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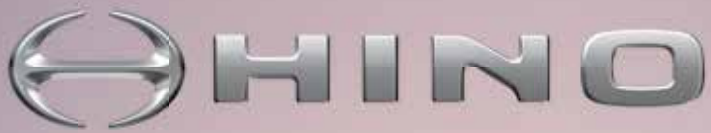


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AG. 9/16 speed

Chassis
Double Layer

Rear Axle
Hub Reduction

6x4
8x4

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AG.

Chassis
Double Layer

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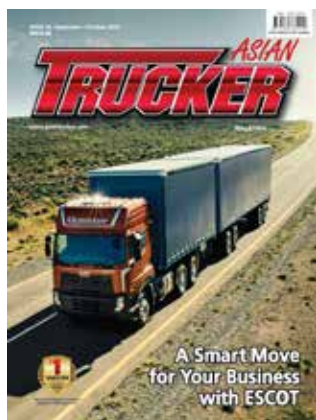
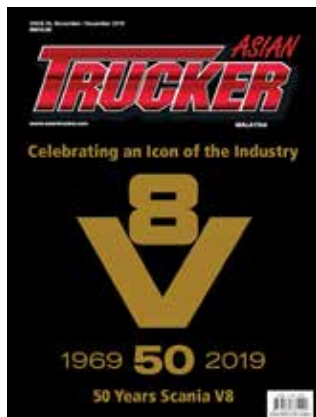


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Full Speed Ahead into the New Decade!

Not only is it the beginning of a new year, it is also the start of a new decade. Finishing off the past year with the celebration of our 50th issue was a highlight in the history of our brand. I was very pleased to have had the pleasure of hosting 50 industry leaders to party with us on that occasion. With that, we closed the book on the first decade of Asian Trucker too. I have learned so much, met many interesting people and was privileged to be part of many exciting events.

I think, from what I have seen in the past 10 years, that the coming decade will be a very different one from the one we just sent off. Over the last years, a lot of things happened, but these events and developments have all

been very different in what problems they are solving. What I think will happen in the years to come is that automation and connectivity will dominate the developments in the commercial vehicle sector. It might be high time to get to grips with the fact that the way transport companies will do business is at the brink of a massive change.

Changes also seem to dominate on smaller scales. MAN in Malaysia welcomes a new Managing Director while UD will be working closely with Isuzu. Although these topics are vastly different, I am looking forward to learning more about and from them. Dato' Nazari, in his capacity of President of the Association of Malaysian Hauliers recently also shared insights and an outlook for the transport sector. I have summarised all this for you in the articles you will find in this first issue of our magazine for 2020.

While I embrace change, it is comforting to know that there are still some constants. For example Hino hosted their annual skills competition and it was good to see that this event series is, although unchanged for many years, seeing good responses. Our snap and win contest to search for the oldest truck also yielded a winning

entry that was not entirely surprising. The Mercedes 911 has been a regular on Malaysian roads for many years and unless the government changes legislation, I am sure that this model will still be a common sight.

I am also happy to announce that we have added more staff to our team. For me, it is a pleasure to see young people learn about the commercial vehicle industry. It is a rewarding development when these young talents go from a clean slate to being knowledgeable about trucks. Through our contacts we got to know about a truck launch and when visiting the event, our new writer must have gained an enormous amount of knowledge. She came back surprised by how smooth a truck runs.

As everything changes to be the same, our exhibition is also going ahead and we start into the new decade knowing that we still have the full support of the industry. Many have already booked their spaces and while the venue, name and the people behind it are the same as in the past four instalments, we will, of course change a few things in order to make it an attractive event.

With all the changes that are coming our way, I am vowing to ensure that we will keep you, our readers, up to date with the most current insights and articles. Of course, I would also like to hear from you what changes you have made in recent months so we can learn from your activities. Just give me a ring and we will set something up.

Drive safe and embrace changes,


Stefan Pertz
Editor, Asian Trucker





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PETRONAS Team De Rooy IVECO Complete the Dakar 2020, the World's Toughest Rally

PETRONAS Team De Rooy IVECO competed in the 42nd edition of the Dakar Rally with three IVECO Powerstar trucks, which were driven by Janus van Kasteren jr, Vick Versteijnen and Albert Llovera, and an IVECO Trakker with Michiel Beckx behind the wheel.

Gerard de Rooy did not participate in this year's race due to recurring back problems, but was present in Saudi Arabia to support the team.

Preparations were underway for some time for the Dakar 2020, the world's most extreme rally raid, which this year took place for the first time in Saudi Arabia. It was a new start also for PETRONAS Team De Rooy IVECO, which was aiming for the podium with four motivated drivers new to the team.

PETRONAS Team De Rooy IVECO tackled the extreme terrains of the race on board three IVECO Powerstar and a Trakker. For the ninth consecutive year, IVECO was the official supplier of the team and provided them with vehicles, engines and spare parts. All the IVECO trucks featured IVECO Cursor 13 engines with up to 1 000 hp

of power specially engineered by FPT Industrial – CNH Industrial's powertrain brand.

For the 42nd edition, the Dakar rally race left the South American continent and moved to the Middle East, where it was run in the grandiose and varied landscapes of Saudi Arabia. The route covered 7 500 km, of which 5 000 were in special stages. The desert was king in this year's rally raid, accounting for 75 percent of the route which put all the pilots' driving and navigation skills to the test, driving on all types of sandy conditions.

Thomas Hilse, IVECO Brand President, stated: "The IVECO team could not wait to start at the Dakar rally, which was held the first time ever in Saudi-Arabia. Our trucks once again showed off their extreme reliability on the toughest terrains, including many challenging conditions in the desert. We were clearly aiming for the podium driven by the performance of our strong powertrains engineered by FPT Industrial. This year, we were proud to present an entirely new team of pilots who impressed us with their great enthusiasm and team spirit. And they can count on the support and mentorship of Gerard de Rooy." **F**

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Hexagon Reaches Haulage 'Highs' in East Malaysia

Hexagon Highs is one of the East Malaysia's leading logistics and freight companies. Situated in Sarawak's capital, Kuching, this young organisation has expanded rapidly, evolving into a fully integrated logistics service provider now using cutting-edge technology.

The year 2005 marked the start for Hexagon Highs as a trucking company, when it set out to provide transportation services to support its own sister company's logistics needs. Within five years this fledgling trucking company evolved into a fully-fledged commercial haulier successfully delivering products across the huge territories of Sarawak and Sabah and to its neighbouring country, Brunei. Fast forward ten years and the company now has over 250 personnel, many of whom are drivers for its growing fleet of over 100 vehicles.

Among this equipment, Hexagon Highs owns a couple of trusty old Steelbro Mark 6 sidelifters. Understanding the unique benefits that sidelifters bring to a business, the team at Hexagon appreciated the benefits of being able to load and unload their containers on the ground rather than on the back of a trailer. These first two Mark 6 models were bought second hand and over the years have served the company well.

When Hexagon recently decided to beef up its operations and invest in more sidelifter equipment, they were keen to partner with the best possible supplier. The enduring quality and durability of these two older models, led Hexagon to confidently invest in five more Steelbro sidelifters to add to its

growing fleet. According to Hexagon Highs, "Steelbro units provide better ROI than any other brands even after 20 years. Without having experienced any structural issues in the past, they are confident Steelbro sidelifters can go on for years with minimum downtime and this has been proven with their operation."

They chose the SB450 sidelifter model which has been engineered for the Malaysian market. In Malaysia the environment and conditions call for a more rugged unit and the Steelbro SB450 is often considered the best possible unit for the job. It was designed for environments where conditions are extreme and call for a more rugged sidelifter unit with a stronger lifting capacity. Transfers of containers weighing up to 45 tonnes can be made easily within a safe working envelope.



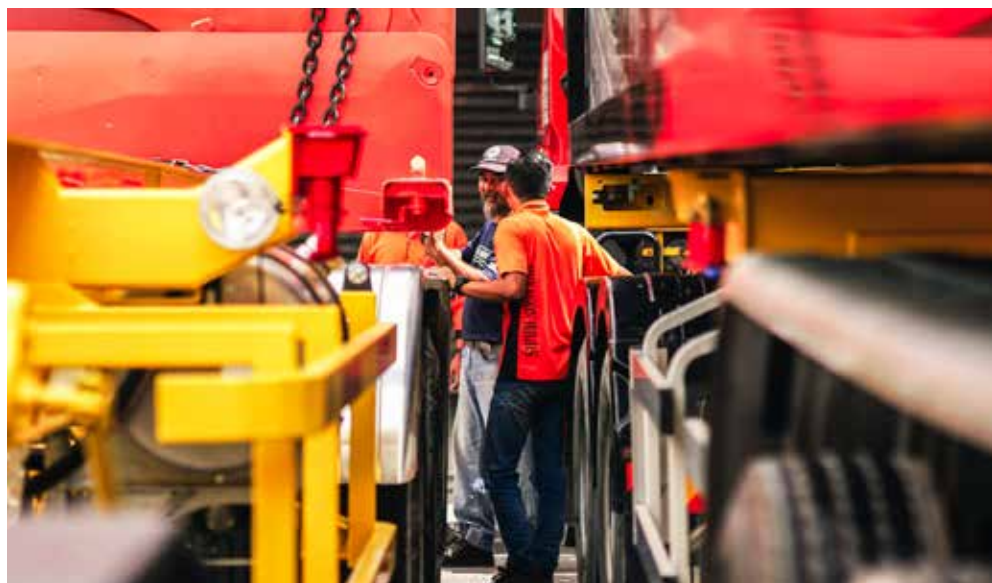
Now the company is the biggest sidelifter user in Kuching, Sarawak and uses its sidelifters for trailer transfer and customer delivery.

The company proudly owns a Steelbro wrapped advert banner on one of their transport containers. They now confidently demonstrate their loyalty to Steelbro by operating this vehicle as it goes about its business throughout Sabah, Sarawak, and neighbouring country Brunei.

Having Brunei and the other neighbouring countries of Indonesia, Malaysia and the Philippines nearby has proved to be of great strategic benefit to the company. Economic cooperation between these neighbouring countries, had spurred on trade across the borders and helped fuel growth in haulage/ transportation for the organisation.

Its location is of even further significance following the recent 'Belt and Road Initiative' (BRI), introduced by China. Since Sarawak is in the direct trading sea-lanes linking China to India, Africa, Europe and the USA, this is enhancing economic cooperation and interdependence with the rest of world.

Hexagon has been quick to adopt new technology and innovation across every facet of their business.



An Enterprise Resources Planning (ERP) system was built from scratch and now it includes a Logistics Management System, Warehouse Management System, Vehicle Portable Terminal System, GPS tracking & geo-fencing system, Fleet Management System, e-HR system and Billing & Accounting System.

Hexagon's core business operation has been digitally transformed with real-time planning, implementation, automation, monitoring and reporting tools in web and mobile applications.

The company is accredited ISO-QMS9001:2015 certified, Halal Warehouse and Transport Certified, SEDEX certified, Custom Bonded Warehouse and ICC IMB-NVOCC.

Hexagon Highs is keeping up with the best industrial benchmarking and staying relevant to take on any opportunities in this dynamic logistic industry. It is well placed to face the next phase in what promises to be an exciting future of growth. **7**

Volvo Group and Isuzu Motors Intend to form Strategic Alliance



The Volvo Group and Isuzu Motors today signed a non-binding Memorandum of Understanding with the intent to form a strategic alliance within commercial vehicles in order to capture the opportunities in the ongoing transformation of the industry.

In a first step, the intention is to establish a global technology partnership and to create a stronger, combined heavy-duty truck business for Isuzu Motors and UD Trucks in Japan and across international markets. This will entail transferring ownership of the complete UD Trucks business globally from the Volvo Group to Isuzu Motors in order to accelerate growth by leveraging greater volumes and complementary capabilities. There is great complementarity between the two Groups from both a geographical and product line perspective, with further opportunities to be explored over time.

The intended strategic alliance between the Volvo Group and Isuzu Motors will include:

- Forming a technology partnership, which will leverage the parties' complementary areas of expertise within both well-known and new technologies as well as to create a larger volume base to support necessary, forthcoming technology investments.
- Creating the best long-term conditions for a stronger heavy-duty truck business for UD Trucks and Isuzu Motors in Japan and across international markets.
- Exploring opportunities for even broader and deeper collaboration within the commercial vehicle businesses across geographical areas and product lines, such as light- and medium-duty trucks.

"The Volvo Group and Isuzu Motors have a well-established relationship on medium-duty trucks in Japan based on mutual respect, shared values and win-win spirit. We see great potential to extend our cooperation within technology, sales and service as well as other areas going forward, for the benefit of our customers and business partners," says Martin Lundstedt, President and CEO of the Volvo Group. "Our UD Trucks colleagues have done a great job to improve performance in recent years and the alliance opens up a great opportunity to continue the successful journey."

"Isuzu Motors and the Volvo Group strongly believe in the business opportunities and synergy potential between the two Groups. We intend to derive the full value from each other's different specialties across product and geographical strongholds. Our collaboration will actively contribute to service improvements and strengthened customer satisfaction as well as to prepare ourselves for the forthcoming logistics revolution," says Masanori Katayama, President and Representative Director of Isuzu Motors Limited.

All technology cooperation between the Volvo Group and Isuzu Motors will be managed through individual contracts.

The Memorandum of Understanding is non-binding. The next steps will be finalizing the scope of the business to be transferred, due diligence by Isuzu Motors and negotiations of binding agreements. Signing of binding agreements is expected by mid-2020 and closing of the transaction is expected by the end of 2020. All potential transactions will be subject to regulatory and other approvals.

Representatives of both brands were not available for further comments. 

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Isuzu Elf Takes No 1 Spot as Malaysia's Preferred Light Duty Commercial Vehicle

Isuzu Malaysia is off to a positive start this new year with its ELF truck upholding the No. 1 position in the Light Duty segment, according to the 2019 overall sales figures recently released by the Malaysian Automotive Association (MAA).

Despite market uncertainties, this milestone marks the 10th year that the ELF has successfully maintained its position as a firm favourite since 2009. ELF has managed to secure its No 1 spot by ending 2019 with sales of 4 759 units, through the introduction of its latest 'Smoother' AMT variants.

The new AMT (Automated Manual Transmission) variants offer the full benefits of automatic transmission but with the reliability and low running cost similar to manual transmissions, aside from providing greater fuel savings.

