

ISSUE 45, January / February 2019  
RM10.00

# ASIAN TRUCKER

[www.asiantrucker.com](http://www.asiantrucker.com)

MALAYSIA



**City Zone Express  
Bolsters Service  
Offering**

ISSN 2180-382X



9 772180 382009  
KDN PP18693/01/2016 (034422)



# HAMMAR

## THE ULTIMATE SIDELOADER

When you want the ultimate sideloader, there is only one choice- HAMMAR.

It can load and cart a 20', 2x20's, a 40', or even a jumbo 45' container in minutes at the push of a button.

Make **HAMMAR** your ultimate choice.

- Lightest tare weight in the world! From 2,000Kgs to 3,000Kgs lighter than the competition. Fuel savings with every kilometer covered!
- 1 tonne to 36 tonnes payload, same cycle time of 3.5 mins! Does not slow down when payload increases.
- 100% Spares always in stock.
- 24hrs back-up service, 365 days all year round.
- PTO or 84Hp Engine Power Pack options



**Hammar Maskin (M) Sdn Bhd**  
 41, Lebu Sultan Mohamed 1/KU18,  
 Taman Perindustrian Bandar Sultan Suleiman,  
 42000 Port Klang, Selangor D.E.Malaysia  
 Tel: +60-3-31790830 Fax: +60-3-31790831  
 E-mail info@hammar.com.my  
 Website www.hammar.com.my

**Hammar Maskin AB**  
 Buagärde 35, SE-517 95 OLSFORS,  
 Sweden  
 Tel: +46-33 290000 Fax: +46-33 290001  
 E-mail info@hammar.eu  
 Website www.hammar.eu

**Hammar Lift, Inc.**  
 300 25 Alicia Pkwy # 114 ,Laguna Niguel ,CA 92 677  
 Tel: +1 (949) 716-2513 Fax: +1 (949) 716-2514  
 Cell: (949) 293-0028  
 Email: info@hammarlift.com  
 Website www.hammarlift.com



**Hammar New Zealand Ltd**  
 PO Box 72-1347, Papakura 2244, 3 Glasgow Ave,  
 Manukau 2104, AUCKLAND, New Zealand  
 Tel: +64-9 488 99 80 Fax: +64-9 488 99 84  
 E-mail info@hammar.co.nz  
 Website www.hammar.co.nz

**Hammar Australia Pty Ltd**  
 PO Box W131, West Pennant Hills, SYDNEY,  
 NSW 2125, Australia  
 Tel: +61-2 4577 7700 Fax: +61-2 4577 7711  
 E-mail info@hammar.com.au  
 Website www.hammar.com.au



# THANK YOU

## FOR YOUR CONTINUOUS SUPPORT



Light Commercial Vehicle  
4-wheeler Category

Medium-Heavy Commercial  
Vehicle Category

Commercial Bus  
Category



\* Source from Malaysian Automotive Association (MAA) report 2018

**HINO QDR. Driving Quality, Durability and Reliability.**



**HINO MOTORS SALES (MALAYSIA) SDN BHD** (187863-U)

**Selangor:** Lot PT. 24, Jalan 223, Section 51A, 46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia. Tel: (603) 7957 5199 (12 lines) Fax: (603) 7954 3276

**Sarawak:** Lot 1076, Block 218, 4th Mile, Penrissen Road, 93250 Kuching, Sarawak, Malaysia. Tel: (082) 451 611 (5 lines) Fax: (082) 451 993

**Sabah :** Mile 4 ½, Tuaran Road, Lot No. 353, Taman Cempaka, Likas, 88450 Kota Kinabalu, Sabah, Malaysia. Tel: (088) 393 663 Fax: (088) 424 223

**AUTHORISED DEALERS:** ■ **KEDAH** • AWS Jaya Motors (Alor Setar) 04-731 9706, AWS Jaya Motors (Sg Petani) 04-423 1600, Seng Huat Motors (Alor Setar) 04-733 0613. ■ **PULAU PINANG** • AWS Jaya Motors (Bayan Lepas) 04-646 3800, AWS Jaya Motors (Seberang Perai) 04-398 7000, Daihatsu Malaysia (Butterworth) 04-333 2151 / 2152, PM Trucks (Bukit Mertajam) 04-552 3762, Sammir Motors Malaysia (Bukit Mertajam) 04-502 1458. ■ **PERAK** • Daihatsu Malaysia (Ipoh) 05-506 0315 / 0505060331, Hup Fatt Motor Enterprise (Ipoh) 05-282 1960, SR Automobile Centre (Bidor) 05-821 8971, Sin Hong Leong (Ipoh) 05-254 2961, Syarikat Ban Aik Auto Supply (Taiping) 05-807 2941, TTJ Agency (Taiping) 05-847 3968, Tiong Hin & Company (Ipoh) 05-254 8802. ■ **SELANGOR** • Awesome Trucks Enterprise (Rawang) 03-6091 6212, Daihatsu Malaysia (Serdang Jaya) 03-8943 7235, Daihatsu Malaysia (Shah Alam) 03-5510 9988, Eng Kee Commercial Vehicles (Port Klang) 03-3374 9278, Hwang Jaya Auto Parts (Klang) 03-3343 2977, Klang Yew Huat Auto Parts Industries (Klang) 03-3344 3088, Power Truck & Parts (Puchong) 03-8062 6882, Premium Truck (Kajang) 03-8723 8833, Soo Chuan Motor Credit (Jln Kapar) 03-3291 1770, Soo Chuan Motor Credit (Klang) 03-3343 1770, Soon Heng Motor & Commercial Truck (Banting) 03-3342 2830, Soon Heng Motor & Commercial Truck (Kg. Baru Subang) 03-7840 0325. ■ **KUALA LUMPUR** • Auto Enterprise (Jln Segambut Pusat) 03-6251 9142, Daihatsu Malaysia (Kepong) 03-6276 6062, Hong Yep Motor (Batu Caves) 03-6186 3533, Polian Auto Supply (Jln Kuching) 03-6251 0366, Project Kesan (Segambut) 03-6251 7679. ■ **NEGERI SEMBILAN** • Chee Seng & Co (Seremban) 06-763 4433, Mun Chai Auto Works (Seremban) 06-765 3703, Sembillion Motors (Bahau) 06-454 9999, Soon Seng Truck & Parts (Nilai) 06-799 5975. ■ **MELAKA** • Bengkel Kok Wah (Alor Gajah) 06-441 7704, Boon Ming Motor & Cycle Parts Co (Malim Jaya) 06-335 8496, Formin Autoline (Malim Jaya) 06-335 2660, Lick Huat Motor (Cheng) 06-336 3978, Paramount Value (Taming Sar) 06-283 2925, Sam Hin Motors Enterprise (Melaka) 06-232 1939, Sam Hin Motors Enterprise (Cheng) 06-337 6939, Tiam Hong Workshop (Merlimau) 06-263 2779. ■ **JOHOR** • Auto Skyline (Johor Bahru) 07-358 5805, Chee Heng Workshop (Batu Pahat) 07-431 2261, Daihatsu Malaysia (Batu Pahat) 07-432 5910.

[www.hino.com.my](http://www.hino.com.my)



*Warmest wishes for a Happy  
and Prosperous Chinese New Year*



Please browse our website to find your nearest authorised dealer.



Daihatsu Malaysia (Johor Bahru) 07-224 6601, Harapan Abadi Auto Parts (Skudai) 07-556 6558, JB Lee Heng Motor Service (Johor Bahru) 07-236 1141, Jaidon Motor (Kluang) 07-787 8728, Jaidon Motor (Pontian) 07-696 9194, Jaidon Motor (Tampoi) 07-237 5894, Jaidon Motor (Senai) 07-598 4894, Key Power (Pasir Gudang) 07-234 7228, Lian Seng Huat Workshop (Kota Tinggi) 07-883 9722, Sam Hin Motors Enterprise (Kluang) 07-771 7410, Sam Hin Motors Enterprise (Segamat) 07-931 7939, Sengoh Enterprise (Johor Bahru) 07-235 5157, Seri Jaya Auto Supply Co (Kluang) 07-771 4927, Sin Soon Hup Services (Muar) 07-975 6888, Smart Edition Auto (Kulai) 07-663 2828, Sri Selatan Auto dan Kejuruteraan (Johor Bahru) 07-354 9898, TN Engineering (Kempas Lama) 07-558 6021, ■ **PAHANG** • Edaran Riz (Kuantan) 09-558 1200, Hup Hing Motors (Kuantan) 09-536 6968, Mega Mobile Service (Mentakab) 09-277 1178, Naza Workshop (Muadzam Shah) 09-452 7641, Teck Lee Motor Agency (Temerloh) 09-296 1558, Vehicles Parts Supply (Kuantan) 09-513 3119, ■ **TERENGGANU** • Marsing Industries (Kuala Terengganu) 09-631 1022, Regency Auto Parts & Service (Kuala Terengganu) 09-617 1629, Teong Huat Bros Auto Spares (Kuala Terengganu) 09-617 4499, Sumai Engineering (Kuala Terengganu) 09-620 3116, ■ **KELANTAN** • K&T Engineering & Trading (Kota Bharu) 09-765 7166, K&T Engineering & Trading (Kota Bharu) 09-773 2522, Soon Seng Motors Enterprise (1988) (Kota Bharu) 09-912 1122, ■ **SARAWAK** • Borneo Amalgamated Transport Co Bhd (Sarike) 084-654 308, Hock Joo Hin Company (Kuching) 082-241 542, Hock Joo Hin Motor Vehicle Parts (Kuching) 082-626 255, Jong Seng (Bintulu) 086-327 866, Jong Seng (Kuching) 082-330 066, Jong Seng (Miri) 085-661 166, Jong Seng (Sibu) 084-334 116, Lu & Sons Engineering (Bintulu) 086-334 834, Lu & Sons Engineering (Kuching) 082-453 737, Lu & Sons Engineering (Sibu) 084-319 373, Rhino Automobile (Kuching) 082-349 587, SKH Machinery (Kuching) 082-416 622, Sin Hin Auto Parts (Kuching) 082-461 333, ■ **SABAH** • Angkatan Hebat Motor (Kota Kinabalu) 088-437 278, Daihatsu Malaysia (Kota Kinabalu) 088-381 112, ATSB Tractors Parts (Lahad Datu) 089-888 687, ATSB Tractors Parts (Sandakan) 089-672 040, ATSB Tractors Parts (Tawau) 089-779 078, FF Automobile (Kota Kinabalu) 088-430 049, Weemaju Motor (Lahad Datu) 089-881 323, Weemaju Motor (Sandakan) 089-666 222.

**AIM FOR CUSTOMER TRUST AND CONFIDENCE**



**NBG INDUSTRIES SDN BHD** (1052500-M)

No.133, Lot 7955, Jalan Sungai Buloh, Kampung Baru Subang,  
Seksyen U6, 40150 Shah Alam, Selangor.

Tel: +603-7859 9533 / +603-7859 8533 Fax: +603-7859 7833

Facebook: FAW Trucks Malaysia





UD TRUCKS



THE ALL NEW

# *Croner*

Make Every Moment Count

**Keep Your Business Running On Time, Every Time.**

Introducing a truck that could do more with every minute, hour and day. A truck with the power to move further, and the efficiency to keep your business running like clockwork without compromising safety and driver's comfort. With the all new Croner, we've turn that vision into a cutting-edge reality.

Longer service intervals

**up to 40,000km\***

Superior braking performance

**with ABS & EBD**

Tough and durable

**with high tensile chassis frame**



**TAN CHONG INDUSTRIAL EQUIPMENT SDN BHD** (013285-X)

A subsidiary of Tan Chong Motor Holdings Berhad (12969-P)

Lot 3, Jalan Perusahaan Satu, 68100 Batu Caves, Selangor Darul Ehsan, Malaysia.

Tel: 03-61899832 Fax: 03-61899336 Email: enquiry@tcie.com.my Website: www.tcie.com.my

Going the extra mile





Free UD Telematics  
**for 1 year  
subscription\*\***

Warranty  
**2 years or  
up to 200,000km\*\***

Free maintenance service  
for labour and parts for  
**2 times\*\***

*\*Subject to trucks' specifications and usage patterns. \*\*Terms and condition apply. Subject to change without prior notice. Actual vehicle specifications may vary from model shown.*

**Branches:** • Batu Caves Tel: 03-61891896 • Bukit Mertajam Tel: 04-5381308 • Ipoh Tel: 05-2921028 • Johor Bahru Tel: 07-3538808 • Klang Tel: 03-31669609 • Malacca Tel: 06-3366957 • Sabah Tel: 088-499228 • Sarawak Tel: 082-488811 **Authorized Dealers:** • Combine Motor Sdn Bhd Tel: 03-61363060 • Commercial Junction (M) Sdn Bhd Tel: 07-4333998 • Derchin Auto Sdn Bhd Tel: 07-3864108 • Edaran Setia Auto Sdn Bhd Tel: 09-5162288 • Kee Huat Auto Sdn Bhd Tel: 04-6265031 • LK Utara Auto Sdn Bhd Tel: 04-7339098 • Taycn Kredit Sdn Bhd Tel: 06-6787760 • Zep-Zhuan Trading Tel: 09-5676066



# FOTON



## Foton Total Care

Backed by Tan Chong's Group service network



Vast Service  
Network

Distributor for Foton Trucks:



**ANGKA-TAN MOTOR SDN BHD** (85810-A)  
(A subsidiary of Warisan TC Holdings Berhad) 华丽山陈唱子公司

No. 117-119, Jalan SS15/5A, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia

Tel: 03-5638 6888 Tel: 03-5632 9668

Website: [www.angkatanmotor.com.my](http://www.angkatanmotor.com.my)

# TECHNOLOGY LEADING INTO THE *FUTURE*



**Driver  
Development  
Training**



**Provide  
Genuine Parts**



**24/7 Breakdown  
Service**



**One-Stop Repair  
& Insurance  
Service**

**Master Dealer: TC Trucks Sales Sdn Bhd**

Batu Caves Tel:03-61891896 • Bukit Mertajam Tel: 04-5381308 • Ipoh Tel: 05-2921028 • Johor Bharu Tel: 07-3538808 • Klang Tel: 03-31669609 • Melacca Tel: 06-3366957 • Sabah Tel:088-499228 • Sarawak Tel:082-488811

**Authorized Dealers:**

Combine Motor Sdn Bhd Tel: 03-61363060 • Commercial Junction (M) Sdn Bhd Tel: 07-4333998 • Derchin Auto Sdn Bhd Tel: 07-3864108 • Edaran Setia Auto Sdn Bhd Tel: 09-5162288 • Element Autolink Tel: 03-77728363 • Kee Huat Auto Sdn Bhd Tel: 04-6265031 • Liong Seng & Son Trading Sdn Bhd Tel: 03-33741998 • LK Utara Auto Sdn Bhd Tel: 04-7339098 • O.C.T.C (M) Sdn Bhd Tel:03-33430779 • P&C Automobile Sdn Bhd Tel:012-3362162 • Power Genius Sdn Bhd Tel: 03-58850823 • Saga Superior Sdn Bhd Tel: 05-3227221 • Taycn Kredit Sdn Bhd Tel:06-6787760 • Urban Truck & Services Sdn Bhd Tel: 012-6237603 • Wiramas Motor Trading Tel: 07-9317233 • Zep-Zhuan Trading Sdn Bhd Tel:09-5676066

# STEELBRO

CONTAINER HANDLING SOLUTIONS

## SB450 sidelifter

- ▲ 45 tonne lifting capacity
- ▲ Massive 3.9m outreach enables easy handling of awkward or misaligned containers
- ▲ 11.8 Tonnes tare weight
- ▲ Best resale value with in-house trade in facility
- ▲ Rapid transfer and best operating times
- ▲ Double Stacking of hi-cube (9'6") containers
- ▲ Robust construction, easy maintenance, operator friendly



Transfer to Trailer



Lifting 2x20'



Lifting Oversized Load



Option - Double Stacking



Train Operation



Cranes on Truck 8x4

Phone: +603 3 176 3833

STEELBRO (M) SDN BHD  
Lot 2 Jalan Sultan Hishamuddin 2  
Kawasan Perusahaan Selat Klang Utara,  
42000 Port Klang  
Selangor, Malaysia

Service and Support Central Region  
(Port Klang)  
STEELBRO MALAYSIA -3S Centre  
Phone 019 358 7833 or 019 274 7833  
sbmservice@steelbro.com

# Steelbro Sidelifters for container transportation and placement

## Steelbro product support

- ▲ General repairs, full service and service maintenance contracts
- ▲ Repair diagnostics by Steelbro trained technicians
- ▲ Accident and insurance repair work, cranes dismantling and installation services
- ▲ Genuine Steelbro part sales
- ▲ Complete and trade in refurbishment of units
- ▲ 24/7 mobile support within Central Region (Klang valley within 50km radius of Steelbro workshop)
- ▲ Nationwide network of Steelbro approved service agents



Servicing, General Repairs and Maintenance



Mobile Service Team



Genuine Steelbro Spare Parts

## The world's best valued sidelifter

2S Service Provider Southern Region  
(Johor & Singapore)  
XINHWA Auto Engineering Sdn Bhd  
Phone: 607-590 0875  
Mobile: 012-779 4223

2S Service Provider Northern Region  
(Penang & Perak)  
AF Mutiara venture  
Phone: 604-575 1181  
Mobile: 012-475 8909





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

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**

**DA** DEAUTO INDUSTRIES SDN BHD (881055-M)

4x2  
6x2  
6x4

## PRIME MOVER



**Engine**  
Hino P11C- 350Hp  
Hino P11C- 380Hp  
Cummins ISMe  
420-30 -420Hp

**Transmission**  
ZF Friedrichshafen  
AG. 9/16 speed

**Chassis**  
Double Layer

**Rear Axle**  
Hub Reduction

6x4  
8x4

## MIXER TRUCK



**Engine**  
Hino P11C- 350Hp  
Hino P11C- 380Hp

**Transmission**  
ZF Friedrichshafen  
AG.

**Chassis**  
Double Layer

**Rear Axle**  
Hub Reduction

4x2  
6x2  
6x4  
8x2  
8x4

## RIGID TRUCK



**Engine**  
Hino P11C- 350Hp  
Hino P11C- 380Hp  
Cummins ISMe  
420-30 -420Hp

**Transmission**  
ZF Friedrichshafen  
AG. 9/16 speed

**Chassis**  
Double Layer

**Rear Axle**  
Hub Reduction

# FOTON DAIMLER

AUTOMOTIVE







**MPIRE**  
COMMERCIAL



**4**  
YEARS  
UNLIMITED  
MILEAGE  
WARRANTY



**5**<sup>TH</sup> YEAR  
RESALE  
VALUE  
GUARANTEE

**MPIRE COMMERCIAL SDN BHD** (1260072-T)

☎ +603 5131 7197 ✉ info.foton@mpire.com.my 🌐 <https://www.fotonmalaysia.com.my>

📍 No.2, Jalan Gitar 33/3, Elite Industrial Park, Section 33, 40460 Shah Alam Selangor.

