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Rear Axle
Hub Reduction

Prime Mover - 4x2, 6x4

CAMC new generation heavy-duty trucks are developed by Anhui Hualing Automobile Co. Ltd. by applying world advanced heavy-duty truck technology.

It is powered by high performance common-rail engine with low fuel consumption and high power, complying with Euro III emission standard.



CAMC Heavy-duty Truck, European Standards Definition of new criteria for heavy-duty truck



Engine
HINO P11C-350HP



Transmission
ZF Friedrichshafen AG.



Chassis
Double Layer



Rear Axle
Hub Reduction

Mixer Truck - 6x4, 8x4

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An industry regains confidence



The team has worked hard to make MIBTC the best it could be. Walking through the halls on the day before the event, it was an amazing sight to behold all the booths coming together, taking shape and forming what was to be one of the most highly anticipated events for the trucking industry in Malaysia. Naturally, it takes at least two axles to make a truck, and for MIBTC it also took everyone to put their best foot forward to make this a huge success. We appreciate the effort everyone has put into their booth, small or large exhibitor.

What we can see so far this year is that the trucking industry has regained confidence and it is recovering from the blows that the players have taken during the past years. There is a newly found optimism that everyone has now and companies seem to be a bit bolder in their approach. For me, it is great to be involved in this as I can be a witness to the success of many in the country. Right after MIBTC there waited another gem as Volvo invited Asian Trucker to join 16 customers to fly to Sweden for the launch of the new FMX in an outstanding event. Plenty of driving pleasure was had while testing the new vehicles in a quarry that is fully operational. We had the chance to experience the trucks in the environment they are made for. It required some confidence to floor it when I was prompted to do so. Turn to our cover story to read all about this.

Not that there was any chance to take a break! Coming back from Sweden, a trip to Hong Kong followed immediately where we had the opportunity to conduct some very insightful interviews. Landing back in Kuala Lumpur, I changed from plane to car to drive to Johor Baru where we held our third seminar with Shell on fuels and fraud prevention. The way back ended with a dinner with a Japanese truck maker. These days, trucking is non-stop. On paper and off.

Asian Trucker shares the same confidence in the market as the industry does and we have just launched the Thai edition of our magazine. I am thrilled to see that the network is growing and that our publication (one of several communications platforms we provide for the trucking industry) is delivering value like only a roadtrain could.

Rolling forward, we will be working on the East Malaysia Convoy, whereby we will take several industry leaders on a road trip across East Malaysia. We will stop in several cities to showcase products, launch new services and meet with customers. Of course we will be giving you all the inside stories in our magazine and on our websites. Personally, I am excited about this as the roadshow is about the topic that is closest to our hearts: Trucking!

"I must say, I had a more than a positive response," said one exhibitor at MIBTC. "There are a lot of people, the right people, attending this event. I'm very surprised and very excited for future events." This was of course one of the best compliments we could have hope for and we hope to receive more such comments on all the events and happenings we are putting together for you.

Drive safely, fasten your seatbelt and enjoy the current issue of Asian Trucker

Stefan Pertz
Editor



The new Scania Streamline.

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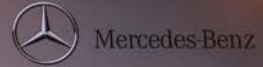


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Mercedes-Benz Commercial Vehicle Truck Driver's League 2013



Prize Giving Ceremony, 20 June 2013



The Mercedes-Benz Commercial Vehicles Truck Driver's League

Event to be an annual affair to improve driving skills

Zainal bin Abu is a 40-year-old Konsortium Logistik Berhad driver from Johor. He was surprised when he was announced as the champion of the Mercedes-Benz Commercial Vehicles (MBCV) Truck Driver's League 2013 competition as winning the grand prize could not have come at a better time for him.

His creditable driving etiquette and remarkable knowledge on trucks earned him RM 3,500 in cash and the champion's trophy. Konsortium Logistik Berhad was also rewarded handsomely with RM 8,500 worth of service/parts vouchers as the competition not only recognized the drivers but the organizations they represent.

Speaking at the prize giving ceremony was Albert Yee, Vice President of Commercial Vehicles Operation, Mercedes-Benz Malaysia said The Mercedes-Benz Commercial Vehicles Truck Driver's League establishes a great platform to share the finer points of trucking skills with drivers as they are the most vital asset in the transport/logistics industry.

"As a leading purveyor of safety standards in all our vehicles, instinctively we want to ensure our customers and truck drivers are aware of the numerous safety tips and techniques that can make a difference specifically while on the road. Not only does this knowledge benefit our customers, but to all other road users and the community at large", he added.

Apart from the safety aspect, Yee also said that the competition aimed to educate drivers on how best to manage their Mercedes-Benz Actros truck while also getting the best out of the truck in return. This encompassed the finer points of cost effective driving and vehicle maintenance such as essential ways to attain greater fuel economy.

The competition which ran from 29 April to 17 May saw Mohd Sufian B. Sahari from Konsortium Logistik Berhad prevail as first

runner up and Khairul Azhar Samaron from Landbridge Haulage (M) SDN BHD as second runner up. The drivers won RM 2,500 and RM1,500 respectively while their companies took home RM 5,500 and RM 2,500 worth of service/parts vouchers.

The competition, made up of two rounds which were the qualifying round and final round, saw the participation of approximately 100 truckers from various notable transport companies across peninsular Malaysia. Ten participants were thereafter shortlisted to compete in the finals which encompassed an 80km drive on public road.

Drivers were tested comprehensively on various aspects aside from just their driving skills. The competition included theoretical tests based on general safety and technical aspects, truck inspections as well as route planning. Practical applications were included to evaluate participants on their knowledge of fuel economy while in motion and on service and maintenance.

Following the overwhelming response to the initiative, Yee said that Mercedes-Benz Malaysia will unquestionably consider making the competition an annual event.



Mercedes-Benz debuts first Hap Seng Star Commercial Vehicle Centre in Peninsular Malaysia

First One-Stop 3S Centre in Peninsular Malaysia that provides sales, service and financing

Mercedes-Benz Malaysia Sdn Bhd (MBM) and Hap Seng Star Sdn Bhd (Hap Seng Star) continue to strengthen their relationship by charting another milestone in their long history together with the opening of the first Hap Seng Star Commercial Vehicle centre in Peninsular Malaysia on June 13th.

As one of the primary authorised dealers of Mercedes-Benz vehicles, Hap Seng Star brings to West Malaysia over 40 years of experience in commercial vehicles. The Hap Seng Star Kinrara Commercial Vehicles Centre is the first-of-its-kind outside Sabah and Sarawak. The latest showroom will be a valued complement to its award winning Mercedes-Benz Autohaus located in No. 4, Jalan BK 1/14, Kinrara Industrial Park, 58200 Kuala Lumpur.

"In our 10th year anniversary, MBM is excited to reach new heights with the opening of Hap Seng Star Kinrara Commercial Vehicle Centre in Bandar Kinrara, Puchong. Hap Seng Star has, for the last 40 years, demonstrated invaluable experience as the market leader in marketing and distributing Mercedes-Benz commercial vehicles in Sabah and Sarawak. Just as Mercedes-Benz pioneered the Autohaus concept, Hap Seng Star has further enhanced the offerings to customers with their dedication to service. We value their partnership and support, and look forward to their contribution to the West Malaysian commercial vehicles market," said MBM President and CEO, Mr. Roland Folger.

As a true definition of a one-stop centre, the state-of-the-art facility has five comprehensive work bays and a well-stocked comprehensive inventory range of genuine spare parts. The team of certified technicians whose aim is to restore vehicles to showroom condition, also works towards ensuring vehicles are back on the road within minimal time and maximum efficiency. With a 24-hour mobile service team, Hap Seng Star is able to provide assistance to Mercedes-Benz commercial vehicles around the clock.

Ultimately, the new Hap Seng Star Kinrara Commercial Vehicles Centre presents Mercedes-Benz Commercial Vehicle customers with a total business solution. Under one roof, Hap Seng Star offers a comprehensive and all-encompassing sales, repair and maintenance service to its customers. The opening of Hap Seng Star's impressive Mercedes-Benz commercial vehicle dealership was officiated by MBM President and CEO Mr. Roland Folger; MBM Commercial Vehicles Vice President, Mr. Albert Yee; Hap Seng Consolidated Berhad Group Managing Director, Datuk Edward Lee; and Hap Seng Star Chief Executive, Mr. Wong Leh Seng.



Wong said, "Sabah and Sarawak has been a significant market for us to develop the Mercedes-Benz commercial vehicles brand. Over the last 40 years we have refined our expertise and are ready to bring our know-how to Peninsular Malaysia. At this showroom, we are committed to ensure that customers receive the same first class service as they do in all our other Autohauses. A visit to any of our Mercedes-Benz showroom or service centre is a unique experience that is distinct and exceptional, and the combination of MBM and Hap Seng Star's expertise and knowledge ultimately benefits our customer."

At present, Hap Seng Star has 2 full fledge commercial vehicle outlets in Kuching and Kota Kinabalu as well as technical support teams in all the major towns in Sarawak and Sabah and 6 Mercedes-Benz outlets nationwide. Earlier this year, Hap Seng Star opened two Autohauses in Balakong and Jalan Ipoh.



Lafarge Malaysia opts for Dongfeng cement mixers

Dongfeng Commercial Vehicles to deliver prime movers to Chip Seng Heng Enterprise Sdn Bhd

Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd signed a Memorandum of Understanding with Chip Seng Heng Enterprise Sdn Bhd to supply prime movers for cement transport. Chip Seng Heng is a contract transporter to Lafarge Malaysia Berhad, whose core business is the manufacture and sale of cement, ready-mix concrete and other related building materials.

The signing event was held during a pre-event dinner for Lafarge’s annual Driver Safety Day at the Malaysia Agro Exposition Park, MAEPS, in Serdang, Selangor on Sunday, 23rd of June 2013. The MOU is for 10 units of Dongfeng Kinland 340 6x4 prime movers to transport cement for Lafarge Malaysia. Chip Seng Heng already operates the Dongfeng Kinland 340 as well as the Kinland 420 6x4 prime mover in its fleet.

Mr. Tan Yau Hua, Managing Director of Chip Seng Heng and Mr. Chen Lip Fo, General Manager, Customer Support, Dongfeng Commercial Vehicle, signed the MOU witnessed by Mr. Bradley Mulroney, President & CEO of Lafarge Malaysia, and Mr. Paul Yap, Vice President, Supply Chain, Lafarge Malaysia.

The Lafarge Driver Safety Day is part of the company’s global health and safety initiative to sustain and reward the culture of safety amongst its family of contract transporters. During the event, Dongfeng displayed the Kinland 340 6x4 prime mover, the T-lift 375.CM cement mixer and the Kinland 375 6x2 prime mover with hydraulic lift axle. All three models feature the proven Cummins diesel engine providing good fuel economy and reliability.

Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd is the sole importer and distributor of Dongfeng medium and heavy duty commercial vehicles in Malaysia. The range includes imported CBU and locally assembled CKD models for transport and logistics, construction and special purpose users.



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Scania Opens New Kota Bharu Branch in East Malaysia



Scania (Malaysia) Sdn Bhd announced the official opening of its new Kota Bharu branch office in Kelantan on May 21st 2013. The newly relocated branch is to better serve logistics & transportation industries in Kelantan and Terengganu. Covering an area of approximately 1,800 square meters, Scania's new Kota Bharu branch comprises a spacious new office for sales and administration; while its workshop for repairs and maintenance —staffed by a team of six skilled Scania technicians — can serve up to 10 Scania trucks or buses per day in accordance to Scania's highest standard of quality and safety.

"The opening of a bigger branch office in Kota Bharu reinforces our absolute commitment to our major customers here and the east coast of peninsular Malaysia. There is heavy demand for robust trucks with good load capacity for transportation services. And with continued urbanization and economic growth, demand is also increasing for long-distance bus services particularly for travel between the major towns," said Idros Puteh, General Manager of Scania (Malaysia) Sdn Bhd during the official opening.

The latest network expansion in Kota Bharu is part of Scania's total solutions approach to help its customers achieve maximum profitability. The end-to-end transport solutions include a wide range of Scania trucks and buses with legendary reliability and fuel economy for various industries; marine and power generation engines as well as comprehensive repair and maintenance services. In addition, Scania Malaysia is also offering financial services to qualified customers through their in-house financing business. Scania credit is a flexible and comprehensive financial solutions package that includes hire purchase and leasing for acquisition of trucks, buses and other related products.

Scania's new Kota Bharu branch is projected to add 25 percent to Scania Malaysia's revenue in repair and maintenance. To date, Scania Malaysia has an extensive network of ten Scania owned and operated branch offices throughout Malaysia.

Comprehensive repair and maintenance contracts

In conjunction with the branch opening ceremony, Kelantan-based express bus company Konsortium E-Mutiara Berhad has signed up for a comprehensive Repair & Maintenance contract with Scania Malaysia, well ahead of the expected delivery of 12 brand new Scania buses scheduled for the later part of 2013.

"We believe in Scania's philosophy and emphasis in preventive maintenance and that is the main reason we decided to sign our repair & maintenance contract well before the delivery of our new Scania buses. A well maintained fleet will ensure that our buses are up and running at optimum fuel economy every time, thus leading to higher productivity and maximum profitability for our business," said Haji Che Ibrahim Bin Che Ismail, Executive Chairman of Konsortium E-Mutiara Berhad after signing the contract.

"Scania's comprehensive maintenance contract is the ideal way to ensure maximum uptime with minimum costs and thus, a peace of mind. In addition to regular maintenance, it includes all repairs due to wear and tear. Scania Malaysia will endeavour its best to ensure our customers' vehicles are optimally maintained thus eliminating any unexpected costs," added Idros Puteh.

Focus on Scania's "Respect for the individual"



One of Scania's core values is the "Respect for the individual". While this may not directly address the products and services and how the company ensures high quality, it is a guiding-principle from where the overall approach of the company to the high standard derives. "It is more than just the right to wear the clothes that you like or provisions for you to manage personal matters" says James Armstrong in an interview during MIBTC. Respect for the individual actually encompasses the reduction of waste and the improvement of efficiency. Through this approach, the quality of the product is elevated while this also helps to protect the very environment we all live in.

Up until the 1990s, Scania operated a traditional manufacturing operation whereby the product was to be improved in every stage that it went through. One could say that the overall approach was product-focused. Naturally, that doesn't mean that this process is necessarily efficient. It may also be one where the worker will have to perform more work or work that is not ergonomically correct. In the mid 90s, Scania collaborated with Toyota in a production system and as a result, the way Scania approached manufacturing changed.

Instead of emphasising on the end-product, now the flow is the main focus of Scania. The aim is to optimise the flow of everything in the production process. One of the main drivers of this is the idea that the people working with the product would know best. Therefore, workers on the shopfloor are highly involved in this process and their input is highly valued. This is where the ideas for improvements come from and they need to be captured and integrated into the fabrication of Scania's trucks. While this requires workers to re-think and to think about the processes, it forces management teams to apply



different leadership styles as well. Management is no longer just passing instructions down the line, but it needs to coach, mentor and teach people on how to foster individuals and to facilitate the processes that allow the company to apply the notion of "Respect for the individual".

Now that people are empowered, one might ask if this approach works. James Armstrong ensures us it does! "In the 90s we produced 30 000 vehicles per year. In 2009/2010 we produced 85 000 vehicles with the same number of staff." But not only the production figures have improved. Staff turn-over has dropped and attendance increased. From the core values, the guiding principles have sprung and are being applied into the methods used. One of the benefits of using this approach is also that the habitats of people are being protected as the reduction of waste is an environmental goal that is in line with the respect shown for the individual.

Taking it further, the same guiding principle can be applied to suppliers, customers and drivers as well. Naturally, they will "all know best" and assist in further improving the product through their invaluable input. Having seen that this new method works perfect in the production, Scania has decided to apply the same principle in other areas as well. It is now being applied to the Scania Retail System, for example in workshops.

"As one can imagine, this is a never ending process. However, it was shown that we are able to reduce cost and increase uptime. Naturally, we will continue to hone our skills here. What needs to be done at management level is to continuously drive this process and to find ways to facilitate the innovation process. You cannot stop that" Armstrong concludes.

YonMing Group Opens Third 4S Centre

Floyd Cowan was among the large crowd that attended the opening of YonMing Group's Third 4S Centre in Malaysia and provides this report.



"The automobile market is growing at a rapid speed," said founder of YonMing Group, Managing Director Mr Alex Kau at the launch of the company's new 4S Centre in Nilai, outside of Kuala Lumpur on June 12, 2013. "It will present many opportunities for us and our partners."

The 4S Centre, which stands for SALES Trucks, SPARE Parts & Component, SERVICES & Maintenance and SAFETY Equipment, is a Showroom for Shacman Trucks and a new Complete Knock Down (CKD) assembly plant which will operate this year.

The new 4S Centre has a floor area of 20,234sqm which comprises a three storey building for the sales office, training centre, showroom, and warehouse. The workshop consists of 25 working bays and many parking lots.

YonMing has over 400 staff in 38 branches which include 12 workshops in Malaysia and nine overseas. The company's network across Asia, gives it a strong presence in Singapore, Thailand, Indonesia, China and Hong Kong.

It was a very successful opening event that was attended by more than 400 guests that included Ms Tong Chun Li, Deputy General Manager of Shaanxi Heavy Duty Automobile Import & Export Co. Ltd and Mr Adam Woltanski, Regional Business Leader of WABCO Asia Pte Ltd.

"We are proud to have YonMing as our partner," said Ms Tong Chun Li. "With the new CKD we are embracing the needs of our customers. We will be able to provide them with the vehicles that more closely meet their needs. For the driver they will have greater comfort in the cab."

The investment in technical competence and with the use of European made products shows in the quality of the trucks that are produced here. WABCO's Adam Woltanski noted that by having this new plant in Malaysia customers gain reliability, and an improvement in safety and efficiency. "We are constantly embracing the needs of the customers," he said. "WABCO's unique capabilities have resulted in our development of the overwhelming majority of our industry's breakthroughs. WABCO technologies help the industry to respond to increasing

government regulations around the world for safer and more efficient commercial vehicles on the road," Mr Woltanski concluded. "It used to be that we used a hammer in the workshop, now we use a laptop."

