extended oil life which will in turn lengthen service intervals and reduce engine wear, enhance long term preventative maintenance, reduce maintenance costs, cut waste disposal costs, reduce application down time and reduce total cost of ownership."

Globally, the German company has a payroll of over 15,000 people in more than 50 locations worldwide. MANN+HUMMEL launched in Malaysia in 2008 and continue to expand its market in the region. Another important message they're communicating is an emphasis of working hand-in-hand with manufacturers to create products tailored specifically for the needs of each customer.

Oil is the lifeblood of an engine and clean oil is essential if an engine is to operate efficiently throughout its working life. With greater emphasis and legislation on environmental responsibilities engine manufacturers are adapting their designs to reduce harmful exhaust emissions and at the same time extend oil drain intervals. Emission reduction technologies such as exhaust gas recirculation have been shown to increase the level of contamination. Therefore advances of oil chemistry and filtration technology are essential to meet these needs.

Importantly for truck manufacturers and fleet operators is the fact that MANN+HUMMEL centrifuge systems can be designed on an engine as original equipment or fitted onto an existing engine by an end user. "I don't want to get too technical, but I think you can see how invaluable our systems are to the trucking industry," Yap says, before explaining it all again, this time in more detail, to a new batch of potential clients.

MANN+HUMMEL Filter Technology (S.E.A.) Pte Ltd was established in May 1996 headquartered in Singapore and operates as the regional headquarter for business development, key accounts management, marketing, customer service, product management, purchasing and other key functions. The regional headquarter supports the ASEAN countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Myanmar, Cambodia, Laos,) Taiwan and Hong Kong.



Alcoa Reinventing the Wheel

Alcoa Wheel Products General Manager, Ross Simmons, travelled from Australia to Malaysia to participate in MIBTC 2013 and to promote the value of the company's wheels to the commercial vehicle market.

"Yes, we have reinvented the wheel," chuckles Ross Simmons, Alcoa Wheel Products (AWP) GM Sales/Technical - Australia, Asia & NZ. "It is very simple. Our aluminium wheels are lightweight (approximately half the weight of conventional steel wheels). These forged aluminium wheels can carry a higher payload and are much stronger. For fleet owners less weight in a truck or trailer potentially saves them more on fuel and tyre costs."

Alcoa Inc, one of the world's leading aluminium producers, was formed in 1888 and is a Pennsylvania corporation with its principal office in New York. The company employs approximately 61,000 people in 30 countries. AWP in Asia provides innovative solutions for customers in Southeast Asian countries such as Malaysia, Indonesia, Thailand and throughout the Greater Asian Region (China, India, South Korea, Taiwan etc). Alcoa is active in every important facet of the world wide aluminium industry, from refining and smelting to fabricating, recycling and related businesses. Its extensive network of production and commercial facilities combined with global resources provides customers with leading-edge technology, expertise and integrated solutions for a wide range of products.

Alcoa makes many products for commercial vehicles, but their focus at MIBTC 2013 was on promoting their high quality forged aluminium wheels.

"To keep the appearance of aluminium wheels requires some additional maintenance. In our time in the Asian region, we

have come to understand customers' requirements. One particular issue in Southeast Asia is the high humidity and the effect that brake-dust has in these climate. We have found our Dura-Bright® wheel to be a perfect fit for this application due to its ease of maintenance. Effectively it eliminates the need for constant cleaning and polishing," Simmons explains. "All you need to do is use soap and water to clean them. This feature has been a real winner for us."

Another benefit for fleet operators is the average service life for this product. It will last on average from 15 to 20 years whereas a steel wheel is approximately half of this. "Steel wheels are prone to cracking and rust, these issues are not common to aluminium wheels.

The bottom line with Alcoa aluminium wheels is with high fuel and running costs operators are looking for ways to save money and using the lighter weight Alcoa wheels is one way to achieve this. Alcoa states that aluminium wheels on a tractor can save 30 lbs. each for a total savings of 300 lbs. According to the U.S. EPA, a 10% drop in truck weight reduces fuel use between 5-10%. Having less truck weight allows the owner to increase the cargo being carried, which the Alcoa wheels can handle.

Simmons says businesswise Alcoa is increasing its presence in Asia with a quality product. "We have a solid and expanding distribution network in Southeast Asia and are on the constant look out for new business partners."

Sold on Hammar Maskin Sideloaders

Chris Joon, Executive Director of Hammar Maskin Malaysia, says Malaysia is one of the fastest growing markets for his company's sideloaders, a fact demonstrated by the selling of one at MIBTC 2013.

On the final afternoon of the MIBTC 2013 a large SOLD sign was plastered to the side of a Hammar Maskin sideloader, meaning it's been a lucrative three days for Chris Joon and his team. "People in Malaysia see the value of using sideloaders because they deliver containers instead of trailers," he explains, "thereby saving a lot of money on buying trailers."

The idea of a sideloader was conceived and tested by the company CEO Bengt-Olof Hammar in Sweden 1974, the year the company was established. Four machines were built that year, one of which was exported to Norway. Today the company has subsidiaries in Australia, Malaysia, New Zealand, Vietnam and the USA while the sideloader can be found at work in more than 90 countries.

Among these countries it's Malaysia that has seen the fastest market growth in recent years, climbing from a dozen machines to several hundred. "Most of our work is in Port Klang," Chris says.

"People choose the sideloader," he explains, "to save on time and cost and increase safety levels." When a driver arrives with a container at a terminal, offloading has to be completed quickly; trucks that stand idle are not productive, and not making money. With a sideloader the crane is attached to the truck, allowing the driver to offload his cargo within a few minutes

and quickly be back on the road. In this way you do not have to wait, nor pay for the services of cranes and fork lifts.

Having been based in Malaysia's Port Klang since 2003 Joong says the next advancement will be to have their equipment electrically automated, meaning lower emissions and less noise. "The electric powered sideloaders are already in use in Brisbane, Australia. Once the prototype is accepted we'll bring them here."

All of the sideloaders are designed and manufactured according to specific requirements. If the customer is operating on rough ground Hammar Maskin will equip the sideloader with a center-point bogey. If the customer needs a low vehicle to clear bridges they will be supplied with a Gooseneck. Individual country laws are accounted for with specific corrections made to assure each sideloader meets the local regulations.

"Safety is another area where we never take shortcuts," Joon explains. Each Hammar sideloader is built from simple, robust and safe designs and made to feel safe and risk free. A container that may weigh 30 tons cannot be allowed to tip over or cause damage in any way.

The message seems to be getting through as Malaysia commands the second largest market in the world for sideloaders. A fact that Chris Joon and his team can feel proud about.

Volvo Produces Long-term Value

Volvo trucks offer the best long-term value, states Mats Nilsson, which is why it has produced a strong performance in the region in recent years.

Though Mats Nilsson had only been President Asia Oceania Sales, Region Malaysia for a very brief time when we met at MIBTC 2013, he knew that he had stepped into a position that had already a well-established position in the market.

"We've had a good performance the last couple of years," he stated, and we will continue to grow and consolidate what we have achieved. How? By delivering on the commitment we have made to keep our customers satisfied. We will continue to expand and improve our network of sales and after sales services. We have a good density now, but we are still working at lifting our standards."

Having the 'right brand' gives Nilsson the confidence that sales will continue to grow, but he knows that this industry is not just about selling commercial vehicles, it is about engaging with the customer to ensure that they are not only profitable, but they are developing professionally and they are taking advantage of all that Volvo has to offer.

Driver training is a key component differentiating Volvo from its competitors. "Volvo has been historically a company that has had a strong focus on safety. Safety begins with the driver and so we've developed a check list for when they get into their truck to ensure that everything is as it should be."

Volvo works with governments and safety institutes in an effort to reduce traffic accidents. In Europe the goal is to have zero accidents. "Whenever an accident happens in Europe with one of our vehicles a team goes to the scene to try to learn what it can about why the accident happened."

When a Volvo truck breaks down an Action Service Vehicle is dispatched, providing roadside assistance service 24 hours a day, 7 days a week. The technicians repair the truck and can provide support with other problems. The skilled Volvo technicians undergo continuous training regarding new products, service methods and equipment. They even carry with them a Comfort Kit for the driver that includes a bottle of water, biscuits and a towel.

"Today, every industry is calling for fuel efficient behaviour. Being one of the leaders in the commercial vehicle segment, we see it as our duty to mould truckers to be more fuel efficient. Ultimately, this offers businesses an opportunity to increase revenue by cutting fuel cost, an issue that every stakeholder of the logistics and haulage industry is mindful of. Fuel costs can account for up to 50% of overall costs. Fuelwatch is a way for us to partner our customers in ways that goes beyond technology and vehicles and offer solutions to business issues," Nilsson stated.

As with safety, it is the driver that needs to understand and practice good fuel management. "At the end of the day, a trucker's role is critical in making the most difference in fuel

efficiency. It involves throwing in the right elements of a comprehensive approach to driving and advanced preparation, integrating them both into sustainable fuel-saving behaviour".



The annual Fuelwatch Challenge is one of Volvo Malaysia's key tools to mentor truckers and to pass on specific skills and knowledge that will significantly improve fuel efficiency. The champion of the Malaysia Fuelwatch Challenge will receive a RM 5,000 BSN voucher and the chance to compete in Australia against truckers from across the continent. His employer will receive a voucher for RM 10,000 worth of genuine parts from Volvo and a trip to Australia to watch the Malaysian champion compete for the Asia title.

The reason these programmes work well is because of the quality product that Volvo offers. "Fleet owners know that over a period of time where they get the best value," Nilsson states. "You don't see the Chinese truck manufacturers in Europe. We offer a complete service package that in the long term is the best value."

Apollo Tyres Opens Bangkok Office with ASEAN Focus

Apollo Tyres has opened its new Sales Office in Bangkok to cater to the entire ASEAN region, but Shubhro Ghosh says the Malaysia market is very important to the India tyre producer.



(from left to right) Rohit Arora, Head Marketing Commercial, India Operations; Shubhro Ghosh, Head, ASEAN; Apollo Tyres' Satish Sharma, Chief, Zone I and Shailendra Naidu, Head of Marketing and Sales, ASEAN (right) at the inauguration of the Bangkok sales office.

