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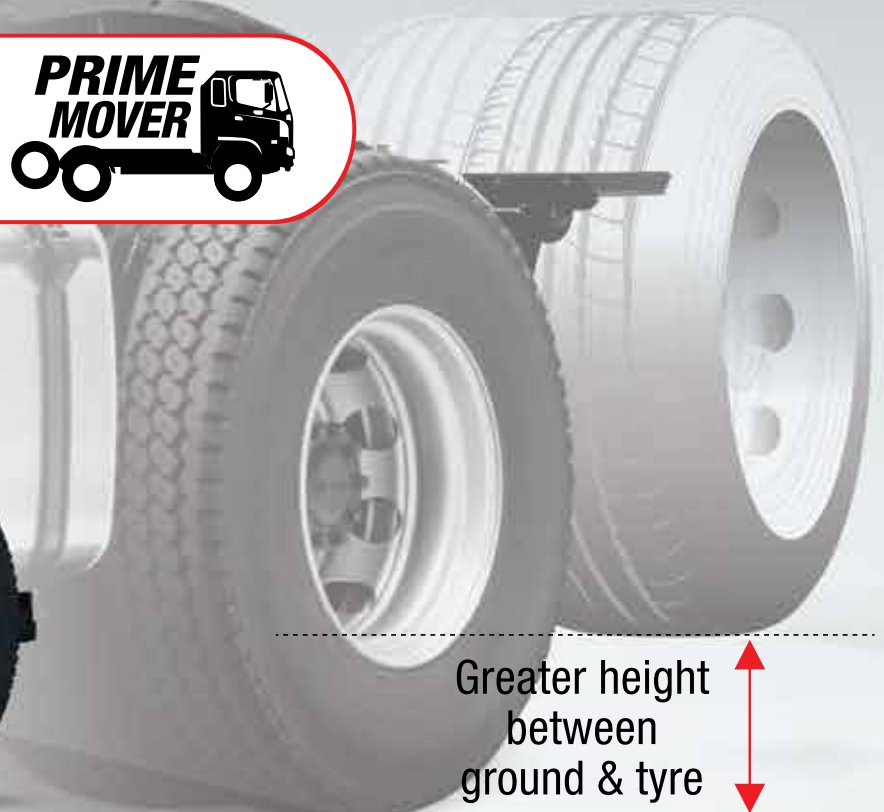
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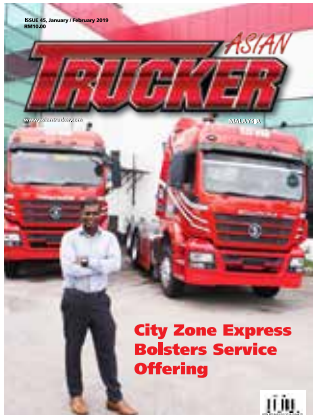
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There is no one right answer as to what makes a business a successful one. This is one question that we have to address for Asian Trucker as well. If you ask me, I think it is the fact that our news are always very timely and that we publish updates on a frequent basis, thus making this publication one that is read by people that want to be at the forefront of developments in the transport industry. At the same time we want to be a provider of insights with our original, long stories.

For this issue I have met people that either had a lot of staying power. As you will learn from our cover story, it takes grit, good products and a good crew to stay in business for many

# Staying Power and Innovations

decades. Volvo Trucks Malaysia celebrates their 50th anniversary in Malaysia this year and that is remarkable as the brand has been in business for almost 100 years now.

While it takes grit and patience to succeed according to some, others may argue that it is innovation that pushes businesses forward. We met with MiX Telematics, who's staff are highly motivated to roll out their products in Malaysia now. Blockchain technology is another innovative industry that is now making an entrance into the transportation industry. It is these kinds of innovations that we haven't really asked for, but someone is seeing an opportunity and is seizing it. I am very sure that from there, others will further innovate and improve on the new technology while established players with integrate new services in order to stay ahead of the pack.

Finally, we are also seeing new products rolled out by established brands: the New Truck Generation by Scania, new FAW trucks and Sin Hock Soon with different transport solutions. Speaking of which, I was impressed by the thinking of Sin Hock Soon's management, which looked at the current downturn as an opportunity to get ready for improved businesses. Not only are they upgrading their fleet, but also implementing new software and moving to a brand-new headquarters that will see all business units joined under one roof.

As for Asian Trucker, we have put some innovations into

the exhibition and our Drivers Club. During our show, we will have what we call the "Hour of Power". The concept is simple: major exhibitors will be allowed to make as much noise as they want during their one-hour time slot. The exhibitor manual will simply not apply during that time and creativity will be given free reign. Meanwhile, thanks to our premium sponsor Shell Rimula we have a snap and win contest for truck drivers. You may encourage your drivers to go out and take pictures with Shell products to win attractive prizes. This will be a one-year long activity. There might even be a grand prize...

When I talk about grit, I am reminded that experts say it takes 10 000 hours of doing what you do before you are getting good at it. Sure, there are very few geniuses that excel immediately at what they are doing. At the same time, I would think that talent plays a role as well as attitude. Have a look at our feature story where we sat down with some of the women in the industry to get a feel about how they go about their jobs in this so-called male dominated industry. I got the feeling that the way you approach your job has a lot to do with the success that you will eventually achieve.

Drive safe and see you at MCVE 2019!

Stefan Pertz  
Editor, Asian Trucker Malaysia



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## AONE Receives their First One-five Scania's

*Integrated logistics solutions provider takes its operation further with first of 15 Scania trucks. In an exclusive interview, Asian Trucker learned more about AONE and their motivation to switch from rebuild vehicles to brand-new ones.*

**W**ithin his group of companies, S Palani, Managing Director, has set up several businesses to handle different aspects of the logistics process. For instance, AONE Logistic Sdn Bhd is handling business consulting whereas West Consortium Haulage Sdn Bhd is tasked with haulage. The latter is the permit holder for the trucks. Peri Express handles the customs clearance for air and sea freight. Over the past years, AONE has established an office in Singapore and cross border transport is a mainstay of the group. "I am also looking at expanding into other countries. What I am planning to do is to use the Scania trucks for the cross-border transportation."

AONE is a first-time customer for Scania and the new vehicles were handed over on 16th February. The client recently acquired additional units to facilitate the expansion of its trucking and haulage requirements. What makes the purchase interesting is that AONE has previously used re-build and re-conditioned trucks to deal with the haulage needs within the group. Palani explained that "I am actually used to having new trucks while I was working for companies. Over the 25 years of my salaried career I have been using European truck brands. There is a reason I started out with used trucks and it may not be obvious. When you are using new trucks, there are hardly any problems. However, I wanted to understand what possible problems there can be with trucks when you operate them in a smaller organisation." To ensure that the company is focused on the right things, Palani says that he brought in his wife as a partner.

Now that he has learned from using old trucks, it was time to step up the game. "One thing I understand is that it doesn't matter how old the truck is, it is the human touch that matters." S. Palani cited performance, reliability, fuel economy and safety of the vehicles, along with excellent after sales service as some of the reasons why Scania was the ideal choice for its business operations and total operating economy. "Now I want to focus on the business, not on the workshop or the uptime of my vehicles." With the purchase of the 15 Scania trucks, his total fleet size is now 19. AONE now sports nine G360LA4x2MNA, five G410LA6x2MSZ and one G460LA6x2MSZ. The Scania trucks are financed

by Scania Finance and come with a comprehensive service and maintenance package as well as two-year free fleet management service.

Held at the Scania Malaysia headquarters in Bukit Jelutong, Shah Alam, the keys were presented by Scania Southeast Asia Managing Director Marie Sjödin Enström to AONE Managing Director, S. Palani. The trucks will also be insured by Scania Credit Malaysia, which offers Scania customers peace of mind with benefits that minimise financial loss and handling of damages while optimising uptime including an accelerated claims process, special waiver on loading rate of up to five years and excess rate for vehicles sent to Scania workshops. To ensure smooth productive deliveries, AONE also signed a seven-year Repair and Maintenance (R&M) Contract, as well as Scania Fleet Care, covering scheduled maintenance of the vehicles and breakdown assistance.

"For Scania, today's handover is a reflection of the company's on-going commitment to the quality, safety and performance of our vehicles and we are indeed very happy that AONE Logistics has placed their trust in Scania for the best profitability and sustainability of their business," said Sjödin Enström.

In his speech, Palani said that "This is just the first purchase of Scania trucks. They have really won my heart and one day I hope to make it to Five-O with fifty Scania trucks." **T**



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Ground-breaking ceremony: (left to right) Sarah Ng, Daimler Commercial Vehicles SEA, Jacky Tan, HSTD FUSO Operations Senior Manager, Roland Scheider, HSTD Chief Executive, R. Kumaran, Sagito Motor Director, Albert Yee, HSTD Director of Commercial Vehicle Operations, Jim Tan, HSTD Network General Manager, Cham Hock Chye, Sagito Motor After-Sales Consultant, and Gan Chai Long, HSTD After-Sales General Manager.

Sagito Motor (M) Sdn. Bhd. is a well-established FUSO trucks dealer with over 17 years of experience in the commercial vehicle industry. The company has grown and diversified its product offerings over the years from the supply of commercial vehicles, cars, industrial machineries to locally assembled FUSO trucks.

A ground-breaking ceremony was held by Sagito Motor at Jalan Kempas Lama, Johor Bahru recently to mark the beginning of construction of a dedicated FUSO 3S centre that will offer Sales, Service and Spare Parts facilities for FUSO commercial vehicles. The upgrading and expansion from the dealer's existing sales office at their Tampoi branch aims to provide better quality sales and after-sales services to esteemed FUSO customers. The new 3S FUSO centre will be the first in the country that incorporates the new FUSO corporate identity building structure with the latest state-of-the-art facilities.

The total built up area of the centre is more than 1 885 square metre with an investment of over seven million Ringgit Malaysia. The construction of the new authorised FUSO centre commenced by mid-February 2019 and is scheduled for completion in the fourth quarter of 2019. The centre will feature extensive facilities and start operation in January 2020.

More than 100 guests attended the event including Sagito Motor's customers, fleet owners, building

## Sagito Motor Breaks Ground for New FUSO 3S Centre

*Enhancing the service provided, Sagito Motor (M) Sdn Bhd is confident that the long-standing partnership with Hap Seng will grow and prosper.*

contractors, architects, bankers, employees, and Hap Seng Trucks Distribution Management Team. The VIP guests were given a warm Malaysian multi-cultural welcome upon their arrival. Each of the VIP guests were given a fresh jasmine garland to wear as a way of showing respect in addition to symbolising good luck. Against the background, the sound of upbeat drumming of the traditional Malay kompang could be heard to welcome the arrival of the visitors.

Sagito Motor's Director, Mr. Kumaran said, "Today marks a special day as we officially break ground for a new FUSO 3S centre and this represents a significant milestone for Sagito Motor". He is confident that the solid business partnership and synergy with FUSO all these years will grow his business further as his team is ready to make the new 3S FUSO centre flourish with the support from Hap Seng Trucks Distribution and their business partners. Speaking at the event, Roland Schneider said in his speech that Hap Seng Trucks Distribution has always aimed to deliver the highest quality of FUSO commercial vehicles that are designed for reliability and economic efficiency with their customers in mind.

During the ground-breaking ceremony, the management team shovelled the earth, followed by a tree planting ceremony at the site as a symbol of resilience and future growth for the new 3S FUSO centre. **F**





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## Mpire launches "Resale Value Guarantee" Programme



**M**pire Commercial is the official Malaysian distributor for Foton Daimler EST and ESTA models which offer both 4x2 and 6x4 specifications. Asian Trucker learned that in the very near future Mpire Commercial is going to introduce the 6x2 specification to the Malaysia market as well.

Foton Daimler EST and EST A are modern China trucks fitted with sophisticated and advanced Cummins ISG engine and ZF gear box. This makes Foton Daimlers trucks different from other China truck brands. "The Foton Daimler truck is definitely a solution for customers which are looking forward to cost savings with excellent performance and durability," said Albert Wong, Chief Operating Officer of Mpire Commercial Sdn Bhd.

Following the introduction of the truck, Mpire Commercial was met with overwhelming demand. As a result, Mpire Commercial has decided to introduce the "Resale Value Guarantee" programme with the objective to enhance customer experience as well as being a token of appreciation for pioneer customers.

***Underlining their trust in the brand and product, Mpire is launching a five-year "Resale Value Guarantee" Program.***

The terms and conditions for the "Resale Value Guarantee" programme are as follows:

For this programme, Mpire Commercial is the merely the seller and the five year buy back policy is being underwritten by Mpire Capital, a company related to Mpire Commercial.

- Five (5) year buy-back value at a maximum of 30 percent based on initial prime mover's (body excluded) invoiced price from Mpire Commercial Sdn Bhd only (subject to the prime mover's condition and service records),
- To be entitled, prime movers are obliged to be serviced at the Mpire Commercial showroom or any appointed service center throughout the five-year period,
- Unauthorized modification on prime mover engine, transmission, and / or main chassis shall void the validity of the buy-back programme regardless of it being a major or minor modification,
- If electrical features, vehicle components, chassis and engine number of the prime mover are being tampered with, it shall not be entitled for the buy-back program,
- For prime movers aged less than five years (calculated from date of registration) the buy-back value shall be determined by Mpire Capital based on the prime mover's condition and market condition whereby the price offered is deemed final,
- The 30 percent buy-back value is subject to the 100 percent of refurbishment cost of the vehicle, in order to determine the final value of buy-back vehicle and
- To qualify for the buy-back programme customers are obliged to purchase a new prime mover from Mpire Commercial before surrendering the second-hand prime mover. **T**



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# Something Special for Aman Logistik

*Volvo Trucks delivers some rather unique trucks to Aman Logistik Sdn Bhd.*

**G**leaming in the sun were the new vehicles for Aman Logistik, parked in front of the Volvo Trucks Malaysia headquarters on Friday, 15 March 2019. Aman Logistik placed the order for the four units of its premium flagship heavy-duty truck, the Volvo FH16 model, to address their needs for specialised, heavy haulage missions. A truck handover ceremony to celebrate the occasion was held recently and was attended by the senior management teams of both companies.

Aman Logistik is an integrated logistics solution provider for wide-ranging services covering land, sea and air consignments, including forwarding and warehousing. The company is recognised as a leading specialist in the transportation of heavy haulage and over-sized cargo, including beam launching and infrastructure works.

“Our business as a leading logistics provider of demanding heavy haulage requires us to use vehicles that are truly powerful, robust, safe and fuel efficient. It is crucial that the trucks add value to our business and customers, reduce operating costs and increase productivity over the vehicle’s lifetime,” commented Kenny Tee, Managing Director, Aman Logistik Sdn Bhd.

“We have also requested for Volvo Trucks to customise our trucks by adding a few more air tanks to facilitate the transportation of very heavy loads over long distance, which I am very pleased that they are able to do. With this, I believe the Volvo FH16 is the truck that we have been seeking for in our growing business,” added Tee. He also has a good reason to order this quantity “We are currently moving trains for the MRT project. These come in batches of either four or eight trains. This means that each batch is one or two turns with these new trucks.”

What makes these trucks extra special is that that chassis is extended through the front of the truck, ending in a clutch that can couple with the Nicolas branded multi-axle trailers the company is using to move heavy, oversized loads. According to Tee, some places are very tight and it is then required to push the trailer, rather than pulling it. “One job that is coming up will see

us moving loads that are over 100 tonnes heavy and a short trip of a few kilometers will not just take hours, but days as we will have to clear the roads.”

“The recent delivery of the Volvo FH16 trucks to our new customer Aman Logistik reflects a positive continuation of our solid sales performance in 2018,” said Mitch Peden, Managing Director, Volvo Trucks Malaysia. He further added the Volvo FH16 is customisable to maximise productivity and can withstand the heaviest and most demanding operations on any road condition and terrain, and highly capable of handling deliveries of over-sized and super-heavy loads,”

One of the highly unique features of the Volvo FH16 is the I-Shift technology with ultra-low crawler gears which allows the truck to drive at speeds as low as 0.5-2kmph and start off from standstill while hauling 325 tonnes of payload. This technology offers a completely new opportunity for heavy trucks with automated transmissions to control their speed when hauling heavy loads. **T**

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# Mpire Redefines JAC

*Mpire JAC Sdn Bhd has been appointed as the new distributor for JAC light commercial vehicles in Malaysia.*

**M**pire JAC Sdn Bhd, a subsidiary of Mpire Auto celebrated the launch of three brand new models from the Chinese maker, JAC here in Malaysia. The launch of the JAC X30, N45 and N75 was officiated by YB Dr. Ong Kian Ming, Deputy Minister of International Trade and Industry (MITI). “I am proud and honoured to witness, support and be a part of this international prestigious collaboration between Malaysia and China. It is good for JAC to be represented in Malaysia as they are able to bring in world-class vehicles that will help the development of the Malaysian economy. Collaborations like this is vital for Malaysia as it strengthens our ties with China, knowledge transfer and technology enhancement” said YB Dr. Ong in his opening speech.

The launch also saw the introduction of a spanking new 3S centre by Mpire JAC right in the heart of Petaling Jaya. To cater for the increasing demand of customers and better facilitate them, the company has invested millions of ringgit in the state-of-the-art 3S centre that will provide sales, service and spare parts. The PJ showroom also prides itself in being the one and only million ringgit showroom within the light commercial vehicles industry. Furthermore, Mpire JAC has appointed 15 authorised service dealers nationwide in order to provide efficient after sales service to all JAC customers. More service dealers will be added to the network in the future with East Malaysia in the plans as well.