In his New Year's address, Chief Executive Officer of Isuzu Malaysia Sdn Bhd, Koji Nakamura, expressed his contentment on the company's achievements for 2019. He also took the opportunity to share his sincere gratitude to business partners, commercial customers, staff and dealers for making the Isuzu ELF as the No 1 preferred Light Duty truck for the 10th consecutive year in Malaysia.

Nakamura also added that Isuzu Malaysia's continuous success and growth is partly due to services rendered by the Aftersales Division, exceeding expectations in 2019

through its high vehicle intake numbers and spare parts sales revenue.

Moving forward in 2020, Isuzu Malaysia will strive to provide the best reliable products and ensure utmost customer satisfaction. The company is geared towards providing improved aftersales services through shorter lead-time and increasing vehicle intakes for service.

For 2020, Isuzu Malaysia strives to maintain their position as the leading commercial vehicle company in the country, while envisioning a target of achieving sales of more than 5 000 units through a wider range of attractive models and features to suit local business needs.

Also, in line with the government's firm intention on the widespread use of B20 bio-diesel, Isuzu Malaysia's full model range, including commercial vehicles with Euro-2 and Euro-3 engines, is ready to meet such requirements once the implementation exercise begins. **T**

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Aeolus Overseas Annual Conference is Driving the World Together

On 14th and 15th of December, the Aeolus Overseas Annual Conference with the theme "Growth and Mix" was held in Malaysia. It was a very special opportunity to meet with the very best business partners from around the world, to celebrate the results achieved during the year that just ended and to plan together priorities, programs, and actions for the year that is going to begin.

"I do believe great things have happened, but the greatest is going to come. Very soon, there will be impressive news, special and unpredictable that will CHANGE YOUR PERSPECTIVES...Be prepared," said Mr Wang Feng, Chairman and CEO of Aeolus Tyre, at the Overseas Annual Conference 2020. "It is always possible to overcome tough situations by thinking out of the box, by changing your perspectives," continued Wang.

It was not just another traditional meeting, certainly, there were presentations, but no lectures, no backseats, no observers. "To achieve the unachievable, we badly need to initiate changes. But this is not going to be a lonely journey, this is rather an adventure we will live together, day by day, month after month, as a team of professionals disseminated around the globe but following the same idea, the same dream, the same compass," highlighted Wang.

"'Together' happened to be such an important keyword to success and we believe it so deeply that we included it in the new official brand slogan," Mr Fu, CCO of Aeolus, was illustrating while unveiling it in world premiere during the event.

Driving the World Together

Commercial strategies and targets for 2020 were illustrated by Mr. Fu, who claimed, "We forged together solid foundations for Aeolus, and now the time has come to take the leap and get where we deserve. 2020 will be a turning point. I can only add there



will be impressive news soon. They will give us all something more, something special and unpredictable to succeed in the market and reach 2020 ambitious targets."

Mr Xu, Global Sales Director, while explaining in detail commercial and marketing tactical actions to support the 2020 plan, added, "My personal feeling is that some of the challenges we are going to face call for a shift in our role and in our way of working. And I can assure you, that my team and I, we will work tirelessly, day and night, to support each one of you to do his part. Every effort, every drop of sweat, every sacrifice of my team and myself will be devoted to accomplishing this objective. Believe it or not, we will succeed. I do not doubt that."

Finally, Mr Li Zhao, CTO of Aeolus, illustrated main research projects, developments undergoing and forthcoming product launches. He highlighted as Aeolus "is not just another good Chinese tyre manufacturer, it is already accepted as a top international player in the market. The launch of our own multi-tier, multi-brand offer was decisive, as well as the adoption of the more modern and innovative production processes and R&D technics of Pirelli."

The working hours ended with an Innovation Lab, led by an international expert in the field, to encourage people to start working outside the box. Indeed, the lab was successful as it allowed the plenary assembly to explore new frontiers of the business. The team of participants was driven at the edges of the current business model, where innovation happens. Significant and workable insights have been explored, which will feed the new project's pipeline for 2020. **F**



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HINO 700 Series AMT Serves LPG Logistics in Sabah

W.T.S Gas includes HINO 700 Series Automated-Manual Transmission (AMT) to its logistics area and aims to enhance the supply-chain operation.

Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM) handed over one (1) unit of the new model HINO 700 Series Automated Manual Transmission (AMT), model SH1EERA, to its existing customer, W.T.S Gas Sdn Bhd (W.T.S Gas) on 19 January in Kota Kinabalu. The simple and memorable event was held at W.T.S Gas headquarter in Kota Kinabalu.

W.T.S Gas is an enterprise that operates in the Natural Gas Distribution sector and has been using HINO trucks since the year 2015 and owned more than 20 of HINO trucks. The Managing Director of the Liquefied Petroleum Gas (LPG) Company, Mr Robert Wong, continues to add HINO trucks in its fleet to enhance the logistics and distribution operation. He also believes the truck purchased will help to improve the profitability of its haul operation.

An ultimate combination of Japanese engineering and build, the Prime Mover; model SH1EERA, comes with 16-speed automated-manual transmission and drive configuration 4x2, is a Complete Built-Up (CBU) truck made in Japan and promises the Japan genuine parts with QDR; Quality, Durability, and Reliability. It was recently launched in the mid of last year, seems to lead a high demand

not only from the regional customer in West Malaysia but in East Malaysia as well. In addition to its new AMT technology, the HINO 700 Series comes with safety compliance and comfort features such as an optimised cab space for better visibility and operability. The Executive Director of HMSM, Dato, Johnny Chan, in his speech mentioned,

“In tandem towards safety direction, it is well-understood that driving the oil and gas industry, safety angle is the major detail in its operating procedures. This includes the distribution and supply-chain of the liquefied petroleum gas.

“Providing the best support on safety features, our new HINO 700 Series AMT heavy-duty truck is equipped with an antilock braking system (ABS) to prevent uncontrolled skidding and is also comes with the Energy-absorbing Steering Column to absorb some of the impacts and providing better protection for the drivers. We believe this feature will support the safety control of its haul operation,” he added.

With the AMT fitted, the customers may also sustain a lower operation cost through the lower fuel consumption and clutch replacement cost, especially when the trucks steering through heavy traffic roads. As well as the drivers, they may experience less fatigue while driving the heavy-duty trucks which usually travel a long haul trip.

On top of that, all the drivers are offered and encouraged to register and sit the training programmes at Hino Total Support Customer Center (HTSCC), in Sendayan. This is part of the company’s total support concept, which aims to provide Total Support in after-sales for customers, maximise vehicle uptime, and minimise vehicle lifetime cost.

Since the establishment of HMSM in 1977, the company has manufactured and provided the best-fit trucks and buses for the local industry and put on priority to customer feedback and explores diverse business fields. As Hino has safety as its main policy, through their extensive partnerships that training programmes are available to all truck and bus drivers at HTSCC. **F**



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New Managing Director and Strategies for MAN Truck and Bus Malaysia

MAN Truck and Bus (M) Sdn Bhd (MAN) has appointed Andrew O'Brooks as its new managing director, who will lead the execution of several strategic initiatives for Malaysia, in line with MAN's global direction and motto of 'Simplifying Business' for its customers.

The significance of the event, during which the new Managing Director was introduced was evident by the presence of top management staff of the German brand. Giving O'Brooks a head start were Mr Richard Frenz, Vice President of MAN Truck and Bus SE, and Mr Thilo Halter, Head of Area, MAN Asia Pacific.

First to take to the stage was Frenz, who had some updates for the guests assembled at the event. For a good year, Frenz has been the face of the company, but there has never been an official introduction of him as the Managing Director of the local MAN branch. "There has been a reason for this and I apologise for any confusion caused by that." MAN's headquarters in Germany requested a strategic review of the business in Malaysia a year ago and Frenz was to be the agent of change. The purpose of the market review was to align the Malaysian office with the global strategy of being "Simply #1" and to identify opportunities in the country. Following his presentation of findings, was an elaboration on the implementation of the strategies and measures with the appointment of their new Managing Director. To become the number one in the region, these new initiatives

are centred around the notions of customer satisfaction, reputation and branding and employee happiness.

According to Halter, business processes are to be simple, covering all aspects of the business from sales to aftersales. One immediate action to be taken as part of a long list of initiatives is setting up a workshop in Port Klang. Said Halter, "We need to be close to our customers and a workshop here, where there are a lot of our customers, is crucial." In summary, Halter promised that this event marks the beginning of a new era for MAN in Malaysia.

In his speech, O'Brooks also highlighted that MAN will also make the Malaysian office a 100 percent subsidiary by means of acquiring shares from their long standing joint venture partner. This is to signify the commitment that MAN is having to the market. The takeover of shares has been part of the on-going activities for the past months and will be concluded soon and is a manifestation of the financial commitment of the brand. "The implementation of our strategies starts today, with my



facts we have seen is that the brand is much better established in Malaysia than it is in other markets," said Halter. He further praised the use of the mobile service trucks and how MAN in Malaysia has made use of them to service customers. While the learnings from Malaysia may find their way into other markets, MAN sees synergies in the bus market, where Halter sees a lot of potential to be developed in Malaysia.

Commenting on the announcement of new strategies was Dato' Nazari Hj Akhbar in his capacity as the President of Association of Malaysian Hauliers. He said, "The Association of Malaysian Hauliers is very appreciative of the contribution that MAN Malaysia has made over the years, in enabling the hauliers in our country with high quality vehicles and services to help them maximise efficiency and minimise operating costs."

appointment as the new Managing Director and the opening of our new workshop here in Port Klang in March." The workshop is to bring long-needed support to the clients in the area. Currently, certain customers are serviced by the MAN Mobile Workshop and this service will continue as and when needed to address the needs of the customers. In addition to brick and mortar, clients can also look forward to MAN's own telematics system, which is currently under development to meet the local demands.

MAN's global strategy of "Simply #1" hinges on the notion of finding best practices in each market and transferring these to other markets that could benefit from such initiatives (see Asian Trucker Issue 50). "One of the interesting

He elaborated that the haulage industry plays an important role in the growth of the nation's economy, especially in a time where rapid and efficient logistics system can have a significant impact on a company's bottom-line. "MAN Malaysia has made strong headways and deep impact in this industry with their customer-centred processes, innovative solutions and modern technologies."

Meet the New MAN MD

O'Brooks, who is originally from the UK, brings with him more than 35 years of experience in the commercial vehicle industry. Prior to joining MAN, O'Brooks has held several leading management positions for the Volvo Group, serving as Country Managing Director in the United Kingdom, Latvia, Kazakhstan and Ukraine. In starting his new role at MAN Malaysia, O'Brooks is taking over from Richard Frenz, who will take up a new role in MAN Truck & Bus in Munich. A first among several strategic initiatives announced by O'Brooks is the opening of a new service centre in Port Klang to offer fleet operators and customers with more efficient and timelier vehicle care.

Rounding off the event was a handover ceremony of 12 new trucks to NITTSU Transport. **T**



Dongfeng China Visits Malaysia's First Fleet Customer



Dongfeng Commercial Vehicle Co Ltd (DFCV) paid a courtesy call to its first fleet customer in Malaysia; Pahang Mail & Transport Co Sdn Bhd.

Established in 1948, Pahang Mail & Transport Co Sdn Bhd (PMTC) is a transportation provider with its headquarters in Jalan Peel, Kuala Lumpur. Currently run by the third generation, the company has made a name for itself as a reliable transporter in Peninsula Malaysia. With a fleet of approximately 200 vehicles, of which an estimated 80 are Dongfeng, PMTC is Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd's (DCVM) first and biggest fleet customer.

"The continuous re-ordering is a testament to the quality of Dongfeng trucks. We placed an initial order of

three Bison 260s in 2009. Those trucks are still up and running after 11 years. This is all due to the quality of the trucks and the expertise of my team of mechanics that are responsible to service and maintain these vehicles. I look forward to utilising these vehicles for another decade. From the looks of it that would be a feasible mission," shared Wong Chin Wai, Director of PMTC.

Wong named quality, spare parts availability and fuel consumption as the key factors that made Dongfeng vehicles stand out from the rest. "As a general cargo transporter, we do not need trucks that are highly technological. We need vehicles that allow us to get from point A to point B without any breakdowns and consume as little fuel as possible. Dongfeng ticks all the boxes for us. Moreover, the team at DCVM has been extremely responsive towards our requests and suggestions. They have previously sent some experts from China to teach us how to better operate the vehicles." Regarding the visit, Wong said that he was thankful that Dongfeng was willing to listen to his feedback and looks forward to working together again in the future.

Representatives from Dongfeng China Frank Lin, Regional Director of DFCV and Harvey Wang, Regional Manager of DFCV visited PMTC to express their gratitude. "We had to come in person to thank Mr Wong for the support since day one. We are also here to listen and relay the feedback of our customers back to the headquarters. For example, Mr Wong was of the opinion that we should standardize some of our parts across all Dongfeng models to allow for better servicing. We will relay the message to the Product Development Department back in China," said Lin. Also present on that day were top management from DCVM. **F**

THE FIRST DONGFENG TRUCK IN MALAYSIA STILL OPERATING SMOOTHLY ON THE ROAD



2009

Mr Wong Chin Wai, MD of Pahang Mail Sdn Bhd; collecting the key of the first Dongfeng Truck from Transport Minister, Tan Sri Ong Tee Keat on 1st April 2009



2019

The same truck WSX 5480, in tip top condition, arriving at Pahang Mail head office after a long revenue generating trip from Kota Baru

The First Dongfeng Truck in Malaysia (registered-2009) is still running smoothly after more than 10 years; plying to and fro between Kuala Lumpur and Kota Baru. The Proud owner of this first Dongfeng Bison 260 rigid truck is Pahang Mail. It gives credence to the quality, durability and reliability of Dongfeng trucks supported by Dongfeng's impeccable after-sales service and easy availability of parts. Today, the Group owns a fleet of more than 80 units of Dongfeng trucks.

Dongfeng Commercial Vehicle (Malaysia) Sdn Bhd is the sole importer, distributor and assembler of complete range of Dongfeng commercial vehicles in Malaysia including prime movers, mixers, tankers, tippers, sweepers, cargo trucks and special purpose vehicles.

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Volvo Hits New Record for Truck Sales

Selling a truck has never been easy. However, Volvo Trucks Malaysia has broken their own sales record yet again, making it the 5th straight and its sales has been growing at 13% compounded annual growth rate (CAGR) since 2010 year on year. Asian Trucker went to find out what is the recipe for success.