**TP2**   
Tyre Pressure Monitoring System  
FOR TRUCKS / TRAILERS / BUSES

## INVESTMENT ENHANCE SAFETY

Tyre Pressure Trucks & Buses Safety



IMPROVE SAFETY



INCREASE TYRE LIFE SPAN



ALARM ALERT SYSTEM



FUEL SAVING



**TP2**  FOR CARS  
Tyre Pressure  
Monitoring System



DISTRIBUTED BY

 **Quality Trailer Parts Sdn Bhd**  
A member of YONMING GROUP

(598636-A)

CONTACT US

**+606 7971 666**

 [qtp@yonming.com](mailto:qtp@yonming.com)  [www.qtp.com.my](http://www.qtp.com.my)

**GREATEST INVESTMENT EVER.**



**X3000**  
LONG-DISTANCE VEHICLES



**M3000**  
CITY AND URBAN VEHICLES

DISTRIBUTED BY  
**SHAANXI TRUCKS SDN BHD** (962614-K)  
MEMBER OF **YONMING GROUP**

CONTACT PERSON

**Mr. Kau Chez Ching + 6012 282 2948 | +603 3166 3880**  
Lot 40778, Lorong Gerudi 1, Off Jalan Pelabuhan Utara, 42000 Port Klang, Selangor, Malaysia

**WWW.SHACMAN.COM.MY**

# CONTENTS



## 32 - EDITOR'S NOTE

### MARKET UPDATE

- 34** - Daihatsu Ipoh Relocates to Upgraded 3S Centre
- 36** - Scania's New Sandakan Workshop
- 38** - Mitsubishi FUSO Trucks are B10 Biodiesel Compatible
- 40** - HINO adds new 6x2 Variant to 700 Series Line-up
- 42** - Four Drivers Behind The Acceleration of The Electric Vehicle Market





**Continuous Innovation is Quality You Trust**  
**不断创新是您信赖的质量**



See you on **20-22 June 2019 @ MCVE 2019 Booth M21 & M22**

For more details, kindly contact us at +6019-776 0753 / +6019-776 0763

# CONTENTS



## EVENTS

- 44 - Fringe Events at Automechanika Kuala Lumpur
- 46 - Tyrexpo Series Returns to Singapore
- 48 - CAPAS 2019
- 50 - Comprehensive Fringe Program at MCVE 2019

## 51 - EVENTS CALENDAR

## FEATURE STORY

- 52 - City Zone Express Bolsters Service Offering
- 54 - Mpire Plies Road to Success





# Mercedes-Benz Actros Trucks you can trust.

Daimler is the world's largest global manufacturer of commercial vehicles across 5 continents since 1896. With a hallmark of the Mercedes-Benz star for over 100 years, the Mercedes-Benz Actros adorns premium quality and offers impressive reliability, economy, exemplary comfort with exceptional safety.

Experience the Mercedes-Benz commercial vehicle treatment by visiting your nearest Authorised Dealer TODAY!

Mercedes-Benz  
Trucks you can trust.



 **HAP SENG**  
TRUCKS DISTRIBUTION

General Distributor: Hap Seng Trucks Distribution Sdn. Bhd.  
No. 1, Jalan Kinrara 2, Taman Perindustrian Bandar Kinrara, 47180 Puchong, Selangor  
03 8082 9160  
[www.trucksdistribution.com.my](http://www.trucksdistribution.com.my)

**Authorised Sales & Service Dealers:**

**Johor:** Cycle & Carriage Bintang Bhd (Johor Bahru) 07 238 2299 • **Klang Valley:** Cycle & Carriage Bintang Bhd (Batu Caves) 03 6192 9200, Hap Seng Commercial Vehicle Sdn Bhd (Kinrara) 03 8071 1588, Hap Seng Commercial Vehicle Sdn Bhd (Klang) 03 3163 0689, Q-Team Sdn Bhd 03 3176 6088 • **Pahang:** Hap Seng Commercial Vehicle Sdn Bhd (Kuantan) 09 516 2268 • **Perak:** Cycle & Carriage Bintang (Perak) Sdn Bhd 05 354 1819, Hap Seng Commercial Vehicle Sdn Bhd (Ipoh) 05 292 2278 • **Sabah:** Hap Seng Commercial Vehicle Sdn Bhd (Kota Kinabalu) 088 435 043 • **Sarawak:** Hap Seng Commercial Vehicle Sdn Bhd (Kuching) 082 356 886, Hap Seng Commercial Vehicle Sdn Bhd (Miri) 085 651 699

**Authorised Service Dealers:**

**Klang Valley:** Rimbunan Kuasa Sdn Bhd 03 7859 7133 • **Melaka:** Rick Huat Workshop Sdn Bhd 06 336 2978 • **Pahang:** H-Truck Motor Sdn Bhd 09 536 6666

# CONTENTS



## COVER STORY

**58** - The Right MAN for Tough Jobs

## COMPANY PROFILE

**64** - Steelbro to get Bigger and Stronger in 2019

## ASIAN TRUCKER DRIVERS CLUB

**67** - Stronger with Shell Rimula

**68** - Fatigue Management Training by Asian Trucker and E-Response







# EXTENDED TRUCK WARRANTY UP TO 300,000KM

## PREMIUM WARRANTY FOR A PREMIUM PRODUCT

A premium product deserves a premium warranty and that is exactly what you get with Volvo's Extended Truck Warranty. Every new Volvo truck comes complete with a 12-month vehicle warranty and the 24-month (up to 300,000km\*) driveline warranty. Together these provide a comprehensive package of benefits that protect you against manufacturing defects. Any defective part will be repaired or replaced completely free of charge by our authorised Volvo workshops.

For more information on Volvo's Extended Truck Warranty, visit [www.volvotrucks.my](http://www.volvotrucks.my) or call our Customer Care at **012-373 1030 & 019-240 1030**.

\*Warranty period is effective according to vehicle's first date of registration. Please check with your point of purchase.

Now you can find us on



[volvotrucksmalaysia](https://www.facebook.com/volvotrucksmalaysia)



[volvotrucksmalaysia](https://www.linkedin.com/company/volvotrucksmalaysia)

Volvo Trucks. Driving Progress



# CONTENTS

74



70

## TRUCKER OF THE MONTH

70 - Reach For the Stars

## SPECIAL REPORT

72 - What is Next for Hap Seng Trucks Distribution?

## TRUCK FEATURE

74 - Starship – Pushing the Boundaries of Efficiency



70

**Hengst**<sup>®</sup>  
FILTER



# Work smarter.

Filters and lubricants in OE quality



Hengst Asia Pacific | 25 Bukit Batok Cres. | #10-10 Elitist | SG 658066  
T +65 6818 2880 | E info@hengst.de | [f HengstAPAC](#)

# CONTENTS



79



## THOUGHT LEADERS

**76** - Scania Invites You to be Part of the Ecolution

**78** - HEADLIGHTS

## LAUNCHES

**79** - Sendok Group Makes their Mark in Kuantan



76



Conti Hybrid **HS3**

Conti Hybrid **HD3**

Conti Hybrid **HT3**

ContiUrban **HA3**

ContiCoach **HA3**

## Generation 3.

Driven by your needs.

- Offers best tyre mileage in class
- Developed specifically for Asian road conditions
- High value premium casing for enhanced retreadability

# CONTENTS



82



84



86

## COMPETITION

**82** - Lu & Sons Engineering Sdn Bhd Wins 5th Hino Total Support Contest

## TYRE TECH

**84** - Building a Business from the Tyres Up

**86** - NEWS & NOTES





**DON'T LET YOUR BUSINESS GO OFF TRACK.**

**USE THE RIGHT LUBRICANT.**



PETRONAS LUBRICANTS MARKETING (MALAYSIA) SDN. BHD. (520667-W)

**PETRONAS**  
**Urania**<sup>®</sup>

**KEEPS YOUR BUSINESS MOVING.**

**PETRONAS Urania with ViscGuard™.**  
**Controls engine deposits build-up for longer engine life.**



# The Drivers **ASIAN TRUCKER**

**YOUR GUIDE TO ALL THINGS TRUCK**



PDF versions are available for download at [www.asiantrucker.com](http://www.asiantrucker.com)

## EDITORIAL

**EDITOR** Stefan Pertz  
**WRITERS** Farezza Hanum Rashid  
Carol Yeoh  
Tony  
Floyd Cowan  
**GRAPHIC DESIGNER** Farezza Hanum Rashid  
**PHOTOGRAPHERS** Carol Yeoh  
Stefan Pertz

## CONTRIBUTORS

Floyd Cowan  
Adam Gosling

## ON THE COVER

Pirithivaraj Selvarajoo (Raj),  
Director of City Zone Express

## ADVERTISING

Nicole Fong  
[Nicole@asiantrucker.com](mailto:Nicole@asiantrucker.com)

## SINGAPORE

Floyd Cowan  
[Floyd@asiantrucker.com](mailto:Floyd@asiantrucker.com)

## THAILAND

Songyot Kamontavikun  
[Songyot@asiantrucker.com](mailto:Songyot@asiantrucker.com)

## ASIAN TRUCKER DRIVERS CLUB

Sponsorship / Membership  
[info@asiantruckerclub.com.my](mailto:info@asiantruckerclub.com.my)

## CIRCULATION, CONTRIBUTIONS and SUBSCRIPTION

[info@asiantrucker.com](mailto:info@asiantrucker.com) WEBSITE and E-NEWSLETTER  
[www.asiantrucker.com](http://www.asiantrucker.com)

## PUBLISHED BY

Asian Trucker Media Sdn. Bhd. No. 27-1, Block C, Zenith Corporate Park,  
Jalan SS7/26 Kelana Jaya, 47301 Selangor, Malaysia [www.asiantrucker.com](http://www.asiantrucker.com)

## ARTICLES

Asian Trucker is a registered trademark of Asian Trucker Media Sdn. Bhd. All articles submitted for publication become the property of the publisher. The editor reserves the right to adjust any article to confirm with the magazine format.

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

## PRINTED IN MALAYSIA

Percetakan Osacar Sdn Bhd (Co.Registration : 63461-W)  
No 16 Jalan IDA 1A, Industri Desa Aman, Kepong, 52200 Kuala Lumpur

Boost your business with a listing on our new website.  
Find businesses or sell your truck, upload your events or images to the gallery.  
Visit our new website [www.asiantrucker.com](http://www.asiantrucker.com) to put your company on speed.





# Two years' spare parts warranty.

Unlimited mileage.

MAN Rawang: 03 6092 6977 . MAN Prai: 04 397 0148 . MAN Johor Bahru: 07 353 1027  
MAN Alor Setar (Mara Liner): 04 720 3340 . MAN Kuala Terengganu (Sumai): 09 617 4499  
MAN Kuantan (Mara Liner): 09 536 1937 . MAN Bintulu (Power Brite): 084 252 998  
MAN Brunei (Bengkel Kereta Berakas): 673 239 1100 / 673 245 1773  
Mobile Service (Ipoh / Port Kelang / Sabah / Sarawak): 012 217 5626 / 012 396 8626

**MAN kann.**





stefan@asiantrucker.com



# New Dawn for Trucking Industry

Confidence is also likely the best word used to describe the protagonists in our cover story. Believing in their ability and a strong brand of trucks, they are ready to tackle the challenges that the year 2019 will throw at them. One has to be a firm believer in the product when a driver owner splurges on one of the most expensive versions of a European truck to become the most vital asset for the business. Marappan A/L Kandasamy clearly trusts his truck and he may have a few tips on how to take care of the vehicle that others could as well adopt.

MPire is another company that is clearly ramping up for a successful year and my colleague took the opportunity to have a closer look at the new premises of this truck dealer. Perhaps we can all gather there next time for a game of pool? Alternatively, we can meet in Ipoh at a newly opened Daihatsu showroom, which is now poised for further growth. If that is too far or not your game, we should have an eye on Hap Seng Truck Distribution as they are now helmed by a seasoned Mercedes-Benz man that is ready to give the brand a boost. In our exclusive interview with Roland Schneider we learned all about the ambitions of Hap Seng for Malaysia. Although I am always very optimistic, I don't think we have ever started into a new year with that much momentum in the history of Asian Trucker.

We will use that energy and momentum to bring home the fourth instalment of our exhibition. Being our biggest and most important event, I

am always looking forward to the moment where we finally open the doors to the public. This June we will have again a fully sold event and there will be some new exciting sub-events happening. While I can't talk about many of these right now, I can assure you that there will be a lot to make it a well rounded event. We have, as with every expo we host, added a few new elements in order to make it exciting and interesting. I hope that I can meet many of you there as I have done in the past. Should you not have a booth yet, please contact us as we can still plot you in.

As I don't want you to nod off, Asian Trucker hosted a workshop on fatigue management. This subject is very important as it may be misunderstood by many. Being fatigued is not the same as being tired and our trainer from E-Response was able to get that message across very well. He even gave us some tips on how to stay awake and alert. You may want to check these tips out as they may also help you if you are not behind the wheel but a desk. I hope that we can entice you to support our club with your contributions as the members appreciate that others look after them.

Drive safe and keep on improving,

Stefan Pertz  
Editor, Asian Trucker Malaysia

It is the new year and it is our first issue of Asian Trucker for 2019. With the advent of the new year I have also seen a push for innovations, upgrades and improvements in the industry. Not standing still between the years, I have gathered content that shows that a new dawn may be breaking in Malaysia's trucking industry.

Meeting with Raj from City Zone Express, I got to hear from him how he is planning to take the brand to more places and how innovative approaches have helped him securing more customers. One can see a different level of confidence in him and his team that the next months will be highly successful.



# LOWER FUEL CONSUMPTION. REDUCE CO<sub>2</sub> EMISSIONS.

It can be borrowed – from future generations – or it can be earned from each and every aspect of your operation through a consistently focused and forward-thinking mindset. That mindset is a vital part of the Scania DNA – and we'd like to pass it on to you.

Scania Ecolution is a tailor-made partnership between Scania and you as a fleet owner, with the purpose to lowering your fuel consumption and reducing CO<sub>2</sub> emissions. And while we know that our customers are already buying the best hardware on the market – we always strive to become even better. That's really what it is all about. Because with the right partner, and the right tools – sustainability can be earned. Call +603 7845 1000, email [smyenquiries@scania.com](mailto:smyenquiries@scania.com) or visit [www.scania.com.my](http://www.scania.com.my)

**SCANIA ECOLUTION MAKES THE BEST BETTER**

**SCANIA**



## Daihatsu Ipoh Relocates to Upgraded 3S Centre

*Daihatsu (Malaysia) Sdn Bhd (DMSB) is one of Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) authorised dealers. The company recently introduced their new 3S Center which comprises of Sales, Aftersales Service and Spare Parts, in Ipoh.*

**D**MSB collaborates with Hino as dealership for the sale and after-sales service of Hino trucks and buses since 2010. To date, the company has expanded into eight outlets and six authorised service centres nationwide.

The new office has not only been designed to increase efficiency for all departments but also to reflect DMSB's innovative company goals that focus on delivering quality customer service. This initiative is aimed to develop a stronger organisation in this new workplace environment.

The Executive Director of DMSB, Mr Makoto Ogawa, said in his opening speech, "This new showroom is to further help not just on improving the sales but also to enhance our overall customer experience. As some of you may know, we have come a long way in establishing our partnership with Hino Malaysia."

"One of the main considerations of this new outlet is to unify Sales and Aftersales service under one roof to form a comprehensive 3S centre. This further solidifies DMSB's commitment to provide better customer service by not just offering reliable products, but quality service as well," he added.

Previously, the sales and services departments were located to two different locations. DMSB has unified these in a complete department that includes Sales, Service and Spare Parts. The new infrastructure offers a convenient environment to customers as the new office acts as a one stop centre with a built-up area of 84,942 sq. ft. while the service centre is equipped with 11 bays and three hoists.

As mentioned by Mr. Makoto Ogawa, they will practise the Culture of Continuous Improvement, known as KAIZEN, within their new workplace environment. He recognised the practice as a great mechanism in business.

"I am proud to share that our monthly service intakes have doubled up in numbers and there has been an increase in revenue following the implementation of KAIZEN practices here in Ipoh since August 2018," he said underlining his statement.

According to Mr. Ken Iwamoto, Managing Director of HMSM, innovation in business strategy is not only about physical infrastructure. What is equally important is the fortitude of the organisation and also the support given to customers.

"Creating an innovation system needs more than just physical infrastructure. A new workplace means new surroundings and environments which indeed will bring the new spirit to all staff. Apart from that, I believe, this new office is to value and cherish partnership. With mutual passion, we can move towards achieving mutual goals," he said during the opening speech.

The inauguration of the new 3S centre was officiated by the Managing Director of HMSM, Mr. Ken Iwamoto, together with management team from DMSB, the Executive Director, Mr Makoto Ogawa, and the General Manager En. Arman Mahadi, and witnessed by all guests who were present to enliven the ceremony. **T**

# WABCO

Mobilizing Vehicle Intelligence



Safety With  
Quality Brake System

VEHICLE  
CONTROL  
SYSTEMS



DISTRIBUTED BY

**YONMING**<sup>®</sup>  
(716296-P)

KL (HQ) TEL : 603 - 6251 9448

[WWW.YONMING.COM](http://WWW.YONMING.COM)



**SCANIA**  
SUSTAINABLE TRANSPORT  
SOLUTIONS FOR YOUR BEST  
PROFITABILITY

## Scania's New Sandakan Workshop

*New Sandakan workshop reinforces the widest service network footprint in Malaysia for Scania*

Scania has recently launched a new workshop in Sandakan, Sabah. The workshop will service customers in the Sandakan, Lahad Datu and Tawau areas. This facility adds to an already wide service network in Malaysia that provides the best services for safety, fuel economy, uptime and environmentally friendly solutions for truck, bus and coach operations. Scania's presence in Sandakan will increase the convenience for their customers to enjoy all of the benefits Scania has to offer.

Equipped with two work bays and manned by three technicians, Scania has invested over RM 500 000 to build this workshop. The skilled technicians can work on up to four vehicles per day. The number of technicians can be increased when needed to support their customers. Like all Scania employees, they will continuously receive formal training and undergo on-the-job training to enhance their skills, knowledge, professionalism and teamwork to ensure that they deliver a more effective service to their customers.

Scania customers in Sandakan can continue to enjoy profitability in their operations through Scania's sustainable transport solutions. Maintenance Services, Repair Services, Parts Services, Driver Services (consisting of Driver Training & Coaching), Fleet Management System (FMS), Financial Services and 24/7 Scania Assistance roadside services are available to customers.

"We have been in Sabah for a long time and we continue to see potential growth in the state, especially in the east coast of Sabah. Our strategic presence in Sandakan complements the Kota Kinabalu facility in order to support our customers in achieving profitability and sustainability," said Scania Southeast Asia Managing Director, Marie Sjödin Enström.

"For customers to get the most out of their fleet, it is vital that Scania can support them with the right solutions. Convenient access to workshops and genuine parts is crucial for our customers anywhere. Our parts add value to their

business because they are engineered for ultimate performance, endurance, fuel economy and safety, as well as lower environmental impact," added Marie.

The workshop will also make it easier for the customers in Sabah to adopt the Scania Ecolution programme which is a partnership-based solution for operators and businesses to reduce fuel consumption and CO2 emissions. Operators will see their total operating economy improve while building a sustainability image that their customers can be proud of.

As part of the opening, Scania will be running a Recon Truck Promotion until the 31st of March 2019. Owners of reconditioned Scania trucks can get a free health check and a free Scania retrofit of FMS or free activation of FMS. Scania also offers S service packages at 30 percent discount together with software checking and downgrading. Maintenance contracts are on offer at a special price of RM0.098/km with a minimum term of 10 000km per month during the Recon Truck Promotion period. Checking for the correct filters for B10 diesel compatibility is also part of this great promotion – a step towards an environmentally friendly state. 



HOW TO  
**IMPROVE  
 YOUR FLEET  
 DEPOT'S**  
 EFFICIENCY  
 FURTHER

Proven Operational Efficiency



**We Are The Answer.**

At Kit Loong Fleet Solutions, we offer a proven successful truck retail model that can add value to your business while minimising downtime. Besides supplying tyres, we also share our experience and professional know-how with your team to keep operations running smoothly. Your crew will be able to upgrade essential skills such as proper tyre application, tyre pressure monitoring, and more. In addition, you will also enjoy our KL 24/7 Tyre Rescue Service anywhere in Peninsular Malaysia. With the right training, equipment, knowledge, tools and tyre management software, we'll move your business towards achieving the benefits of SC3 and also increase your business KPI. With the right know-how, technical expertise, innovation and 80 years' experience, you can count on us to keep you competitive, minus the downtime.