Dato’ Billy Goh, Managing Director of Mpire Group shared that “JAC is a market leader in China and a prominent name in the trucking industry. With such huge expectations from JAC, I am sure that JAC is poised to produce world-class vehicles that are relevant for the highly demanding consumers of Malaysia. Therefore, I am confident that both imported vehicles as well as locally assembled vehicles by JAC are of the highest standards. The fuel efficiency



and quality of the JAC trucks will be well-appreciated by the Malaysian buyers”.

To further prove their confidence in the vehicles, Mpire JAC is currently offering a trade-in programme which consists of a RM3 000 subsidy for any vehicles that are traded-in to purchase a brand-new JAC vehicle, subjected to terms and conditions. On top of that, the package also comes with a free two years service (six times) and a five years or 150 000KM warranty (whichever comes first). **F**



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## FUSO Trucks Fleet Handover Ceremony to Yustra Ice Cube

On 19th March 2019, Hap Seng Trucks Distribution Sdn. Bhd. (HSTD), authorized distributor of FUSO trucks in Malaysia, together with their authorized FUSO dealer, Leang Seng Motors (1980) Sdn Bhd, had officially handed over ten units of FUSO FE71PB light-duty trucks to Yustra Ice Cube.

The FUSO FE71PB truck series is commonly used for door-to-door logistic transportation and is built for the long run. The reliable truck performance comes hand-in-hand with power and fuel efficiency.

During the handover at Kota Bharu, Kelantan, a symbolic mock key and a FUSO Canter miniature truck was presented by Jacky Tan, FUSO Senior Operations Manager, to Yustra Ice Cube Managing Director, En Mohamad Yusrid bin Mohd Yusof. The ceremony was witnessed by the management team and staffs of HSTD, Leang Seng Motors and Yustra Ice Cube.

Yustra Ice Cube prides itself as a company dedicated to producing a variety of ice products ranging from ice cubes and ice blocks since 1988.

“As a company that relies heavily on transportation of ice cubes and ice blocks, it is crucial that our trucks to be in tip-top condition as we provide good end-to-end service to our customers. We are on track for growth this year to expand our fleet, so it is vital for us to look for reliable performance trucks that can provide fast delivery and ensure customer satisfaction” said Yusrid.

Commenting on the purchase, Yusrid added that his company had full trust and confidence in FUSO trucks as they are widely seen on the roads in Kelantan and surrounding outskirts. The decision to purchase the FUSO trucks was also based on the healthy relationship built between his company and Leang Seng Motors, as well as the acknowledgement of quality after-sales services support offered by FUSO.

During the ceremony, Jacky expressed his gratitude and appreciation to Yustra Ice Cube for their support. He is confident that the FUSO trucks would be a vital force for the customer to achieve its long-term business objectives and overall mission. “We wish to congratulate Yustra Ice Cube on their new fleet purchase of FUSO trucks. We are proud to be their partner and are indeed very happy that they have placed their confidence in FUSO trucks for their business growth. Today’s handover is to show how important the customer is to us and our heartfelt thanks to them. It is a trust that we greatly value and appreciate deeply, and our company’s on-going commitment to offer trucks of the highest quality, while offering reliability and economic efficiency to our customers as we continue to provide total FUSO support.”

Speaking at the handover ceremony, Leang Seng Motor Director, Mr. Lee Soon Yong cited, “In the FMCG industry, we understand that customers require vehicles that are safe, durable and perform well under pressure. Peace-of-mind is what customers look for, and together with Hap Seng Trucks Distribution, we are proud to deliver the highest level of quality and after-sales service to Yustra Ice Cube.” The FUSO authorized dealer is committed to deliver the best support to the customer for the mutual-trust between both companies. **F**





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# FAW JH6 Unveiled

*NBG Industries recently launched the FAW JH6 here in Malaysia.*

**N**BG Industries (NBG), the sole distributor and licence assembler of the China brand FAW trucks in Malaysia recently celebrated the launch of the JH6. Witnessing the launch was Mr Yi Zhongwei, Chief Representative in Malaysia of China FAW Group Ltd. Asian Trucker had the opportunity to chat with Mr Yi about what he thought of the Malaysian market and what the introduction of the JH6 to this region meant to them.

**AT:** Please briefly introduce the company.

**Yi:** FAW is the first national automotive manufacturer in China. The company was formed in 1953 and it has been 66 years since the company was incorporated. Therefore, we are fully capable in terms of financing, human resource and technicality to invest in product research and development. These three attributes allow us to produce vehicles that are of superior quality.

**AT:** Please let us know more about the truck that is being launched, the JH6.


**Yi:** The Malaysian shores got a glimpse of the FAW JH6 for the first time ever. Currently, the JH6 is the most premium truck that customers in Malaysia can purchase from FAW. It is our best product yet that customers outside of China are able to acquire. In China, we have an even better offering that surpasses the JH6 but we are unable to export it at the moment. The JH6 is not a completely new product from FAW. The JH6 was already introduced in China a long time ago. It has undergone much scrutiny and improvements that resulted in the product we see here today. We have our own production plant in South America and our products are assembled there. The JH6 was well received by the market and we believe it will do equally well in Malaysia.

**AT:** What do you think of the Malaysian market?

**Yi:** Malaysia marks a very important market for us at FAW. The relationship between both countries has always been that of a friendly one and will be even better now that Chinese companies are making themselves available to the Malaysian market. With this, consumers get to choose products that suit

them the most and manufacturers will have to up their game in order to compete. This results in an overall increase in quality across the board and we are glad that customers will be able to purchase trucks that are well-built, safe and economical without compromising on quality from us.

**AT:** How does NBG perform as the sole distributor of FAW trucks in Malaysia?

**Yi:** I am extremely pleased with the role NBG is playing as our sole distributor. As they have been in the industry for quite some time, they have built themselves quite a reputation for selling quality trucks. The turn-out today is also more than what I expected and I think NBG should be credited for this. Customers have made their way here after hearing that NBG has a brand new offering for them. This further proves that customers trust NBG to provide high quality products that will serve their interest. I hope that we can maintain this collaboration between FAW and NBG and together we can provide trucks of superior quality to the Malaysian people. 

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## City-Link Express Deploys Isuzu ELF

Recently, an official ceremony was held at the newly set up City-Link Express Warehouse in Cheras, Kuala Lumpur, to commemorate the handover of Isuzu Malaysia’s commercial trucks to City-Link Express (M) Sdn Bhd. A total of 90 units of Isuzu ELF 4-wheeler model [NLR77UEE-2E] were handed over, procured in line with the company’s business expansion plans.


*Increased mobility demands reliable trucks and the courier company has addressed this need with trucks from Isuzu.*

Isuzu has long been City-Link Express’ preferred brand of commercial vehicle, as seen in the long relationship and mutual trust between both companies since its first fleet purchase was made in 2011. The latest procurement will further improve City-Link Express’ reliable services, and at the same time continue in achieving its customer satisfaction.

These 90 units were specifically procured to increase mobilisation at various City-Link Express centres nationwide, including the Cheras Warehouse & Distribution Centre, which offers business clients specialised services of storing goods in temperature-controlled environment, before being packed, delivered and shipped out to all destinations accordingly.

During his speech, Atsunori Murata, Chief Operating Officer of Isuzu Malaysia, took the time to convey his sincere gratitude to City-Link Express for their continuous support to Isuzu as their preferred vehicle for their business operations. Murata hopes that this recent procurement will further enhance City-Link Express’ day-to-day operations.

To commemorate the special occasion, Koji Nakamura, Chief Executive Offer of Isuzu Malaysia Sdn Bhd, presented a symbolic mock key and an appreciation memento to City-Link Express’ Chief Executive Officer, Ronald Tan. Also in attendance was City-Link Express’ Senior Sales Manager, Colin Tan.

Previously, in February 2019, training sessions on product knowledge and basic maintenance was held for City-Link Express drivers at their central warehouse and operating hub in Saujana Putra. The training sessions was conducted to ensure attendees are well equipped with vital knowledge and understanding of the Isuzu trucks recently procured by City-Link Express, as well as learning the techniques of economical and safe driving. 





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

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

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Going the Extra Mile



## Finally Here: Next Generation Scania Truck

*Launched in 2016, the Next Generation by Scania has been lauded as a highly innovative and productive truck. This month, it was finally introduced to the Malaysian market.*

In front of over 600 guests, Marie Sjödin Enström, Managing Director of Scania Southeast Asia, took to the stage in the Kuala Lumpur Convention Centre to officially introduce the New Truck Generation by Scania to the Malaysian market. On display were eight variants, showcasing the different applications possible with the new range.

It has taken some ten years to develop the new range. During the presentation, it was explained that Scania not just improved parts and components but designed them from scratch. As a result, the front axle was moved five centimetres forward, resulting in the driver's seat to be move forward 6.5 centimeters and two centimetres further to the side. The A-Columns were moved backwards, and as a result, drivers now have a better view of what is in front of the vehicle.

Scania is also introducing the XT range, with additional technical specifications built to enhance the robustness of trucks that work in rough terrains, such as construction sites. These include a high air intake to supply the engine with the cleanest air possible in dusty environments and a tow pin with 40-tonne towing capacity in the front to enable the truck to be pulled out quickly.

The New Truck Generation by Scania continues to adopt Scania's unique modular system, where customers can customise their vehicle configurations according to their choice of cabs, engines and chassis. This system maximises spare parts availability and minimises downtime for vehicles needing repairs and replacements, allowing customers to benefit from incremental revenues. "We will offer all cab variants and Malaysian customers can depend on us to provide them with a range that is suitable to their needs," Sjödin Enström said.

The New Truck Generation by Scania has received several international accolades. It topped the 1 000 Point Test in 2016 and 2017, a fuel performance challenge scored by European trucking journalists and organised by Germany's ETM Verlag. Locally, the first customers will be able to put the truck to the test very soon. During the event, 29 companies were called upon stage to receive a mock key for their newly acquired trucks.

Asian Trucker also learned that the assembly plant in Port Klang had been completely re-rigged in order to produce the new truck. The NewTruck Generation by Scania series will be the only one made here, with other ranges no longer being available. Scania is ready to deliver the vehicles and in fact, several have already been produced and are awaiting delivery. **T**

Scania's new truck range delivers more of everything

- A new range of cabs designed in-house by Scania.
- Two cab series being introduced initially; the new S-cab has a flat floor.
- A repositioned front axle provides increased safety.
- The world's first truck with roll-over side curtain airbags.
- Up to 3% reduction in fuel consumption on EURO 3 engines
- Layshaft brake system can halve gearshift time and increase driveability.
- Approved for use with HVO, with more alternative fuels to be introduced later.



# Automechanika Kuala Lumpur 2019

*The 11th edition of Automechanika Kuala Lumpur opened from 21 to 23 March.*

**A**utomechanika, a leading automotive trade fair in the ASEAN region took place at the Kuala Lumpur Convention Centre (KLCC) from the 21st to 23rd March 2019. The fair saw 293 exhibitors from all around the world, an increase of 19 percent from the previous edition all housed in 9710 square metre of space across five halls.

"As the automotive industry evolves, so does Automechanika Kuala Lumpur. The vision of becoming a platform for "Sourcing, Training and Entertainment" has been a driving force behind the scenes. We believe that the show's direction will attract new audiences from the commercial vehicle sector, Malaysia's tech industry and auto-lifestyle fanatics. The vision also transcends through all the fringe programme events. Visitors can embrace global trends through entertaining and auto-cultural experiences, as well as hands-on learning opportunities," said Ms Fiona Chew, Deputy General Manager of Messe Frankfurt (HK) Ltd.

Visitors of the fair took the opportunity to participate in the value-adding fringe programmes Automechanika Kuala Lumpur had to offer. One such event was the Fleet Management Conference, specifically tailored to meet the educational needs of fleet operators in the commercial vehicle segment. Speakers at the conference include IR Zuhairi, COO of Aeroline Autotech (M) Sdn Bhd, David Lantz, Sustainability Manager at Scania Southeast Asia and Mohamad Azhar, General Manager of Kit Loong Commercial Tyre. All speakers at the conference shared their insight and experience which proved to be beneficial to the participants. Topics discussed at the conference were "Fleet Maintenance: Outsourced vs In-House", "The Pros & Cons of Biodiesel & Achieving 20 000 KM Oil Change with B20 Biodiesel" amongst others. Participants were reportedly very satisfied with the content of the Fleet Management Conference and said the conference allowed them a different insight on how to manage their fleet.

The newly introduced Truck Zone at Automechanika Kuala Lumpur shed light on the fast-growing commercial vehicle sector and was one of the busiest areas at the fair. The Truck Zone was introduced as a result of the sector's growth potential in both Malaysia and throughout the region. The zone saw an impressive amount of exhibitors ranging from manufacturers, auto parts and tyre dealers such as Acmar, Biosurge Asia, CPC Tyre, Hinsitsum Ten Ming and Yamamoto which displayed their latest solutions, products and services. The Truck Zone was strategically placed next to the IOT Zone in order for visitors to utilise the interconnected technology between both sectors.

The number of country- and region pavilions has reportedly increased two-fold, displaying a significant spike in international participation. The 2019 pavilions included China, Europe, Korea, the Middle East, Singapore, Taiwan and Thailand. Organisers of the event said this increase in international participation will encourage local businesses to connect and network with some of the most influential names in the global industry. **T**

# Tyrexpo 2019 Closes on a High Note



*The Asia edition of Tyrexpo, held in Singapore, was a huge success for exhibitors and visitors alike.*

and automotive aftermarket in the region, Singapore as host plays a crucial role in the future of these trades in Asia," a spokesperson from the organiser said.

Tyrexpo Asia 2019 again partnered with Enterprise Singapore to be part of World Rubber Week which comprised of a series of targeted events including Tyrexpo Asia and World Rubber Summit, 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 focused discussions to help shape the future of the industry.

On the second day of the show, an exciting morning took off with a look into the future of Tyre Technology with Mr. David Shaw, Chief Executive of Tire Industry Research. Key dimensions and new mobility impact on the future, tyre labelling standards and tyre materials developments were shared and provided valuable insights for attendees. The afternoon Business Education sessions by Ms. Christine Goh, Ms. Ginnie Chin and Mr. Ray Yap from Culum Capital raised quite a few eyebrows from the audience, intrigued by how their business can leverage on account receivables to unlock working capital and understand how their business will be assessed for risk.

The Automotive Skills Competitors had worked hard through the first two days of competition across the three test systems of engine mechanical, drivetrain system and body electronics. The ultimate winner was crowned at Pit Stop Events Hub.

The Tyrexpo Asia Jackpot Draw also gave away USD\$2 000 worth of Amazon Vouchers over the first two days of show. **➤**



**T**his year's instalment of the highly successful Tyrexpo series in Singapore saw a fully sold event hall with many of the participants being repeat exhibitors. Over 3 000 visitors came to source for their needs to keep the wheels turning. What made this exhibition stand out was the fact that the entire spectrum of suppliers was represented: from machine makers that supply to those that make machines for the manufacture of tyres to retreads and tyre management.

Tyrexpo Asia 2019 was co-located with GarageXpo Asia and Automotive Aftermarket Asia, with the aim to connect the entire automotive community from manufacturers, distributors, retailers, wholesalers to garages and workshops owners. The exhibition showcased the latest technology through extensive displays, technical workshops and demonstrations, as well as cross-pollinate best practices and solutions to drive operational efficiencies and profits for businesses.

"Asia is at the beachhead of the global tyre market, with emerging economies especially in Southeast Asia driving both demand and supply for the trade. With its strategic location at the crossroads of various markets of tyre, garage





# Shell Eco-Marathon Asia Returns to Malaysia in its 10th Year

Shell announced that Malaysia will host Shell Eco-marathon Asia in 2019 as part of its global “Make the Future Live” programme. Held at Sepang International Circuit, Kuala Lumpur, the Asia competition comes back to where it was first held in 2010 and celebrates its 10th year of challenging bright young student minds to design and build ultra-energy-efficient cars, and then take them out on the track in competition.

From April 29 to May 2 over 100 teams from all over Asia and the Middle East will test their self-built energy-efficient cars in the Shell Eco-marathon Mileage Challenge, to see who can go the farthest using the least amount of energy. In 2018 Singapore hosted the event, where the winning team was efficient enough to travel 2 341 kilometres – about the distance from Malaysia to Yangon, Myanmar – on just one litre of fuel!

“Shell Malaysia is proud to host the 10th Shell Eco-marathon Asia at our home ground. It is an inspiring event that supports Shell’s vision of sustainable mobility - more energy efficient vehicles and cleaner road transport. It’s really impressive to see student teams pitting their skills against their cohorts from different countries to see who can design and build the most fuel-efficient vehicle,” explained Datuk Iain Lo, Chairman of Shell Malaysia.

“Shell has been in Malaysia for over 125 years, and we will continue to power Malaysia’s future with cleaner, innovative and competitive energy solutions, some of which will be showcased at the event,” he further added.

Student teams will also have the opportunity to qualify for the Shell Eco-marathon Drivers’ World Championship. Introduced to the Shell Eco-marathon programme in 2016, Drivers’ World Championship challenges the best UrbanConcept teams to combine the proven energy efficiency of their car with the speed and skill of their driver, in a race to see who can cross the finish line first on the least amount of fuel. Qualified teams will go to London for a chance to compete with teams from Europe and the Americas. In 2018, ITS Team 2 from Indonesia’s Institut Teknologi Sepuluh Nopember Surabaya was

crowned the ultimate global winner of the Drivers’ World Championship, the second Asian team to win in the three years the competition has been running.

