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Cover Story



Trucking - A Complex Industry

From an outside perspective it might be easy to overlook how complex the trucking industry is. Those who work in the industry not only know about the many different issues it faces, they have to deal with them, look for solutions, which are not always obvious, and they know that what is of high priority in one country may not be the same pressing problem in another country – which is an equally important market.

The Environment

As for most industries, the environment is an increasingly complex issue that manufacturers and fleet owners must come to terms with. Environmental concerns impact every market, but are more important in some countries than others, depending on needs and conditions.

For Scania, in Hong Kong, the environment is a pressing because trucks are travelling over congested streets in the midst of a densely packed urban area. As you can imagine, dealing with noise and emissions would be high priorities.

However, Malaysia is a different kettle of fish, and when you're transporting fish, or other perishable commodities over long distances, cost becomes a factor that determines if a profit can be made or not. Serving customers working on low margins who need to get their products to market quickly and in good condition, the focus is going to be different than it would be in compact urban areas.

A Drop of Fuel

When you are considering environmental issues and costs there is, of course, some overlap. Getting the most of every drop of fuel is one way to look at your energy use, while looking at the emissions your vehicle is producing may seem like something different, they are very much integrated.

While it may almost seem like a different job to drive in a city than to drive intra-city, and in some ways it is very different, again, there are overlapping concerns. How comfortable your lap is, is of course of interest to all drivers.

Making drivers and owners aware of the skills needed to safely manoeuvre vehicles from pick up point to delivery site is one aspect that is important to the recently held Scania Driver Competition. Understanding that driving is not simply a job, but a lifestyle, is another aspect that manufacturers and owners must keep in mind if their businesses are going to succeed to the highest possible level.

Editor,
Floyd Cowan



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PUBLISHED BY

ADAIKALARAJ MEDIA GROUP SDN BHD
The Penthouse, No 1-3A, Jalan PJU 8/3,
Damansara Perdana, 47820 Petaling Jaya,
Selangor, Malaysia
www.amg.com.my

Asian Trucker is a quarterly publication. The publisher will not be responsible for any copyright violation of articles that have been approved by contributing writers. The publisher accepts no responsibility for unsolicited manuscripts, illustrations or photographs.

PRINTED IN MALAYSIA

Percetakan Osacar Sdn Bhd
(Co.Registration : 63461-W)
Lot 37659, No 11, Jalan 4/37A,
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Experience the World of Continental Commercial Vehicle Tires Interactively

Continental's new truck tour is visiting nine locations in peninsular Malaysia and features the new Tire Finder and updated CostCalculator.

Already an annual institution in Europe, Continental has brought its show truck from Continental's Commercial Vehicle Tires division to Malaysia. Themed 'The art of delivering the lowest overall driving cost' Continental has launched a roadshow to introduce new products and services. The world of experience for the new generation of HD Hybrid tires and the ContiTireFinder will form the centre point of this roadshow.

A tour across the country

The tour kicked off in Petaling Jaya on April 15 and will pass through nine locations across peninsular Malaysia. It will stop off in locations including Ipoh, Kuantan and Malacca among others before ending in Klang at the beginning of July.

The highlights of the tour include the new ContiTireFinder, and Malaysia HD Hybrid Tire. Of course, an updated ContiCostCalculator is also on board to provide information on the costs related to all tires. Visitors can move through the exhibition interactively thanks to an innovative concept and also see the new tires at first hand.



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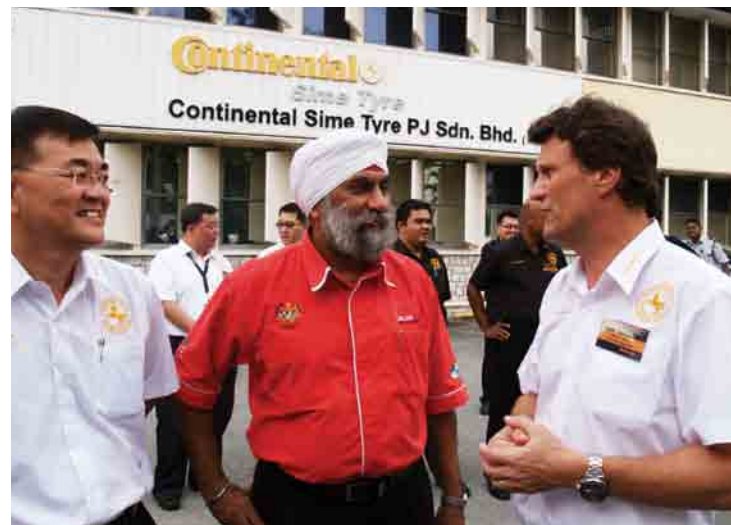


Higher Mileage

In line with the promise of cost saving, Continental also launches the newly developed HD Hybrid with this roadshow. The properties of the HD HYBRID should convince many transport companies because the broad range of applications does not demand any compromises: Continental is promising even higher mileages. It means fewer downtimes to replace tires, resulting in improved utilisation and profitability.

For the first time, the show truck from Continental's Commercial Vehicle Tyres division is setting out on its journey across Malaysia. The focus of this year's tour will be on the reduction of the overall cost for fleet operators, owners and drivers. Nine locations will be stopping points for the show truck.

You will find further information at www.continental-truck-tyres.com/my.



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Managing Director
Syarikat Jasa Selamat Sdn. Bhd.

“The Continental tires we are using have been retreaded thus saving us money. The tires are reliable and have a longer tire lifespan. This means lower operating costs.”

In Search of Malaysia's Top Bus & Trucks Drivers for 2011

Bull's Eye, Tight Spot, and Knock the King were not competitions in some bar games but were the rigors that 12 finalists had to go through as they competed for the Scania Driver Competitions (Malaysia/Singapore).

SCANIA, the world's leading manufacturer of heavy trucks and buses, hosted its prestigious Scania Driver Competition (Malaysia/Singapore) 2011 on March 27.

Started in 2003, Scania Driver Competitions are the world's largest driver competition featuring contestants from over 40 countries in Asia, Australia, Europe, Latin America, and Africa. In 2010 and 2011, an expected 40,000 drivers will be taking part in these competitions throughout the world. The competitions in Malaysia and Singapore are supported by the Malaysian Road Safety Department (JKJR)

The Scania Driver competitions aim to boost driver confidence and skills; improve the perception of professionalism of truck and bus drivers in Malaysia; and highlight their valuable contribution to society in terms of road safety and fuel economical driving.

A total of 12 finalists displayed their skills, knowledge, and road safety competence in a series of rigorous practical tests. The drivers were selected based on scores taken during preliminary theoretical tests, from more than 200 applications received.

On March 27, the contestants had to complete eight challenging stations – Bull's Eye, Tight Spot, Slalom, L-reverse, The Plank, The Hole, Side Parking and Knock the King. Each test demands the precision and skill of the driver to maneuver his heavy vehicle as accurately as possible.

The competition started at 9.00am with a series of challenges and on-the-road tests, reaching its climax at lunch time. As many driver brought along their families, a scrumptious buffet spread and kids' activities were held. Exhibitors' booths were there to be visited. The prizes were presented by Scania's Guest-of-Honour, Yg Bhg Datuk Suret Singh, Director-General for the Road Safety Department Malaysia (JKJR).

The winners of the 2011 Scania Driver Competition:



HAPPY WINNERS: From Left-Right: Truck Drivers: Roslan bin Md Ali, Second Runner-up, Abdul Rasri bin Sakka, First Runner-up, Mohd Hisham b Yusof, Champion, James Armstrong, Managing Director of Scania (Malaysia), Sim Say Kiong, Deputy Director General of JKJR Malaysia, Idros bin Puteh, General Manager of Scania (Malaysia), Bus Drivers: Bambang Surya Wijaya, Second Runner-up, Mohamad Mydin bin Yahaya, First Runner-up, and Ghazali Bin Hasan, Champion.

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Truck Solutions: Fully Integrated Workshop Complex offers One-stop Solutions for Trucks

Truck Solutions is a fully-integrated workshop complex, designed to offer a one-stop solution for prime movers, trucks and trailers and will help logistics operators improve efficiency by reducing down-time.

Designed and built by Truck Solutions Sdn Bhd, the 1.6 acre complex comprises of a 20,000sqft covered workshop, six trailer bays and 21 prime mover bays.

Edward Tan, Managing Director of Truck Solutions said in an interview that one of the key features of the workshop is the dedicated "fast lanes". With over 30 staff, the centre is well equipped to provide the highest level of service to the trucking industry in Malaysia.

"We have four fast lanes dedicated for quick service so that vehicles brought into the centre for service are turned around in the shortest possible time; to minimise down-time for the owners."

Truck Solutions has invested close to RM5 million to integrate all the facilities under one roof, providing customers everything they would need to keep their prime movers, trailers and trucks in prime working condition. This service extends to the drivers as Truck Solutions will soon open a special room for the drivers to rest. Refreshments and magazines will be available while the drivers wait for their vehicle to be serviced.

Tan added: "Our policy is to work with our suppliers, associates and customers. We are in the business to complement, and not to crowd out, others. There are at least 5,000 prime movers in the Port Klang region, but our facility has a maximum capacity of 250 prime movers a month. So we see huge potential for us to tap this market."

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The company has also invested in a sizeable inventory of spare parts to avoid out-of-stock situations that can cause unnecessary delays.

In addition to the physical facilities, the company has also assembled an experienced team of technicians, several of whom have clocked in close to 20 years of experience, to provide professional and reliable service.

"We see our service centre providing a boost to the productivity of logistics and haulage operators in the Port Klang area," Tan stated.

Apart from its policy of delivering high quality service, Truck Solutions has also adopted an environmental friendly policy in its operations. "Our centre is built in such a way that rain water is collected and used for washing; and we use only the energy efficient LED lighting, to reduce energy consumption," he added.

Truck Solutions is poised to exceed the expectations of customers with its superior service. "With the opening of this one-stop, fully integrated centre for truck solutions, we believe we are well positioned to deliver high quality service."

Currently, Sinotruk and Volvo vehicles are being served, however, the company aims to soon add other brands. Opening times for the centre are 8:30 – 18:00.



Bullock Cart to ISO



The transportation business during early 20th century Malaya was dominated by the Sikhs who used bullock carts to convey goods from the tin mines and plantations to the ports and trading centres, significantly contributing to the early economic development of the Straits Settlements and the Malay states.

In 1979, the late Mahindar Singh Sidhu propelled this industry to new heights by establishing a palm oil tanker haulage business, which drove further into extensive routes around the peninsular, venturing into Kuantan in the early 1980s.

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Under the helm of three dedicated and dynamic scions and the family of Mahindar, Sidhu Brothers is leveraging on its reputation as the most trusted name in Palm Oil logistics for over 30 years, now backed with an international recognition for its best practices,

This achievement is the result of great teamwork from dedicated employees, strong partnership with customers, suppliers, sub-contractors and the rakyat over the last three decades.

"We would like to thank all our employees, customers, suppliers, sub-contractors and the rakyat for their support over the last 30 years."

- The Sidhu Brothers Family

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China & Australia Top Team 2011 Winners

China and Australia have won Asia Pacific Scania's 'Top Team 2011' Championships and qualify for the world finals in Södertälje, Sweden in October 2011.