A key presentation ceremony was held in which the owners of new trucks bought from YonMing were presented with ceremonial keys as guests enjoyed the buffet dinner and drinks. Everyone who attended also received a door gift.

"We will supply the most suitable products, the most convenient service and the required spare parts which will result in the improvement of our partner brands in Malaysia," Mr Kau stated.

Authorised distributors of Hendrickson, Valeo, Sabo, WABCO, Phoenix and Ferodo displayed their products and guests, many of them fleet owners, had the opportunity to learn about these products.

The new 4S Centre is located at: Lot 9136, Jalan Perak 1, Kawasan Perindustrian Nilai 1, 71800 Nilai, N. Sembilan.

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Continental ProViu

360-degree monitoring system for special and construction vehicles reduces risks

Continental presented a unique camera-based all-around surveillance system for special and construction vehicles named ProViu at the Bauma 2013 in Munich. With this innovative system for risk-free maneuvering and electronic viewing of the blind spot – the system has already been released for field testing – Continental is once again catering to megatrends in the vehicle industry as a whole. Through the innovative ProViu, not only is the safety of the driver, vehicle and other road users improved; this camera-based assistance system also enhances the efficiency of vehicle operation because maneuvering with it takes less time and results in a lower risk of damage, less downtime and reduced repair costs. Moreover, the Continental camera-system is a further step towards improved information and data exchange between driver, vehicle and infrastructure.

The heart of ProViu are four microcameras mounted on the outside of the vehicle, which thanks to fisheye lenses and high resolution sweep the complete sides, rear and front of buses and trucks. As in a television director's control room, an electronic control unit merges these four digital, high-resolution camera images on a display – automatically optimized for contrast and brightness – in the cockpit giving the driver a bird's-eye view of the vehicle, as it were. Live, in real time, and at the push of a button even from different angles, Continental provides an all-round view: At a glance, thanks to Continental 360-degree monitoring the driver can even see objects in the so-called blind spot, the area that is not covered by the wing mirror and in the case of construction vehicles often is large enough to conceal pedestrians, bicyclists and even entire cars.

Wall projections, corners of buildings and other vehicles are immediately visible, and the vehicle driver can maneuver safely

in critical situations, in dense city traffic, at narrow loading ramps, in cluttered factory yards, or at bustling building sites.

The system enhances safety even when the vehicle is standing still, as it can be configured to be permanently active; this means that even while parked the driver can keep an eye on the vehicle and cargo just by glancing at the monitor.

For the panoramic view of the vehicle, users can choose between two display modes: At the push of a button it switches between 2D and 3D representation. In two-dimensional mode, the driver's view is focused on the immediate surroundings, whereas in the 3D mode the relations and elevations of the surroundings, as well as other road users, are more easily recognizable. For even better visibility, the driver not only can change the perspective but also control individual cameras to get a yet more precise view of critical areas in tricky driving situations. With the optimal overview provided by this new system, Continental improves both the safety and efficiency of commercial vehicle operation. Maneuvering is faster, loading and unloading times can be shortened. There are fewer accidents, shorter idle time or downtime, lower costs for damage and repair, as well as reduced risks for the parked vehicle and its cargo.

In cars, camera-based systems as park aids are fairly widespread in the higher vehicle classes, but Continental has now developed a system specifically tailored for use in trucks, buses, agricultural and construction vehicles. The developers take into account not only the different proportions of such vehicles and pay attention to simple integration in vehicle production. They have also made allowance for the changed spatial relations in the cockpit and the usually much tougher operating conditions in commercial use.

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Asian Trucker Media Dialogue on Road Safety

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

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

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

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

Tuan Haji Idros Puteh, General Manager of Scania Malaysia said, "Both public and private sectors have a commitment and a role towards road safety. As a leading truck manufacturer,

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

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



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

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



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

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



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

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



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



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Conti360° Fleet Services now available in Malaysia

Continental Tyre PJ Malaysia Sdn Bhd announces the official launch of its Conti360° Fleet Services tyre management system for truck tyres in Malaysia. With Conti360° Fleet Services, customers benefit from affordable and reliable tyre services in ten states of Malaysia (Kedah, Penang, Perak, Kelantan, Terengganu, Pahang, Selangor/Kuala Lumpur, Negeri Sembilan, Malacca and Johor). In the near future, Continental will expand Conti360° Fleet Services to the states of Sabah and Sarawak.

Conti360° Fleet Services

The “Conti360° Fleet Services” is a modular system which covers all tyre-related services for transport operators, with the aim to reduce operating costs and to improve cost control.

The modules comprise of ContiFitmentService, ContiFleetCheck, ContiFleetReporting, ContiCasingManagement and ContiBreakdownService. Customers can set up a tailor-made service package that meets their very unique and specific tyre management requirements in an ideal way.



ContiLifeCycle

Within the Conti360 Fleet Services, ContiLifeCycle is a concept that provides customers with an efficient and sustainable tyre and service solution. From new tires, casing-management to retreading ContiLifeCycle offers each customer a tailor-made solution to achieve the lowest overall driving costs for their fleet, making use of the full tire life time.

In regards of new tyres customers have the choice between a wide range of products which fit to their individual needs. Here Continental recently launched the all new HYBRID-line, comprising of steer- (HS HYBRID) and drive (HD HYBRID) axle tyres in various sizes as well the new CONSTRUCTION-line.

Once the new tyres have run through their 1st life, the ContiCasingManagement takes over. This module handles pick-up, inspection and return of worn out tyres for retreading or recycling at the end of their first life.

The retreading of all usable casings is done through Continental’s premium retread process at the recently upgraded ContiTread plant in Petaling Jaya, Malaysia. After the inspection procedure casings are buffed and prepared for the application of the ContiTread liners. All ContiTread liners have the same pattern and material characteristic as their brand new tyre counterparts. After curing and final inspection the ContiTread tyre is handed back to the customer to safely operate in its 2nd life.

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"A comprehensive network of over 50 selected partners is currently available all over West-Malaysia to provide assistance. They are mostly located in urban areas and along all major transport routes so that they can quickly help customers both at their centers and with mobile services. Time-consuming and often costly searches for local tyre service providers are therefore no longer necessary for contract customers," ensures Wee-Chung Sim highlighting another advantage of the Conti360° Fleet Services tyre management system.

Potential for Improvement

While ContiFitmentService ensures optimum equipping of the vehicles with the right tyres, ContiFleetCheck takes care of regular checks of inflation pressure and tyre condition. Regularly checking tyre pressures does not only help to reduce fuel consumption, but also the likelihood of breakdowns and thus an optimum usage of a tyre. Through ContiFleetReporting, the customer gets a detailed overview of the tyre conditions of his fleets and is able to identify improvement areas.

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Introducing the latest chapter of a journey built on Quality, Durability and Reliability

On the 20th of June, Hino Motors Sales (Malaysia) Sdn Bhd, provided an experience never to be forgotten through a showcase of a full model line-up from the smallest LCV4 wheelers to prime movers and buses, the most extensive array of products to date. The experience was further elevated through the opportunity to get up close and personal with these vehicles with a chance to feel the innovation through a test drive.

“At Hino Motors Sales (Malaysia) Sdn Bhd, we have always aspired to enrich our products and services to meet our customers’ needs. We believe that it is essential to go one step further and provide the customers with more than they have expected. Today is a testimony of highlighting HINO’s advanced technology and products as we look towards achieving harmony with people, society and the environment.” Said Mr. Nobuyuki Tanaka, Managing Director, Hino Motors Sales (Malaysia) Sdn. Bhd.

HINO’s philosophy is to continuously improve the customer’s experience by prioritizing on products with Quality, Durability and Reliability (manifested in the QDR principle) while emphasizing on safety, comfortable driving and environmentally friendliness. Under the concept of “HINO’s Total Support” HINO effectively addresses customer expectations as all HINO members including authorized dealers ensure to support every customer through extensive service network coverage and driver training sessions.

Contributions to society have also been a big part HINO’s initiative with a notable example being efforts of aiding Malaysia’s governmental policies in improving the transport system in our country. Next year will also prove to be another exciting milestone for HINO as a new assembly plant will become operational. There HINO will be assembling a full range of vehicles from small to medium and heavy duty to serve market demands and customer needs.



Manufacturing vehicles with a strong DNA that provides value for money

Each HINO vehicle is designed and built with the customers' needs in mind, with value for money as top priority. This means a long service life, more payload, better comfort, low operating cost, higher resale value and minimum maintenance. The highlight for the day is the new HINO 300 Series (Light Commercial Vehicle) which features the first full automatic transmission gearbox to be installed in the light commercial vehicle. This reflects HINO's commitment in developing world-class solutions for the new generation of light commercial vehicles with priorities on safety and comfortable driving, quality, reliability and durability of the vehicles.

Like all HINO vehicles, the new HINO 300 series was developed in Japan and reflects the unique development concept based on "to pursue the Perfect Fit" which caters to the needs of businesses, drivers and transporters. It has been designed for Perfect Fit in line with HINO's adherent concept of encompassing total reliability, fuel efficiency, powerful engine performance, safety and comfortable driving.

Other vehicles on display were the 500 series, 700 series, and Bus completing a full range of product line-up that sets the stage for an exciting future in the commercial vehicle segment.

DHL and Singapore Management University launch Green Transformation Lab

S\$2 million sustainable logistics research and development centre to speed adoption of green supply chains across Asia Pacific and globally



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



Mr Bruce Edwards, Global CEO, DHL Supply Chain, said: "DHL has long recognized the need for supply chains in Asia Pacific to adopt more sustainable logistics models. 'Green' momentum is growing amongst policy makers, companies and consumers but more can be done to spearhead the application of Green solutions throughout the supply chain. The Green Transformation Lab will help these organizations move beyond measuring and planning by creating more sustainable solutions for companies and supply chains that lead to large-scale adoption and subsequent economies of scale. We'll achieve this by leveraging SMU's multi-faculty academic excellence, DHL's GOGREEN sustainability services and our expertise and capability in supply

chains. DHL is committed to creating a more sustainable world today for the benefit of tomorrow."



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



Professor Arnoud De Meyer, SMU President, said, "Singapore is a regional hub for supply chain management and

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



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



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HINO teams up with Institut Kemahiran MARA (IKM) Kuching



HINO Motor Sales (Malaysia) Sdn Bhd teams up with IKM recently and opened HINO Corner at the Automotive Engineering workshop for training purposes in IKM Kuching.

HINO Motor Sales (Malaysia) Sdn Bhd also contributed 3 vehicle components - a HINO Diesel Engine, HINO Transmission and HINO Rear Axle Assembly of the renowned HINO Trucks 300 Series - intended for the use by students at the IKM Kuching Campus, Petra Jaya here.

IKM Kuching Director, Modh Ridhwan Abdul Yazid said that Automotive Engineering students will benefit from their training programme in IKM Kuching once they are already familiar with the HINO diesel engine.

“Once the students have completed their industrial training, they can easily be employed by HINO Motor Sales (Malaysia) Sdn Bhd,” said Ridhwan.

He added that he believed that HINO Motor Sales (Malaysia) Sdn Bhd would continue to support the campus not only in advanced technology but also training equipments such as tools, engines and training simulators to prepare the students for industrial training.

“Indeed the campus is very much in need of advanced diesel technology for our students to enhance their skills and gaining new knowledge and experience,” he said.

Meanwhile, Managing Director, Nobuyuki Tanaka said that in September 2012, HINO Motor Sales (Malaysia) Sdn Bhd had started recruiting 3 students from IKM Kuching to be included into the HINO Technical Internship Programme (HTIP).

“This is a one year programme where students learn the quality HINO Standard of doing things as well as being taught on the latest HINO technology in Automotive Engineering,”

He mentioned that this kind of collaboration is a part of their responsibility which will enable them to contribute to the growing needs of the learning institutions in commercial vehicle technology.

“I hope that IKM students will benefit from this and accept our contribution making HINO Technology as a part of IKM’s expertise.”



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ICCL keeps it cool with Sinotruks



Reliability and not horsepower is what matters when you run a cold chain distribution across the nation

Having successfully built the largest cold storage in the Northern Region, ICCL is an extension of that business. The management saw the need for logistic support and started a transport company to offer a holistic service portfolio. What started out with 4 trucks in 2006 has since grown into an operation with over 100 trucks from a range of manufacturers and some 300 staff. Integrated Cold Chain Logistics Sdn Bhd (ICCL) runs a fleet of trucks from 5 tonnes to 40 foot containers. The main business is the transportation of goods for major fast food chains.

“Today, fast food restaurants don’t stock a lot of food. You need to make absolutely sure that the deliveries take place, otherwise there will be no food available in restaurants affected” explains Kevin Lim, Managing Director of ICCL. “We have purchased 8 Sinotruks. What matters most is reliability, not horse-

power and we found that the Chinese brand addresses our needs perfectly” he says further. According to him, the trucks, with the 390 HP engines, are stable and have been highly reliable. The data ICCL collects shows that the Sinotruks can even compete with European trucks when it comes to fuel economy while the company’s fuel partner is Shell.

When asked about the purchasing decision making process, Lim explains that the price is one, but not the key factor. He points out that for his operation he needs reliability, spare parts availability and access to service when it is needed. After all, it is a 24/7/365 operation. Lim is so impressed with the prime mover from Sinotruk that he would also consider LCV and MCV from the marquee if they were available in Malaysia. Another factor that was considered was the engine. Being equipped with a power plant from one of the world’s largest engine makers, you

can’t go wrong. Lim is convinced that in Malaysia the Chinese brand trucks will be very successful and the company is planning to purchase further trucks from Sinotruk.

“Every driver likes new trucks! However, we found it very important to have our own training program” Lim says. As the drivers meet the clients on a daily basis, they are the front liners of the company. Training is needed to address issues like safety, hygiene, correct driving techniques and ensuring on-time delivery. As a result, good drivers stay longer with the company. Apparently, the drivers like the stability of the Sinotruks which is a result of the configuration used.

At the moment, ICCL is moving some 1200 units of 20 and 40 foot containers per month. Plans exist to expand with branches around the country.

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Groundbreaking for HINO's Sendayan Plant

Company's first manufacturing facility in the country will ensure supply sufficiency, readiness and flexibility to meet growing market needs



The state-of-the-art RM140 million facility known as Hino Motors Manufacturing (Malaysia) Sdn Bhd is located on a 170,000 square-metre site in Sendayan TechValley. It is a joint venture between Hino Motors, Japan's leader in the manufacturing of trucks and buses, and its long-time partner in Malaysia, MBM Resources Berhad (MBMR). It is the first automotive manufacturing plant in Negeri Sembilan and will be Hino's third largest in Southeast Asia after Thailand and Indonesia. The groundbreaking ceremony took place on July 2nd 2013.

The new Sendayan plant, with an annual production capacity of approximately 10,000 units, will manufacture the full range of HINO products comprising light, medium and heavy duty trucks; and buses for the Malaysian market. Construction is scheduled to be completed by the fourth quarter of 2013 with production expected to commence by March 2014.

Hino Motors Ltd president, Mr Yasuhiko Ichihashi, said that the company was delighted to expand its 36-year presence in Malaysia from sales to include full-fledged manufacturing. "Malaysia is a very important market for HINO. Excluding Japan, it is now the third largest in the world after Indonesia and Thailand. This manufacturing plant is a strategic investment that will equip Hino with sufficient supply, and the readiness and flexibility to meet the growing demand in this country," he said.

According to Hino Motors Manufacturing (Malaysia) Sdn Bhd managing director, Mr Ikuo Shibano, Sendayan was chosen as the site due to favourable geological factors, proximity to KLIA and nearby sea ports, and strong support from the Negeri Sembilan State Government. "The Sendayan plant certainly reflects the importance of the Malaysian market as the third pillar of Hino's operations in Southeast Asia. It will create about 300 jobs and feature world-class manufacturing processes with a special emphasis on safety," he said.

Since 2010, HINO has been the market leader in the overall commercial vehicle segment of truck and bus (GVW 4 ton and above) in Malaysia. In 2012, it sold a total of 6,433 units with the top share in the market. HINO products are also some of the most technologically advanced in the Malaysian market. It is the first commercial vehicle brand to offer an automatic transmission and crew cabin option for its six-wheel LCV; Euro 3 engines for its award-winning HINO 300 Series LCV and Euro 2 for HINO 500 Series MCV respectively; and Euro 3 engines for its HINO 700 Series heavy commercial vehicles (HCV). The company was also the first to equip its HINO SH Series prime movers with a driver's airbag as a safety feature.





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ABOUT PRODUCTS

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Logistics providers and fleet operators are faced with numerous challenges, most notably reducing transportation time, controlling rising fuel and vehicle costs and compliance with statutory regulations. Transportation Management module helps users meet these challenges by providing powerful scheduling and planning tools with business intelligence capabilities with efficient processing and analysis



INDUSTRY TO APPLY

- Distribution Center Operators
- Transport Operators
- Logistic Operators
- Fleet Owner / Operators
- Manufacturers



BENEFITS OF TMS Pro

Optimised Management : Continuous planning of transport and the logistics involved decreases wasted journeys. ie. Those made without a profitable burden. Increased visibility, through system, of available time allows more effective and efficient use of time.

Cost Saving on Transportation: With integrated software solutions you are given more control of the execution of activities of the vehicles in your fleet, enabling you to track and trace activities in real-time, ensuring that potential problems are spotted and handled before they actually become problematic.

Increased visibility: Today's supply chain managers need to make quicker decisions based on real-time data. With increased visibility, companies become more agile and more responsive to changes.

Real Time Monitoring: Monitoring and evaluation are integral parts of management and provide a link between planning and implementation. While monitoring focuses on the activities and outputs, evaluation focuses on the outcome and goals.

Fleet Management: The more your business depends upon transport and logistics, the greater the benefits derived from implementing a fleet management system. But all businesses that utilize vehicles in any way can enjoy great rewards.



TMS Pro :- Transport Management System includes Load Planning, Vehicle Scheduling, Route optimization and Driver Management for easily manages all Transport Needs. Logistics providers and fleet operators are faced with numerous challenges, most notably reducing transportation time, controlling rising fuel and vehicle costs and compliance with statutory regulations. Transportation Management module helps users meet these challenges by providing powerful scheduling and planning tools with business intelligence capabilities.