India's leading tyre manufacturer, the US\$2.5 billion (fy2012) Apollo Tyres Ltd, opened its Sales Office in Bangkok in early May to serve the entire ASEAN region, with Thailand as the hub of operations. This region will initially be catered to by exports out of India. After Dubai for the Middle East region, this is the second hub outside the company's operations in India, The Netherlands and South Africa.

Strong Market

The ASEAN region has gradually become one of Apollo's strongest export markets, out of India, accounting for more than 40% of export revenue. The contribution of this region to the total exports revenue of the company out of India has doubled in the last three years. The company already has a sizable distribution network in the ASEAN market which it plans to build on.

Speaking at the inauguration of the Bangkok office, Satish Sharma, Chief, Zone I, said, "As a company we are currently in our second phase of expansion. In the last few years, due to high customer satisfaction, the demand and acceptability of our tyres has increased manifold in the ASEAN region. We are looking at the Bangkok office to serve as a hub for an active sales and service team. This will allow us to meet customer expectations with greater ease and swiftness. Moreover, our entire range of tyres, tuned to this market, combined with our

service proposition, will help us create a strong bond with our existing and new customers across the region."

Malaysia Market

In June Shubhro Ghosh, Head, ASEAN was in Kuala Lumpur to attend MIBTC 2013 where Apollo was exhibiting its products. Gosh said Apollo is well positioned to serve the six million units a year commercial vehicle replacement tyre market in the ASEAN region. "We have come to Malaysia as it is a very important market for us."

Gosh stated that Malaysia is only 70% radialised, whereas Europe, for instance, is 98% radialised. "The advantage of radials is that they reduce rolling resistance by 30 – 40%, so that results in a significant saving in fuel. The cost difference between the two tires is not that much." As a leading producer of radials this makes the potential of the Malaysia market very good for Apollo.

Bias Strengths

However, where radials don't work as well is in off road situations and with heavy loads. They need good roads to realise their potential. For Light Trucks all steel radials provide a lot of strength and can easily carry rated loads. Gosh pointed out the bias crossplys rub against each other when being driven, so they create heat. This is not good at high speed.

Apollo has been "seeding" the Malaysian market for the past year and now it has two distributors in the country. "We have one distributor for South and Central Malaysia and one for East Malaysia," Gosh said. At the moment Apollo has a 5% market share in Malaysia but they expect to grow that quickly. "We will be adding more distributors and supporting them with product training and education. We will be conducting marketing campaigns targeting major fleet operators."





Gosh continued: "We have a long term view of the market and are very careful in choosing our partners. We want partners who are going to be with us for the long term. Malaysia fits our profile as it is one of the most developed countries in this region. The industry is more quality and service conscious, they are not focused on price alone – if they were, that would not suit our profile."

ASEAN Outlook

Apollo has developed an ASEAN strategy, focusing on the region with the new Bangkok office to serve as the Regional Head Office. "However," Gosh pointed out, "The partners in each country will be local. They will have local expertise and talent. For now Apollo has a presence in all ASEAN countries with the exception of Laos and Burma."

Apollo's global operation is divided into three divisions (Zone I, E and A). Satish Sharma oversees Zone I, which includes India, Middle East, ASEAN and the Asia Pacific region. Zone I is Apollo Tyres' largest revenue earner accounting for 67% of the company's turnover.

Tyres for this region are produced out of Apollo's four plants in India, including a state-of-the-art automated unit in Chennai. Exports out of India are projected to grow at a double digit rate in the next few years due to strategic initiatives taken by the company.

New Factory

Asked if Apollo would be building a factory in Thailand Gosh replied, "That decision has not yet been made."

News reports say that the company is looking at two locations for its Asia factory. The Indian Economic Times reported earlier this year that the company plans to set up a new plant in Thailand or Indonesia. According to the news agency the discussion about this plan has entered into the last phase and the new plant's location will be determined shortly.

The new plant is projected to produce passenger tires, truck tires and bus radial tires. The first phase of the new plant construction is estimated to cost 16 billion Rupees, equal to US\$290 million.

Neeraj Kanwar, vice director and general manager of Apollo said, according to the Economic Times, "Our negotiation on the new plant's location with relevant authorities of Thailand and Indonesia comes to the last phase at present. We estimate that the construction will be completed in two years. Thailand is the largest natural rubber producer in the world and Indonesia ranks the second. This is why Apollo considers setting up a new plant in one of the two countries."

Daimler Trucks Asia to Export to 15 Markets



Daimler Trucks is starting immediate production of five new FUSO truck types in the plant of Daimler India Commercial Vehicles (DICV) in Oragadam, Chennai. These include the medium-duty models "FA" and "FI" with a gross vehicle weight of 9 to 16 tons and the heavy-duty models "FJ", "FO" and "FZ" with a gross vehicle weight of 25 to 49 tons. The FUSO truck portfolio produced in India will be sold exclusively in export markets in Asia and Africa.

Daimler AG has announced that Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and Daimler India Commercial Vehicles (DICV) are now grouped under the umbrella of "Daimler Trucks Asia."

(Chennai, India) The commercial vehicles division of Daimler AG will bundle the activities of its subsidiaries Mitsubishi Fuso Truck and Bus Corporation (MFTBC) headquartered in Kawasaki, Japan, and Daimler India Commercial Vehicles Pvt. Ltd. (DICV) headquartered in Chennai, India, under the umbrella of "Daimler Trucks Asia".

For Daimler Truck, this cooperation opens up the opportunity for significant growth in promising, emerging markets in Asia and Africa. In this regard, MFTBC and DICV have planned a sales target of 290,000 units sold until the year 2020. The Asia business will thus make a significant contribution to Daimler Trucks' sales target of over 500,000 trucks in the year 2015 and 700,000 trucks in the year 2020.

Dr. Wolfgang Bernhard, Board of Management Member of Daimler AG responsible for Daimler Trucks and Daimler Buses stated: "Strategically, we are very well positioned with the Asia Business Model. The close network ties between MFTBC and DICV allow us to tap into important synergies, through which we can do business in new growth markets efficiently and grow profitably. Our customers benefit from this – through the right products, the best services and low total cost of ownership."

The starting shot for the successful penetration into new growth markets in Asia and Africa was sounded at the unveiling of the new FUSO products in front of customers, dealers and media representatives at DICV's production plant in Chennai. Daimler Trucks Asia is starting immediate production of trucks of the BharatBenz and FUSO brands at the plant.

"Today's production start of a new generation of modern, robust and economical FUSO trucks that will be made in India for high-growth export markets is an important step in the implementation of the Asia Business Model," Dr. Albert Kirchmann, Head of Daimler Trucks Asia and MFTBC President & CEO stated at the unveiling ceremony. "I am proud of the entire team of MFTBC and DICV, which will work together even more closely and for even more sustained success in the future."

Strategic cooperation in areas like product development, production and procurement will enable Daimler Trucks Asia to use the strengths of both companies. Nevertheless, MFTBC and DICV will continue to operate as independent subsidiaries of Daimler AG.

According to Marc Llistosella, DICV Managing Director & CEO, "DICV pledged to offer reliable and economical BharatBenz trucks – and we have delivered on this promise. Our trucks are well received by our customers. That we will now also be making FUSO trucks in Chennai is clear proof of the demanding quality standard here, which applies equally throughout Daimler's entire global production network."

The DICV plant in Oragadam, Chennai, is starting immediate production of five new FUSO truck types. These include the medium-duty models "FA" and "FI" with a gross vehicle weight of 9 to 16 tons and the heavy-duty models "FJ", "FO" and "FZ" with a gross vehicle weight of 25 to 49 tons. The FUSO truck portfolio produced in India will be sold exclusively in export markets in Asia and Africa.

"Our new assortment of modern and at the same time economical FUSO trucks will fill the rising customer demand in Asia and Africa," said Kai-Uwe Seidenfuss, MFTBC Senior Vice President of Sales & After Sales. "We will be supplying a total of 15 export markets through our established MFTBC sales network. The start will be made in Sri Lanka – with the first market launch as early as June, followed by Bangladesh, Zambia, Kenya and Brunei later this year."

For the year 2014 it is planned to begin selling the new robust FUSO trucks in Indonesia, Thailand, Malaysia, Tanzania, Malawi, Zimbabwe, Uganda, Mozambique, Mauritius and the Seychelles.

Truck Route from China to Russia Opens

(Jixi, China) A new road between China and Russia opened when the first truck carrying a full-load recently left a customs warehouse in Jixi, a city in northeast China's Heilongjiang province, bound for the Russian city of Dalnerechensk. This marked the inauguration of a new cross-border cargo transportation route connecting China and Russia, Xinhua reported.

It takes six hours to cover the 342 kilometre long route which covers 242k in China, beginning at Jixi, and passing Hulin and Lesozavodsk. The road stretches over 100k in Russia and ends at Dalnerechensk, which is the transit hub of Russia's Far Eastern railways, and logging and forest industry centre.

In 2011, China and Russia signed an agreement on cross border freight movement from Jixi to Dalnerechensk. In August 2012, both sides agreed to launch the route in this June.

Russia-to-China cargo can be distributed by Jixi-Hulin, Hegang-Dalian and Jiansanjiang Expressway to other regions in northeast China, or by six inter-provincial expressways including the Harbin-Dalian Expressway to the rest of the country.

Shipments from China can be distributed to Moscow and Vladivostok after arriving at Dalnerechensk.

Alam Flora Strengthens Fleet With MAN CLA Trucks

(Malaysia) Alam Flora Sdn Bhd, one of Malaysia's leading disposal companies, has successfully been operating 158 MAN CLA trucks since the beginning of this year. The vehicles are from MAN's production in Pithampur, India, while their special bodies were fitted by the Malaysian body-building company DRB-HICOM.

Some of the 158 MAN CLA 18.280 4x2 trucks are being used for waste disposal and for this purpose are equipped with rear-loader bodies and lifters for the

waste containers. Other vehicles are fitted with bodies enabling them to function as road sweepers. On average, Alam Flora takes away more than a million tonnes of rubbish every year.