China and Australia emerged as the two best performing teams from the recently held Asia Pacific Scania's 'Top Team 2011' Championships regional finals. They beat eight other teams and earned the right to represent the region in the global finals, which will be held in Södertälje, Sweden in October 2011. In the world finals, 10 teams will be vying for a championship prize of 50,000 euros that will be presented to the overall Top Team winner.



Stiff Competition

This prestigious Asia Pacific regional finals for Scania Top Team 2011 was held at Scania Malaysia's headquarters in Kuala Lumpur, Malaysia in early April. There were a total of 10 formidable teams from across Asia Pacific which included Malaysia, Hong Kong, Thailand, Singapore, Taiwan, Indonesia, Korea, China, Australia and New Zealand.

Top Team is a global competition organised by Scania for service personnel working at its dealers and workshops all over the world. It was set up over 18 years ago in Sweden and is now run in more than 45 countries with over 220 teams competing for the ultimate accolade of Scania Top Team 2011.

The aim of the competition is to celebrate the skills of Scania's service personnel and to help them enhance and increase their knowledge, professionalism and customer focus. It is also about engendering exceptional team work as well as encouraging individual performance.

Striving for Excellence

"We set up Top Team to encourage our service personnel to strive for excellence and to help them build their knowledge of Scania's products and working tools," said Jan Gustavsson, Project Manager for Scania Top Team Academy. "However, it is also about putting the spotlight on the people behind the scenes who diligently work in the workshops to provide exceptional levels of service of our customers.

"All the participating teams showed exceptional teamwork, technical competency and knowledge of Scania parts, which impressed our judges. It was very inspiring to watch them work through such challenging tasks."

Scania's regional finals saw each team being put through their paces with a day of practical challenges that tested their ability to find and fix problems on a truck under a time limit.

Immense Pressure

Zhang Liang, team leader representing China stated, "I am really proud that my team has won this prestigious title. It was a tough competition with immense pressure, but we are glad that our combined team discipline, technical skills and unrelenting spirit brought us through the challenges."

"I believe teamwork and our sheer determination led us to victory," said Steve Shawe, coach for the winning Australia team after the official results were announced. "The team has put in many hours of training and they have really developed their expertise and teamwork throughout the different stages of the competition. We will continue to do our best in the world final competition."

Both China and Australia will be facing 10 teams, all regional winners from around the world as they endeavour to be Scania's Top Team 2011 and take home that top prize money.

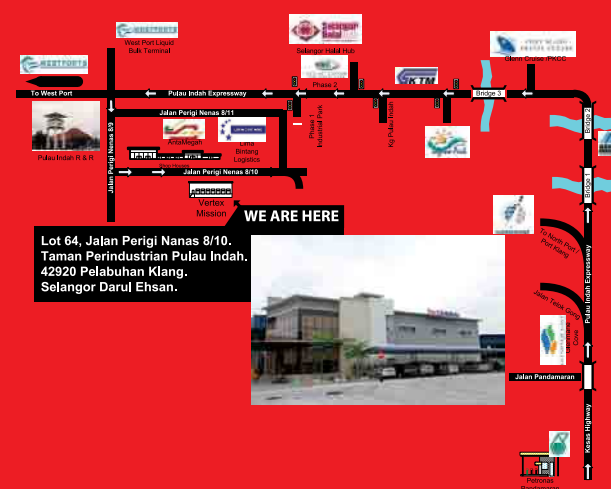
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New Fleet of **Bison Trucks** Enter Malaysian Market

Angka-Tan Motor, the sole importer of Bison trucks, expects to achieve a five percent market share in its first year of operation in Malaysia.

Angka-Tan Motor Sdn. Bhd., the sole distributor of Bison trucks, has launched three models. The subsidiary of Warisan TC Holding Berhad distributes the light commercial trucks manufactured by Beiqi Foton Motor, China and globally known as Foton. They trucks have been rebranded as Bison Trucks in Malaysia.

Bison Trucks come in three variants; with capacities ranging from gross vehicle weight (GVW) of 4800kg to 8300kg. The Bison BJ1039 is a 4-wheeler while the Bison BJ1049 and BJ1069 are 6-wheelers.

Excellent Collaboration

"Our collaboration with Beiqi Foton Motor of China has been very fruitful" stated Mr Ngu. "They have been the number one brand for light commercial vehicles in China for many years. We expect Bison to take off effectively as the products have been recognised globally."

Angka-Tan Motor has 20 dealerships across Malaysia and will establish more at strategic locations in the near future. With the opening of dealerships with their own sales branches and service centres in major towns nationwide, more jobs will be created.

Adding New Products

Angka-Tan Motor will introduce heavy commercial vehicles with GVW between 12,000kg and 26,000kg and prime movers of up to 50,000kg, in the second half of 2011.

"Angka-Tan Motor is bringing in suitable and popular models of light and heavy duty trucks to capture a sizeable market share this year. As we are a new start-up, we are targeting to capture a five percent market share in the initial year of operation for the LCV," stated Ngu.

After Sales Service

Angka-Tan Motor will offer a strong aftersales network with service centres nationwide and a 24-hour standby Res-Q team for breakdowns anywhere in peninsular Malaysia.

The Bison BJ1039 sports a Euro 2 Turbo charged engine and a larger 80l fuel tank which allows for longer distance driving before refuelling. The truck has been designed with a floor mounted gear lever, adjustable power steering column, roof top ventilation for in-flow of fresh air into the cabin, projector type headlight for safer night driving and backlit instrument panel.

The Bison BJ1049 tops off the earlier model with a tougher heavy duty rear axle and suspension system able to withstand heavy loads in rough terrain. It comes with exhaust brakes for safety and better braking, which reduces brake wear during down-hill operations. The Euro 2 engine of this unit comes with a turbo charger and inter cooler with a max output of 110ps at 2600rpm. It produces a maximum torque



of 36kgm at 1400-1600rpm. This model is equipped with a 120l fuel tank.

The Strength of the Bison

"The response to this event has been tremendous. As a consequence, we are very optimistic about the market for this product in Malaysia," David Ting, Executive Deputy Chairman Warisan TC Holdings Berhad said.

Jason Shang Che-Chun, Executive Director Tan Chong Motor Assemblies Sdn Bhd noted, "Bison trucks are extremely durable, tough trucks thanks to little details such as coated fuel pipes and thicker steel frames. Bison offers plenty of power and torque, outperforming other makes."

Availability and Pricing

The Bison BJ1039, BJ1049 and BJ1069 are available at all Angka-Tan Motor dealerships at a price of RM 56,000.00 for the 4,800kg model to RM 83,000.00 for the 8,300kg model.



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Malaysian Palm Oil Board's transportation licences now required for transporters

The oil palm industry forms the economic backbone of Malaysia and continues to face new challenges in the face of globalization. Rapid responses are needed to meet the increasing challenges of the industry as they unfold. MPOB, as the custodian of the oil palm industry, is entrusted with meeting these challenges through excellence in R&D and services. MPOB has more than three decades of concerted effort in research and development along the entire value chain.

Effective March 3, 2011, all palm oil transporters in Malaysia must carry the official MPOB license to transport this particular good. During an awards ceremony the first three licensees were officially handed their license to carry palm oil. The event took place on 18 April 2011 in Felda's Klang depot.

The recipients exhibiting at the awarding of the first MPOB transportation licences for palm oil were: Sidhu Brothers, Felda, and Jasa.

Malaysian Palm Oil Board
6, Persiaran Institusi
Bandar Baru Bangi
43000 Kajang
Selangor
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50720 Kuala Lumpur

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Isuzu The Diesel Engine Expert

At one time, the word, 'engine' meant any piece of machinery. However, for Isuzu it means 'diesel engines' for which the brand is world-renowned. Asian Trucker looks at the significant milestones in the company's history and how Isuzu has grown to be a world leader in their field.

Isuzu Motors Limited's history extends back to 1893 when the Tokyo Ishikawajima Shipbuilding & Engineering Co., Ltd., was established. In 1916 the company changed direction and got into the manufacturing of automobiles, and Isuzu was born. Since then, the company has been constantly challenging the status-quo of diesel engine development, churning out groundbreaking innovations to improve reliability, mileage and to minimise the impact on the environment.

Since its inception, when it developed the first air-cooled automotive diesel engine in 1936, Isuzu has built 20 million diesel engines. The company has developed a solid reputation not only because of its long history, but because it has responded to the changing times and needs with skill and innovation, keeping the company and its products on the leading edge of the industry.

Isuzu's technological edge has allowed the company to keep setting the pace for the industry in developing fuel-efficient, low-emission and powerful diesel engine. As a result, Isuzu has excelled in the introduction of a direct-injection system and turbocharger incorporated with an intercooler and electronically controlled common-rail high pressure fuel injection systems.

Interest in Diesel Increasing

Excellent reliability and durability made Isuzu diesel the obvious choice for use at the Japanese base for the national expedition programme in Antarctica, and has resulted in the increase of its Original Equipment Manufacture supply of automotive and industrial models to other companies. Isuzu diesel are selected and highly accepted by world-leading automakers around the world, such as Adam Opel in Germany, Renault in France and General Motors in the USA. They count on Isuzu for its superior performance and excellent fuel economy.

Recently, diesel engines have been attracting attention globally for their fuel efficiency and durability. Especially

diesel engines for snowmobiles and generators at the Japanese base, and has been an important part of the Japanese expedition to Antarctica from its beginning in 1956. Isuzu has supplied engineers to the expedition in order to ensure the trouble-free operation of engines and vehicles.

The average temperature during the year on the continent is -30°C, the atmosphere is low and the maximum elevation reaches 5,000m above sea level. Strong wind blows throughout the year and blizzards occur every day. Everything, from the lives of expedition members to research activities, depends on the reliable performance of Isuzu diesel engines. Failure to start up is not an option.

model was not developed for practical use but for research use. However, many private companies continued their efforts to develop diesel engines for various industries including the automobile industry.

Automobile Industries Co., Ltd., an Isuzu predecessor, established a diesel research committee in 1934, as part of the operational policies of then President Tomonosuke Kano. Just two years later the company manufactured Japan's first air-cooled diesel engine, which marked a breakthrough in the history of diesel engine development.

Meeting Changing Needs

Isuzu's engine models surpassed competitors when vehicles for both

in Western Europe, diesel-powered passenger cars are increasing dramatically because of their environmental friendliness and powerful performance. Even in the USA, where diesel has not been popular historically, public interest in fuel efficient and clean diesels is rapidly growing.

Isuzu has a global diesel engine supply network that encompasses Europe, North America, Japan and other parts of Asia. No other diesel manufacturer in the world has such global production and sales network.

Extreme engines for extreme conditions

Isuzu's good name in the diesel field lives on at Japan's permanent research facility at the South Pole. Isuzu was selected in 1955 by the Japanese government as the supplier of all

snowmobiles require diesel engines which satisfy strict standards for performance because they travel great distances in this severe climate. The turbo-charged 13.7l 6RB1 diesel has been mounted on large snowmobiles for use in the interior that is 3,800m above sea level and the temperature goes down to -80°C.

Turn of the century – Turn of the key

The trucking industry can track its roots to the last two decades of the 19th century when several pioneers invented their engines. Developed by Rudolf Diesel, his patent from 1893 was the basis for modern diesel engines as we know them today. However, decades passed before the birth of Japan's first practical automotive diesel engine.