TMS Pro



ICom :- I-COM was developed for logistic providers ranging from managers to truck drivers. Its first release would serve as communication tool between driver and command center and assisting drivers in providing the most efficient deliveries. I-COM would be an effective communication tools between drivers and command center eliminating typical errors and reducing cost.

I-COM

DRP :- DRP Pro is a software applied for processing and producing the most ideal and practical schedule for delivering goods to your customers. It considers few key factors such as truck availability and capability, good type and delivery methods and customer delivery requirements which are complex in coming up with error-free and effective delivery schedule.



DRP



SCMLite :- SCMLite, is a supply chain management solution created for food manufacturing initially to manage the delivery of milk product to move than 8000 schools all over Malaysia. SCMLite contains all the functionalities of basic supply chain management solution. 1Malaysia Intelligent Distribution System 1.0 is a supply chain management solution to plan or manage small or medium businesses online for products. Users can benefit from it's supply chain management system by improving organizational efficiency. It is an online solution to manage multiple sources of information by providing real-time updates through it's website, and via SMS system.

SCMLite

Volvo Malaysia digs in presenting the new FMX



Taking a full service approach to mining and quarries, Volvo takes customers from Malaysia to Gothenburg to experience the new FMX



“V olvo everywhere!” exclaims one of Volvo Malaysia’s customers upon arrival in the Gothenburg airport. A Volvo display, complete with the new FH 16 is welcoming visitors to the home of Volvo. We are landing in Sweden on a Monday morning, 16 customers, staff from Volvo Malaysia and myself from Asian Trucker. We are to experience “Volvo in Quarries and Mining” and to test drive the latest FMX. One model, we are told, is an extraordinary engineering feat. Naturally, the air is filled with excitement as truckers can’t wait to get their hands on the steering wheels of these trucks to give them a thorough checking.



Maybe the next truck for Taipanco

Updates on Volvo's Business

Re-connecting with Joachim Rosenberg (in his new role as Executive Vice President based in Japan) we follow up on some of the questions we have asked him during the opening of the Singapore Distributorship (Asian Trucker reported in Malaysia's issue 9). Volvo Group is going strong. According to Rosenberg, Asia now constitutes some 23 % of the truck business. This figure is up from just 5 % a few years ago. Not only is Asia the currently the strongest growth market, it is also one from which many inspirations come from. "In order to design the latest trucks, we have listened carefully to the requirements of the Asian customers" Rosenberg explains.

The latest FMX is an engineering masterpiece. It has a new steering, which will make it even more comfortable and easy to steer in even the harshest conditions and the chassis is a completely new one. It is, according to Volvo, the most rigid chassis ever produced. There is also air suspension thrown in for good measure. Rosenberg beams while stating these facts "This clearly says something about our products. It is quite remarkable when VOLVO says that we have improved the safety and rigidity of a truck!"

But not only is it the most robust and solid truck ever made by the Swedish marquee, it is also one that now beginning to rival passenger cars when it comes to fuel consumption in terms of kilometres driven per litre of fuel. The FMX is going back to the grass roots of the mining and construction industry while also being in line with a global trend of platform based truck making.

Currently, Volvo is the only truck maker that can also provide the entire spectrum of machinery needed in mining and quarries. Our Malaysian group will experience all this in a quarry not far from the city during this week. "We now offer the whole range of construction equipment: from graders and excavators to trucks and Actuated Haulers" said Rosenberg.

Each of the brand in the Volvo portfolio is carefully positioned and this means increased profitability for clients as the company can match the exact right product to the needs of clients. Also, this makes Volvo more profitable and this profit will be reinvested into the brands themselves.

Things you didn't know about Volvo

Monday was a bit hectic as our luggage did not arrive with us and everyone needed to get used to days as long as 22:30. Tuesday started with an exciting program. First off, a convoy of Volvo busses took the group to the Headquarters of Volvo. After everyone had a picture taken next to the FH 16 in the lobby we went on to see a presentation by Mr. Ricard Fritz, SVP Volvo Trucks.

Trucks make up about 65 % - 70 % of turnover for the Volvo Group. In 2012, some 224 017 trucks were sold by the group, out of which a whopping 51 514 vehicles found a new home in Asia. Gothenburg has long been the automotive centre of Sweden and it is apparent the second you take a drive about town. These trucks are being produced in some 35 plants around the world and an additional 9 plants produce powertrains. In the Tuve plant, we find some 1450 male blue collar workers and 296 female workers.

Volvo actually means "I roll", and stems from Latin. In 1915, the Volvo brand name appeared for the first time on a ball bearing. As soon as 1927, the first vehicle was produced and even then the company's motto was to be driving progress. Interestingly enough, not one truck is identical to another as each truck is custom made. Alone for colours, some 2 000 (!!!) variations are available. In one instance, a client apparently had the truck's colour matched to the paintjob on the wife's fingernails.

Looking at Sweden's geography, it becomes very clear why reliability is such a key issue. With the vast distances to be covered by the trucks, it is imperative that the vehicles are robust and sturdy. Sweden's conditions are also harsh with tough winters and wide temperature gaps between summer and winter. While a big country in terms of space, it is a small one for businesses. This meant that many Swedish companies will be exporting their goods very quickly after an initial success in the home market. Volvo wasn't an exception and as a result of this, Volvo trucks can be found in most countries of the world today.

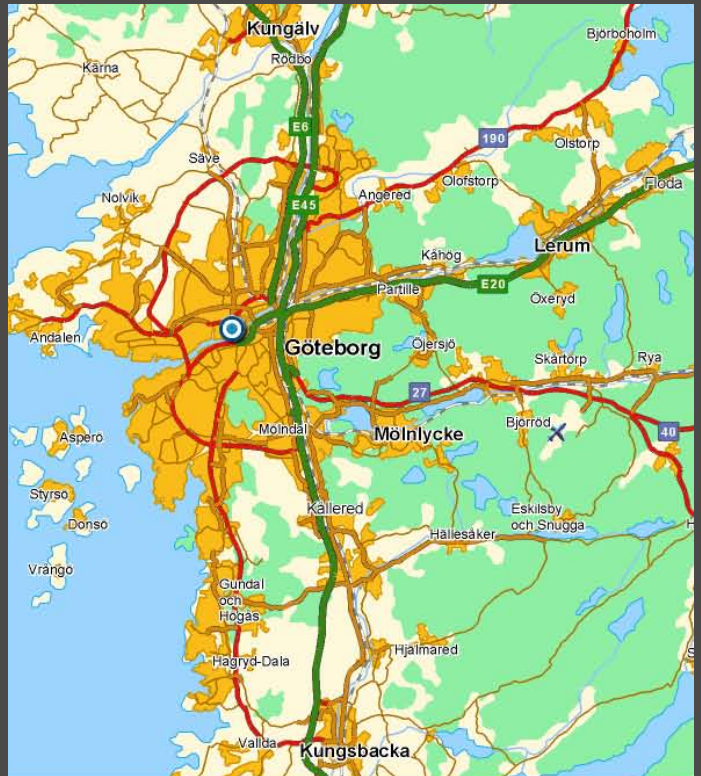


Lord of the helmets - As always safety comes first



Gothenburg at a glance

Gothenburg (Swedish: Göteborg [ˈøtəˈbøɾj]) is the second largest city in Sweden and the fifth largest in the Nordic Countries. Situated by the Kattegat, on the west coast of Sweden, the city proper has a population of 528,014, with 549,839 in the urban area and total of 949,812 inhabitants in the metropolitan area. Gothenburg is classified as a global city b GaWC, with a ranking of Gamma-. The city was ranked as the 12th most inventive city in the world by Forbes (2013).



This truck is REALLY high!

In 1954, Volvo introduced the turbo for trucks and in the 1970s, the company was the first to fit intercoolers to their vehicles. The tilt-cab was introduced as early as 1962. Volvo trucks will be even more exciting as of lately. Recent developments include features that will make drivers and owners surely salivate! Individual front suspension, I-Park, I-See and I-Torque are just some of these. One of the features we thought most interesting is the idea of running the aircon of the electric system and no longer using the engine. This means that the truck can switch off the engine during rest times over night, significantly reducing emissions and saving money! Additionally, it is worthwhile to mention that by 2020 some 10% of all Volvo vehicles will be running on gas.

Why mining?

One of the mega-trends currently is an ongoing urbanization. With this comes the need for more energy and raw materials. This brings also an increased car-ownership with it as well as infrastructure projects. A problem the mining industry is facing is the fact that the raw materials are deteriorating in quality. This means more material needs to be mined in order to get the same amount of raw material. As such, more efficient material movement, handling and transportation solutions are needed.

With a full range of excavators, graders, actuated haulers, trucks and other machinery, Volvo addresses the needs of the mining industry, offering a total solution approach. For example the use of the same engines minimizes warehouse cost and reduces downtime. If trucks can carry more payload, the number of trips will be reduced. Faster cycle times for unloading / loading also results in improved efficiency. Volvo is working on all these aspects to ensure that owners and operators of mines will get an optimised solution for their operation.

"I said full acceleration!!!"

Finally we arrive at the quarry. An impressive line-up of FMX trucks, interactive showcases and presentations await. There are FMX trucks in all variations: 6 x 4, 8 x 4 and the mightily impressive 5 axle FMX variant. Capable of taking a payload of over 40 tonnes, this 60 tonne-truck is set to give other mining trucks a run for their money. Using the most advanced Volvo axles, the 5-axle FMX can handle such payloads easily, drawing on some 500 horses under the driver's seat. Warming up on the 8 x 4, I found this truck to drive incredibly easy. Stepping up to the fully loaded 5-axles FMX was the highlight of the trip. Driving around in a fully operational mine that sees some 250 trucks a day being loaded, we take the truck for a spin.



"You have some 40 tonnes in the back. It is fully loaded and when I say to accelerate, I want you to floor it" my instructor tells me. We drive along the ridge of the quarry with barely a half meter between the "road" and a sheer wall that drops some 50 meters. As we come down into the bottom of the pit, I am being given the command to floor it. Being a bit hesitant, I get to hear "I said full acceleration!". And man, does this thing pull away! The steering is super smooth and you would not believe that there are 40 tonnes worth of stones in the back. When I am back, I need to trade in the Myvi!



By now, there must be some 20 FMX trucks in motion around the quarry. "Wow, this is so exciting!" says May Lee Hooi Pheng from Lee Ting San Lorry Transport Sdn Bhd. "This is such fun time driving these trucks in this environment. The instructors are doing a real fine job and the entire event is really great. This event is quite an experience as it is not only about trucks, but we also had the boat rides powered by Volvo Penta engines and we get to see all the machines used in construction too.

One of the highlights was the Gala Dinner during which a dance group performed five different dances that symbolised all new ranges of newly launched trucks. After a fun filled evening we would all step out of a converted warehouse in which the event was held just to walk into bright light, still day at 23:00.





Volvo Trucks exhibit at the Arrival Hall of the airport



Safety - First and foremost

Volvo stands for safety. The group spent a full day in the visitor centre, the Volvo Museum and an interactive hall that teaches guests about safe driving. During this day, everything is about safety and how safety features are being incorporated into the vehicles. An ambitious goal, but Volvo plans to reduce accidents to zero. The latest technology detects other participants on the road and takes active measures to avoid accidents. During the entire trip, almost every time we board the bus, an announcement is being made to use the safety belt, a Volvo invention that revolutionized safety in road transport and passenger cars. During the one-week visit, the topic of safety is a key message that is being repeated over and over. Visitors were exposed to a lot of safety messages and at the end of the day, one would understand why Volvo is all about safety.



Ready to roll - Malaysian customers preparing for test rides on FMX

Donny TS Yap, Eagle Haulage Sdn Bhd, sums up his experience in Sweden: "Thanks for the great time and well organized event throughout our stay in Sweden. Wow! It's the eye-opening event of the year. We have seen the newly developed truck series launched, some exciting powerful speed boat rides by Volvo Penta, tiring but thrilled off-road experienced at mining using Volvo FMX heavy duty equipments, new Volvo passenger cars and much more. More please!"



Safety explained in the Visitor Center





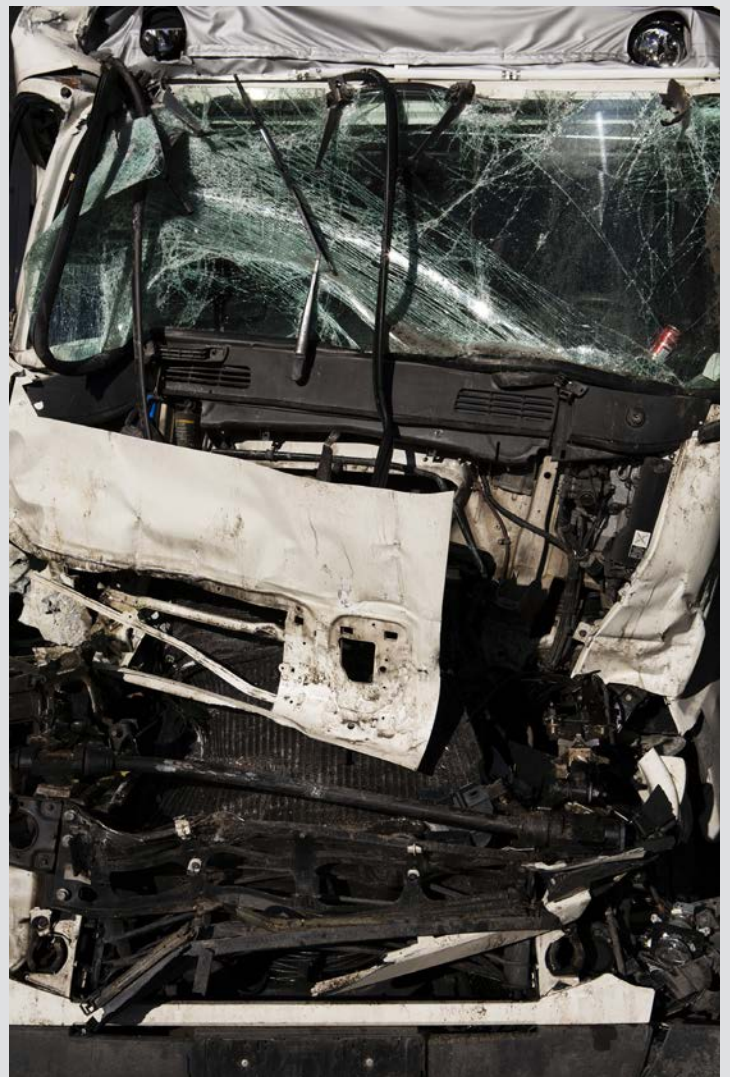
Seat belts - It's more uncomfortable if you aren't coming home tonight

Volvo actually has a team of specialists that analyses accidents. A somewhat macabre job, but it actually helps to understand accidents and to work on improving trucks to make them safer. Founded in 1969, the Accident Research Team has investigated thousands of accidents. We met with Karsten Heinig, to learn more about the team's tasks. The Team's efforts are two-fold:

1) Forensic engineering: Here the group visits accident sites to gather valuable information about accidents involving trucks. During such investigations, the team looks for clues on how to improve the cabin of a truck, provide a safer environment for the passengers inside the vehicle and outsiders that may be involved in the accident. Naturally, during such investigations, all existing safety features are being checked regarding their performance and if they had a positive impact during the accident, i.e. did the safety feature reduce the impact and chances of injuries.

Simulations and recreations of accidents help to improve and create active and passive safety systems build into Volvo trucks. For this, site visits are part of the job as well as computer simulations. Volvo has taken an interesting approach with this as the Accident Research Team is part of the Volvo Group managing trucks but not passenger cars after the split of the two segments. However, the two parties are working closely together when it comes to vehicle design and the safety features on a Volvo truck as synchronised with the designs of a Volvo passenger car.

2) Engineering: here the team tries to look into the future to analyze driver behaviour in order to create safety features that will address needs arising from new vehicle designs or traffic conditions. Interestingly enough, the feature that still saves most lives is the seat belt.

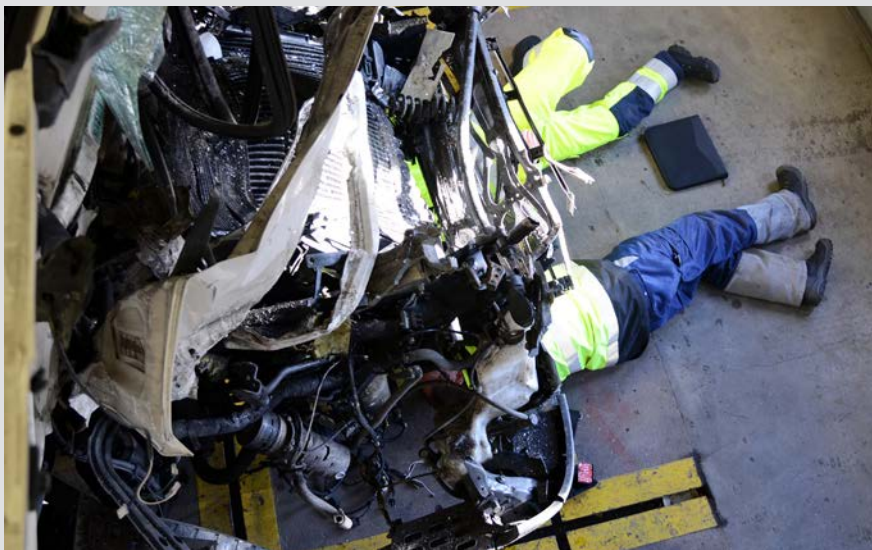




Karsten Heinig

Dr. Karsten Heinig is the manager of Volvo Trucks Accident Research Team, which is one of the driving forces behind Volvos safety developments. Dr. Heinig obtained his PhD in Transport Science from Technical University of Braunschweig, Germany in 2009. Since joining the Volvo Group in 2007, Dr. Heinig managed and coordinated vehicle and traffic safety related research projects at Volvo Technology, the research organization with the Volvo Group. His research focus is on the interactions between drivers and advanced driver assistance systems in field studies. Dr. Heinig has been involved in various related international and national related research projects.