The robust driveline consists of a 280-hp six-cylinder in-line engine and a nine-speed overdrive gearbox. The vehicles are equipped with a wear-free exhaust valve brake, which enhances engine braking and lengthens the service life of the service brake.





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Great comfort and functionality are the hallmarks of the medium-length long cab, which also has a bunk. The cab has ergonomic seats and an adjustable steering wheel, a clearly-arranged instrument panel and easy-to-reach function switches. The MAN CLA offers proven technology at competitive prices, meeting all the requirements in terms of the ruggedness and reliability needed under tough and challenging operational conditions.

Produced by the MAN plant in India, the vehicles are adapted to the demands of the Asian and African target markets. This combination of technology that is as durable as it is service-friendly makes the MAN CLA a good choice in countries where the infrastructure is less developed. These robust trucks are now being exported via existing MAN sales structures to 30 countries.

Ennerst to Replace Weiberg at Daimler Trucks



Georg Weiberg

(Stuttgart, Germany) Effective August 1, 2013, Sven Ennerst will take on global responsibility for the development department at Daimler Trucks. Ennerst will succeed Georg Weiberg, who will retire after working for Daimler for more than 40 years.

Dr. Wolfgang Bernhard, Daimler Board of Management member for Daimler Trucks and Daimler Buses stated: "I wish my colleague Sven Ennerst every success in his new position, and I would like to thank Georg Weiberg for his outstanding achievements."

After ten years as Head of Engineering Mercedes-Benz Vans, Weiberg has also had a big impact on Daimler Trucks' development unit during the past seven years. The development departments of Trucks NAFTA, Trucks Asia, and

Trucks Europe were closely integrated under his management. They are now extremely well networked and can thus exploit synergies. Weiberg had major responsibility for the renewal of the entire Daimler Trucks model portfolio in NAFTA, Europe, and Asia, and for the introduction of the new engine platforms at Daimler Trucks. In addition, as a member of the Supervisory Board he helped to launch BharatBenz, the youngest Daimler Truck brand. As a result of the founding of the global hybrid centre at the Fuso facility in Japan, Weiberg was responsible not only for conventional, but also for alternative drive technologies.

The Board of Management thanked Weiberg for his many years of successful work at the company. "Thanks to his great technological expertise, extensive range of personal contacts throughout the world, and outstanding knowledge of different cultures, it was possible to closely integrate the global development department under his leadership. Georg Weiberg's decisions and strategic projects have helped to bring Daimler Trucks to the top," says Dr. Bernhard.

Sven Ennerst, the new Head of Truck Product Engineering at Daimler Trucks, started his career at Daimler in 1991, initially working as a planning engineer in the truck assembly plant in Wörth. Ennerst subsequently helped to internationalize the Daimler Group. In 2004 he became Director of the Mercedes-Benz plant in

Kassel. Since 2006 he has headed the Strategic Future Truck Program at Daimler Trucks.

"I wish my colleague Sven Ennerst every success in his new position at Daimler Trucks," added Dr. Bernhard. "As Head of the Strategic Future Truck Program, he successfully rolled out the heavy-duty truck platform, which encompasses the new Actros and Antos trucks and the Arocs construction site vehicle. He was thus responsible for the market launch of an all-new generation of vehicles that has become the benchmark for customers. I'm convinced that he will enable the Daimler Trucks' development unit to make further progress."



Sven Ennerst

FUSO Unveils All-Electric 'Zero Emission' Light-Duty Truck



(Kawasaki, Japan) Mitsubishi Fuso Truck and Bus Corporation (MFTBC), has unveiled its second generation "Zero Emission" Canter E-CELL all-electric truck to be operated at Central Nippon Expressway Company Ltd. (NEXCO Central).

The second generation innovative all-electric truck, based on the latest conventional diesel Canter light-duty truck model, has made significant progress over its predecessor model premiered in 2010 and will go through final vehicle testing at MFTBC's Kitsuregawa Proving Ground before its delivery to NEXCO Central in autumn when it will start its verification testing to prove its "CHAdeMo" type fast charging and wireless magnetic resonance supply systems.

"FUSO has committed itself to developing low-emission products, be it the diesels, hybrids, or the all-electric drives,

for our customers, the society, and our planet," stated Gustav Tuschen, MFTBC Senior Vice President of Product Engineering said. "This announcement marks an important milestone for FUSO's advanced engineering. We strongly believe the start of testing, especially of the wireless magnetic resonance supply system incorporated on the Canter E-CELL, will be of great value in terms of proving the future direction of electric vehicles."

Making its world premiere at the 63rd IAA for commercial vehicles in 2010 in Hanover, the Canter E-CELL made its Japan premiere at the 2011 Tokyo Motor Show. This all-electric light-duty truck has zero CO2 emissions. The battery-electric driven Canter E-CELL truck works towards achieving emissions-free mobility in densely populated areas and environmentally-sensitive areas.

Groundbreaking Ceremony for New Hino Motors Factory in Malaysia

(Negeri Sembilan, Malaysia) Hino Motors Manufacturing (Malaysia) Sdn. Bhd., a Malaysian manufacturing subsidiary of Hino Motors, Ltd., held a groundbreaking ceremony for a new factory in Negeri Sembilan on July 2, 2013. The new factory is scheduled to begin production in March 2014, producing a projected 10,000 medium and light duty trucks, and buses per year.

The guests including Dato' Haji Abdul Halim bin Haji Abdul Latif, Mayor of Seremban and Nilai, as well as Hino president and board member, Mr. Yasuhiko Ichihashi, and president of Hino Motors Manufacturing (Malaysia), Mr. Ikuo Shibano.

Malaysia is quickly growing as Hino's third major ASEAN market, and is expected to continue growing as a major market

after Indonesia and Thailand. As well as giving the company sufficient capacity to meet increasing demand, constructing this new factory will help the company establish a supply system capable of flexibly accommodating market needs for a range of specifications and lead times.

In the early stages of its operations, the factory will be assembling trucks and buses with parts supplied from Japan. As Hino proceeds with efforts to develop regional centres in Indonesia and Thailand, the company will be gradually increasing to parts supplied from these countries. Accordingly, Hino will be optimizing production and supply systems within the ASEAN region.

DHL and SMU launch Green Transformation Lab



(left to right) Prof Steven Miller, Dean, School of Information Systems, Singapore Management University; Paul Graham, CEO, Asia Pacific, Middle East and Africa, DHL Supply Chain; Kar Way Tan, Academic Director, Green Transformation Lab, School of Information Systems, Singapore Management University; Stephan Schablinski, Director, Sustainable Supply Chain Solutions, DHL and Director, Green Transformation Lab; Prof Arnold De Meyer, President, Singapore Management University; Bruce Edwards, Global CEO, DHL Supply Chain.

A new S\$2 million sustainable logistics research and development centre will speed the adoption of green supply chains across Asia Pacific and globally.

Logistics company DHL, is partnering with Singapore Management University (SMU) to accelerate the evolution of sustainable logistics across Asia Pacific with the launch of the Green Transformation Lab. This S\$2 million initiative (DHL's commitment over two years) hosted at the SMU School of Information Systems on the University's city campus, will focus on the creation of innovative solutions to help organizations transform their businesses towards sustainable green growth and drive beneficial change in supply chains across the region. This joint DHL – SMU initiative will fulfill its mission through education, research and best practice development.

Mr Bruce Edwards, Global CEO, DHL Supply Chain, said: "DHL has long recognized the need for supply chains in Asia Pacific to adopt more sustainable logistics models. 'Green' momentum is growing amongst policy makers, companies and consumers but more can be done to spearhead the application of Green solutions throughout the supply chain. The Green

Transformation Lab will help these organizations move beyond measuring and planning by creating more sustainable solutions for companies and supply chains that lead to large-scale adoption and subsequent economies of scale. We'll achieve this by leveraging SMU's multi-faculty academic excellence, DHL's GOGREEN sustainability services and our expertise and capability in supply chains. DHL is committed to creating a more sustainable world today for the benefit of tomorrow."

The fact that logistics costs as a percentage of GDP are significantly higher in Asia Pacific than in the US and Europe[2], calls for more sustainable logistics operations and makes it a real catalyst to sustainable, economic growth. In its outstanding position as one of the world's biggest logistics hubs and its prospect of developing into a mega city with more than 6 million residents by 2017, supply chain sustainability is also vital to Singapore's continued economic success with the value of merchandise imports and exports being three times greater than Singapore's GDP.[3]



Professor Arnoud De Meyer, SMU President, said, “Singapore is a regional hub for supply chain management and this puts us in a unique position when it comes to finding solutions for tomorrow’s world. We possess the knowledge and are able to provide a conducive environment for generating ideas and solutions that are vendor-neutral and interdisciplinary to help companies steer a green transformation of their business. SMU’s strength in information systems, operations and risk management, business strategies, law, economics and social sciences, allied to DHL’s global leadership in logistics, is a powerful combination. We are confident that the outcome of our collaboration with DHL will be transformational thought-leadership and practical tools that Asia can use to evolve green supply chains that will contribute significantly to the long-term business growth of the region with Singapore as the driver.”

Opening in May 2013, the Green Transformation Lab will have two full time directors – Mr Stephan Schablinski from DHL will serve as Director. Ms Kar Way Tan from SMU will serve

as Academic Director. The Green Transformation Lab will be supported by SMU faculty and students, as well as by DHL professional staff. The Lab hopes to attract more companies that wish to accelerate sustainable supply chain adoption as partners.

Priority projects for the Green Transformation Lab in 2013 in the area of visual analytics is the enhancement of the DHL Carbon Dashboard – an end-to-end supply chain management tool – and research into Extended Producer Responsibility to understand its current status and trends in the region. The Green Transformation Lab will also be conducting research into innovative business models that create a strong value proposition in the area of CSR (Corporate Social Responsibility) while leveraging core logistics competencies.