While Japan's first diesel engine was developed by its Navy in 1907, the

civilian and military use were soon equipped with it. Automobile industries was merged with two other companies and became Tokyo Automobile industries Co., Ltd. in 1937.

In 1941 the Japanese government designated Tokyo Automobile Industries as the only company that was permitted to manufacture diesel-powered vehicles. Thus the company, which was renamed Isuzu Motors Limited in 1949, was able to establish a strong foothold in the industry and to take the lead in diesel engine technology.

Market forces impact diesel development

Backed by a fast growing economy, Japan entered the age of high-speed transportation in the 70s by enhancing transportation infrastructure. The U.S. dollar crisis in 1971 and the first oil

crisis in 1973 forced automakers to pay attention to energy-saving vehicles and the competition to develop the best turbo-charged engines and intercooled engines was on.

The problem of air pollution and noise also became critical issues for the automobile industry. To find solutions to these problems, Isuzu adopted in 1973 its newly-developed low-emission, light-weight and high output PA model in the V Series line-up for ten-tonne payload trucks and tractors.

The second oil crisis in 1979 resulted in the further implementation of energy-saving measures in industrial Japan and helped the recovery of Japan's sluggish economy. The automobile industry saw an increasing customers' need for vehicles which featured enhanced safety, low pollution, high output and good fuel economy.

Development marches on

Responding to this need, in 1981, Isuzu put on sale a ten-tonne payload truck equipped with high-torque and fuel-saving turbo-charged 8PB1-T and 6RA1-T engines. In 1983, after carrying out the first full-scale changes in 15 years, the company released a new heavy-duty truck series in Japan, named the 810 Series. Improved features of the new series included the introduction of advanced diesels such as electronically controlled 6RA1-TC turbo-charged model, which incorporated the intercooled design, and the V-type PC Series engines, which boasted enhanced displacement.

In small diesels, Isuzu promoted the use of fuel-efficient diesels in passenger cars through the release of the diesel-powered Florian and Gemini in 1977 and 1979, respectively.

Isuzu led the industry in the field of direct-injection diesel engines for light-duty trucks. In 1981, the company introduced direct-injection design, which featured both high output and low fuel consumption, to all diesels mounted on two-tonne payload trucks. In addition, it was Isuzu that developed the world's first full-scale electronically controlled diesel for both light- and heavy-duty trucks.

Isuzu also led the industry in developing ceramics for diesels and in 1981 developed the Ultra Quick on Start (QOS) system, which eliminated, for the first time, the preheating time required during start-up. Today, Isuzu has a global diesel engine production network, sparing no effort to develop low impact clean diesel engines in response to a growing market need.



The N-Series debuts in Malaysia

Isuzu Malaysia's operations will expand following the inclusion of light and medium commercial trucks into its portfolio. After the recent launch of the new Isuzu N-Series trucks, Isuzu Malaysia will now handle the wholesale and marketing activities of Isuzu-branded trucks through its network of 29 dealerships located in most major market centres throughout the country.

Executive Vice President and Director of Isuzu Motors Limited, Ryoza Tsukioka, together with CEO of Isuzu Malaysia, Takashi Hata, introduced the new trucks at a media preview recently held in Kuala Lumpur. Hata said that the new trucks offer the ideal solution for business operators who are concerned about the rising cost of transportation.

"As a world leader in diesel engine technology, our vehicles are designed and produced to provide the highest level of efficiency and dependability. Isuzu trucks are proven to offer superior durability and require lower running costs, ensuring that customers get the most out of their investment," he said.

The popular N-Series

Isuzu Malaysia will initially introduce six variants of the N-Series trucks. There will be two variants of the lighter and more manoeuvrable NKR and four variants of the larger and bigger-payload NPR.

The Isuzu N-Series remains one of the most popular trucks in the world with over five million units sold since its introduction in 1959. It is the top-seller in its market segment and has been the best selling truck in over 20 countries, including Malaysia where the vehicle has been sold since 1997 under the Hicom brand.

Through a strong and established network, high quality products and exemplary customer care, Isuzu intends to establish itself as the top commercial vehicle brand in Malaysia.





Strong Growth Trend

According to Hata, the commercial vehicle market has been showing a positive growth trend over the last few years due to the continued interest in the construction market and is expected to continue showing growth over the next few years.

“Demand for high quality, durable and dependable trucks remains strong as business owners globally generally think of the long-term benefits of buying into a reputable product to support their business rather than looking at short-term costs,” said Hata.

Isuzu Malaysia markets its vehicles through a dealer network that is able to provide 3S (Sales, Service & Spare Parts) support. The company will continue to open new outlets in key locations in the coming months to further support the growing portfolio of Isuzu vehicles.

The new N-series trucks are assembled at the Isuzu-Hicom Malaysia (IHM) plant in Pekan, Pahang.

Snapshot of a strong local collaboration in Malaysia

Isuzu Malaysia Sdn Bhd (“Isuzu Malaysia”) is a joint venture between DRB-HICOM Berhad (“DRB-HICOM”), Isuzu Operations (Thailand) Co., Ltd., Thailand (“IOT”) and Isuzu Motors Asia Limited, Singapore (“IMA”).

The company’s shareholders are DRB-HICOM (49.0%), IOT (32.6%) and IMA (18.4%).

DRB-HICOM is one of Malaysia’s leading automotive groups and has investments in the automotive, property and construction and services sectors.

IMA is a wholly-owned subsidiary of Isuzu Motors Limited, Japan and is principally involved in the planning and control of Isuzu business and distribution for the ASEAN countries.

IOT is a Joint Venture company of Mitsubishi Corporation, Japan and Isuzu Motors Limited, Japan which is the export company of Isuzu pick-up trucks to markets worldwide.

Objectives: strengthening global reach through an enhanced distribution network of Isuzu vehicles in the region.

Incorporated on 6 September 2004, Isuzu Malaysia is the importer, assembler and distributor of Pick-ups, Sport Utility Vehicles (SUVs) and light and medium duty trucks, components and parts in Malaysia. It retails the products and services through appointed dealerships throughout the country. Advocating strict quality control measures throughout the assembly process, these Isuzu vehicles are assembled at the Isuzu Hicom Malaysia Sdn Bhd (IHM) plant in Pekan, Pahang according to global standards set by Isuzu Motors.



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TCIE Keeps UD Trucks Moving Around the Clock

A truck broken down on the side of the road can mean lost revenue for the owner and for the client whose goods are being transported. TCIE has developed a sophisticated system to get those vehicle moving again as quickly as possible.

To earn income a fleet of trucks must be moving, not standing still. For a fleet owner or operator the worst case scenario is a broken down truck as it translates into lost revenue. However, breakdowns will never be 100 percent avoidable. What is of utmost importance is how owners/operators prepare for breakdowns and how they deal with them when they occur. Tan Chong Industrial Equipment Sdn Bhd (TCIE) pioneered the 24-Hour breakdown assistance service in Malaysia and today they help drivers all over west Malaysia to keep rolling.

Innovation Leadership

TCIE is a subsidiary of public-listed Tan Chong Motor Holdings Bhd. It is the authorised distributor for UD Trucks corporation formally known as Nissan Diesel Motor Co. Ltd, Japan; the manufacturer of the UD Trucks range of commercial vehicles in Malaysia. Since its introduction in 1978, TCIE has made UD Trucks and Buses one of the leading makes in Malaysia with more than 38,078 units sold as at end of 2010.

The assembly of UD Trucks began in 1977 and the company quickly grew from there.

A Service Contract Created Ground Breaking Service

TCIE got its start with one important contract for the supply of 125 trucks which included a contract requiring TCIE to provide 24-hour, 7-days a week support to keep those trucks moving. The contract spelled out that vehicles had to be back on the road within a certain time after a breakdown.

Since the infrastructure was in place, TCIE quickly expanded its network to provide similar back up service for all UD Trucks Operations.

An example; Cameron Highlands is well known for fresh produce, much of which is exported to Singapore. The challenge for truck drivers is to reach the Singapore border early to avoid long queuing times. If the products are delivered late the price drops, leaving suppliers with little or no profit. A breakdown on the highway could be costly if not fixed quickly. There were many trucks operating in Cameron Highlands at that time, transporting goods to Singapore. Today, the products are also being sent to other places. Though travelling in a different direction, the task remains the same: to ensure the trucks keep moving.

Another example; Alor Setar based ASAC Logistic Sdn Bhd. ASAC has been UD (ultimate dependability) brand loyal customer for the last 30-years and has a total fleet 270 units of such trucks to



Mr Lee explaining the service

support its wide range of business operations. The company started off with a fleet of just six trucks transporting seafood but it has since diversified to container haulage transportation for export and import, warehousing and distribution, and logistics operations throughout the country. TCIE had provided excellent after-sales support since ASAC Logistics bought the first batch of six trucks in 1980. "We were a small company at the time and were transporting seafood from Perlis to Singapore. Back in those days, the trucks did not have freezers and the seafood had to be packed in ice to keep it fresh during the long haul journey. If the trucks were not reliable and after-sales services were poor, we would have incurred delivery delay costs," Said Mr Tan Seong Teik, Managing Director of ASAC Logistic.

Tan added that the UD trucks were very dependable. "We normally operate the trucks for between five and seven years before buying a new batch."

Extensive Network and Fast Reaction

What started out as a specific requirement for one customer has today become a Nation-wide (west Malaysia) network, known under the name UD Res-Q. TCIE now has 10 3S centres across the peninsula. A maximum of 150km is the distance the service team will have to drive to the location of a broken-down vehicle. The response time is set to be less than 2.5 hours. Half an hour is allocated for the assembly of the parts needed for the repair and the remaining two hours for the drive to the location. On average, 200 broken-down vehicles a month are being attended to by TCIE through the 24-hour breakdown service.

Great Supporting Infrastructure

For a company to commit 24-hour service there needs to be good infrastructure to support it. In monthly meetings the management of TCIE analyses the types of breakdowns, the locations and the time it takes to respond. This allows the company to plan for manpower requirements, spare parts and logistics. Additionally, frequently reported issues can be channelled to the Principal (UD) for further action and improvement of the vehicles.

The warehouse is a crucial element within the operation. To support 24-hour services, it needs to be well-stocked and manned around the clock. Once a call comes in, the mechanics have just 30 minutes to retrieve the material needed for the repair. Currently, the TCIE warehouse runs at a fulfilment rate of 96 percent. The total floor space is 2300sqm. The average value of parts in TCIE's warehouse is RM12 million; a higher amount than most in the industry. Over 50 staff is employed in the warehousing division of the company, making this a substantial and important part of the business. The reason for this extensive stock is TCIE's commitment to good after sales service support.

A Specially Designed Vehicle

A fleet of 16 units fully equipped service vehicles is posted around Malaysia in the 10 service centres. These vehicles are modified to meet the requirements of the job.



Naturally, TCIE relies on UD vehicles for the task at hand. Modified in-house, the trucks feature racks that hold the spare parts, tools and anything else needed for a repair on the road. A compressor is installed in each vehicle as well as a lift. This can lift parts up to 1.5 tonnes. This capacity is good enough to lift gear boxes and engines. In fact, the rescue vehicles of TCIE are like mobile service centres.