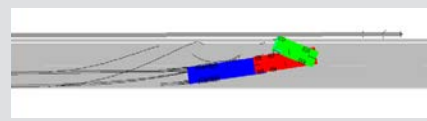
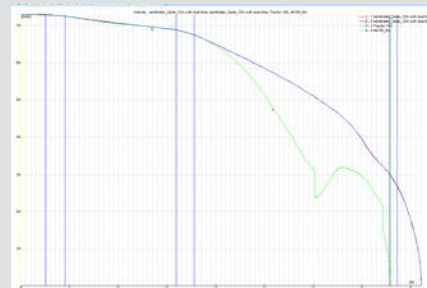
He is a member of the Scientific Advisory Board of the iSTREC project in Malaysia, which aims at understanding and eventually reducing the number of accidents between heavy trucks and unprotected road users, specifically motorcyclists. Dr. Heinig is also a member of the Scientific Committee of the Sweden-China Research Centre on Traffic Safety, which has been established to facilitate the collaboration between Sweden and China to improve traffic safety in China.



"It is amazing what difference the seat belt can make" Karsten says. "We have had the exact same type of accident, whereby a truck ran off the road and overturned. In one case, the driver used the seat belt, in the other case, no seat belt was worn." Apparently, the person wearing the seat belt only had a broken collar bone while the non-user of this crucial safety feature died in the accident.

In Malaysia, Volvo's initiative under the name iSTREC aims to reduce the number of accidents between trucks and motorbikes. On Malaysia's roads, some 60 % of the fatalities are motorbike riders. Heinig calls these participants in traffic "Vulnerable Road Users". Interestingly, again it is Asia that takes the lime-light for this study. Results from SEA are being used for the development of safety features in Europe. "This is a sad aspect of this job and approach, but here in Asia we currently still have more accidents" Heinig elaborates. The idea is to understand the behaviour of participants in traffic and to find appropriate ways to reduce accidents. Following the current analysis phase, Volvo will roll out an awareness campaign to educate the market. Next, Volvo will expand the iSTREC studies to other countries to find out what are the reasons for accidents with motorbike riders. "It could simply be a lack of understanding. In Sweden we had a period where we glued tilted images (mirrors) to the side of the trucks. When a vehicle was in the blind spot, the rider could read a message that he was invisible to the truck driver and hence in danger.

The Volvo FuelWatch is also one of the activities that create awareness for these issues (Hint: buckling up is one of the items that give you points!). Heinig concludes "It is good and needed to carry out this research in Asia. It will make a difference and that is why I like my job. We will be able to gain new insights and match this with already existing knowledge. Being out here allows me to meet with a lot of people."



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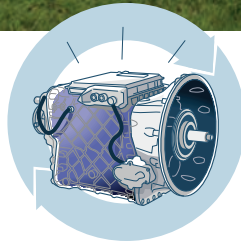
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VOLVO TRUCKS EXCHANGE SYSTEM



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The **Volvo Trucks Exchange System** takes old parts and literally makes them as good as-new. All the old parts are remanufactured to their original condition, and they are even upgraded to the latest standards. The quality and functionality requirements are exactly the same as those applied to new parts, and they even carry the same warranty.

3 BENEFITS OF THE VOLVO TRUCKS EXCHANGE SYSTEM

1 ECONOMY

Volvo Exchange System is a less expensive alternative to purchasing new parts. Expect optimised fuel consumption and mechanical performance-and lower administrative costs.

2 QUALITY ASSURANCE

Genuine Volvo Parts represent unbeatable function and quality down to the smallest detail. This means that an exchange unit is always as good as - or better than - the component it replaces.

3 ENVIRONMENT IMPACT

By reusing parts we can save energy, reduce the consumption of valuable materials and cut emissions of carbon dioxide.

Volvo Exchange Parts is a system that offers a wide range of remanufactured Volvo Parts*, from engine down to individual components. You'll find everything from air compressors, control units, gearboxes and turbochargers to clutch kits and unit injectors.

For more information, please contact your nearest Volvo dealer or log onto www.volvotrucks.com.my

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Volvo Trucks. Driving Progress



MIBTC

Exceeds Expectations

First commercial vehicle exhibition in Malaysia a huge success thanks to strong support from the industry

The inaugural MIBTC marked a milestone for the commercial vehicle industry in Malaysia as the first International scale commercial vehicle exhibition ever held in the country. Many exhibitors commented that it was high time for such a platform to be created. The industry was giving feedback that this platform was needed and that there was finally a voice for the industry. Players in the industry may rest assured that Asian Trucker and the MIBTC team will continue creating new ways for you to reach out to your customers and various stakeholders. The organisers welcomed companies to work with them on your product launches, events, success stories and other issues that you are concerned about.

During the event, some 70 Exhibitors, from local SMEs to global MNCs in the commercial vehicle industry exhibited, making the expo an astonishing congregation of the commercial vehicle industry. Visitors saw a refreshed industry, one that has a positive outlook after many tough years in the recent past. A manifestation of this renewed optimism is the fact that several of our exhibitors were launching new products at MIBTC. It has taken a full year to put this exhibition together and during that time the organisers have felt the pulse of the industry. It is beating faster and louder.

There was business and excitement at MIBTC! Besides offering a platform to showcase products, the organisers also have put a lot of effort into creating an exciting fringe programme that fuelled many businesses too. The International Speakers Series boasted a line up of top speakers from countries around the world. A Business Matchmaking programme has seen many connections being made online and we hope to hear from you about your business successes here at MIBTC. An adrenaline filled time was had by all those that give the RC truck racing a go! We are grateful for our friends who have joined us from Singapore to put this event into place. Recognising the need for talent in the industry, another sub-event created was the MIBTC ACS AsiaPac jobfair. Some 100 jobs were on offer while 47 job seekers handed in their resumes.

Friday night was a very special evening as Asian Trucker held their Networking night, which started at 6pm on the Mezzanine Floor and went on till late at night. Over 400 guests had a good time while listening to live music, exchanging ideas and having a good time after a long day at the expo.

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

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

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

Looking ahead, the Asian Trucker team is already planning another huge event for 2014: The Asian Trucker East Malaysia Convoy. This time we are aiming at bringing the industry to the clients in East Malaysia in a road-show that will see several top-brands joining us when we visit key locations in Sabah and Sarawak. We are delighted to announce that we already have the first sponsor for this event signed up.

MIBTC will be back in 2015 and the organisers promise an even better event to boost your business and to give more recognition to this vital industry.





Scania launches total solutions offering at MIBTC and beyond

A lot of innovations were shown at MIBTC where the New Scania Streamline Truck Series and Advance Scania Fleet Management were showcased. Scania Streamline's improved aerodynamic features and real-time fleet monitoring services set to help Malaysian haulage and logistics companies achieve maximum profitability while other services help manage fleets better.

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

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

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

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

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





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

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

Expected to be implemented from fourth quarter of 2013, Scania Fleet Management (FMS) consists of three different types of service packages ranging from the basic Monitoring to Analysis and the comprehensive Control package. These services are expected to help fleet operators reduce fuel consumption, monitor vehicle driving patterns and enhance service planning by minimizing the vehicle's unplanned downtime. Scania customers who sign a 3-year repair & maintenance contract for their new Scania vehicles shall be entitled to an upgrade on their FMS package from Monitoring to Analysis while those with a 5-year contract shall be automatically assigned FMS Control package.

In addition to Scania's product range of trucks and buses as well as services, Scania was also showcasing its power generation engines at its MIBTC 2013 exhibition pavilion. To complement Scania's latest product and services in Malaysia, Scania is also offering Scania Credit — a flexible and comprehensive financial solutions package which provides diversified financial services such as hire purchase and leasing for acquisition of trucks, buses and other related products to qualified Scania customers. The financial service was launched earlier in Malaysia, as reported in Asian Trucker Issue 13, Q2 2013.

Scania's state-of-the-art Fleet Management completes its total solutions offering. "Scania's Total Solutions is all about ensuring success for our customers so they could achieve maximum profitability. We do so by providing the finest solutions-based products and services that result in fuel economy and maximum uptime through premium services that offer tailor made solutions to our customers" added Armstrong.

Shell Investing in the Future



General Manager of Commercial Fleet Asia, Baljit Singh, tells Floyd Cowan that one reason that Shell was a sponsor of the highly successful MIBTC 2013 is so that it could get closer to its customers.



Shell Malaysia Trading Sdn Bhd was a Silver Sponsor of the first Malaysia International Bus, Truck & Components Expo 2013 [MIBTC 2013] the first ever Exhibition in Malaysia that catered specifically to the needs of the regional trucking, logistics and bus industries.

“This event, with the kind of scale it has achieved, is a great success as it brings so many different sectors together. This event will grow from strength to strength” said General Manager of Commercial Fleet Asia, Baljit Singh of Shell Malaysia Trading Sdn Bhd. “Shell Commercial Fleet serves over one million customers directly and indirectly as a global supplier. But,” he adds, “we are a customer as well. Our haulers, just in Malaysia, number over 800 drivers and they do 70 million kilometres a year on Malaysian Roads, distributing our products.”

Singh elaborated: “We are a customer of this industry and suppliers of this industry. This industry is vital to Shell. By being a sponsor of this event it was an opportunity to get closer to our customers and suppliers. This was a terrific platform to do that.”

One of the messages that Shell wanted to convey to its customers was the state of the industry. “As a leading energy company we are in a position to share with our customers the changing energy landscape. By understanding the changes that are occurring it will help them compete more effectively.”



Looking ahead to 2050 Mr Singh sees a world in which the energy landscape has changed significantly. "The demand for energy will double. At the same time, we expect the energy supply to be a mosaic of solar, LNG, biomass, electricity and others. We would like to share the changing landscape with our customers and suppliers. We would like to inform them about the technological advances that are being developed by Shell in fuels and lubricants. We would like to tell them about our fuel cards and our fleet management programmes. We invest \$1 billion in R&D yearly to advance our products and in software for the industry."



The information and education Shell would like to impart to its customers and suppliers applies to every area of the business. "We are incentivizing our customers to use less and to emit less. Asia Pacific will grow 5 – 8% per year for the foreseeable future. The commercial fleet is the backbone of the economy. Rail distribution in SE Asia is in its infancy – mostly transporting people. Commercial vehicles transport goods, services and people."



Singh would like to see Shell grow along with the region. "We aspire," he says, "through our investment in products, software and services to achieve high rates of growth. This growth is going to be assisted through significant product development. The use of information technology and management information systems will be used to improve end to end operational efficiency. For fuel and fleet management," he continued, "the Shell card on-line system will help control fuel consumption and will reduce fraud."

Changes are coming in the fuels that we use, according to Singh, as new developments take advantage of new sources of energy. "There is rapidly growing acceptance of the use of LNG," he noted. "In Europe and American there is wide spread use. In Asia, Japan and Thailand are leading the way."

In Gas & Oil," Singh continued, "there are more reserves in gas. Shell is looking for new ways to monetise gas and put it to use in the economy. Cost savings can be realised as it burns cleaner and gives better mileage – as well as being quieter. When it can be distributed through the existing infrastructure it will change the landscape of fuel consumption. Shell is heavily invested in this development. The initial costs will be higher, but in the long term it is the way to go."

Apollo Tyres Opens Bangkok Office with ASEAN Focus

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



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

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

Strong Market

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

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

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

Malaysia Market

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

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

Bias Strengths

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

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





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

ASEAN Outlook

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

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

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

New Factory

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

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

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

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

WABCO

Leading global supplier of technologies and control systems for the safety and efficiency of commercial vehicles expound on the importance of vehicle safety.



Ivan Soh, Marketing Leader for WABCO's South East Asia market is busy connecting with potential customers when he takes time out to chat with Asian Trucker. "Everyone here at MIBTC exhibition is connected in one way or another, so it's good for us to re-establish contacts and make some new ones", he says before pointing out WABCO's breakthrough innovations.

These include, among other vehicle safety and efficiency technologies, the first high performance single-piston air disc brake, the first collision mitigation system with active braking, the first electronic stability control system, the first electronically-controlled air suspension, the first automated manual transmission system and the first anti lock breaking system. Little surprise, then, that WABCO's exhibition area is busy with industry scouts on the first morning of the MIBTC.

With so many avenues to explore Ivan chooses to focus on the invaluable technology of TailGUARD, a system created by WABCO that reduces risks while reversing by detecting small, large, static and moving objects in the blind spot behind the trailer.

"This system offers stress relief for drivers during reversing," he explains. Which is not surprising when you consider statistics (released by TGB) estimate that up to 35% of incidents involving trailer damage and up to 40% of fatal accidents occur during truck reversal.

What places TailGUARD at the forefront of its competitors is its ability to communicate with the driver to avert potential

dangers. The device works with any type of truck and is automatically activated when the truck's gearbox is shifted into reverse. At the back of the trailer the outline marker lights start flashing and a warning signal sounds to alert people standing close to the reversing vehicle.

The TailGUARD forces the driver to slow down when the reversing speed exceeds nine km per hour by pulsing the trailer brakes and stops the trailer automatically at a programmable distance of 30cm and 100cm.

All of this information is communicated to the driver through a remote control device that is mounted in the cabin, increasing vehicle efficiency. The Trailer Remote Control displays the distance to objects behind the trailer and reduces turnaround time by allowing the driver to operate the trailer from within the truck. Driver comfort is also increased as the trailer EBS suspension and programmable GIO functions can be operated from within the truck without the driver having to leave the cabin to operate valves or switches on the trailer.

"This system increases security, reduces repair costs and downtime and improves driver comfort," Ivan points out.

For over 140 years, WABCO have supplied the world's leading commercial truck, trailer and bus manufacturers. Their breakthrough achievements are equaled by their ambitions for the future, quite simply to help their customers achieve a working environment of zero accidents.

WUERTH



Andreas List, Managing Director of Würth in Malaysia and member of the Asia Pacific Strategy Board welcomes Asian Trucker to his exhibition stand at the Malaysia International Bus, Truck and Components Expo (MIBTC) held in Kuala Lumpur from June 13 to June 15.

As the world market leader in the trade of assembly and fastening material Würth's catalogue is vast. "The Würth Group has over 100,000 separate products", Managing Director Andreas List explains, "from screws, screw accessories and anchors to tools, chemical-technical products and personal protection equipment. No one else can provide 100% of the tools required for vehicles, every aspect is covered."

Their service to the commercial vehicle industry both within the Asia Pacific region and globally is invaluable for those who choose their products, but

keeping abreast of new developments and persuading potential customers to choose Würth is as important today as when the company started up in Germany, 1945.

Building brand awareness

"We build brand awareness through direct marketing, word of mouth, Facebook and exhibitions, such as this one," he says as he points out a range of tools on display. "Once people choose us as their sole supplier all their needs are taken care of."

Under the Würth umbrella there are over 400 companies in more than 80 countries with more than three million customers and around 70,000 employees. About 35,000 of these are permanently employed as sales representatives. Scania, Volvo and Rapid Buses choose Würth partly because of their service materials that includes brake

cleaners, rust removers, and fuel additives that help combine humidity with fuel. "In Southeast Asia humidity can be a problem. Our fuel additives help disperse the damp humidity and help the engine to achieve a high-octane performance while maintaining the engine. They work like vitamins for the engine."

Company philosophy

Human beings and a very special corporate philosophy are the driving forces of the long-standing success enjoyed by the Würth Group. Würth is a family business that was founded by Adolf Würth in 1945. Prof. Reinhold Würth, today's Chairman of the Supervisory Board of the Würth Group's Family Trusts, took over the business at the age of 19 after his father had passed away and developed it further in the following years. Starting from the early years of the company in post-war Germany, he turned the former two-man business into a worldwide operating trading group.

While Würth is the world's number one supplier of assembly and fastening materials with an annual turnover of over US\$10 billion they still supply only 2% of the world's total market in this area. Independent and small scale suppliers from all corners of the globe supply the rest of the world's market, meaning there's plenty of ground left to be covered and literally millions of potential customers.

"The message we try to get across is that once people choose to use our products they never have to shop around again. We will supply them with every tool they'll ever need for the job," Andreas says before passing that message at MIBTC.

Cobra Link – Security and fleet management in one solution



Manuel Baldissera, Senior Manager of Business Development Division explains how the one stop Cobra Link GPS system assures vehicle security and fleet management 24 hours a day.

On the final afternoon of the International Bus, Trucks and Components Expo (MIBTC), held in Kuala Lumpur from 13 to 15 June, Italian national Manuel Baldissera is beaming. "It's been a very successful three days. Just look at how many contacts I've made," he says whilst flicking through a hefty wad of business cards from potential new customers. "All of these links I'll be following up."

Cobra Link's telematics, or GPS systems, allow fleet operators vehicle security and full visibility of exactly what is happening with their fleet 24 hours a day through a direct link with staff at the Cobra Security Operating Centre (Cobra SOC). The advantages for fleet operators and the customers are multifaceted.

Security

Gone are the days when vehicle security amounted to no more than a repetitive bleep often ignored by a general public too busy to care. Today, alerts are immediately received on the customer's mobile device and routed to Cobra SOC who will either immobilize the vehicle or track it in real time with location, direction and speed. The police, in turn, will be in direct contact with Cobra SOC to assist in rapid vehicle recovery. In the case of hijacking, a panic button sends a covert alert directly to Cobra SOC. A full theft-incident report is backed up with reliable

information on everything that happened from the time of the theft to recovery of the vehicle. As a result, fleet operators see a major reduction in vehicle and load thefts meaning substantial financial savings and decreased insurance costs.

Fleet Management

Cobra Link real-time vehicle tracking and driver monitoring allow fleet operators full visibility of exactly what is happening with the fleet 24 hours a day. Both fleet efficiency and customer service are improved while unexpected incidents such as roadblocks can be anticipated and acted upon. By knowing exactly where their vehicles are located fleet operators are able to improve customer service by allowing last minute requests and ensuring precise times for deliveries.



Device options

Device options being promoted at MIBTC included CANbus and the fitting of a digital video recorder. "CANbus connects directly with the engine without tampering with the engine," Manuel explains, "to access data such as RPM, temperature, fuel usage and speed." Naturally, such information goes a long way to optimizing fuel efficiency through monitoring fuel usage, detecting problems and reducing fleet downtime. The system makes it easy for fleet operators to formulate reports that analyze and understand the entire fleet operation performance. Fleet operators can check on the driver's behavior like speeding, unscheduled stops and "no go" areas.