Malaysia will again be participating in Shell Eco-marathon Asia, with a contingent of six futuristic cars from six universities competing to be the most energy-efficient. These universities are inclusive of Heriot-Watt University Malaysia, Monash University Malaysia, Universiti Teknologi MARA, Universiti Malaysia Pahang, Universiti Tunku Abdul Rahman and Multimedia University.

“Every year, we see an increasing standard of performance, as well as team spirit and passion, among the student participants at Shell Eco-marathon Asia. The Sepang International Circuit in Malaysia is the perfect venue to witness new innovations in vehicle design come to life. We look forward to another exciting year at Shell Eco-marathon Asia,” said Shanna Simmons, Shell Eco-marathon Global Technical Director. 



expo that is multi-faceted – beyond just a trade show. There will be a Rest and Relax (R&R) area to encourage meeting and interaction between delegates and exhibitors. The Scania Driver Competition MCVE Edition will once again return, as well as a variety of fringe programmes including seminars and networking sessions”.

Among the highlights of this year’s event is the exhibitor’s ‘Hour of Power’ whereby selected exhibitors are given the ‘power’ to do whatever they like during the designated hour to vie for the attention of the delegates, without having to rigidly comply to the expo’s guidelines.

Some exhibitors are also sponsoring and supporting the key components of the event. Guardian South East Asia and Nittsu Transport will be supporting the R&R area with food trucks to provide free food and coffee. Hengst is the main sponsor of the networking area and Giti Tire will host the lunch for the Asian Trucker Drivers Club members. Shell is the official provider of the fuels and lubricants at MCVE 2019.

“With each event, we continue to discover what makes the expo more innovative, progressive, and interactive for the attendees. We see the MCVE as not just a display of commercial vehicles. It is the ultimate meeting place for everyone that is involved in the commercial vehicle industry, making it this year’s must-attend event”, said Pertz. **F**



# Malaysia Commercial Vehicle Expo Set for June 2019

*Spotlight on the Future of Transportation in Malaysia*

**T**he Malaysia Commercial Vehicle Expo (MCVE) is gearing up for its fourth instalment this year with the theme of ‘The Future of Transportation in Malaysia’. The biennial event will be held once again at the Malaysia International Exhibition & Convention Centre (MIECC) from 20th to 22nd June 2019.

The expo which is South East Asia’s largest exhibition dedicated to commercial vehicles, attracted 60 exhibitors and more than 6 700 visitors to the previous edition. Continuing its success, 2019 will see about the same number of exhibitors, many of which were in the past editions of the expo and are the leading players in the industry, taking up an exhibition space of 8 000 sqm to showcase their latest products and innovations in the commercial vehicle market. New major players joining this year’s expo include Tan Chong Industrial Equipment Sdn Bhd (TCIE) and coach builder, Terus Maju Services Sdn Bhd, who are also taking up significant exhibition space.

Stefan Pertz, editor of the Asian Trucker and Asian Buses magazines, and organiser of the MCVE said, “What exhibitors and delegates can expect is an

# Events & Exhibitions

## SHELL ECO MARATHON ASIA

Date : 29 April – 2 May 2019  
 Venue : Seang International Circuit, Sepang  
 Contact Info: <https://www.shell.com/make-the-future/shell-ecomarathon.html>

Details : Shell Eco-marathon can be traced back to 1939 at a Shell research laboratory in the United States as a friendly wager between scientists to see who could get the most miles per gallon from their vehicle. The winner of that contest barely achieved 50 mpg (21 km/l). These humble origins inspired what is now a global programme of competitions. In 1985 in France, Shell Eco-marathon as we know it today was born. In April 2007, Shell Eco-marathon Americas event was launched in the United States, and in 2010, the inaugural Shell Eco-marathon Asia was kicked off in Malaysia.

Malaysia hosted Shell Eco-marathon Asia from 2010 until 2013. In 2014, the event moved to a street circuit in Manila, Philippines, which hosted the event until 2016. Shell Eco-marathon Asia then moved to Singapore at the Make the Future Festival from 2017 to 2018. This 2019, in its 10th year, Shell Eco-marathon Asia returns to the Sepang International Circuit in Kuala Lumpur, Malaysia.



## 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, busses, 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 ITEMF 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, Carvile, 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.



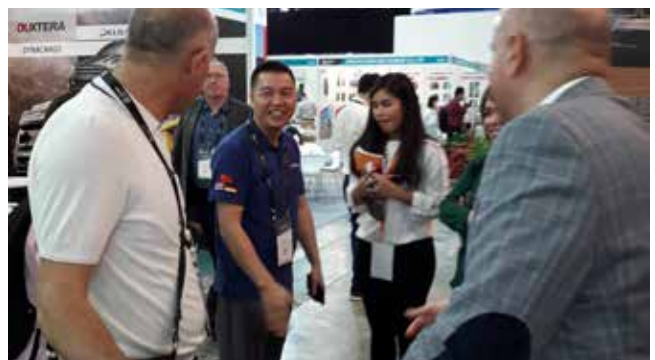
## INDONESIA TRANSPORT, SUPPLY CHAIN AND LOGISTICS (ITSCL)

Date : 16 October – 18 October  
 Venue : Jakarta International Expo (JIExpo)-Kemayoran  
 Jakarta, Indonesia

Contact Info: [itscl@reedpanorama.com](mailto:itscl@reedpanorama.com)  
 Tel : +62 21 2556 5000 ext. 5032/5033  
 Details : Indonesia Transport, Supply Chain and Logistics (ITSCL) is the Indonesia's the most anticipated international event in Indonesia for the world's Transportation, Supply Chain & Logistics players. It's where you need to be to strengthen your presence, build business alliances and develop potential businesses with Indonesia. present as the preferred venue to strengthen presence and enhance visibility of logistics and supply chain solution in Indonesia marketplace. This event will be much anticipated as a perfect platform to provide insights with expectations, challenges and opportunities for the transportation, shipping, port and logistics service providers and manufactures, also to showcase the cutting-edge logistics products and services.

## KOREA TRUCK SHOW 2019

Date : 7 November – 10 November 2019  
 Venue : Songdo Convensia, Incheon  
 Contact Info: +82-51-784-7901 Fax: +82-51-792-6370  
 Email : [info@ctfairs.kr](mailto:info@ctfairs.kr)





## Transporting the Business into the Next Growth Cycle

*Quietly, Sin Hock Soon has been working on the transition into a new era of transportation, readying their operations for the next upturn. In our exclusive interview we learned all about their current activities and plans for the future.*

**T**owering over the street is now a new seven-story building, which is going to be the Sin Hock Soon Headquarters by mid of the year. Taking us into the building is Shawn Yew, Business Executive of Sin Hock Soon and he gave us an update on what they busy with. Originally, the company was founded by Yew Chye Seng and late Ong Chye Eng, Shawn Yew's grandfather. Currently, the operations is headed by the second generation where "Mr Tony" is at the helm of the operation. Said Shawn Yew "I am just starting to support this business as third generation. I am in my learning stage and I appreciate the opportunities that are lying ahead of us."

### A New Home

Two years ago, Sin Hock Soon decided to consolidate all their business activities, including their staff under one roof. Having outgrown the current premises, this was also motivated by the need for better control of the businesses. Current activities include plastic manufacturing, rice trading and transportation. "Besides these reasons, we also want to provide better working conditions for our staff," Yew said.

The space created also accommodates future growth. "After 15 years in the old building, we cannot take in any more staff. Here we have seven floors of office space and we should be able to fit more than 100 staff while we have some communal spaces." Although many are pessimistic about the current economy, Yew and his management team are confident that this move will be rewarded. The new HQ is also built with the need for work-life balance of staff in mind. According to Yew, staff is the key driver for the business and one "should look after their people".

### A New System

Concurrent with the move, Sin Hock Soon is also implementing an Enterprise Resource Planning System. Asked about the reasoning behind this investment, Yew explained that in any business, each work step contributes to the success of the business. The better each step is planned, the more efficient the business will become. "While the system itself is an investment, we are very sure that we will not only recover the cost quickly, but also improve the bottom line through the use of it." The increase of efficiency, which is expected to improve profitability will eventually allow the company to raise wages and salaries. Yew summarises it as "The company is aiming to be more professional, departing from the traditional way of doing things. We aim to be more systemised and organised. With the system we have

implemented, we are already seeing that this is happening. At the same time, our staff can see that we take this ambition very serious as we are putting money up for the improvement of the company."

With the move of the staff to the HQ, other facilities will be re-purposed. On top of the workshop, there is to be a driver lounge and fully equipped training rooms. Safety is a main concern for Sin Hock Soon and the training facilities will be in constant use.

Other changes in the workshop have taken place as the company has shifted from corrective maintenance to preventive maintenance. Instead of being surprised by breakdowns when they happen and fixing problems when they occur, trucks are being serviced regularly with the intention to prevent and avoid problems. Yew admits that all these activities have been a heavy burden on the financial situation, however, he is saying that the effort is now starting to show results.

### **An Eye on the Economy**


Following the change of the government, there have been a lot of projects that have been put on hold or have been downsized. This has also affected the transport sector and Yew admits that the economy is not as vibrant as it has been a few years ago. "However, this is a great time then to look at your business and to find ways to improve it. We are working with external consultants to guide us in this transition." Once the economy is recovering, Yew expects to be fully prepared for it.

General cargo, such as sugar, is a stable business. What has caused the slow down is the reduction in government spending on big projects. This in turn affects transport companies handling building materials, such as steel bars. Reacting to this, Sin Hock Soon has also changed a number of trucks from general cargo to tankers. "Although the product is different, the idea of moving goods is still the same. We can't afford to stand still and need to adapt." Yew said that there are also cyclical swings and that he expects that certain goods will be in demand soon, creating demand for transport services. Also impacting the business of many transporters are fluctuating Diesel prices as customers may fix transport charges for a full year, whereby the actual cost of Diesel cannot be predicted.



Sin Hock Soon is also active in cross-border transportation. Citing increased competition, Yew is cautious as there are now many players entering this segment. With a new port in Thailand in planning, transporters located in the northern part of Malaysia may have to revisit their strategy soon. In Yew's view, what matters most is to be able to provide reliable services and the ability to quickly react to customer's needs. While wanting to expand, upholding the brand's image of being a trusted service provider is paramount.

### **The Workhorse**

Having acquired Shacman trucks recently, Yew reviews them as reliable and suitable for their job. With the new directive of preventive maintenance, the service offered by YonMing is playing into Sin Hock Soon's hands as all the Shacman vehicles come with a service and maintenance agreement in order to minimise downtime. "No matter how well you look after the trucks, there will always be issues, but we have not yet had any problems that couldn't be solved within a very short time." Drivers are contented with the trucks. According to Yew, the brand of the truck may not be the main criteria, but the reliability. Being paid for the trips made, drivers value trucks that are dependable, rather than having extra features that are not needed. "So far, the performance of the Shacman trucks can be described as satisfactory and this should be a good advertisement for YonMing." 





# Volvo Trucks Celebrates 50 Years in Malaysia

*It takes more than just ambition to run a successful company in an environment that is constantly becoming tougher. Having stood the test of times, Volvo is deeply rooted in a history of 50 years in Malaysia.*

The company, which was founded in 1927, is publicly held and employs more than 100 000 people worldwide. Volvo has production facilities in 19 countries around the world and sells products in more than 190 countries. Volvo Group headquarters is in Gothenburg, Sweden. Here in Malaysia, Volvo trucks have been delighting drivers and transporters for half a century now. It is time for a celebration of this milestone. Asian Trucker met with veterans, dug out old pictures and spoke to a newbie in Malaysia to learn more about this remarkable journey.

## Just Landed

One of the latest additions to the company is Mitch Peden, who took over the reins of Volvo Trucks Malaysia late last year. It seems that he has arrived just at the right time as the year 2019 holds a lot of celebrations for the brand.



**Mitch Peden, Managing Director of Volvo Trucks Malaysia**

If a brand can sustain for 50 years in one country, clearly, they must be doing something right. When asked what has enabled this success, Peden answered, "This is not only true for Volvo Trucks in Malaysia, but for many countries in the world. You would need to have a look at the value system of the company." Citing the core values of Volvo, he said that this is well drilled into the organisation. Peden describes the trucks that were



introduced since the entry of Volvo Trucks into Malaysia as being highly robust. "Being able to deliver a high quality product that stands up to the toughest conditions has enabled us make a name for ourselves". Producing and ensuring our products adhere to the highest standard before launching them is another aspect that has helped to form the perception of a "bullet-proof truck".

"Nothing pleases me more than seeing our partners, people that buy their first truck from us, evolve and grow with us up to the point where they become fleet owners with many Volvo trucks." While Peden acknowledges that a truck is a heavy investment, Volvo always aims at providing superior returns on the investment. As the market changes and things get tough, Volvo Trucks has constantly introduced relevant products alongside new soft offerings. According to Peden, the brand does not shy away from the need to evolve as compared to other brands that might not have the same staying power.

One major testament is the fact that a company like Kontena Nasional, who have been clients since the beginning, and is still today, a valued customer. The robustness of the trucks is also a key reason why the Malaysian

Army has been procuring Volvo trucks throughout the years. Apparently, the trucks sold to the army several decades ago are still running.

While Volvo Trucks reputation is a solid foundation to go on, Peden cautions that this is not a reason for the team to rest on their laurels. "The Volvo brand is committed to providing the best products and After Market services and this is in line with our customers' high expectations. It is up to us, here, now to deliver on this promise. We are committed to making improvements and providing a wide array of offerings alongside new solutions and across the years, this has been something we have delivered. The improvements to truck efficiency and safety, has been key in enabling us to stay ahead of the competition. That said, if you don't keep pushing, you will quickly lose that edge that you had over others". According to Peden, Volvo also has a rich history of looking after the very people that are at the heart of every truck, the truckers. Their office is the very truck that they drive daily. So how do we play a role in this? "We ensure that we make trucks that help ease their work load and one that looks after their wellbeing."

With a brand name synonymous with safety, the public may not have understood the separation of Volvo Cars and Volvo Trucks in 1999. "I think though, that it has paid dividends as both brands continue to grow separately. It has not had a negative impact on us". Seeing that there are plenty of ads for Volvo cars in Malaysia demonstrating innovation and safety, the Volvo Trucks brand still benefits from this.

In 50 years, Volvo Trucks was not been adversely affected by the economy nor changes to policies. "The change to the tax system in Malaysia however had some impact on our business, similar to what everyone was experiencing." His advice is that one will have to make the best out of such situations by finding solutions to address changing market conditions.

"Arriving here with no heads-up that this anniversary was going to happen has made me reflect upon the past successes," Peden said. He is planning to make it a key priority to visit as many customers as possible especially those who have been through thick and thin with the brand from day one to thank them for their loyal partnership. In his own words, he was also very humbled to be working with key staff who have been with the company for more than thirty years. He acknowledges that staff play a key role in the success of Volvo Trucks in Malaysia.

Peden promises that Asian Trucker can look forward to revisiting old customers as, "their stories need to be told!"

### Volvo Trucks Malaysia Milestones

1966	Volvo entered Malaysia (cars, under Federal Auto)
1969	Volvo Trucks established under Federal Auto Industrial Sdn Bhd Introduction of Volvo Trucks N Series (CBU) Trucks delivered with the 3-point safety belt
1970	CKD Assembly N Series
1970	First truck brand to introduce the 3-point safety belt in CKD units
1970's	Turbo engine introduced in the F series Delivered Volvo F88 to Malaysian army
1980's	Introduced Euro 1 engine in the FL10 First truck brand to introduce airbag First to introduce 6 2 T with tag axle Delivered N10's to the Fire Department First logging trucks N12 delivered to customers in East Malaysia Truck models sold: F7, F10, F12, FL10, N10, N12, NL12
1990's	Euro 2 engine is introduced
1998	Service Agreement introduced (Blue, Gold)
1999	Fully Owned by AB Volvo Breakdown Service team formed
1990's	Truck models sold: FL10, FL12, FH12

Lim Poh Huat, Quality & Technical Manager



### Wisdom of the Elders

The current Number Two when it comes to service time in Volvo Trucks Malaysia is Lim Poh Huat, Quality & Technical Manager.

**AT:** Please tell us about your history in the company.

**LPH:** I finished secondary school in 1978 and I joined UMW Equipment as an apprentice in 1980. During my time with UMW, I was seconded to work outstation and after a while, I decided it was time to go back home to Klang. Thus the impetus to look for new opportunities.

In 1984, I saw an opportunity with Federal Auto Holdings in Shah Alam and was offered a job as a mechanic in the construction equipment division. Here I moved up the ladder and was promoted to foreman and then supervisor. I was transfer to the commercial vehicle department in 1998 and here is where I stayed until today.

**AT:** What happened after the hand-over from Federal Auto to Volvo Trucks?

**LPH:** Things ran smoothly during the transition and it was business as usual. I was tasked to set up the centralized technical support department in 2000 as the new Managing Director then saw a need to ensure all the dealers were getting ample support from HQ. Up until then, dealers had to wing it themselves. Once the department was established, I ensured that the dealers received technical advice as well as support on product and warranty claims. It is something I am very proud to have kick started.

**AT:** How did this position evolve?

**LPH:** During the early days of the technical department setup, I was young and just an executive leading the department. So there was some push back on decisions that I made. My boss acknowledged that I had the capability and knowhow and it was decided that I be promoted to Quality and Technical Manager to speed things along in the day to day tasks when it came to dealing with 3rd parties.







In the many years that I have been here, I am still amazed at the speed of new technology introduced in the trucks from the basic electronics diesel (EDC) to the current Truck Electrics Architecture 2+ (TEA2+).