Expanding Service

The emergency breakdown service proved to be a huge success. With near to 38,000 units sold, TCIE has a significant number of trucks to look after. After the breakdown service was institutionalised in the market, TCIE took the next step to further enhance their service offering. In addition to the breakdown service, the company also offers scheduled maintenance on site. Instead of having to bring the truck to TCIE, TCIE will send a special service vehicle to the client's location to carry out routine inspections. These vehicles, similar to the emergency vehicles, are rolling workshops that are equipped with all the tools needed to provide customers with the services – at their convenience. The main difference between the emergency and the service vehicle is that the maintenance vehicles carry all types of oils and lubricants needed for the service of a vehicle.

On the Road to the Rescue

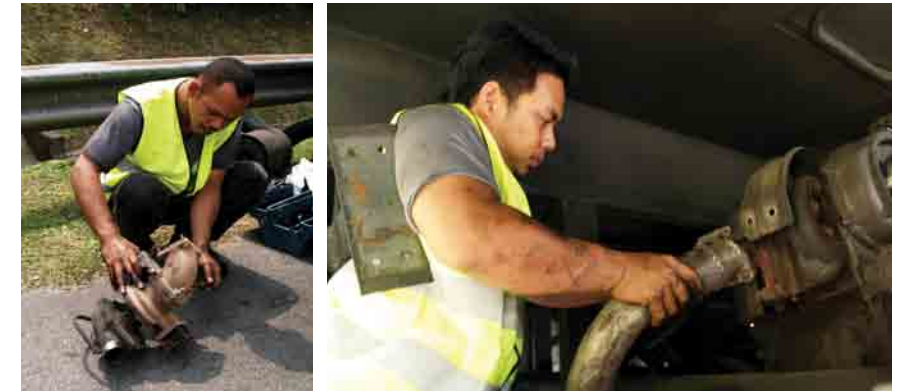
The call comes at 12:45pm. A bus has broken down along Jalan Duta. The dispatcher reacts quickly. Muhamad Razali Bin Che Musa and Abdullah Bin Ahmad are being briefed and start the collection of the parts required.

A problem with the turbo has been reported. Having a lot of experience, the two mechanics quickly collect all the required parts, plus several gaskets and spare bolts. They know there will be other parts that need to be replaced and dismantled to get to the turbo charger.

At 13:07 they have all the parts ready and swiftly and expertly load their rescue vehicle. Muhamad fills in the log-book while Abdullah gives the parts and tools a final check. Five minutes later they leave the compound and are on-route to the bus driver in need of their service.

A quick 20-minute drive and they arrive at the site. Swiftly they deploy the safety cones behind their rescue vehicle before checking the bus engine. Adding to the heat in the engine compartment is the sun. The day is a really hot and a thunderstorm is on the way. Without wasting any time, the well trained and seasoned mechanics go to work. Intuitively they know what to do and they work hand in hand, knowing exactly what tools are needed and who is taking care of which parts. Having helped numerous drivers, they know exactly what to bring. They did not forget any part and they have thought of all the pieces that are affected by the faulty turbo charger.

By 2:20 the team has dismantled the turbo and is checking for any additional issues. They bring the parts and start the repair. They work with precision and 15 minutes later the turbo charger is ready to be placed back in. Another 40 minutes and the engine is fully



assembled again, running nice and smooth.

With the repairs finalised, the required paperwork is filled out, signed by the bus driver and the job is done. Our two heroes head back to the compound to unload the truck and prepare for the next rescue. It is now 3:10 pm.

Challenging Problems

While TCIE has mastered the challenge of the 24-hour breakdown support services, there are still issues that the dedicated team is facing. Some locations have limited units of rescue vehicles, some only one. If that vehicle is on route to a breakdown when another call comes in, the second call will have to wait until the first job is completed.

Sometimes, drivers may have to drive a long way past the actual site to find a place to turn around and get to the vehicle in need of assistance. It is also crucial that the rescue vehicle has correct information about the location and the nature of the breakdown. Sometimes the drivers of broken down vehicles give incomplete or even wrong information.

Despite all this, TCIE is poised to further reduce the response times, improve the service and cover more areas with their service.

TAN CHONG INDUSTRIAL EQUIPMENT SDN BHD (13285-X)
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 Selangor Darul Ehsan,
 West Malaysia.
 Tel : 603-61899832

Safety on the Road - the Need to Manage

e-Response Group of Companies provides Occupational Safety Consultancy and Training services for a niche sector of the petrochemical, oil and gas industry.

Mohamed Noor Sany, its Principal Partner and Group CEO, who has served the oil and gas industry (Shell Group-of-Companies), for over 20 years in the capacity of senior HSE and Road Transport Advisor explains why safety is good business. In the first of a series of articles Mr Sany sets the background of why safety in road transport operation so critical.



Most under-developed and some developing nations have exceptionally high traffic accidents. Add to normal driving risks the transportation of hazardous cargos further increases the risks on the highways. Many multinational road transport operators rate South East Asia in general, and Malaysia in particular, as a 'high risk' region, when it comes to road transport safety.

Accident Outcomes are Unpredictable

Multinational players from the petrochemical industry, who have long been managing the road movement of dangerous cargos, understand how easy it is to lose their 'license to operate' due to badly managed road haulage operations where accidents are rampant and lives are lost. When a road accident happens, it's impossible to predict or control the outcome.

What makes the petrochemical road transport industry more challenging is the perilous nature of its load. About 60% of bulk chemicals carried by road tankers are hazardous to either human health or harmful to the environment. Most can be poisonous, toxic, corrosive, volatile, pressurised, explosive, radioactive, flammable, and/or carcinogenic; where loss of containment from a minor traffic incident, could trigger a full blown catastrophe of unimaginable magnitude.

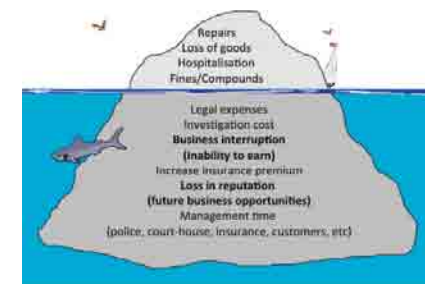


A hazardous load on an unmanaged road tanker operation is a ticking time bomb waiting to explode!

A Loss of Profit

If a poorly maintained vehicle has a high-speed tyre blowout, or a fatigued driver falls asleep on the steering wheel, the potential outcome of the crash is anybody's guess – anything from a bumper dent to multiple fatalities; to closure of major roads and highways to a crisis related catastrophe attracting local and international media coverage which may add up to millions of Ringgit in losses.

Profit is inversely proportionate to loss – the higher the loss, the lower the profit. In a traffic accident, where you cannot foresee the outcome, it's only logical to minimise exposure to traffic accidents and hence the risk to potential casualties, property damage, environmental disaster and legal exposure; which may escalate out of proportions and can wipe clean all profits made for the year.



The Total Cost of Accidents

Most transporters when computing the cost of traffic accidents tend to calculate losses at the 'tip of the iceberg', ignoring indirect but bigger losses below the 'waterline'.

What is generally apparent are vehicle repair cost, loss of cargo, driver hospitalization bill, cost of fines and traffic compounds. But in reality, the 'real' cost is many-many times higher than what is readily apparent. Some of the 'unseen' indirect cost impacts include the increase in insurance premium; loss in earning opportunity of the vehicle under repair; loss of reputation; legal expenses, counter suits, fines and liabilities, and often these are not apparent until much later down the road.



The First Recorded Road Transport Accident

The first recorded fatal vehicle accident victim occurred in the UK, on August 17, 1896. The victim's name was Bridgette Driscoll. According to eyewitness accounts, Mrs Driscoll, while crossing the grounds of Crystal Palace, Croydon, was knocked down by an automobile which was being used to give demonstration rides. The accident report stated that Mrs. Driscoll was struck by the vehicle at the tremendous speed of 4mph (6km/h). The driver had apparently modified the engine to allow the car to go faster!

At Mrs. Driscoll's inquest, Coroner, William Percy Morrison said he hoped that such a thing would never happen again and was the first to apply the term 'accident' to violence caused by speed. The jury returned a verdict of 'accidental death' after an inquest lasting six hours. No prosecution was made.

Since the death of Mrs. Driscoll in 1896, the world has seen over 200,000,000 road fatalities.

Currently, road fatality is the ninth leading cause of death in the world with over one million total road fatalities per year and around 35 million injured or maimed for life, annually.

In Malaysia too, the statistics are not comforting. In a small country with a population of about 24 million, there is an average of 18 road accident fatalities per day; 3.6 Fatalities per 10,000 vehicles. The estimated cost of traffic accidents is estimated at RM9 billion per year, which equates to 3% of the national GDP.

Radical Changes

The development of motorised transport vehicles and road infrastructure over the last 80 years have resulted in huge and radical changes.

Bigger trucks mean more product carried; longer roads mean longer distances covered; growing transport demands mean more vehicles on the road; and an ever increasing industry to meet human demands means more chemicals are being transported to factories by roads, thus further increasing the hazards and risk of modern road transport operations.

What has not changed since the invention of the motorised vehicle is that it is still very much dependent on drivers. People’s mental attributes have not changed much through time – there has been little change in drivers’ basic behaviour such as carelessness, risk taking, aggressive tendencies, etc.

Then...



Now...



The physiological and psychological attributes / characteristics of people do not change with time...



Challenges are Unchanged

Drivers’ physical challenges such as tiredness and fatigue, still pose a problem today as it always has. Aggressive driving, road bullying and impatient characteristics of drivers have been a constant concern in driving. These particular physiological and psychological attributes of drivers do not seem to change much over time.

Drivers’ physiological and psychological attributes have been the root cause of many road transport accidents. Accident statistics over the years have shown that the mental and physical attributes mentioned above are still a cause for concern.

Effective driver screening, selection, recruitment and training protocol, with intensive performance surveillance programmes are some of the key driver initiatives that need to be continuously performed to get the desired on-the-road safety performance.

Safety Critical

In the petrochemical industry, a position is considered to be ‘Safety Critical’ when a person is doing a high risk job that has the potential to cause serious damage to property; potential to seriously damage the environment; and/or potential to cause serious

injury to personnel and /or members of the public.

The Malaysian Occupational Safety and Health (OSH) Act requires that persons classified as being in a Safety Critical position not only be provided with appropriate training, but be assessed and deemed to be certified competent, to undertake the assigned task.

The OSH Act also specifies that all Safety Critical activities require close supervision, with detailed Standard Operating Procedures (SOP), and that all machinery used to be well maintained and is fit-for-use. Driver is an established Safety Critical position and driving has also been recognised as a Safety Critical activity.

Insufficient Training

Currently, many Heavy Vehicle and Dangerous Goods drivers are not adequately trained with defensive driving skills. Those who are trained are mostly not certified and assessed for competency.

Planning, in the driving context, means the management of the drivers’ journey, route and hours. The trip is planned in the office, and then the driver executes the plan on the journey. However, the current situation is that drivers, on receiving their delivery orders, manage their own route and journey, deciding when to depart and where and how long to stop.

Supervision under this context means that there is an effective tracking system to monitor drivers’ performance at all times, whenever he is driving. Some Global Positioning Systems (GPS) used by transporters track vehicles and not drivers. Instead of exception reports, some GPS providers overload their clients with a barrage of data, which is too overwhelming to decipher, thus defeating the whole objective of having a GPS to track drivers’ on-the-

road performance.