Only a few days into the new year and decade, Mitch Peden, Managing Director of Volvo Trucks Malaysia is back in the office and is looking ahead to breaking another record after the brand managed to sell 479 trucks in 2019, a 6.5 percent growth from 2018's record of 450 units. Many have felt the effects of a contracting market in some way, but not this Swedish brand. Stefan Pertz met with Peden to find out just how the company managed to excel.

To put things into perspective, Peden elaborates on the fact that it is not just the absolute number of trucks sold, but the fact that this happened when the overall market for heavy duty trucks segment contracted by 23 percent. "It is amazing that we still managed to achieve this sales record in the current market situation. The first half of the year was robust, and we could go through the year without having to adjust our projected number." Peden says that this is a testament to both, the strong product offer and the deep relationship the brand has with its customers. Generally, one can see that in a downturn it is the smaller players that are left behind or are ceasing to exist, those that

are not financially strong enough to invest in high quality products. What contributed to the challenges faced by the industry were changes in the tax system. "It has been a very rocky year and I am thrilled that we managed to come out on top of it."

The biggest contributing factor to the sales record has to be a few major deals from key customers following a replacement life-cycle for their fleet. "We don't take this for granted as we are never the only brand of their choice. That is why we continuously strive to further enhance our offering." He added that it is not just the trucks, but the services surrounding the vehicles, bringing with them increased uptime that will be a deciding factor for a brand. As a general rule, smaller players may be more concerned with the purchase price of a vehicle, whereas bigger companies emphasise the ability to providing the best possible service to their customers.

One of the big orders for Volvo Trucks came from its long-time user, Lee Ting San Group of Companies (LTS) from Prai. Recently, the company ordered

38 trucks after their last big order went to another brand. Peden admits that it has been a tough challenge to win back this prestigious client and that Volvo is proud of the fact that the efforts paid off with this client coming back, trusting the Volvo brand promise once again. "We are thrilled about this as the team worked really hard on this. LTS is expecting top shelf services, as they should, as a professional operator."

Besides replacing trucks as part of regular life cycles, a good number of customers have moved from using re-conditioned or re-built imported trucks to ordering new trucks from Volvo. Such companies may have been long-term supporters of the brand and having progressed, they are now moving up and by buying new trucks, they are making use of the improved offers from Volvo for new trucks.

Could Volvo have sold even more trucks? Peden thinks so, but he is also aware that this may have a large impact on the financials. While trying to deliver up to customers' expectation, Volvo also takes a prudent approach in stock management. "Surely, short delivery lead time is important, but stocking kits and fully built-up trucks is a capital intensive activity. We need to find a balance on this. At the end of the day, the company needs to also be financially sustainable of supporting customers' requirements."

Surprising as the results may seem, Peden does not think that the outstanding achievement is a fluke or something out of the ordinary. He explained that this was the projected sales target and that the efforts Volvo made have lead to this result. It is noteworthy that market Malaysia did not revise the forecast sales number despite the softening market sentiment in 2019. Since end of 2018, this number stood at 480 units and 2019 ended with just one truck short of this planned number. Going forward, Peden has some reservations on further breakthrough of the sales record in 2020 as the prediction is that the market will further consolidate and contract. The first half of the year is always deemed to be tougher than the second half and he expects that by mid-year a clearer picture shall emerge. "Of course, we are dealing

with a lot of factors we cannot influence. Regulation changes and the capacity and delivery lead time of body builders for instance have an impact on our performance."

One of the activities that have hugely contributed to last year's success has been the 12-hour Uptime Promise. Currently, every one out two trucks sold has signed up for service agreement; of which the Gold Service Agreement customers enjoy the value of Uptime Promise offer. As an immediate result of the scheme being implemented at the MCVE 2019, Volvo now has about 27 percent fewer trucks off the road during that compared to 2018. This is due to the changed behaviour of the fleet owners when it comes to service and maintenance, and the priority that the trucks were given during breakdown. Reviewing the first six months of this agreement being officially in place, Peden said that the company has been true to their word and fulfilled all promises.

Many have lamented that the prestigious driver competition - "Fuelwatch" has been struck off the event calendar. From the outside, there seems to be a disconnect when a company is selling record numbers, yet trimming down the events which support the business. However, this may not be the case for Volvo alone. Many makers of trucks (and buses) are at a crossroads. While diesel engines are still dominating and requiring further improvements, alternative fuels and other technology innovations such as electromobility and automation cannot be neglected and need heavy investment. Traditional OEMs are now faced with research and development cost for not just one type of drivetrain, but several. In contrast, newer players, that have started out with alternative fuels and never had to consider diesel engines, have less pressure in managing budget from this perspective. "We obviously do not want to be left behind in this and become a Kodak of our industry; and that comes with having to make tough decisions on where we spend our money."

Fuelwatch was one of the sought-after event from drivers, however, in light of the priority, the tough call had to be made to put competition on hold. Meanwhile, the VISTA competition for technicians remained on the schedule. Aiming at improving the skills of the technical staff, it would be detrimental to the business to not continue to upskill staff in this area. It is uptime that matters most for clients; hence the decision is to keep activities that add the most value to customer's businesses. "In ten years' time, I think we rather talk about the evolution of the business and how we contributed to the success of the industry than being phased out of business because we invested in things that were nice to have and everyone loved, but has a low impact in enhancing the value of the offering." **T**





Hino Total Support Contest Makes a Successful Sixth Year Comeback

Hino dealers battled it out for the grand title of “3S Champion.”

The Hino Total Support Contest (TS Contest) made its sixth successful comeback on 7 December 2019 at the Hino headquarters in Petaling Jaya. Held by Hino Motors Sales (Malaysia) Sdn Bhd (hereafter known as Hino Malaysia), a subsidiary of Hino Motors Limited Japan, the TS Contest hosted a whopping 130 participants that hailed from 36 authorized Hino dealerships.

The theme for this year’s TS Contest was “Show the Spirit of United Team Hino.” Speaking at the event was Mr Atsushi Uchiyama, Managing Director of Hino Motors Sales Malaysia Sdn Bhd: “In order to achieve Hino Total Support, One-Man-Show is no good. We need to provide to our customers with Team Play, Team Work, and Team Spirit among 3S Sales, Service, and Spare parts.” In his speech, Uchiyama shared with the guests and the participants Hino’s Philosophy of Total Support and emphasized that a relationship built from trust comes first and foremost in all business undertakings: “I strongly believe a humble and customer-oriented mindset and behaviour are important as I would like to keep contributing to the business growth of our customers.”

The purpose of this annual contest is to continually build and foster greater skill among the Hino dealers, thereby not only improving their technical expertise but also enhancing their customer service to ensure optimal touchpoint with Hino customers. Representatives from the participating dealerships were evaluated in three areas: Sales, Services, and Parts, which incorporated both theory and practice.

In the Sales category, contestants were evaluated on their ability to recommend products that best fit their customers’ needs. The Service contestants, on the other hand, were examined based on their technical know-how of vehicle maintenance. Both these categories included a simulation segment where they were required to role-play with customers. This simulation segment, however, was not included in the Parts category, where contestants were tested on their theoretical and practical knowledge of the differences between Hino Genuine Parts and forged parts in the market.

Prior to the grand event, contestants were required to sit through intensive training at the headquarters for two days. On the day-long event, medals and cash incentives were given out to the Champion, the 1st Runner-Up, and

the 2nd Runner-Up of each category, whilst the grand prize of the event was the title “3S Champion,” along with the Challenge Trophy and a cash incentive of RM3 000. Champions of all categories earned a trip to Hino Motors Ltd Japan later in the year.

The TS Contest is held in 40 countries around the world, and Japan just saw its 48th skills contest to completion. Amongst the distinguished guests visiting from Japan was Mr Yasushi Nakamura, General Manager of Total Support Regional Management Division, Hino Motors Ltd Japan. Nakamura was happy to witness the sixth year of the event and told Asian Trucker that the TS Contest is a continued effort towards the development of human resources in both Malaysia and Japan. He noted that the success of Hino’s aftersales service is largely due to the contest, and that the “results come from here.”



The Winners of 6th Hino Total Support Contest

Overall Champion:
Lu & Sons Engineering Sdn Bhd

Sales Champions:
Lu & Sons Engineering Sdn Bhd (Sales Advisor)
Soon Seng Truck & Parts Sdn Bhd (Senior Sales Advisor)

Service Champions:
Jaidon Motor Sdn Bhd (Service Advisor)
Daihatsu Malaysia Sdn Bhd (Senior Service Technician)

Parts Champions:
S.R Automobile Centre Sdn Bhd (Parts Advisor)
Jong Seng Sdn Bhd (Senior Parts Advisor)



Fifth Wheel Coupler

King Pin

Landing Gear



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Iso Gear Pump

Bend-Axis Pump

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



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(350857-M)

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

Events & Exhibitions

LOGISTICS & TRANSPORT MANAGEMENT

Date : 9 – 12 March 2020

Venue : Dubai, UAE

Contact Info: ictd@ictd.ae

Details : The Logistics & Transport Management provides the opportunity to the attendees to learn how to Utilize modern purchasing management techniques, sharpen attendees negotiation skills, manage inventories in a more productive manner, improve control over warehouse and transportation operations and etc

BUS & TRUCK SOUTH EAST ASIA 2020

Date : 18 – 20 March 2020

Venue : JIExpo Kemajoran, Jakarta, Indonesia

Contact Info: www.iibt-exhibition.net/contact-us /+62-21-5435-8118

Details : Held with concurrent exhibitions. Trailer, Truck, Heavy Duty Vehicle & Equipment, Special Vehicles, Spare parts, Components and Accessories, Management and IT system, and more.

IAA COMMERCIAL VEHICLES 2020

Date : 24 Sept – 30 Sept 2020

Venue : Deutsche Messe, Hannover, Germany

Contact Info: iaa@vda.de

Details : Vans, buses and trucks – commercial vehicles are a major part of our lives. Today we can choose from an extensive range of goods worldwide that are delivered right to our doors. This would not be possible without freight transport and logistics. And it is the commercial vehicles that cover that last mile. They carry over 70 percent of transported goods and therefore form the backbone of transport and the economy. They are also service providers and chauffeurs. They dispose of our waste, help us to move house, assist the rescue services, take our children to school and drive us to work. So commercial vehicles actually keep our everyday lives "on the go."

The IAA Commercial Vehicles in 2020 will address the question of what the future of commercial vehicles will be like. The IAA takes place in Hannover and is the world's leading trade show for transport, logistics and mobility. And in fact the whole commercial vehicle sector is on a path of innovation. As in many other branches of industry, the particularly important topics here are automation and connectivity, safety and security, environmental protection, electric mobility and new logistics and traffic concepts for the towns of the future. It offers a unique cross section of the entire value chain in the industry, from vehicles to transport and logistics, and from manufacturers to the many medium-sized suppliers.

MYANAUTO 2020

Date : 25 – 27 September 2020

Venue : Myanmar Expo Hall, Yangon

Contact Info: Tel. 09 42440 9882-6 Email: phyoyadanar@ambtarsus.com

Details : MYANAUTO 2020, the biggest international business-to-business event for the auto aftermarket in Myanmar will be held at the MEP Mindama, Yangon from 25-27 September 2020. MYANAUTO 2020 will feature the latest products covering automotive parts and systems, automotive accessories, automotive electronics, entertainment devices, specialised tuning and modifications, and automotive service, repair and maintenance. Make a date with MYANAUTO 2020, your one-stop platform to stay ahead and benefit from the many new business opportunities in Myanmar's automotive industry. For more information, please contact Phyo Yadanar at phyoyadanar@ambtarsus.com or Nick at nick@ambtarsus.com

LOGITRANS 2019

Date : 11 – 13 November 2020

Venue : Istanbul, Turkey

Contact Info: +90-212-2669158 E-mail:eko@logitrans.com.tr

Details : Logitrans Turkey will take place from November 13 to 15, 2019 for the 13th time in Istanbul. At the largest logistics fair in the Eurasian region, more than 130 exhibitors across all modes of transport and industries will be showcasing their logistics solutions around the emerging logistics hub. The exhibitors come from more than 20 countries, and Canada will be presenting at the trade fair for the first

time. The conference program will reflect the boom in the e-commerce and automotive sectors.

Following the dampened decline in the value of lira, the Turkish economy is growing again. The country on the Bosphorus is continuing to establish itself as a powerful building block of European and global logistics chains. The expansion of the rail infrastructure is currently accelerating growth. In addition, booming internet commerce is boosting air freight, and the automotive sector is ramping up rising production figures with new locations. Against this background, logitrans underscores Turkey's international role as a logistics hub.

ASIA COLD CHAIN SHOW 2020

Date : 2 – 4 December 2020

Venue : BITEC, Bangkok, Thailand

Contact Info: Mob +66-61736-1478

Email: info@manchcommunications.com

Details : Asia Cold Chain Show (ACCS) has been in motion as an annual event for the past four years serving as a platform for cold storage infrastructure, refrigeration, reefer transport and temperature control. ACCS aims to bring thousands of cold chain innovators and experts together under one roof.