**AT:** Why Volvo?

**LPH:** I like to work with Volvo because we have the best vehicle technology. I always like to challenge myself and my interest in the mechanical and electronics engineering. Working here, I get the best of both.

**AT:** The job has evolved. However, youngsters don't seem to be interested in the industry?

**LPH:** Times are different now. My generation was taught that we had to work very hard for everything that we wanted. And a lot of us did not have the opportunity for higher education or even the chance to go overseas to study. The current generation had many opportunities we never had. They are now highly educated and are the voice of change. But that said, there are still many talents out there who are proud to get their hands dirty and go to the ground to fix problems.

**AT:** What was your most memorable moment during your career?

**LPH:** I would say every day in Volvo is a memorable day. I love my job and the fact that I am the go-to person to help solve a problem; that has made the earlier struggle and hard work pay off.



Santhara Saigaran,  
Assistant Training Manager

**Record Holder**

Currently the longest serving staff in the company is Santhara Saigaran, Assistant Training Manager. He, too, had a few insights to share about the success story of the Swedish brand in the country.

**AT:** Please tell us about your current job, and how long you have been with Volvo.

**SS:** MY current Job is Assistant Technical training Manager with Volvo Trucks. I joined the Volvo organisation in August 1983. At that time, I joined as Volvo Construction Equipment as a Mechanic Level 3. I moved to Volvo Trucks in 2003. It has been a fantastic 36 years in Volvo!

**AT:** What made you join Volvo?

**SS:** Once I completed technical collage, I wanted to work as a mechanic. It was my ambition to to learn and increase my technical skills.

**At:** What was the most memorable Moment in your career with the company?

**SS:** Long long ago when all the divisions were one and cars were still part of the organisation, we used to have a party in the workshop every quarter. It was a good opportunity for everyone to mingle and catch up. All the departments came together: Volvo Cars,VCE ,Penta, Trucks and Buses as well as managers from all levels. And we enjoyed ourselves.

**AT:** It could not all be sunshine. What were some tough times in your career with Volvo?

**SS:** In the last 36 years, I have been part of a few divisions under the Volvo Group. I was with Volvo Construction Equipment for 5 years and then I moved up to Volvo Penta. Unfortunately, a busienss decision was made to close the department down

and I was transferred to the trucks division. At that time, I felt sad because I loved Penta and what I was doing with them. But I found a new home with Volvo Trucks and I would not have it any other way.

**AT:** What keeps you coming back to work these past 36 years?

**SS:** In the years I have been with Volvo, I have had the opportunity to learn different skills in different divisions and different departments. Even today, I am still learning as Volvo Trucks keeps evolving with the introduction of new technology, new ideas. I am also a strong believer in our core values of Quality, Safety and Environmental Care and cannot be prouder to be working for Volvo Trucks.

**AT:** How has the work environment changed over the years? Is the company now more stable as it is more established?

**SS:** Volvo is a multinational company and with it, comes strict guidelines and ways of working. With Volvo Trucks 90 years of experience in the global market, we have adapted and is now a well oiled working machine. This can be attested to by us being the Malaysian market leader in the European Heavy Duty segment 7 years in a row (MAA report).

**AT:** Would you want your children to work in the industry or even at Volvo Trucks too?

**SS:** Yes I do! My son did an internship in the finance department during his second year degree on July 2013.

**AT:** Finally, which is your favorite truck?

**SS:** That would be the N series.

2000	Driver Training introduced
2002	Launched the 1st FM in Malaysia - Volvo FM9 & FM12
2004	Customer Care Center (CCC) launched with breakdown service calls
2005	I-Shift is introduced locally
2005	Introduced Euro 3 engine
2006	Launched Volvo Truck FM (new model)
2008	Dai Lieng came on board as Private dealer
2010	Fuelwatch Challenge was introduced
2011	Launched the 1st FMX in Malaysia
2011	Volvo Trucks Malaysia Facebook page set up
2011	1st Overhaul room launched in Shah Alam
2013	Introduced Train The Trainer module for trucks
2013	RM 75 million investment to upgrade and expand the dealerships
2013	Upgraded Shah Alam workshop and relocated Kuantan to a new and bigger location
2013	1st Brake tester installed in Kuantan
2014	Launched Volvo FM (facelift and new features) & FMX (new cab)
2014	CCC center goes online with live tracking of breakdown calls
2014	Brake tester installed in Shah Alam workshop
2014	Upgraded Kuching dealership and relocated Sibul dealerships to a new and bigger location.
2015	Upgraded Johor Bahru dealership and relocated Prai and Ipoh dealership to a bigger and newer location.
2015	Dynafleet (Volvo telematics system) launched
2016	Launched Port Klang flagship
2016	Sandakan dealership relocated with Dai Lieng
2017	Launched Volvo FH and Volvo FH16
2017	Introduced the ultra-low crawler gears and Volvo Dynamic Steering (VDS)
2018	Introduced 24-month Fitted Parts Warranty, Service Planning
Jan 2019	Volvo Trucks Malaysia LinkedIn
June 2019	300,000km extended truck warranty

### Pushing Into the Next 50 years


At the end of the first quarter of 2019, Volvo Trucks announced a stellar business performance for its financial year 2018, having recorded a total sale of 450 units of premium heavy-duty trucks to customers in Malaysia. Out of this total number of trucks sold, 266 units were the Volvo FM model, 138 units the Volvo FMX model, and 46 units the flagship Volvo FH model, which comprised of two variants, the FH13 and FH16.

Commenting on the growth, Mitch Peden, Managing Director of Volvo Trucks Malaysia said, "Overall, we logged in an 18% sales growth from what we had attained in 2017. We are very glad to have achieved this double-digit growth, supported by our ongoing efforts to increase operational efficiency and excellence for our customers. This strong performance has been a very pleasing addition to the brand's continuous market leading position in the European heavy-duty commercial vehicle segment in Malaysia for seven years in a row." (Based on the Malaysian Automotive Association's annual vehicle registration data) "This is a great result because Malaysia's overall economy in 2018 had projected a downward trend in most of the quarters as the country was faced with several uncertainties such as the cancellation of several infrastructural projects, ripple effect from the U.S-China trade disagreements, volatile prices of crude oil and commodities and the value of the Ringgit against key global currencies. All these had somewhat resulted in companies adopting a wait-and-see approach before spending on additional capital requirements."

"Therefore, I must commend on our team's dedication and hard work in raising the level of confidence and the trust our customers have in Volvo Trucks amidst a challenging market environment. In addition to this, our result is also attributed to our high-quality trucks that Malaysian truck drivers love and aftermarket customer support enhancements introduced last year" Peden said.

Peden also said that Volvo's strategy revolves around satisfied and productive customers, delivered through the company's three core values which are safety, quality and environmental care. These values centre around everything it does from research and development, technology and innovation, product testing and right down to customer care and driver engagement.

What he foresees for the future is that connectivity, automation and electromobility will accelerate. Looking at what Volvo Buses has done with their pilot in Singapore, Peden is confident that Volvo Trucks will continue to innovate. Dialogues with all parties involved, such as the government, will continue and innovations will be showcased. This serves to demonstrate what Volvo is capable of. "It may as well be that we will see innovations being deployed here in Malaysia first."

"It is amazing to be sitting here with the team and seeing how far we have come. Personally, I am very pleased and proud to say that one does not have to go very far in Malaysia to see a Volvo truck!" 





## Daihatsu in The Spotlight

*We caught up with Daihatsu Malaysia to catch a glimpse of what the company does and how versatile their products can be. Carol Yeoh has the details.*

**D**aihatsu (Malaysia) Sdn Bhd (hereafter referred to as DMSB) was established on the 19th of February 1980. Coming to its 40th anniversary this year, the company is made up by three KLSE listed automotive group shareholders with MBM Resources Berhad having a 51.5 percent stake, Mitsui & Co Ltd taking up a 30 percent while the remaining 18.5 percent is held by Daihatsu Motor Co Ltd. The DMSB group business is devoted to five core areas namely: franchise holder for the sales and after-sales service of Daihatsu pick-ups and vans, dealerships for the sales and after-sales service of Perodua vehicles, dealerships for the sales and after-sales service of Hino trucks and buses, bodybuilding works as well as motor vehicle insurance.

DMSB provides the Gran Max Pick-Up and Panel Van in their product range. The company recently launched an Automatic Transmission version of the Panel Van - the first in its class in Malaysia - back in September 2018. Local dealers and media were brought to their assembly plant PT Astra Daihatsu Motors in Jakarta, Indonesia in conjunction with the launch to gain an understanding of how Daihatsu vehicles are assembled before being sent to Malaysia. Visitors are reportedly impressed with the manufacturing process of the vehicle where production and quality control are kept at the utmost level, in compliance with Japanese standards.

When asked what makes Daihatsu vehicles advantageous over other makers, Muhammad Fahmi Bin Norrizan, Senior Manager of Corporate Planning, Product and Marketing Department said that "we have the upper hand when it comes to size. For small and medium sized business that are looking for a



light commercial vehicle which is easy to manoeuvre as well as those who are looking to start a small business, our vehicle is the perfect solution. Gran Max are available in different body types to suit various business needs”.

The sky is the limit if we were to talk about the sorts of usage one can envision for the Gran Max. box truck, luton truck, hawker truck, refrigerated truck and wooden cargo truck and some of the most typical usages one can expect from a truck. Alternatively, unconventional usages of the pick-up such as mobile café, mobile boutique and mobile stage appeal to the more creative younger entrepreneurs who are looking to kick-start their business.

Customers of DMSB include GIATMARA Malaysia whom acquired 22 vehicles to aid local entrepreneurs which recently graduated, having completed both technical and vocational training under the GIATMARA “TRUCK-PRENEUR” program. Others comprise of intrnational and local companies such as Panasonic, Daikin, Indah Water Consortium and Nationwide Express etc.

“Our relationship with our customers does not come to an end after the handover of the vehicle. DMSB ensures that all aspects and needs of our customers are attended to after they have used the vehicle. To do so, Daihatsu has built a strong network of after-sales service that includes eight branches and 18 dealers nationwide. Customers will be able to enjoy the results of KOTOZUKURI (Note: a form of storytelling) and have an enjoyable experience when bringing their vehicles for servicing no matter which state they are in” said Muhammad Fahmi.

Besides the sales of the Gran Max, DMSB is also the largest Hino Motors Sales (Malaysia) Sdn Bhd authorised dealer in Malaysia. The company was named ‘Best Vehicle Sales Improved 3S Dealer’, ‘300 Club’ and ‘1st Runner-up Highest LCV Sales’ during an awards ceremony held by HMSM

to honour the achievements of its Malaysian dealership. As of December 2018, DMSB recorded 3 820 units of Hino trucks sold by Daihatsu.

DMSB has eight sales and six branches of DMSB-owned Hino service centres to allow its customers to have a smooth and efficient service routine. Besides that, DMSB rolled out a DMSB Hino Premium Loyalty Program for its Hino outlet in Johor. Some benefits that come with signing up as a member include up to 20 percent discount on parts, 3+1 free service, free vehicle inspection, a personalised Touch & Go card and more. The programme was introduced to retain and reward customers but what differentiates this loyalty program from others is that this is custom designed to benefit truck drivers and owners as well as long-term customers. Customers can take advantage of the Daihatsu Mobile Service team to bring scheduled service and maintenance intervals to their doorstep at their convenience without additional charges.

“DMSB has many plans for the future for our customers, be it small businesses or large corporations. We are constantly listening to the needs of our customers and we are looking forward to seeing what 2019 holds for us” Muhammad Fahmi concluded.





# Steelbro Keeping a Keen Eye on Safety

Designers at Steelbro are constantly improving their rugged SB450 sidelifter without compromising on 'safety' which continues to be their number one focus. Throughout the design process, a constant eye is kept on safety. Although the SB450 sidelifter was built to work under the most extreme of conditions, transfers of containers weighing up to 45 tonnes can still be made easily within a 'safe' working envelope.

An emergency stop button is located on the remote control that will shut down the engine and stop all operations once the button is activated.

The sidelifter stabiliser legs are fitted with an interlock system that prevent lifts from being attempted without the stabiliser legs being deployed. A plunger switch is fitted to the stabiliser housing and is activated when the foot has positive downward pressure. Until that time, the lifting arms are disabled.

The hydraulic system is fitted with pilot operated over-centre valves on the crane arm cylinders. These are factory pre-set to cope with unforeseen shock loads or attempts to lift more than the crane's maximum lifting capacity.

Special over-centre valves:

- prevent the arms from moving unless there is a pressure signal from the main hydraulic valve.
- help keep the movement of the load controlled and constant when being lowered, regardless of the pressure that may be in the cylinder.
- ensure that the cylinders are held in position, should the hydraulic system lose pressure. This stops the arms from dropping and prevents any run away of the load in the event of a hose failure.

*As more and more Malaysian operators place safety high on their priorities, Steelbro works hard to make their sidelifter one of the safest units on the market.*





The hydraulic system is also fitted with a High Speed/Load Sense Unloader Valve which limits working pressure when operating in high speed mode. This prevents the engine from overload.

The team at Steelbro has also developed a way of operating a sidelifter with safe and speedy precision. They found a way of achieving smoother, more stable container loading and unloading that gives more speed control, allows for higher speeds, and reduced stress fatigue on the crane arms. This is known as 'Proportional Control'.



Using 'Proportional Control', loading a container onto a sidelifter is possible in less than five minutes. The Danfoss proportional controls built into each system provide for smooth control of the container load at all times, ensuring maximum safety and product reliability. The Steelbro sidelifter can be used to place a shipping container with precision anywhere a truck can access. Containers are handled with fine movements and with varying amounts of speed and can be positioned accurately, quickly, easily and importantly- safely, irrespective of weight.

Support for the Proportional Control system is overwhelming. In Malaysia, operators at SMG Mega Sappire described the sidelifter "...as

having more customer control than other units. They are more reliable and safer to load and unload heavy containers. They were found to be safer to operate with the joystick."

Safety is key for a growing number of Malaysian operators. Mr Tee Wah Meng, Director of Viva Haulage Sdn Bhd says "The sidelifter has increased the speed of our operation and the volume of containers we can handle. Our operators at Viva have described the Steelbro units as convenient to use and safe to operate."

Sidelifter operators at Nova Haulage are huge fans too. One operator described the Steelbro unit as "...very safe to work with. It has improved the way I do my work." Another operator said "it's the most reliable sidelifter to work with in any conditions." According to Nova's Mr Siva, "We have used competitor units – they are commercially more expensive and generally result in more downtime in operation due to their light weight design and manufacture. We chose the Steelbro units based on price, durability and safety and we like the double stacking feature. We consider Steelbro to be the pioneer in Malaysia."

Manager of Klang based Troplast, Ms Lee says "The fleet of Steelbro sidelifters is crucial to the efficiency of our operation. The units have definitely helped our operation by increasing the number of containers we can move and safety is improved significantly. The company faces new growth challenges and will continue to strive to achieve quality services, whilst keeping safety as a top priority."

When choosing Steelbro as the supplier, Ng Yau Hon, Operations Manager at Yal Bulk Packing Services SDN BHD, says "Choosing the right equipment is essential for our business. We looked at price, safety, durability and return on investment." **T**

ASIAN TRUCKER DRIVERS CLUB

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*Driving trucks lets him see new things, meet new people and make him a better person.*

# A Trucker's Love to Explore

**M**ohd Wafi Baharudin may have a tight routine in his daily job, but that is just something he puts up with as it also allows him to roam and explore new places.

The 32-year-old Shah Alam-born man has been driving trucks for Yakult, a probiotic cultured milk drink company, for four years. Before this he drove trucks for a bread company and had also tried his hands as a salesman. Wafi decided to go back to driving trucks as he found it to be less stressful and he had the freedom to move around

Every day, at the wee hours of the morning he goes to a warehouse to check on the day's stock that he needs to deliver. This, and the counting of the products were the most tiresome for him. "I really just want to hit the road, but this is part of the job and I am responsible of these products, so I have to make sure nothing is amiss," Wafi told Asian Trucker recently.

As soon as the goods are loaded onto the truck, his journey begins. He sends the Yakult products to at least 30 supermarkets and mini markets a day. He has a schedule to keep to, where the delivery to a certain outlet has to be made at a certain time. As if this was not enough of a challenge, there are the infamous Klang Valley traffic jams to face. "Sometimes I wish we could be like Jakarta, where delivery trucks have back roads allocated for them, so they do not have to share the road with all other vehicles. This would be beneficial for all road users," he said. There are also road accidents, heavy rains, emergencies and unforeseeable truck issues that would slow him down.

On the other hand, the best part of this job is when he is assigned to deliver the goods to new places. "We work in a roster, where our delivery destinations change from time to time. When this happens, we get to learn about new routes and explore the best shortcuts. At the end of the shift the truckers would change notes and share new route discoveries. I also enjoy the sights and the people that I meet along the way. I learn a lot about people through this job. By dealing with a lot of different types of people, in a way I improve myself to be a better person as well," Wafi added.



Married with two children, Wafi said his family is very supportive of his choice of career. "They know it is an honest living and they also see how this job makes me happy. They let me stick to it as long as I get my weekends off and spend quality time with them," he added with a laugh.

Wafi would like to drive trucks for as long as he can and also, there are plans to start his own truck rental business in the future. **F**





# Giti and Kit Loong Commercial Tyre Group Solidify Co-operation

Earlier this year, Giti authorised Kit Loong Commercial Tyre Group (KLCT) as retread partner for premium retread brands – KAYEL X-RAYTED and KAYMILE X-RAYTED. The authorisation covers the services provided by Kit Loong Commercial Tyre Group to Giti customer. This includes total tyre management solutions, tyre services, providing rubber tread patterns for use in retreading tyres, and retreading services. Under the partnership program, Giti will extend the casing life warranty for Giti truck tyres from first life to first retread.