Standard Operating Practices (SOP) in the driver/driving context requires identifying all route hazards and understanding the drivers’ exposure and risk arising out of these hazards. With this information a series of driver controls can be established and which can be used as a training aid for all new drivers plying the particular route.

Lastly, fit-for-purpose machinery and equipment in the transportation context refers to the integrity of the truck and trailers, where these need to be in safe and sound condition at all times, with a proper scheduled maintenance programme established.

Emergency Response & Crisis Management

In the haulage of petrochemical products, one must always be prepared for any eventuality. The organisation must be trained, prepared and coordinated to mitigate a loss-of-control situation efficiently and effectively.

The old cliché ‘failing to prepare is preparing to fail’ holds true as seen in many road accidents where a small-mismanaged minor incident escalates to a major catastrophe, affecting lives, property and the environment.

Readiness for eventualities – Emergencies Response and Crisis Management – is now an integral part of responsible haulage operations. This requirement is now a mandatory requirement demanded by many international clients.

The Management of Road Transport Operations

In the management of Road Transport operations, as in the management of any Safety Critical activity, the transporter needs to firstly establish its Terms of Reference – have a clear Vision-Mission Statement; establish its Business, Quality and Safety Poli-

cies; develop its Transport Operations Guidelines, Flow-diagram, Procedures and Manuals; establish its key target performance KPI in the area of business, quality and safety; and then measure its performance against this aspirations.

Road Transport operations can be divided into the following distinct areas of:

- Driver Management
- Vehicle Management
- Journey Management
- Emergency Response Management
- Health Safety & Environmental (HSE) Management

To manage safe road transport operations, transporters must have a clear and detailed in-depth understanding of each one of the above elements.

In the next few issues of the Malaysian Trucker Magazines, our team in e-Response will be sharing with readers the details of each of these elements, their issues and challenges.



About e-Response

e-Response provides specialised Road Transport Consultancy, Audit and Training in the area of Road Transport Safety, for the Petrochemical, Oil and Gas Industry. Its clients includes multinational companies such as Shell, BP, Petronas, and Ineos, CCM, ICI, etc.

e-Response is currently the only Industry Approved Dangerous Cargo (DG) and Heavy Goods Vehicle (HGV) Trainer providing Competency-Based DG & HGV Driver Training Programmes in Malaysia.



Mr Eugene Chooi,
General Manager Sales & Marketing

MAN Truck and Bus Malaysia Tranfers Trucknology

A company with over 250 years of history has a lot of stories to tell. In Malaysia, MAN Truck and Bus is a lion among truck manufacturers, bringing with them a strong brand and even stronger vehicles.

MAN Truck & Bus AG, based in Munich, Germany, is the biggest company in the MAN Group, and a top-ranking international supplier of commercial vehicles and transport solutions.

The MAN World

MAN Truck & Bus manufactures trucks in weight categories from 7.49 to 44 tonnes, heavy-duty special-purpose vehicles of up to 250 tonnes gross vehicle weight, city and intercity buses and tourist coaches (complete buses as well as chassis) plus diesel and natural gas engines. In Germany the company operates at four manufacturing sites: Munich, Nuremberg, Salzgitter and Plauen. In addition, there are manufacturing facilities in Vienna and Steyr, Austria as well as in Posen, Starachowice and Cracow, Poland. Further afield there are production sites in Ankara, Turkey, Olifantsfontein and Pinetown, South Africa and Pithampur, India.

It is interesting to note that the logo is actually one that was adopted from a company that was acquired in 1971 and was originally used by Büssing AG. Like many other Germany companies, the name links to its original roots in terms of location and core business. MAN stands for Maschinenfabrik Augsburg-Nürnberg which translates to Machine Factory Augsburg- Nürnberg.



Growth in Malaysia

MAN first made entry to Malaysia in 1991 via a distributor. In 2001 MAN decided to go direct, thus establishing MAN Truck & Bus (Malaysia). As a new brand, the company had to compete against well-established competitors such as Scania and Volvo which had been in Malaysia a long time before MAN. Convincing the market slowly, the strong product, known and proven for its durability, found its way to customers. While many took a "wait and see" approach, those who used MAN trucks and buses were quickly convinced. These early successes allowed the company to steadily grow.

Initially known for their buses, today the company offers the full range of buses and trucks. MAN Malaysia is just a few weeks away from launching the new TGS, which is a further improvement of the TGA. The TGA is well accepted for its durability and the TGS will be building on this reputation. Abbreviations are commonly used in the trucking world and typically the mix of numbers and letters link to the performance. In this case, TGS stands for Trucknology Generation S. MAN has received many accolades and TGS is no different, having been awarded Truck of the Year 2008. This model is now available in CKD and being offered WorldWide.

The TGA and TGS series are designed with the long haul driver in mind. The inside of the cabin is looking more and more like that of a passenger car, adding luxury and comfort to the work environment of the driver. The feel-good factor is what MAN is aiming at. According to Michal Lubradzki, Managing Director of MAN Truck and Bus Malaysia, it is important that the drivers feel proud to be using this particular brand.

Designed for the Market

While the needs of the industry may be the same across the world, the product to address these needs may look different in different markets. MAN has responded to the changing needs of regions with a strategic partnership that allows the company to produce trucks specifically designed for this market. The CLA is manufactured in India, which also allows for faster delivery times as it is closer to clients in this region. This range is aimed at competing head on with the Japanese brands.

While the company has been successful, it is not resting on its laurels. Despite a big contract being awarded for the delivery of 150 buses for Rapid KL, there is still a lot of work to be done. Becoming a market leader is something that MAN has managed to achieve before, as is seen in Poland which is now dominated by MAN and boasts production facilities that make the country a second HQ next to Germany. The company is well equipped to address the needs of the market; however, management is aware of the challenges ahead.

In fact, the product range available in the local market is only a fraction of what MAN has to offer. Already working on Euro 6 in Germany, there is a whole line up of trucks and buses that can be introduced to Malaysia once the need arises. Besides Euro 6, there are also NGV and Hybrid vehicles available from MAN.



Supervisor Saravanan A L Gerananam

Infrastructure is Needed

Missing infrastructure is a key challenge identified by MAN for the introduction of new technologies. Without such infrastructure it is impossible to successfully move from diesel to other technologies. It is mostly a question of affordability. Here, governments may need to take the lead in setting up the required network of filling stations and introducing fleets of buses to utilise them. As a case study, Brisbane, Australia may serve the purpose as all its buses are running on CNG.

Echoing other continental truck manufacturers, MAN also closely monitors the influx of China made trucks, which will further increase the competition in this fiercely fought over industry. To address this, MAN is well prepared with different ranges and a brand that inspires confidence and trust, based on over two centuries of experience.

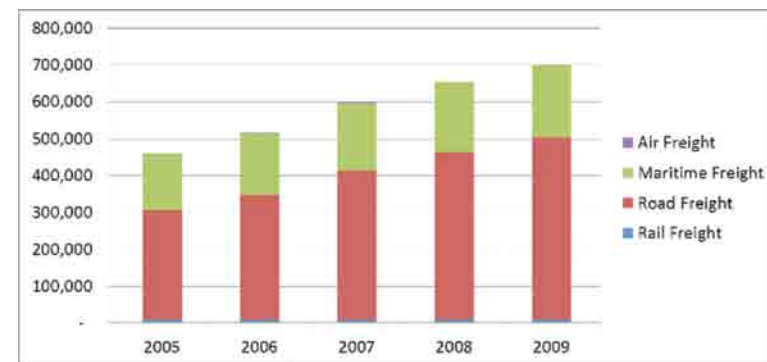
The early predecessors of MAN were responsible for numerous technological innovations; the success of the early MAN entrepreneurs and engineers was based on a great openness towards new technologies. They constructed the Wuppertal monorail and the first spectacular steel bridges such as the Großhesseloher Brücke in Munich in 1857 and the railway bridge of Müngsten between 1893 and 1897. Today, the task of the engineers is to transfer Trucknology from Europe to Asia and at the same time create new products that address the needs of the local market.

There is only one LION

WHICH ROAD AHEAD FOR VIETNAM'S ROAD FREIGHT INDUSTRY?

By Damien Duhamel, Managing Partner Asia Solidiance

Road freight holds a natural advantage in Vietnam's USD 3 billion dollar logistics industry. Vietnam's unique geography stretches almost 2,000 km from the North to South. With almost no air freight, limited rail freight, humble maritime freight, road freight represents about 75% of freight volume in Vietnam.



Volume of freight (thousand tons)

	2005	2006	2007	2008	2009
Air Freight	111	121	130	131	138
Maritime Freight	153,197	165,678	184,260	188,724	196,955
Road Freight	298,051	338,623	403,362	455,898	494,650
Rail Freight	8,787	9,153	9,050	8,481	8,068

(Source: Government Statistics Office of Vietnam)



Transporting goods by road in Vietnam takes only 1-2 days compared to maritime freight which takes up to 4-5 days. Weak infrastructure, administrative red-tape and stormy weather pose further delays at the ports. Furthermore, Mr Nguyen Huu Duy from NOL estimates that "shipping a 20 foot container from Da Nang to Ho Chi Minh City can be USD 100-200 more expensive compared to road freight".

David Stenberg, the General Manager of TNT's award-winning Asia Road Network sees a great deal of potential for road freight in Vietnam. When compared with air freight, road freight on the Asia Road Network is, on average, 30% cheaper. Transportation on the Asia Road Network is also three times faster than sea freight. Integrated road freight solutions that link up with air or sea freight are becoming increasingly attractive to companies entering Vietnam.

Identifying Vietnam as a strategic link to China, TNT has opened a new regional hub outside of Hanoi and may expand its network in Da Nang and Ho Chi Minh City.

Number of enterprises

	2000	2008
Air transport	4	13
Maritime transport	322	958
Land transport, transport via pipelines	1,002	4,890
Supporting and auxiliary transport activities	455	2,805

(Source: Government Statistics Office of Vietnam)

Local companies have caught on the wave of development. Over the last decade, the number of transportation enterprises increased by almost five-fold according to the Government Statistics Office of Vietnam. Most of these new enterprises are small to medium sized, and the bulk of logistics business still goes to the bigger multinational companies.

Traffic congestion gravely affects urban areas and important industrial zones. Mr. Nguyen Huynh Phuong Nam, the transportation superintendent from Holcim Concrete observes a traffic bottleneck, "Our National Road has only four lanes for all types of vehicles; motorbikes, cars, trucks, containers. The road that leads to Cat Lai Port, one of the biggest container ports in Vietnam, has only two lanes. This is why traffic jams happen every day."

"Road and traffic condition are certainly challenging in Vietnam, especially in the major cities where congestion often occurs. TNT's vehicles mainly travel at night so we can avoid the congestion."

David Stenberg, General Manager, Asia Road Network, TNT

Nam points out, "Vietnam is now scrambling to develop infrastructure to keep up with its growth."

So, what will it take to resolve road freight challenges in Vietnam?

Firstly, without the urgent expansion and upgrading of road facilities, Vietnam will not be able to face its export appetite and boom in foreign direct investment, Damien Duhamel the Managing Partner of Solidiance says.