SC3 delivers the benefits of safety, competitiveness, control and cost-effectiveness through the KL Sigma formula, a proprietary tool that combines a sum of technical know-how, understanding of tyre movement essentials and product expertise.

**KIT LOONG**  
 FLEET SOLUTIONS

Retreading Process Technology

Tyre Distribution

Retailing Services

24/7 Tyre Rescue Service

Total Tyre Management

Strategic IT Solutions

Training & Consultancy

System Franchising



Kit Loong Fleet Solutions Sdn Bhd (559903-A) | T +603 5122 2418 | F +603 5121 2417 | www.kitloongtyre.com



## Mitsubishi FUSO Trucks are B10 Biodiesel Compatible

The Malaysian government has implemented the minimum biodiesel fuel content from 7 percent palm oil to 10 percent from 1st December 2018. The use of B10 biodiesel by the transportation sector will be mandatory nationwide as of 1st February 2019 and will affect diesel-using vehicles such as trucks, buses and selected private cars.

### What is B10 Biodiesel?

B10 biodiesel is produced from a mixture of 10 percent palm methyl ester (PME) and 90% diesel. There is a number of reasons why Malaysia is pushing for higher biodiesel blends. The first is the potential of reduced air pollution as it could help lessen carbon emissions and acid rain to the environment and greenhouse gas emissions. Increasing the blend would also reduce the dependency on fossil fuels which would safeguard the country against foreign exchange volatility particularly since Malaysia is the world's second largest producer of palm oil. The use of local resources as renewable fuel would indirectly support palm oil smallholders and related industries. Biodiesel blends have been introduced in the country in June 2011 with the introduction of B5 Biodiesel, followed by B7 in December 2014. However, there are other countries such as Indonesia, which has been using B10 since 2013, then moved to B15 in 2015 and B20 in 2018.

### B10 Biodiesel Concerns


Although there were some concerns raised regarding the suitability of B10 Biodiesel for diesel-powered vehicles and the possible effects on diesel engines, tests conducted by the Japan Auto-Oil Programme (JATOP) and the Japan Automobile Manufacturers Association (JAMA) from 2007 to 2011 on various types of methyl esters observed little to no fuel filter plugging or injector deposits. The tests also showed the degradation of engine oil using palm methyl esters were within the acceptable limit of the oil performance test. The B10 blend palm methyl ester was deemed to be slightly better than regular diesel in certain aspects include fuel flow and engine torque and was shown to have cleaned fuel injectors which regular diesel do not.

For what it is worth, JAMA has stated that it does not oppose Malaysia's implementation of B10 biodiesel as long as its conditions were met. As far as Malaysia Palm Oil Board (MPOB) is concerned, the bevy of laboratory and real-world engine testing conducted both locally and abroad have shown

that there will be no major issues that will arise from using B10 biodiesel. The board has also stated that both it and the Ministry of Plantation Industries and Commodities (MPIC) will continue to engage relevant stakeholders in order to ensure a smooth implementation of the B10 programme.

### Mitsubishi FUSO Trucks are Fully B10 Compatible!

All current Mitsubishi FUSO truck models (i.e. FE71PB, FG83PE, FE85PE, FE85PG, FM65FJ, FM65FN and FN62FM) are equipped with the necessary components to ensure B10 compatibility without any compromise to the engine performance and durability.

The warranty coverage for the above Mitsubishi FUSO truck models will remain unchanged under the conditions that the service interval schedule is adhered to for each model and performed by a FUSO authorised service centre. 





# Lift your business with Cranes & Hookloaders from HYVA!

**HYVA**<sup>®</sup> LIFT

**HYVA**<sup>®</sup> CRANE



Hyva (Malaysia) Sdn Bhd lot 21, Jalan 4/32A, Kepong Industrial Estate Batu 6.5, 52100 Kepong.  
Kuala Lumpur, Malaysia. Tel.: +603-62573319 Fax: +603-62597475 sales@hyva.com.my

[www.hyva.com](http://www.hyva.com)



From left: Dato' Johnny Chan, Executive Director of Hino Motors Sales Malaysia, Mr Ken Iwamoto, Managing Director of Hino Motors Sales Malaysia and Mr. Ichiro Hisada, Senior Managing Officer of Hino Motors Limited Japan.

## HINO adds new 6x2 Variant to 700 Series Line-up

**O**n January 28 Hino Motors Sales Malaysia Sdn Bhd (HMSM) launched its latest model of the HINO SR1E 700 series, a new and complete heavy-duty prime mover at The Saujana Hotel, Shah Alam.

The new model is specifically designed for the logistics and distribution industry as it is persistently facing increasing demands for sustainable and cost-effective production. Each component in the complex logistics process must adapt to higher standards for efficiency and the HINO SR1E is deemed to be Hino's contribution to this shift. Following an extensive analysis of the nature of the transport industry in Malaysia, Hino has developed a comprehensive range to meet the highly diverse assignments within this sector.

Ken Iwamoto, Managing Director of HMSM, said, "Hino sees that Malaysia is offering a growing potential as the land routes and ground transportation are the main distribution mechanism in the country."

Concerning the customer's profitability he added, "The logistics and distribution industry is a timeless field of business, where there is continuous growth, even within this advanced era, and we, Hino, now present enhanced tools to meet this demand and we have developed vehicles and solutions to ensure sustained profitability."

The HINO SR1E, a 6x2 prime mover comes with a powerful 420PS horsepower EURO 3 common rail engine with turbo-charged intercooler and it is designed for GCW of 66 000 kg. The truck comes with a lift-able third axle to improve the operational flexibility and this also helps to save fuel when the third axle is lifted up during travelling without a heavy load.

As Hino has safety as its main policy, the HINO SR1E Prime Mover is equipped with Antilock Braking System (ABS) which helps the driver maintain control of the vehicle during emergency braking or braking on slippery road conditions. The safety features enable the vehicle to stop in a shorter distance than vehicles without. In addition, the

new model comes with a full air brake system that further helps with improving braking efficiency and performance.

Apart from that, the new HINO SR1E is equipped with a set of SRS Airbag that is designed to minimise fatal accidents and to reduce shocks that may be experienced by the driver in case of a frontal impact collision. Having the drivers' comfort in mind, Hino has designed the new prime mover with a high-functionality and air suspended seat. The three-dimensional seat with a body-cradling form is tailor-made to support the driver's back and to reduce fatigue as this prime mover is specifically devised for long distance trips.

Long haul operations significantly require great performance and services as well as crucially avoiding disruptions. Hino has therefore, produced an entire ecosystem of services that ensure uninterrupted deliveries while improving customers' profitability. Also concerned about the road safety and after-sales value, Hino has established the Hino Total Support Customer Center (HTSCC) in Sendayan. At this center, customers and drivers have the opportunity to undergo several training programmes that emphasise safety driving skills, safety and eco-cien driving and driver familiarisation among others. For 2019, Hino is announcing a number of new training modules to be added to offer a wider choice of training.

As Malaysia now implements the B10 Biodiesel programme for the transportation sector, Ken Iwamoto mentioned that all Hino's vehicles are compliant to B10 Biodiesel and can run without changes to any component or service interval. **F**

# GENUINE VOLVO PARTS WARRANTY

**2 YEARS  
FITTED PARTS  
WARRANTY**



Genuine Volvo Parts – the only choice if you're looking for high quality, reliable and durable parts for your Volvo. We have rigorously tested all our components to the highest standards to ensure optimal performance and a perfect fit for your vehicle. All Genuine Volvo Parts purchased from Volvo Malaysia comes with a standard warranty coverage of 12 months from date of invoice. Now, we are extending the warranty term to **24 months** covering both parts and labour if the parts are fitted at a Volvo Authorised Dealer.

For more information please contact your authorised Volvo workshop or call our Customer Care Centre at **012-373 1030** or **019-240 1030**.

Now you can find us on



volvotrucksmalaysia



volveotrucksmalaysia

Volvo Trucks. Driving Progress





## Four Drivers Behind The Acceleration of The Electric Vehicle Market

Towards the end of last year a Bloomberg report estimated the global electric vehicle market would that week pass in the milestone of 4 million sold to date. It also highlighted that the last million were sold in about six months compared to five years to get to the first million. So what factors are accounting for the sharp rise in electric vehicle popularity? To explore more we highlight four reasons which could explain this boom in the market.

### Subsidies and Regulation

"The uptake of electric vehicles is still largely driven by the policy environment," said the IEA in a report last year. "The 10 leading countries in electric vehicle adoption all have a range of policies in place to promote the uptake of electric cars."

Singapore has transformed its carbon emission-based vehicle scheme (CEVS) to the vehicular emissions scheme (VES), which counts carbon monoxide, hydrocarbons, nitrogen oxides as well as carbon dioxide emissions. This sees most battery electric models qualify for a maximum rebate of S\$20 000 under the scheme.

### Better Performance

Electric vehicle models are improving all the time. To highlight these changes take Formula E, the electric-powered car racing championships. Although the Formula 1 cars are still faster reaching 240mph, the next generation of Formula E cars is estimated to go up to 186mph compared to the current speed of 140mph.

As well as the vehicles, infrastructure is improving too. "There's an emergence of ultra-fast chargers" explains Terence Siew, President of the Electric Vehicle Association of Singapore. "More power is being dispensed by the charging stations which mean they are becoming on par with the user experience of the petrol station."

### Battery and Infrastructure Costs Coming Down

Battery technology has improved greatly in recent years with costs coming down and driving ranges getting longer. All this helps to build mass-market appeal. Researchers and scientists are working on a number of factors. One is to reduce the amount of cobalt in the batteries because of the unstable supply chain that comes with mining it and the increase on price from soaring demand. Another is to increase the safety aspect by creating solid packs to limit any chance of the pack catching fire in an accident. There are also improvements being worked on energy density to pack as much power in as possible.

"Battery technology costs are always coming down and the cost of infrastructure is also on a downward trend," says Terence Siew. "This means that for manufacturers entering the market there are more options, more choices and more competition in regard to pricing."

In Singapore Komoco Motors' commercial director Ng Choon Wee explains how they reassure customers about battery technology: "We offer a free electric charger and provide free use of our charging facilities to our customers. Some customers have concerns about the lifespan of the battery, which we have also addressed by offering 10-year one-for-one battery replacement. To further ease the minds of our customers, we also introduced 'Charge Here', Komoco Motor's vehicle-to-vehicle electric recovery service."

### Rising Customer Acceptance

With rising concerns over climate change, it is becoming a more mainstream choice to opt for cleaner, green alternatives in everything from food to transportation. This trend is one of the key drivers in the accelerated acceptance of electric and the corresponding slowing down in the growth of oil demand.

In Southeast Asia, consumer research conducted in Singapore, Indonesia, Thailand, Malaysia, Vietnam and the Philippines revealed that 37% of prospective buyers are open to considering an electric vehicle as their next car. The research showed that while adoption barriers remain, including range anxiety, charging concerns and safety standards, "if the industry and government can take away these barriers, the full potential of EVs can be reached."

The future of mobility is electric and greener as Southeast Asia's key markets including Singapore, Indonesia, Thailand, Malaysia and Philippines are turning towards electric vehicles (EV) as a viable option for public and private transport. However; the key to advancing EV industry in the region lies in the entire industry working together to progress developments in technology, regulations and infrastructure. **T**



Fifth Wheel Coupler

King Pin

Landing Gear



ALL KIND OF WINDSCREEN FOR TRUCKS & CARS



Hydraulic Tipping Hoists

**Edbro**  
 Leading the market with product developments ever since 1916  
 Member of **JOST**-World



# HYDRAULIC PUMP



Iso Gear Pump

Bend-Axis Pump

Buffalo Mobile Batching Plant Uses JOST Landing Gear & TTK Trailer Component



**U-LI AUTO PARTS & SERVICE SDN.BHD**

(350857-M)

NO. 54, JALAN BESI, BATU 3 1/2, OFF JALAN SUNGAI BESI, 57100 KUALA LUMPUR. W. MALAYSIA.

TEL: 603-7980 8429 / 7980 8430 / 7980 8431 / 7984 3428 / 7983 8428 FAX: 603-7980 8433 E-MAIL: uliauto@gmail.com

# Fringe Events at Automechanika Kuala Lumpur



**A**utomechanika Kuala Lumpur will feature multiple fringe events highlighting the potential of Internet of Things (IoT) technologies to reduce maintenance costs and improve road safety, show organisers have announced. The trade fair, which is the leading event of its kind for the automotive industry in the ASEAN region, attracted 246 exhibitors and more than 5 600 visitors to the previous edition. Continuing its success, 2019 will see an estimated 300 exhibitors to the Kuala Lumpur Convention Centre from 21 – 23 March 2019.

At present, Malaysia has the highest car ownership rate in the ASEAN region. This position as a mature automotive market leaves plenty of scope for new technologies to be adopted within the country.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, spoke about this potential as well as the show's unique position to facilitate information exchange for the automotive industry: "Connected mobility is a growing sector around the world, and it's having transformative effects on the industry as a whole. With IoT implementation across all industries forecast to contribute as much as RM9.5 billion to Malaysia's economy by 2020 and a further RM42.5 billion in 2025, we will bring together industry heavyweights, innovators and thought-leaders who will shape this future of connected mobility at the show."

For the commercial vehicle segment, future developments are anticipated to be based around telematics and IoT devices, which are continuing to optimise commercial transportation. Given that 56 percent of exhibitors and 40 percent of trade visitors to the previous edition of the fair represented the commercial vehicle segment, the upcoming show is set to attract a large contingency of stakeholders eager to learn more about these topics.

As such, the highly anticipated Fleet Management Conference will cater specifically to these stakeholders at the 2019 edition. The event will deliver informative presentations about telematics-based solutions, artificial intelligence and big data analytics, alongside the likes of on-board sensors to monitor and relay specific parameters, such as vehicle and tyre health data, freight temperature and driver health, attitude or habits in real-time. This kind of technology is particularly useful for fleet managers and operators because it could increase efficiency, safety and reduce cost.

IoT technology has also penetrated into the repair and maintenance sector through the use of data, by recognising and predicting component failures ahead of time. This has allowed commercial vehicle operators to switch to a model of predictive maintenance, and avoid unscheduled periods of maintenance.

The Collision Repair Training Workshop, which is specifically designed for technicians and mechanics will explore these topics. The workshop received high praise in 2017 and will return again in 2019 with an even more comprehensive programme of coverage and organisational support. Hands-on demonstrations and theory-based discussions will be led by sector experts, covering topics such as measuring, pulling, painting and aluminium repair. Organised by the Federation of Automobile Workshop Owners' Association in Malaysia (FAWOAM) and collision repair experts I-CAR, each will use their respective networks to attract a large cross-section of regional stakeholders and expand promotional coverage of the workshop in the lead up to the fair.

Another highly celebrated fringe event from 2017 was the EMMA Malaysia Final – Car Audio and Modification Competition, which showcases modified cars and audio installations from ASEAN countries. The event will again culminate at Automechanika Kuala Lumpur to bring an element of entertainment to the fairground, whilst also creating opportunities for networking. The final round of the competition will be followed by an awards ceremony. **F**



# 中国重汽 SINOTRUK



Sendok Group

# T7H 540HP

FIRST CLASS QUALITY  
YOU CAN AFFORD



T-Series is Available in T5G & T7H

T5G	T7H	
330HP	430HP	540HP
ENGINE MC07	ENGINE MC11	ENGINE MC13
4x2 Prime Mover	6x4 Prime Mover	6x4 Prime Mover
4x2 Rigid Truck	6x2 Prime Mover	6x4 Rigid Truck
	6x4 Rigid Truck	

## 5 YEARS UNLIMITED MILEAGE WARRANTY\*

\*Terms & Conditions Apply

### SINOTRUK MODELS LINE UP

#### T SERIES

AVAILABLE IN  
T5G & T7H  
EURO III 330HP/430HP/  
540HP



#### A7 SERIES

4x2,6x4,6X4 PRIME MOVER  
4X2,6X4,8X4 RIGID TRUCK  
EURO II 371HP/420HP



#### SWZ SERIES

4x2,6x4,8x4 RIGID TRUCK  
EURO II 336HP



#### 40T-70T MINING TRUCK

OFF ROAD RIGID TRUCK



SINOTRUK is driven in over 90 countries, as the importer and assembler in Malaysia, Sendok Group is the official distributor of SINOTRUK in Malaysia since 2009. Experienced in large and small fleet delivery, our products include all types of bodies and specifications such as cargo, mixer, tipper, pump truck, water tank, oil tank, special purpose vehicles and etc. We provide our best products and services to our customers' businesses at an affordable price tag!

#### Central Region:

Sino Truck Commercial Vehicles  
(M) Sdn Bhd  
Lot 3200, Batu 3 1/4,  
Jalan Kapar, 41400 Klang,  
Selangor.  
Tel: 019-2681430 / 03-33445588

#### Southern Region:

China Auto Manufacturers  
(Johor) Sdn Bhd  
Lot 7635, Jalan Permas Timur  
Off Lebu Raya Pasir Gudang,  
Bandar Permas Jaya 81750  
Plentong, Johor.  
Tel: 012 - 7882555 /  
07 - 3808296

#### East Coast Region:

China Auto Manufacturers  
(Kuantan) Sdn Bhd  
Lot 3485, Batu 3 1/2,  
Jalan Gambang,  
25150 Kuantan, Pahang.  
Tel: 012 - 9380833 /  
09 - 5361088

#### Sarawak:

China Auto Manufacturers  
(Kuching) Sdn Bhd  
Lot 502, Block ,13th Miles  
Kuching Central Land  
District Jalan Kuching-Serian,  
93250 Kuching, Sarawak.  
Tel: 016 - 860 4069

#### Sabah:

Angco Machinery Sdn Bhd  
Lot 4A Block T Phase 111,  
Bandar Ramai Ramai,  
Leila Road P.O.Box  
3535,90739 Sandakan,  
Sabah.  
Tel: 013 - 888 6123



Sendok Group  
www.sendokgroup.com

#### Headquarter:

Sendok Group Building - Lot 1564, Batu 4, Jalan Kapar, 42100 Klang, Selangor Darul Ehsan, Malaysia  
Tel: + 603-3345 5600 Fax: + 603-3290 2286 Email: sinotruk@macv.com.my SendokGroup



## Tyrexpo Series Returns to Singapore

**T**yrexpo Asia is an event part of the Tyrexpo Series exhibitions held in various parts of the world - Singapore, India (Chennai and New Delhi) and South Africa, driving industry growth and synergising opportunities from its various sectors.

Generally regarded within the industry as Asia's most leading biennial tradeshow in the Asia Pacific region for the Tyres, Automotive Repair Equipment, Tools, Parts and Accessories industries, Tyrexpo Asia enters into its 12th edition and will be held from 19 to 21 March 2019 at Singapore EXPO, over a sprawling 15 000 square meters event floor across two halls. Held alongside two co-located shows - GarageXpo Asia and Automotive Aftermarket Asia, the event is expected to draw about 6 000 trade attendees globally – amongst which 80 percent are from the Asia Pacific region, with a record 300 exhibitors from almost 25 countries, including more than 400 brands.

Retailers and fleet operators can expect extensive exhibits of OTR tyres and retread tyres to meet the varied business objectives in terms of fuel efficiency and high mileage for the right fleet application. Latest tools, equipment and significant advances in tyre management, tyre repair and retreading on showcase also provides opportunities for OEMs, distributors, retailers, fleet operators, garages and retreaders alike to interchange ideas and solutions to further drive operational efficiencies.

With two months to go before the event, more than 150 exhibiting companies have already confirmed their participation in Tyrexpo Asia 2019. Returning exhibiting manufacturers such as Linglong Tyres, Aeolus Tyres, Saffiro Tires and Eversafe Rubber as well as new exhibiting companies such as Pirelli, Hengfeng Tires and Roadshine will be showcasing their latest product offerings.