The collaboration aims to assist the Giti customer to maximize the tyre value in order to achieve lower CPK (cost per kilometre). As a first initiative, KLCT companies hosted a seminar on 26 March in Seputeh. During the seminar, Kit Loong shared technical knowledge with dealers and partners. During the sessions, differences in tyre construction, possible causes for failures and most importantly, quality differences between Giti tyres and budget tyres were discussed. To provide even better understanding of tyres and their management, Kit Loong Commercial Tyre Group is planning to host a series of workshops from May onwards. Furthermore, both brands will be sharing a booth at the upcoming MCVE 2019.

## Giti – A Global Tyre Company

With over 32 000 employees, Giti is a major player in the industry. They currently operate five high tech R&D centers located in UK, Germany, US, China, and Indonesia and eight world class tyre manufacturing plants. Products can be obtained from over 65,000 points-of-sale worldwide

During his speech, Chris Bloor, Executive Director, International Sales & Marketing, Giti Tire Group, lauded Kit Loong Commercial Tyre Group as a veteran company that has extensive knowledge in tyre manufacturing and retreading.

## Home Grown – Kit Loong Commercial Tyre Group

Kit Loong Commercial Tyre Group is a professionally organised group of companies within the well-established Kit Loong Group. Backed by more than 88 years of extensive experience and direct involvement in virtually all aspects of the tyre industry, has amassed a wealth of know-how, which is constantly deployed to enhance our value chain for the benefits of our customers.

*The far-reaching collaboration agreement sees two strong brand names joining forces to provide the Malaysian market with high quality tyres.*

The accumulated know-how, encompassing technical knowledge, industrial expertise, commercial acumen, market insight and consumer understanding, is an invaluable source of our competitive edge, and provides the fundamental strength to facilitate our ability to deliver appropriate solutions to our customers. In particular, the benefits of our know-how resources are most effectively accessed through participation in our various alliance programs, designed to meet specific needs of different market segments. **T**



## ZF signs definitive agreement to acquire WABCO

**W**ABCO is a leading global supplier of braking control systems, technologies and services that improve safety, efficiency and connectivity of commercial vehicles including trucks, buses and trailers. Its diverse products and services include integrated braking systems and stability control, air suspension systems, transmission automation controls, as well as aerodynamics, telematics, and fleet management solutions. WABCO, which is listed on the New York Stock Exchange (NYSE), generated EUR3.3 billion in revenues in 2018 and has some 16,000 employees in 40 countries.

Wolf-Henning Scheider, CEO of ZF, said: “We believe that, together with WABCO, ZF can form the world’s leading integrated systems provider for commercial vehicle technology, creating long-term value and security for its customers, employees and owners. For ZF the acquisition of a specialist and leader for commercial vehicle braking systems means adding a stable and growing business segment and enables our existing commercial vehicle division to expand its expertise in vehicle dynamics control. This will create the foundation for ZF to offer comprehensive systems for safe and automated mobility solutions for passengers and goods to our customers. This is also in the best interest of our owners, the Zeppelin Foundation and the Dr. Jürgen and Irmgard Ulderup Foundation, as the transaction will result in a sustainable strengthening of ZF.”

Jacques Esculier, Chairman and CEO of WABCO, said: “Joining forces with highly respected ZF will create a leading global technology company well positioned to capitalise on future demand for autonomous, efficient and connected commercial vehicles. We have a long history of successful collaboration to develop innovative technologies with ZF with both companies sharing an uncompromising drive for excellence, passion for innovation, and exceptional customer focus.”

### Combination of successful and complementary business lines

The planned acquisition is part of ZF’s Next Generation Mobility strategy and will expand the company’s expertise to include commercial vehicle braking solutions for the first time. This plays a central role for the control of automated driving functions – including emergency braking manoeuvres of trucks and trailers. Following the acquisition, customers of both companies will have a partner in ZF who can offer them a fully integrated system approach, new drive systems for E-Mobility and autonomous driving functions. ZF expects that automated driving functions will primarily be implemented for commercial vehicles and in areas with low complexity and traffic (e.g. factory sites, airports, agriculture). The combination of both businesses is expected to further accelerate the development of new technologies to enable autonomous commercial vehicle functions, making ZF less dependent on the economic cycle of the passenger car industry.

The planned strategic acquisition of WABCO is consistent with ZF’s goal to develop and deliver technology solutions that make cars and commercial vehicles see, think and act in order to reduce emissions and increase road safety. While ZF already has sensor systems and computing technology for its “see” and “think” competence, together with WABCO ZF will in future be completing the portfolio for commercial vehicle technologies to offer solutions to allow vehicles to “act”. ZF is already a leading supplier in the area of steering and driveline technology.

The transaction is subject to regulatory approvals, other customary closing conditions and shareholder approval with more than 50 percent of WABCO’s outstanding shares. ZF expects to close the transaction in the beginning of 2020. **▀**



## When Women Make the Wheels Turn

*In this exclusive interview, Stefan Pertz gathers four industry leading women to find out more about their motivation to work with trucks, misconceptions about females in the industry and chances for the so-called weaker gender.*

**J**oined by Marie Sjödin Enström Managing Director of Scania Southeast Asia, Judy Chong Hing Pheng, Madam Lau Kiat Hoon Executive Director and Karen Tan, VP Marketing & Business Development, Volvo Trucks, Asian Trucker had a few questions for the ladies. Perhaps one of the biggest clichés is that this industry is male dominated and that it is not a place where females can strive and have a great career.

**AT to Judy Chong Hing Pheng:** We have never featured you or your company. Please let us know a little about you as you are not just heading your own business.

**JC:** We have been established since 1954, which means that we are celebrating our 65th anniversary in 2019 and we have had tons of happiness and success. We have only been in the haulage business since 2004 and it has been a dream we had for a long time to have our own haulage business. When the government opened up and granted us the licences, we expanded. Since the beginning, we have had a high percentage of female staff. We realised that women are very good in planning and customer service. Meanwhile, the men have other qualities and we have always filled jobs according to qualifications, not what gender stereotype a position may have. Whoever has the drive and ambition to do a certain job would be getting the post. It is about the ability, not the gender. Our Penang branch manager and many of her colleagues are women too.

I have already been with the company for 20 years when we started our haulage business and I simply migrated to this new venture. Some ten years ago I visited Scania and I felt that operating such a vehicle is really easy. If I can do it, then others can do it. What I feel though is that females need to be more competitive. There are lucrative jobs in this industry, not just in offices, but all around. Today, there is a lot of data that needs to be processed and clearly, women can do this.

**AT to Madam Lau:** How did you start your business, as Sendok Group, which is now one of the major players in the market?

**ML:** We actually started in 1980 in Kuala Terengganu, trading used



Judy Chong Hing Pheng

parts. It was a very small place and after we have been in the business for some time, we have received more and more enquiries for used trucks. At that time, the government changed the legislation and we were allowed to trade re-conditioned and re-build trucks, too. It was in 1995 when we relocated the business to Klang. Eventually, we diversified and moved on to importing new trucks, which we sold here. Personally, I started out in accounting. Initially, I was handling controlling and applying for licences. Things came naturally and I moved into other areas in the business. And here I am today!

**AT to Marie :** Coming from Sweden, where there are very solid labour laws, do you feel that women are discriminated here in Asia?

**MSE:** Not that I can see it. What I notice though is that it is typically the role of the females to take care of the family and the household and they therefore don't enter the industry at all. Here, if you are successful, then you can afford to have help at home, whereas in Sweden, both partners have to work to support the family.

**AT:** In your career, have you ever been discriminated or felt discriminated?

**MSE:** No, I have never experienced that! I have been with Scania for over 30 years and there have been a few male colleagues that couldn't handle a female co-worker, but there wasn't any discrimination. I have been a "first" in many instances. For example, within Scania, I was the first female Managing Director. However, what I see is that there are more men in the industry. If you hire just one female driver for example, then of course it will look mis-proportioned. In Sweden, there are relatively more female drivers and the feedback we got is that the women are the better drivers as they are more careful and economical in the way they drive.

When we are looking at the female workforce, we also need to be careful how we evaluate this. Women might be found in more traditional jobs and not in operations. And then again, it may look as if there are no or fewer females working in that sector.

**AT to Karen Tan:** You moved from finance to marketing. How do you feel about this move?

**KT:** To clarify, I have a finance degree, but I have been an automotive consultant before moving to the passenger car and eventually commercial vehicle segment. The move had nothing to do with the product as such, but with what I was doing, which is planning and strategy. When it comes to the trucking industry, it is not so much about the knowledge of the actual product features in my role. What matters is the understanding of how the industry works. And when we talk about being discriminated, I actually find it is an advantage to be female in the commercial vehicle industry. Yes, mechanics and technicians are usually men. However, within the industry there are a lot of women working. If you are humble and are not afraid to ask, most people would be happy to spend time to explain things. Usually, I get a lot more information from them.

**JC:** Yes, I agree that females have a lot of advantages when working in our industry.

**KT:** Even when the guys are frustrated at times, they may not scold you!

**AT:** So, the role you have is based on knowledge and not on preference.

**JC:** Yes, when we hire we look at the role and function. It is about skills and matching them to the job. For the different jobs to be performed, colleagues need to work together, irrespective of who they are.

**AT:** How do you combine being a mother and working in a leading role in a business?

**JC:** I have been lucky that I could rely on my in-laws and an aunty, which helped a lot.

**MSE:** For me, it is totally different. Remember, I come from a country where we generally take 12 months



Marie Sjödin Enström  
Managing Director of Scania  
Southeast Asia

maternity leave and also, I have been sharing the responsibility with my husband. During this time, I was in a manager's role and I was able to work part time. Also, we would take the kids to work sometimes and keep them busy when we were in meetings. The kids had to take care of themselves from early on as we didn't have drivers or maids to take care. We just made things work.

**AT:** Do you feel that employers would not hire you as they might be afraid you will take time off to raise children?

**KT:** I think the jobs I had in the past were all flexible in their timing. When you are working in consulting, you have a lot of flexibility. What I have seen however, was that occasionally, some male drivers would make comments towards female drivers. This doesn't happen when you are working in an office.

**AT:** Have you ever felt that there has been resistance to working with you as you were a female?

**ML:** Initially, to some extent, yes. Because we were in the office, handling expenses and finances, the workshop staff might have been a bit defensive when we made enquiries. However, if you talk to them and explain how they are to present their documentation, then it is easier. It comes down to communication.

**MSE:** When I go out and meet customers, there are no reactions toward me because I am a woman. What interests them is why I would work in the commercial vehicle industry. They want to know why I am working in this kind of rough and tough environment.

**AT:** How do you manage this? Are there any rule-books that you apply?

**JC:** Yes, under the sexual harassment policies. There is minor and major misconduct and these issues are clearly stated in our code of conduct. We are dealing with multi-cultural workforces, so we are concerned about dress codes, the food in the fridges and so on. We need to be understanding each other. This is all open and transparent and if there are any grievances, one is to speak up and bring things to light. To me, the ISO standards are very good to manage this. There are SOPs and it is the people that take ownership of these processes. Through this, they can mentor and help each other, regardless of gender.

**AT:** What was your most memorable moment in the trucking industry so far?

**KT:** My previous role I was handling dealer network development. I have no academic background in architecture or civil engineering, thus I had to learn some basics from scratch and the most rewarding moment was likely the opening of our Port Klang flagship dealership. I used best practices from Volvo service centres in other markets and drew up how the workshop should look like here. From there, we developed the architectural drawings. So far, this is my most memorable moment.

**ML:** When we first started, it was not that easy. We had a manufacturing licence, but with the licence alone, you would still not get the licence to put the trucks on the road. I was approaching JPJ to get the licences. I actually went in person to get the support. I was then sent to MOT and other authorities. After a lot of administrative work, I finally managed to get the licence to put 100 trucks out onto the streets. All this took over six months and at that time we had already heavily invested in our business.

**AT:** So, where is next? What is your aspiration?

**MSE:** I hope to see more females in leading roles. There is now one other female MD (in Finland) and we both hope to see this happening more often. Remember that I am also heading towards my retirement age and I wish that younger colleagues take over more of these operational




same with myself. When we started up new market segments, it was a slow start, but eventually we have gained the trust of the market. It comes down to hard work and to achieve success, you need to have a team to support you.

**AT:** We keep hearing that this industry is male-dominated. Is there something wrong with the way we communicate about the industry?

**JC:** Perhaps we need a road show? We need to tell people about the opportunities that people have in this industry and that it is ever changing. Especially universities should be targeted and even secondary school kids should be made aware of the importance of the industry. That is why we try to change the image of the driver. One is dealing with a high-tech machine and we teach our drivers communications and how to professionally deal with customers. The drivers are using Apps to communicate and for that you need to be savvy enough. Now we are getting younger drives and they take up new tech in no time.

**KT:** Sometimes it could be of perception. Some 20 years ago, driving a truck was hard work as there was no powersteering or other tools to assist. Also, people may only see the long distance drivers. They may think that such a career is not suitable for females as they won't be home every day, but there are jobs that don't require drivers to be away from their family every day.

**MSE:** And that applies to the men as well, they too have families! Self-worth is an issue for any driver. We need to make sure that people are proud of their jobs.

**JC:** One of the policies we have is that the truck has to be clean, no matter who is driving it. 



**Madam Lau Kiat Hoon**  
Executive Director

managerial posts. If you think about the career paths, there is no preconception. One does not have to be an engineer to become the Managing Director or a sales manager first. As for my case, I am coming from a finance background.

**AT:** How many guys are working in your Marketing department?

**KT:** None! All nine of us are girls and even in the management team, four out of the seven are females too. Guess who is winning when it is time to choose a place for lunch! Within the Volvo group, the women in the management group make up about 25 percent. However, here in Malaysia, the percentage is higher.

**AT:** Judy, how did your involvement with the Association of Malaysian Haulers come about?

**JC:** I was actually very vocal about delays in the port. Also, I attended some meetings where I have made some noise. Among AMH, there are several females and because me being so vocal, AMH asked me to become a council member. I am now on my second term. So far, the journey and experience has been very good. Through this involvement I have learned a lot. There are some 20 council members and each of them handles different aspects.

**AT:** Would you want your daughters to work in this industry?

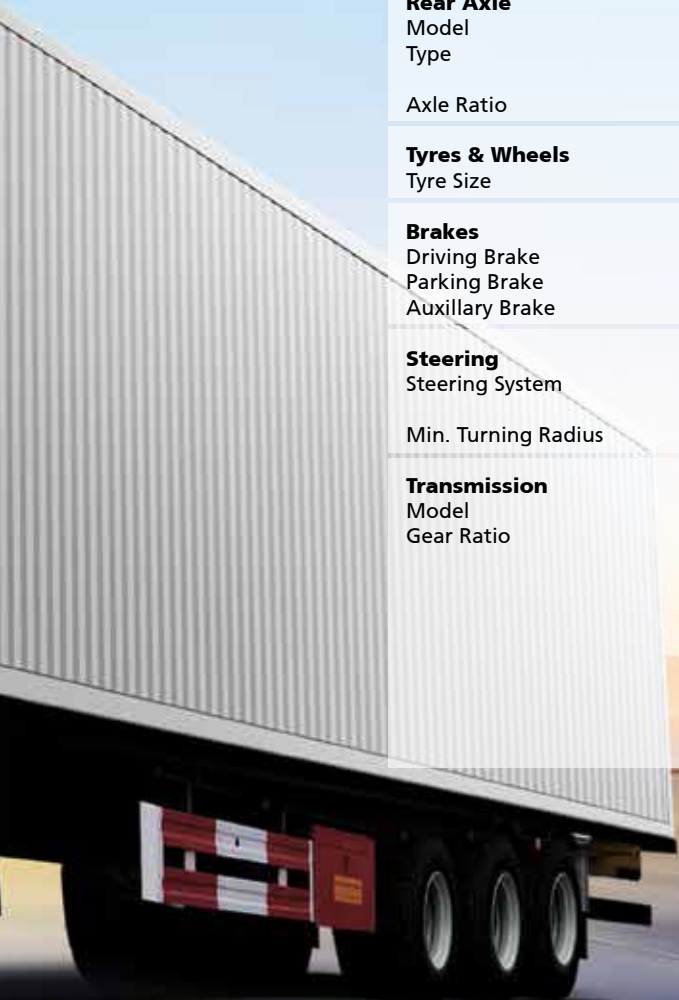
**ML:** Why not. We have laid the foundation, everything is ready. So far, my daughters seem to be quite interested in the automotive industry. No matter which industry you are working in, you need passion and patience. If you have a will to succeed, then you surely will. It is the



**Karen Tan, VP Marketing & Business Development, Volvo Trucks**



Model Code		CA4258P420
Drive Train		6 X 4
<b>Weight &amp; Capacities</b>		
Gross Vehicle Weight (GVW)	Kg	39,500
Gross Combination Weight (GCW)	Kg	76,000
Kerb Weight	Kg	9,260
Max. Axle Load Distribution (Front)	Kg	7,500
Max. Axle Load Distribution (Rear)	Kg	2 x 16,000
Fuel Tank Capacity	L	800
<b>Dimensions</b>		
Wheelbase (WB)	mm	3,300 + 1,350
Overall Length (OL)	mm	6,913
Overall Width (OW)	mm	2,500
Overall Height (OH)	mm	3,995
Front Overhang (FOH)	mm	1,493
Rear Overhang (ROH)	mm	770
<b>Engine</b>		
Model		FAW CA6DM3-46
Type		6 in-line/water-cooling/ 4 stroke/Inter-cooling/ common rail
Displacement	L	12.52
Max. Output	kW(Ps)@rpm	341(460)@1,800
Max. Torque	Nm/(r/min)	2,300/1,300 ~ 1,500
Emission Level		Euro III
Fuel System		Direct Injection
<b>Rear Axle</b>		
Model		300 Casting hub reduction-FAW (io = 5.263)
Type		Hub reduction/Rated load 16 T/Max. output torque 60000Nm
Axle Ratio		4.26
<b>Tyres &amp; Wheels</b>		
Tyre Size		295/80R22.5-18
<b>Brakes</b>		
Driving Brake		Dual circuit air braking system
Parking Brake		Manual valve spring cylinder storage brake
Auxillary Brake		Engine Brake
<b>Steering</b>		
Steering System		Integral Power Steering/Adjustable Tilt and Telescopic Column
Min. Turning Radius	m	23.3
<b>Transmission</b>		
Model	ZF 16S2230TO	
Gear Ratio	1st	13.8/11.54
	2nd	9.49/7.93
	3rd	6.53/5.46
	4th	4.57/3.82
	5th	3.02/2.53
	6th	2.08/1.74
	7th	1.43/1.2
	8th	1/0.84
	Reverse	12.92/10.8





# Mix Telematics Ready to Roll in Malaysia

*Asian Trucker writer Farezza Hanum Rashid caught up with Niels Kirn, the Head of Sales and Marketing of Mix Telematics for the Middle East and Asia during his very brief visit to Malaysia, where he spoke about what Mix Telematics has in store for the local market.*

**Asian Trucker:** Tell us about your visit here in Malaysia.

**Niels Kirn:** I look after the Middle Eastern and Asian markets, and we are looking into growing our South East Asian market. We appointed our first channel partner in Malaysia, with this new development, we are very excited to bring our business to Malaysia.