All great news for the fleet operators and their customers, but what do the drivers make of all this close monitoring technology? "Increasingly, drivers are rewarded and given bonuses for good driving based on the information." In short, Cobra Link means a win-win for everyone bar the thieves and the scrap merchants.



DAIHATSU

Jordan Lee, Sham Alam Branch Manager for Daihatsu, Malaysia, talks with Asian Trucker at the Malaysia International Truck, Bus and Components Expo.

For Japan's oldest car and truck manufacturer, Daihatsu rely on experience and youth to drive the brand forward into the 21st century. According to Jordan Lee, they have the energy of youth quickly gaining experience for a promising future. "I've been in my present position for just over a year and I've learnt a lot," Jordan says. "It's good to be at this exhibition, meeting new people, introducing our products, getting to know the suppliers, learning about new gadgets and applications."

The models that on display at the MIBTC are mostly vans for commercial transport but as Jordan points out their designs are strengthened for heavy loading and long distance journeys. "Sales have been picking up over the past two years," Jordan adds.

Daihatsu in Malaysia

Ever since Daihatsu, Malaysia, was incorporated in February 1980, the brand has established itself as a formidable distributor especially in the commercial vehicle industry. Daihatsu is today a brand synonymous with reliability, durability and versatility.

Having dominated the small car segment in the 1980's and the early 1990's, Daihatsu's relentless pursuit for product quality has made it the market leader in the commercial vehicle segment with Gross Vehicle Weight (GVW) of 4,500 to 5,000kg. Indeed, Daihatsu has become an integral part of the Malaysian life - for every 10 light trucks on the road today, an average of four trucks are Daihatsu Delta.

Daihatsu trucks are the dedicated workhorse trusted by business owners of various industries to facilitate their operations and expansions. Supported by an extensive service network nationwide, coupled with proven technical superiority, Daihatsu has long been Malaysia's preferred standby.

Jordan reiterates the company's philosophy that for a company to be really successful, it has to maintain a strong link with people - its customers and staff. "We are proud to say that we enjoy an extremely good relationship with customers by communicating what we have to offer via a host of sales and service activities", Jordan adds.

Today, Daihatsu's sales and service network has expanded to 10 branches, 44 authorized dealers, and 12 service and parts centers in Peninsular and East Malaysia. In other words: total convenience for all their customers.



GIIB



Your Safety Is What Drives Us

Safety and durability are key elements for Supercool tires

Tai Qisheng, Head of Sales and Marketing for GIIB's Supercool tire retreading brand is keen to expound on the importance of safety to industry insiders at the Malaysia International Bus, Trucks and Components Expo (MIBTC).

"Our tread liner series, Supercool, allows fleet operators to reduce the chances of blowouts and improves a vehicles' road performance with its heat dispersion technology," Tai explains. "The Supercool has demonstrated superior functionality, including excellent traction, puncture-resistance, cut-resistance and anti-avulsion with extreme durability. Of course, safety is everything," he says, before asking the rhetorical question of where the finger gets pointed when there's a road accident.

"We're very well aware that our tires are used for buses and coaches that take children to school everyday, it's our responsibility to ensure absolute safety. Every process is audited at the manufacturing stage to maximize the safety".

However, technical excellence in any product is only effective if used correctly.

Picking out a two foot long product sample of a tire tread from the stand Tai explains the manufacturing process. Malaysian rubber, generally regarded as the world's finest, is mixed with compounds to disperse the heat, creating world class tires that are exported globally. And while safety is important for reasons beyond financial gain, the environmental and financial spinoff from creating safe, durable tires are considerable.

Marketing

GIIB extends its role beyond providing materials for retreaders such as Supercool; it also provides marketing support, technical consultation and sales personnel to organize on field sales training.

Getting to grips with the road doesn't end once the product is sold, Tai explains. Quality tire management is essential in extending the life and durability of Supercool retreads. Poor tire management

results in huge financial losses for fleet operators, a point illustrated by a few simple facts:

Underinflated tires increase the wear rate by 20% while overloaded trucks increase the wear rate by 37%. And when you consider around 175 million commercial tires are discarded annually worldwide it's easy to see how extending the tires tread mileage not only saves fleet operators huge sums of money it also reduces the industry's carbon footprint.

For Tai Qisheng, the road ahead for Supercool retreads is continuously entering new markets and attracting increasing attention, as evidenced by the large number of people at his exhibit. "We were lucky to get such a prominent location next to the stage," he says, as a group of potential customers enter the fray. "It's great to be meeting so many people from the industry."

HAMMAR MASKIN



Chris Joon, Executive Director of Hammar Maskin talks, about leading in the market for sideloaders in Malaysia.

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

The concept of sideloaders was dreamt up and tested by the company CEO Bengt-Olof Hammar in Sweden 1974, the year the company was established. That year, four sideloaders were built, one of which was exported to Norway. Today, the company has subsidiaries in Australia, Malaysia, New Zealand, Vietnam and the USA while the sideloader can be found at work in more than 90 countries worldwide. Among these countries it's Malaysia that has seen the fastest market growth in recent years, climbing from a dozen machines to several hundred. "Most of our work is in Port Klang," Chris says before explaining the advantages of using the sideloader in more detail.

"People choose the sideloader to save on time and costs and increase safety levels," he says. When a driver arrives with its container at a terminal, offloading has to be completed quickly; trucks that stand idle are wasting money as they wait to be offloaded. With a sideloader the crane is attached to the truck meaning the driver can offload his cargo within a few minutes and drive away. In this way you do not have to wait nor pay for the services of cranes and fork lifts.

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

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

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

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



Josam - Manbeni

Josam, worldwide leader in equipment and methods for aligning and straightening of heavy vehicles demonstrate their equipment at MIBTC.

Mr. Wong Thiam Boon, General Manager of Manbeni Tools, Malaysian distributors of Josam toolmakers based in Sweden, is quick to state the relevance of MIBTC to the Malaysian trucking industry. "There's been a crying need for this type of event in Malaysia. Big truck manufacturers need maintenance and this event provides the perfect opportunity for us to highlight our latest equipment. Brochures are ineffective but demonstrating leads to excellent results."

The induction heater

As if to prove his point, Mr. Wong demonstrates the effectiveness of a piece of equipment he's keen to impress potential customers with the 'induction heater'. Safe to use and extremely effective, the induction heater does everything a blowtorch can do, but without the flame. Taking hold of a steal rod attached to a unit of electrical machinery he connects the tip of the rod with a steal chassis. A small gathering forms as the steal immediately turns red-hot, enabling the mechanic to realign the chassis. "With this system, we're able to direct the heat without weakening the surrounding metal," he enthuses. "This is something the traditional blowtorch is unable to achieve."

In the coming months Josam will be introducing the new, large capacity induction heater to the Malaysian trucking industry. "The new system will be ideal for big trucks. This method retains the strength of the chassis and is both cost effective and productive. It pinpoints the damage and addresses the faults." Miraculously, the red hot metal returns to a cool temperature

moments after the induction heater is removed. Something Mr. Wong demonstrates by placing my hand on the aforementioned red hot metal.

Driving forward

For the past 18 years Josam have been the technological driving force in aligning and straightening heavy vehicles in Malaysia, much to the gratitude of mechanics throughout the country.

"In the past, repairs that took one month will now take four or five days. It used to take more skill and time to repair the big trucks. Now it can be done with less skill and a smaller work force. It's still tough work though." Nowadays, repairs are not only simpler and cleaner, they're also much safer, meaning less blood on the work floor.

Based in Orebro, Sweden, Josam are the world leaders in aligning heavy vehicles, saving the trucking industrial countless millions in fleet renewal. All their hi-tech gear is aluminum alloy and services include frame repair, cab repair, wheel alignment, riveting and pneumatic drilling.

Another piece of innovative equipment that caught the attention of visitors and the public was the Pneumatic Drill BL 3TK. "This piece of gear is unique," Mr. Wong explains. "It's an air-driven drill system, which by using leverage, facilitates and speeds up demanding drilling work. It is particularly suited for drilling 12 to 20mm holes in the frames of heavy vehicles. The drill can be performed 10 times faster than by conventional drilling equipment and it is easy to reach between of wheels and confined areas."

Lamilux

Lamilux, manufacturers innovative fiberglass solutions.

For Matthias Sommermann, sales Manager of Lamilux, the primary benefit of exhibiting at the MIBTC was to connect directly with potential customers within the trucking industry. "Yes, it's been a good few days for us", he says. "I like the fact that most of the people who visit our stall are specialists in the commercial vehicle industry. I've made several contacts to follow up on over the next few months".

Based in Germany with regional headquarters in Singapore and supply points worldwide, Lamilux is Europe's largest producer of sheets and lengths of fiber-reinforced plastic. In the wider field their products are utilized as external facades for buildings as well as in the sports and catering industries.

In the commercial vehicle industry they're leading players in the technology of fiber-reinforced plastic for environmentally friendly mobility. The composites used in Lamilux open up new possibilities for lightweight construction of truck bodies and trailers. Due to the low weight yet high level of stability, the use of fiber-reinforced plastic is prevalent in all surface covering zones, wall, flooring and roofing, in the construction of truck bodies.

Lightweight and functional, Lamilux also create the material for mobile cold storage units, an area that demands maximum levels of hygiene and safety. "Lamilux fiber-reinforced composites are leading the way in food safety," Matthias explains, "producing the material for cold storage is a huge responsibility. Absolutely flawless protection of transporting foodstuffs must be guaranteed."

The smooth and easy to clean surfaces provide extremely hygienic, food safe walls that are corrosion-free, heat-insulated and resistant to damp and chemical attacks.

"What I'm trying to get across to potential clients is the hi-quality and safety of our products. The modern methods we use to produce our material is what makes us stand out from our competitors and guarantees quality for our customers," Matthias explains. "We use a continuous production process where four flat sheet production lines of over 100 meters produce the Lamilux composites." These plants are the most advanced of their type in Europe and a far cry from the old method of making the sheets by hand on a flat surface.

Another important market for Lamilux is the commercial bus industry, another industry likely to grow with the opening of ASEAN in 2015 and the inevitable increase in regional transportation. Offering attractive designs is available in custom types Lamilux sheeting uses in both the interior and exterior areas of buses. Sheets of fiber reinforced plastic form the outside layers of the roofs and sidewalls.

Offering high tech materials for the markets of the future bodes well for the prospects of Lamilux in the South East Asian market.



MANN + HUMMEL



Yap Kok Hong, Malaysia's Country Manager for Mann + Hummel explains more about the importance of filtration for commercial vehicles.

Importance in the trucking industry

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

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

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

Globally, the German company has a payroll of over 15,000 in more than 50 locations worldwide but set up in Malaysia as recently as 2008, and are still expanding their market in the region. Another important message they're communicating is an emphasis of working hand in hand with manufacturers to create products tailored specifically for the needs of each customer.

The importance of clean oil

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

Installation

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



SATA

Naathan, Marketing Director of PNT Marketing, talks with Asian Trucker about innovations in the hand tool industry.

As Marketing Director for PNT, Naathan arrived at the MIBTC as representative for SATA, one of the leading hand tool brands owned by Apex Tool Group. "Our team is dedicated to providing customers with outstanding products, timely delivery, and customer service that is second to none," says Naathan, "and we're committed to product innovation driven by listening to our customers and to continuous improvement in everything we do."

New innovations

Trained and professional mechanics with years of experience understandably tend to stick with what they know best and as such it can take time to convince mechanics of new innovations in the industry. For example, the ratcheting device, a spanner that allows movement in only one direction needed to be demonstrated and tried in the hands of mechanics before being adopted. It's now accepted worldwide that the ratcheting device speeds up work, improves efficiency and in the long term saves money, but that message took a lot of work to get through.

"The good thing about an exhibition (MIBTC) like this is that we can demonstrate to our customers how our product range can help them move forward," Naathan says.

Unlike in the world of electronic and computer technology, breakthrough innovations are fewer and subtler in the world of hand tools. The old adage that "size is everything" still rings true when it comes down to the nuts and bolts of machine technology, but there are always new approaches that can make the mechanic's job faster and more comfortable.

The 'X beam', exclusive to SATA, a new approach to the age-old spanner wrench is one such example. By molding the shape of the wrench to sit flat against the palm of the hand more pressure can be brought to bear upon the spanner whilst easing discomfort and the early onset of arthritis for the mechanic. A single demonstration makes obvious the benefits of such a design, but it does take a physical demonstration, as opposed to billboard and magazine adverts to convince the mechanic of its benefits.

With their headquarters in Maryland, USA, SATA employs 7,600 and operates in more than 30 countries around the world, generating annual revenues of around USD 1.5 billion. "Our products are tried, tested and trusted by mechanics around the world", Naathan says.

Socket wrench sets, plier zipper sets, screwdrivers and implements to fit every shape and size of every engine type are catered to at the highest standards, once again proving the adage that "size is everything".



STERK

Arie C. Sterk, founder and General Director of Sterk, talks about plans to integrate his business with the Malaysian market.

Dutch national Arie C. Sterk seems very much at home for someone promoting his business for the first time in the Malaysian market. "I love Malaysia," he says by way of explanation. "I've been coming here for years as a tourist, it's my second home." With plans to move an arm of his business and open premises here it could soon become more than just a second home.

ECOSTAR

While specializing in a range of services including truck security systems, cruise control/speed limiters and declutching systems it's the ECOSTAR automatic grease lubrication system that Arie is most keen to draw attention to. The system, already drawing attention at MIBTC, consists of a grease pump that pumps grease through meters of machinery, lubricating and cleaning sensitive parts of the engine that are difficult to reach manually.

The system is powered electronically or hydraulically by air and goes into action the moment the engine is turned on.

The beauty of the ECOSTAR system is that its use results in a longer lifetime for valuable components as well as a reduction in maintenance costs. For many years the system has been widely used all over Europe but remains a relatively new concept not only for the Asian trucking industry but also for industry as a whole. The system is ideal for lubricating and maintaining trailers, semi trailers, lifts, spreaders and other heavy machinery.

CLUTCHMATE

Another Sterk appliance originating from Holland is the CLUTCHMATE declutching system for motor vehicles, a new, yet extensively tried and tested system that puts the vehicle in motion by means of the accelerator without depressing the clutch pedal. When the system is activated any gear can be selected without using the foot to disengage the clutch. By pressing the switch placed on the gear lever, the clutch is put into operation. Declutching then proceeds automatically when the number of revolutions drops below a present minimum. Once the clutch has been disengaged, the driver can select another gear.

With Arie C. Sterk's love for Malaysia and enthusiasm for the trucking industry we're hedging our bets that everything will be possible for Sterk in Malaysia.



Van Leeuwen Test Systems B.V.

Cornelis van Leeuwen, Managing Director of Van Leeuwen Test Systems B.V. (VLT), tests the market at MIBTC 2013.

Managing Director Cornelis van Leeuwen is impressed to see the spotlight of attention finally falling upon the Malaysian trucking industry. "I've just arrived from another exhibition in Dubai this morning", he says, "but it's good to be here, a good opportunity to meet with people and exchange ideas."

Established in the Netherlands in 1958, VLT has long been one of the world innovators in improving and maintaining break systems. "In the early days a lot of people in Europe were taking ex-military vehicles and doing them up. The brakes were often the weak points and really needed improving, that's where we came in."

From WWII ex-military vehicles to major players in the Southeast Asian trucking industry VLT has taken in a huge swathe

of history to witness the transmission from manual testing to fully automated, state of the art vehicle testing equipment. "In the late 1980s we moved to England and in the early 1990s we set up in Singapore, finally opening an office in Kuala Lumpur in 2008.

"Our first customer in the UK was the Ministry of Transport and we still do a lot of work with the British military," he says.

Today, VLT provide state of the art vehicle testing equipment combining fully integrated test lanes with high levels of computer automation ideal for testing trucks and all other types of road vehicles. All the tests are fully computer guided meaning less human error, while the user friendliness of the system and the high capacity of 20 to 25 vehicles per test lane per hour mean rapid results for clients in the trucking industry. "Our clients tell us that the VLT test lanes are up to 50% faster", says Cornelis.

Well known for its quality, durability and ease of use VLT equipment is ideal for the heavy trucking industry. "Most of the problems are with the big trucks," Cornelis says, admitting he's come to the right venue to fix a few of those problems. The equipment available for heavy trucks takes weights of up to 2,400 kilograms and can be used in stand alone situations such as garages and repair shops or integrated into fully automated test lanes for periodic vehicle inspections.

Re-tests after failures are easy and quick. The computer system knows exactly what has failed and redirects the vehicle straight to the testing device on the test lane where the re-test has to be executed.

"The Equipment is designed and built by experts for a high volume of work and minimum of maintenance to serve the operator and his clients," Cornelis adds. "Commercial vehicle companies that use us will find themselves reducing costs and enhancing safety through fewer accidents while saving on emissions."

Volvo Produces Long-term Value

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

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

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

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

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

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

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

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

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

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



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

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

Ctrack continues its expansion in Asia

MIBTC was a timely event for Ctrack's Omar Hatmi as the global company that is a specialist in fleet management and vehicle tracking expands its presence in Asia.



"MIBTC has given us the opportunity to educate the end users on what technology they have been missing," says Omar Hatmi, Managing Director, Ctrack Asia Sdn Bhd. "This has not been a show for the general public, but one for the trade and end-users, giving us the chance to talk directly to the people we need to meet. We have also concluded a few deals arising from opportunities we created."

Ctrack has been in Malaysia since 2007 through a distributor network, but a decision was made in 2012 to form the Mega Fortris Ctrack Solutions (MFCS) joint venture to expand Ctrack in the region based from Malaysia. Current population of Ctrack units in Malaysia is over 3,000 and growing. The total installed base for Ctrack Asia in the region is 113,000+.