International distributors in the likes of Van den Ban Autobanden , Globe Tyre, TMA International Tyres and Centropneus will be bringing into the show a diverse portfolio of global brands across the region.

Registration for Tyrexpo Asia is open on [www.tyrexposeries.com](http://www.tyrexposeries.com). For those with an interest in the future of the industry, don't miss this must-attend event – admission is free. **T**



# SOUTH EAST ASIA'S LARGEST COMMERCIAL VEHICLE EXHIBITION

20 - 22 JUNE 2019, MINES CONVENTION CENTRE



<b>Organised by</b> 	<b>Supported By</b>  <small>Malaysian Institute of Road Safety Engineers</small> 	<b>Official Lubricants and Fuels Sponsor</b>  <b>Networking Sponsor</b> 	<b>R&amp;R Sponsor</b>  	<b>Asian Trucker Drivers Club Sponsor</b> 	<b>Media Partners</b>      	<b>Main Contractor</b> 	<b>Freight Forwarder</b> 
-------------------------	--	---	--------------------------------	---	---	----------------------------	------------------------------

Asian Trucker Exhibition Sdn Bhd  
 No. 27-1, Block C, Zenith Corporate Park, Jalan SS7/26 Kelana Jaya, 47301 Selangor, Malaysia  
 Email: info@asiantrucker.com Web: www.mcve.com.my



# CAPAS 2019

The sixth edition of the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS), will take place from 23 – 25 May 2019 at the Chengdu Century City New International Exhibition & Convention Center. With Sichuan considered as a key hub for automotive procurement, supply and manufacturing in the Southwest region of China, the show will host over 600 exhibitors in over 45 000 sqm of space, all of whom will be showcasing their latest products and services.

A growing local economy and higher personal income across Southwest China has led to a surge of car ownership in the region. Reports suggest there are now more than 24 million vehicles on the road. As a result of these developments, the aftermarket sector is now thriving and holds significant growth opportunities for the local automotive industry.

Even still, as an outcome of the highly competitive market, companies are now facing a variety of new challenges. Service providers must try to keep up with current trends in order to sustain business growth and maintain profit level in such a dynamic environment. Accordingly, businesses are under more and more pressure to deliver a higher standard of service by improving their technical and operational capabilities.

CAPAS is therefore committed to supporting industry developments in Southwest China, and since its debut back in 2014, the event has quickly become an essential automotive hub for key players. It provides an array of opportunities for participants to expand business networks, share insights and learn the latest industry knowledge. The fair also attracts those who are looking to drive investment and promote growth across the region.

## Effectively connecting the upper and lower streams of the supply chain

The show shines a light on growing trends, one of which is the rise in online services for customers across the automotive industry. This shift in consumer behaviour has encouraged more transparency in terms of product offerings, and at the same time, has created more flexibility within the various channels of the supply chain. Distributors are now facing increased pressure to expand their products and services, and collaborate with a wider range of suppliers, while also extending their sales network to maintain growth and increase market share.

As such, the 2019 show will offer more support for distributors from the southwest region and welcome these players to exhibit at the fair. Taking advantage of the show's extensive resources in the regional market, the

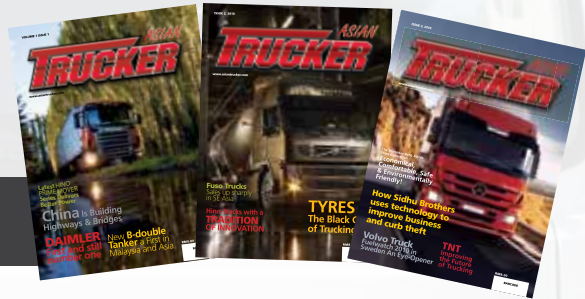
*Exhibition returns and continues to serve as a centralised platform for Southwest China's automotive industry.*

participation will allow them to gain a deeper understanding of the industry trends. Results from the previous editions' survey showed 40 percent of visitors were from the repair and service workshops. Therefore, exhibiting distributors can discover new leads with these professionals, while tapping into a more comprehensive product mix with other exhibiting upper stream manufacturers.

## Specialised zones highlight Sichuan's evolving automotive landscape

The latest edition of CAPAS will feature seven updated zones to demonstrate a complete range of product offerings and help maximise the participants' overall experience. The highly anticipated Made in Sichuan zone will also be returning to highlight provincial developments as the region is a crucial procurement and manufacturing centre for parts suppliers. Visitors will see pavilions from major automotive manufacturing cities and local corporations displaying their strengths and position in the market. Through these means, the zone is a key driver to encourage new investment around the region, while also helping local corporations expand their businesses to other markets. **F**

# ASIAN TRUCKER



## SUBSCRIPTION FORM

### Personal/Company details

Mr/Mrs/Mdm/Ms : .....

New I/C No : .....

Company : .....

Address : .....

.....

Tel no (O):..... (HP):.....

Email : .....

I hereby enclose RM Cheque.....

being made payable to Asian Trucker Media Sdn Bhd

4 issues RM50

6 issues RM70

Mail/fax this form to:

**Asian Trucker Media Sdn Bhd (902834-K)  
No. 27-1, Block C, Zenith Corporate Park,  
Jalan SS7/26 Kelana Jaya, 47301 Selangor**

**Tel : 03 7886 5313**



## Comprehensive Fringe Programme at MCVE 2019

*South East Asia's largest commercial vehicle exhibition is more than just a display of vehicles. Organisers are proud to announce a number of activities to take place during the event.*


**A** sell-out again, Malaysia Commercial Vehicle Expo is set to be an exciting and informative event for the industry. Organisers and exhibitors alike are gearing up for the show and some innovative and creative concepts will be supplementing the showcase of products and services.

For this year, Scania will be back again with the Scania Driver Competition, MCVE Edition. Here, anyone who is daring enough can take the challenge to manoeuvre a prime mover through the obstacles that Scania is putting in front of them. During the last expo, several hundred people tried their skills in this competition with a daily champion walking away with attractive prizes. In addition, Scania will be part of the opening ceremony.

Drivers play an important role in transportation. The Asian Trucker Drivers Club recognises the hard work that truck drivers contribute in their jobs. During the expo, the Club will host their lunch again on the last day. The event is open to members of the Asian Trucker Drivers Club whereby non-drivers are also encouraged to sign up as members as the events in the club are beneficial to anyone that is involved in road transportation. "It gives us great pleasure to announce that Giti has agreed to sponsor this lunch again. We appreciate the support from the industry as we depend on it to continuously organise events for our members," said Stefan Pertz, Organiser of MCVE 2019.

Within the exhibition hall delegates will find several areas that are designated for networking. The "Asian Trucker R&R" will have food trucks offering free snacks to visitors while they enjoy a coffee, courtesy of the sponsors organisers have secured. Fatigue detection system provider Guardian and NITTSU Transport Services share the R & R as sponsors. Meanwhile, German filtration specialist Hengst will be the main sponsor of a networking area that is found at the opposite end of the hall, thus doubling up on the networking areas from 2017.

"In order to make the event an exciting one, we have also come up with the idea of a "Hour of Power". The idea is that the bigger exhibitors will be given a time slot during which they can make as much noise as they want or have guests participating in activities on their stands. We already heard about some creative concepts that exhibitors are coming up with," Pertz said further. The schedule of the activities can be seen on the MCVE website: <http://mcve.com.my/program>

Besides these, several exhibitors are planning to host seminars and training sessions. "In the next weeks we will see the programme really being fleshed-out and we encourage visitors to have an eye on the programme so that they won't miss anything that is relevant to them." 



# Events & Exhibitions

## 3RD ANNUAL AUTONOMOUS VEHICLES

Date : 12 March 2019 – 13 March 2019  
 Venue : Mandarin Orchard, Singapore  
 Contact Info: <https://autonomousvehiclesasia.iqpc.sg>  
 Details : How far away are we from self-driving reality? What will it take to make it happen?

Technology and automobile giants are investing significant amounts of capital to secure a strong position in the driverless future, and at the same time, all players ranging from component vendors to municipalities are actively assessing their roles in the ecosystem. Clearly, autonomous vehicles will enable new business models around "Mobility as a Service" (MaaS). Showcasing the key developments in technology, regulation framework and infrastructure in Asia, the 3rd Autonomous Vehicles Asia 2019 will bring together the leading automakers, technology developers and regulators from Asia to examine the future ahead.



## TYRE EXPO ASIA 2019

Date : 19 March 2019 – 21 March 2019  
 Venue : Singapore Expo Hall 1 & 2, Singapore  
 Contact Info: [faizal.law@singex.com](mailto:faizal.law@singex.com)  
 Details : Asia is undeniably an important region for the global tyre market, with emerging economies such as China, India, Thailand and Vietnam expected to boost demand especially for the automotive tyre. At the same time, the tyre markets around the world rely on Asia's participation to keep the industry competitive, buoyant and successful. With its strategic location at the crossroads of the tyre market in the region, Tyrexpo Asia plays a crucial role in the future of the tyre trade in Asia.

In its 12th edition, Tyrexpo Asia will bring about close to 5,000 industry players from around Asia Pacific to congregate in Asia's leading platform for Tyres, Tyre Repair Equipment, Tools and Tyre Accessories, to showcase the latest technology and equipment, discuss best practices and solutions to drive operational efficiencies and profits for businesses. Tyrexpo Asia 2019 will once again partner IE Singapore to be co-located with the World Rubber Week, which also includes the World Rubber Summit and a series of networking events and seminar that is designed to address the needs of the different elements across the entire value chain in the global rubber industry. It is aimed at bringing together leaders, experts and stakeholders for focussed discussions to help shape the future of the industry.

## AUTOMECHANIKA KUALA LUMPUR 2019

Date : 21 March 2019 – 23 March 2019  
 Venue : Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia  
 Contact Info: <https://automechanika-kualalumpur.hk.messefrankfurt.com>  
 Details : The 2019 fair will continue applying 'Sourcing-Training-Entertainment' theme and serving as an ideal platform for local and overseas industry players to build business network and expand business in ASEAN region and other markets. A series of professional trainings on hot topics in the automotive fields will be organised.

## AUTOMECHANIKA KUALA LUMPUR 2019

Date : 4 April – 7 April 2019  
 Venue : Tüyap Fair Convention and Congress Center, Istanbul, Turkey  
 Contact Info: [berki@turkey.messefrankfurt.com](mailto:berki@turkey.messefrankfurt.com)  
 Details : Turkey's Leading International Trade Fair for the Automotive Industry. Automechanika Istanbul 2018 closed with record numbers: 1,351 exhibitors met with 45,979 visitors from all around the world during 5-8 April 2018. Bringing the major players in the Turkish and European industries together, this fair has become a meeting point, for Turkey as well as for the surrounding regions.



## MALAYSIA COMMERCIAL VEHICLE EXPO 2019 (MCVE)

Date : 20 June – 22 June 2019  
 Venue : Mines Exhibition and Convention Centre  
 Contact Info: [info@asiantrucker.com](mailto:info@asiantrucker.com) / +60 12 201 5528  
 Details : Back for the fourth time, Asian Trucker invites you to be part of the largest dedicated exhibition for commercial vehicles in Southeast Asia. Following the success of the past events, we are returning with the show in June 2019 with a new, more exciting fringe program.

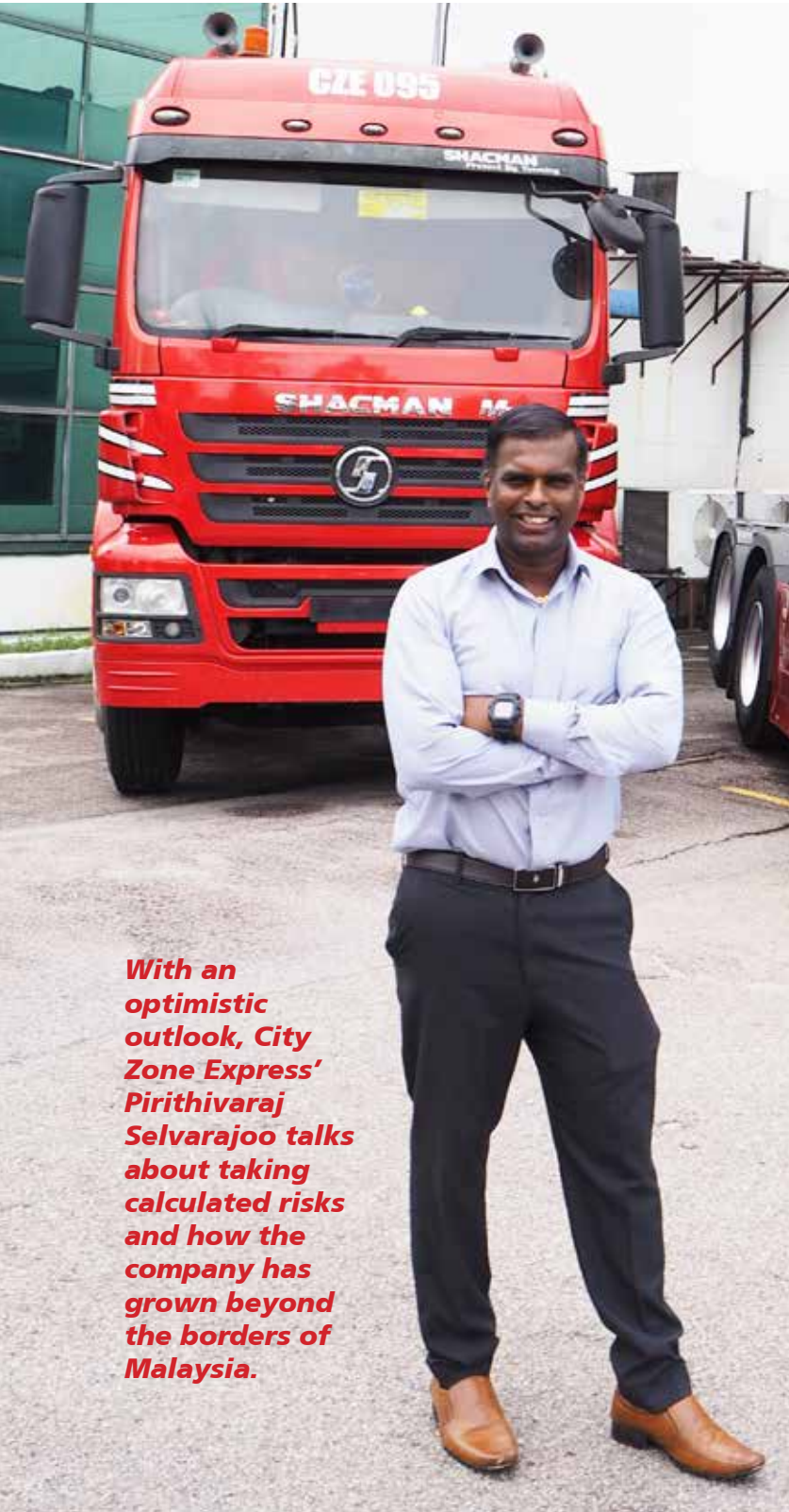
Buyers, purchasers and operators have the opportunity to review the latest offers in terms of trucks, buses, services and components. During the show, relevant government agencies, professional societies, and associations will join the organizer to hold seminars and updates on their products, services and the latest in trucking.

## MIMS Automechanika Moscow

Date : 26 August - 29 August 2019  
 Venue : Expocentre, Moscow, Russia  
 Contact Info: [info@itemf.ru](mailto:info@itemf.ru)  
 Details : The exhibition, organized by ITEM Expo, a joint venture of ITE Group and Messe Frankfurt international exhibition companies, traditionally presents a wide range of products from the leading Russian and international manufacturers, such as AD Russia, AKOM, BOSCH, BREMBO, BRISK, Carville, Contitech, DAYCO, GAZ GROUP, GATES, DELPHI, Fenox, Gates, JP Group, KYB, MERCEDES-BENZ RUS, LADA-Image, MANN&HUMMEL, Marcon, Mutlu, OPTIBELT, SCHAEFFLER GROUP, SAIPA, SOGEFI GROUP, TENNECO, TMD Friction, VARTA, VALEO, VolgaAvtoProm, ZF FRIEDRICHSHAFEN, and many others. The exposition covers the following product groups: automotive & spare parts, car washing, workshop and filling-station equipment, IT products and services, accessories and tuning.



# City Zone Express Bolsters Service Offering



***With an optimistic outlook, City Zone Express' Pirithivaraj Selvarajoo talks about taking calculated risks and how the company has grown beyond the borders of Malaysia.***

Since we last met with Pirithivaraj Selvarajoo (Raj), Director of City Zone Express, he has surely kept the company busy. It comes to no surprise that City Zone Express has a very positive outlook for this year. Raj shared with Asian Trucker what his team has been up to and where he sees opportunities for the short and midterm.

A plan to expand the business regionally was hatched three years ago. Today, Raj proudly reports that City Zone Express has their own establishments in Singapore, Thailand, Laos and Vietnam, taking cargo all the way to and from China. In China itself, a new entity was also set up to handle the business. Initially, the services provided was only FCL. However, with the offices dotting the routes across Indochina, the transporter is now able to offer LCL, all the way to just one palette.

City Zone Express offers this service twice a week for now and goods can be picked up or dropped off in any of these countries. When asked about countries like Myanmar, Raj is cautious as he does not think that the infrastructure is ready for sophisticated land transport as of yet. "It will still take a few years until the market is mature enough. However, the countries where we are in now are better developed." According to him, the offer to handle LCL is setting them apart as many only handle full containers. While LCL is gaining attention, FCL is still some 80 percent of the load.

Within the zone he calls the "Dragon Zone", the company has not only invested in own offices, but also enhanced the services offered. "Our customers can now enjoy real time tracking of their goods as well as delivery notifications that we provide and we provide electronic proof of delivery." This is important as cost may need to be captured immediately. Onwards invoices can now also be issued closer to the event of final delivery. Besides that, there are also e-logs and e-invoices to streamline the services. For the trucks, City Zone Express has invested in CCTV cameras on board the truck as well as voice recording. "This is to make the shipment safer and our service more comprehensible," Raj explained.

Although there are ready-made systems in the market, Raj has learned that his organisation may benefit the most from an own system. Hence, City Zone Express has developed their own application, which not only takes care of delivery schedules, but also leave applications



and pay roll. This has, as he said, tremendously helped to understand the status of the business at any given time. The transportation business also integrates the new warehouse, which has given City Zone Express additional 50 000 square feet of space.

He has learned that customers may not trust transporters that use third party providers to move goods in countries like Vietnam. Although the capital expenditure is massive, the boost the company has gotten from having their own assets has paid off dividends. "It has been a set-back when customers did not trust us when we used others. Now I have one central control tower and all the goods are moved in our own trucks, handled by our people." At the moment, containers still need to be transferred to a different truck when entering Vietnam or China, but this operation is also done by own staff.

The expansion also came with the need for more communication. Frequent meetings among the top management ensures that the service delivery is consistent across the different countries. "Our country heads are working with subordinates to ensure that everything is implemented as we envision it," Raj announced with confidence. He notes that within ASEAN, movements of goods has also been made easier, which further eliminates friction and extra work.

"Business is always challenging. However, the way you see them makes a difference," Raj continues. He believes that offering a superior service, although it may be more expensive, will attract customers. He noted that most people only talk about pricing, whereby City Zone Express is taking a different approach of bringing IoT to the doorsteps of clients. This has led to several MNCs knocking on Raj's door and eventually signing them to handle their goods. "These customers were impressed by what we can offer in terms of service delivery and convenience." He laments, however, that many customers are still only focused on the lowest price without any other considerations.