For me it is very important in the first few months to not only build a network around potential customers but also, I would like us to contribute to certain task force by sharing our knowledge and experience that we have built and gained in other regions, that we think could work in Malaysia. We can contribute in efforts to improve road safety in general because we think we have seen a tremendous success in other countries and we do believe that we can do the same here in Malaysia, so that is the main target for us in Malaysia besides to do business here.

**AT:** MiX Telematics had just appointed W-Locate Sdn Bhd as its local Malaysian partner in 2018. What have you learned so far through this partnership?

**NK:** Every country has their rules and regulations and as a global company, we respect and are more than happy to abide by these rules. We have been working with the relevant authorities and I am pleased to say that everything went smoothly. We are now in the position to start rolling out and to implement our systems for the first customers here with our local partner. We hope to be able to share our expertise and knowledge to help our customers, safety consultants, government agencies and other relevant industry players improve their businesses and road safety in Malaysia.

**AT:** How is the progress in Malaysia so far?

**NK:** We are concentrating on getting the infrastructure right. We have just obtained the certificate and are good to go. This good news has brought me here to Malaysia to meet with the relevant parties to help

strategize on rolling out smoothly. We also have one of my corporate sales managers frequently travelling to Malaysia and Singapore to be in the market, build the network, raise awareness of MiX Telematics and like I said before, to bring our expertise to help improve road safety levels. In Indonesia we have established a significant client base already, a strong local partner and built strong presence and we would like to replicate the same strategy in Malaysia.

**AT:** Heavy vehicles are often attributed to road accidents in Malaysia. How would MiX Telematics play its role here?

**NK:** We have successfully prevented accidents in other countries throughout the last decade. With decades of experience in working with various customers of different business types, we have accumulated extensive experience in understanding the need of our customers in terms of business profitability and the overall safety standards internally and externally. I believe with our long running success, we can share our knowledge with everyone here. It is a learning curve for everyone, we learn, we improve for the better and I believe road accidents can be prevented if everyone plays a part in making it work.

MiX Telematics has solutions that can not only detect bad driver behaviour but change such behaviour which is an important step in road safety. With our solutions we improve driver behaviour and we categorise them into red and green like the traffic light. Obviously, the green drivers are the ones that everyone wants to see and the red are the ones that need improvements in some areas and that can be done through training whether it is classroom theory-based training or online training where we can spot weaknesses and allocate modules to turn those weaknesses into strength.

**AT:** MiX Telematics has the technical solutions but how do you approach fleet owners who want to keep their cost low?

**NK:** We look at fleet management not only to improve road safety which is our main aim but while we improve



driver behaviour with our solutions, we have a direct correlation to efficiency. Based on our experience and proven records, implementing our solutions will directly lead to fuel efficiency where companies will see great cost cutting potentials. However, that is not the only pillar that we can tackle in terms of efficiency - an improved driver behaviour is also a lesser accident rate as we have seen massive improvements in terms of reduction in accident. You do not only have a system where you can track and categorise the drivers, but you also have training in place to improve the drivers.

**AT:** What about fuel price and efficiency?

**NK:** We are exposed to different countries' different fuel price systems whether it is floating on a weekly or monthly basis and these are variables that you cannot influence. These are variables given by the governments and the regulators. What we can do is improve the driver's behaviour which can lead to an improved fuel efficiency. It is a process that MiX Telematics and the customers must do together, it is very



important for us to not only have the units installed in the vehicles but to also provide customised report and deliver actual intelligence. We do not just retrieve data from the vehicle and give it to the customer because that will be overwhelming for them. We will sit with them and understand their targets and based on that we will create reports that they can understand. For example, point out the bad drivers that are costing them money and what they should do about it, if they want to save money by reducing fuel consumption.

**AT:** Let's talk a little bit about the environment and CO2 emissions. How would you approach fleet owners regarding this?

**NK:** If there is a certain target on CO2 emission, we can help that by reducing the fuel consumption and this we have successfully proven over the years by using our solutions, so there is a correlation with that also. The more we help you reduce your fuel consumption, the less CO2 emission you put out there.

**AT:** What else can Malaysia expect from MiX Telematics?

**NK:** We want to be a key player in improving road safety in Malaysia. MiX Telematics is not going to change the road safety by itself, we need the entire industry and the government to work together but we are very happy to contribute to the task force or to share our experience and knowledge that we have collected over the. As I mentioned earlier, we have now succeeded in getting the certification and appointed our local channel partner for Malaysia, I believe our products, services and experience will be advantageous to all parties.

**AT:** This solution is not an entirely new technology in Malaysia, so what is different about MiX Telematics that can attract new local customers?

**NK:** We certainly have the background, knowledge and expertise to cater for global customers. We can handle a global footprint and together with our local partners, we also have a close local approach. The first line of support is done by our local partners and we have backup key managers to handle the bigger accounts. We also have a 24-hour hotline service. We have the ability to manage global accounts successfully and we are certain that we are able to do so in Malaysia with our local partner.

We create an entire ecosystem - we manufacture hardware, develop software platform and we integrate by using other technologies like fatigue or distraction management. We integrate these into our platform and combine them for our solutions, so that the fleet owners will have one software that has everything at a glance.

**AT:** Any other additional comments for our readers?

**NK:** Safety is one of the key pillars of MiX Telematics and we would like to share our experience and contribute to improving road safety in Malaysia. We've participated on and held round tables, forums, talks with relevant agencies previously in other regions and we hope we can replicate this in Malaysia as well.

Now with our local partner and local customers that we got lined up, we are very excited to get going and take it from there. We have the solutions and we are excited to roll this out in Malaysia. **T**

To avoid machine downtime, it is important to use robust and long-lasting machine elements. Here, lubrication-free and maintenance-free high-performance plastics from igus show their advantages. Using the example of industrial trucks, igus will show at LogiMAT the areas where motion plastics can be used. For example, iglidur plain bearings can already be found in bearings for high-load pivots, chainflex cables and e-chains with the smallest bend radii and high lifting heights in the mast.

Defects, repairs or maintenance-related downtime of industrial trucks cause unnecessary expenditure because they cannot be used during this time. Therefore, robust and reliable components are needed to avoid such failures. This is where motion plastics from igus are used, because they are specifically developed for dynamic applications and have a high service life that can be calculated online. This includes igus' highly flexible chainflex cables, which are installed in seats or in the mast, among other things. The cables are resistant to UV rays and oil, flame retardant and extensively tested in the in-house test laboratory. With a 36-month guarantee and minimum bend radii, they are ideal for applications with long-term stressing.

### Guide cables safely in the tightest of spaces

In industrial trucks, cables must be guided safely in the smallest possible space. e-chains are specially developed for this task, as they not only have a high torsional resistance and interior space that protects the cables, but also allow the smallest bend radii and inner heights. By design they are modular, can be assembled quickly and are also very light. Rounded shapes in the interior



## Save on maintenance and running costs of industrial trucks with motion plastics

of the energy chains are very gentle on the cables. In forklifts, e-chains are used, for example, for seat adjustment or in the mast of narrow aisle lift trucks, where they protect cables from external influences.

### Flexibly adjustable cockpit with drylin linear guides

In addition to energy chains, linear guides are also used for the seat adjustment, because the cockpit of industrial trucks must be individually adaptable to the ergonomic needs of the operator at various points. This concerns especially the headrest, the armrests and the control elements and doors. With drylin linear guides, an easy and low noise adjustment on straight and curved rails with predefined snap-in points is possible. The drylin linear technology is very light as the carriages slide on iglidur high-performance polymers. This linear guides therefore need no additional lubricants and, while having a long service life, are very low-maintenance and insensitive to impacts.

### igidur plain bearings for lubrication-free and maintenance-free mounting

The bearing points of forklifts have high demands, such as high loads, on the used bearings. Here, the maintenance-free iglidur plain bearings display their advantages. The customer can choose from a wide range of plain bearings listed in the catalogue, which are made from over 50 tribo-plastics with special properties. Some materials are characterised by a high load capacity up to 250 MPa and are therefore installed in the bearing points for high-load rotations. Others have very low coefficients of friction and are therefore used for steering column bearings or on pedals. However, all iglidur plain bearings have something in common: They have a long service life, are lubrication-free, cost-effective, light and vibration dampening. **F**



# One-Stop Platform for Commercial Vehicles

*TruckTrader allows users to match with commercial vehicle dealers and buyers, all at the convenience of their fingertips.*

**A** year after the launch of the company, the TruckTrader website was up and running by the second quarter of 2018. The founders saw an increasing gap between the commercial vehicle industry and the passenger vehicle industry and grabbed the opportunity to close this gap.

“The passenger vehicle industry was digitalised much earlier and there were numerous platforms available for users. Before TruckTrader, there was no such platform for commercial vehicles. The commercial vehicle industry is still operating through traditional methods i.e. offline trading. Our core mission when we started TruckTrader was to provide added value to those in the commercial vehicle industry and to make possible the digital trade of commercial vehicles,” said Damien Low, a partner at TruckTrader.

Traditionally, when a buyer is interested in purchasing a commercial vehicle, he will have to visit a few shops to take a look at the selections available. However, now, when a buyer is interested to purchase a vehicle, he can just log on to the TruckTrader website and select from the various options available. Time and money can be saved in the process. Another advantage that the website offers is accessibility. Users have the options to view vehicles that are further away from them, for instance they can review a vehicle in East Malaysia while being in Penang. They will not be limited in their choices due to their geographical location.

Currently, the website allows dealers to list their vehicles at no additional charge but in the near future, the company is planning on introducing TT Pay, an online payment channel through the TruckTrader website which allows buyers to pay through an intermediate party responsible for ensuring a scam-free transaction. The company also plans to utilise TT Pay for services and spare parts to allow a fuss-free experience.

Damien further added that he is expecting that it will be difficult to convince users to utilise TT Pay during the initial stages. “In the beginning, we will only be taking a booking fee from users. A commercial vehicle will cost quite a significant amount of money and most people will have to apply for loans. Once the transaction is agreed upon, we will ensure that all processes run smoothly and the vehicle is as described. We will act as a quality controller to ensure all transactions that run through our website is genuine. We need to build the trust of users and I believe once the trust is built, they will recommend the website to others,” he concluded. **T**





# If Only it was THAT Easy!



Things may never be what they seem. This is true of the profession of transporters. When I say transporters, I mean the companies that move the goods we need for our daily lives or for special projects, the ones that get our products from A to B. (As a note: I do notice that there seems to be a misunderstanding when it comes to terminology as many would label them "logistics companies", but let's not get into that but focus on the job at hand)

And what a job that is! Again, it may seem easy to get a truck driver to go to a place to collect goods and to off-load them someplace else. But a manager in a transport company is dealing with many different tasks. In simple terms, there are office jobs and then there is the actual driving. The two groups working in their respective jobs, have different legal requirements, certainly need different tools to perform their job and may or may not display loyalty to the company. As a transporter, one would need to know about how the individual tasks come together to make the wheels turn.

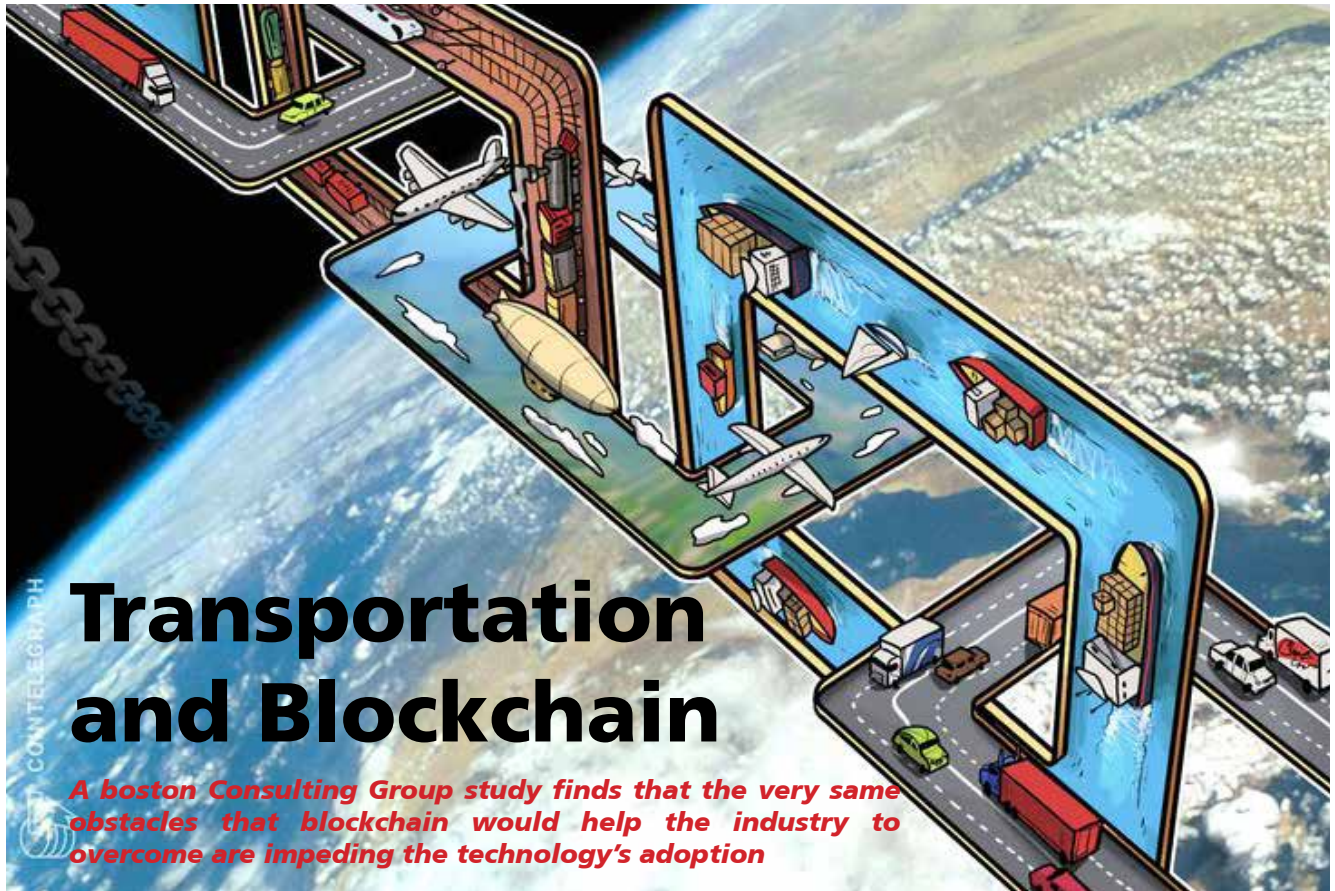
Also, when running a transport company, there is a lot to know about legal aspects. How long can a trailer be, what is the permissible load and when are certain roads closed for heavy traffic. And these are the obvious ones. When dealing with clients that need their documents done in company-specific ways, one would need to know about contracts and Incoterms as well as having to deal with ever-changing laws. Filing papers, managing the accounts and being aware of changes in legislation will keep one on his / her toes and busy throughout the day.

Adding to that, technical knowledge is crucial. When assessing the need for new trucks or the request for repairs, it helps to know what is going on inside the engine compartment of the vehicles that make the money. While truck makers have tools to assist in the selection of the right vehicle for the job, one still needs to have a basic understanding of what each vehicle type is capable of. An incorrect choice of vehicle, be it the brand, size, specs or body fixed onto it may quickly drain the cash box.

One should also know about future trends and be able to assess the necessity to react to things that may be a decade away. Maybe buying a Diesel-powered truck sounds like a good idea today, but it might not be the best solution in the long term. Or maybe it is exactly what is needed. Updating one's self is vital to the survival in this industry. While being away from the office may not allow us to interfere with emerging situations, acquiring new knowledge will help to make sense of the business today and tomorrow.