The trade show and educational conference combination offers the most valuable and comprehensive business-to-business networking event serving the perishables industry. It is a one-stop-shop for innovation, education and business-to-business networking for the global food industry cold chain - from producer to consumer

MALAYSIA COMMERCIAL VEHICLE EXPO 2021 (MCVE)

Date : 17 June – 19 June 2021

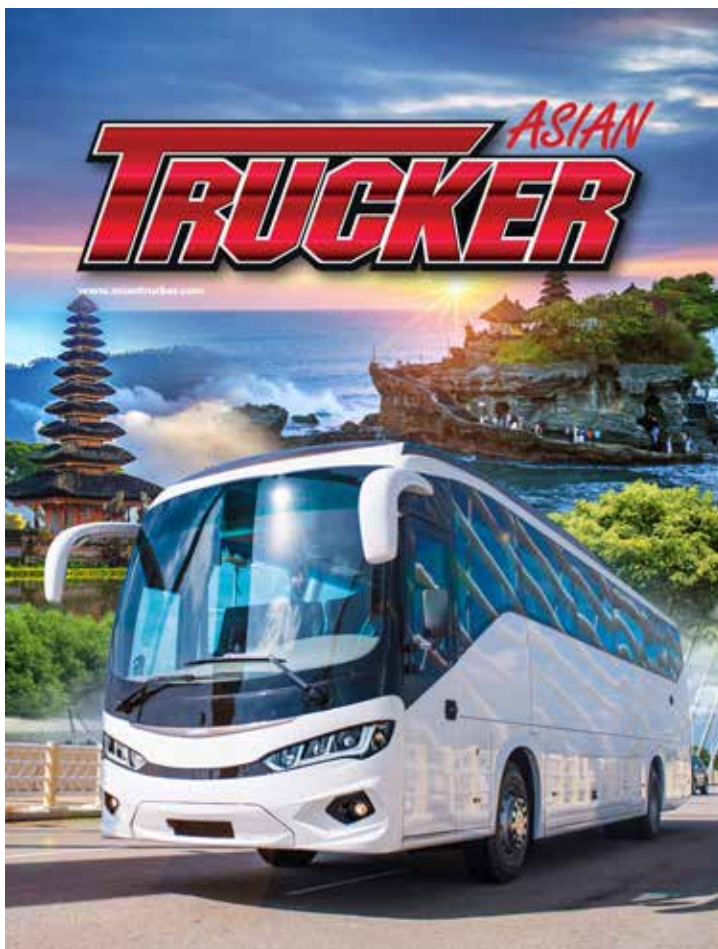
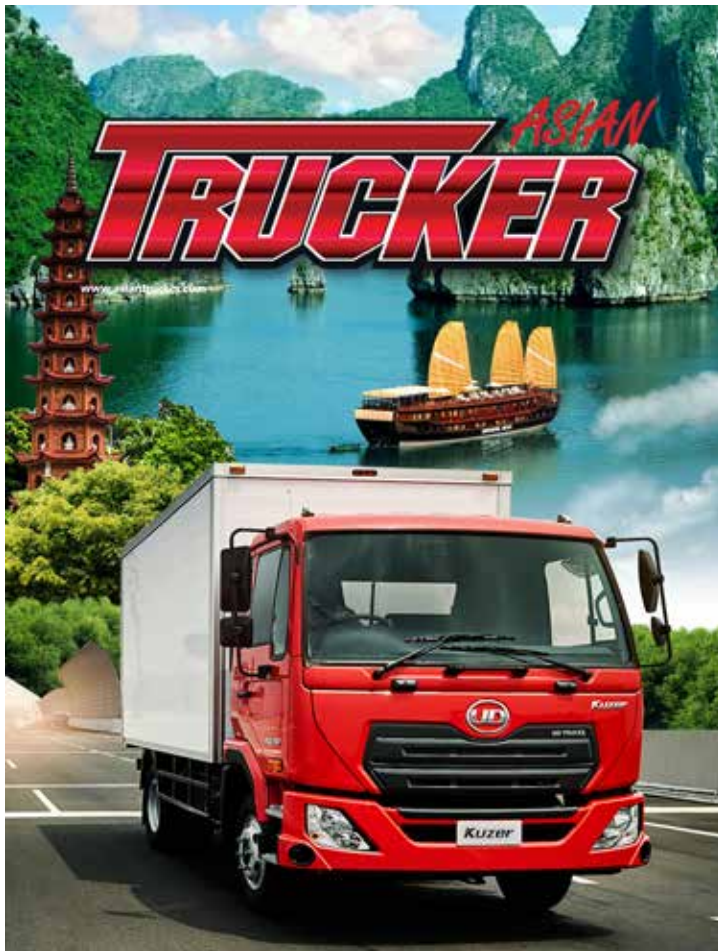
Venue : Mines Exhibition and Convention Centre

Contact Info: info@asiantrucker.com

Details : Back for the fifth 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 2021 with plans to expand the space.

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.





Asian Trucker Country Specials 2020

For the first time, Asian Trucker is dedicating stand-alone issues of the magazine for the commercial vehicle industries of other countries – all in one dedicated issue.

These country specials will be a one-time only issue which will allow readers to delve into other commercial vehicle markets besides Malaysia, Singapore and Thailand. The countries chosen for 2020 are Vietnam and Indonesia – markets that we haven't previously featured that extensively. Being deep-dives, this will be essential reading material for anyone that is planning to enter these markets or wanting to expand existing bases.

With an expected GDP growth of seven percent, Vietnam is now one of the most dynamic emerging countries in the East Asian region. Given the strong economic growth, future projected freight flows are expected to rise overall, resulting from an increase in production and consumption. Seeing as roads account for almost 70 percent of freight volume in the country, the commercial vehicle industry in Vietnam is poised for growth.

For the country specials, we will cover as many aspects of the industry as we can. Some of those include legislative challenges, industry players, market intelligence, expansion into the Vietnamese market and many more. We are also going to contact government bodies to provide us with as much data and information as possible.

The sky is the limit with the country specials and we look forward to hearing your feedback. **T**



Ms. Baida Hercus, President of Free Tree Society Kuala Lumpur



Muhammad Fahmi, Senior Manager Corporate Planning, Product & Marketing of Daihatsu Malaysia

Daihatsu Brings Conservation Home with Rewilding Roadshow

With Daihatsu Malaysia being a main sponsor, Free Tree Society Kuala Lumpur (FTS) launched the Rewilding Roadshow, an initiative to encourage urban Malaysians to plant green spaces at home towards supporting biodiversity and sustainable lifestyles.

“Many homeowners pave over their garden spaces or leave balconies bare, resulting in hot, sterile spaces,” said Baida Hercus, president of FTS. “As Malaysia becomes more urbanised, there is a break in the transmission of knowledge about planting and the benefits of biodiverse green spaces. Many urban Malaysians simply do not know appropriate plants to grow in their environment and how to care for them.”

The initiative, sponsored by Daihatsu Malaysia, provides ordinary people with a starter base of knowledge and plants to take home. The plants have been carefully chosen to not only benefit homeowners and their families, but also contribute to biodiversity amidst a global crisis of climate change and loss of wildlife. In this way, the Rewilding Roadshow aims to create citizen conservationists.

For Daihatsu Malaysia, the Rewilding Roadshow is a natural fit for its Environmental Action Plan 2030, in line with the United Nations Sustainable Development Goals (SDGs). Part of the Daihatsu Group Philosophy underlying this plan is, “Harmonious coexistence with the earth and society is our responsibility.”

“Daihatsu Malaysia first formulated the ‘Rewilding Roadshow’ environmental initiatives exclusively with FTS in mid-June of 2019. This year, celebrating our 40 Years of establishment in Malaysia, we’ll be kicking off 2020 by embodying global Daihatsu Group ‘Light You Up: Action’ in promoting sustainable



Ms. Mienal Hussein, Head of Activation and Engagement at Taman Tugu

environmental conservation through yet another exciting collaboration, this time with FTS and Taman Tugu Project,” said Muhammad Fahmi, Senior Manager Corporate Planning, Product and Marketing of Daihatsu Malaysia.

He further added, “With Daihatsu Green Van strategically placed at Taman Tugu Nursery, we aim




The 'Rewilding Roadshow' will function as a stand-alone interactive learning space and a mobile roadshow.

- Display: Daihatsu Green Van on display at Taman Tugu Nursery for (6 months), starting from 17th January – 17th July 2020
- Mobility: aspects of the 'Rewilding Roadshow' and Daihatsu Green Van are designed to be able to carry and transport plants to different sites i.e. pop-up events
- Spreads the environmental stewardship message through public awareness campaigns
- #FreeTreeGiveaway every weekend, Saturday & Sunday as well as public holidays from 8.00am to 11.00am

Those interested in rewilding their homes can consult the program calendar at bit.ly/rewildingroadshow.

Daihatsu's FTS Collaboration Milestones

- First public collaboration with FTS through 'Driving Value Through Innovation', a themed CSR project launched at Malaysia Commercial Vehicle Expo (MCVE), 20th June 2019
- Showcased at the MCVE 2019 is the Gran Max Green Van - a panel van custom built for the roadshow. The van comes complete with a retractable canopy and television, fitted with compartments to carry plants to support #FreeTreeGiveaway
- The concept of 'rewilding' small spaces; the versatility of custom-built Gran Max Green Van reflects how cargo space and body application can be maximized through innovative customization to allow for plant transport
- About 450 #FreeTreeGiveaway plants distributed to visitors of MCVE 2019 including the guest of honour from Ministry of Transport Malaysia and principal representatives from Daihatsu Motor Corporation (DMC) 

to enhance the brand confidence with a close affinity to its park residents, communities as well as foreign visitors together in achieving zero-balance environment load vehicle carbon emissions."

The Green Van was based on a Daihatsu Gran Max for good reasons in terms of mobility and as to how it benefits Free Tree Society. This makes it not just a marketing gimmick, but a real-life, practical application that clearly demonstrates the benefits of this vehicle:

- Compact size easier to manoeuvre around the city to host Rewilding Roadshow & free tree giveaway (given that Rewilding Roadshow main objective is to hit sustainability within urban city areas)
- Automatic transmission – easy and convenient for everyone's usage and drive

The Rewilding Roadshow will give away plants for free on weekends and public holidays. Its base of operations is Taman Tugu, a lush forest park in the heart of Kuala Lumpur. The park is a calm, natural space amidst the bustle of the city as well as being an important carbon sink for the Klang Valley.

Anyone can visit the Rewilding Roadshow exhibit for ideas and inspiration at any time when the park is open. Plants are given away on weekends and public holidays. The Rewilding Roadshow will also tour other places, including shopping malls, upon invitation. The 'Rewilding Roadshow' can be translated into Bahasa Malaysia as Rumahku Hutanku: Memperliarkan Perumahan Kota.

The 3 main thrust of the 'Rewilding Roadshow' are focused on the following issues;

- Biodiversity Loss
- Urban Environmental Issues
- Urban Lifestyles

Hengst[®]
FILTER



The SMART Alternative.

OE quality and service excellence.



www.hengst.com/smart

The Smart Alternative in OE Quality

Hengst launches new campaign for the independent aftermarket. Being a radical new approach, we wanted to know more in order to relay the insights to the market.

Brand-name quality is also of great value on the independent aftermarket for spare parts: Epitomizing superior dependability and economy, it lays the foundation for satisfied repair shop customers. Hengst has made these advantages the key focal points of a new communication campaign that is geared towards the Independent Aftermarket (IAM). Running the campaign under the motto of "The Smart Alternative", the filtration specialist summarizes all advantages to independent specialist companies that are associated with service parts in OE quality.

Brand-name products are of particularly great benefit in the area of vehicle repairs that are suited to the current market value. Durability and high performance will pay off in the long run for wholesalers and for independent aftermarket repair shops and their customers. By contrast, outwardly "affordable" replacement parts are prone to lead to unscheduled downtimes, causing anger and frustration all around, due to their substandard quality or defects in the material.

Compare that to Hengst: As a development partner for a great many well-known automobile manufacturers, the company is in a position to offer to the independent market services of great quality and innovation that are on par with the services provided by the original manufacturers. Better yet, Hengst also boasts an exhaustive product selection that covers nearly all requirements, thanks to its 2 600 filter applications, and is promptly available thanks to the company's powerful logistics system. Hengst's promise of performance is capped by personal service and marketing as partners.

The slogan of "The Smart Alternative" is asserted by a new look which accentuates the distinctive "H" and the company colours blue and yellow as brand recognition features.

Asian Trucker spoke to Oliver Nabrotzky, Global Group Vice President Independent Aftermarket, to find out more about the motivations and benefits behind the campaign.

In their statement, Hengst claims that "outwardly affordable" replacement parts are prone to lead to unscheduled downtimes." They are not just saying so, but backing this with data and insights. At first glance, many products we use on a daily basis seem to offer us identical advantages - whether they are of brand-name quality or represent a generic, more affordable alternative.



Oliver Nabrotzky, Group Vice President IAM, based at the Hengst Filtration Headquarter in Muenster, Germany



If damage can be attributed to the use of substandard filters, the warranty granted by the automotive manufacturer is usually rendered void. This is a risk that can certainly be avoided by relying on filters in OE quality.

The term "SMART" in the context of this campaign is an abbreviation.

Hengst as a family business shows that continuity, value orientation but also flexibility, speed and innovation are the basis for success on the world market - and have been for over six decades. "We have worked out our competitive advantages and made them the key points of the new communication campaign. "SMART" as a further development of our communication forms the framework for our focus on our customers, which is already accepted in the market today."

Each letter is charged with added value, which in turn sets us apart from the competition:

S stands for supply and means that we guarantee on-time delivery of the right products at the right place. On-time delivery and a global network of supply centers are our contribution to fast and dependable logistics.

M for margin describes our focusing on a win-win scenario. Protected regional sales territories and a strategy that avoids over-distribution helps for stable margins.

A as in attention means our customer focus. Service instead of unnecessary waiting times is our conviction. We live and breathe these principles every day and everywhere on the globe.

R like reliability expresses that our work does not revolve around investors or fund hunters who merely regard filtration as a means to widen their profit margin. As a family-owned company we live that business because it is our passion.

T for top-quality characterizes our stature as an OEM for the world's best manufacturer's brands and it's a testimony to our drive to afford our customers nothing but the best quality.

When selecting vehicle filters, however, you should always pay attention to quality - no matter if you buy an oil filter, fuel filter, air filter or a cabin air filter. Made from premium and temperature-resistant materials, these highly sophisticated products have a decisive influence on the performance and lifetime of your engine, fuel consumption, pollutant emission and air quality in your vehicle's interior.

"Our products - from small filter inserts to complex fluid management modules - are put through their paces by us. We have the most modern testing facilities at our disposal for this purpose (Asian Trucker reported in our Sep/Oct 2018 issue). For example, tests with inferior filters show a higher differential pressure in oil filters, which has an influence on increased fuel consumption." Nabrotzky stresses that collapse resistance is also an issue here. Apparently, they have already seen completely destroyed oil filters that get into the engine circuit and can lead to capital damage.

Fuel filters must reliably filter particles and water from the fuel, otherwise abrasion or erosion can damage the injection system or the distributor pump.

In air filter elements with limited media stability due to insufficient impregnation, the effective filter area is reduced and a breaking medium can lead to complete filtration loss. Stable media of a Hengst element with optimum impregnation prevent the pleats from being packaged, the filter surface is retained and the filter remains fully functional throughout its entire service life.



Left: FSC Pre-Filter with integrated hand pump, Right: FSC Main filter, both on MAN D15 engines

Under the motto of "The Smart Alternative", the filtration specialist summarises all advantages to independent specialist companies that are associated with service parts in OE quality. "Our campaign is aimed at our direct customers from the independent aftermarket like wholesales and exporters. But of course at their customers such as independent workshops. Partners at all levels do not want to be troubled by unreliable partners or customer complaints about inferior products," Nabrotzky elaborates.