With the new business model, new trucks were needed. YonMing had the right vehicle for Raj. Shacman trucks deployed by City Zone Express now feature cameras and fatigue monitoring systems. "Also, we need to take care of our drivers and at the same time of the environment. I am proud to say that we have trucks now that can provide the comfort of air-conditioning without having to run the engine of the truck." Having trialled a Shacman X-Series, Raj is hinting at plans to buy more of this model. Citing happiness of the drivers with the vehicle and the fact that the trucks are meeting the requirements of the business, the Shacmans now make up a significant portion of the fleet with 22 units. **F**



# Mpire Plies Road to Success

*Asian Trucker writer Carol visited the Foton showroom in Shah Alam to see for herself why the company believes to be ahead of its peers in the industry.*



**W**e spoke with Albert Wong, Chief Operating Officer of Mpire Commercial Sdn Bhd, dealer of Foton trucks here in Malaysia to know more about the operations and future plans of the company for the coming year. Speaking about some projects in the works for the company, Wong said that “We recently introduced a 24/7 call centre which we expect customers to utilise soon. The call centre will be able to assist customers who might be stranded somewhere and are unable to get their mechanics on site; they can give the call centre a call and there will be somebody to pick up the call no matter the day and time. Customers can also request for assistance no matter the occasion, be it a breakdown or an accident. The call centre will then forward the details of the emergency to the nearest workshop and help will be dispatched accordingly. Customers can expect to receive assistance in as quickly as within an hour’s time for those located within the Klang Valley.”

Carol was also given a tour of the workshop at the Shah Alam showroom where Wong shared that they have a very basic workshop that allows for servicing and minor repairs. Engines requiring major repairs will be sent to Cummins Malaysia instead. “We should leave the work to the relevant professionals.

Cummins Malaysia will be better suited to repair the engines compared to us. We only do minor repairs of the engines and transmissions with the support of ZF and Cummins Malaysia. We offer a transmission one to one exchange in the event of a major overhaul and we will then send the transmission to ZF Malaysia to be





repaired. Therefore, we do not have to invest heavily on special machinery and equipment to repair the components and parts. Part of the reason why we send the parts back to the manufacturer to be repaired is that downtime can be reduced doing so. For example, if we were to repair the transmission at our workshop, it would take at least a couple of days. However, if we were to replace the transmission with another one, the truck will be able to leave the workshop before the day ends and will be up and running, generating income for the company."

When asked if the one to one replacement would incur higher costs for the company, Wong said that "It will definitely incur more cost on our side because we have to buy extra swing units of the transmissions to allow for one to one exchange, but looking at it in the long run, we want to be able to solve our customers' problem quickly and efficiently. The trend nowadays is not just to sell products, the sales of the product is only the tip of the business; we need to be able to sell services as well. Trucks are more or less the same across the board. What makes us different from others is that we are selling our services on top of our products. We thought long and hard on how we could be of help to our customers and eventually came up with the idea that they would appreciate reduced downtime as downtime equals losing money. That was why we introduced this one to one exchange to reduce downtime as well as increase productivity."



On some future plans of the company, Wong said that “We will be opening a new service centre in Butterworth by end of this year and with the opening of the new branch, we should be able to assist the service dealers up north with regards to service and spare parts availability. Also, and by end of this year, we will look into opening a new service centre in Johor Bahru. By doing so, we will be covering the northern, central and southern region of Peninsula Malaysia. These service centres will function to support Foton’s existing service dealers. All these are done to ensure quick and efficient service for all our customers.

Wong further stated that “Over the years, there have been some Chinese brands that have come and gone in this market. When we look at the trends, past transactions have been more of a ‘trading’ style whereby the truck is sold and three years down the road, the manufacturer decides to stop production of spare parts due to low demand. Customers are then left in a bind when their truck needs to be repaired. Which is why here at Foton, we take great pride in our ability to provide service and solutions to our customers. We are looking to do a long term business with our customers and we want to build the relationship with our customers. We plan on raising the bar of the industry. For so many years, the trucking industry has been a boring industry. Therefore, when we started this, we did not only have profit in our minds, we had a vision of raising the standard of the industry. To do so, we have introduced the longest warranty period (i.e.: four years with unlimited mileage) that so far, no other manufacturers have been able to achieve. We also have this program where we buy back the vehicle at 30% of the selling price after five years. I think all these initiatives show our sincerity to provide solutions to our customers.” **F**







# The Right MAN for Tough Jobs

*Transporters in general face a lot of challenges: raising cost, the need to deliver on time every time and a shortage of drivers. However, some jobs take it up even a few more notches by being extra tough on MAN and machine.*

**A**sian Trucker went to see a number of MAN customers in the northern part of Peninsular Malaysia. It was not about finding the biggest fleets or the most colourful decorated vehicle, but to learn about some of the toughest environments the trucks operate in. In Ipoh we found two operators that invited us to have a look at the extra harsh conditions they deal with.

## Malaysia is number 1

We all know that calcium is good for us. Also, as soon as we travel past Ipoh, we learn that there is a number of quarries. Some of these quarries provide limestone, which is rich in calcium. In fact, the quarries around Ipoh are the ones that have the limestones with the highest calcium content in the world, making it the champion of the industry. The calcium won in these quarries finds its way into toothpaste, milk powder, instant noodles and Malaysia's favourite: Milo. As a side note, it is worth mentioning that all of these quarries around Ipoh are operated by foreign companies, many of which are from Switzerland. Added Difficulty





And this is where the job already starts to show its grit. Quarries are dusty environments, putting extra stress on filters and moving parts, such as wheels and fifth wheels. Also, limestone would react when stored in steel containers as soon as there is moisture present. To counter this, trailers have to be made of stainless steel. The transport job is one that takes the truck fully laden from the quarry to barges in the port, where after unloading the truck has to rush back for the next load.

### The Right Partner

Syarikat Jasa Selamat Sdn Bhd is one of the companies that moves the limestone from the quarry to the local port. Speaking with Yew Choo Kein, Managing Director, we learn more about the harsh conditions he has to deal with. His business draws on 43 years of rich history and today he operates over 200 trucks, of which 22 are MANs. Out of those, 13 are boasting some 480 horsepower, which is the reason why he chose them for the quarry operation. About two years ago, the company branched out from moving cement to also handling limestone. Syarikat Jasa Selamat is also the winner of the #happinesinthecity Truck Design Competition.

### Daily Challenge

"The distance is not very long, but you have to see the topography and the way the trips are configured," he says. Going to pick up the limestone, the truck would be empty, but has to go up steep inclines. Without sufficient pulling power, this easily becomes a chore for the machine. After loading, the truck has to go downhill with tons of weight pushing downwards. It takes strong brakes to handle this. "The retarders and engine brake of the MAN trucks are superb! We only have to use very little of the service brake in order to slow the vehicle down on the way out of the quarry." Over the years, the company has experimented with different truck brands, but they found that not all are up to the 10-degree challenge.

Daily, Syarikat Jasa Selamat may move up to 3 000 tons of limestone. Operations are tightly controlled with a huge emphasis on safety. Overloading is impossible. Yew said





that the thing they cannot afford is a break-down of a truck as it would jeopardise the operation. While the goods don't expire when not handed over on time, they would miss the barge. Ships sail on specific times and if the goods are not loaded, the limestone would be delayed until the next vessel. The tour from the quarry may only be some 90 Kilometres, but a total of 82 traffic lights (yes, they counted) makes for a brutal rhythm of acceleration and breaking where a high horsepower rating is important for easy take off from the traffic light. Driving skills in such conditions are crucial in trying to reduce fuel consumption. "You have to work on the behaviour of the driver. One cannot blame the truck," is Yew's advice and he proudly announced that his fuel consumption is much lower with MAN trucks although he is up against the odds with the mission profiles.

### Maintenance Matters

Yew stressed the importance of proper service of the trucks. "We learned that MAN trucks are very high tech and that servicing them on time and correctly is crucial. Some may complain about the fact that the trucks are too high tech for their own mechanics to repair, we understand that MAN is using superior technology to ensure uptime." Besides the service carried out by MAN staff in the workshop in Ipoh, Syarikat Jasa Selamat does a separate service on all trucks once a week. He urged his fellow transporters to critically analyse their business. "Yes, we admit that MAN spare parts are priced accordingly. But the brake liners for instance last a lot longer than those of other brands. And that is how a MAN truck then becomes cheaper in the long run." Yew cited that it





### MAN TGS 33.480 Prime Mover

#### ENGINE

Type	MAN 6-cylinder in-line engine D2676LF02, Euro 3, with 4-valve technology, EDC common rail, turbocharging and intercooling.
Power	480 hp (353 kW) @ 1,900 rpm
Torque	2,300 Nm @ 1,000 – 1,400 rpm
Capacity	12,419 cc

#### SUSPENSION

Front	Heavy duty 9.5 t parabolic spring (VO-09) dropped suspension c/w shock absorber and stabilizer
Rear	Hub Reduction Rear axle 16 t (HPD-1,382/HP-1,352) with differential lock and stabilizer

#### GEARBOX

Type	MAN TipMatic® 12 28 OD with Retarder 35
Ratio	12.92 – 0.77



is about the purpose, not the price of the vehicle that should be paramount when deciding for a truck brand. What many may overlook is the resale value of trucks. "We have, during the past two years, learned that analytical skills are extremely important." Tyres and downtime are the main cost factors for his operation and Yew is trying very hard to bring these down.

### Ghost Truck? What Ghost Truck

Timber transportation is another lucrative operation and Chong Zheng Wei is probably deeper involved than many others. "I could not find a suitable vehicle to handle my operation, so I started to construct one myself. Taking a short drive, we find ourselves facing a yellow beast, a key piece of equipment of CCL Timer (M) Sdn Bhd. Gleaming in the sun is the creation that Chong has devised to ensure that his timber makes it from the forest to the customer. As these trucks operate outside public roads, many aspects of modern trucks can be ignored. At the same time, some functions found on this vehicle are extremely specific and equally important.

"I have built this from the ground up with the axles and undercarriage being MAN parts. These components are crucial, and I can't compromise on them. What we see here is based on years of experience and I have mated several brands together for this. Similar to quarries, the truck will be heavily loaded on the way out of the forest, much of which is downhill. Brakes will heat up rapidly under the strenuous conditions. To counter this, Chong has added a cooling system that lets water run over the brake drums from the moment the truck starts moving. "This may not be a MAN truck, but the base is from MAN and this shows how tough the parts are." MAN's Ipoh staff is very happy to see the re-purposed parts as it shows that the MAN components can serve a second life beyond that in the first truck that they come in.

### The Lone Logging Trucker

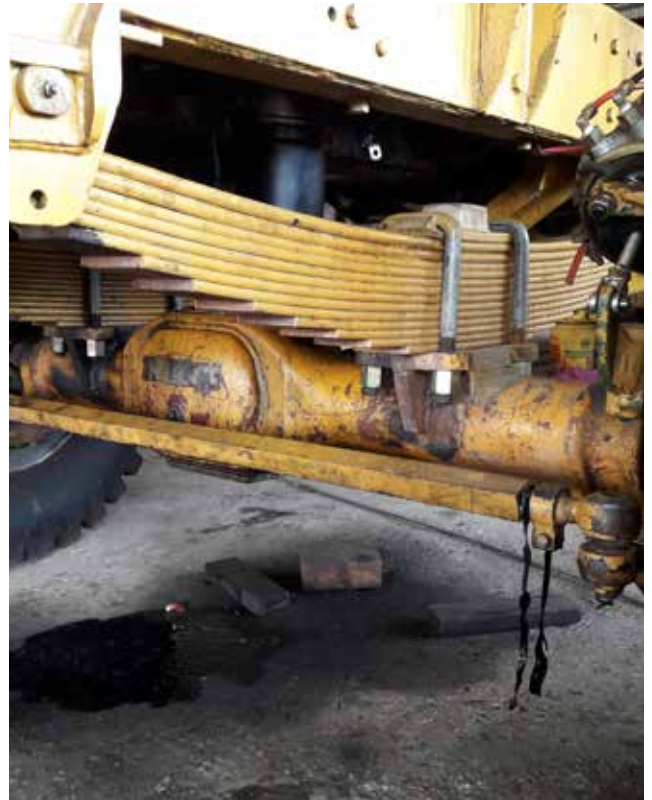
It is only 6:30 in the morning and Marappan A/L Kandasamy, who hails from Bentong, has already had a joyous start into the new day with his MAN truck. According to MAN in Rawang, he is the only Driver / Owner that the company has as their client. While his sparkling MAN truck is merely a year old, Marappan is an old timer on Malaysia's roads. He has been driving for over 30 years now.

At age 59, he enjoys the comfort of his vehicle as much as the power it provides when bringing logs out from the forest. "I started driving as it was a good job back then. The money is good and I like driving, especially in a good truck," he says over breakfast. Obviously, a European truck is a significant investment, one that he has made with the help of Public Bank Financing. However, Marappan says that the first truck he drove over 30 years ago was a European make and since then he has learned to appreciate that the higher investment results in better returns. He too stated that the investment in genuine parts pays dividends. Brakes are important for the tour within the forest and having the peace of mind that the drums and brake pads will perform and last gives him the edge.

### Power Matters

Similarly to the quarry operation, his trips see him do one empty tour for every loaded one. When pulling logs out of the forest, torque matters and the ability to plough through muddy terrain or rivers so deep that the wheels disappear completely in the water. Every trip takes him two days and his radius of operation is from Kuala Lumpur to Ipoh. "It is off road where the true power of the truck





shows. I have even stopped on inclines while fully loaded and managed to start rolling again. Other trucks cannot do that. And when that happens, you have to roll backwards all the way till you come to a spot with less incline." He also acknowledges that with great power comes the need for comfort. He praised the suspension of the cab as it is extremely comfortable, even when navigating jagged roads through the forest. His trailer was made by Zenith Engineering and matches the power of the truck. One may ask about fuel efficiency of the truck and Marappan will volunteer the result of a comparison whereby he drove the same route as a friend in a different European brand truck. "Turns out that I am using RM 300 less in Diesel compared to him!"

"Sure, I would recommend this profession to younger people. The money is good and it is a very demanding job." Lastly, he shares a practice he has adopted, based on his belief that this will prolong the lifespan of his truck: whenever he is parking his truck, he completely empties the air system. While this may require him to wait a moment before starting his drive again, the de-pressurised system will be less prone to corrosion. "As the owner of a truck, one has to know things!" he claims before he goes to unload his truck. **✚**



# Steelbro to get Bigger and Stronger in 2019

*Still working to increase the popularity of sideloaders, but Steelbro is now ready for a bigger and better future, Andy Ersalle tells Farezza Hanum Rashid.*

**B**ecause of their hard work and perseverance, Steelbro (M) Sdn Bhd is now ready for a bigger and better future. When Andy Ersalle, Steelbro's South East Asia Regional Manager came on board in 2012, he found that it "had a lot of core things missing" and the headquarters in New Zealand wanted them to transform.

One of the core measures taken was starting a Sustenance Programme to provide support to various divisions including financial, after sales, production and parts. They managed to control credit collection and brought in new systems and a stock programme, which convinced shareholders and brought back their confidence in Steelbro. Ersalle also brought in a new sales team which focused on stakeholders, market requirement and customer satisfaction.

"We were careful with our expenditure, we did not spend on unnecessary things. If cost is high, it will just bring the burden back to the customers. Although we want shareholders to profit, at the same we think about our customers also. It is a win-win situation," Ersalle told Asian Trucker in an exclusive interview.

He also said that after being in the Malaysian market for more than 20 years, sideloaders are still generally not popular in the country therefore to increase the popularity of sideloaders, Steelbro will also organise exhibitions for the logistics and shipping industries from 2019 onwards besides haulage industry exhibitions and marketing activities. Regardless of its unpopularity, Ersalle said presently production has increased due to superior quality, pricing and product support activities. "The numbers are more positive, and we manage to control the situation now," he said.



## The Sideloader Business

The sideloader business requires dealing with various other authorities and the compliance of various regulations, which needs to be done within two months before the sideloader is delivered to the customer. Steelbro, however, usually gets the processes done within 45 days.

"The process is to ensure we have permits from the Road Transport Department (JPJ), banks, the Department of Occupational Safety and Health (DOSH) and customer documentations. We try to get all these done within six weeks. To cut the time shorter, we will keep more


stock units so they will be ready for delivery quicker. We usually have around 12 to 16 units available. With stock units, the process time can be reduced to four weeks, but six weeks is safe practice for us, to ensure that everything is done properly," Ersalle said.

### Plans for the Future

With things looking up for Steelbro in Malaysia, a move to a bigger place is in the horizon. According to Ersalle, the current space is getting too congested because of the increasing production. "We are planning to have a 3S centre which will also cover post-assembly activities and regional hub programme for SE Asia market.

Steelbro is also ready to spread its wings to other regions in the country. In the central region, it has covered 80 to 90 percent of the region and is now looking at the southern region which covers Johor Bahru and Singapore. "We have appointed service agents in Johor Bahru. There are also agents in the Northern region, in Butterworth to cover Penang and Perak," Ersalle said. Steelbro is now finalising with East Malaysia (Sabah and Sarawak) which will also cover Brunei. From there, it is going into the Indonesian market. "We cover four regions in Malaysia to have better sustenance before spreading to other South East Asian markets."

With that, Steelbro is also looking to increase number of workforces, customer support activities, well equipped service centres with skilled technical team and mobile support, spare part agency, which lead to quality management to lift up the brand's image in the region.

"Also, in 2019, we plan to have a new model launch, a normal duty, something for the customers at a more reasonable price. It will be a more commercially competitive unit," Ersalle said. 



ASIAN TRUCKER DRIVERS CLUB

# UPDATE



PREMIUM SPONSOR:



Shell  
**RIMULA**  
Heavy Duty Diesel Engine Oil





## Stronger with Shell Rimula

**A**sian Trucker got in touch with some companies up north that use Shell Rimula products either for their own fleets or those of their customers. Read below of what they thought of the Shell products they use in their services.

### Tiara Pesona Sdn Bhd

Tiara Pesona Sdn Bhd in Bachok, Kelantan, has been using the Shell Rimula Express products for their buses since 2017. Managing Director Laili Ismail said he received a lot of positive feedback from the fleet drivers, describing Shell as the best brand compared to other brands they have used before.

"The engines last longer, the colour of the oil remains the same when checked every 45 000km which is our buses' service time and this shows that the quality of the Shell product is the best and most trusted in our books for longer-lasting engines," Laili said.

Laili took over the business in 2009 with zero experience in the transportation industry. He was a constructions contractor before venturing into the field of express bus operations. The company provides an express bus service from its base in Kota Bharu, Kelantan to the whole of Peninsular Malaysia. It also has almost 170 ticket counters under the name "Ekspres Perdana" in all states.

"It took me six months to understand the nature of business of the bus industry and I had to start from the bottom. We only had four buses and 10 employees at the time. Now, after almost 10 years of operations, Ekspres Perdana has expanded its business to the entire Peninsular Malaysia with 82 units of double-decker buses and 300 employees, including 10 maintenance staff," Laili told Asian Trucker.

### Jitra Usaha (K) Trading Sdn Bhd

The Jitra Usaha (K) Trading workshop has been around in Jitra, Kedah, has been repairing its own trucks for over 20 years. It has around 40 staff manning 50 trucks and four excavators.



"I have been loyally using Shell lubricants for my trucks for as long as I can remember. I actually don't remember having used other brands before and that just shows how much I trust the Shell brand and products. Even my drivers and mechanics swear by the Shell lubricants. When I asked for their feedback, they said they are really satisfied with Shell products over the years," said workshop owner Lee Geng Lam. **F**



## Fatigue Management Training by Asian Trucker and E-Response

*It is difficult to assess for yourself just how much sleep loss is affecting you, and how close you are to slipping uncontrollably into sleep. E-Response trainer Jamaludin Sahak explained to our club members what fatigue is and how to address it.*

Asian Trucker recently organised a Fatigue Management training for its Asian Trucker Drivers Club members, held at the Asian Trucker office in Kelana Jaya. The training was conducted by E-Response trainer Jamaludin Sahak who has over 13 years of experience driving trucks.