Soft skills also play a role if one wants to motivate colleagues and suppliers to work (harder) for the company. Today, just knowing things isn't good enough: sharing knowledge is key to the success of a transport company. Oftentimes, I read about how companies increase productivity by simply being nice to people or asking staff what would help them to be better at their jobs. Someone might be unhappy as leaving the office at 17:30 means a two-hour commute, while punching out at 17:00 reduces the trip to 40 minutes. Emotional Intelligence is the next frontier in managing people.

And even when all this is done, driving itself is not as easy as it looks when goods are being sent from A to B. Proper journey management is crucial and trained and skilled drivers contribute positively to the bottom line. Now, why do people still think that it is an easy job to be in the transport industry? **T**



# Transportation and Blockchain

*A Boston Consulting Group study finds that the very same obstacles that blockchain would help the industry to overcome are impeding the technology's adoption*

According to the report, adoption by the transportation and logistics (T&L) industry has been slower than one might expect given the magnitude of the potential benefits. To promote adoption, industry participants must collaborate to develop an ecosystem that forges trust and creates mutual benefits across the value chain, according to a new report by Boston Consulting Group (BCG). The report, titled Resolving the Blockchain Paradox in Transportation and Logistics, has been released recently.

The report discusses the results of a recent BCG survey of executives from more than 100 Transport and Logistic companies. Among the key findings:

- The vast majority of respondents (88 percent) believe that blockchain will disrupt the industry at least somewhat. And most (59 percent) believe that the disruptions will take place within the next two to five years. But nearly three-quarters (74 percent) say that they are exploring opportunities only superficially or haven't thought about blockchain at all.
- 60 percent of respondents believe that a lack of coordination among industry players and the absence of an ecosystem are major barriers to blockchain adoption.
- Only 16 percent of respondents feel that they have a clear understanding of blockchain technology and its implications for their industry. In line with this, only about 20 Transport and Logistic of respondents said that blockchain is among their company's top ten strategic priorities.

"The best blockchain networks will be the hardest to create," says Andrew Schmah, a BCG partner and coauthor of the report. "By increasing transparency, blockchain can mitigate the mistrust that often exists within the Transport and Logistic industry's multiparty transactions. Yet this same mistrust makes it hard to bring together the industry's diverse participants into a common blockchain ecosystem."

The report finds that it would be worthwhile for Transport and Logistic companies to resolve the paradox. The benefits include improvements to speed, traceability, cargo safety, and invoicing and payment processes. Such benefits can drive substantial cost reductions, helping to relieve the intense margin pressure experienced by many industry players. Companies may also be able to use blockchain to develop entirely new business models.

The report identifies 15 use cases for blockchain in Transport and Logistic, outlines the success factors for forming an industry-wide ecosystem, and discusses the steps each company must take to promote adoption.

"To promote industry-wide adoption, each player needs to see how blockchain can create value by relieving the points of friction in its own operations," says Camille Egloff, a BCG senior partner and coauthor of the report. "Then, by working with suppliers, customers, and even competitors, a company can understand and implement solutions that address its specific business needs." **T**

# Silent Overnight Deliveries Test Uses Hybrid Truck

*A pilot study to test silent overnight deliveries has been launched at six McDonald's restaurants in Stockholm, Sweden using a hybrid truck from Scania operated by HAVI.*

**H**eavy vehicles are normally restricted from driving in Stockholm's city centre at night, due to noise. Instead, delivery access often happens when shops and restaurants are preparing for the start of the day's business, during the morning rush hour. To minimise delivery trucks getting stuck in traffic or causing queues, the city of Stockholm is now broadening its pilot study of overnight deliveries.

The deliveries using silent electric powered vehicles are a cooperation between the City of Stockholm, HAVI, KTH, EU, McDonald's and Scania. The initiative is taking place in the framework of the EU project: Eccentric Stockholm.

A chargeable hybrid truck from Scania that is run with a combination of electricity and fossil free fuel (a type of biodiesel called HVO), which dramatically reduces the emissions of particles and carbon dioxide, is being used in the trial.

The plug-in hybrid truck is also connected and fitted with geofencing technology. This means that it adapts itself to the driving conditions in a predetermined area. These virtual traffic zones can determine which motor the vehicle will use and adapt its speed to actual speed limits, providing excellent possibilities to reduce emissions, noise and other distractions in city centres.

"HAVI is a global logistics provider to McDonald's worldwide, and in Sweden the two businesses have been working together since 1989. "We are very proud to be part of leading efforts to tackle real issues facing people living in the city," says Camilla Eklöf, Quality, Safety & Environmental Manager, HAVI. "These trucks drive quietly and are emission-free in these sensitive urban areas. At the same time, however, they are still capable of driving longer distances. Our global partnership with Scania and McDonald's is really making a difference to the environment as we work together to minimize emissions."

The hybrid truck can drive in silent electric mode for up to 10 kilometres and can efficiently deliver goods on practically empty streets at night. The consortium behind the project will study how much of an environmental benefit is gained by not having trucks in traffic queues and by always having good accessibility.

"This kind of innovative partnerships and frontrunner projects are just right for us on journey towards a more sustainable supply chain. We were early out in Sweden implementing charging stations for cars and this is an exciting next step, says Henrik Nerell, Environmental Manager, McDonald's in Sweden.

The battery is charged by external power sources and via regeneration, which means that the truck's movement is turned into electricity each time the brakes are used. Thanks to an electrical charging station near one of the restaurants, the truck will be able to charge its battery whilst loading, unloading, and during driver breaks ensuring that it will not lack access to electricity in the city centre.

On the longer routes between the city and the warehouse that the truck leaves from, the vehicle can run its internal combustion engine on HVO which can achieve up to a 90 percent reduction in emissions. The truck changes over automatically to quiet and emission free electric power with the help of the software tool Scania Zone and virtual fences or geofences, upon arrival in environmentally sensitive urban areas.

"The pilot is based on a so call innovation procurement process which Scania won, and it suits us since we already have a comprehensive collaboration for fuel optimising solutions with HAVI in other parts of Europe. This project is an excellent opportunity to demonstrate and evaluate the possibilities that a connected hybrid truck can offer, with the technology available to us here and now, to enable us to reduce our dependency on fossil fuels, says Jesper Brauer, Product Manager for Urban Trucks, Scania. **T**

## LORI- LORI UNTUK DIJUAL



**M.KANNAN 012-628 3862**  
**M.SATISH 019-398 6483**



# Scania's Largest ever Investment Results in a new Factory in Thailand

**W**ith a new assembly facility for trucks and bus chassis in the Bangkok Free Trade Zone, Scania is strengthening its presence in Thailand and Asia. The new factory, which also holds a manufacturing facility for truck cabs, is the biggest production investment Scania has done outside Europe and Latin America. "It is undoubtedly the biggest investment in Scania's 128-year history," says Stefan Dorski, Managing Director of Scania Siam Co., Ltd. "It is with great pride that my colleagues and I are now presenting the products and services that will bring Scania to new levels in Thailand and carry us far into the next decade."

## Trucks with Thai Origin

The new establishment is a fully cross-functional set-up, manned by people from Scania's Production and Logistics, R&D, Purchasing as well as Sales and Marketing. The total investment in the factory is THB 800 million. In addition, a regional headquarter has been established in Thailand, to support Scania's distributors in Asia and Oceania in developing business in their markets.

"With this new industrial establishment and with local suppliers, we can now build Scania trucks and buses according to global specifications, with Thai origin. It gives completely new prerequisites for our growth in the ASEAN Free Trade Area," said Gustaf Sundell, Managing Director for Scania Group Thailand.

## Meeting Customers' Demands

"By increasing our local presence, we are now able to quickly respond to the customers' demands, and make sure that we provide the best transport solution for each customer," he continued.

Scania is introducing to Thailand a new truck range, the result of ten years of development work and an investment of over 72 billion THB. With the new range, Scania is extending its offering, thanks to its unique modular system, and now provides more performance steps both within the product and the services. These solutions are tailor-made for each type of customer in order to maximize their profitability. The investment in a new factory in Bangkok



*Scania has unveiled an entire range of new trucks and inaugurated a new factory in Thailand.*

sends a strong signal to the market and makes Thailand a hub for Scania's operations in Asia.

## Sustainable Solutions

"Scania is not just launching a new truck range but also a unique, ingenious toolbox of sustainable solutions in the form of products and services with the aim to give our customers the necessary tools for achieving profitability in the one business that really matter namely their own."

A strong focus is being put on sustainability, with the introduction of the first Euro 6 heavy vehicle in Thailand. "This brand-new gas



engine, that has been purely developed for gas operation, will have a very good impact not only on the fuel cost, but also on the environment and the air quality."

### **Asian Growth**

In opening a new factory Scania aims to grow quickly in Thailand and the Asian region as a whole. "With this industrial investment as a major first step, Scania's future in Asia is beginning to take shape," Mr Sundell stated. The new factory in the Bangkok Free Trade Zone is a cornerstone of these regional expansion plans and the industrial operation in Thailand is important to Scania's overall strategy for Asia, as it means Scania now is part of the ASEAN Free Trade Area.

In addition to truck and bus assembly, the factory also includes a manufacturing facility for truck cabs, and a regional headquarters for Scania's operations in Asia and Oceania has been created in Bangkok. The new business, Scania Group Thailand, is fully cross-functional, consisting of employees from the company's Production and Logistics, R&D, Purchasing and Sales and Marketing organisations.

### **Building Scania's Presence**

"With this new factory in Bangkok gives completely new prerequisites for Scania's growth in the ASEAN region," Sundell continued. "By having a full cab

factory and several local suppliers, we can now build a Scania presence according to global specifications with Thai and thereby ASEAN origin, which gives us completely new prerequisites for our growth in the region," Gustaf Sundell added.

The project leader for the new business is Ted Göransson. He says the decision to locate the Asian factory in the Bangkok area was not a difficult one. "Thailand has a very large domestic market, with great potential. The supplier base is well established, as is the automotive industry, which makes it easier to find competent personnel with the right experience. Thailand also has very good connectivity with the other countries in the region," he explained.

### **A Solid Supplier Base**

"Suppliers in Thailand might not be so familiar with European truck makers like Scania, but due to a long business relationship with Japanese truck and car makers this is a mature supplier market, similar to what we see in Europe and in Brazil," explains Karl-Johan Valegrd, Purchasing Director at Scania Group Thailand.

"The suppliers are ready to support the start of our production process, with the launch of the new truck generation in Thailand," Valegrd noted. "We have now established a solid supplier base in the ASEAN region, and I'm convinced that these suppliers are ready to support the start of our production process, with the launch of the new truck generation in Thailand and Scania's future growth and success here in the ASEAN Free Trade Area."

### **Safety Focus**

No matter where Scania sources its materials, the requirements it has of its suppliers around the globe remain the same. The company's Thai suppliers all fulfil Scania's quality, delivery and sustainability standards, as well as meet the company's commercial expectations. Suwit Petchsri, working as Supervisor at the Chassis Assembly in Scania's new Bangkok factory, says he appreciates the safety focus, which is an integral part of Scania's ethos. 



Duty range marks Shell Rimula’s entry into consumer lubricant segment.

Shell Lubricants Marketing General Manager May Tan said the bulk of new commercial vehicle sales in Malaysia comprised of pick-ups and light duty trucks.

“Pick-ups are no longer just used for commercial purposes. It is a popular choice for those who pursue active outdoor lifestyles. Our new Shell Rimula Light Duty range offers superior protection and engine cleanliness, longer oil drain intervals and better fuel economy,” she said.

**Barcelona is This Year’s Shell Rimula Ultimate Stopover Destination**

Shell Rimula, the “engine oil that works as hard as you”, is rewarding loyal customers who are passionate about what they do by taking them to ultimate stopover destinations around the world.

The 2019 Shell Rimula Ultimate Stopover Barcelona promotion will see guests taken on a journey to experience the vibrant Spanish city renowned for its arts, culture, football and cuisine.

The promotion from 1 March till 30 June 2019, is open to customers who purchase any Shell Rimula heavy duty and light duty diesel engine oil products with a chance to win an exclusive 5-day 4-night trip to Barcelona that combines the opportunity to gain a deep insight into the innovation-driven world of Shell Lubricants with experiencing the sights and sounds of the picturesque Mediterranean metropolis.

2018 Ultimate Stopover winner William Teo from Sibu who had the opportunity to experience Dubai said it was an eye-opening experience, especially understanding the technology of Shell diesel technology and other lubricants for heavy duty applications.

“We had the opportunity to experience real world testing of the product through extreme environments, loads and temperatures and other immersive activities. It was a nice balance of knowledge sharing, sightseeing and networking!” he said. **✓**



**New Shell Rimula Light Duty Range, 2019 Promotion Launched**

Shell Malaysia Trading Sdn Bhd has launched a new range of Shell Rimula engine lubricants for pick-ups and light duty trucks.

The new Shell Rimula Light Duty ranges are the Shell Rimula Light Duty LD4 15W-40 (API CI-4) and LD5 10W-40 (API CK-4) Synthetic Technology. They are specially formulated to ensure optimum performance for trucks that operate in frequent stop-start and idling conditions while carrying variable heavy loads.

The mineral oil-based Shell Rimula Light Duty LD4 is aimed at meeting the needs of light duty trucks that are the workhorses of almost every commercial enterprise. The fully synthetic Shell Rimula Light Duty LD5 is suited for pick-ups and other 4x4

trucks. Both are available at selected independent workshops, spare part shops and Shell retail stations.

Both the Shell Rimula Light Duty LD4 and LD5 come in 7.5-litre pails, perfect for a single oil-change without needing top-ups, making it convenient and economical for truckers.

The recommended retail price for the Shell Rimula Light Duty LD4 is RM120.00 in Peninsular Malaysia and RM121.50 in Sabah and Sarawak. The Shell Rimula Light Duty LD5 is priced at RM195.00 (Peninsular Malaysia) and RM196.50 (Sabah and Sarawak).

Shell Rimula is the market leader in heavy duty diesel engine oils in Malaysia and globally. The new Light

# F U S O

## ALL FOR YOU

### CONTEST



# FUSO All For You Contest


**T**he FUSO All For You Contest is back again. Formerly called the FUSO Diamond Contest, the contest was renamed this year to bring out the strong heritage of the brand and the simple message that the customers are their main focus. The contest name "All For You" explicitly emphasizes FUSO's customer-oriented spirit to support and grow their customers' business successfully together.

As a nationwide contest to drive FUSO trucks, the FUSO All For You is a lucky draw contest open to all FUSO trucks models registered from 1st November 2018 to 31st December 2019. Customers will be rewarded to win attractive prizes that include a Grand Prize Mercedes-Benz C200 car worth RM259 888, and other magnificent prizes such as Gold, Parts and Service vouchers as well as Special Edition FUSO Touch 'n Go cards with a total value of more than RM330 000.

Each and every unit of FUSO truck purchased and registered will entitle the customer to one contest entry. So, the more FUSO trucks that are purchased and registered will

entitle the customers with a higher chance to be lucky and stand a chance to win a brand-new Mercedes-Benz car and other magnificent prizes!

There will be two lucky draws for the contest, with a Mini Draw in June 2019 for customers who registered a FUSO truck from 1st November 2018 to 30th April 2019. The Grand Final Draw will take place in Quarter 1, 2020 for FUSO trucks registered from 1st November 2018 to 31st December 2019. Winners in the Mini Draw will still be eligible for the Grand Draw to win more prizes.

For more information on the contest, please visit your nearest FUSO authorized dealer nationwide, or [www.fuso.my](http://www.fuso.my) for more details. 

# Black Magic Goes Round

*Adam Gosling wishes to relate a topic of black magic, one that we all use on a daily basis, and many times in our usual day, sometimes, no most times without even releasing or thinking of it.*



**W**e, as societies, rely upon this black magic for our food, our shelter, our general wellbeing. We rarely acknowledge or even think about our use of black magic. There are times however when the black magic becomes deflated and doesn't work as well as we expect. This is when we start to expect the magic to work better than it is capable of, not because the magic is failing but because the human controlling the magic has neglected it.

When the magic is circulating we feel safe, largely though not exclusively we're in our cocoon and out of the elements. The magic continues to work but we ignore it, just expecting our safety to be maintained, without question and on demand, at an instants notice.

Yes, the magic I speak of is the humble tyre. We treat tyres with little respect and push them hard to perform in all types of adverse conditions, extreme heat, floods or rough surfaces you name it a tyre will cover it. At times there are combinations of these hostile conditions operating against the tyre but do we stop and consider how the tyres are keeping us safe?

Eons ago man discovered the wheel, variations of it have been experienced from stone though to complex wooden spoke variants carrying a steel tread. The modern pneumatic tyre was a result of some experiments by chemists, vulcanised rubber was discovered and the modern tyre was set in motion.

The magic of a tyre is that it works using the same medium as humans require for every second of our lives, air. As a human requires air to support life so a tyre requires air to support the applied loads. If we were to deprive a human

of the required amount of air death or at best extreme sickness would not be far away. In the range of our every day is the expectation that the humble tyre will work its magic for us without question, without hesitation reliably and consistently. We as human don't think about being deprived of air but as any firefighter, deep sea driver will attest life doesn't last long without it

Then why do we as humans ignore our own safety by ignoring the magic work of the humble tyre. What makes us assume that a tyre can continue to perform for us without any maintenance or attention? How can a tyre perform the work we ask of it if there is not enough air?