DHL’s own ‘green’ programs have made it the industry leader in terms of sustainable logistics. Its GoGreen program to increase carbon efficiency by 30 percent by 2020 (benchmarked to 2007 levels) was launched in 2008 and celebrates its fifth anniversary this year. In 2010, it exceeded the 2012 intermediate target of a 10% improvement in CO2 efficiency. The Group has now achieved a 16% improvement in its CO2 efficiency with the launch of its GoGreen program in 2008. DHL offers a full range of GOGREEN products and services for its customers across all its business units - from carbon reporting and consulting to CO2 reduction options and carbon offsetting.

SMU is a leader in Analytics for Business, Consumer and Social Insight, and the University has developed strong capabilities in applied research on urban logistics and transportation planning. In 2012, SMU researchers developed analytics for Computational Sustainability, which included the development of decision support methods and tools for green transportation from distribution centers to retail outlets that optimize carbon footprint and service efficiency in a multi-echelon logistics network. Starting this year, SMU will be participating in a multi-year national initiative on urban logistics that seeks to develop technology for the coordination of freight movements into the city to minimize congestion in an eco-friendly fashion.



The Quon: Designing the Modern Truck



The UD Trucks design leaders: Takashi Oka, Toshio Shiratori, Yuusuke Kitajima and Susumu Ushiyama

The process of designing a truck – of giving it not just the look that sets it apart and communicates the brand, but of incorporating the functions that make it an efficient business tool – different from that of other vehicles is a complex, but fascinating process. When the design team at UD Trucks began the work of creating the physical look and functionality of the Quon, it was clear that it wasn't so much starting work on one singular project, but about applying ongoing ideas and sharing perspectives to make sure the result was the best possible workplace on the road.

When Yuusuke Kitajima, formerly UD Trucks Product Design Director during the Quon design process and now International Design Director, talks about design and trucks, it's clear he's looking at a very big picture. "Design is both about aesthetics and about usability when you're talking about trucks," he says. "Of course it's about a good look and appealing design, but we also have to design for usability, thinking about things such as safety, operability, comfort, functionality, efficiency, the economy and even fuel efficiency. It's a lot about working with engineering and product planning."

At the same time the truck has to make a statement about the brand – something that was especially important with the launch of the Quon. "The brand message definitely is communicated through design," Kitajima says. "We have to express the UD heritage, the 'UD-ness,' in the design."

Even though UD trucks are sold in increasing numbers in markets around the world, there are some key Japanese design concepts that are at the heart of UD Trucks design, and which can be globally applicable. "These are concepts like simplicity, elegance, thrift, hospitality – the things that most people recognise as 'Japanese,'" Kitajima says.

"The interesting thing for us is how to harmonize these traditions with the new directions for UD Trucks," says Toshio

Shiratori, Director of UD Trucks Product Design. "The basic brand concept hasn't changed, but there are new essential values that have emerged as we have become UD Trucks, and part of the Volvo Group. We feel that the combination of modern elements and Japanese traditions is what will create something new and distinctive. So we are very careful about where Japanese elements can be applied."

The process of making this application happen falls to two men: Susumu Ushiyama, who led the Quon interior design team and Takashi Oka, who was responsible for the exterior design. Immediately it becomes clear that there is a basic tension in the design process. "For the interior, we always want to push the cabin out and make things as spacious as possible," says Ushiyama. "We wanted to stress the rounded lines around the cab to improve the aerodynamics," Oka explains.

It is clear that these two soft-spoken designers are very unlikely candidates for full-on arguments demanding that their ideas be accepted; both engage in a design process that very much listens to a great many voices.

"There are several customers with trucks," Ushiyama points out. "The driver is in the truck all day, but the fleet owners buy and operate them. With the exterior, you're really expressing something about the truck and the company to the outside world, while the interior is almost completely about the driver."



Takashi Oka refines the lines on a new truck with model maker Masashige Suzuki

"We do often get together and talk around the model," Ushiyama explains. "No matter how long you look at a design on a screen, it is different when you see it physically."

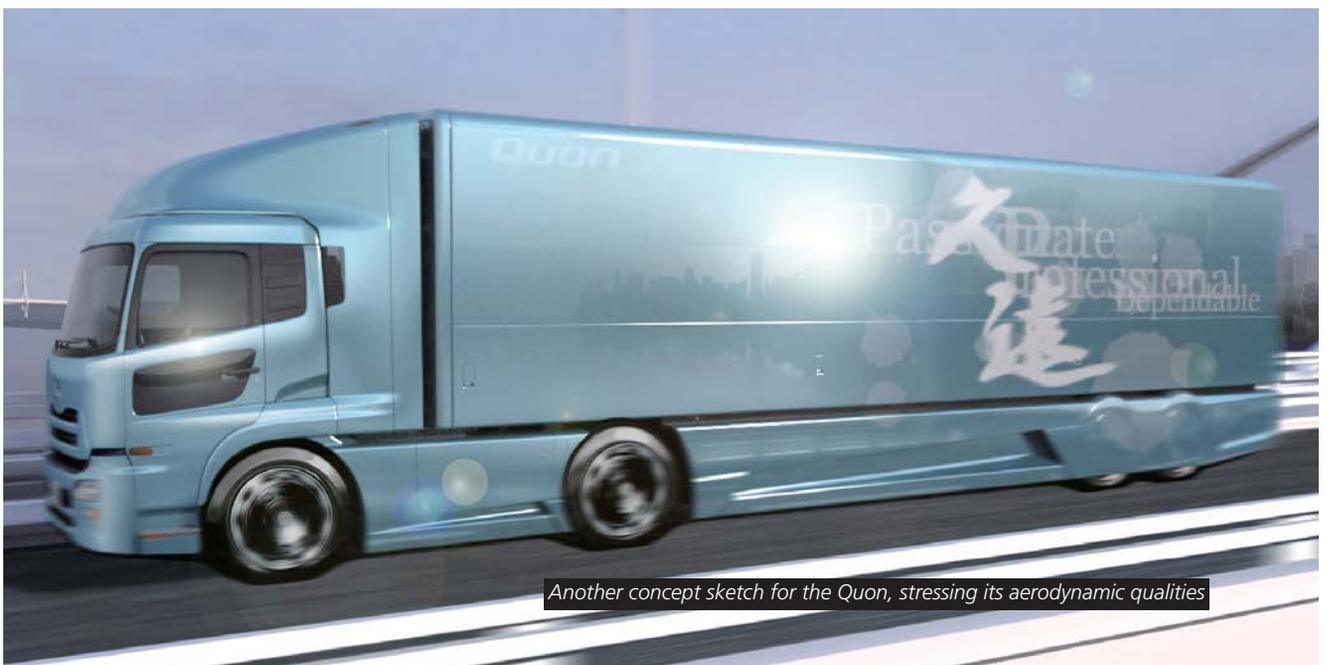
Ushiyama and Oka often use the models, they say, to discuss the balance of interior and exterior, while things may change in areas such as the lines which give the truck a sense of speed, elegance and power.

"We will make several versions then compare them," Ushiyama says. "I often change the shape and lines because what we see on the model just wasn't the same as what we expected."

"We'll also build clay interiors models, but these are a lot more difficult to create," Ushiyama continues. "For these, the model builders will create them in sections, then assemble the parts. It's helpful for us as designers, but also in showing others exactly what is happening in design."

One section of the one-fifth scale truck model is hidden from the camera by tape as it is very much a work in progress and not ready to be seen publicly. At times the designers may make a model to a different scale; while around the room, hidden under sheets, are fullscale mockups of trucks. They remain a secret – for now.

And the collaborative process will continue. "With this kind of design we're building for the customers, not to satisfy our interest in design," Shiratori points out. "We need to learn from as many people as possible, so we can design a truck that looks great, but also does the job in the best way possible. That's even more important as UD Trucks continues to be a more and more global brand. We need to respond to customers in markets all over the world, and be able to provide them with the design and functional details they need in their area. At the same time, though, we do need to treasure the Japanese design elements that make UD Truck design unique, and continue to make use of them in tomorrow's trucks."



Another concept sketch for the Quon, stressing its aerodynamic qualities



Goldbell Driver's Club Goes A Long Way

Free membership and free facilities are just a couple of reasons Goldbell's Driver's Club is attracting so many members.

"I would definitely recommend other drivers to join the Goldbell Drivers' Club as you will get to meet more drivers from different industries," said Yee Hock Beng of TBC Transport.

Many Activities

You will get the opportunity to meet many drivers as the club, that was launched in 2009, now has about 2500 members. Membership is free and it is very appealing to so many drivers because of the activities they do. "I had a lot of fun bonding with the others during the Batam trip!" stated Augustine of SSN Transport N Service

The Goldbell Drivers' Club is aimed at providing attractive benefits to its driver members. Membership is exclusive to their customer drivers in the hope that the drivers will recommend Goldbell's services to other drivers and owners.

Goldbell Drivers

The Goldbell Driver's Club (GDC) is an initiative by Goldbell Engineering Pte Ltd to bring together drivers from all sectors, regardless of age, gender or nationality. GDC pays for all overseas trips, special events and GDC sponsored specials. The GDC was formed with the purpose of rewarding its members with overseas trips, event specials, offers and promotions as well as other value-added benefits.

The next upcoming activity is a Pawning competition, which is sure to be a great deal of fun.

Some of the overseas trips have been to Batam, Kuala Lumpur, Malacca, and Kukup Malaysia. The local events have included an outing to Bottle Tree Park for a Family Day, Goldbell's Idol 2010 & 2011, movie screenings and bowling tournaments.

Driver's Hub

The Drivers' Hub is an exclusive 192sqm facility located at Goldbell's Tuas Ave 18 Service Centre where drivers can enjoy peace and quiet, a welcome break and refreshments while their vehicles are being repaired or serviced.

Lavishly furnished with clubhouse facilities and full air-conditioning, the Driver's Hub allows Members to fully relax while taking advantage of the extensive facilities that include complimentary showers, internet surfing, resting areas, a pool table and TV. Food and refreshments are available. There are beds where the drivers can take a nap. After all, a little rest goes a long way. After stopping by at the Drivers' Hub for a break, drivers can take to the road again fully recharged and alert.