The campaign is being rolled out by Hengst in the worldwide aftermarket and has already become "visible" at various trade fairs. For example the AAPEX trade fair in Las Vegas or the Automechanica in Shanghai. Nabrotzky says that they have already received very positive feedback from the market and are delighted that this new campaign has been well received.

This new approach necessitates that partners are also looked in. This is going to be achieved through training sessions to bring distribution partners up to speed on this campaign. "The campaign takes place on all channels, including direct communication with our customers. At the heart of our campaign are the people who live the Hengst Filter brand story and whose actions have provided the basis for the campaign in the first place. We also underline this with real people for each letter, who authentically fill the statements with life. Customers are kindly invited to discover "SMART" at www.hengst.com/smart."

As a new campaign it is extremely different from those that Hengst ran in the past and from what we are seeing today. It is more playful which undoubtedly is what they are aiming for. It reminds of modern comics. Obviously, the creators of this campaign are not afraid that Hengst as one of the main global OE players will lose its image of a serious OE Filtration developer in the independent aftermarket. Nabrotzky underlines this by saying, "We created a clear and unmistakable layout that sets us apart from the competitor environment. The campaign uses our strong brand image, which we have built up not least through our OE expertise. We are convinced that our customers can differentiate between a strong appearance and the basis of this - a reliable partner both for the world's leading manufacturer brands as an OE partner and as a trustworthy companion in the independent aftermarket. The image of communication is one thing, but the messages that are lived every day are another. We are convinced of both."



However, as this campaign sets out to put Hengst onto a new direction, there are several issues that need to be addressed to make this future-proof. Filtration systems from Hengst can be found in all engines from worldwide manufacturers in the passenger car, commercial vehicle, agricultural and construction machinery sectors. In the field of fluid management modules for commercial vehicles, Nabrotzky is proud to report that they are even the world leader.



"Fortunately, our order books in the OE sector are full and in 2019 alone we have invested 60 million Euro in new plants and machinery to prepare the planned series start-ups of the major manufacturers."

Nabrotzky has more good news to report as he is saying, "In the truck sector we had in 2019 a SOP for MAN Truck & Bus with a fuel service center module. The module is a five-stage filtration system with lifetime water separation, in which the single stages are optimally integrated in a pre-filter and main filter. For Sinotruk, a fuel filter for natural gas engines also went into series production this year. As well as an oil filter, a cylinder head cover and our Blue.maxx fuel filter system for the new TCD 5.0, 4-cylinder engines from Deutz and a fluid management module on the MDEG engine base for DDC. Series start-ups of various filtration systems for Daimler Trucks, Weichai, Scania and DAF are planned for the next few years."

As everyone is talking about electrification of commercial vehicles, this is also a topic that concerns the management at Hengst. Without a combustion engine, there would not be a need for engine oils for instance, thus the oil filter as we have known it for decades will no longer be required. According to Nabrotzky, developments in the global markets are becoming increasingly unpredictable. Technological upheavals caused by the electrification of drives or digitization are also affecting their business. "All

There are several driving forces that are pushing innovation in Hengst. Firstly, the company aims to optimise product costs for customers. This is not done by driving the price of raw materials down, but by engineering clever filtration solutions. One example would be the way air / liquid flows are designed. If there is better flow in filtration modules, better fuel efficacy can be achieved. Another way is to design filters in ways that allow for the replacement of parts that have reached their lifespan (filter insert) but keeping those components that are not subject to wear and tear (filter cartridge). Such approach will not only reduce the cost to replace the filter, but also vastly reduce the wastage of valuable materials. Therefore, Hengst is of the opinion that the spin-on filter concept is no longer contemporary. What might be most surprising fact is that Hengst has an enormous capability in terms of production depth.

This expertise and knowledge is ingrained in the production of the filters. Standing amidst the filter production in the HQ is a machine that produces plastic end caps. When asked why this is done in-house, the answer from the production manager is surprisingly simple: nobody produces as many of these caps as we do and therefore our quality and know how is better than that of any outside supplier. Besides volumes of knowledge about filtration, Hengst also has production capabilities to produce injection mould aluminium components. The foundry produces modules between 250 gram and 11 kilogrammes. In order to do so, Hengst needs to be knowledgeable about the entire process from melting to injecting the aluminium, from designing to testing. All components are being tested using very specific test protocols. It was learned that even the ambient temperature needs to be controlled for tests in order to not distort the results.

Similar, Hengst also produces plastic parts needed for their filter manufacture. Again, this requires in-depth knowledge of the raw materials and their characteristics. To streamline the production, Hengst typically designs and constructs own production robots and machines in order to meet the specific needs of their product design. Given the enormous knowledge about raw materials, production methods and in-house capabilities, it is no wonder that the company is so highly innovative as everything needed is at hand. Their effort is being recognised as aluminium parts from Hengst are winning awards from bodies focused on the die-casting industry, which is not where Hengst sees itself in!

these developments present us with challenges that we are already tackling together with our customers." The focus here is on opening up completely new business areas with the topics of transmission oil filtration, smart filtration or solutions in the field of electromobility, e.g. for oil-cooled axle elements, as well as the expansion of the industrial filtration division.

"Despite uncertain conditions in some areas, we continue to operate in a future market with enormous growth potential." Current forecasts assume that the global filtration market will double in the next ten years. Filtration remains simply exciting and offers so many opportunities to remain a specialist in this field in the future.

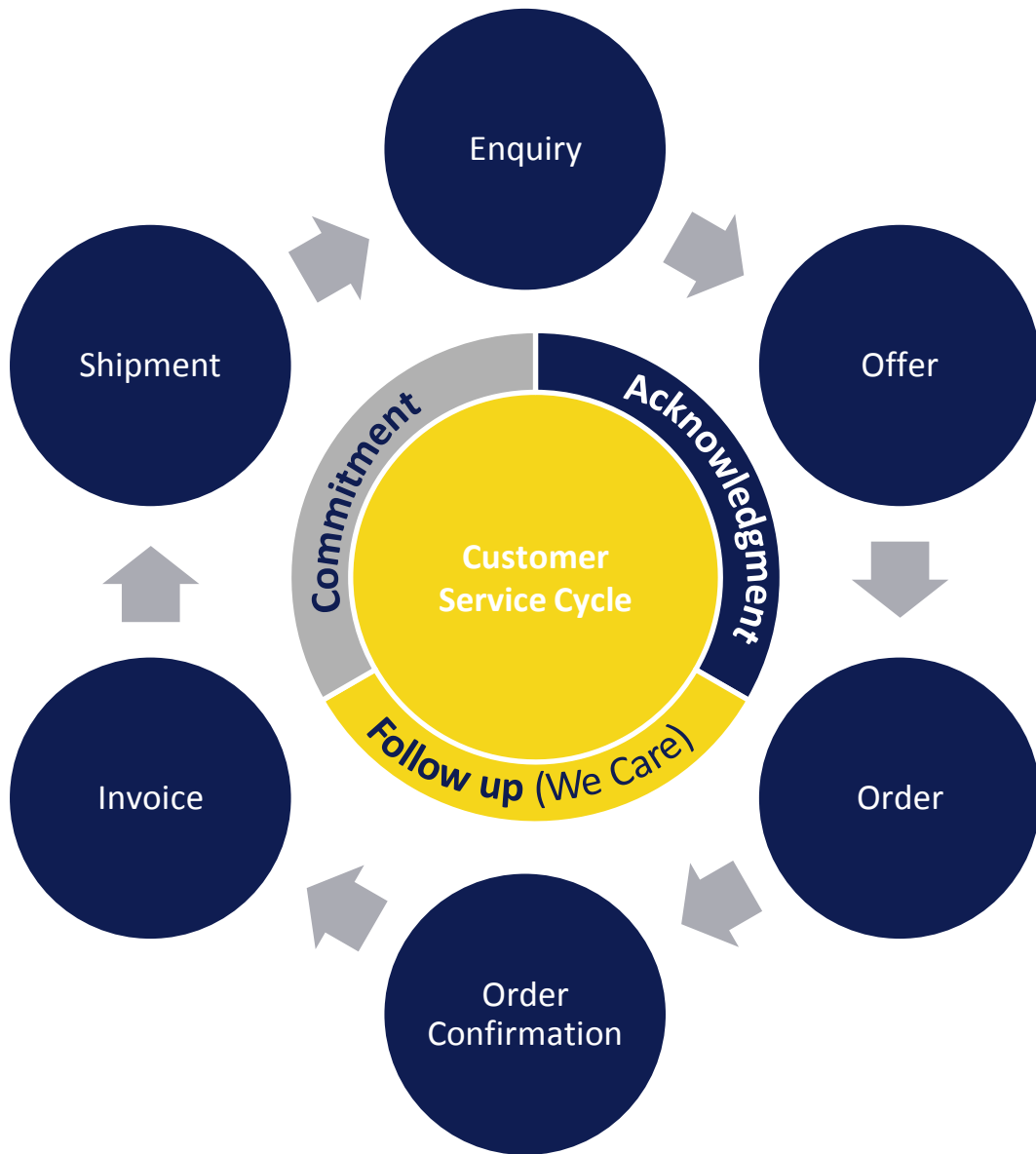


The Hengst Team in Singapore (left to right):

- Wee Choon Goh (Product Manager)
- Jessie Lau (Office Manager)
- Frank Maergner (Sales Director)
- Jason Lim (Business Development Manager)

While the campaign is rolled out in all markets globally, the local teams in the respective regions will have to implement the new approach. We spoke with Frank Maergner, Sales Director Asia Pacific, to learn about how he and his colleagues are to bring this new concept to the customers.

"Our new slogan is "the SMART alternative" with the subtitle "OE Quality and service excellence". To ensure this statement is not meaningless we have established some clear and simple parameters in Asia/Pacific, so our business partners know what to expect from us. When we explain this to our business partners, we generally receive very positive feedback. Our business partners can now measure our performance easily. And, in fact, some do question us, when our performance is not up to what we promised; rightly so. This allows us to find quick solutions, revisit our processes and tweak where needed to continuously improve ourselves. This close dialogue helps us to understand our customers better in a timely manner."




He further said, "I personally don't believe in lip service by just saying "we will do this" but prefer to put this in writing, making it binding. Things receive more attention and appreciation when suddenly your actual face or name is associated with your promise. All people you see in Hengst advertisements or image videos are true faces of Hengst, actual staff. We don't hire actors and more importantly we are no actors, pretending to be in character for a statement like this."

"Personally, I actually enjoy when things go wrong. Then, we can show who we truly are and that we are serious about our promise. Everyone can manage and handle success but when things do not go according to plan one will find out who is a true business partner."

Results speak for itself. Hengst Asia Pacific is growing and has been titled as one of the fastest in the independent aftermarket in communication, resolution finding,

administration, execution and a supply by our business partners. This, however, Maergner believes is only possible with a cohesive team thinking "solution oriented" without making excuses when things do not go as planned. "We are accountable for our actions irrespective of position or title. We sincerely care about our business partnerships and want them to do well."

"We are only a small team of four in Singapore but we know that we can always rely on our colleagues irrespective of global location to get the task done when needed. With over 3 500 employees worldwide, Hengst is not small but the fact that Hengst is still a family business, in its 3rd generation mind you, makes us agile in decision-making and reduces internal politics dramatically compared to big corporates. With Hengst it is about the outcome receiving recognition as a team, including our business partners and not about who was contributing what," he concluded as a promise to the market. 

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UPDATE



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After five whole months of learning the ropes with a newly obtained VDL to brandish, Khairul Anwar took it upon himself to seek out employment. Soon, he landed a job where he was required to transport boxes in a light-duty truck for around six months in his local area. He soon upgraded to a 10-tonne truck, where he was able to steer the vehicle for longer distances and mainly traveled between Kuala Lumpur and Johor Bahru. Khairul Anwar prefers longer drives; in fact, our trucker of the month mentioned that he has always been fond of traveling, and hopes to travel to Auroville, India in the near future. His first solo trip by car to Koh Samui, Thailand a few years ago really opened his eyes, and it was this week-long trip that sparked his love for the endless tar roads, as well as learning about the different cultures that the world can offer.

All the years of gaining experience and sharpening his skills led to his current job at Tiong Soon Trading & Transport Sdn Bhd (hereafter referred to as Tiong Soon), where he happily transports solar glass panels for a glass company that is contracted with Tiong Soon. With the current company, Khairul Anwar has been assigned the Scania R440, and said commercial vehicle stands to be his favourite thus far. The feature that most appeals to him is the truck's spacious cab—the high sleeper cab allows for a very comfortable drive and whenever he is away from home for a couple of days, Khairul Anwar proudly claimed that he has the best sleep in it. Khairul Anwar enthusiastically told Asian Trucker that his dream truck is any model from the Scania S-Series and hopes for the opportunity of having it under his command one day.

The glass company, with which Tiong Soon is contracted, is located in Jasin, Melaka and is well-known among locals and truck drivers alike. Khairul Anwar's day-to-day itinerary varies—his routes would either be from Jasin to Penang, or Penang to Port Dickson, where he would usually stay the night in Penang. When he finds himself spending the night in Penang, Khairul Anwar always makes it a point to have a plate of the famous Sungai Dua Char Kuey Teow in Mainland Penang. Khairul Anwar tells Asian Trucker that the specialty of the dish does not lie in

One Road, Many Possibilities

Khairul Anwar is Asian Trucker's Trucker of the Month for his philosophy of living a colorful life, in and outside of the truck.

Khairul Anwar, at the exciting age of 27, is a simple man who finds joy in the small things as well as the big things in life. Khairul Anwar has been in the trucking business for roughly four years and, although relatively new to the industry, has already developed a strong liking for the nature of the business.

Khairul Anwar started out as a co-pilot for a trucker friend with the intention of learning the tips and tricks of trucking back in 2016. He had the pleasure of experiencing trucking for the first time in a Volvo FMX truck, a commercial vehicle model that was the talk of the town at the time. As he was in the process of obtaining his Vocational Driving License (VDL) which allowed for operation of vehicles weighing 2.5 tonnes and below, he quickly developed a strong interest towards trucking as his mentor navigated the roads with a sand-filled trailer in the back.

the fact that it is served with gravy, but rather in the fact that it is served with an egg bullseye! And on days he would need to make a refill at the base, Khairul Anwar would just head straight back home after, where his hometown in Tangkak, Johor is a mere 15 minutes from Jasir.