However, as road freight is part of a wider logistics network, Duhamel foresees that over the next 10-12 years, Vietnam's authorities will also need to focus on upgrading ports, soft skills and technology to ease logistic bottlenecks.

Nearly 75% of the current import and export shipments transit via Ho Chi Minh City's ports, and this is not sustainable given the projected trade growth. The government needs to join forces with the private sector to build new ports, and expedite the process of putting them into use. Some ports are built, but the roads leading to the ports are not. Phu Huu and Hiep Phoc are two such cases.



Thirdly, drivers and logistics service suppliers need to be trained. Good roads with bad drivers are an equally bad proposition. There is a serious lack of soft skills at all levels which hurts the logistics industry and third party logistics companies alike.

Last, there is a lack of technology integration in the road network in Vietnam. Logistics companies need to either build or upgrade their information sys-



tem. There is not enough information sharing between the multitudes of logistics players. Freight forwarders, warehouse operators, fleet operators and integrated logistics companies are fragmented and poorly integrated, which results in duplication of efforts, drives higher costs and extends lead times.

If all of these issues can be solved or partly addressed, road freight will be well on its way to fully realizing it's potential.

Damien Duhamel is the Managing Partner Asia at Solidiance. He has more than 18 years of strategy consulting related experience in Asia Pacific. Previously, he was the Asia Pacific Managing Director of the consulting arm of a London-listed Aegis PLC. Based in Singapore he managed the whole unit comprising 15 offices in Asia. Damien has worked on multiple Fortune 500 and Government organizations projects. Based in Singapore he managed the whole unit comprising 15 offices in Asia. Damien has worked on multiple Fortune 500 and Government organizations projects. Damien has studied, lived and worked in Vietnam for over six years where he advised MNCs on go-to-market strategy. Damien is a recognised competitive strategy and Vietnam expert.

Solidiance is a premier Asia-centric marketing and growth strategy consulting firm. We are a dedicated strategy and innovation marketing consultancy focused on Asia Pacific. We have offices in China, India, Indonesia, Singapore, Thailand and Vietnam. We are helping multinational clients to understand the Asia market landscape, profile industries and competition, size markets, segment customers, analyze distribution channels, determine best locations, boost sales, prepare investment feasibility studies, identify suppliers, review potential joint ventures or acquisitions and deliver market entry and growth strategy in Asia. Our industry experience has centered on industrial applications. Solidiance's Asia market entry and growth strategy services provide the required insights and the necessary roadmap to capture profitable market share in Asia Pacific.

For fresh ideas, check out our white papers at www.solidiance.com



Heavy Duty Work Horse for Tough Conditions - The Renault Kerax

The Renault Kerax is a real workhorse that has been built to meet difficult conditions such as those found on and off road in Malaysia.

Operating under the most severe working conditions, carrying maximum loads with optimal mobility while remaining economical and offering genuine driving comfort the Renault Kerax does it all with flair.

The Renault Kerax range offers an excellent compromise between torque at low engine speeds and economical fuel consumption. Its new drive axles and double reduction tandems make it ideally suited to both on- and off-road applications. The chassis' load capacity is increased by interior reinforcement and a new higher quality of steel. The new manual or automated gearboxes enhance driving comfort and optimise fuel consumption.

All of these elements add up to give the strength, pulling power and robustness needed by a vehicle designed to work under the most challenging conditions.

Recently, the second batch of Kerax trucks was manufactured and delivered to a logging company in Malaysia. Typically, the trucks are manufactured in batches of eight, with a daily output of 1.5 trucks per day.

This year's prognosis sees a total of 50 Kerax trucks to be built for Malaysia, with four batches of eight each already confirmed. The truck pictured is a 6 x 4. A front cab ground clearance of 423mm with 385mm clearance on the front axle (30 degree approach angle) and rear ground clearance of 373mm, makes the Kerax ideally equipped for work in rough and difficult terrain. The high cabin offers the driver a good view ahead.

The specs are impressive: The Kerax puts out up to 440 Bhp and 2400Nm of torque at 1000rpm. A real workhorse, the Kerax can take up to 30 tonnes of load capacity.

David Stenström in front of a Kerax



TECHNICAL PORTRAIT

RENAULT KERAX

CONFIGURATIONS	380 HP 6 X 4	440 HP 6 X 4
WHEELBASE (mm)	3,845	3,845
WEIGHT (kg)		
GVW	35,000	35,000
Total load	25,310	25,310
Chassis cab weight	9,690	9,699
Front weight distribution	4,768	4,777
Rear weight distribution	4,922	4,922
Front axle load limit	9,000	9,000
Rear axle load limit	33,000	
DIMENSIONS (mm)		
Maximum body length	7,840	7,840
Minimum body length	6,436	6,436
Maximum rear overhang	3,856	3,856
Minimum rear overhang	2,452	2,452
body start position	546	
Technical wheelbase	4,530	4,530
Unloaded chassis height	1,221	1,221
Loaded chassis height	1,172	1,172
Unloaded roof/ground height	3,247	3,247
Front overhang	1,488	
Rear axle space	1,370	
Cab wing width	2,500	
Width at the rear wheels	2,525	
Front ground clearance	423	
Rear ground clearance	373	
Overall turning radius	9,940	9,940

ENGINES

6 cylinders in line Diesel, supercharged by turbo INTERCOOLER. Displacement 10.8 L. CEE EURO 3 depollution.

	DXi11 ENGINE	
	380 hp	440 hp
Maximum power	279 kW (379 hp) from 1,800 - 1,900 rpm	321 kW (436 hp) at 1,900 rpm
Maximum torque	1,800 Nm	2,000 Nm

CLUTCH

400 WGTZ, Dual Plate - Auto adjustment

GEARBOXES

- 16 synchronised gears & 2 reverse + S81 C (PTO)

RETARDERS

- **Optibrake** (303kW at 2,200 rpm)

REAR DRIVE AXLES

- PMR 3396 double reduction tandem.
- Specially designed for very difficult operation condition.

Renault product models might not be available in specific countries. Contact your country's Renault representative for more details.

BRAKING

- Drum braking.
- Air production managed electronically by the APM system (Air Product Management).

CABS

- Electrogalvanised cab bodywork, treated by cataphoresis.
- Day (1.6 m) or Global (2 m) cab.
- Mechanical 4 point cab suspension.
- 3 part steel bumper.
- Wraparound 4mm thick protective guard.
- Headlights set back and separated from the bumpers fitted with protective grids.
- First cab access step in impact and tear-resistant composite material.

DASHBOARD

Electronic display with:
- Centrally positioned digital speedometer and analogue revcounter.
- Outside temperature and time display.

CHASSIS

- For use under extreme conditions: off-road.
- Chassis width: Front 1,080 mm - Rear 850 mm.
- Side member module: 300 x 90 x 8 mm.
- 5 mm side-member reinforcement.
- Reinforced rear cross - member for GTW/ GCW 80t/100t.

SUSPENSIONS

Front:
- Reinforced front parabolic springs (8 or 9 tonne).
- Front anti-roll bar.
Rear:
- 38 tonne - 4 leaf parabolic version.
- Rear anti-roll bar.
- Telescopic shock absorbers on the middle and rear drive axles.

FUEL TANK

Steel tank with a capacity of 315 L.

FILTRATION

- Dusty environment filtering.
- Water decanter GO R120 pre-filter.

TYRES AND WHEELS

1200 R24

CONFIGURATIONS



Renault Kerax 6 x 4

MICHAL LUBERADZKI,

New Man for MAN Truck and Bus Malaysia



Having arrived in Malaysia less than a month ago, Michal Luberadski is getting his bearings on the new continent and in the new market. Having a kind of déjà-vu experience, his new home reminds him fondly of the success he has had in his homeland Poland where he saw the company rise to be the market leader after the collapse of the Russian Federation. Michal now takes over as the new Managing Director for MAN in Malaysia.

AT: What were your career steps?

MICHAL: I started in the after sales department in Poland; I was a manager. In total, I have been with MAN for 11 years. What is amazing, even for me, is the fact that I worked for another truck manufacturer in between, but found my way back to MAN. During my time in Poland, I was handling the development of the Bus segment in the new EU countries. This was an amazing time as we had to re-learn everything we knew. The approach to business that we saw in German and European businesses was fundamentally different from what we used to have in Poland.

AT: What makes it special to work for MAN in Poland?

MICHAL: MAN, as any other truck from the West, was not available until the collapse of East Germany and the end of the cold war. Today, MAN Poland is almost like a second headquarters for the company as there are four fully equipped production facilities. After the opening of the market, we produced 300 trucks per year initially. In the boom time that followed, we had an output of over 5000 units per year, which is a nice number.

AT: This is your first posting to Asia. How is Malaysia different from Poland?

MICHAL: It is really hot! And the traffic is dangerous here... Actually, on the other hand, there are a lot of similarities. You need a license to transport goods, just as it was in Poland during my time. Also, the market now appears to be relatively small. However, the growth potential is tremendous. In Europe we calculated that there has to



be 1000 trucks per year per one million inhabitants. So, what does that mean for Malaysia? Here, we still need to build a lot of infrastructure, which is a clear sign for the potential of this market.

Then again, I am wearing two hats as I am also responsible for Singapore, where the market conditions are completely different from Malaysia. What is exciting to see is the variety of trucks we see here: old-timers next to the latest models, European and local.

AT: Where do you see room for improvement for the trucking industry?

MICHAL: Mainly in the mindset regarding safety and environmental issues. These are two issues that spring to mind immediately: one is the fact that energy and fuel are still relatively inexpensive. Therefore, the notion of fuel efficiency may not have been fully adopted and accepted. Business owners have other problems to deal with.

The second point is safety. Rules and regulations are much stricter in Europe, with only limited permissible driving times, tracking of the hours worked etc.

AT: You talk about mindsets, what other perceptions could be changed?

MICHAL: If you look at the trucking industry, who is the most important person? It is the driver (points at the Trucker of the Month in our Magazine)! In Europe, these people are specialists who enjoy a lot of respect and have a huge value for the companies they work for. Drivers should be the heroes of the industry. Racing, for example, is one way to turn our drivers into celebrities.

AT: So racing is a way of life?

MICHAL: Yes, it is immensely emotional. My daughter was a race car driver for five years and I managed that team. Truck racing attracts thousands of spectators. However, this is in controlled and safe environments. Racing, or speeding, has no space on the roads where others could get hurt. In the daily operation of trucking, safety should be the way of life.

AT: Anything that you already miss here in Malaysia?

MICHAL: Yes, snow, as I am a big ski fan... But I hear Genting Highlands has some snow.



Scania R 500 with B-double Trailer is Malaysia's Longest Truck

The new Scania R500 with B-Double Trailer not only provides more productivity, but is the safest truck on Malaysia's highways.

Scania is once again at the forefront of innovative solutions for the Malaysian trucking industry with the official launch of the 25m long B-double LPG truck, powered by the Scania R 500 featuring the legendary Scania V8 engine.

Pengangkutan Aliran Teraju Sdn Bhd, a transporter for Pusaka Gas Sdn Bhd – a PETRONAS LPG stockist in Hulu Langat - has the distinction of putting this truck on the road, making it Malaysia's longest truck combination.