The training was designed with three aims namely to raise drivers' awareness of the dangers of driving while tired; to tackle some of the mistaken ideas that we have about driver tiredness and what can be done to deal with it; and to give drivers a 'toolkit' of simple and effective countermeasures.

Fatigue is responsible for such a high proportion of accidents and considered to have similar effects to being drunk. Research has shown that after only around 18 hours of wakefulness performance sinks to the level associated with a blood alcohol concentration (BAC) of 0.1 percent BAC (the legal BAC for drivers in most countries is 0.05%). This means that if someone wakes up at 6am and is still on the road at midnight, they are driving with a level of impairment comparable to that of a drunk driver.

Jamaludin asked participants: "Tiredness and alcohol have comparable consequences for safety, but while drink driving is a social taboo many people will drive while tired. Why?" It is easy to monitor drink

driving because alcohol can be measured on the roadside with a breathalyser. In contrast, it is impossible to measure tiredness on the roadside.

"Fatigue" is defined as the deterioration in mental or physical performance due to prolonged physical or mental work - it occurs even in people who have had adequate sleep. All that may be needed to recover from fatigue is rest. Fatigue-related accidents are likely at certain times of the day and there are also certain groups of people who are prone to these accidents.

**Shift workers** - Especially on the first night shift because they are unlikely to have slept the day before.



**People driving home after a night shift** – In this instance drivers are fighting the natural low in alertness that occurs in the early morning plus the tiredness resulting from being awake all night. Truck drivers are prone to tiredness-related accidents because they often work long hours that leave minimal time for sleep and drive during the night when we are naturally least alert.

**Men, particularly those aged 18-24 and 50+** - As with most accident statistics, young men are over represented because they often do not take road safety seriously. One reason that older men are prone to driver tiredness is because they are at relatively high risk of a sleep disorder called obstructive sleep apnoea.

**Sleepiness can have very severe consequences.** It reduces our capacity to perform all types of work - physical or mental. It slows down physical reaction time and mental processing and affects memory. It makes us more vulnerable to making mistakes. Sleep loss and sleepiness can lead to an increased risk of safety incidents and accidents at work.

There are some ineffective products that are available to supposedly help drivers cope with fatigue like aromatherapy devices that supposedly help you stay awake. This device might make your car smell good, but it will in no way alleviate tiredness.

Research has shown that many of the drivers involved in sleep-related accidents did not

recognise they needed sleep, and believed they were well-rested when they were not.

It is a driver's legal responsibility to ensure that he or she is fit to drive and has had enough sleep before commencing work. There are several common-sense lifestyle adjustments that professional drivers can make to improve sleep and general wellbeing.

**Eat a balanced diet** - The poor diet and sedentary lifestyle of many drivers means that this group has a high chance of obesity and stomach ulcers. To avoid these problems drivers need to ensure that they have eaten a healthy meal before beginning a shift and that they have access to a healthy meal during their shift. Drivers should particularly avoid food and drinks high in sugar as these give a temporary sugar-rush and then leave you feeling sluggish.

**Do not go to bed too full or too hungry** - Indigestion and hunger pains are not going to help you sleep. Avoid caffeine/ alcohol before bed - Research has shown that even one glass of wine or cup of coffee with dinner influences the quality of your sleep.

**To relax, have a warm/bath or shower before bed** - A warm bath or shower will not only help you get in the mood for sleep, but research has shown that we fall asleep more quickly if we warm up cold hands and feet.

**Exercise regularly** - Exercise improves sleep but do not exercise just before sleep as the adrenalin released during exercise can make it difficult to get to sleep.

**Caffeine is a stimulant** - You can use it strategically when you know you need something to help you stay awake. It will be more effective if you do not use it continuously.

"At work, it is essential that you manage your tiredness on a long-term basis by ensuring that you get regular good quality sleep," Jamaludin said, providing an outline of how this can be achieved.

1. If you are feeling tired, stop driving.
2. Park somewhere safe - Take the next exit and find somewhere safe to park or stop at the next rest area.
3. Have a couple of cups of strong coffee, followed by a 15 to 20-minute nap.
4. You also need to plan your journeys to include regular breaks at least every two hours.

The half-day training programme was a success, with an engaging trainer and the participants had kept the session lively with a lot of questions and feedback for Jamaludin. **F**



## Reach For the Stars

*The trucking industry is traditionally a male dominated field. Although the number of women becoming truck drivers are rapidly increasing, women are still a minority.*

**H**idayu, or known as Kak Ayu is a cement mixer driver from Johor Bharu. Currently 38 years old, Kak Ayu is the oldest of 13 siblings. Kak Ayu describes her career in trucking as a fated one. "What got me into trucking in the initial stage was due to the influence of my father who has worked with cement mixers for a long time. Growing up, seeing him work with mixers ignited my passion for trucks," she said.

But it was not always an easy road to success because when she expressed her desire of wanting to learn to drive trucks, she was immediately met with objections from her father. Perhaps the elder knew better or he wanted his children to have a better future compared to his; he was strictly against his eldest daughter taking the commercial vehicle driver's licence. After a lot of persuasion, Kak Ayu's father finally relented and allowed her go through the commercial vehicle driver training process. However, he recommended that she drive the bus instead of a truck.

"I had to quickly disagree as I was only interested in trucks back then. I did not have the same passion for buses as I did for trucks. After much persuasion and discussions along with the support of my late husband, I started with the training and delved into the trucking industry," shared Kak Ayu

"When I started, I worked together with my father. I learnt a lot from him. Despite his initial objections, he was very willing to teach me all he knew about mixers and the industry in general. It was not always an easy path though," she continued.

Recalling incidents that happened 10 years ago, Kak Ayu said that she has forgotten some memories and some that she has chosen to forget. "I like to live a positive lifestyle, so things that happened in the past should remain in







the past. In the beginning, it was difficult due to the whispers and gossips from the surrounding people. They had some very nasty comments. Some would say that I was doing a man's job while some would say I was being forced by my father to enter the profession. It was a hard time emotionally because of what other people had to say. Eventually I got over it with time. I learnt that I cannot control what comes out of other peoples' mouths, but I can control my mind and either choose to be affected by it or get over it."

The best thing about being a truck driver for Kak Ayu is being able to travel wherever her job takes her. She mentioned that "since my husband passed away, my job has been keeping me occupied and I get to meet various people through my work. I am also a part of a truck driver club and we gather during events and festivals. It is heart-warming when we meet up during major festivities as the trucker community is a very close-knit community. We understand each other's circumstances very well."

When asked what she liked about her job, Kak Ayu said that there is not much to dislike about being a truck driver. "I get to be constantly on the move and the people I have met during the course of my work are also really nice. I also really like that the clients are really nice to me when they see a female trucker pull into their compound. It makes me feel really appreciated. I also get to work regular hours and take home a reasonable income."

When asked about the future of truckers as automation and self-driving trucks are being introduced, Kak Ayu is rather optimistic about the future of the trucking industry. "Even though companies are introducing and testing self-driving trucks, I feel that my fellow truckers do not have to worry about losing their jobs as self-driving vehicles will only complement the work of human drivers. As some parts of the job cannot be automated, drivers will be hard to replace."

"As far as my future is concerned, I am not worried as there is currently an issue of driver shortage across the globe and it is vital time that I, as an experienced and professional driver, perform at my best to encourage other women to join the industry. It is honestly not a difficult job at all if you can look past the size of the rig. With enough practice and guidance, anybody can drive a truck, with a legitimate licence of course," she quipped.

"I hope that in the future, when I have accumulated more experience, I can be a trainer for other truck drivers. But for now, I have a lot more to learn and I still love driving too much. There are places that I have yet to explore with my truck and I am excited for the journeys that are yet to come and see what the future holds" Kak Ayu concluded. **🔥**





## What is Next for Hap Seng Trucks Distribution?

**A**fter a good year of work done in the background, Hap Seng Trucks Distribution was established in November 2018 to be the exclusive distributor of Mercedes-Benz Trucks, Mercedes-Benz Vans and FUSO trucks in Malaysia. Moving forward, the company has ambitious goals and Mr Roland Schneider, Chief Executive of the newly minted company, shared with us his thoughts. "In line with the global strategy of Daimler, the passenger cars and commercial vehicle divisions were separated to develop a stronger focus on the commercial vehicle business and drive the future growth of Daimler trucks and vans," he explained. One of the challenges that the new organisation was facing was to ensure the smooth transition and take over of staffs, processes, procedures and the existing clients. According to him, there was a lot of work to be done, to ensure that there is no disruption. "I am very pleased that almost 100% of the existing commercial vehicle employees of Mercedes-Benz Malaysia have been absorbed into the current company. I am confident that the smooth transition will ensure business continuity with the business knowledge and know-how being transferred by the same professional team."

### Solidarity under Hap Seng Group

Hap Seng is a large and diversified Malaysian conglomerate in various core businesses, yet it is deeply rooted in the local context. This, together with a very close emotional bond to local entrepreneurs and an affection for commercial vehicles made the company the right choice to be the partner to set up a dedicated truck distribution. "It is crucial that the shareholders of the business understand the specific requirements and the opportunities of this business and I am confident that this is the case here," Schneider underlined the decision to hand over the business to Hap Seng.

*After the official go-live in November 2018, the company is now gearing to strengthen the dealers' network while focusing on better customer service experience. Roland Schneider shares his vision with Stefan Pertz.*





### Product Strategy

The current product portfolio of the company includes Mercedes-Benz Trucks, Mercedes-Benz Vans and FUSO trucks. "Mitsubishi FUSO is a well-established international brand and is an integral part of Daimler trucks.". With Mitsubishi FUSO covering mostly the light and medium weight duty segments and the Mercedes-Benz Actros addressing the needs for heavy duty, both brands will make a good combination that covers the wide range of commercial vehicle business requirements." Schneider promised that the management will be looking into opportunities on how to better serve the Malaysian customers. He admitted that things will take time, but he is confident that the offering can be enhanced, given that Mercedes-Benz is the world's largest manufacturers of trucks. It is important to note that buses are currently not included in the portfolio. The production and assembly of the commercial vehicles are all remained at Pekan plant, where Hap Seng has appointed previous assembler HAMM, a subsidiary of DRB-Hicom as their contract Assembler.

### Local Challenges

In his observation, the Malaysian market is not an easy one, especially after the change of the government. From research Hap Seng has gathered, the country's construction outlook is expected to record slower growth in line with the slowdown in the construction sector. "The market is currently re-setting itself". Another key topic when addressing market needs and challenges is the implementation of higher emission norms according to him. "While these are mid-term factors, they still impact our business," he said.

### After-Sales Services Support

Parallel to addressing needs for different trucks, the service network will also be given a boost. One of the tasks at hand is to professionalise the dealers network. "While the systems are being developed by the principal, the delivery of the service is in the hands of the dealers and that is where we impact customers the most." Schneider explained that the services offered are aligned with the hardware, the trucks. The latest trucks enable the use of modern services, such as fleet management for example. Other supporting services, for instance financing, also need to be aligned with the overall strategy. The implementation of new services will be facilitated with the continued support of the existing dealers network. In the pipelines are to have more dedicated 3S MBCV and FUSO dealers network for better customer service experience.

### Clear Direction


Schneider emphasised that the new entity was set up with a very clear goal. The company aims to grow the brands under its portfolio in addition to executing the daily commercial vehicle operations. He stated that there is a clear ambition to grow. "The team has this ambition and we can count on the other subsidiaries

to support us in this." In tandem with the growth, there will also be opportunities for new talent to join the company. Naturally, career progression can happen across other business units within the group. "We have clear goals and ambitions and we will let facts speak for that."

### Meet Mr Schneider

Hap Seng Trucks Distribution is now headed by Mr Roland Schneider, a German that has had a long and exciting career with Daimler. For over 28 years he has held various roles in the company. He hails from a co-operative university where he obtained his Bachelor's degree in University of Co-operative Education before heading out into the world of trucks. In this particular university, one would already be attached to a company and after graduation he entered into the sales department of Mercedes-Benz. Married with two daughters, he has been with Hap Seng now for a little more than a year. When the time allows, he golfs and jogs, in addition to enjoying the Malaysian culture.

He describes himself as very international and multi-talented, having worked in different regions of the world and having held various roles. He has also managed the international fleet operations during his overseas assignment. "Hap Seng was looking for someone with international experience that can handle the transition of the trucks distribution from Mercedes-Benz Malaysia to now Hap Seng Trucks Distribution. This sounded exciting and a rewarding challenge." His previous assignment was the President & CEO for Daimler as Commercial Vehicles Middle East and North Africa.

During the past year, two events stand out for him: one is the official launch of the new entity, as part of Hap Seng Group and secondly watching the historic election. "It was really interesting to see how the country took the results and moved on from there." 

# Starship – Pushing the Boundaries of Efficiency

Shell has collaborated with the Airflow Truck Company to design and build a hyper-aerodynamic, super fuel-efficient heavy-duty concept truck: Starship (known as a Class 8 in the US). By bringing together the best of today's existing and custom technologies, we aim to find out just how energy efficient goods transport by road can be – today – and elevate the conversation about the energy transition.

## Aerodynamics

- Cab is a bespoke hyper-aerodynamic design, fabricated of 100% carbon fibre.
- Active grille shutters (active based on temperature to maximise aerodynamics and maximise efficiency) when open, enable air to flow through the radiator and into the engine compartment allowing cooling. When cooling is not needed the shutters are automatically closed, leaving the air to reroute around the vehicle. The result is less aerodynamic drag and reduced fuel consumption. An added benefit of active shutters is the reduced cold-weather engine warm up time.
- Boat tail: aerodynamic tail to make the truck streamlined and reduce drag. Elongated side panels maintain airflow with the long side skirts that reduce rear end drag.

## Efficiency

- Automatic tyre inflation system ensures consistent tyre pressure for optimal fuel economy.
- A downspeed axle configuration using advanced engine controls and automated manual transmission provides improved efficiency as well as good pulling power.
- A 5,000 watt solar array on the trailer roof charges the main 48-volt battery bank on the tractor. The battery bank powers the cab air conditioning and inverter for the 120-volt hotel loads. When down-converted to 12 volts by a cab mounted DC-to-DC converter, it will power the normal truck loads, such as lights, wipers, blower motors, gauges, and other electrical components.
- Hybrid electric axle system (to be installed): electric motor and axle replacing the rear tractor non-driven axle. This provides a power boost while climbing grades, where the most fuel is consumed per mile. The hybrid axle uses regenerative braking to charge the battery pack by capturing energy while decelerating or while descending a grade.

## Shell Technologies

- Shell provided technical consultation on engine and drivetrain components, as well as recommendations for lubricant needs for use in the Starship truck. The truck is using Shell's next generation, low viscosity, fully synthetic heavy duty engine oil. The use of fully synthetic base oils, plus advanced additive technology provides protection against wear, deposits and oil breakdown. The lower viscosity delivers superior fuel economy compared to a conventional SAE 15W-40. The lubrication technology shares the same viscosity as Shell Rimula Ultra E+ and is being tested by OEMs around the world.
- Starship uses full synthetic Shell Lubricants including Spirax S6 GXME 75W-80 transmission oil, Spirax S5 ADE 75W-85 differential oil and Spirax S6 GME 40 wheel hub oil.







## Scania Invites You to be Part of the Ecolution

*Many companies in Malaysia have begun enquiring how they can help the environment while increasing their profits. The Swedish marquee has their answer to that.*

**M**alaysian companies are becoming more responsible and bolder in addressing environmental issues, if before this they were lackadaisical about it with excuses like cost or lack of awareness and skills. One Malaysian company had recently adopted Scania Ecolution, with more companies now also showing interest in the innovative way of working.

Scania Ecolution is a bold commitment to reduce carbon dioxide (CO<sub>2</sub>) and reduce fuel consumption. We describe it as “bold” because transport industry players must first admit that they are part of the climate change problem and not everyone is willing to do so. However, with Scania Ecolution, the transport industry can also be part of the solution.

By reducing fuel consumption, transporters will increase their profitability while by reducing CO<sub>2</sub> emissions, they can increase their sustainability image. This vision is based on three focus areas namely alternative fuels and electrification; safe and smart transport; and energy efficiency.

To make the goal attainable, it must also be realistic therefore companies will discuss and agree on the targeted fuel and CO<sub>2</sub> reduction with the Scania team, based on their current Fleet Management System (FMS) data and/or by comparing to reference data when possible.

After a target is set, Scania Ecolution managers will take inventory of the customer’s vehicles and specifications to look for possible optimisations or specify which efficient new vehicles the customer can use in their transport operation to attain the said target. Currently, all Scania vehicles sold by Scania can run on B10 diesel without further adaptation where normal warranty applies. When running on B10 diesel – which comprises 10 percent biodiesel and 90 percent regular diesel – there will be no impact to existing customers with regards to warranty. Also, there is no additional costs incurred as no additional equipment is required for vehicles sold by Scania to run on B10. However, to succeed in the Ecolution programme, the FMS Control package and Maintenance Contract are a must.

Customers need not worry about staying on the Ecolution track as Scania will follow up on their progress on agreed intervals and via agreed methods be face-to-face meetings, phone calls, email notifications or text messages. If customers are facing any difficulties, Scania will offer solutions customised to their needs.

Scania Southeast Asia Business Development Director Ian Tan said even in the markets where legislation is not pushing for a sustainability focus, Scania found that the larger fleets are the early adopters of a sustainability mindset. "Mainly because they need to compete at a larger arena including in neighbouring countries where legislation can be stricter or competing for larger contracts where the customer's customer is more demanding in regard to sustainable transports," he told Asian Trucker in an exclusive interview.

### **How does a customer choose between sustainability and profitability?**

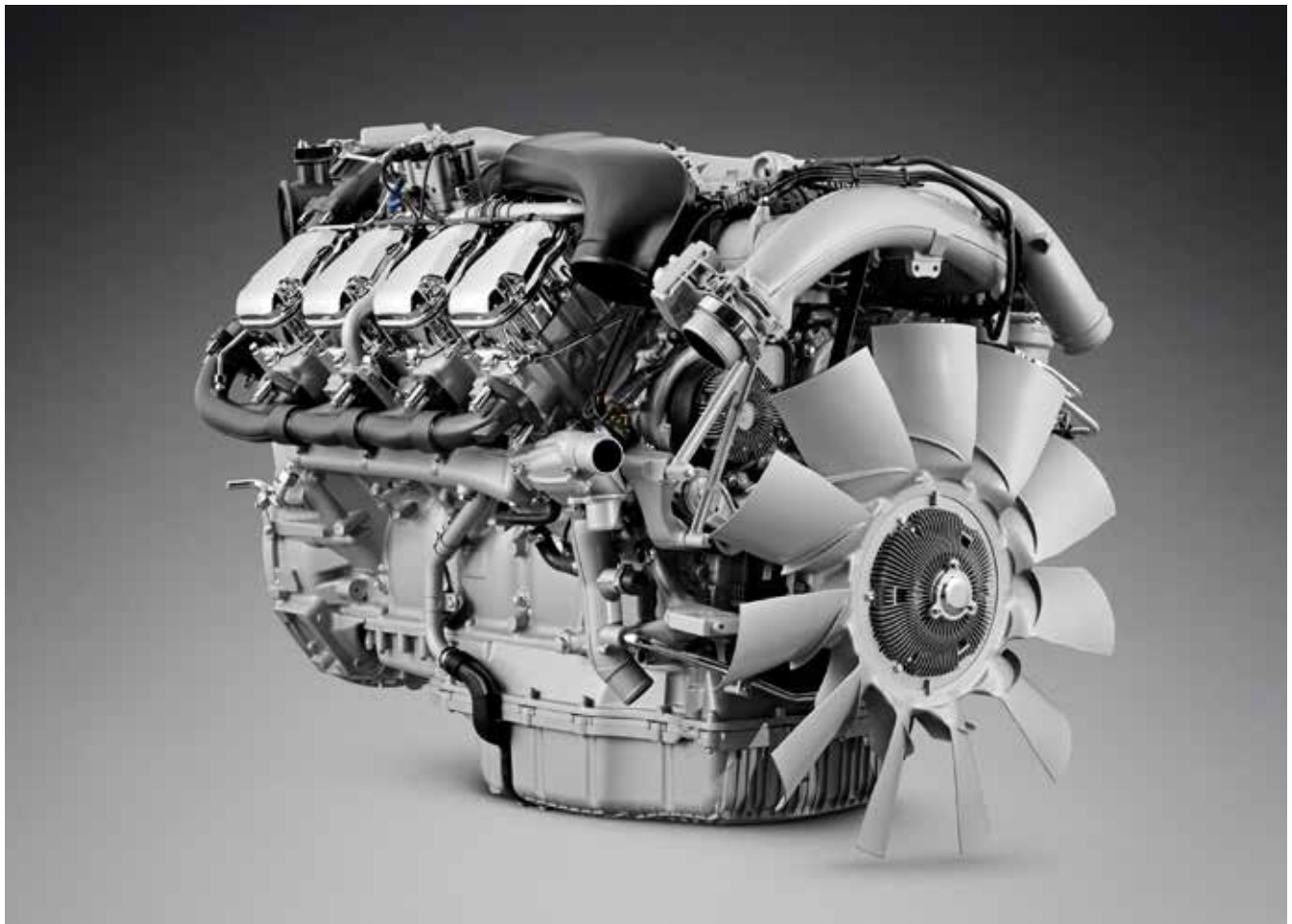
- In terms of fuel efficiency, they do not have to because one is directly related to the other.
- Every gram of CO2 put out by the vehicles in their transport operation comes from the fuel and since buying that fuel is simultaneously one of the largest expenses for any haulier or transport business, minimising the amount of fuel used means minimising their CO2 footprint and fuel costs at the same time.
- So, no matter if they do it for environmental or financial reasons, the results are positive for both.