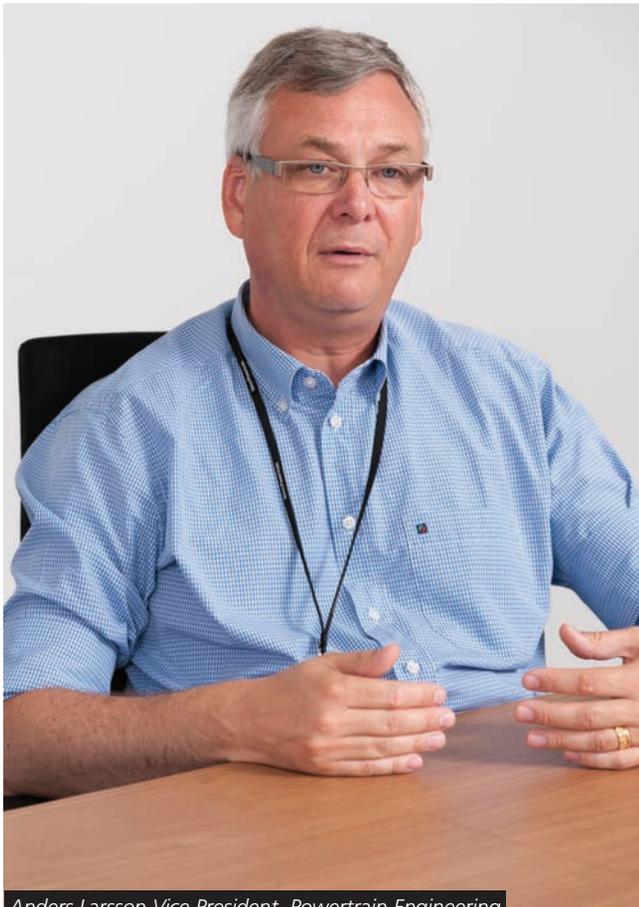
"Keep it up!!! Said an enthusiastic Siew Kai Mun of OCWS Logistics Pte Ltd. "I'd like to give a hug thanks to all the staff who put in the hard work for all the drivers!! BRAVO!!!"

To contact the Goldbell Drivers' Club please be in touch with:
Ms Glenda Koay
DID: +65 6864 0988
Email: GlendaKoayYW@Goldbell.com.sg

Escot-V

A Smarter Way to Shift

A world-leading transmission system has been made possible by Volvo Group technology. Originally developed by the Volvo Group and launched in 2001, this automated mechanical transmission (AMT) has been developed over the years. Today, this epoch-making AMT, in variants adapted for each brand, is serving on trucks and buses around the world, increasing driver efficiency and reducing fuel consumption and wear.



Anders Larsson Vice President, Powertrain Engineering

The image of a heavy-duty truck being driven – at least in the popular Hollywood view – is of a big, burly guy sweating and shifting through the many gear changes needed to get the big vehicle moving. It's a great image for the movies, but hardly the way anyone would want to work (even big, burly guys).

Since 2010, the majority of Quon trucks sold in Japan have the answer to a smarter, smoother shift: the Escot-V automated mechanical transmission (AMT).

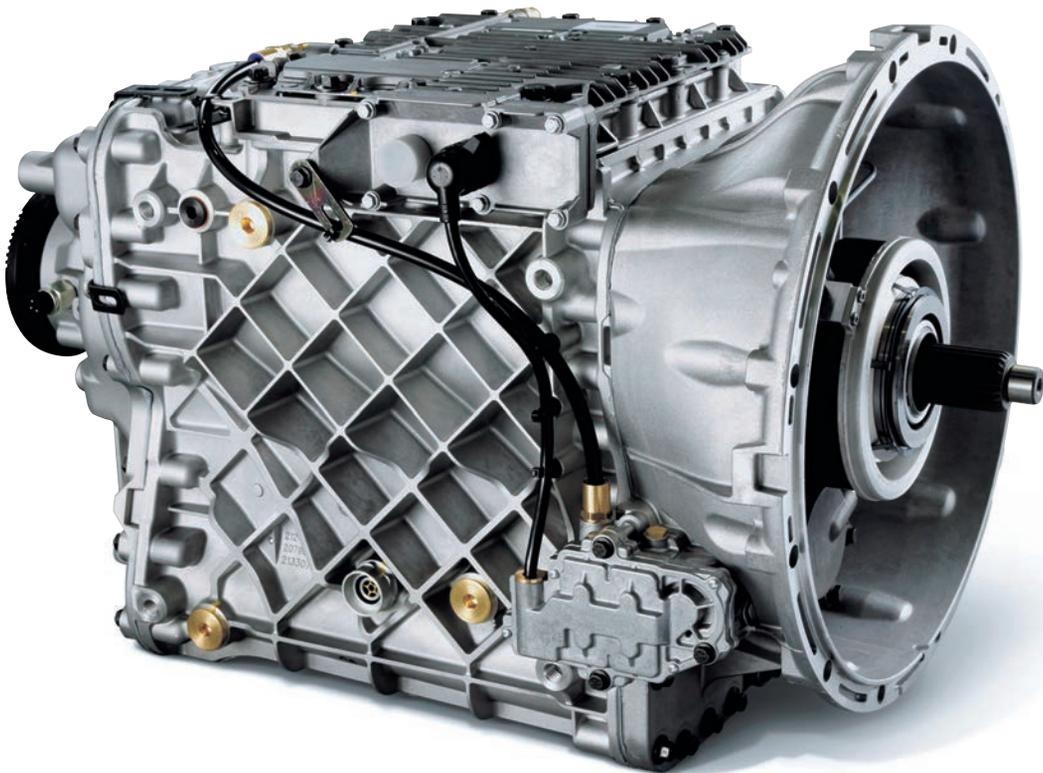
This remarkable Volvo Group technology does a lot of things for both the driver and the operator starting, perhaps most visibly, by removing the clutch pedal. "Up until recently, there have been many attempts at AMTs, but usually with the third (clutch) pedal," says Takemi Murata, Manager, Subsystem Drivelines & Hybrids, Powertrain Engineering. "With the Escot-V, we have only two pedals, like a car. This makes it much easier to drive."

"The system gives the good sides of both a traditional automatic transmission that everyone is familiar with, and the advantages of the manual transmission as well," says Anders Larsson, Vice President of Powertrain Engineering. "And," he explains, "removing that third pedal really was one of the big challenges."

"Selecting the gears is not a difficult challenge, but removing the clutch pedal, and the control it gives, and still be able to operate the truck in all conditions, including mud and snow, is the tough part."

The first such transmission appeared in the 1980s, Larsson says. "There have been a lot of developments and a lot of improvements over the years. Today though, we're at the point where the system is very popular in Japan, with between 70 to 80 percent of all our trucks now purchased with the Escot-V."

In fact, Murata says, a recent survey in Japan showed that the Escot-V is the most popular AMT in the country. "The Japanese market has its own unique challenges, in narrow roads and congested terminals, where drivers have to back the truck up very carefully to the gate. Truck drivers were used to using the clutch pedal to gently ease back the trucks to a very gentle stop right at the gate, but earlier AMTs just weren't sensitive down to millimetres. With the creep mode of the Escot-V, the accelerator acts more like the clutch pedal. So we were able to answer the needs of the Japanese market."



Takemi Murata Manager, Subsystem Driveline & Hybrids Powertrain Engineering

It's not only the drivers who have come to embrace this 12-speed AMT. Larsson explains that fleet operators also have good reason to appreciate this automatic truck transmission. "A big advantage is that it makes all drivers better. With 100 drivers, there's always the number one driver who may be extremely efficient with a manual transmission – but what about the other 99? The Escot-V makes the average driver much better. We also provide full control over the clutch, its wear and maintenance, because the use patterns are predetermined."

It has been shown that the smooth, smart shifting of the Escot-V also provides increased fuel economy, reduces stress on driveline and tires, reduces maintenance – and makes driving a whole lot more pleasant and less stressful for the person working in the cabin, increasing safety.

Those patterns are determined in no small degree by the software involved, because of all the control that software has over the operation of the engine, the transmission, and many other areas of truck operation. A big advantage for the Volvo Group is that the development of both engines and transmissions is done in-house.

"Some of our competitors source many of their components, such as the electronic controls, from suppliers" Larsson says. "That always means compromises later. It's much better if you have the system and software engineers yourself, as we do in the Volvo Group. They can be coding in the morning, and test driving can happen in the afternoon."

Which means that they can even further improve and serve this and other markets with what has already become the leading AMT in Japan.



Strengthening Ctrack's Presence in Asia

Recognizing the need for simultaneous fleet management and asset monitoring, ISIS allows customers to plan, load, reconcile, track contents during journey through to delivery and issue proof of delivery to customers. The solution is ideal for the cash-in-transit industry, palletised cargo and other high-value goods and designed for three years.

In addition to ISIS, MFCS has also established regional Data Centre to support Multi country tracking of all Ctrack fitted vehicles in the Asia Countries. Thereby, MFCS is marketing the complete Ctrack Intelligent Solutions in terms of product range in hardware and software from Ctrack including the Transported Asset Protection Association (TAPA) and Long haul solutions. This joint venture gives global cargo and fleet customers a revolutionary product that will radically enhance control on the status of cargos during transportation. With the new data centre established in Kuala Lumpur and designed to manage ISIS and Ctrack business in Malaysia, Singapore, Thailand, Myanmar, Japan and Philippines, customers are able to use Ctrack and ISIS cross border and increase visibility of their business. MFCS is already working to launch China by the year end, which will complete the Asian Road Network that enables all Ctrack Intelligent Solutions to be fully Visible from Singapore up to China.

How it is increasing Ctrack's presence in the region

Ctrack's Asian operations were previously managed from South Africa and followed a distributor model for countries where it serviced customers. In 2010, a decision was taken to establish Ctrack Asia based in Kuala Lumpur to reorganize and expand the region to ensure it is well positioned to take advantage of the fast-growing and expansive Asian economy. Relationships with distributors in Indonesia and Indo-China have been strengthened and new country operations have been established with MFCS.