When there are no orders and he is not required to drive out, Khairul Anwar likes to take the time to do some online shopping and scour the internet for tools and wires for some wiring and lighting work for both his truck and his parents' house. Khairul Anwar is a self-motivated learner and learns what he can from DIY videos on YouTube. While he leaves the plumbing work to his dad, Khairul Anwar does what he can to live up to his DIY pastime and help his parents around the house.

When his house is in good shape and the truck headlamps are in working order, Khairul Anwar likes to spend his time at the movies in Melaka. Holding a degree in Film and Broadcasting from Kuala Lumpur Metropolitan University College (KLMUC), he has always been fascinated by the work that can be done with a camera. Before he got into trucking, Khairul Anwar worked as a wedding photographer and videographer in a boutique photography studio in his hometown. Khairul Anwar told Asian Trucker that the passion will never fade and that he, unsurprisingly, still has all his camera gear from his university and studio days! His favourite actor is Johnny Depp, whom he thinks is one of the few actors who can really deliver with the best range of emotions. His favourite Hollywood movie of all time is V for Vendetta for its political overtones, but do not be fooled, Khairul Anwar is a lover of many things, and also has a favourite Bollywood movie, Bajrangi Bhaijaan! **T**



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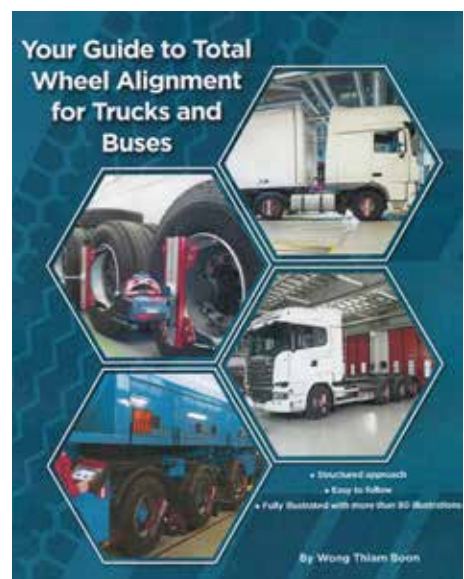
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"This practical and resourceful book will be an asset to any fleet operator or workshop that wants to improve the performance of commercial vehicles. It is TB Wong's experience of decades working with wheel alignment systems that shines through and makes this a must-have item for anyone that is serious about their transportation business. The industry had to wait far too long for a resource like this and I am excited to see TB Wong's knowledge now being available to the market."

Stefan Pertz,
Editor, Asian Trucker Malaysia
Editor, Asian Buses

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Apa kata Bobby Syahrizan tentang produk Shell Rimula:

Slogan : Sejak 6 bulan lalu saya telah menggunakan produk shell Rimula pada kenderaan saya. Ternyata ia memberikan impak pada enjin dan pengeluaran asap juga berkurangan dari sebelum ini.

Nama	: Bobby Syahrizan Bin Lukman
Umur	: 34 Tahun
Syarikat Berkerja	: DSP Haulage
Pengalaman Berkerja	: 5 Tahun
Pengalaman Memandu	: 10 tahun
Tempat Tinggal	: Kota Pendamar Pelabuhan Klang, Selangor
Status	: Berkahwin
Hobi	: Memancing dan memandu Off Road

Pengalaman baru Matdawi Bin Morshidi sejak menggunakan produk Shell Rimula.

Slogan : Shell Rimula memberikan prestasi yang bagus pada enjin dan dapat menjimatkan pnggunaan petrol



Nama	: Matdawi Bin Morshidi
Umur	: 33 Tahun
Syarikat Berkerja	: Eng Heng Marketing S/B
Pengalaman Kerja	: 8 Tahun
Pengalaman Memandu	: 10 Tahun
Tempat Tinggal	: Taman Sentosa Klang
Status	: Berkahwin
Hobi	: Memancing

Asian Trucker Finds the Oldest Truck in Malaysia

A passion for trucks drove Kelvin on a search for the truck that would win him this contest.

Asian Trucker concluded the competition to search for the oldest truck (operational, retired or abandoned) in Malaysia. The contest was held in conjunction with the celebration of Asian Trucker Malaysia's 50th edition to give back to our supporters and readers. The trucks were limited to those in Malaysia and contestants had to provide registration details as proof.

The winning submission went to Kelvin Raj Anthony. Kelvin is a workshop executive at Roda Dimensi Sdn Bhd, a third party service provider for commercial vehicles. "Ever since I saw the newsletter from Asian Trucker announcing the contest, I have been on the lookout for old trucks. It was on the 14th of November that I spotted this specific truck at Bandar Sultan Sulaiman, Klang while I was going to work. It seemed like a very old truck so I quickly snapped a picture and went back to work. I had no idea how old this truck was but it looked old indeed. Once I got home, I contacted a friend who was working in the Road Transport Department to help me figure out the registration details. I could not believe my ears when he told me the truck was registered in 1974. That makes it 46 years old! And it was still in working condition too," said Kelvin when met at the Asian Trucker office to collect his prize.

Kelvin added, "As a technical advisor, I am amazed that a well-maintained vehicle is able to operate for such a long time. I knew that there are a number of old Mercedes 911 around but I did not expect a 46 year truck to still be in use. I am also thankful to



Asian Trucker for taking the initiative to organise this contest. It adds a fun twist to the usually more serious toned magazine. I am an avid follower of Asian Trucker and look forward to the magazines. I hope that such competitions will be held again in the future."

Besides winning RM250 worth of fuel vouchers, Kelvin also won himself a membership in the Asian Trucker Driver's Club and a Nestle goodie bag. "I am beyond excited to join the club. I look forward to joining the activities in the future. I am sure the safety briefings will prove to be useful in my daily life and allow me to improve on my knowledge about commercial vehicles," he concluded. **T**



Safety Is and Will Always Be Our Priority

When you merge four successful Shell hauliers, you get one of the biggest oil and gas hauliers in Malaysia. Asian Trucker spoke to Richard Tee of Konsortium PD Sdn Bhd to find out what it took to achieve the success roadmap.

Konsortium PD Sdn Bhd (KPD) was formed in late 1999. It was the result of a merger between the last four remaining transporters in Port Dickson. There used to be many hauliers in Port Dickson due to its close proximity to the port, and thus has made a name for itself as a haulier hub. With the external pressure that led to the consolidation of the businesses, they were

urged by Shell to consolidate all four companies to progress and strive towards being professional hauliers. Being a professional haulier simply means providing safe operation, excellent customer service, cost efficiency and other spectrums of operational excellence for customers.

AT: What are some of the challenges of being an oil and gas haulier?

RT: There are very striking differences between an oil and gas haulier and let's say, a general goods haulier. The most important issue to us is



of improving the safety aspect, be it for the drivers, staff, customers or the community we are exposed to. A new element I recently added was to meet the expectations of the authorities. APAD and JPJ have raised the bar of road safety requirements. And as an oil and gas haulier, it is ever more important to constantly be updated on new regulations and comply with them, so that we do not violate the law, or risk our operation. We are the first haulier in Malaysia to introduce fatigue detection devices (FDD) to our fleet. Here in KPD, we constantly organise trainings and Hearts and Minds programmes to reiterate and induce the importance of safety.

AT: How is Shell different from your other customers?

RT: Our customers include Shell Malaysia Trading Sdn Bhd, Chevron Malaysia Limited, KL Kepong Group of Companies, Linde Malaysia Sdn Bhd, Air Products Malaysia Sdn Bhd, Boustead Petroleum Marketing Sdn Bhd and major Bio-diesel producers in the country. Shell is a market leader and demands the highest standard from us as one of their long established working partners. In terms of total road transportation, Shell has specified all the details of operation framework that we have to abide to, ranging from truck management, asset management, base set-up and safety protocols, driver and vehicle safety, and others. There is also a structured periodical Line of Defense (LOD) assessment, with audit and verification programmes laid out to ensure all their contractors comply or exceed the aforementioned requirements. With good track of safety and operational excellence trails, we are to win and venture into other transportation businesses.

safety throughout the process, i.e.: at the terminal, on the roads and at customer's sites. To ensure zero incidents, our drivers, or as we call them captains, are trained to demonstrate safety personalisation proactively. Our captains are taught to avoid accidents. In the case of an accident, they are groomed to reduce severity in terms of people, environment, asset and community.

AT: How do you constantly improve on the safety aspect in KPD?

RT: In KPD, we are constantly thinking

AT: Do other companies not demand the same requirements as Shell?

RT: Of course safety is universal and embraces the same objective—no harm to people, environment, asset and community—but the approach will slightly vary between different customers. Shell has the strictest implementation of procedure, expectations and target in this region. This is good for us, to raise our bar of operational capabilities. And because Shell is our biggest customer, their safety culture has long been instilled into our workforce. Thus, it is easier for us to abide by the safety protocols of other companies as we have the basics down set.

AT: How is being a captain transporting oil and gas different from other drivers and how do you overcome that challenge?

RT: The nature of the product is different. As the products we carry include petrol, diesel, base oil, lubricant oil, industrial gas, oleo chemical and POME (ingredient for bio-diesel), these chemicals are highly flammable and volatile.



Drivers need to undergo a minimum of one month training upon joining the company. The training includes mindset training, basic driving techniques, fatigue management, vehicle risk assessment, rules and regulations. Drivers have to be certified by an in-house Driver Trainer (DT) before they are allowed to drive solo on the roads.

AT: Please tell us a bit more about your fleet and the maintenance programme.

RT: We have about 200 trucks, 400 captains and 100 staff members. We have various sizes and types of tankers to address the dynamics of the business, for instance aluminium tank (for petroleum), mild steel (for fuel oil), skid tank and cryogenic bulked tanker (for industrial gas) and stainless steel (for POME and oleo chemicals). Besides that, specifications like safety features, technology device and trailer specifications have also been laid out for us. We enforce a strict and structured maintenance regime to ensure our vehicles are always on tip top roadworthy condition. Captains have to conduct a daily and weekly vehicle inspection based on a prepared checklist (ROTA A) whilst a vehicle inspector conducts a monthly thorough check-up (ROTA B).

AT: What do you think makes KPD stand out amongst oil and gas hauliers?

RT: In my opinion, the belief in safety is what makes KPD sustain the business until today. We invest in safety and we do it at our own drive. Our business is built around safety because in transportation, safety is equally as important as profits. We are grateful to Shell for coaching and steering us in this direction. We do not just preach safety; we actually practice and internalize them in our daily operations. I believe that the transportation industry has to undergo some reformation to enhance road safety and keep the operation safe at all times. For example, using the technological advantages and continuous improvement (CI) programme is key in keeping the dynamism of the business changes. It takes our whole KPD community to do so and we are trying to set a good example for the industry.

AT: What are some of the accomplishments KPD has achieved over the years?

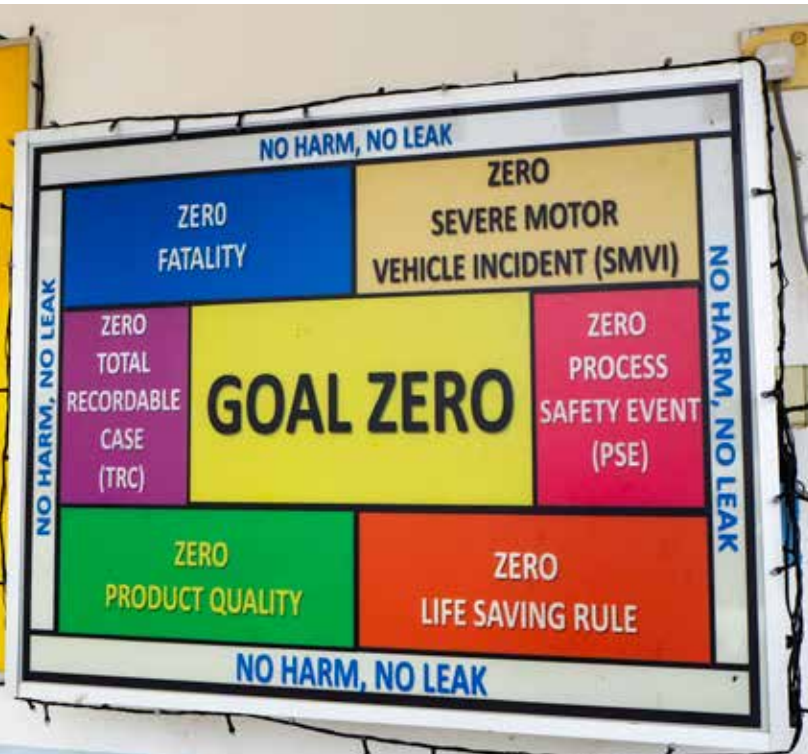
RT: It is the continuous appreciation and motivation from Shell. Some awards that we have received from Shell include "Best Haulier Award", "The Haulier of Shell MEA Cluster" and "Shell Malaysia Safety Award". We have also been invited to share our best safety practices with Shell contractors community. I am definitely proud to share our safety initiatives with other international and



established corporations. Our goal is to raise the safety standard in the community.

AT: You said KPD aims to achieve "zero accident". What counts as an accident?

RT: Everything, minimally as long as the contact and damage between property and asset at any level is compromised, that counts as an



accident. The product needs to be kept at all times in the containment and there should not be any degree of spills. The main policies that are crucial to us include zero fatality, zero injury, zero product quality, zero life-saving rules violation and zero spillage, and of course no single violation to our country laws.

AT: What do you do when an accident happens?

RT: In the unfortunate event that an accident occurs, we try to recover and control the situation. We investigate any event

that counts as an incident deeply (deep dive) with the intention to prevent such same scenario of case. The comprehensive investigation results will be engaged with all levels of staff, and all mitigation plans will be followed through timely. Because our products are constantly exposed to an open environment, we take all precautionary steps to create no harm to others.

AT: Which was the hardest policy to implement?

RT: I would say that the most difficult policy to implement is the prohibition to use mobile devices while driving. Our captains are not allowed to switch on their mobile phones while driving. It took us a long time to enforce that policy and for our captains to believe in it. However, we understand that mobile devices are still essential for communication to be intact at all times-for service and safety reasons too. The captains are allowed to switch on their mobile phones when they have safely brought the vehicle to a halt at a safe location (for example at an R&R) and the engine has been switched off.