"Asia is the fastest growing market for us offering the most opportunities," Hatmi explains. "We have expanded our presence by adding Singapore (MFCS), Indonesia (Distributor), Papua New Guinea (Distributor) to the existing Malaysian setup. Later in the year Thailand (MFCS) and China (MFCS) will commence operations. We are able to support cross border tracking using a global SIM, resulting in no roaming charges, from Singapore to China. Ctrack applications are multi-lingual and available in over 16 languages and soon will be available in Chinese as well."

Ctrack provides Fleet Management and Vehicle Tracking solutions and value added services to individuals, businesses and industries. During their 28 year long history in this industry Ctrack has grown its global client base and is recognised as a world-leading provider of advanced telematics solutions.

"We are a Tier-1 service provider meaning we design, manufacture and own the IP on our technology," Hatmi points out. "Everything is proudly done by Ctrack". Ctrack's end-to-end research, design, development, manufacturing, sales and

support of Ctrack solutions for customers is serviced by its global network of staff and team members in over 54 countries and 5 regions.

"Price is not the barrier for our potential customers. Our challenge is to get them to know about the products that we offer and how these products and services can improve their operations and save them money. Region is ready for a global brand and Ctrack delivers on our promise with a solid range of products."

Customers are offered products as follows:

- Ctrack Secure (iS100 Series 2) – insurance and individuals
- Ctrack Lite (iS100 Series 2) – insurance and fleet owners, focus is on Driver Behaviour.
- Ctrack Assist (iS100 Series 2) – Fleet owners, focus is on Driver Behaviour and Driver ID
- Ctrack Solo (iS200/300 Series) – Fleet owners, focus is on CANBUS data, Driver Behaviour, Driver ID and peripherals.

Over the past six months the group's engineering divisions in South Africa, UK and Australia have made significant progress with the roll-out of the new generation S2 hardware platform for Ctrack products and solutions globally. 2G and 3G versions have been developed to aggressively compete in the low cost insurance and SVR markets. Bluetooth capability has also been introduced to Ctrack's solutions which allows for seamless integration to the new generation in-cab navigation and messaging device, Ctrack OntheRoadTM (OTR), which is fully connected to the internet allowing rapid online searching. Live traffic, Driver Behavior Indication and truck attribute-based navigation are but a few of the latest features, which is also available in multi-lingual.

Ctrack's Online application has received a significant improvement in that the user is now capable of full self-administration functionality. This feature allows the user to manage their fleets independently from the Ctrack bureau service.

Asia has commenced migration to Nokia Here maps, which offers many more features compared to Google Maps.

About Ctrack

DigiCore the corporate entity was founded in South Africa in 1985 listed on the Johannesburg Stock Exchange in 1999. Ctrack's coverage spans six continents managed by 5 regions, annual turnover exceeding US\$ 120 million, with over 1,000 employees and close to 750,000 active systems. Ctrack offers turnkey products and advanced software solutions combined with industry-leading customer service and support. The company's continual emphasis on research and development of next-generation products ensures it remains ahead of the market, meeting demands for value-added, flexible, feature-rich and cost-effective technology.

Kit Loong Does More than Manage Tyres



Kit Loong's Kenneth Teh explained to Floyd Cowan at MIBTC that his company offers a deep range of tire management services to the trucking industry.

One of the more striking booths at MIBTC 2013 held in Kuala Lumpur in June was that of Kit Loong Commercial Tyre Sdn Bhd (KLCT). It was fully staffed with a very active team engaging their visitors. "The exhibition has been great," said Kenneth Teh, Managing Director. "It is number one training for my boys."

One thing Teh's lads were telling their visitors was about KLCT's newly launched KLSigma Formula SC3. "The KLSigma Formula contains the KPI (Key Performance Indicators) we work with our partners to achieve," Teh explains. "We want to achieve the good practice of Sigma's five elements. Those are (1) tire and related products (2) maintenance and service (3) scientific knowledge (4) 24/7 tire rescue services and (5) overall management. We organise to practice all five elements to achieve the KPI of SC3."

The main purpose of KLCT taking part in MIBCT 2013 was to use it as a platform to educate the industry about its approach to business. "We are not selling anything here, we are promoting the tyre management formula which is the KL Sigma formula for tyre management," Teh explains. "The results have been very good. Too often with businesses, whether they are small one truck operations or big fleet owners, there is a narrow focus on the product price. They lack the perception to understand that the real cost of a tire goes far beyond

the rubber that hits the road. At Kit Loong we have developed a professional tire management formula for tire life extension." We focus on the concerns of SC3, which are safety, competitive, cost effective and control.

Just as KLCT understands that every tire is different they also know that all companies are different and so they offer a number of channels to meet different needs. "Small fleets come to our truck service centre for all tire services," Teh explains. "Another channel sees us supplying and providing support directly to the fleet's depot. We go to them. We don't simply take our tires to their trucks. There is a transfer of knowledge. We train their employees to practice tire management."

The next level that KLCT offers goes far beyond rolling out tires for the customer. "The third channel is for huge fleets. They outsource their entire tire management to us. For these customers we practice a high level of tire management with them, we coordinate their overall management plan. Just one example is that we work with their management to train and manage driver behaviour, which has a big impact on the condition of the tire. We also work with partners to obtain tyre wheel management ISO accreditation. We are the only ones in the region with ISO accreditation in tyre management."

The service that KLCT offers does not stop there. "The fourth channel," Teh explains, "is our service to the resellers. This was established over 80 years ago when our business was in its infancy. Since that time we have constantly upgraded, restructured and extended the support that we provide to our dealers to help and promote to them in the practice of the good tire management concept."

KLCT does not simply provide tires for the industry, the company is involved in production of retreading material where we can control our material formula, and our state of the art retreading production process. KLCT has two tyre retreading factories and a rubber compounding factory. Two do tire retreading, one at Shah alam in the central region, one in northern Malaysia and a compounding factory in the north which produces retreading material to its own formula.

A dedicated set up in 24/7 Tire Rescue Service is also part of their services. The network covers all of peninsular Malaysia with a team of 160 units of Mobile Service Providers.

With such an extensive offering of services and products, not all of which have garnered a mention here, it is no wonder that Kit Loong used its time at MIBCT to educate the industry about what it can for companies of any size.

HYVA



Arthur van Welzen, Managing Director of HYVA Malaysia, takes time out to talk with Asian Trucker at the Malaysia International Bus, Truck and Components Expo (MIBTC), held in Kuala Lumpur, 13 to 15 June.

For Dutch national, Arthur van Welzen, the MIBTC provided an opportunity to talk directly with the end users, or the men and woman who actually operate the hydraulic loading and unloading systems of which the HYVA Group are world leaders in manufacturing and supplying.

Aside from having the opportunity to exchange ideas with industry insiders on how to move forward on new projects, Arthur was also pointed in the direction of potential new customers. "We've invited a lot of partners and customers to join us here at the exhibition," he explains, describing the exhibition as a fulcrum of activity for Malaysia's trucking industry.

Early beginnings

Founded in the Netherlands in 1979, HYVA have evolved as a global, multinational company with manufacturing facilities in Brazil, China, Germany, India, Italy and the Netherlands.

"HYVA is a company specialized in providing lifting and tipping technology for the international commercial vehicle industry. For example we produce the strongest front end hydraulic telescopic cylinders in the world," he says, "Besides these cylinders HYVA is producing fixed mounted and rolling truck cranes, container handling systems such as hook loaders and skip loaders, mobile and static compactors and other waste collecting units."

Having been based in Kuala Lumpur for the past eighteen years Arthur says the next big opportunities for HYVA in Malaysia lie in the environmental service industries. Looking back, the biggest changes have been the shift from manual to machine assisted labour. "We supply for example cranes and tailgates to load and unload a variety of products on the truck. In the past they would have used manual labour, but for example labour cost is raising and it is difficult to find the right staff. With our equipment you can increase your efficiency, have more flexibility and lower your operating cost. Keep in mind that people tire but machines don't." he explains.

Company ethos

Following the company ethos of being committed to the development, production, marketing and distribution of components used in hydraulic loading and unloading systems on trucks and trailers has resulted in HYVA's presence in Southeast Asia expanding considerably.

"Most of our equipment, such as cylinders, cranes and hook loaders can be designed to specification. Customers who are making use of our services are basically in contact with the production and their innovative R&D facilities". Another advantage for the customer is that HYVA Malaysia has very experienced people working for them. "The majority of our sales and technical people are with us for over 15 years. They can assist customers from the design stage to the final product".

Safety

"For our products we follow the work methods and safety procedures as per European standard template" he says, before adding that demonstrating the safety features to end users during the exhibition has also been advantageous.

It was a friend and HYVA employee who first asked Arthur if he'd be interested in relocating to Kuala Lumpur from the Netherlands, a life changing move that he plainly has no regrets over. "I love living and working here. We are blessed that we have many loyal customers in East and West Malaysia." he says. The business has steadily increased, dipping only when the 1997 financial crash shook the region. "HYVA decided to stick it out as we had faith in the region. Two or three years after the crash the economy started to recover again and we were back in business. We never deserted the customers and we never will."

MAN Truck & Bus on a Roll

Michal Luberadski, MD of Man Truck & Bus says there are a lot of things to do in the growing Malaysia market, Floyd Cowan reports from MIBTC 2013.



“We are generally doing well,” said Michal Luberadski, Managing Director of Man Truck & Bus Sdn. Bhd. when his company was exhibiting at MIBTC 2013 held in MINES in Kuala Lumpur in June. “Malaysia is quite an exciting market, especially if you compare it to the commercial vehicle market in Europe. Here there are lots of things to do.”

The company was incorporated in Malaysia in September 1991 and commenced operation in May 2001 as a joint venture between MAN Truck & Bus AG at Munich, Germany and MBF Holdings Bhd.

“There are many opportunities in this market. There are many really old trucks still in use. In Europe they change trucks every five or six years. In Malaysia they change on average, seven, eight or nine years. They need to do more forward planning. It is a question of safety and ecology.”

Luberadski says there is not a great deal of interest in change in Malaysia. “In Europe they have an incentive to change – there is none here.” One of the areas where change could take place is in financing of commercial vehicles, according to Luberadski. “In Malaysia companies buy commercial vehicles either with cash or credit. In Europe 90 percent is financed by leasing, but in Malaysia they don’t do it. It doesn’t happen here.”

Euro standards are another area where changes are being made and are coming, but they might take some time. As Europe moves from Euro 5 to Euro 6 Malaysia is looking at Euro 2 to Euro 3. “It is not technically possible to get to Euro 6 here at the moment,” says Luberadski, “The fuel quality for trucks is not high enough, so it is not possible.”

While changes are needed it is still a good market for MAN. “The past two years have been quite successful for us,” Luberadski reveals. “For our Rubbish Compactors it is an entirely new market, though worldwide we’ve been in it for some time. We’ve sold 158 units in this segment in Malaysia. In trucks we are a supplier of Prime Movers, specialised chassis and construction vehicles. The long haul market is stable. The total market is about 2,500.

“The commercial vehicle business is the same all over the world,” adds Luberadski. “There is strong competition everywhere there is a good market. That’s business and the challenges are really not a problem.”

MAN, of course, also manufactures buses and Luberadski is upbeat about the Malaysia market. “We are doing 40 to 50 units per year in coaches,” the MD relates. “In 2011 we did 150 city bus chassis and we expect to do more in both segments in the future. There are new tenders coming up as the Malaysian authorities recognise the need for more public transport in the cities.”

The upbeat mood in the commercial vehicle segment was certainly evident in the activity at MIBTC 2013. “My response to the event is positive, more than positive,” stated Luberadski. “There are lots of people here. I am very surprised by the good turnout.”



Hino – Delivering QDR

Hino's Yuichi Naito says his company's customers are everyone, as all people benefit from the QDR products Hino makes.



Though Hino Motors has been established in Malaysia since 1977, and was the first in Malaysia to assemble Japanese-built diesel-engine trucks on a commercial scale, according to Yuichi Naito, Advisor marketing Strategy & Product Planning Division Hino Motors Sales (Malaysia) Sdn. Bhd people don't know what "kind of technology Hino is offering."

"Everyone is our customer," Naito states. "Everyone benefits from Commercial Vehicles as they supply the products that we use. Without logistics we could not survive. If you use a bus, then you are our customer as we strive to make a bus that is not just a good, efficient bus for the bus company and the driver, but that it is a comfortable and safe ride for the people who rely on it to go about their daily lives. So you see, everyone is our customer. We need our products to meet everyone's needs."



While keeping the big picture in mind meeting the needs of the people who directly use their product is very important to Hino. "Truck driving is a tough job," says Naito, "so we have developed a truck that will give more comfort to the driver. One of the technological advancements we have developed is the automatic transmission. We are making a safer, more efficient truck that will deliver cost savings and happy driving."

In Malaysia Hino has a 37% market share of trucks GVW 4 tons and above and with buses that are 25 seats and more. "We are also unique," claims Naito, "in that we are the only supplier that provides every truck from small trucks to heavy duty trucks. We provide Prime Movers and all sizes of buses. We are a one stop provider."



The image that Hino is building for its brand is QDR. "The message that we wish to convey is QDR, that is Quality, Durability and Reliability. Our product concept," Naito continues, "is value for money. Customers should look at the lifetime value of the truck. We provide trucks that are fuel efficient and with the high cost of fuel there can be big savings. Customers also have to look at repairs and maintenance. As we provide quality and durable products they are not going to break down as often and be in need of costly repairs as a truck that may have been initially cheaper to buy. This is another real value that we deliver to the market."

Hino will soon be delivering more trucks to the Malaysian market that are assembled in the country. A new Manufacturing Plant that is to handle its manufacturing activities is expected to be officially in operation in the first half of 2014. It will be located in Sendayan Tech Valley, Negeri Sembilan. The new plant will have a 10,000 unit per year capacity to assemble HINO vehicles to be able to meet "the dynamic market needs".

Sums up Naito: "Our trucks are an investment, not an expense. Our customers get value for money."



Continental – Reducing Driving Costs

Continental's Benoit Henry says that a tread only makes money when it moves, but he might be biased in favour of radials when it comes to 16" tyres.

"Owners are reluctant to change from bias to radial tires in this market," says Benoit Henry, CEO Continental Tyre Malaysia Sdn Bhd, "even though the future is in radials as they have many advantages. There are few applications that justify using bias, however, in the Medium Truck segment (16") 80% is still using bias."

Why is there a preference for bias when the advantage goes to radials? "It has been that the three local manufacturers used to offer only bias tires," explains Henry. "That was right up until last year. It has only been Continental that has offered radials to that market. Now we are offering radials to all segments, but the change is not happening overnight. OEMs still offer bias as standard, but I am confident that some major OEMs will soon be moving to radials."

Why is Henry so biased towards radials? "It is clear," he says, "that radials have advantages in terms of cost. They are a much better solution to most situations. Bias has the edge when it comes to heavy loads and with overloading a common practice in the market you can see why many owners are reluctant to move from bias. However, overloading is coming down and in a few years it will not be as prevalent as it is now."

To get owners to move to radials in the 16" segments there has to be a change in mind set. "Continental is educating fleet owners to the reasons why they should be using radials, and we are seeing radials going up in percentage of sales and bias coming down, but it will take years before we see radials dominating. We don't want to sell tires," Henry emphasises, "we want to bring owners the lowest overall driving costs."

Talking about the Truck Tyre market in general, another way that Continental can help owners reduce their cost is through the use of retreads. "Retreads are an integral part of our offering," Henry explains. "More players are interested in retreads than in the past. Before it was mostly the smaller shops that produced retreads, but now we are seeing the big guys getting into it."

It is not just the cost of the tire that fleet owners should be considering. "The savvy fleet owner says to us, 'don't give me a good tire as cheap as you can. I want you to optimise my tire costs.' For a fleet owner fuel is number one operating expense, tires are his number two cost. Proper tires, properly mounted, inflated and maintained will help reduce fuel costs as well."

Keeping trucks rolling is the highest priority of all owners. "They don't want downtime," says Henry, "We offer 24-hour roadside assistance to help reduce downtime on any roads."

However, there are more services that Continental offers which is the reason the company is offering a new comprehensive approach. "It is best that all our services be integrated. This is why we have launched Conti360," explains Henry.

Conti360, which was just recently launched includes: Fitment Service, Fleet Check, Breakdown service, Casing management and Fleet Reports. "More and more and more owners are coming to us for our Fleet Reporting. Continental offers a pretty good fleet reporting system which is a great advantage to fleet owners. We are educating them to look at tires not as a cost, but a P & L element that they can optimise. The tread only makes money when it moves."

SAF Holland Provides High End, Quality Products



Speaking to Floyd Cowan at MIBTC 2013 Per Boehnke explains about his company's determination to grow its market share in SE Asia.

Per Boehnke, SAF Holland Director of Sales explains that his company is studying the market to understand its needs as it strives to grow its market share. "SAF is an old German company," Boehnke explains. "Holland is an American company that has been in this market for 20 years. In 2008 the two companies merged and they have products that are well suited to the Malaysian market."

Quality components for tractors such as GF and HOLLAND Fifth Wheels and Mounting Plates, NEWAY Rear Axle Air Suspension Systems, TRILEX Wheel Systems and Suspension Systems are some of the products they offer.

"We are now selling our new INTRA ALL-IN axle system," Boehnke explains. "People in this market haven't heard of us, but they are very open minded to the possibility that we might have the right product for them. Being a German product customers are willing to give us a chance, but it is a very competitive market here."

Boehnke's first priority is to make his market share grow. "The market is here," he says, "and it will grow. We are a good

company and we do business all over the world. We have the people and we have the products. We are a very innovative company"

However, SAF Holland, even with their years of experience and quality products, is studying the SE Asia market. "We are researching what is needed here," Boehnke explains. "Twenty percent of our products will be developed with our engineering team as we will do everything to meet the needs of the customer."

Products such as special suspensions to protect the gas tank are being. "We will use air suspension for this," Boehnke explains, "and there we will have a chance to grow our market share as we will be providing a product that customers need and is developed specifically for them."

SAF Holland is all about high end premium products. "We cannot compete on the low end with the Chinese. What we are doing is getting adapted to the Asian market and the Asian way of living. We have to be patient, give them space and let them know what we can do and what we can't do. To grow our market share it will come down to a matter of

trust and what we can offer in after sales," he says.