Ctrack is regarded globally as one of the main solution providers in the telematics industry. Building on their strengths in South Africa, Europe, UK, the Middle East and Indian Sub-Continents, they have selected Mega Fortris, a truly Malaysian Company that have a global reach in security to be their parties in the Asian development. Ctrack Sales topped USD\$ 108 million in 2012 with over 700,000+ units operating globally.

Mega Fortris Ctrack Solutions Sdn. Bhd. (MFCS) is the joint venture form between Mega Fortris Malaysia Sdn Bhd and Ctrack Asia Sdn Bhd, a DigiCore Holdings company. MFCS has developed the Integrated Security Intelligent Solutions (ISIS) active RFID technology powered by Ctrack enabling valuable cargo to be tracked throughout its journey from origin to destination. MFCS has the global rights for marketing ISIS across 50+ countries and MFCS in Malaysia will be the HQ for future development of MFCS across 50+ countries.

Ctrack's main focus markets going forward with:

- Oil and Gas
- Mining
- Insurance
- Long haul (Logistics)
- Individuals (Stolen Vehicle Recovery)

Products and services

- Insurance - Insure & Secure
- Individuals/ Stolen Vehicle Recovery - Secure, Lite and ICE
- Long haul (Logistics) - Lite, Assist, Solo, ISIS
- Mining, Oil and Gas - Assist, Solo



Growing network

With this planned growth not only will we be in adjoining countries but also provide with our global sim cross border tracking and Ctrack maintenance services along the Asian Road Network. In the second phase we will open the sub-continent route from Thailand, Myanmar into Bangladesh and India. Malaysia and Singapore are now operational with Thailand, Myanmar and China will become operational by end 2013 with Philippines and Japan in 2014.

Hernie Heng | Business Development Manager | MEGA FORTRIS CTRACK SOLUTIONS (SINGAPORE) PTE. LTD.
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Fleet owners take aim at fuel costs



Introducing the "Genius-in-the-Tank".

The Green Genius FuelSaver™ is a ground-breaking, fuel efficiency technology that can reduce truck and bus fuel costs from 5% to 12% (an average of 8%). This translates to a savings of approximately US\$1,900 or RM6,000 per vehicle per year. For truck and bus fleets with 100 vehicles, fuel cost savings can average up to US\$190,000 or RM600,000 per year. And if all such vehicles adopted the FuelSaver, they could reduce toxic carbon emissions by up to 35% too.

FuelSaver™ is the world's only patented, tested and proven, chemical-free, maintenance free fuel saver and emissions reduction technology on the market today. And the transportation industry is taking notice worldwide.

Good financial sense in the long run.

As fuel prices remain high and look to stay high, FuelSaver technology makes good financial sense in the long run. For owners of large transportation fleets and logistics companies, the FuelSaver is their proven fuel saving defence mechanism. FuelSaver saves money, improves fuel economy and minimises fill-ups. It also offers superior performance, higher torque, better engine efficiency, and lowers vehicle operating and maintenance costs.

A solid immersion device, Fuelsaver requires no maintenance. When dropped into the fuel tank and secured by its stainless steel tether, it goes to work instantly, modifying the molecular structure of the fuel by energising the molecules through the emission of far infrared electromagnetic waves, causing the fuel to burn faster and more completely, reducing fuel consumption, emissions and smoke.

The proof is in the testing.

With more than 250,000 units sold worldwide, Green Genius has run a number of governmental and operational tests in Asia, Europe, South America, and North America. The results have proved FuelSaver's effectiveness and efficiencies. But the company isn't stopping there. Highly successful tests have just been completed using industrial mining vehicles in some of the world's harshest environments, once again proving that nothing beats the Fuelsaver at conserving fuel, reducing emissions and improving ROI.

For more information: www.greengeniusinnovations.com



Tough questions for real pros: Get yourself fit for advanced driver training!



MAN ProfiDrive trainer Malte Meiners and his colleagues train around 6,000 drivers every year.

Knowledge is the best driver:

How well do you know your truck?

Physics of driving, engine output, combustion: Part two of our ProfiDrive Expert Tips series reveals just how much you really know!

1. What level of blood alcohol concentration causes reaction times to slow by 30 to 50 per cent?

- ... a) 0.3 parts per thousand
- ... b) 0.8 parts per thousand
- ... c) 1.0 to 2,0 parts per thousand

2. What is the power consumption of a truck travelling at 70 km/h on a flat road?

- ... a) 98 kW
- ... b) 105 kW
- ... c) 117 kW

3. What formula is used to calculate engine output?

- ... a) $\frac{9550}{n} \times P = M$
- ... b) $\frac{n}{9550} \times P = M$
- ... c) $\frac{n}{9550} \times M = P$

4. How many types of driving resistance must truck drivers be familiar with?

- ... a) 3
- ... b) 4
- ... c) 5

5. How many litres of air does the engine use to combust one litre of diesel?

- ... a) 4,000 to 8,000 litres
- ... b) 10,000 to 20,000 litres
- ... c) 25,000 to 30,000 litres

Score:

0 to 5 points:

Looks like the ProfiDrive Team's questions caught you on a bad day... But there's an effective way to make up any gaps in your knowledge: a ProfiDrive training course! Take the course, and you'll sail through tests in the future. And you'll also comply with any mandatory further training obligations which apply to driving professions in your country. (For example, Germany requires proof of 35 hours of further training every five years.)

5 to 15 points:

You're confident behind the wheel, but your score in the ProfiDrive Experts' Test could still be better. Consider improving your theoretical knowledge by taking a ProfiDrive course. You can get your knowledge up to scratch as well as delivering proof of further training which may be mandatory in your country; up to 2014, Germany requires drivers to take seven hours of training for five days, a total of 35 hours, every five years.

15 to 25 points:

Well done – you're looking good! It was a tough test and some of the questions were pretty advanced. The ProfiDrive trainers may not be able to tell you anything new as you know most of it already – but why not consider taking a ProfiDrive course? You'll gain proof of advanced training, which may even be required by law for driving professions in your country. Take up the challenge – we're sure you'll find out many fascinating facts by talking shop with the trainers!

Add up your scores:

Question 1: a 0, b (correct) 5, c 0 points; Question 2: a (correct) 5, b 0, c 0 points; Question 3: a (correct) 5, b 0, c 0 points; Question 4: a 0, b (correct) 5, c 0 points; Question 5: a 0, b (correct) 5, c 0 points

Sign up online here:

www.profidrive.mantruckandbus.com



Asian Trucker Media Dialogue on Road Safety



Industry Captains Concur that both Public and Private Sector Should Work Collaboratively towards Enhancing Road Safety

Held in Kuala Lumpur, 17th May 2013 a dialogue session that involved key players of the heavy vehicle industry such as Scania Southeast Asia, Shell Commercial Fleet Asia, Apollo Tyres Pte Ltd and E-Response Group of Companies was held to raise awareness for issues involving road safety.

Road safety continues to be a key concern for road users in Malaysia with a rising number of road accidents contributed by overloaded heavy vehicles or reckless bus drivers. Malaysia's Land Public Transport Commission (SPAD) had recently reported that heavy vehicles transporting goods contributed to 28% of road accidents in Malaysia and accidents involving public transportation vehicles have increased 8.3% in 2011.

During the dialogue, the main topic discussed was on how bus and truck companies should play a more proactive role in addressing these issues. According to the Works Ministry, maintenance of federal roads damaged by overloaded lorries throughout the country between January and October in 2011 cost RM747million. This situation is further aggravated by the heavy downpours and flash floods that have been frequently happening in the Klang Valley.

Tuan Haji Idros Puteh, General Manager of Scania Malaysia said, "Both public and private sectors have a commitment and

a role towards road safety. As a leading truck manufacturer, Scania sees efforts to reduce road accidents as an important area of any company's responsibility. Apart from developing safer vehicles, we believe driver training is also an important factor for improving road safety. The driver is the single most important asset in road safety".

Mohamed Noor Sany, Chief Executive Officer of E-Response Group of Companies concurred. "Emphasis has often been placed more on the roadworthiness of the vehicle as compared to ensuring that the drivers and operators are properly trained on the safety elements. Driver training has become extremely important especially with the increased traffic on the road and the added freight to be delivered", he said.





Sany urged that truck companies should see driver training as an investment and not a cost and that the training should involve the management team so there will be a top-down approach for the safety culture to be inculcated into their practice in the long run.

"The training should be conducted collaboratively between the private sector and the authorities. We have seen some cases of bus and truck companies in Malaysia that have successfully done this by working together with the authorities," he stressed.

"The truck companies have often been labelled as the culprit behind damaged roads in Malaysia and many have the perception that buses are unsafe due to the drivers' recklessness. In this dialogue, we hope to hear from the perspectives of the various parties involved and discuss the role each party plays in contributing towards better road safety", said Stefan Pertz, editor of the Asian Trucker magazine who was moderating the dialogue.

Also discussed in the dialogue was the challenge of attracting the right talent to the heavy vehicle industry and whether women could have more career opportunities in this predominantly male-dominated industry.

Frizailah Azmi, Road Transport Contracts Manager (Malaysia/Singapore/Indonesia), Shell Supply & Distribution who was present to offer views in the dialogue agreed that while there is no gender bias when it comes to hiring decisions in their organizations, women have traditionally been confined to the more administrative roles and office functions in the industry.

"For this to change, more needs to be done by the bus and truck companies in terms of attracting women talent. In our expo, we hope the job fair that will be running concurrently will provide them a great opportunity to do so," said Pertz, who is also the organizer of the Malaysian International Bus, Trucks and Components Expo (MIBTC) 2013 that was held from 13th – 15th June 2013 at the Malaysia International Exhibition and Convention Centre (MIECC).



During MIBTC, Scania, Shell Commercial Fleet Asia and Apollo Tyres Pte Ltd joined an impressive line-up of both local and international speakers to share insights on innovative solutions for road safety and vehicle management.



In it for the long haul: From Vilnius to Ulan Bator



ART Logistics, a pioneer in Europe to Mongolia LTL trucking sees preparation, planning and 'battle hardened' drivers as the secret of its success on this 7,000 kms long route.