AT: Do you think KPD was successful in delivering the "Shell experience"?

RT: It has been quite a long journey together with Shell. If you were to ask me if we were successful, I would say yes but it is a continuous journey. I believe there are more improvements to be made and it is a follow through process, as the nature of our business and environment is evolving at all times.

AT: What are some of the future plans of the company?

RT: We need to overcome the challenges between profit and the rising operating costs, by increasing our business volume and operation efficiency. We are planning to expand our service to our potential customers as well as diversifying the business. We are in the final stage of building a warehouse in Westport, even though that has taken us some time. We are also trying to expand the human capacity of the company. We are hiring more new blood for the key management team in preparing the succession plan and competition of the business.

AT: Where do you see the company in five years?

RT: Transportation will remain as an important aspect of the economy activity. However, we will still need to diversify our business. We need to work with the industry to prepare for a greener environment. We even explored the LNG transportation business as an alternative green energy. The coming five years will prove to be a challenging one with the new emerging alternative green energy and the possibility of new government policies on fuel pricing. We need to be more vigilant and keep a close eye on our costs and operation efficiency. At the same time, we can also ride on technology / automation for steadier operations in the interest of the company, employee, road users and overall society. **F**



Drivers Take the Chenglong H7 Prime Mover for a Spin

YunLi SPV (Malaysia) Sdn Bhd tried something new by bringing the product to the drivers.

In the spacious parking lot next to the Klang Municipal Council building sat an assembly of trucks waiting to be test-driven on the roads of Port Klang, offering a real life experience. Hosted by YunLi SPV (Malaysia) Sdn Bhd (hereafter referred to as YunLi SPV), the three-day test drive event took place from the 9th to the 11th of January 2020 and focused on the heavy-duty prime mover, the Chenglong H7.

Present at the event was Mr KC Lee, General Manager of YunLi SPV. Lee was in good spirits when he greeted the Asian Trucker team in the Port Klang parking lot, and the team soon found out why: "We are trying something new here. What we're doing is direct marketing. The idea is to directly target the drivers and to bring our product to the people who are the ones actually using it." Lee believes that the drivers are just as important as the fleet manager when it comes to the decision-making process of purchasing a truck, knowing what they like and prefer is vital in ensuring a smoother flow of business. "This will not be the first or the last; we intend to do more in Klang Valley as well as up and down the Northern and Southern regions."

"The reason we chose this venue is that there are lots of drivers, hundreds of trucks, coming through every day. So, by us making a presence here the truckers will be able to see for themselves. We also chose this particular road because there is a slope three kilometres down, so in this way the drivers can really put the power of the vehicle to the test. There's no better place than this stretch of road." The event was open to all, and anyone who was interested (with a valid E license, of course) could take the commercial vehicle for a spin along the main highway. "We welcome everyone! Just show me a valid driver's license and you can drive away."

Coming in variants of 6x4, 6x2, and 4x2, the Chinese prime mover stands out with its European EEC certifications. The Chenglong H7 is powered by the fuel-efficient Yuchai YC6MK engine with Euro-3 emission standards, with a



maximum driving speed of 110km/h0. The Yuchai YC6MK is a direct injection diesel engine with an in-line 6-cylinder charged with turbo intercooler and water cooling, and has a capacity of 10 338 cubic centimeters.

Equipped with a 12-speed transmission with Fuller technology, the 6x4, 6x2, and 4x2 variants have the total engine horsepower of 430hp, 400hp, and 380hp, respectively. The wheels of the 6x2 and 6x4 variants have a front wheel track of 2 080mm and a rear wheel track of 1 850mm, combined with a wheelbase of 3 300+1 350mm, while the 4x2 variant has a front 1 525mm and a rear 1 850mm, with a wheelbase of 3 500mm/3 800mm. All three variants have a front 1 525mm and a rear 715mm of chassis overhang.



It's been approximately a year and a half since the company brought in the Chinese truck, with currently a little over a hundred units on the road. "We've already put the truck to the test; it is already running on heavy duty load and has been on Malaysian roads for about a year plus now, and so far, there have been no issues. So not only is it proven to be a reliable truck in China, it has also proven to be a sound choice in Malaysia as well." The company mostly caters to the Southern region due to the high demand of long-distance transportation logistics. One of the company's pioneer customers has the H7 running all the way to Singapore as well as the east coast for as long as a year and has reported no problems whatsoever, even with 180 000 km under its belt.

Having built its name up for close to 20 years in the construction industry, YunLi SPV started off as a construction vehicle distributor in 2001. It was only between 2011-2012 that the company started supplying off-road trucks, and it was only 2-3 years ago that YunLi (SPV) grew its product line by venturing into the distribution of on-road vehicles. Thus, the Chenglong H7 vehicle is the latest unit to join YunLi SPV's fleet of merchandise. Lee also stated that the company will only be distributing the Chenglong H7 vehicle for their heavy-duty line for now, as he believes that sticking to one name-brand will keep the company focused on its target goals and ensure a more efficient aftersales service. **T**

The cabin of the Chinese prime mover has a steel framework structure which is TUV-certified, making it a durable and sturdy vehicle with high anti-collision performance. The door to the cabin opens easily and the build of the truck also makes it easy for the driver to mount the vehicle.

The driver's cab holds a big cabin space with absolutely no obstruction in the middle, making way for a more relaxed drive. The cab is also decked out with a double bunk bed, of which its top bunk is able to support up to 150kg. The purpose of a double decker bed is to allow for fleet managers to send out two truck operators in a single trip for better driver fatigue management. Curtain rigs are also fixed unto the vehicle's power windows to allow for a less intrusive rest (or when it gets too hot in the cab). To further ensure the comfort of the driver for long haul drives, the driver's seat is fitted with air-bag floating suspension.

Lee noted that the reason the Chenglong H7 stood out to the company is the safety features of the vehicle. "We think that this truck is suitable for the Malaysian market as we really see some differences in this truck in terms of the safety features that they provide, as well as in terms of the quality of vehicle build, and I think these are important to look at when it comes to Malaysian roads."



The KAMAG E-Catering Wiesel

Spectacular premiere for KAMAG: The catering vehicle for loading and unloading commercial aircraft is the first on the market to feature an electro-hydraulic drive which does not emit any harmful emissions. Also unrivalled is the range of transfer heights that are available with the ECW.

CO2 emissions generated by air traffic is the subject of heavy criticism. With the new, electro-hydraulically driven E-Catering Wiesel (ECW), KAMAG Transporttechnik is helping airports to significantly improve their carbon footprint. As there is still a lack of CO2-neutral propulsion or fuel alternatives for air traffic, many airports are working on minimising CO2 emissions on the apron. The E-Catering Wiesel has a 156 kW electric motor that directly drives the rear axle of the vehicle, i.e. without having a gearbox or converter fitted in between. The working hydraulics of the vehicle are in turn driven by a separate electric motor. This supplies the steering with oil during moving procedures and the hydraulics during the catering operations. The cooling unit of the box body is a so-called split device whereby the chiller is positioned on the chassis while the evaporator is fitted in the body of the vehicle. The use of multiple electric motors greatly improves the energy efficiency of the vehicle because only the engine is running which is needed depending on the working cycle.

Sufficient Battery Capacity for a Full Shift

The standard two lithium-ion battery packs of the E-Catering Wiesel provide a total capacity of 80 kWh. "For the working cycles typical for airports, this is sufficient for an operating time of eight hours. This means that the ECW is more than capable of handling a complete work shift," explained Jürgen Haupt, Head of Sales Logistics at KAMAG. The batteries can subsequently be recharged using charging stations or with the help of a wallbox. In addition, the vehicle has an on-board charger with a capacity of 22 kW which allows

charging to take place by means of conventional power sockets. The electric motor also acts as a generator during braking operations and stores energy that would otherwise be lost as waste heat from the brakes back into the battery.

The electro-hydraulic drive smoothly accelerates the vehicle with a continuously variable procedure whilst likewise being free of tractive power interruptions therefore providing comfortable driving conditions for the operator up to a top speed of 40 km/h. As a result, the ECW bridges the usual distances of three to four kilometres to the aircraft in a very short time. In addition, the E-Catering Wiesel fully complies with the requirements of the Road Traffic Licensing Regulations and can thus also transport catering kitchens for loading purposes outside the airport area.

An Unique Range of Transfer Heights

Unique on the market is also the range of transfer heights provided by the ECW which means the Wiesel can dock onto almost all types of aircraft (exception: A 380 Upperdeck). The



ECW 2160 standard version has a transfer height above the driver's cab of at least 2 100 mm and a maximum of 6,000 mm. As an option, transfer heights from 1 350 to 6 000 millimetres (ECW 1460) are available. In addition, a version for ground-level transfer can be provided (ECW 060). This makes a lot of sense if small private jets are to be loaded. In short: one size fits all! With the versatile E-Catering Wiesel from KAMAG, special catering vehicles for individual types of aircraft are unnecessary.

Transfer Bridge Acts as Tail Lift

In order to facilitate the extremely low transfer heights, the ECW 1460 and ECW 060 - unlike the standard ECW 2160 - move the cabin hydraulically to one side so that the 950 millimetre wide transfer bridge on the front of the vehicle next to the cabin is lowered to the ground. Here, the transfer bridge works like a tail lift. "This functionality currently beats everything that is available on the market," explains Haupt. For the lowering function of the body, it is also not necessary to reduce the cabin equipment to a minimum. Every

version of the E-Catering Wiesel comes with a fully equipped driver's cab and two full-sized, comfortable seats.


Operator does not Freeze in the Refrigerated Body

KAMAG also attached great importance to user-friendliness when developing the E-Catering Wiesel. The vehicle comfortably meets all safety standards. As a result, the operator does not have to wait in the refrigerated body until the vehicle has safely docked onto the aircraft. On the ECW, his place is on a weather-protected balcony in front of the body. The operator does not open the roller door of the refrigerated area until the transfer of the catering roll containers can begin. This reduces the loss of cooling performance through the door. In addition, KAMAG limits the width of the roller door to 1,200 millimetres. This likewise contributes to the excellent energy efficiency of the ECW.

No Reduction in Payload and Loading Length

In spite of the balcony positioned at the front, the body has sufficient loading length (7,375 millimetres) in order to accommodate the number of roll containers usually required by the customers. This applies equally to the payload of 4,500 kilograms. Once again, the customer does not have to be subjected to any compromises. In addition, the hydraulic lifting mechanism of the vehicle body can be used during wind speeds of up to 50 knots while airport and employers' liability insurance regulations only stipulate 40 knots.

Perfect View of the Road and Aircraft

Another outstanding advantage of the E-Catering Wiesel is the new driver's cab: an in-house development from KAMAG. The large, undivided glass surface of the cabin allows an unobstructed view of the route in front of the vehicle. In order that the driver can properly see the aircraft at close proximity and thus manoeuvre safely, KAMAG complements the viewing area by means of a large roof window. The cab is also mounted in an extremely low position so operators only need to negotiate a flat step when entering or exiting. 



Two-Eyed Collision Detection from Greensafety Technology

Taking collision avoidance systems to the next level, Antonio Wong, CEO and Co-founder, Greensafety Technology Limited, took time out of his busy schedule to meet with Asian Trucker to explain how his system works and where the advantages are when opting for Greensafety Technology.

Making the Cabin Safe

Hong Kong based, Greensafety Technology Limited has been established four years ago. Wong describes the purpose of the firm as providing road safety systems to corporate clients. Realising that there are a lot of commercial vehicles on the road that do not have the latest collision avoidance systems on board, he saw an opportunity. To address this, the solution includes the hardware and software to enable achievement of one objective: better protection to drivers of commercial vehicles. A warning signal will be sounded to alert the driver to react and take appropriate actions should a foreign object is detected to be too close to the front of vehicle. The system would also produce a warning signal if a driver changes lanes without signalling. "Commercial drivers today are constantly facing sudden and unpredictable road conditions, many of such are hazardous by nature to both the drivers and other users of the road. Our solutions are invaluable additions to their workspace," Wong said. As Hong Kong is a relatively small market compared to other ASEAN markets. Wong and his colleagues are now looking to expand throughout the region through development of channel partnership with local players. Wong sees Malaysia as a hub for road safety equipment.

Ready to Serve

Development included the chipset as well as the algorithms that run in the system. The company supplies to both, the OEMs as well as the aftermarket where fleet owners may want to retro fit such an appliance. Besides the alerts to the driver, the IoV (Internet of Vehicle) solutions will gather data to be uploaded to the cloud. There, all the driving data is stored and analysed. Fleet managers can see which drivers are safe drivers and which ones are driving more dangerously. In Hong Kong, the two devices needed cost around HKD 12 000 and come with a one year warranty. Currently, some 500 trucks are equipped with the system. "However, next year we will see a massive jump in these numbers as we are supplying to truck OEMs, who will install our sensors as a standard." These sensors will be used to power the automatic braking systems.

Not being Mean is Green

In his view, systems like his are very valuable as they help reduce accidents. That in turn has economic benefits as a company would reduce downtime, enjoy reduced insurance premiums and furthermore have a better reputation in the market. "When drivers operate their vehicles in a safer way, then they are also more fuel-efficient. This is reflected in our company name. However, the green aspect is a result of the enhanced safety," he said.

Why Two is Better than One

Asked about the advantage of his system, Wong points out that their technology uses two cameras for the detection of objects in front of the vehicle. He explains that a system using one camera would be based on a database of images. If the image is not in the database, it would not be recognized. His application works like the human eyes, whereby the two cameras are able to establish the distance of objects and their sizes. For example, a system based on one camera would only recognize a bridge that is in the database. Wong's however would not need to recognize the object as a bridge, but rather, it would detect an object ahead and alert the driver if the vehicle wouldn't fit under it. Also, since the system does not have to tap into the database and constantly compare images, it is faster. **F**



Liftboxx Introduces Electric Variant: the Liftboxx Electric

The smartest distribution truck in the world goes electric. CX-Liftboxx Spezialfahrzeuge GmbH, from Kleve (Germany), introduces its new electrically driven chassis with detachable load boxes.

The Liftboxx is sold worldwide to companies that have flexible regional logistics as their core business, e.g. removal companies, recyclers, distribution companies, hospitals and fire brigades. The Liftboxx consists of a U-shaped front-wheel drive chassis with cabin, with which various types of loading boxes can be picked up and dropped off. Thanks to the built-in hydraulic lifting system, the loading floor can be lowered to street level, for effortless loading and unloading.