In SE Asia, Malaysia, Indonesia and Thailand are SAF Holland's first priorities that they are targeting for growth. "Singapore is important for us as it is easy to get goods in and out, but the bigger potential is in Indonesia, we'd like to dig into the mining industry. We are studying these markets to see what they need. The smaller markets we'll get into over the next decade are Vietnam, the Philippines and Myanmar. There really is no market for us in Myanmar at the moment."

SAF Holland recognises that the transport industry is under pressure with rising costs and increasingly difficult conditions. New safety and reliability requirements for vehicles and transport, puts a strain on margins so fleet owners need to maximise the use of their vehicles. "In addition to our insistence on quality," says Boehnke, "our weight-reduced components help reduce the operating costs of trucks and trailers over their lifetime."

RC Track Takes You for a Remote Control Spin



While most of the exhibits at MIBTC 2013 were large – very large – one exhibit had some very small trucks that got big attention.

In one corner of the exhibition hall at MINES that hosted MIBTC 2013 there was a steady hum of activity. While many people posed in front of the big trucks on display a lot of attention was garnered by the specially built race track for remote controlled trucks.

"I made this track especially for MIBTC," said RC Track's Derrick Chua, who along with designer Eiho, put together a detailed track to test the skills of RC drivers. Along with a suspension bridge and with twists and turns and slopes the track was 6m x 12m and offered many challenges for the remote control drivers.

Chua, who is from Singapore, has been involved with remote control trucks for many years. "There is a lot of interest in Singapore for RC Trucks. In Malaysia they are quite popular too."

Not only does Chua build tracks he also built the remote control excavator – with full hydraulics – that entertained with its ability to perform operations such as move a pile of sand. It loaded the sand into a dump truck which then transported it to the opposite end of the track. The tipper was also built by Chua. It is a SCANIA 8X8 Tipper Truck with full hydraulic bucket lift and all axle drive.

"We build remote controlled vehicles for others," Chua continued. "They cost between RM20,000 to RM30,000. If people can't find them locally they will go on-line and order them from overseas. Japan, Germany, the USA are the big producers of remote controlled trucks."

In Singapore there was no place to operate the trucks. "For competitions we had no permanent place to go. We would operate them in the public parks – which isn't the ideal situation." Chua made a track where competitions could be held.

At MIBTC, competitions were held during the three days of the event with competitors trying to complete the circuit of the track in the fastest time – "Time Attack". They also had reverse parking and side parking competitions.

Twenty people entered the competition and the fastest Time Attack was 1 minute 33 seconds.

Time Attack:

1st: Mr Alex Goh - Singapore
2nd: Mr Mohd Nor Fadly B. Ashiam (PRINCE LEY) - Malaysia
3rd: Mr Helmi Salleh - Malaysia

Reverse Parking:

1st: Mr Mohd Nor Fadly B. Ashiam (PRINCE LEY) - Malaysia
2nd: Mr Albert Chia - Singapore
3rd: Mr Alex Goh - Singapore

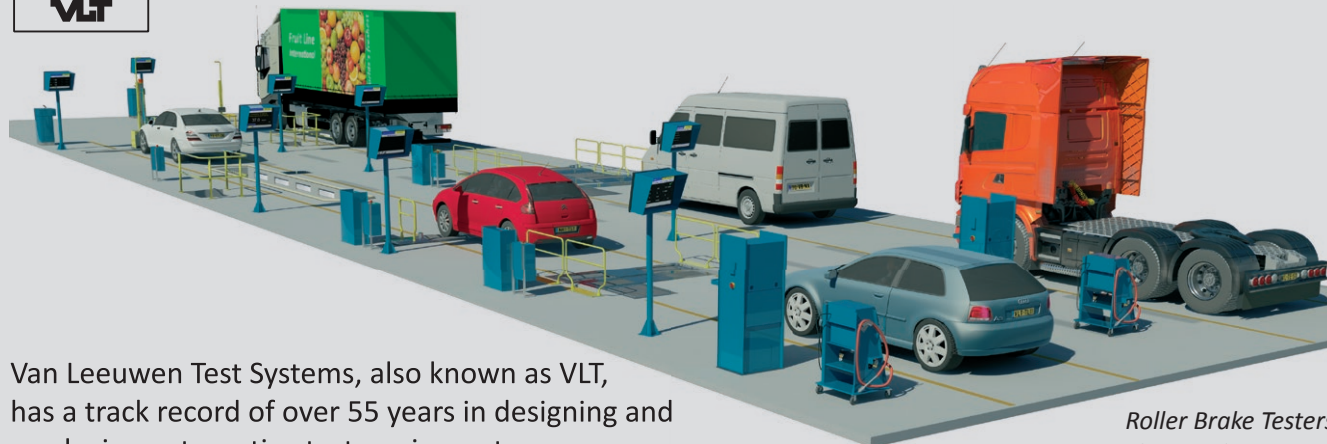
Side Parking:

1st: Mr Mohd Nor Fadly B. Ashiam (PRINCE LEY) - Malaysia
2nd: Mr Mokhtar Amit - Malaysia
3rd: Mr Helmi Salleh - Malaysia

For more information go to <http://my-rc-page.blogspot.sg/>



V L Test Systems Malaysia Sdn Bhd



Van Leeuwen Test Systems, also known as VLT, has a track record of over 55 years in designing and producing automotive test equipment. VLT equipment is well known for its quality, durability and ease of use.

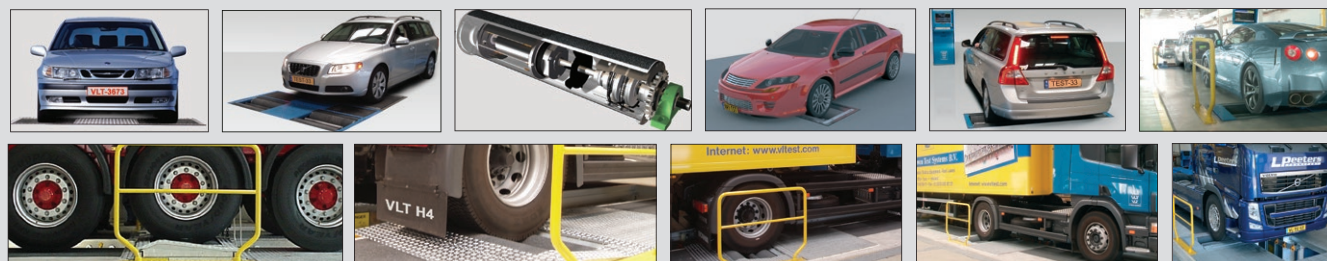
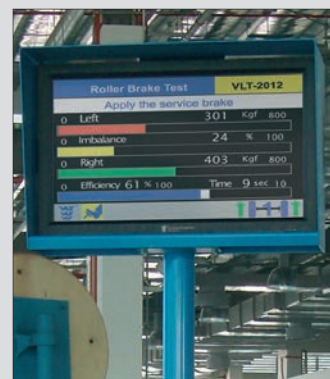
Equipment is available for heavy vehicles (trucks, buses, trailers, axle load up to 24000 kg), light vehicles (cars, vans, taxis, axle load up to 5000 kg) and 2 and 3-wheeled vehicles (motorcycles, scooters, trikes). It can be used in stand-alone situations such as garages and repair shops, but can also be integrated into fully automated Test Lanes for Periodic Vehicle Inspections.

These Test Lanes have a high level of automation, high throughput of vehicles per hour, and are paperless (except for the printed test reports for your customers of course).

All steel components of VLT equipment are either galvanised or epoxy painted. Brake Tester rollers are covered with VLT's high quality roller coating. The equipment uses purpose-built industrial processor boards with embedded software, all developed in-house by VLT.

So, if you need reliable equipment that lasts for 15 years or more with just minor maintenance and little down-time, take a look at VLT!

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- Chassis Dynamometer Smoke Testers*
- Wheel Play Detectors*
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Shell powers up businesses in Johor Bharu

Choosing the right fuels and solutions for your fleet business can significantly improve your bottom line and give you peace of mind. The right partner on your side helps you to reduce the risk of fraud in your operation, thus retaining the gains you make by using fuel saving quality fuels.

This third installment of our seminar series with Shell saw us visiting Johor Baru, KSL Resort. A good crowd from JB was joined by participants from Singapore. We have had again the possibility to talk to our readers directly and many commented that this event has given them insights that are valuable for their business.

The seminar took place on 4th July, 2013 Thursday in the KSL Resort Johor Bahru.

How Quality Fuels Can Save For Your Business

First up on stage was Amir Abdul Manan, a Shell scientist with over 6 years experience in fuels product research and development. After a short re-visit of how Diesel engines work, he then demonstrated and explained how fuels can affect the performance of engines. Several videos and animations were used to demonstrate how fuels for example can help clean injectors and keep engines running at peak performance. One animation showed how a cleaner engine can help speed up the overtaking process, saving valuable time and therefore making overtaking safer.

Following his presentation, many of the participants had questions pertaining fuel qualities and the Shell team answered them well into the coffee break. Shell's information packs were in high demand by that time.

Partnership Approach To Reduce Fraud

Lim Kee Wa, the second speaker for the day is the Regional Fraud Case Manager of Shell for the East. He has many years of experience in dealing with card fraud and risk management in the Payment Card Industry.

In his presentation, Lim dealt with the issues of fraud confronting the card payment industry and how Shell and its customers can work together to prevent it, using modern fraud detection technology and the security features of Shell Card. It became obvious that many of the participants were just waiting for a solution to their problems in this regard. Mr. Lim also shared the latest plans of Shell on how to further improve their online portals and shared the new developments currently in progress to better support the industry.



Third installment of seminar series sees a good crowd from Johor Baru and Singapore.



Again, participants shared their experiences and concerns when it comes to fraud and a lively discussion started. Many walked away having learned more about the possibilities they have to curb fraud and how to better make use of their tools, such as the Shell Fleet Card.

Proven Performance

Shell works closely with OEMs and customers in order to test and demonstrate the performance of our products in real driving conditions. This helps us to deliver lubricants and fuels designed to provide tangible benefits and continuously enhance the quality and formulation of their products. These partnerships include:

The Record Run – in 2011, Shell helped Daimler set a new standard in truck fuel efficiency during its test, "Record Run". A new Daimler Actros Euro V and a new Daimler Actros Euro VI were exclusively fuelled with Shell Diesel with Fuel Economy Formula and lubricated only with Shell Rimula R6 LME during a 10,000 kilometer journey between Rotterdam (Netherlands) and Szczecin (Poland). This took place in normal traffic conditions and was monitored by the German Motor Vehicle Inspection Association (DEKRA). Shell fuels and lubricants helped the trucks improve fuel economy by 7.6 per cent and 4.5 per cent respectively when compared to the current Actros Euro V truck versus the Actros Euro V 1844, which itself had set a Guinness World Record for truck fuel efficiency in 2008. The fuel savings equate to an impressive average fuel consumption of 25.1 liters per 100 kilometres for the new Actros Euro V and 25.9 litres per 100 kilometres for the new Actros Euro VI.

Berliner Verkehrsbetriebe (BVG) – during joint tests with Berlin's public transport authority in 2011, Shell Rimula R6 LME delivered an annual potential saving of 150,000 Euros across the tested bus fleet through improved fuel efficiency. The same high level of operational reliability was maintained.



Trucks, trailers and in one hand: Global

Some jobs require more than one application.



GLOBAL CV & Equipment Pte Ltd, registered in Singapore, but active regionally, is dedicated to the development and marketing of heavy duty trucks, construction machinery and special trailers to customers around the world.

Heavy duty trucks for the toughest jobs
For the trucking segment, Global CV & Equipment has chosen Beiben as a reputable heavy duty truck for its customers in the transportation sector, logging and mining operations. These trucks are produced

in strict accordance with the best vehicle design philosophy, advanced technology and feedback from customers for improvements from experience over the years. This way, all the truck's safety, stability and comfort are guaranteed. This truck offers good performance with high power, high torque, good dynamics and large loading capacities.

At present, a heavy duty truck series, special propose truck series, chassis truck series for oil field and fire fighting, and many other models, are available. With its own R&D

capability, Global CV & Equipment has developed a new model of dumper truck and truck tractor with stronger carrying capacity, reaching up to 100T payload and above. All the trucks strictly meet compliance regulations and have passed the test of the National Truck Quality Supervision and Inspection Centre. With safety, stability, high efficiency, environmental friendliness, and energy saving, these trucks have been in a leading position in the heavy duty truck industry.

construction machinery CV & Equipment

This company may have all the answers



To support the sales and marketing network, Global CV & Equipment also takes the after sales service very seriously and are setting up stockists in each country. They stock inventory for big fleet customers to fully support the performance and reliability of the trucks.

According to George Lee, Managing Director of Global CV & Equipment, "The goal is to make Global CV & Equipment P/L the most reputable name among heavy duty truck suppliers in the region and to meet the demands of customers who expect nothing less than the best in business."

It ain't that heavy with a Doll trailer

Initially, Global CV & Equipment started business dealings by selling Mercedes truck

spare parts to logging customers. Customers also requested help to supply other logging and mining equipment spare parts. Global CV & Equipment has taken over the task of promoting Doll products to the Asia Pacific market. Lee says "Doll has four core products: Logging, Heavy Haulage, Mobile-Highlift loader and after sales service. Doll logging equipment is very popular not only in Malaysia, but in Indonesia where logging industries are still strong and require much more logging equipment for Mercedes, Renault trucks. Doll products are also popular in Papua New Guinea and Africa."

To respond to a slowing down of logging in some of the countries, Doll started to promote their heavy haulage equipment to Asian markets a few years back. This heavy

haulage equipment entered the Asia market with the first unit of T4H telescopic hydraulic steering trailers sold to CFW Enterprise Sdn Bhd Malaysia. Mr Stanley Ng of CFW Enterprise is very happy to have the unit. Most of the over height cargo and lengthy cargo the company moves is hauled using this trailer. Now CFW Enterprise is negotiating with Doll for another model which will help in their operation. Ng has high confidence in Doll engineering products.

In addition to the logging and heavy haulage trailers, Global CV Equipment is also promoting Doll Mobile equipment; the highlift loader for airport ground support. Doll highlift loaders are sold to major Asian countries as well as European and Middle East countries.

When only the best is good enough: MAXXIS Tires



Taking a unique approach to retreading, MAXXIS Tires relies on Kian Hon for the second life of their pneus



Fresh from hosting the Asian & Africa conference for MAXXIS Tires in Penang, we meet with Sydney Tan, Managing Director of Kian Hon for an exclusive interview that sheds light and provides valuable insights into what could reshape the retreading industry in Malaysia. Not only are Kian Hon and MAXXIS taking unique and unusual approaches to retreading, but many other things are done quite differently in the Penang based company.



Tires running in the family

Very much in line with tradition, Sydney Tan has taken over the running of the business from her father. Founded by her granddad, the company has already seen two generations of brand building and growth in the market. The task at hand now is to ensure that the brand grows further with innovative ideas and novel approaches to customer service and relationship building.

Having majored in Finance, the family threw Sydney into the deeper end of the pool and allowed her to apply her skills in the business. "I wanted to give it a try for 2 years and I am now already in my third in the company. It has been an amazing learning process" says Sydney. Guidance is provided by her mother, who also works in the company. Apparently, it is not the gender that may be an obstacle sometimes, but the age. She adds "One may think that I don't earn respect because this is such a male dominated industry, however the fact that I am very young is sometimes a stumbling block". However, Sydney has since overcome the "what would you know attitude" through hard work and learning the ropes from colleagues and family members in the business. With now 130 staff, the business is poised to be elevated to new heights under the leadership of Sydney.

Partnership across the region

MAXXIS Tires has been a strategic partner of Kian Hon for the past 10 years. In Malaysia, Kian Hon is the sole distributor of MAXXIS Tires. Customers will be able to get their car, bus and truck tires from MAXXIS through Kian Hon. Some 10 years ago, the company moved to new premises, a move that has since been rewarded as MAXXIS has also set up the MATEC - Maxxis Asia TBR Education Center in Kian Hon's factory.

"Naturally, we have a huge advantage as we can simply go downstairs and have a look at the actual product or problem since we are retreaders too. What we can offer here is a unique learning experience through our facilities. This has benefitted many visitors" Sydney explains. According to her, for many distributors, a visit to the plant has been an eye-opener and some are now even contemplating adding retreading facilities to their distribution as a value added service.

In a bold move that could re-shape the industry MAXXIS and Kian Hon have launched "mRED", a new tire retread liner. mRED stands for maximum Resistance, Eco-friendliness, and Durability, and will be marketed with the tagline Love Our Colour, Save the World. Not only is the mRED tread design engineered to be identical to that of a new MAXXIS tyre, its advanced tread compound is 100% formulated and supplied by MAXXIS International. What makes this application unique is the fact that only MAXXIS casings will be allowed to be retreaded with mRED. "Only the best is good enough and we want to ensure that our customers get the best quality. This we ensure through the exclusive use of MAXXIS casings" Sydney underlines the decision to exclude other casings to be used for mRED.

Coupled with strong technical support from MAXXIS Global R&D Centre, the mRED tread compound is specially tailored for greater fuel efficiency, superior durability, and excellent tear resistance, not foregoing safety being the paramount factor.

Kian Hon and MAXXIS International launched this brand during the MAXXIS Asian & African Distributor Conference, which was held in Penang in June. Some 180 delegates could experience their retread expertise and experience through a guided tour to their retreading plant during the event.





Challenging market conditions

As anyone in the industry will tell you, tires are a key cost factor for transporters. Kian Hon sees challenges ahead in Malaysia: Chinese brands entering the market, rubber price fluctuation and high USD exchange rates make this industry a tough one. However, Sydney and her team are working on innovative solutions to offset these effects and to further strengthen relationships with customers. She says that “MAXXIS Tires are premium products. We cannot and will not compete on price. This isn’t the way to go. Cheap tires certainly have an attraction for some users, but the question will always be if the cheap prices don’t end up to be a more expensive solution in the long run”. Kian Hon encourages the market to try the retreaded MAXXIS Tires as they are a cost effective alternative which offers the same high quality as a brand new MAXXIS tyre.