ART Logistics has a strong focus on ensuring its trucks are in optimum condition because of most of the areas the company operates in are in remote areas, in harsh environments and risk prevention is part of the corporate DNA.

Truck Requirements

The project forwarder operates a EURO4 minimum or EURO5 with mileage below 100,000 kms. All vehicles are equipped with CRM so that drivers can locate the unloading terminal without extra cellular phone calls. All vehicles also have GPRS installed as the cellular connection is not available on each and every transportation leg, given the remote regions the trucks transit through. Using GPRS connectivity enables ART Logistics the opportunity to track current locations at any moment remotely from the Lithuania office.

The capacity of the trucks is between 92 cbm and 100 cbm and the vehicles are licensed to travel from the EU all the way up to Vladivostok.

ART Logistics drivers receive special training and drivers with many years of experience are eligible to drive of these long haul journeys. Drivers who are eligible to drive on the Europe to Mongolia route must have at least eight to ten years of heavy truck driving experience and have worked long hauls for a minimum of one year.

Routing:

Vilnius (LT) – Minsk (BY) – Smolensk – Moscow – Nizhny Novgorod – Kazan – Ufa – Chelyabinsk – Kurgan – Ishim – Novosibirsk – Kemerovo – Krasnoyarsk – Taishet – Irkutsk – Ulan Ude – Ulan Bator

Operations Process

Both the driver and the authorized ART Logistics' representative must be present during the truck loading process at ART's warehouse in Vilnius. The loading instructions are carefully prepared in advance, to ensure that weight and volume distribution inside the truck are carefully analyzed with special in-house software, in order to optimize balance and performance.

Loading instructions show total quantity, weight, consignees information, and loading position according to the sequence of orders of consignees. Upon loading every client receives a photo of the loaded cargo and same image goes to the warehouse agent at destination.

What is important in this process is the level of experience of the driver and ART Logistics' operations staff. They both have responsibility for the proper mounting, fixing and weight distribution of the load in order to deliver the goods in optimum condition.

Customs officers check the quantities and documents upon loading, the seals and the truck and then issues the TIR Carnet document.

The truck dispatches from Lithuanian territory to its first checkpoint in Belarussia, where the second driver joins the main driver. The truck also receives extra technical inspections to receive the final 'green light' before the long haul stretch of the journey.

Technical inspections take 24 hours and upon completion the truck heads to the Russia-Belarussia border. Border transit formalities can take about to a half day before it enters the Russian side.

Once it arrives to Moscow road ring which often looks like this:



Thanks to heavy congestion and traffic jams the driver may need up to 24 hours to transit or find an alternative route.

Harsh environment:

The highway road on the leg between Ufa and Chelyabinsk (Ural regions) is often closed in winter period, because it gets completely covered in deep snow. This year the local authorities cleared the snow regularly, so no delays were registered.



On the leg between Tishet to Irkutsk some parts of the road are still being constructed and the road is covered with loose gravel, which can cause damage to tyres.



Naturally, the dramatic change in the climates and driving conditions poses obstacles for the operations as the trucks need to be adapted to this. Typically, a truck would operate in a climatic environment that is not changing that drastically in such short time. For instance, in Europe there is a gradual shift between summer and winter and vehicles can be prepared for this during their routine maintenance. One would change the tyres, add antifrost liquids to the washer fluid and maybe change the oil to a different spec to ensure smooth running of the engine.



Mongolian customs is very efficient and fast and upon arrival the truck is unloaded and customs cleared within 48 hours. It is very important to work with all consignees well in advance in order to prepare and collect all paperwork for timely clearance.



The trucks reach Ulan Bator within 11-12 days after leaving Lithuania warehouse the distance from Vilnius is 7000+ km.



Driving Productivity with Volvo Tridem Trucks

Construction companies in Singapore reap benefits and savings with the use of these specially-tailored truck

Recognized as a metropolitan area with the best infrastructure amongst the world's top cities, according to a 2012 Mercer Quality of Living study, Singapore's ever-changing landscape is backed by a strong construction industry. To closely match the built environments of advanced economies in the next ten years, Singapore will have to achieve at least 30% increase in productivity in this sector by 2020; and with the demand for construction projected to be around S\$26 billion to \$32 billion this year, contributed mainly by public housing and rail construction works, there is a need for construction companies in Singapore to raise productivity levels.

A Vibrant Industry

Many construction companies constantly review their operational processes, seeking new ways to increase productivity and take advantage of lucrative opportunities in the vibrant construction industry. Chye Joo Construction Pte Ltd is one such company to do so, leading the way with its initiative in adopting Volvo Tridem trucks.

Founded in 1979, Chye Joo Construction has grown from a medium-sized sub-contractor to an A1 registered contractor with the Building Construction Authority (BCA). It is responsible for carrying out civil engineering works, including earthworks excavation and other construction projects for the government, public and private sectors, depending mainly on its large fleet of earthmoving vehicles such as tipper or dump trucks.

Competitive Challenges

Understanding the need to maintain a competitive edge, Chye Joo Construction strives to continually provide cost-effective integrated construction and building solutions. To achieve this amidst industry challenges in recent years, such as shortage of manpower, increased labour and fuel costs, the company chose to invest in innovative trucking solutions to help address these issues.



Chye Joo Construction became the first in the local industry to acquire the Volvo Tridem trucks, purchasing 25 units in October 2012. Each Volvo Tridem truck is able to carry a maximum 19 tonnage of load per trip, a 15 percent increase in payload compared to the regular 6x4, 10-wheeler tipper trucks.

Reduced Costs

This means that fewer trucks are needed for a project, thus fewer drivers are required, reducing manpower costs by 20 percent and fuel savings around \$16,000 per year, per truck. In addition, the time taken to complete a job is shorter as well.

Mr Ng Tek Yong, Executive Director of Chye Joo Construction, says, "Volvo Tridem trucks have greatly facilitated our earthworks excavation projects. These innovative trucking solutions are crucial in our efforts towards increasing productivity – not only are they fuel-efficient, they are also highly productive in the long run and contribute to substantial cost savings."

Ng added, "As such, we engage fewer trucks and so reduce the amount of carbon emissions our trucks emit; on top of that, these Euro 5-certified Volvo Tridem trucks also help lessen the impact our work has on the environment as well."

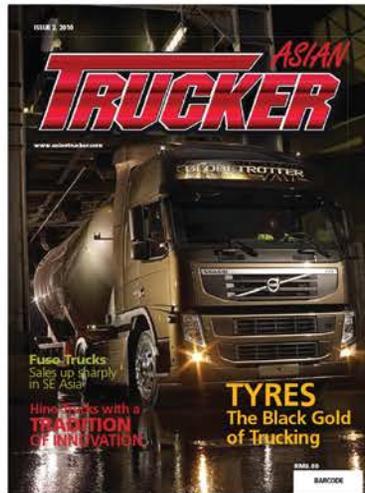
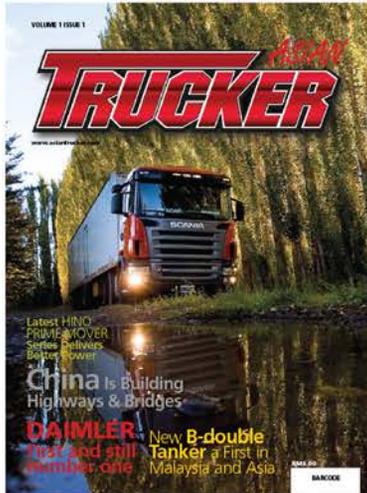
Recognised Value

With such encouraging results in increasing productivity levels using the Volvo Tridem trucks, Chye Joo Construction plans to further invest in more vehicles to take on future projects. Recognising the effectiveness of Volvo Tridem trucks by industry players more than 70 Volvo Tridem trucks have been sold in the last six months.

Mark Gabel, General Manager of Volvo Trucks Singapore, said "We are pleased to be a part of our customers' drive towards innovation and productivity. The Tridem is shaping the Singapore trucking industry, boasting an increased payload whilst maintaining maneuverability with a turning radius similar to that of a 6X4 truck."

Volvo Trucks has a strong foothold in the Singapore construction industry, with a majority of the large construction companies using Volvo Trucks in their operations. It is one of the world's leading producers of heavy trucks with a strong market share in the European Heavy- Duty Truck Segment.

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Bus Rapid Transit Systems Enhance Efficient Public Transport



Bus Rapid Transit (BRT) systems are relatively easy to integrate into existing urban structures. They enable the modernisation of a city's transport infrastructure without the need for extensive construction work such as putting in underground lines, for example. This makes them the most efficient local public transport systems by far in terms of their overall CO2 balance, which takes into account the building of the transport infrastructure, the manufacturing of the means of transport and the actual conveying of the passengers.

Moreover, BRT systems ensure, with a great degree of certainty, that passengers will get to their destinations on time: buses are more flexible and can make detours when the unforeseen happens such as blocked streets on their route.

The foundation of any BRT system is formed by modern city buses with high passenger capacities and interiors whose layouts are optimised so that the flow of passengers is unobstructed. Other possible characteristics are separate lanes and platform stops where tickets are sold and access is automatically controlled – i.e. before the bus is boarded, in order to optimise the passenger flow. BRT systems also offer intelligent traffic management by, for example, transmission of the current positions of the buses or prioritisation at traffic lights.

The wide range of bus chassis and complete buses from MAN forms an excellent basis for any BRT system. In several Chinese cities BRT routes are serviced by buses made under licence from MAN / NEOPLAN. In Dubai and Abu Dhabi, in part on bus-only lanes, buses from MAN and NEOPLAN transport thousands of people smoothly and fast to their destinations every day. MAN and its service partners also ensure the economical, round-the-clock availability of the vehicles.

State-of-the-art BRT systems are currently being erected in Haifa and Tel Aviv. The first line will go into operation around the middle of this year. MAN Truck & Bus is delivering 172 articulated bus chassis with EEV engines for the "Metronit" network. The futuristically designed buses are low-floor from end to end.