Bumper to Bumper

The B-double configuration features one prime mover hauling two trailers, one behind each other. This particular vehicle has a total length of 25m from bumper-to-bumper, and has a capacity of 61,000kg GTW (gross train weight). The prime mover in this case is the lightweight, high-specification, high-performance Scania R 500 6x2 prime mover with a 500 hp V8 engine – fully assembled in Scania Malaysia's assembly plant in Port Klang.

Although only just officially launched, the truck has been conducting trial runs and regular service hauling cylinder gas tanks between the Petronas' gas hub in Malacca and Pusaka Gas' depot in Hulu Langat since mid 2010. The truck operates on a fixed route using mostly expressway routes, and operates up to two return trips a day.

"Its all about maximising efficiency and productivity," says Mr. Idros Puteh, General Manager for Scania (Malaysia) Sdn Bhd. "With excellent pulling performance and fuel consumption from the Scania V8 engine, our aim with this truck concept is to work to add value for customers carrying high-value goods, with the added promise of safety and reliability."

Boosting Productivity

The Scania R500B-double trucks promises all that – as well as boosting productivity and lowering our customers' cost per unit cargo per kilometer travelled," he adds.

Regular LPG semi-trailer trucks typically carry 20 pallets containing 700 LPG tanks. But with the new 25m long B-double, the capacity is increased to 33 pallets for a total of 1,155 LPG tanks – a whopping 65 percent increase in productivity!

Mr. Gurmit Singh of Pengangkutan Aliran Teraju Sdn Bhd explains the rationale behind operating this truck: "Our main aim is to reduce the cost of operations but at the same time, enhance the level of safety and productivity. With this B-double combination, a run of just two trips yields about 2,310 LPG tanks a day, which is 210 tanks more when compared to three trips on the regular 16m semi-trailer (2,100 tanks)."

Safety a Priority

In his speech at the launch, Mr. James Armstrong, Managing Director of Scania (Malaysia) Sdn Bhd said, "Safety was a primary concern for Scania when we decided to explore the possibility of putting B-doubles on the road in Malaysia. With a full range of safety features on the trucks – Electronic Stability Control (ESP), Anti-lock Braking System (ABS) and even Lane Departure Warning, this is Malaysia's safest truck on the road."

Mr. Armstrong adds, "Also, longer and heavier trucks effectively reduce the number of vehicles on the road carrying the same amount of cargo – which not only further contributes to better safety but also lower emissions and road congestion."

Currently, there are three B-double trucks operational in Malaysia – all powered by the Scania R 500 prime mover. The other two vehicles with a total combination length of 18m are used to haul Jet A1 fuel, and have been on the road since 2009.



Mr Arthur Van Welzen, MD from Hyva



Specifications

The new Scania R 500 B-double truck features many firsts / unique features for trucks in Malaysia:

A 500 hp V8 Scania engine, with Euro 3 compliance, 2400 N/M of Torque @ 1000-1400 RPM.

Scania R 500 specified to be as lightweight as possible to increase payload, with aluminum fuel tank and rims.



High levels of safety

Full ADR Specifications – full compliance with international standards for the Transport of Hazardous Goods

Full Electronic Stability Program (ESP) in conjunction with both trailers, with roll-over protection on truck and trailer

Electronic braking system (EBS) with Anti-lock Braking system (ABS) in conjunction with both trailers, operated by modern and advanced CAN-BUS circuitry

Traction Control

Electronic Level Control (ELC) – keeps the vehicle at constant suspension height for better stability and handling.

Disc brakes for all axles, including both trailers. Air operated.

Lane Departure Warning – Warns driver if vehicle starts to drift out of driven lane (e.g. when drowsy)

Scania Opticruise System - Automated Gear Changing that allows the driver to keep both hands on the steering wheel and to better concentrate on the road

Scania Retarder – activated hydraulically for smooth and powerful stopping power without use of the vehicle’s brakes, keeping them cool and fresh for use during emergencies

Safety Restraint System (SRS) Airbag and seat belt tensioning for driver

High Intensity Discharge (HID) Xenon Headlamps with automatic leveling system for better illumination at night, along with digital LED lights for rear and side lights

Central Tyre Pressure Management (TPM) system to manage correct tyre pressures

Scania Safety Cab – meets strict Swedish cab structure legislations



High levels of driver comfort, which reduces fatigue and further contributes to road safety

New Scania R-cab, air suspended with full air-suspension seats

Ergonomic driving position, with new instrument panel

Low noise intrusion from engine, thanks to excellent cab insulation.

On the road

Easy maneuverability. Even at 25m long, the vehicle requires a relatively small road width of 8.5 meters to make a full 90 degree turn and approximately a 10.5 meter turning radius for a complete U-turn.

Full Air Suspension on prime mover and both B double trailers, with automatic load sharing and road-friendly suspension system works together in order to reduce road damage.



DHL Delivers F1

with Speed and Efficiency



Sam Ang, CEO, Southeast Asia of DHL Global Forwarding tells Asian Trucker that timeliness and efficiency need to be adhered to stringently to ensure all 300 tons of Formula One materials – which can fill about 100 trucks – arrive in time for each race weekend.

Most Formula One racing fans take it for granted that the cars they are watching in this weekend's race in one country will be at the next venue, which could be thousands of miles and a continent away, in a week or two.

While nothing is taken for granted by DHL, the company's experience ensures that the move is seamless and efficient for the immense amount of material that makes each trip. Generally, at least three 747s and between 30 to 50 containers are required to move the material to races that are held outside of Europe. F1™ freight is handled centrally by Formula One Management (FOM) and DHL, its official logistics partner. Throughout the F1™ racing season, DHL moves an average of 20,000 individual items per race across five continents and between 19 countries by land, sea and air, to a tightly controlled timetable.

The DHL global network, which links 220 countries and territories worldwide, ensures that replacements can be provided at very short notice and from local resources, should any vehicle breakdown occur. "We understand the needs of the sport – speed, precision, reliability and teamwork are quintessential success factors for both DHL and F1™ teams," says Mr Sam Ang, CEO, Southeast Asia of DHL Global Forwarding.

"From start to finish, the DHL team never stops working. Even while the race is on, engineers are constantly working on improvements and parts need to be available at a moment's notice. Time is of the essence on the track. Therefore, a trusted logistics partner who can deliver fast and reliable support with a flexible approach is the key behind the world's biggest and fastest motor sport event. This is a huge responsibility and one that DHL is proud to carry as the official F1™ Logistics provider," remarks Ang.

In addition to overseas transport of cars, engines, motor fuel and the equipment, DHL is also responsible for the organizational aspects and last-minute deliveries. A select global team from DHL works closely with FOM to ensure seamless logistics support for all F1™ races and official test runs around the world. After the race, DHL loads the freight for transportation and most of it will be bound for the next race venue.

CEO Ang responded to the following questions asked by Asian Trucker:

AT: Could you provide an overview of what needs to be moved?

Ang: Each Formula 1™ race requires complex logistics be put into motion. DHL has specialized units, located in England and Italy, to coordinate the transport of cars, equipment and fuel to all F1™ tracks around the world by air, sea and land – for both test sessions and races.

The spectrum of what needs to be moved is all encompassing. This includes racing cars as well as their replacement parts – engines, tires and spares; complete gas/ petrol requirements; and additional freight such as TV equipment, VIP tenets, computer equipment, laptops, as well as up to 100 radio sets and headphones for communication purposes. The deliveries also include furnishings for the Formula One Paddock Club™, which is the exclusive VIP hospitality in Formula 1™. Not forgetting all the useful things that make life in the paddock more convenient and to cater to VIP guests - from paper serviettes and vacuum cleaners to champagne.

The 20 experts in DHL's special teams move around 300 tons of material for each race weekend. DHL also has a 24-hour service point at the racetrack that runs from its own motor home. This mobile DHL Logistics centre offers round-the-clock service for urgent shipments, customs clearance as well as shipments of hazardous goods and temperature controlled items.

AT: What is the biggest challenge?

Ang: Considering that we handle an average of 20,000 pieces per race, the logistics challenge of staging a Grand Prix™ event is immense. Timeliness and efficiency of transportation need to be adhered to stringently in order to ensure all 300 tons of materials – which

can fill about 100 trucks – arrive in time for each race weekend.

We have close to 30 years of motorsport experience in the field of Formula 1™ racing to ensure seamless delivery and enjoy the full confidence of Formula 1™ through our broad spectrum of logistics solutions. We have been the Official Logistics Partner of Formula 1™ since 2004 and our reach into 220 countries and territories makes it easy for us to tap onto our global network for ease of transport. DHL's logistics technology also allows Formula 1™ teams to track the cargo at any given moment, real time.

AT: What is the time frame that it has to be done in? Does this create additional problems?

Ang: A trusted logistics partner is one who can deliver fast, flexible and reliable support as any delay in the transportation can have severe consequences for the team's results. Our responsibilities span beyond the race season and we are active on the logistics front of Formula 1™ 24/7. Basic planning for the racing season begins at the start of the year and is constantly being reviewed for test sessions and racing dates across all countries.

Throughout the season, tons of the highly sensitive freight has to be moved between the races held across five continents. For all overseas races, we work closely with Formula One Management Limited to ensure that every consignment arrives at the next race venue about nine days ahead of the race. We also have an 'Extra Services Team' on standby to meet special requirements from the teams, organizers or sponsors, and deliveries can be made within 24 hours by express flights. When necessary, we will arrange for an on-board courier to accompany any urgent package throughout the journey, to expedite clearance through customs and even take it directly by

helicopter to the paddock if required.

AT: Is there any special equipment that is required to protect sensitive equipment / technology?

Ang: Meticulous planning and expert execution are crucial to ensure that every piece of cargo – from one-of-the-kind racing cars to expensive computer equipments – is moved safely from origin to destination. Some equipment will require the use of temperature-controlled containers to ensure product integrity throughout the supply chain.

AT: Is everything flown or are trucks used in Europe where the venues might be closer?

Ang: In Europe the race teams take care of the transportation on their own with their trucks.

AT: What types of trucks are used to move it from the airport to the track? Are different types of vehicles required?

Ang: Upon customs clearance, palletized cargoes are generally loaded directly to 20- to 40- feet containers where they will be transported directly to the track where the pallets will be broken down. Temperature sensitive cargo will be moved in reefer containers.

Again, careful preparation in route planning including liaising with the authorities as well as ensuring that any road restrictions are met is required. Through DHL's integrated road network and well-honed system, we ensure that logistics are delivered on time for every race.



AT: Does Singapore present any special challenges as the venue / track is inside the city?

Ang: 2010 was the third year that DHL handled the Formula 1 Singapore Grand Prix logistics and open communication and cooperation between the Singapore authorities, Formula One Management Limited and DHL made the process efficient and hassle-free.

AT: As Formula 1™ has to run like clockwork, what do you do to ensure that there are no breakdowns?

Ang: Every logistics' job for Formula 1™ races is carefully planned to work in clockwork precision. Besides our close to 30 years of motor sport experience, we rely on precision, reliability and teamwork as key factors to ensure smooth and speedy operations.

AT: In the unlikely event of a breakdown in the supply chain, how do you ensure that the cars and material are still transported to the next place on time?

Ang: A well-engineered logistics support is one that is fast, precise, and yet flexible to deal with changing circumstances. Our dedicated team at the DHL Logistics centre offers round-the-clock service for urgent shipments, customs clearance as well as shipments of hazardous goods and temperature controlled items. Leveraging DHL's integrated air, sea and ground transportation network which spans more than 220 countries and territories and comprises 89,000 vehicles, we ensure maximum speed and flexibility incomparable to other providers.