The Scania Ecolution may come with a driver training and coaching service where Scania's trainers are not only highly skilled in driving, but they are also experts on Scania vehicles. "As such we dare say that no one outside of Scania is more skilled when it comes to getting the most out of a Scania, and how to achieve it under any operational conditions," Tan said.

A driver that learned to be supremely efficient a decade ago might not have all the knowledge of today's technological improvements. Sometimes this even involves unlearning muscle memory and instincts developed from years and years on the road and grab this opportunity to improve.

Scania Ecolution also allows customers to focus on their operations even if their Ecolution targets are high, because it is Scania's job to figure out what will benefit the customers' operations and what may not. Scania will handle that part so customers can focus on reaping the benefits of their businesses.

Scania Southeast Asia Managing Director, Marie Sjödin Enström said more needs to be done to lower emissions globally to reduce global warming and address climate change. "Scania Ecolution is a solution on how profitability can be achieved without sacrificing sustainability. By working together, we can make it even better," she added. **f**





# Trucking in the Age of Experimentation

When I was a kid, transportation looked like a very straight forward activity: a driver would go to a pick-up location, have goods loaded and make sure the papers were all in order and then drive said goods to their destination. There the driver would unload the goods, maybe get a return load and come back to base.

From what we see today, there is a lot more experimentation in the transport industry. Back in the day, trucks did not have a modular approach to them, allowing for configurations that would satisfy several million individual requests. Nor was there the wide range of applications to begin with.

Some new and innovative ideas have been motivated by the need to be more efficient. Others spring from the idea that a truck could be doing more than just being a means of transportation. One idea that one may call an experiment that has caught on is the food truck. These have become vehicles for people to experiment with food and cities with the idea that the food trucks could be tourist attractions.

Transport companies are in the business to make money by using their trucks. Companies have been innovative enough to find ways to use trucks in more ways than just moving goods. For instance, backhaul applications are deemed to be one way of making more money by utilising vehicles better. One can also look at the trucks as mobile billboards, which can be a creative way to get a brands' message out to the market.

Platooning, autonomous vehicles and alternative fuels in combination with connected mobility are other experiential approaches that are pushing the boundaries in the industry. From what I can see, all these ideas stem from the desire to make the trucking industry a better one, one that is more sustainable and profitable while impacting less on the environment and people. But what works? What will be viable?

Some may criticise electro-mobility as not as sustainable as fuel cells; Others may still be in a state of disbelief that Mercedes-Benz has stopped the development of platooning. Generally speaking, Malaysians are not as fast in taking up mobile Apps for their business. What works? What doesn't? To be honest, I don't think the answers are all that clear.

The one answer we have is that the push for further innovation, improvements and experimenting with the vehicles, infrastructure and the way businesses are being run will result, we hope to improve the industry. Just think about the (good??) old times when a truck left the yard and one would only know if the driver and truck are ok when they got back. With modern technology the driver can be managed remotely.

Isn't it fascinating how we are now at the brink of a new industrial revolution? A revolution made possible by the convergence of several technologies with a good measure of creativity thrown in. Sometimes one might look for a specific product but not be able to find it in the market. At that point, an owner or an association may come up with their own solution to a problem, born out the pain that arises when going about one's business. Necessity has always been the mother of invention.

When I look at innovations we feature in Asian Trucker, I am always amazed by what people can "dream up". At the same time, I am sometimes sceptical when certain ideas are presented to me as I may have my doubts. However, there is one thing that is clear: as long as we strive to improve the business, grow profits, reduce our footprint and to apply innovative concepts, there will be progress. And we should never slow down, inhibit or even stop progress. Just how can we encourage more innovations while not overwhelming the market with too many options, launches and must-haves? **T**





The 4S centre, located on Jalan Gambang, will serve as the service anchor point for customers in the east coast region. The centre will provide sales, service, spare parts and body and paint services to Sinotruk's heavy-duty commercial vehicle customers and CAM's light-duty commercial vehicle customers. The CAM brand is the marketing arm of Sendok Group's light-duty commercial vehicles.

According to Sendok Group, it has taken the company six months and a total investment of RM 2 million to complete the centre - which now occupies a total workshop area of

## Sendok Group Makes their Mark in Kuantan

*Sendok Group Opens New Kuantan 4S Centre with Launch of a New Sinotruk Heavy-Duty Model and 100 Units in Fleet Delivery to Customers.*

Sendok Group is a Malaysia-based multi-faceted business conglomerate with its principal business in the import-export and trading of used automobile spare parts, trucks, heavy machinery and equipment. It is also the official distributor of the Sinotruk brand of commercial vehicles in Malaysia. On 26 January the company celebrated the opening of its brand new 4S centre in Kuantan. The centre is a collaboration between Sendok Group as the distributor and assembler in Malaysia and TTS Engineering Group Sdn Bhd, a well-established truck solutions provider in Kuantan. The date also marks the 10th year of the company being an official distributor of Sinotruk vehicles.

The launch was officiated by guest of honour Yang Berhormat Puan Fuziah binti Salleh, Member of Parliament (Kuantan) and Deputy Minister in the Prime Minister Department (Religion), accompanied by Gwee Bok Wee, Chief Executive Officer & Managing Director, Sendok Group, Yuan Zhong Bo, Director & General Manager for Southeast Asia and Oceania, Sinotruk International Ltd and Dato' Yap Yeow Ho, Group Chairman, TTS Engineering Group.



**T5G SPECIFICATIONS**

TYPE		RIGID CARGO	PRIME MOVER
		340HP	
		4X2	
ENGINE	MODEL	MC07.34-30	
	DISPLACEMENT	6,870L	
	MAX. OUTPUT HP ;kW(r/min)	340HP, 245KW/2300 RPM	
	MAX. TORQUE ; Nm/rpm	1250/1200 Nm - 1800 RPM	
TRANSMISSION	MODEL	ZF9S1310	

**T7H SPECIFICATIONS**

TYPE		RIGID CARGO	PRIME MOVER
		430HP	430HP
		6x4	6x4
ENGINE	MODEL	MC11.43-30	MC11.43-30
	DISPLACEMENT	10.518L	10.518L
	MAX. OUTPUT HP ;kW(r/min)	430HP, 316KW/1900 RPM	430HP, 316KW/1900 RPM
	MAX. TORQUE ; Nm/rpm	2100Nm/1000 - 1400 RPM	2100Nm/1000 - 1400 RPM
TRANSMISSION	MODEL	HW19710TC	HW19710TC



7 000 square feet, supported by a 4 200 square feet warehouse for spare parts.

In conjunction with the opening, the new Sinotruk T7H with 540 horsepower heavy-duty model was also officially unveiled. In addition, a new warranty structure called the 'T Series' was launched, whereby it offers very competitive package of five years of unlimited warranty to customers.

The event was also marked by the handing over of 100 units of Sinotruk heavy-duty trucks to two Kuantan-based customers - of which 50 units of the T7H model were purchased by Heng Da Logistic Sdn Bhd and 50 units of the SWZ tipper model were bought by Menta Construction Sdn Bhd.



Yang Berhormat Puan Fuziah binti Salleh commended Sendok group for the effort to further strengthen the economy in the east of Malaysia. She lauded the fact that the new workshop will add jobs in the region and that the involvement of Sendok Group in projects in the state ensures that local content is provided to infrastructure.

Gwee Bok Wee, Chief Executive Officer & Managing Director, Sendok Group said, "The opening of our



PRIME MOVER 430HP	PRIME MOVER	PRIME MOVER 540HP
	6x4	6x4
MC11.43-30	MC11.43-30	MC13.54-30
10.518L	10.518L	12.419L
430HP, 316KW/1900 RPM	430HP, 316KW/1900 RPM	540HP, 397KW/1900RPM
2100Nm/1000 - 1400 RPM	2100Nm/1000 - 1400 RPM	2500Nm/1050 - 1350 RPM
ZF 16S2230TO	ZF 16S2230TO	ZF 16S2230TO

new 4S centre reflects Sendok Group's strategy to expand our business in the East Coast region and to consistently provide reliable services to our customers.

"The east coast economic region (ECER) covers a huge area of development. Currently on-going are several projects under the China-Malaysia Qinzhou Industrial Park development integrating industrial, commercial and residential. As such, we foresee a steady growth in the demand for quality commercial vehicles, especially prime movers.

"In fact, two of our customers in Kuantan had just recently ordered a fleet of 100 trucks in total. This confidence and trust our customers have given us is truly a great start to the new year. Undoubtedly our new 4S centre will be of great benefit to them, as a one-stop hub for comprehensive sales and aftermarket services.

"Sendok Group is very honored to be working with strong partners which are Sinotruk as our principal and TTS Engineering Group whom we have collaborated with on this 4S centre, and is a reputable and trusted truck solutions provider here. I am confident that together, we will be able to further achieve future growth and provide higher customer satisfaction," added Gwee.

The new centre has 12 bays for truck maintenance work, in which eight bays are for light-duty trucks and 4 bays for heavy-duty trucks. A mobile unit for on-site servicing is also stationed at the centre for fast truck maintenance and spare parts delivery to customers. Other facilities include a special truck and trailer wheel alignment machine imported from Sweden, which can do full truck alignment without needing to decouple the trailer. **F**





## Lu & Sons Engineering Sdn Bhd Wins 5th Hino Total Support Contest

**L**u & Sons Engineering Sdn Bhd emerged overall champion at the fifth instalment of the Hino Total Support (TS) Contest, which was held in Petaling Jaya on December 8. The team bagged the challenge trophy, a trip to Japan and RM 3 000 of cash prize.

They beat 37 other teams, with a total of 126 sales advisors, technicians, service advisors and parts advisors who competed for the top spot. First Runner Up was Jong Seng Sdn Bhd who received a trophy, a trip to Japan and cash incentive of RM 2 000 while Second Runner Up Soo Chuan Motor Credit Sdn Bhd also took home the same prizes, but with RM 1 000 as cash incentive.

Having the contest for the sales advisors, technicians, service advisors and parts advisors was aimed to foster greater skills and knowledge among the dealers.

The contest is also a platform to give recognition and show gratitude to the participants who are constantly supporting the brand and engaging in customer-related programmes. Before the contest, all participants from 38 companies nationwide were required to partake in intensive briefing and training at the Hino Total Support Customer Centre (HTSCC) in Sendayan, to ensure they were well-prepared prior to the actual contest.

Launching the event was Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) Managing Director, Ken Iwamoto, who said the main objective of the contest was to promote participants' expertise and demonstrate their skills and knowledge learned during their training at HMSM.

"The skill, knowledge and information that we have provided during all our training programmes and through the dealers' own gained experience, will be important for your success in this competition. I urge dealers to take notice of all our Hino training programmes and to actively participate in the process of upgrading your personnel's competencies in meeting customers' demands and needs," he told participants.

*Hino Motors Sales (Malaysia) Sdn Bhd continues to test dealers' skills and knowledge, with 126 participants in the 2018 contest.*



The Hino TS Contest tested participants' competency, knowledge and skills in three main categories; Sales, Service and Parts that includes theoretical and practical practices.

### Sales

Respective to the concept of Total Support, comprehensive understanding of various product lines is a vital knowledge for all participants which is not only restricted to vehicle sales but inclusive of all products, parts and after-sales activities. Participants were evaluated through the skills on how to operate the Power Take-off (PTO) System and Governor. All participants under this category were required to excel in Part Identification and Vehicle.

### Service

Participants under this category went through vehicle diagnosis and troubleshooting exercises to fulfil customers' requests and satisfaction. Senior Technicians were tested in the area of Electrical Troubleshooting and Rectification, Vehicle Mechanical Parts and Vehicle Inspection while Service Advisors underwent a theoretical test which involves the Hino

Customer Service Advisor (CSA), telephone conversation and explanation on component function and troubleshooting.

### Spare Parts

Participants in this category were examined based on Hino product knowledge which comprises of Hino Genuine Parts identification, Electronic Parts Catalogue (EPC), Warehouse Safety SOP and the seven Storage Techniques.

Also present at event was the Senior Manager of Hino Motors Ltd Japan, Takeshi Yasuda who told participants to listen carefully to their customers and satisfy their needs with the spirit of Total Support. "Your Total Support is the foundation of Hino's reliable operation," he said.



Senior sales advisor Ab Jalil Mengan from Sam Hin Motors Ent Sdn Bhd in Melaka was a third-time participant. Although he had yet to win the contest, Ab Jalil said he kept coming back because it was a great way to meet fellow sales advisors and to keep abreast with the latest developments at Hino. "It is important to keep our sales skills and knowledge on the vehicles sharp because we never know who will walk through our doors; it may be someone who would not care about the vehicle's systems, or it may be someone who would want to know everything from A to Z," he said.



Ab Jalil, who has been selling Hino trucks for 11 years, also said he felt appreciated when Hino organises events like the Total Support Contest. "It encourages us to study more about the products and that, in a way, develops a sense of loyalty," he added. He also acknowledged the rise of female sales advisors taking part in the contest. "Women are generally good at sales but selling heavy vehicles like trucks is a whole different level. I am impressed by the skills and knowledge they are displaying at this event," he said. **T**



## Building a Business from the Tyres Up

*Adam Gosling tells the story of a group of transporters and their pursuit of higher profits. Improving performance from the tyres up, the results speak for themselves.*

Some of you may think you've heard this story before: don't be a monkey, just go bananas, you'll get it eventually. There were a group of transport companies who all competed for the same dollar. They improved their trucks with higher horsepower, dressed up the rigs, put more axles and tyres on the trailers, carried heavier payloads, some even went to buy extra trailers. They all were chasing the extra profit, but when an outsider suggested they look at their tyres to figure out whether they were getting the best bang for their buck they all threw cold water over the idea. Tyres are just consumables, we buy on price or we only buy premium brands, we put them on and run them out. Some of the cost appreciative operators actually pulled their drive tyres earlier and sent them to the local retreaders for capping. The retreaders were tyre people, they knew that if they didn't deliver a sound product their business would suffer. They checked each tyre presented and ended up rejecting a good percentage of the casings presented. Belt end separation was the usual reason.

The transport operators would meet out on the road or at various industry association events maybe even during client tender presentations. They were always cagey about letting on what they were doing with their fleet, a small percentage improvement would mean the difference in being successful in acquiring new business or sustaining existing business. Their clients wanted the freight shifted at the best prices and delivered safely on time, every time. Every small improvement was an advantage.

Some transport operators went down the higher performance route of spending up big on having designers and engineers develop rigs that required high end computer software to model. Some even ended up with quad axle rigs that even had rear axle steering. Others just went for more horsepower figuring that if they were able to sit on the speed limits up hill and down dale then they'd get to their destinations faster. Others went for multiple trailers pulling two and three trailers in various configurations yet they were all plagued with the same issues, increased fuel costs and costly expenses like tyres not providing the increased returns they expected.

All the operators were reaching up the ladder but every time they thought they were getting ahead their hopes were dashed. We need to improve the human element or reduce fatigue some said, so there were expensive electronics installed to track the vehicles every inch of the way or to determine when the drivers eye lids were getting tired, provide warnings that a scheduled break was coming up, that the driver had gone beyond the expected rating on the driver score card. Still the transport operators were not achieving what they thought they could and still they were bucketed by cold water every time they thought they were getting ahead.

From wise men over great periods of time the comment of watching your pennies has been heard many times.

One operator we worked with decided that there was merit in considering the truck from the ground up. They started with the tyres and asked what is necessary to achieve maximum life performance from the tyres? The simple answers of the right amount of air all the time, not just when the truck is sitting in the yard but when it is out on the road and having the tyre roll down the road not scuffing or bouncing every revolution. After some work on the inflation pressures and understanding what the tyres were doing in real time the bench mark was set.

The fuel burn on these rigs was 1.45 km/litre or a little over four miles per gallon (imp). These were triple trailer rigs being pulled by reasonably high horsepower trucks, the aerodynamics of the trailers was not good. This operator was pretty happy with the costs, they had bench marked this fuel burn rate over a period of time.

Once the tyres were understood it became obvious that the tyres were not working as a team, on each axle group there was a series of individuals all working at different levels and varying rates. How did we ascertain this? The way the tyres were wearing and it was evidenced simply from the real time tyre pressures that were monitored and recorded. A tyre tells no lies about its experiences.

So, the next step in the process was to get the tyres all rolling in exactly the same direction and so working at the same rate. Items such as axle camber, bearing pre load and then the old bogey of alignment was examined. Adjustments were made tuning the trailers fraction by fraction. The tyre pressures were recorded and stored for analysis.

The first noticeable effect was comments from the drivers, “we don’t know we have got three trailers on, this thing steers like a car”, “I can relax and just monitor the drive I am no longer fighting the steering trying to keep this thing on the road” and “at the end of my 12 hour shift I’m feeling fresh, my arms aren’t sore from constantly working the wheel to keep the trailers on the road,” were indications the project was bearing fruit.

All the tyres were now showing shared and even workloads, all pressures were within one or two PSI of the other tyres on the axle group. The tyres no longer exhibited strange wear patterns, they all were wearing evenly and smoothly. The projected tyre life increased by a substantial margin.

The transport operator could not believe what was happening. The first rigs done suddenly started using less fuel, a lot less fuel. He thought that the drivers must have been milking the tanks previously but when the calculations were in this was discounted. By looking at the fuel used over trips of several days fuel theft could not have occurred. The engine fuel burn rates were checked and were found to be down in comparison to the other rigs in the fleet. No longer was the operator feeling the bucket of cold water as he climbed the ladder. Another rig was assessed and after coming out of an annual rebuild it too was aligned and set up with pressure monitoring. The end result was that these rigs were now achieving 1.85 km/litre, a little over 5,2 mpg, that’s a 25% reduction in fuel costs! Add to this fact the operator started calculating reduced tyre costs as the tyres were lasting longer. When you have 54 tyres on a rig a 10% improvement in life is worth 5.5 tyres a set! Over time the wheel end maintenance reduced, the bearing life was increasing with fewer pre term failures and even extended lubrication schedules. The reject casing rate at the retreaders was going down. The drivers of these rigs were very happy, they knew the difference between fighting with the steering wheel to keep the trailers on the same track and just relaxing guiding the rig.