Scania to Deliver 360 New City Buses to RapidKL and RapidKuantan



Scania (Malaysia) Sdn Bhd, has announced it has secured a 360-city bus order from Syarikat Prasarana Negara Berhad (Prasarana). The agreement was signed on May 8, 2013 between Dato' Shahril Mokhtar – Group Managing Director of Prasarana and James Armstrong – Managing Director of Scania Southeast Asia and Scania (Malaysia) Sdn Bhd. The signing ceremony was presided over by the Chairman of Prasarana Group – Tan Sri Ismail Adam and witnessed by Encik Amiruddin Ma'aris – CEO of PRIME, Encik Zohari Sulaiman – CEO of Rapid Bus, Encik Idros Puteh – General Manager of Scania Malaysia and distinguished guests from Prasarana, Masdef and Scania Malaysia.

"Scania buses and coaches are renowned for their fuel economy, reliability, safety and comfort. Each component is engineered to

heighten the performance of the vehicle. With our new engine platform, Scania buses are now capable of higher torques at lower revs and even lower fuel consumption. Each model can also be customised in terms of passenger capacity, seating plans, comfort levels and other key criteria as required," said James Armstrong.

Operators today face tough challenges to provide quality service coupled with low running cost. Scania's K 250 UB 4x2 is configured with low floor chassis with safety features such as handicap excess capability for all passengers. It is equipped with a ramp for full wheelchair access and two docking slots with seatbelts for safe wheelchair anchorage.

The body is made of aluminium to reduce weight and fuel consumption, as well as to extend vehicle life. Each bus offers a total transportation solution for highly efficient operations combined with Scania's legendary reliability and outstanding operating economy with the following features:

- Real passenger comfort and safety
- Low noise levels and full air-suspension offers unparalleled comfort levels.
- Electronic Braking System (EBS), Integrated Retarder and Traction Control (TC) are standard features.
- A new powerful engine with higher torque at lower revs, giving better drivability and better fuel economy.
- The best in class fully-automatic ZF Ecolife gearbox with integrated retarder that gives smooth and optimal gear-change selection for better comfort and fuel economy.
- Fully-adjustable steering wheel to get the best driver station ergonomics and hanging pedals that enhances driver comfort, giving it a car-like feel.

Higer Establishes New Energy Bus Base in Suzhou



The foundation laying ceremony for Higer Bus Company's new energy bus factory was held on May 19, 2013 in Suzhou City, Jiangsu Province. The total facility will cover an area of 430 mu (70 acres). Investment for the first phase is RMB1.5 billion. After it is completed, the production capacity of the factory will be 10,000 units of new energy buses yearly.



Before the ceremony, the Standing Committee of the Provincial Committee of Jiangsu Province, Municipal Party Secretary of Suzhou City, Jiang Hongkun and Vice Secretary of the Committee of Suzhou City, Zhou Naixiang inspected the base planning graph, were briefed on the development of Higer's new energy buses and boarded one of Higer's pure electric bus.

Higer's pure electric buses use a lithium battery to realise the zero emission. According to the Bus Company it costs RMB60 for one pure electric bus driving 100km, which is one third of the traditional diesel vehicles' cost.

Higer started the R&D for the new-energy buses in 1999. Due to the immaturity of new-energy technologies, the company tended to be cautious, conducting the tests in several areas. Higer says that it has made some progress in the R&D of new-energy products, which the Company is perfecting independently. It has developed a parallel-serial electronic control strategy and has solved the faults of new-energy buses that are in operation.

Higer Bus Company Limited was established at the end of 1998. After 15 years of difficult exploration and struggling to grow, Higer Bus has built a modern bus manufacture base covering 800,000sqm. The company enjoyed a breakthrough of RMB 8.86 billion in annual sales and now exports to 85 countries and territories. Higer Bus has made its way to China's Top 500 Most Valued Brands with a brand value of RMB10.238 billion, and become the fastest growing company in China's bus industry, a base for exporting national finished automobiles and one of the Top 100 enterprises in China.



Myanmar

The Opened Doors



After a visit to Myanmar Rainer Thiel writes about the expectations and growth potential in commercial vehicles in the country which has a great many needs.

After opening its doors to the world, Myanmar counts as yet another Asian country with extraordinary growth potential. The long-time sanctioned country is one of the richest in resources in South-East Asia, not only counting its oil and gas reserves and mineral resources like gold and valuable gems, but also its water reserves and its large useful agricultural area. With 327 million tons of rice per year, Myanmar is number six in the worldwide ranking of rice-producing countries. China, in comparison, is number one with a total production of 1966 million tons of rice.

Rich Heritage

Political sanctions played a major role in hampering the economic growth of Myanmar in recent years. Tourists who visit Yangon, Mandalay or other cultural highlights are delighted by the old rural structures and the imposing pagodas with their golden roofs that were built in times long past. Who doesn't like it, the old cityscape in Yangon with its buildings from the British colonial era, the calm and peaceful Buddhist monks, the friendly people and the yet unbeatable prices for tourists?

First and foremost, Myanmar lives up to the Western visitors' expectations of a nostalgic Asian country. But the country has to stand up to the Asian dynamic of the growth and change accordingly. A globalised economy constantly craves for growth and is bound to rapidly satiate the people of Myanmar's hunger for consumerism, modern recreational activities, mobility and infrastructure.

Infrastructure Needed

Naturally, such accumulated needs also need to deal with product logistics and human mobility. The current shortcomings in these sectors, be it the available capacities or the offered quality, can most likely be reduced or even eliminated by an increased usage of trucks, transporters and buses. However, those who visited Yangon before lifting the then-existent sanctions as well as afterwards, know that today's infrastructure is in no way able serviceable enough, especially during the rush hour. The traffic situation is already as chaotic as in other South-East Asian metropolis. And the real traffic surge is yet to come.

Albeit rich in resources, it is still uncertain exactly how much money the state can, and will, fund into building up a modern traffic infrastructure that can hold up to the rising needs of this growing country. Surprising is the amount of growth for used and new vehicles in 2012. In just one year, the so far stable number of registered vehicles rose from 300 000 to 400 000, an increase of 33%.

High Growth Potential

Assuming there were roughly 2.4 million motorised vehicles in 2012, of which 1% were buses, three percent were trucks,

12% were passenger cars, 81% were motorcycles and 3% were others, then that would amount to a total of 24,000 buses and 72,000 trucks of all kinds.

Taking a traffic density of 110 passenger vehicles per 1000 persons, like it is the reality in Singapore and Malaysia, one can expect that Myanmar, with its 55 million inhabitants, has a potential of 6.1 million passenger vehicles. If this number would be reached within the next 15 years, this would amount to a yearly growth rate of 22%!

Consumerism Needs Logistics

In the commercial vehicle business, equal expectations have to be considered. Prosperity leads to consumerism, consumerism is in need of logistics. Taking China as the Best Practice example, one can see that the average growth in the truck segment rose from 2006 to 2013 by a yearly 30%. Regarding the whole Asian-Pacific region, a yearly growth of 12% has to be expected from 2010 to 2015.

It will be most likely that high-end trucks will see an increase in usage in long-distance transport. Reliability and low operational costs rise in importance, not the lowest possible investment. Current expectations show a possible raise in the Chinese market share of high-end premium trucks from 3% in 2010 to 10% in 2020, without taking the constantly rising sales volume into consideration. This can be an indication for positive business expectations in Myanmar as well.

Modern Know-How

Myanmar has opened its doors to foreign investors. Domestic partners with in-depth knowledge of the country stand ready. What Myanmar now needs, and fast, is modern know-how about management, services, technology and products. This also holds true for the commercial vehicle business. Thus, partners with international experiences are always welcome.

The basic prerequisite has to be initiated by Myanmar itself though. And that is to speed up the expansion of the country's transportation facilities.

TO PROVE THAT NOTHING BEATS FUELSAVER AT REDUCING FUEL COSTS, WE EXPOSED IT TO THE MERCY OF THE WORLD'S TOUGHEST CRITICS.

High performance diesel engines are used in mining vehicles for maximum hauling performance, one of the most demanding mining applications. These vehicles, as any mining manager would tell you, can consume enormous amounts of diesel fuel and generate lethal toxic emissions.

So naturally, underground mining scoops and trucks seemed like perfect vehicles to find out exactly how well the Green Genius Fuelsaver™ would fare at saving money on diesel when used in mining operations.



We are fanatical about testing

We tested Fuelsaver not just for a few days, but for thousands of hours. If it sounds a bit fanatical, it is.

So what did this admittedly unorthodox test reveal? Quite simply, nothing the people at Green Genius hadn't already predicted.

When the Fuelsaver was installed in mining vehicle fuel tanks, they had an immediate positive impact on reducing fuel consumption by 5% to 12% (an 8% average), thus increasing the mining company's ROI and their bottom line.

The Fuelsaver also reduced toxic emissions by up to 35%, improved performance, and reduced the need for engine maintenance.

It works to save you money

What does this mean for the transport truck and bus fleet manager? On the highway, transport trucks can drive an estimated 120,000 km a year—that's the equivalent of circling the entire world three times over.

On average, it means fuel cost savings of up to US\$1,900 or RM6,000 per year per vehicle. For truck and bus fleets with 100 vehicles, fuel cost savings can average up to US\$190,000 or RM600,000 per year.

To further ensure even more fuel saving kilometres and maintenance free driving, the Green Genius Fuelsaver™ is guaranteed for up to five years of usage.

After considering everything that went into testing the Green Genius Fuelsaver, it's no wonder the Fuelsaver is the world's only proven "Genius in the Tank".

GREEN GENIUS FUELSAVER™

Genius in the Tank

Quon

Experience the UD Advantage



UD TRUCKS



The Quon from UD Trucks: a vehicle truly built to provide advantage. A reliable truck powered by the fuel-efficient GH engine, it is available with a choice of horsepower ratings.

The Quon is the result of an evolution driven by the expectations of UD Trucks' customers around the world.

Its improved safety, fuel-efficiency, comfort and reliability features are backed by the UD Genuine Aftermarket Solution to support your business and keep your truck working hard for you.

With the Quon, the UD Advantage for your business becomes very clear.

"Going the Extra Mile"

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