For many years everyone fell into this trap of unreal expectations. After hundreds of deaths and many thousands of injuries the automotive industry, regulators in the USA determined that real time monitoring of tyre inflation pressures should be installed on the modern automobile. The humble tyre had supported the automobile for 100 or more years without the dawning of the realisation that monitoring tyre pressures was as important as monitoring speeds, monitoring engine performance by gauging temperatures and pressures in real time or checking the level of the fuel remaining in the tank. Today with the advent of modern electronics the fatigue of the driver can be determined, autonomous electronic braking and adaptive radar are often installed. We can even have vehicles following one another without drivers in the vehicles behind. There are autonomous vehicles that can arrive at your doorstep after a call from your cell phone. At this point in automotive development all these vehicles rely totally upon the magic of the pneumatic tyre to operate.

The steering forces the driver (or computer) inputs or the retardation forces imposed by the brakes, the comfort we enjoy as the suspension soaks up the bumps and corners from the pavement are all transferred to and from the vehicle by the tyres.

As loads increase (think heavy transport) the work a tyre is asked to perform increases. Again using the human analogy, I can carry a light



load and walk all day, maybe if I am fit and healthy I can run all day. As the load increasing my ability to cover distances and travel at speed reduces, exponentially. The heavier the load, the faster I run the quicker I'll collapse from exhaustion and possibly even die.

Heavy vehicles have evolved rapidly in the recent times from low powered smoke belching trucks to reliable high speed high load conveyances. Modern heavy vehicles are capable of maintaining their maximum speeds whilst pulling maximum loads, all day and all night. The tyre industry has worked magic to evolve from the rubber impregnated cotton balloons that were originally tyres to the lightweight reliable steel reinforced tyre. We thank the Michelin brothers for the radial tyre that advanced tyre performance to enable our high speed road logistics systems. Comfort, performance reliability and economics have all been possible, it's just magic but....

As humans we assume that the air we breathe is always available. The open atmosphere of our planet earth provides us with this life support. Not long ago a soccer team was trapped in a deep cave system, there were great concerns that they would run out of air. Even with the great advances in modern chemistry air will permeate through or out of a tyre's structure so over time the air volume will be reduced. In winter when the temperature reduces contained air pressure also reduces. So the same effect for a tyre trying to support the applied loads as the soccer team in the cave. Unless we give the magic of air there are few alternatives.

In ignoring tyre inflation pressures, we not only put ourselves and other road users in immediate danger but we contribute to global warming and the degradation of our environment. A tyre consumes energy as it rolls. The higher the load the higher the speed the more energy it consumes. A modern motor vehicles fuel burn rate is attributed by over 25 percent to the tyres. A poorly inflated or aligned tyre will increase the fuel burn rate so consuming our finite resources faster but worse still increasing the pollution of the very air we require to breathe, to sustain life.

A simple tyre inflation pressure check can extend our resources, reduce pollution and put into every day terms our consumer driven society understands SAVE US MONEY! So why do people expect magic to just happen? Why do the regulators of the automotive industry around the globe demand that light vehicles are all fitted with real time tyre pressure monitors but the heavy vehicles that consume resources at greater rates and contribute to environmental degradation are not required to even have their tyres inflated? Is it going to happen by magic?

The autonomous vehicle (AV) industry is pushing boundaries faster than many of us care to consider. Tyre technology is struggling to keep up but at the same time is leading the way. The tyres on a road going vehicle are the limiting factor of performance. All the forces experienced by a vehicle in motion originate or terminate at the tyres contact patch, where the rubber meets the road. The tyre industry has engaged electronics embedding sensors into

the tyre that will determine how just the vehicle drives. Tyres are the critical link in automotive safety that have been ASSuMed for too long. The AV industry shows just what is possible.

So the requirement for real time tyre inflation monitoring in the modern motor vehicle is not just going to happen. Just as we've seen requirements to limit drug and drink driving, just as we've seen that self-belts save lives, just as we've seen that inattentive driving requires regulation as well as education to keep people safe real time monitoring of tyre inflation pressures is required sooner than later for all road going vehicles.

A vehicle will not perform as the designer intended if the tyres are not appropriately inflated. A tyre will not generate the expected level of performance if it is not appropriately inflated. Why are tyres on heavy vehicles left to perform by black magic?

As an industry we've relied upon the magic of the humble tyre for too long, it is time to actively monitor tyres. This is a different century to when the pneumatic tyre first evolved but we are treating them in the same manner. This is progress?

Look after your tyres so that when you call upon them to look after you they will be ready and able to perform as you expect them to.



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**

# TNB Power Plant kept Clean with Duromac

**D**UROMAC (M) SDN BHD has delivered yet another Vacuum Truck to TNB Manjung 5 power plant in January 2019, after having delivered the 1st Vacuum Truck to TNB JanaManjung in December 2018. Disab Tella AB, Sweden, a world-class manufacturer of Vacuum systems and associated piping installations, is the partner of DUROMAC Malaysia for the ASEAN region, supplying the superstructures. DUROMAC mounts these units onto a local UD chassis and provides related comprehensive after-sales services up to refurbishments.

Currently, units are operated by the contractors in all three Lafarge cement plants and Vale Malaysia Minerals Sdn Bhd in Manjung. The Vacuum trucks, fitted with optional ATEX are used to pick up spillages for reuse and maintain a high level of house-keeping. DUROMAC's subsidiary DUROVAC (M) SDN BHD, with its own Vacuum truck provides short to long term vacuuming services for plants and factories in West Malaysia.

DUROMAC is seeking regional partners with full 3S facilities in the Asean region to market their range of Vacuum trucks and fixed piping installations. **F**



## First Electric Volvo Trucks Delivered to Customers



**V**olvo Trucks delivered its first all-electric vehicles on 19 February – a refuse truck to waste and recycling company Renova, and a distribution truck

to the logistics company DB Schenker and partner haulier TGM, operating in Sweden.

The Volvo FL Electric trucks are part of a pre-series developed in collaboration with selected customers. Series production of the Volvo FL Electric and its powerful sibling, the Volvo FE Electric, will commence with a limited number of trucks for the European markets in the second half of 2019.

“Our close collaboration with drivers and customers has enabled us to develop, in a short space of time, electrified transport solutions that meet high requirements in terms of performance, driving distances, cargo handling and vehicle use,” says Roger Alm, President Volvo Trucks.

The drivers who will operate the electric trucks have had the opportunity to test-drive them prior to delivery, as part of the operator training. “The drivers

were particularly impressed with the responsive driveline, delivering fast and seamless acceleration, and the low noise level,” summarizes Roger Alm. The absence of motor noise and exhaust emissions contributes to better working conditions for the drivers and a quieter, cleaner urban environment.

“We will continue to develop our electrified offering. At the same time, we are steadily reducing the environmental and climate impact of our diesel- and gas-powered trucks, primarily through energy-efficient drivelines,” says Roger Alm, President Volvo Trucks.

### Facts about Volvo electric trucks

The Volvo FL Electric and Volvo FE Electric trucks are developed for distribution, refuse handling and other urban transport applications. The Volvo FL Electric has capacity for a GVW (gross vehicle weight) of 16 tonnes, while the Volvo FE Electric has capacity for a GVW of 27 tonnes. **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**

# Hino Total Support Customer Centre Receives 10 000th Trainee



On top of accelerating its momentum in developing high-quality products as well as monitoring the statistics of product sales, Hino also believes in providing support, anticipating potential needs of the customer, and offering solutions that reflect customers' voices.

The establishment of the Hino Total Support Customer Center (HTSCC) in Sendayan is one of the catalysts for customers and those in the region to improve in terms of operating cost, range and quality of services in their business, and also the acknowledgment of road safety.

In Malaysia, HTSCC is Hino's first and only training center for the commercial vehicle industry that is built outside its home country. Hino sees Malaysia has the potential in developing incessant support to commercial vehicle industry. Generally, the land route and ground transportation are the main distribution mechanisms for most of the commerce in Malaysia.

Operating since 2015, HTSCC is constantly updating its programs and increasing the list of training courses in line with the industry needs. At HTSCC, customers and drivers have the opportunity to undergo training programs that emphasize on safety driving skills, safety and Hino's "eco-cien driving", driver familiarisation and many others. All these courses and practical training moduls are aimed to minimize life-time cost of the vehicles by increasing up-time and decreasing operational cost.

Heading into 2019, Hino is able to reach its goal in after-sales values and bringing up the awareness on safer roads involving commercial vehicles, as the training center had received a fortuitous number of trainees that undergo the training program throughout the year 2018. Since its establishment, HTSCC has received continuous support and encouraging responses regularly from the logistics industry, nationwide and welcomed it 10 000th participant for training. With that, the number of trainees is higher than the originally expected target. **F**

## CEAT MD Mr Anant Goenka to Inaugurate ATRC 2019

CEAT Managing Director Anant Goenka will inaugurate the 5th Asian Tyre & Rubber Conference 2019 (ATRC) on June 20 and deliver the keynote inaugural address. The two-day event organised by Asian Business Media, will be held at Hyatt Regency, Chennai on June 20-21.

Anant Goenka has a special place in Indian tyre industry as the leader who turned CEAT Tyres into a vibrant global brand that offers a number of market-winning products. He led the company's aggressive expansion moves through increasing adaptation of rigorous Total Quality Management (TQM) and automation. CEAT is the first tyre company in the world, outside of Japan, to earn the Deming Prize for achieving business transformation by implementing TQM. His presence at the ATRC 2019 will boost up the event's profile.

"Coming from CEAT, I am proud to have Anant Goenka, our Managing Director, as the inaugural speaker," said Tom Thomas, the new Chairman of ATRC. Thomas is Director, Technology and Projects at CEAT Tyres. "As the head of a company that has

adopted automation in a big way in its manufacturing process, he is the right man to be part of ATRC 2019, where the theme is "Automation Technology – Future Reality in Manufacturing," he added.

Tom Thomas, a highly respected veteran in tyre industry, has been associated with ATRC from the beginning as its supporter and also as one of its Session Chairmen. He is joining the team in place of the event's founder chairman Zachariah George, who passed away in 2018.

"It's good to be part of ATRC, which has grown to become a top global brand event that focuses on sustainable technology adaption. Personally, I had also been close to Zach, whom I always respected for his wide-ranging knowledge of the industry and his charming personality," Thomas said.

ATRC 2019 is all set to roll, cementing its position as the biggest tyre industry conference in the region. This time also there are speakers from across the globe – from Japan to the USA. **F**

# First TIR transport from Europe to China Arrives in only 12 days



Carrying 12 tonnes of automobile lubricant in challenging winter conditions, the TIR truck started its 7,400 km journey in Germany, entering Poland and travelling through Belarus, Russia and Kazakhstan to China in just 12 days without disruption or customs issues.

This TIR journey follows last year's first TIR transport from China to Europe (Khorgos – Poland, 7 000 km in 13 days), jointly conducted by IRU and global leading logistics companies, CEVA and Alblas.

With TIR operational in China, the China-Europe-China road corridor offers excellent opportunity for boosting international trade. The conclusion of this latest successful pilot from Europe to China marks the full activation of door-to-door TIR operations between China and Europe.

According to one industry estimate, China-Europe road transport under TIR could save transport companies up to 50% on door-to-door costs compared to air, and at least ten days delivery time compared with rail.

IRU Secretary General Umberto de Pretto says: "This TIR transport marks a major milestone for operations along the China-Europe corridor, which will now deliver economic and social benefits to all countries along the Belt and Road route. TIR is a real game changer for international transport and trade between Europe and China".

Siebe Alblas, COO of Alblas, the transport company who performed the round trip TIR pilots between China and Europe commented: "We foresee a great future for road transport between China and Europe. The two pilots prove that both directions of the China-Europe road transport route under TIR are ready to become fully operational, with door-to-door costs and delivery times that are highly competitive compared to other modes of transport." **T**

## Introducing PRECO Electronics PreView Side Defender II

Changing the landscape of on-road safety with the most rugged, reliable and flexible radar technology to date, PRECO Electronics will introduce the PreView Side Defender II at the 2019 Work Truck Show in Indianapolis, Indiana. Defender II actively monitors the blind spot, detecting moving vulnerable road users (VRU) while ignoring stationary objects, resulting in safer driving for truck and bus operators in crowded low-speed urban settings.

Using the system's two intelligent operating modes, Side Defender II provides urban VRU and on-road lane change blind spot protection. As part of the Side Defender II system, the new PreVie v2 in-cab display equips operators with more intuitive audible and visual alerts while offering installers more flexibility and time savings.

Side Defender II represents an evolution in technology, adding VRU awareness to PRECO's award-winning blind spot lane change assist feature. As the newest innovative solution with the proven flexibility and built-in retrofit capabilities of its predecessor, Side Defender

II successfully eliminates nuisance alerts, reduces lane change accidents, and mitigates incidents in urban settings.

Side Defender II adds intelligent technology to an already successful lane change assist feature, meeting the demand for collision mitigation systems capable of ignoring stationary objects while alerting on moving VRUs in crowded urban environments. The new slow speed functionality provides the reliability and active safety alerts over-the-road truck operators and city service and delivery drivers will benefit from worldwide.

As the global leader in collision mitigation technology, PRECO has offered side blind spot monitoring and collision avoidance systems for heavy and medium-duty trucks for 20 years. Since 2016, PreView Side Defender has been the most advanced side blind spot monitoring solution available. In reducing incident rates up to 85 percent, Side Defender® technology has been a proven solution to side blind spot collisions. Now, Side Defender II takes its place as the new global benchmark. **T**

# Daimler Trucks Asia Opens New FUSO Product and Design Center in Japan



**D**aimler Trucks further improves its Japan-based subsidiary Mitsubishi Fuso Truck & Bus Corporation (MFTBC) and has officially opened the new Product Center building and Design Center at the Kawasaki Plant (K1) today. The new building encompasses the corporate headquarters, R&D and design functions of the company, and is part of a large-scale modernization

at MFTBC. Daimler Trucks has invested approx. EUR 74 Million (94 Oku JPY) since 2017 into this building, known as Campus Plus. The new building offers a modern working environment on 10 000 sqm and is also home of the new, state-of-the-art Design Center.

“The FUSO brand is an essential and successful member of Daimler Trucks. In 2018, it contributed about one-

third of total sales and plays a vital role when it comes to future topics such as electric driving. The new Product Center and Design Center in the Kawasaki Plant manifests that we are continuously investing in the future of FUSO and Japan” says Martin Daum, board member of Daimler AG responsible for Trucks & Buses, on the occasion of the opening in Kawasaki.

Within the new product center is the new FUSO Design Center, one of the most advanced Design Centers within the Daimler AG. About 50 experts in design, digital design and engineering work on the major task to define a common design strategy to all future FUSO vehicles – called the FUSO CODE. The team currently is active on the next Canter and eCanter generation. Another objective is to work on the specific challenges of an e-truck. As an e-truck is part of a bigger ecosystem the FUSO designers constantly think about all touch points and create one experience for the customer, e.g. with charging stations. **F**

## New Lighting Solutions from Hella Improve Safety in the Mining Industry

**T**he automotive supplier HELLA recently launched special lighting and electronic solutions for mining vehicles at bauma in Munich, the world’s leading trade show for the construction machinery and mining industry. Bauma was held from April 8 to 14, 2019. Employees from both HELLA and Kraemer, the mining retailer for the DACH region of Germany, Austria and Switzerland, will be available at the stand to advise customers. Kraemer will also be represented in Hall C2 at the joint stand of the State of North Rhine-Westphalia.

In the mining industry, safety plays a key role when navigating vehicles and in the work area. Hazard zones must be optically marked or demarcated at any time as required in order to be able to warn and protect the surrounding area in good time. HELLA developed the VISIOTECH projection technology in order to facilitate communication by using light. Especially for mining vehicles, the company has designed the LED warning light RokLUME S700 Red, which projects a wide red marking on the ground. Thanks to its powerful light output, the warning light can also be used on vehicles with high mounting positions and is therefore particularly suitable for mining vehicles.

Worklights such as the RokLUME 380 and RokLUME 280 also increase safety in everyday working life. The former has a luminous efficiency of up to 7,800 lumens. This is more than three times as much light as a comparable xenon headlight brings to the work surface. The light output of the RokLUME 280 is measured at up to 4,400 lumens. Its color temperature of 5,000 Kelvin is also very similar to daylight. This markedly improves the driver’s ability to concentrate, because it is less fatiguing to the human eye. The worklights also have various illumination variants, including ZEROGLARE. It specifically aims the LED light onto the area in front of the vehicle, creating a very clear cut-off line. This also means that drivers of oncoming vehicles won’t be blinded.

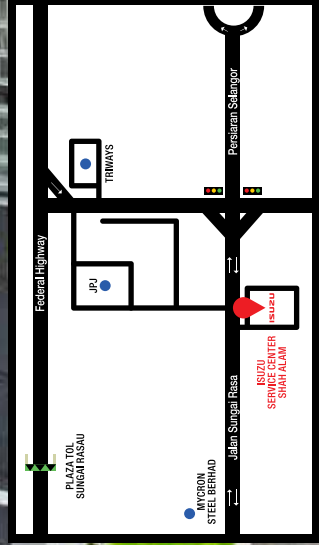
HELLA also has the DuraRAY 4.0 beacon in its range, allowing quick recognition for other vehicles and giving optimum warning. The LED warning light was specially developed for tough use in mines. It has twice the warning effect as conventional beacons and can therefore be used in both open-cast and underground mining. The user can also switch between flashing and rotating lighting functions. The beacon is also available in various colors (yellow, red, blue, green, and white) and in various surface-mounted versions. This gives customers the greatest possible flexibility for every requirement. **F**

# ISUZU

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