The other transport operators could not figure why they were still being bathed in cold water every time they tried some other expensive “fix”, they still could not reason why they weren’t getting the results. There was more and more data and still it all indicated that they were doing “what they could” to maintain costs. They spent up on more horsepower, aero fixtures for the trucks and trailers, light weight wheels, cheaper tyres, cut maintenance down by out sourcing but still the cold water keep on coming. Must be the human factor the HR department said, more training, more qualifications, more telematics to monitor behaviours, reduce the burden on the drivers, something was not working the cold water keep on bucketing down.

The company that started with the philosophy of looking at the vehicle from the ground up starting with the tyres continued to expand and grow. They now had a list of drivers waiting for a position to become vacant, the company was a “go to” company in the industry. The word had got around the industry that these rigs were comfortable to drive and reliable. Breakdowns were not on the score cards. Fuel burn was down even the driver noticed this as they weren’t putting in as much as they used to. When you burn 1 200 litres in a shift you know how much it costs.

Why throw dollars at expensive fixes when the foundations of the vehicle are ignored? How do you evidence what the tyres are doing? In the same way as every other function of the truck, by monitoring them, recording the detail and then being considering actual tyre performance with evidence and data, not just guessing that your tyres are “ok”.

If an engine had each cylinder working at a different rate, pressure temperature how long do you think the engine would last? It would consume more fuel and probably burn more oil as there would be different parts working at different rates, would it not vibrate and shake itself apart? Why do you consider tyres on an axle group are any different to cylinders in an engine?

What makes you think that expensive electronics will cure poor foundations sorry substandard tyres and/or tyre maintenance? If the tyres are not working at the appropriate level of pressure how can the vehicle return the performance you are expecting? The moral of the story is instead of looking up the ladder and wondering why you can’t escape the cold water start considering a ground up approach. The tyres are the first and last contact point. Are your tyres actual providing you the maximum returns possible?

Don’t leap up the ladder to get wet, work your tyres to extract the most from them and the rest of the vehicle will improve in its performance, it’s not rocket science.

If they’re not turning, they’re not earning.



Adam Gosling heads up the team at TyreSafe Australia. Considering tyres holistically he helps clients turn higher profits. Tyres reflect the whole operation, they don’t tell lies. Transport and mining companies benefit from our tyre experience. **T**



## Afton Chemical Wins Two “Top 5 Best Supplier” Awards

Clearly a winner, Afton Chemicals walked away from the 2nd Global Automotive Powertrain Summit 2018 Singapore, December 20, 2018. Afton Chemical received the “Top 5 Best Fuel Additive Supplier” and “Top 5 Best Lubricant Supplier” awards at the 2nd Global Automotive Powertrain Summit 2018 held on the 15th and 16th of November in Shanghai, awarded by OEG Events.

Mr Bill Russo, Chairman of the Automotive Committee at the American Chamber of Commerce in Shanghai, presented the awards to Afton Chemical in recognition of the innovations that promote the development of the best fuel additives and lubricants as well as the suppliers’ contributions to the industry, customers and OEMs in 2018.

The nominees in each award category were shortlisted through a systematic process. A selection committee made up of 7 industry experts from universities, China and Global OEMs, as well as members of the organising committee conducted detailed research and assessment on market performance of these nominated companies, along with recommendations and justifications, decides on the deserving award recipients.

Afton Chemical has been a key player in the lubricant and fuel additive industry for more than 95 years. Its range of technology solutions includes Driveline, Engine Oils, Performance and Refinery Fuels, and Industrial additives. **F**

## “Truck it”: A New Advertising Edge

‘Truck it’ is a conventional digital age platform that utilises developing technology to both realise and capitalise on untapped prospects in the traditional advertising medium. It embraces the digital world, with a focus on creating and powering a new profitable advertising platform. This platform aims to provide an alternative advertising edge to major corporations, besides providing an affordable advertising service to SMEs, with the main focus leaning towards empowering small-business owners.



‘Truck it’ as a concept was coined in the midst of an idea-analysis session between business owners seeking alternative means to expand their public reach through the creation of something new, rather than challenging existing advertising platforms. This infant idea rapidly took form with the collaborative engagement and

support of leaders in their own industry mainly: Milax - a brand centric firm, Pixio - an advertising print support giant, and Illyria Geotechnologies (IGT) - a leading innovative GPS Company.

How it works: ‘The platform encourages and engages various truck owners to provide trucks; routes used and truck measurements. Next is matching advertisers and potential clients with the trucks and choice of routes, where relevant ads are installed. Advertisers are subsequently billed by the mileage, with transparency enhanced through use of GPS tracking, giving client an option of tracking and checking on their ad movements with an app, carrying a bold tag line of; ‘We don’t move, You don’t pay’. **F**



www.tyrexposeries.com



YOUR ONE STOP SHOW  
For Tyres, Automotive Repair & Maintenance, and Tyre Accessories

19 - 21 March 2019 | Singapore EXPO Hall 1 & 2

WIN 2 NIGHTS AT  
PARK AVENUE CHANGI  
REGISTER BEFORE 8 FEB 2019  
WITH PROMO CODE: AT18

## Take Advantage of Asia's Leading Tyre Platform to Grow Your Business

300 Exhibitors 400 Brands across 25 Countries

6,000 Asia Pacific Attendees across 80 Countries



### Personalised Business Matching

Walk in to Tyrexpo Asia with a personalized calendar of pre-scheduled meetings with who you want to meet.



### Tyrexpo Technical Workshop

Industry outlook, technology trends, latest product presentations, technical knowledge and sales and marketing topics to help bring your business to the next level.



### 3 Shows-In-One: Tyrexpo Asia, GarageXpo Asia and Automotive Aftermarket Asia

Tyrexpo Asia will co-locate with GarageXpo and Automotive Aftermarket Asia for a truly integrated, community-driven trade experience.

Organised By



The Tyrexpo Series



Gold Sponsors



Co-located Events



Recognised As



Strategic Partner



Held In



Supporting Media Partners



# Rheinmetall Automotive Subsidiary Books New Order for Steel Pistons



**K**S Kolbenschmidt GmbH, a company of Rheinmetall Automotive AG (Rheinmetall Group), has been awarded a contract by a major European and North American truck manufacturer. This project follows up on already delivered steel piston assemblies and cylinder liners and has a lifetime value of over EUR290 million.

Starting in 2020, the components developed by KS Kolbenschmidt will go into production at Kolbenschmidt's European headquarters and, for the NAFTA markets, at Kolbenschmidt de México S. de R.L. de C.V. The contract will continue until 2025.

The pistons and cylinder liners will be installed in 11- and 13-liter heavy-duty engines. For some years now, KS Kolbenschmidt has been working closely with

this OEM and received the contract, especially thanks to the excellent friction characteristics of the total package offered.

The contract once again underlines this supplier's longstanding systems competence regarding engine friction, the objective being to reduce friction as far as possible by means of optimally adapted piston assemblies for reduced fuel consumption and lower emissions. **T**

## UD Unveils New Quester



**O**n January 24, 2019, UD Trucks unveiled the New Quester with enhancements to the well-established heavy-duty truck. New Quester will enable logistics companies to tackle critical industry challenges and boost their bottom line through Smart Logistics.

To be introduced in fast-growing regions around the world, the launch of New Quester highlights UD Trucks' unwavering commitment of "Going the Extra Mile" for customers' businesses.

Building on proven robustness and reliability, New Quester introduces key features such as ESCOT automated manual transmission, engines with higher horsepower and user-friendly telematics to deliver greater fuel efficiency, productivity, driver efficiency, safety, and uptime.

Híkan Karlsson, President, Volvo Group Trucks Asia & JVs, said "Quester comes from the best of three worlds: UD Trucks' strong Japanese heritage and craftsmanship, Volvo Group's innovative technology and strong local manufacturing and customer support. UD Trucks is recognized for pioneering new innovations within the Japanese trucks segment, and New Quester is testament to our global industry leadership.

Since 1995, UD Trucks has delivered more than 80 000 trucks with ESCOT automated manual transmission. We are humbled by the tremendous confidence and recognition that the Quester line has earned. With New Quester, we are positive to carry on this legacy of being the truck brand that our customers want to partner with." **T**

## TECH Celebrates the 80th Anniversary of the Tire Repair Innovation, Distributed to 95 countries Around the World

**M**r. Daniel Gene Layne, chief executive officer, Technical Rubber Company (TRC), presided over the celebration of the 80th year for the brand "TECH" for executives and distributors throughout Asia at Pullman Bangkok King Power. TECH was founded in 1939 in Ohio, USA and pioneered a Cold Vulcanizing Technology that repaired tyres without heat, the technology has been applied in the tyre repair process until the present day.

TECH global business is headquartered and managed in Johnstown, Ohio, with group offices in Lisburn, Northern Ireland; Turnhout, Belgium; Rovereto, Italy; Shanghai, China; Tokyo, Japan; and Sao Paulo, Brazil.

TECH is one of the companies under management by TRC which is a company with a wide range of brands such as Truflex/PANG™ Pang Industry, Salvadori and Quik fix. The main policy that the company adheres to over the past period is to create and apply quality materials to take care and extend the lifespan of the tyre to be fully integrated and environmentally friendly.

In addition, TECH also the first company to develop professional tyre repair training course for tyre



technicians and interested person with the goal to be able to analyse and repair the tires correctly, in order to reduce the problem of leakage from the original repair and reduce the accident from the tyre explosion caused by improper tyre repair.

TECH International (SE ASIA) established in Thailand, is the headquarters of Southeast Asia, under management of Mr. Pairote Suttiprapa, General Manager and his experience team.

Millions of miles of road are traveled globally on passenger and light truck tyres that have been repaired by TECH products. When a nail or other debris damages a tyre, tyre repair shops rely on products from TRC Companies that permanently repair tyre damage. Customers can contact the manufacturers and distributors of our products in more than 95 countries around the world. **T**

## Dakar 2019: Exhausted!!!



Starting like a cannon ball with two stage victories to commence his defence of the title on the Dakar, in the end Eduard Nikoalev had somewhat of a fright. Although it was thought that the Kamaz driver would again be untouchable, the Russian was put under serious pressure by his rivals, in particular his team-mates Andrey Karginov and Dmitry Sotnikov, to such an extent that he lost the lead of the rally to Sotnikov two days from the finish. However, the three-time winner of the event finally reacted flawlessly with a splendid victory on stage 9 to regain the lead and drive his truck onto the highest step of the podium in Lima, for the fourth time. Sotnikov will therefore have to wait another year to hope to obtain his holy grail, a success which Gerard de Rooy, on the third step of the podium, has tasted twice. The Iveco driver was expected to be the main rival of the Kamaz team, but finally he was never a genuine threat. **T**

**P**erú welcomed the 41st edition of the Dakar that finished today in Lima after 10 punishing stages, the outcome of which was victory for a heroic Toby Price in the bike race, Nasser Al-Attiyah with his third title in the car category thanks to his exemplary strategic poise, Nicolás Cavigliasso unprecedentedly dominating the quad category, Francisco "Chaleco" López succeeding in his comeback and conversion after six years of absence with a win in the SxS race and Eduard Nikolaev picking up his fourth title in the truck race. Beyond the winners, 179 riders, drivers and crews (75 bikes, 15 quads, 76 cars, 20 SxS and 13 trucks) reached Lima to enjoy a podium ceremony at the end of the day on Magdalena beach, where it all started.

# Jumbo Takes Delivery of First DAF CF Electric



**D**AF Trucks has delivered its first fully electric truck to Dutch supermarket chain, Jumbo. The CF Electric has been developed in a joint venture between DAF and VDL, and will be used by Jumbo to supply its supermarkets in the south of the Netherlands. Jumbo CEO Frits van Eerd was handed the keys to the DAF CF Electric by DAF Trucks President Harry Wolters alongside Willem van der Leegte, President and CEO of VDL Groep.

The first DAF CF Electric to enter in-service operations represents a significant milestone for DAF Trucks, VDL and Jumbo. Delivery of the fully electric DAF commercial vehicle marks the start of a series of long-term field tests using both fully electric and hybrid trucks.

## Electric trucks for urban areas

"The transport sector is about to undergo a major transformation," says Harry Wolters, "Electric trucks look set to become the norm for deliveries in urban areas. Not today and not next year, but definitely within the foreseeable

future. I am particularly proud that today marks the beginning of a large-scale field testing project that will see DAF working in collaboration with VDL and Jumbo. This project," he adds, "will allow us to gather useful data and experience in relation to both the technology and the operational aspects. We can then use our findings to ensure that the final series-production model provides the ideal solution to future market requirements."

## The DAF CF Electric

The DAF CF Electric is a 4x2 tractor unit developed for road haulage at up to 37 tonnes in urban areas, for which single-axle or dual-axle trailers are standard. The vehicle is based on the DAF CF—named 'International Truck of the Year 2018'—and is electrically operated using VDL's E-Power Technology. The centre of this intelligent powertrain is a 210-kW electric motor powered by a lithium-ion battery pack with a current total capacity of 170 kWh. The CF Electric has a range of approximately 100 kilometres, making it suitable for high-volume transport in the urban distribution market. The battery has a 30-minute quick-charge feature and a full charge takes just 1.5 hours. **F**

# Diesel Technic Group looks back on successful year 2018

**F**or the Diesel Technic Group an eventful and successful year 2018 came to an end with numerous highlights and innovations from the product and service area. The company with its headquarters in Kirchdorf (Germany) focuses on joint growth – in line with the motto "Expand your business".

One highlight of the year was the launch of the DT Spare Parts Premium Shop as part of the end customer loyalty programme. Buyers of the products of the brand DT Spare Parts benefit from brand loyalty in addition to the complete range in guaranteed quality. With the purchase, they will receive crown codes, which they can redeem in the Premium Shop after free registration, collect and exchange them for high-quality rewards. A rewards programme that benefits all sides.



In addition, many updated and new catalogues have been released. Diesel Technic now offers an extended range of more than 41 000 products in guaranteed quality with enlarged application possibilities. The full range currently comprises around 40 000 products of the brand DT Spare Parts and around 1 500 products of the brand SIEGEL Automotive and is continuously expanded and updated daily. New and updated product catalogues for trucks, buses, trailers, transport. **F**

# ISUZU



# THANK YOU FOR MAKING US THE NO.1 TRUCK BRAND.\* AGAIN!

 **NO.1 OVERALL TRUCK**  **NO.1 LIGHT DUTY**

**GIGA**

**FORWARD**

**ELF**



For more information, log onto [www.isuzu.net.my](http://www.isuzu.net.my)

ISUZU MALAYSIA SDN BHD (684846-H) HOTLINE: 1-300-88-1133 GENERAL LINE: 03-7723 9777 FAX: 03-7723 9779

ISUZU SERVICE CENTER SDN BHD (605872-X) Lot 730, Jalan Sungai Rasa, Seksyen 17, 40200 Shah Alam, Selangor Darul Ehsan TEL: 603-5513 0518 FAX: 603-5512 7550

**FREE SERVICE CAMPAIGN**  
UP TO 100,000km\*  
\*UP TO 100,000km



WARRANTY  
**3**  
YEARS  
100,000

WARRANTY  
**3**  
YEARS  
100,000

**ISUZU DOCTOR MOBILE 24**  
Reliable support with round-the-clock business operation.  
1-800-88-8000



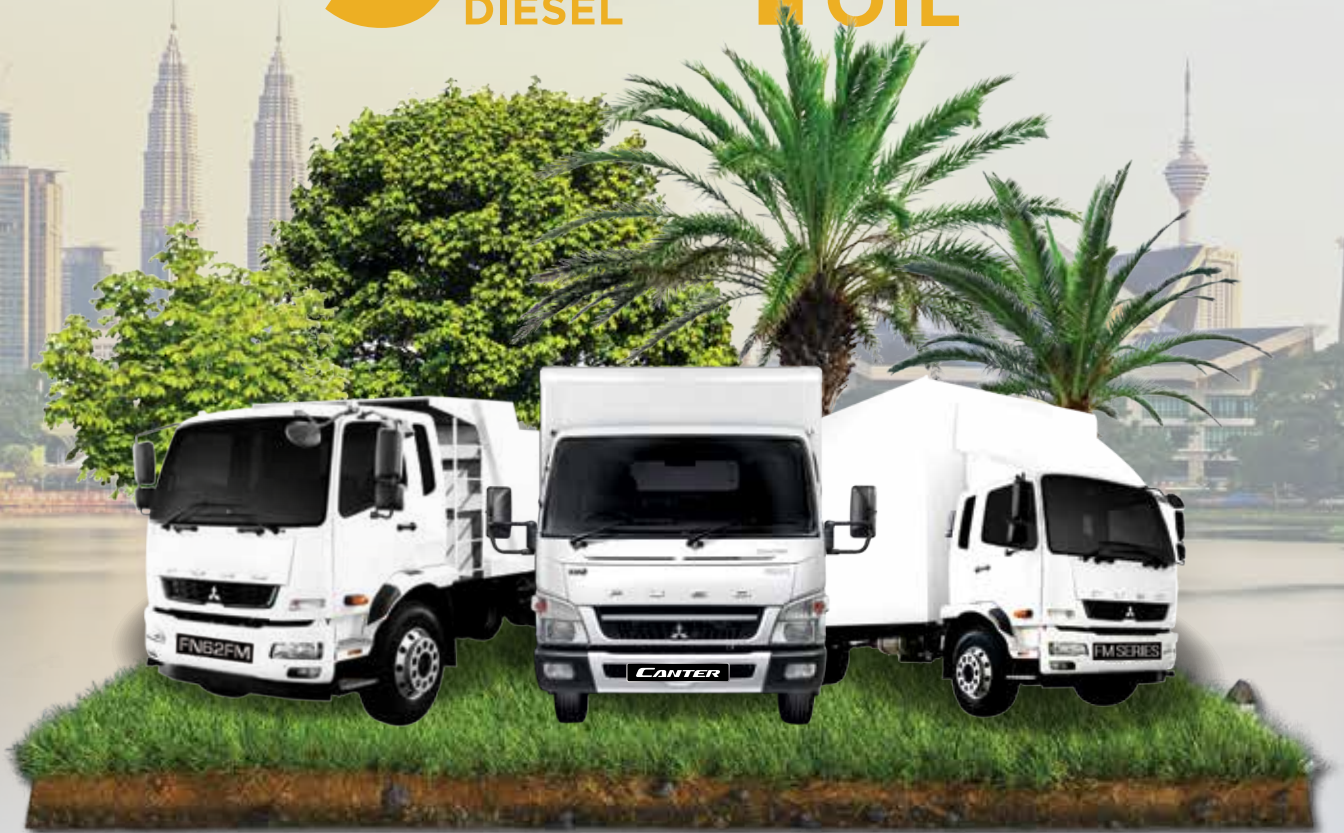
\*Source: Malaysian Automotive Association Report 2018

**B10**  
**Diesel**  
 Compatible\*

# FUSO trucks are **READY** to drive your **BUSINESS**

B10 is a biodiesel with a mixture of

**90%** PETROLEUM DIESEL + **10%** PALM OIL



☎ 03-8082 9160  
 ✉ sales@fuso.my  
 🌐 www.fuso.my



\*Applicable for selected FUSO models.  
 Terms & condition apply.  
 \*\*Above 6 tonnes

**DAIMLER TRUCKS**  
 WORLD'S LARGEST TRUCK MANUFACTURER\*\*



MITSUBISHI FUSO Authorized Distributor:  
**Hap Seng Trucks Distribution Sdn. Bhd.** (1250643-T)