MAXXIS might be in a very special position as the company is able to adjust the products to market conditions. Currently, mRED tires are being tested not only in labs, but also in real life applications to gather data to proof the value of the solution. Based on feedback from the market, MAXXIS’ R&D center is able to tailor the patterns and tires to the requirements of the markets.

When it all comes together

Asked what is her most memorable moment in her career so far, Sydney says that it has been the MAXXIS Asian & African Distributor Conference. After months of hard work, everything came together and the response was overwhelming. People networked, exchanged ideas and had a great time in Penang. “We call it the MAXXIS family culture and every member has appreciated the effort we have put into this event” she says. After three years in the business, Sydney was happy to apply the learnings and to contribute and give back.

Apparently, the event was such a success that delegates went back home inspired and highly motivated. The principal, who joined the launch of mRED in Penang, has since seen an increase in orders for tires, a testament to the top quality of an event hosted by Kian Hon.

Sydney and her team conclude by stating that they will try to provide the best possible solution to customers and that they will strive to constantly improve themselves. “Our customers should only tolerate the very best” she says as she speeds off on MAXXIS tires to an appointment with clients.



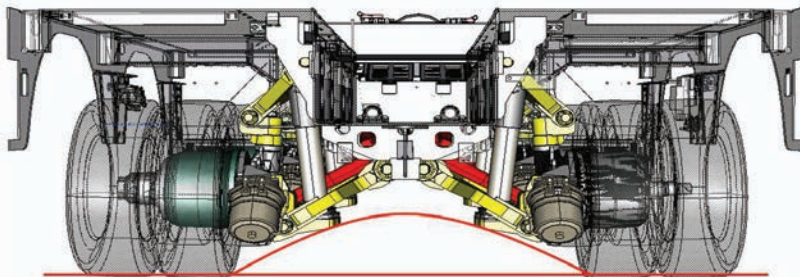
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Volvo Crowns Malaysia's Most Fuel Efficient Trucker

Winner to represent Malaysia at the Fuelwatch Challenge - Asia Finals in Australia



The annual Volvo Trucks Malaysia Fuelwatch Challenge 2013 concluded in Subang Jaya on 9 July with a crescendo as cheers echoed at the announcement of Malaysia's most fuel efficient trucker at a gala dinner this evening.

The Champion, Mr Zamri bin Abd Rahman of Konsortium Logistic Bhd, Shah Alam, defeated close to 500 truckers nationwide, who took part in the Challenge to vie for the top spot since the preliminary rounds kicked off on 30th April this year. His victory was cemented by the lowest fuel consumption recording of just 1 litre to 4.07 kilometres in a 40-kilometre final drive challenge held in Shah Alam just over the weekend. The first runner-up is Mr Azahar bin Ahmad of MISC Integrated Logistic Sdn Bhd, Kuantan, who recorded a fuel consumption of 1 litre to 3.77 kilometres and the second runner-up is Mr Abdul Najib bin Othman of Kontena Nasional Bhd, Prai, with fuel consumption of 1 litre to 3.28 kilometres. As the Champion, Mr Zamri bin Abdul Rahman stands to compete with other champion drivers from Asia and Australia in the Asia Finals to be held in Australia in October.



First runner up, Azahar Bin Ahmad from Misc Integrated Logistic Sdn Bhd; Champion, Zamri Bin Abd Rahman from Konsortium Logistic Berhad, and Second runner up, Abdul Najib Bin Othman from Kontena Nasional Berhad Prai

Volvo Malaysia Managing Director, Mats Nilsson, said, "The Fuelwatch Challenge reflects Volvo's dedication in raising awareness and encouraging fuel efficiency for businesses and doing our part in safeguarding the environment from higher carbon emission. It is our long-term initiative as we want to reach out to as many companies and truckers as possible, instilling in them the necessary knowledge, skills and conscious behaviour towards the sensible use of earth's resources and the environment."



(From left) Mr Ir Mohamad bin Dalib, Director of Automotive Engineering Division and Road Transport Department of the Malaysia Ministry of Transport (MOT); Champion, Zamri Bin Abd Rahman from Konsortium Logistic Berhad; and Mr Martin Kavanagh, Vice President, Aftermarket, Volvo Malaysia

Volvo's Fuelwatch Challenge also goes beyond driving skills that saves fuel and environmental awareness as it also condones proper management and maintenance of the truck prior to usage. Not only will it contribute significantly to fuel efficiency on the road, it would also reduce the risk of a breakdown and more importantly, the safety of the trucker.

Mats added, "Safety remains one of the core values at Volvo which we strongly and firmly hold on to. It is one of the three pillars of Volvo alongside quality and environmental care, and we have always strived to ensure the safety of our customers for as much as possible. For us, safety of consumers is beyond profit-making objective. We have proven this through the creation of the three-point safety belt which we did not patent as we believe that safety belongs to everyone."

Guest-of-honor at the dinner, Mr Ir Mohamad bin Dalib, who is the Director of Automotive Engineering Division and Road Transport Department of the Malaysia Ministry of Transport (MOT) commended Volvo Fuelwatch Challenge for its wide reach among Malaysian truck drivers. He said, "Volvo Malaysia's Fuelwatch Challenge is in line with the objective of the Malaysian Government to reduce CO2 emission and guard the environment. The global focus is now on sustainable development and I believe that by starting this process at the grassroots level, this Challenge had succeeded in touching more than one component of the trucking ecosystem"

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Flag-off of the Volvo Fuelwatch Challenge 2013

Mr Mohammad further added, "I would also like to take this opportunity to congratulate the winner of this year's Fuelwatch Challenge who will also take on the role of Fuelwatch Ambassador 2014. I wish him the very best for the Asia Finals in Australia in October. A notable mention also goes to each and every participant of the Fuelwatch Challenge, as well as their employers. By investing time and effort in the training of truckers, Volvo Malaysia and their customers are investing in the sustainable future of Malaysia as well as the safety of all road users."



Runners up and Champion of the fourth Volvo Fuelwatch Challenge 2013

An elated Mr Zamri bin Abd Rahman remarked on his win, "I am extremely delighted and speechless to have won the title this year. Participating in the Fuelwatch Challenge has indeed taught me a great deal about the efficient use of fuel and the ways to utilise all the equipment in the truck like the engine break to give me better drivability and results. Importantly also, I am now more equipped with the knowledge on how to better ensure safety on the road, for myself and for others. Volvo Trucks Malaysia also treated us like kings throughout the event and with the introduction of the Globe Truckers club, our status as truck drivers is definitely something to be proud of".

"I would definitely recommend my fellow truckers who have not participated in this challenge to take part next year. I'm excited and nervous as I look forward to the Asia Finals. I will definitely try my best in bringing home a trophy!" he added.

In addition to representing Malaysia in the Asia Finals, Mr Zamri bin Abd Rahman also received a RM5,000 BSN voucher. His employer, Konsortium Logistic Bhd received RM10,000 worth of Genuine Parts from Volvo Malaysia, and a trip to the land down under to watch Mr Zamri bin Abd Rahman compete for the global title.

Summary of Volvo Malaysia Fuelwatch Challenge 2013 Prizes:

Preliminary Round

20 x Semi-finalists

Each received an exclusive Remote Control Volvo Truck
1 x 4L bottle Havoline Formula

Semi-Finals

3 x Finalists

Each received an exclusive Volvo luggage bag

Finals

1 x Fuelwatch Champion

1 x RM 5,000 BSN voucher

1 x Fuelwatch trophy

1 x trip to Australia to participate in the Asia Finals

Employer of the Champion:

1 x RM 10,000 Genuine Parts voucher, which can be used to redeem parts at any Volvo Malaysia workshop in Malaysia (retail value).

1 x trip to Australia with the Champion to participate in the Asia Finals.

1 x First runner up

1 x RM 3,000 BSN voucher

1 x Fuelwatch trophy

1 x Carton Havoline Syn Blend SAE 10W-40 4x4LP

Employer of the 1st Runner Up:

1 x RM 7,000 Genuine Parts voucher which can be used to redeem parts at any Volvo Malaysia workshop in Malaysia (retail value)

1x Second runner up

1 x RM 2,000 BSN voucher

1 x Fuelwatch trophy

1 x Carton Havoline Formula SAE 15W-40 4x4LP

Employer of the 2nd Runner up:

1 x RM 5,000 Genuine Parts voucher which can be used to redeem parts at any Volvo Malaysia workshop in Malaysia (retail value)



20 semi-finalists at the Volvo Fuelwatch Challenge 2013



First runner up, Azahar Bin Ahmad from Misc Integrated Logistic Sdn Bhd; Second runner up, Abdul Najib Bin Othman from Kontena Nasional Berhad Prai; and Champion, Zamri Bin Abd Rahman from Konsortium Logistic Berhad

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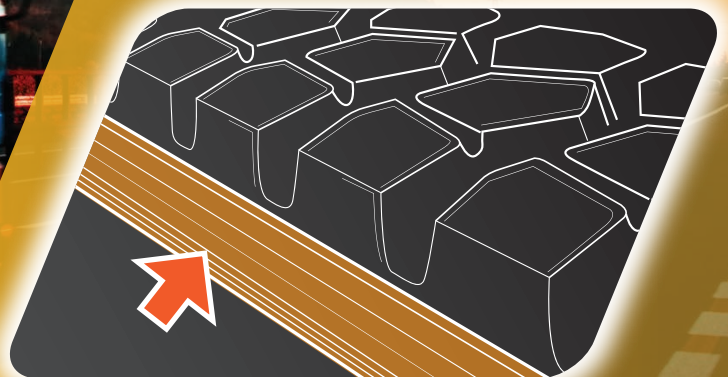
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In it for the long haul: From Vilnius to Ulan Bator



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

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

Truck Requirements

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

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

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

Routing:

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

Operations Process

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

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

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

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

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

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

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



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

Harsh environment:

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



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



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



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



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

Daimler Trucks Asia to Export to 15 Markets

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

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

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

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

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

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

team of MFTBC and DICV, which will work together even more closely and for even more sustained success in the future."

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

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

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

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

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

Truck Route from China to Russia Opens

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

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

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

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

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

Alam Flora Strengthens Fleet With MAN CLA Trucks



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

Some of the 158 MAN CLA 18.280 4x2 trucks are being used for waste disposal and for this purpose are equipped with rear-loader bodies and lifters for the waste containers. Other vehicles are fitted with bodies enabling them to function as road sweepers. On average, Alam Flora takes away more than a million tonnes of rubbish every year.

The robust driveline consists of a 280-hp six-cylinder in-line engine and a nine-speed overdrive gearbox. The vehicles are

equipped with a wear-free exhaust valve brake, which enhances engine braking and lengthens the service life of the service brake.

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

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

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

Ennerst to Replace Weiberg at Daimler Trucks

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

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

After ten years as Head of Engineering Mercedes-Benz Vans, Weiberg has also had a big impact on Daimler Trucks' development unit during the past seven years. The development departments of Trucks NAFTA, Trucks Asia, and Trucks Europe were closely integrated under his management. They are now extremely well networked and can thus exploit synergies. Weiberg had major

responsibility for the renewal of the entire Daimler Trucks model portfolio in NAFTA, Europe, and Asia, and for the introduction of the new engine platforms at Daimler Trucks. In addition, as a member of the Supervisory Board he helped to launch BharatBenz, the youngest Daimler Truck brand. As a result of the founding of the global hybrid centre at the Fuso facility in Japan, Weiberg was responsible not only for conventional, but also for alternative drive technologies.

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

Sven Ennerst, the new Head of Truck Product Engineering at Daimler Trucks, started his career at Daimler in 1991, initially working as a planning engineer in the truck assembly plant in Wörth. Ennerst subsequently helped to internationalize the Daimler Group. In 2004 he became Director of the Mercedes-Benz plant in Kassel. Since 2006 he has headed the Strategic Future Truck Program at Daimler Trucks.

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



Hyundai launches Xcient

With improved styling and efficiency, the new truck is expected to raise Hyundai's presence in the global commercial vehicle market

Hyundai Motor Company's commercial division unveiled its new heavy duty truck Xcient at the 2013 Seoul Motor Show. The next generation of Trago, which debuted in 2006, returns with greater styling and a variety of improved features.

According to Hyundai spokespersons, the Xcient is expected to set new standards in the heavy duty truck market with an impressive combination of grand, dynamic style, best-in-class fuel economy and spacious cabin room. The name 'Xcient' was made combining XC, the biggest unit measuring data, and the word 'efficient,' conveying the truck's power and efficiency.

"The Xcient is the result of Hyundai Motor's relentless pursuit of excellence and technology innovation," said Hanyoung Choi, Hyundai Motor's Vice Chairman. "We believe that this new vehicle will help us achieve our goal of becoming a major player in the commercial vehicle market."

The Xcient, which took three years and 200 billion won of investment to develop, offers a full lineup including cargo, tractor and dump. From the early development stages, truck customers' needs and market trends were fully reflected.

The wide grille strengthens its confident look, while side character lines add to its bold yet sophisticated image.

The cabin height was increased by 330 mm to 1,895mm, giving drivers more space. The width of the bed inside the cabin has also been increased to 800mm from 650mm, optimizing the truck for long distance driving. The 1,046 L storage room offers more convenience as well. The Xcient comes with two diesel engines: 10L H-engine, with maximum output of 420ps, maximum torque of 200kg•m (1961.33 Nm), and Powertech engine, with maximum output of 520ps, maximum torque of 255kg•m (2500 Nm).

Due to improved engine performance, the new model's fuel economy has been enhanced by seven percent from the previous model. In addition, the new model boasts enhanced durability resulting from improved components, including dump spring, twin clutch and air suspension, making the truck more economically efficient by lowering maintenance costs.

The Xcient adopted a number of convenience features for the first time in the commercial vehicle market, such as driver seat with cold/warm air ventilation, button-start. In particular, Hyundai's advanced in-vehicle telematics service 'Blue Link' was included for the first time in its commercial vehicles.

Hyundai Xcient will go on sale in the second half of this year with a target of 60,000 global sales by 2017. Hyundai is set to hold events for the new car in overseas markets including Peru and Russia.

During the 2013 Seoul Motor Show, Hyundai displays a total of eight models, including the Xcient, CNG hybrid bus and electric bus at a separate booth dedicated to commercial vehicles.

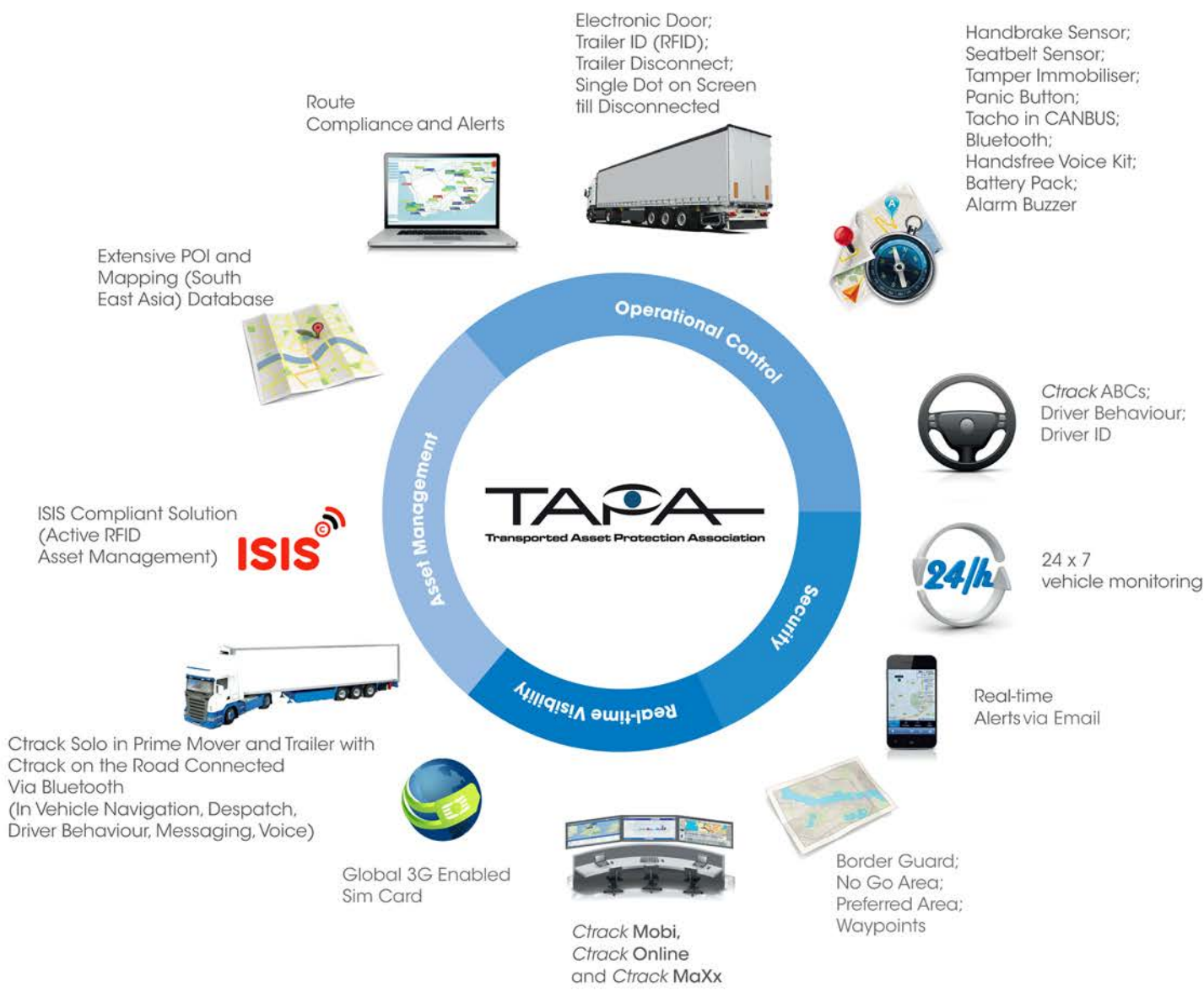
About Hyundai Motor

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor -- which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. -- sold 4.06 million vehicles globally in 2011. Hyundai Motor, which employs over 80,000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.



Asian Trucker Networking Night at MIBTC 2013 brings together truckers from around the region





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