Pembakaran Terbuka

Boleh Menjadi Punca Kemalangan di Lebuhraya!



written by Mohd Muhsin

Pembakaran terbuka ialah proses membakar bahan-bahan organik di dalam sektor pertanian, pembinaan ataupun aktiviti membakar sampah di sebarang kawasan terbuka yang boleh mendatangkan pelbagai implikasi dan kesan buruk. Ini kerana aktiviti pembakaran terbuka kebiasaannya dilakukan tanpa kawalan sekaligus mengakibatkan pencemaran yang teruk, tetapi tahukah anda bahawa pembakaran terbuka juga boleh mengakibatkan kemalangan tertutamanya di lebuhraya?

Statistik telah membuktikan risiko kebakaran semakin banyak berlaku di mana ia hanya berpunca dari kebakaran kecil tertutamanya di dalam keadaan cuaca kering dan berangin sepertimana yang sedang Malaysia hadapi pada ketika ini.

Faktor cuaca sekaligus boleh mengakibatkan kebakaran yang kecil merebak ke skala yang lebih besar sekaligus mewujudkan kepulan-kepulan asap yang boleh mengganggu penglihatan di lebuhraya, tertutamanya kepada pemandu-pemandu kenderaan berat; sekaligus menyebabkan kemalangan.

Sehubungan dengan itu, sekiranya pemandu kenderaan berat telah memasuki kawasan yang berasap tebal di lebuhraya, adalah penting bagi seseorang pemandu itu tidak panik dan memperlakukan kenderaan masing – masing dengan kadar yang berpatutan dan bukan secara mengejut. Seterusnya, pemandu – pemandu kenderaan tersebut juga digalakkan untuk menyalakan lampu kenderaan bagi memberi petanda kepada pemandu lain tentang kewujudan mereka dan mengelakkan sebarang kejadian yang tidak diingini. Sekiranya keadaan terkawal, pemandu dinasihatkan supaya terus memandu dengan perlahan dan berhati – hati sehingga melepasi kawasan berasap tersebut.

Sekiranya keadaan terlalu kritikal di lebuhraya, pemandu dinasihatkan memberhentikan kenderaan di laluan – laluan kecemasan kira – kira 100 hingga 200 meter daripada kawasan asap tersebut.

Risiko kemalangan semakin banyak berlaku di mana ia hanya berpunca dari aktiviti – aktiviti kurang bertanggungjawab masyarakat yang gemar mengamalkan pembakaran terbuka dan pengguna – pengguna lebuhraya yang tidak menghormati had mereka; di mana didalam senario ini merujuk kepada had penglihatan mereka.

Jika anda merupakan seorang pengguna lebuhraya yang bertanggungjawab, hubungi talian bebas tol PLUS di 1800-88-0000 untuk menghubungi pihak PLUS dan hubungi pihak bomba berdekatan bagi sekiranya anda terserempak dengan kepulan – kepulan asap di sepanjang lebuhraya bagi mengelakkan sebarang kejadian yang tidak diingini daripada berlaku.

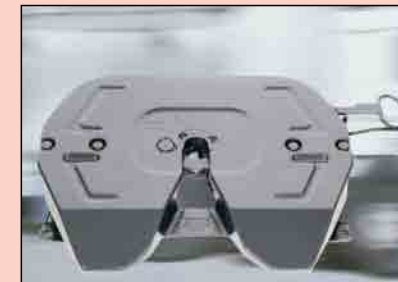
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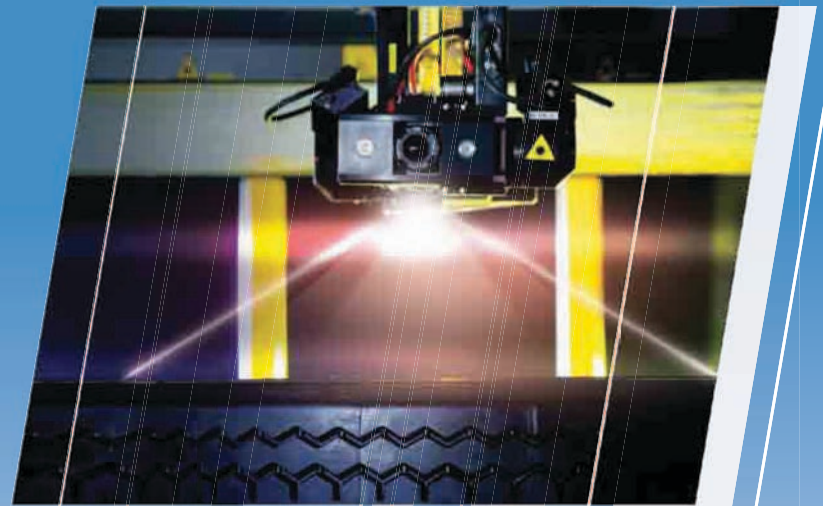
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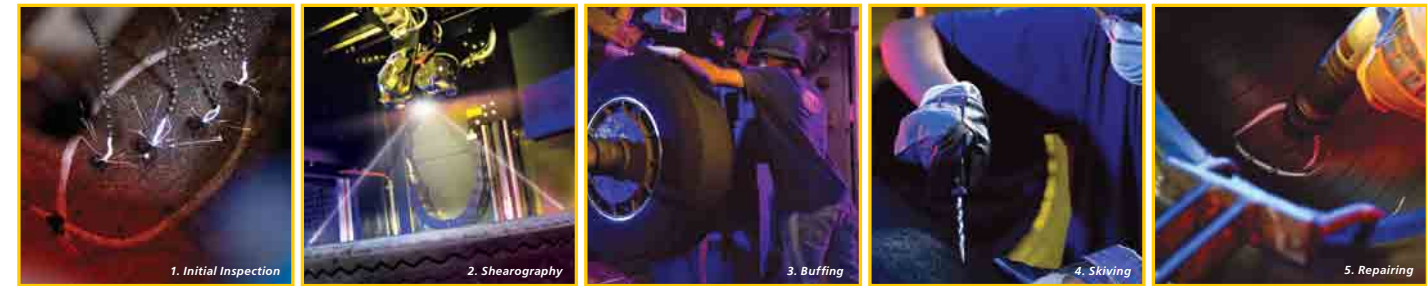
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A family treasure – Mr. Ramasamy drives Sidhu Brothers' first truck

Name: Mr. Ramasamy

Age: 55

Years of experience as a truck driver: 26

Years with Sidhu Brothers: 26

Based in: Kuantan

AT: What truck are you driving:

R: It is a 1980 Mercedes Benz 911C. This is actually the very first truck Sidhu Brothers purchased. It was bought from Cycle and Carriage. Actually, since it is the very first truck of the company, it is our most prized possession.

AT: What do you like about this truck?

R: It is a very powerful truck. Many times we have to access areas that don't have proper roads and with this truck you never get stuck. In the jungle-like areas we sometimes go to, this is the only truck that gets the job done.

AT: Which routes do you drive with this vehicle

R: All over Malaysia, all the way to Singapore.

AT: Do you miss aircon and other accessories you have in newer trucks?

R: If I wanted aircon, I would be driving a different truck already. Personally, I like the open-air feeling of this cab. It is a bit like driving a convertible.

AT: Where do you stop for good food?

R: There is a very good rest area between Kuantan and Johor in Indau. It is along the coastal road.

Khazanah dan maruah keluarga – Mr. Ramasamy memandu lori pertama Sidhu Brothers

Nama: Encik Ramasamy

Umur: 55

Pengalaman bekerja sebagai pemandu trak: 26

Tempoh bekerja dengan Sidhu Brothers: 26

Tempat: Kuantan

AT: Apakah jenis trak yang anda pandu?

R: Ia merupakan Mercedes Benz 911C tahun 1980. Ia sebenarnya trak pertama dibeli Sidhu Brothers. Ia dibeli daripada Cycle and Carriage. Sebenarnya, memandangkan ia trak pertama yang dibeli syarikat, ia merupakan harta syarikat yang paling disayangi.

AT: Apa yang anda suka dengan trak ini?

R: Ia merupakan trak yang sangat hebat. Kami kerap melalui kawasan yang tidak mempunyai jalan yang sempurna dan dengan trak ini kami tidak pernah tersangkut. Apabila kami melalui kawasan hutan, ini satu-satunya trak yang mampu meredah kawasan hutan.

AT: Trak ini biasanya dipandu ke mana?

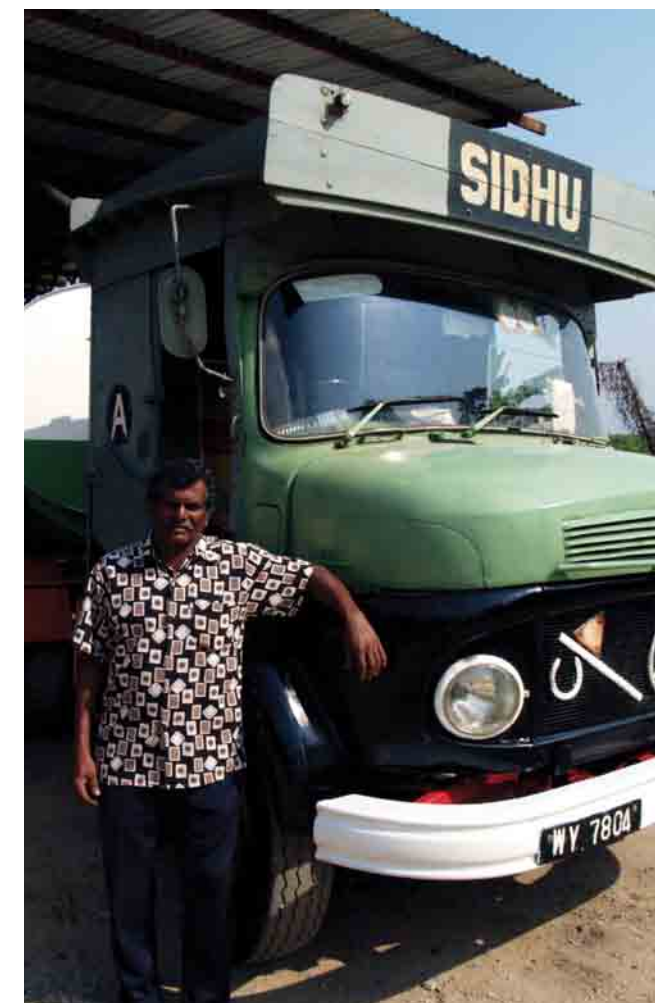
R: Seluruh Malaysia, sehinggalah ke Singapura.

AT: Adakah anda mahukan penghawa dingin dan aksesori lain yang terdapat dalam trak lebih baru?

R: Jika saya mahukan penghawa dingin, saya akan memandu trak yang berlainan. Secara peribadinya, saya suka rasa suasana terbuka trak ini. Rasa seperti memandu kereta berhud.

AT: Di mana tempat berhenti untuk makanan yang enak?

R: Ada satu tempat rehat yang sangat bagus di antara Kuantan dan Johor, di Indau. Ia terletak di sepanjang jalan pesisir.



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