Today, Liftboxx starts selling the Liftboxx Electric, based on Opel Movano, Fiat Ducato or Renault Master. The traditional diesel engine is replaced by a 345 Volt synchronous engine with 110 kW power and 250 Nm torque, 150 kW water-cooled inverter, traction battery placed under the cab or in the frame (choice of three capacities: 43, 62, or 76 kWh) and a built-in 22 kW charger. Charging is possible both at a fast charging station and at a home charging station. The motor and inverter have a 1 million kilometer warranty, the traction battery is 80 percent guaranteed for up to 1 500 charging cycles or 150 000 km.

The Liftboxx Electric is also available based on Maxus EV 80, a low-budget electric front-wheel drive chassis cab. This vehicle has a range of 200 kilometers.

The Liftboxx Electric is equipped with a Webasto electric cabin heater or an Eberspächer heater on bioethanol. A recommended option is the MobilEye Assistance System, which reduces collision risk and assists drivers in driving economically.


Various models

The Liftboxx Electric is available in various variants. Loading length is 250 to 500 cm. The internal width of the box is 130, 150 or 170 cm (with flat side walls)

or 200, 220 or 240 cm (with expanded side walls, the so-called T-Boxx). The internal height of the container is a maximum of 320 - 340 cm.

The Liftboxx chassis is available with a gross vehicle weight of 3.5 tonnes, 4.25 tonnes, 5 tonnes or 6.6 tonnes. The net load capacity for the Liftboxx with closed box is approximately 800, 1500, 2250 respectively 3 800 kg (exact values depending on the version).

The driving range of a 3.5-tonne Liftboxx (with 14 m³ capacity and 850 kg net load capacity) is approximately 100, 150 or 220 km. The range of a 4,25 ton version is estimated at 75, 120 or 150 km (with 43, 62 or 76 kWh traction battery).

The production and assembly of the Liftboxx take place in the Netherlands. Other assembly locations may also be taken into use later. 



T Murralli finds out how Ashok Leyland has proved its technological prowess by developing an innovative methodology called Modular Programme for assembling trucks and buses and by accomplishing BS-VI emission norms in an innovative method suitable for Indian conditions.



Ashok Leyland Proves Tech Prowess In Modular Programme, BS-VI

By far the first time attempted by a commercial vehicle manufacturer in India, the new methodology – Modular Programme – helps the company across the board right from simplifying sourcing and assembling, addressing customers' specific requirements and squeezing new product development time by more than half.

Dr N Saravanan, President and Chief Technology Officer, Ashok Leyland, told correspondent that the modular platform helps the company make innumerable variants in the shortest lead time and also optimise the customers' total cost of ownership. Beginning with a clean slate the company completed this project along with developing BS-VI technology in three years. Developing technology for BS-VI or Euro-6 itself was a challenge, as what the OEMs in the US did in a decade and those in Europe in seven years, their Indian counterparts had to do in three years; this too without the availability of required fuel. Ashok Leyland took up modular programme along with developing BS-VI-compliant trucks and buses.

Modular Programme

Broadly any vehicle of modular platform will have three major modules: the front, centre and the rear. While the front and the rear modules remain the same for all the vehicles, the central module, which determines the size, load carrying capacity and applications, varies. On an average each vehicle will have about 250 modules with different permutations and combinations for the customers to pick and choose what they want. "Theoretically about 500 000 combinations are possible to choose a vehicle under modular programme. We would probably not allow customers to choose from so many combinations. Practically, we would end up in about 5 000 combinations. This itself would be ten-fold over current BS-IV offerings," Saravanan said.

The customers can choose their vehicles in the range of 16 tonne to 55 tonne and get them delivered in a week. This is possible as the company has demarcated its manufacturing operations. The Pantnagar facility will serve the northern and eastern regions. The factories in the South will cater to the rest of the country. For the assembly operations of the modular platform the company has introduced four additional work stations in each assembly line. This helps reduce the TAKT time of the models on modular platform compared with the current BS-IV models. Usually the time to assemble BS-VI vehicles will be 20 percent more than that of BS-IV.

5S In Vehicles

The specialty of the modular design is that the company has adopted one of the 5S concepts: a place for everything. Accordingly, there is a specific place for every part in the vehicle and it remains the same for all the models, though the constituent parts of the module might change depending on the size and application. For instance, the air-intake module of the current model has 17 different versions (of the system to match the parameters of different vehicles) with 106 parts and mounting points in different locations. But the modular platform for the same will have six different versions, 25 parts and single mounting point.

Maintenance

There are 38 greasing points in a 6x2 vehicle and 60 greasing points in a 10x2 vehicle of the current models. In modular platform the greasing points for both the vehicles have been restricted to two. This will reduce greasing time for the customers and increase the trucks uptime. To facilitate body building by the customers, every part that is fixed on the main frame of the chassis is kept at the same level. This helps reduce the height of the fixtures of the body and minimise the centre of gravity, improve driveability and mitigate cornering and rollover.



For the exhaust after-treatment system (EATS) the tailpipe has been intentionally directed to ground from the middle (normally it is let out on the sides of the vehicle) to avoid hot exhaust that may hurt passersby during regeneration. This is part of the BS-VI technology where the excess soot formation (due to rise in engine temperature) has to be burned and therefore, the exhaust becomes hot during this time.

"The modular platform will enable us to design and develop new range of trucks at much shorter time. Within the modularity boundaries, we can reduce the time to market of new vehicles by half. This is the level-1 of modularity. In level-2 we will further refine and make it more compact and come out with more variants and models. In the long-term we will be rationalising the suppliers as we may probably get sub-assemblies from them. Because of common interface more jobs are likely to be off-loaded to suppliers," Saravanan said.

BS-VI Technology

In the BS-VI emissions-complying vehicles NOX will be reduced to 90 percent, hydrocarbon to 70 percent and particulate matter to 50 percent. Therefore, the exhaust will be cleaner than the ambient air in some of the most polluted cities in the world. Ashok Leyland is carrying over iEGR which it introduced for BS-IV technology three years ago. It did not use the Selective Catalytic Reduction (SCR) that needs AdBlue or aqueous urea solution in BS-IV models. To comply with BS-VI emission norms the company along with iEGR added SCR (supplied by its sister firm Albonair) and Diesel Particulate Filter (DPF). The company has chosen to play around with mid-NOX range as it covers 92- 95 percent of the emissions band, which is more suitable for Indian driving cycle and road conditions.

Since over 250 000 vehicles have been running successfully with iEGR technology and over one million vehicles are running globally with Albonair's SCR system, Ashok Leyland laid its hands on these two technologies. In less than 30 months the company has performed over 6 000 hours of simulation and 30 000 hours of engine test bed validation. "We have been testing this new technology and have successfully covered over five million km of field running," Saravanan said. Now the company is ready with BS-VI engines in the range of 70hp to 360hp in seven configurations.

New Hopes

Transformation from one emission norm to the next level has always helped the company to gain market share. With the BS-VI norms and modular platform the company hopes to boost its market share in India and enter the international markets. The company is looking at Russia as its next market, Dheeraj G Hinduja, Chairman of Ashok Leyland, said. It has identified a local partner in Russia to

assemble vehicles and plans to enter the market in a year. The company is also looking at other overseas markets like Indonesia and Malaysia, Hinduja said.

As part of its renewed vision the company is resolved to 'respond Faster and aim higher for a greater Ashok Leyland.' The company is ranked 24th in the global CV market and it aims to get to the tenth position. About the time frame to accomplish this objective, he said the idea is to enter it soon. "The previous vision was to enter the top 10 medium and heavy commercial vehicle segment. That target was fixed in 2010 and was achieved in 2019," he said.

Last year Ashok Leyland manufactured about two lakh units and to achieve the global vision it has to produce about four lakh units, he said. In this the LCVs will play a role as, according to him, this segment accounts for about 70 percent of the market globally and it is also less affected during slowdown when compared to medium and heavy vehicle segments. Currently the share of the LCV portfolio at Ashok Leyland is close to 50 percent, addressing about 35 percent of the market. The company hopes to increase this to 55 percent, which will help match the global market level.

Anuj Kathuria, Chief Operating Officer, Ashok Leyland, said, the CV industry faced severe headwinds due to axle load norms, higher productivity, financial liquidity crisis and fleet capacity in excess of demand. Of late the intermediate commercial vehicles have become the largest segment against multi-axles earlier. According to him there are positive signals for revival in liquidity improvement, reduced dealer stock, better monsoon and increased depreciation. Infrastructure development, new ports, scrappage policy and highway modernisation will help the industry recuperate faster. **T**

Lee Yoon Voon, General Manager (l) and Agnes Kok Foong Teng, Assistant Manager (r)

Synergy Brings the Players Together

An industry veteran shares his insights and thoughts on the state of the Malaysian trailer manufacturing sector.

In this exclusive interview we talk to Lee Yoon Voon, General Manager of Synergy Special Vehicles Sdn Bhd. The company is located between Klang and Setia Alam, a strategic positioning, considering the proximity to the ports and the soon to be opened Westcoast Highway. According to Lee, the company's business model is comparable to that of a travel agency: they make sure that you get the product you need while tapping into different sources. "We either import the trailers or we procure them from local manufacturers while adding our expertise," Lee said.

Synergy sources the trailers according to customer needs. "What we see is that most people are very concerned about the price of an asset. Only very few place emphasis on special designs." Synergy Special Vehicles aims at providing customers with the best offer, being it locally manufactured or imported. In his view, service is very important as a price war is not going to be sustainable.

The staple products are U-shaped dumping trailers and the V-shaped trailer, stainless steel palm oil tankers with insulation or without, while others are also available from this seller.

Although being a fairly young company, which was founded only in 2019, Lee brings with him decades of experience. Reflecting on the past and current developments, Lee sees a lot of potential for Malaysian trailer makers, but also sees how the



progress is stifled. In terms of predicting the trends for this year, Lee is citing that there are a lot of uncertainties. "Many operators I speak to complain that they do not have drivers and there are even idle trucks that don't move due to that."

"In Malaysia, we are quite developed and the transport industry is mature. However, despite that, we are still importing trailers. We have to ask ourselves why that is the case if we have such a solid manufacturing base," Lee said. Citing that our factories have very good scale, however there is a shortage of labour for this kind of operation. "It seems very difficult to attract skilled labour. One of the issues is the low salary that is being paid in this sector." Lee observed that other industries are paying better than and thus, young people gravitate towards other jobs.

However, simply increasing the salaries would not solve the problems the industry is facing. When increasing the wages of the workers, the locally made trailers would in turn become more expensive and thus may be seen as even less attractive compared to imported ones. "The answer lies in the increase of production volume. Not only would the overheads be lower per item produced, but we could also invest in better technology. If you look at China for instance, their labour is not much cheaper than ours here." Lee went on to explore the Chinese market to illustrate his point. China being a big market and in Lee's view, the domestic market should be big enough for the players there. "I would assume that these companies are being given a lot of incentives to export. Why else would they need to do so?"

Taking a more aggressive approach to exporting trailers, Malaysia still has huge potential in his view. Market growth in Malaysia may not be enough to satisfy the need of the companies vying for business. Stifling this is the lack of local production of components. Components may not be available from local producers and therefore need to be imported. Increased industrialisation may be one way to address this issue.

Seeing how order sizes have gone up from five to 10 trailers in one ticket being a large order to nowadays customers ordering volumes of up to 100 trailers, there might be a plateau and further growth will be very tough. In tandem with that however, there are now more providers of trailers in the country, competing for the same volume.

With an increased production volume, different production methods could also be applied. Many Chinese trailers for example feature three-piece beams, whereas locally manufactured trailers typically use construction beams. Customers may not seek the most technologically advanced solution though and the Malaysian market is still driven by the notion of offering a "good price".

Major developments, as Lee observed, have taken place mainly in the low-loader segment. "Back in the days, it was simply a drop-neck and the platform. Nowadays, a low-loader can be configured in many different ways and there have been technological advances in this area. These trailers are definitely much better than what we used years back." Meanwhile, there has not been much development in other segments as there simply is no need for it. "Take a skeleton trailer for container haulage for example. There is not much that you can re-design or improve as the function of the trailer is straightforward."

"We need to push forward, progress the industry and create opportunities for our local makers to export to the surrounding countries," Lee said in closing. **T**



Tough Environment calls for Tough Solutions – Tough tread!

Tyres can account up to close to a third of your costs of operating a fleet. It is important not only to have a good tyre policy in operating your fleet, but good retreading solutions too.

Retreading is obviously one of the best options available out there to improve your bottom line. This is the best known way to immediately see an impact in your tyre costs. This is because good tyres are made to last, good tyres function to carry the horizontal weight of the vehicle while manoeuvring various obstacles. However, many people do not realise that a good tyre can actually be retreaded, and if handled properly, retreaded more than once.


Hence, if you look at it, buying a good tyre as a start, gives you the opportunity to utilize its "second life". In very good operations and management, it has been reported that tyres have been retreaded up to 11 times! This particular operator is sure to see significant savings in its operations. As an industry average, the cost of retreading is between 30-40 percent of what a good new tyre will cost and it is delivering similar mileage as a brand new tyre. In certain cases, it even outperforms a new tyre in terms of mileage.



In the construction field, terrains are rough: they are uneven and they are definitely unfriendly to a tyre. Since most of the wear comes from the tread surface, why not just replace the tread instead of a full tyre? It not only makes more financial sense, but it is definitely more environmental-friendly too.

GIIB reports that their customers have been able to prolong their tyre purchase, they have optimized their operation costs per km by up to 21 percent. In addition to that, they have been able to ease cash flow for their business as they delay their new tyre purchase and other than fuel, driver salaries as well as tolls cost. All these benefits come with no sacrifice in performance or safety.

GIIB Group offers two solutions for the retreading business with the Supercool range treats catering to tyres up to 24 inches. They come in various designs for different terrain and operating conditions. From 24" and above, GIIB is having another offering: Toughread. This special series caters to very demanding applications as well as overweight vehicles and its durability and grip are outstanding.

High performance retreading has demonstrated and proven its reliability and performance. To prove this statement, GIIB invites you to see for yourself how it will add value to your operations and see how it directly adds to your bottom line. 



Bosch: Multi-sectoral Collaboration is Key to Safer Roads

National accident research programs to serve as foundation for life-saving traffic policies.

For Bosch and its multidisciplinary team of mathematicians, physicists, and automotive and mechanical experts at Bosch Accident Research, a vehicular accident is much more than just two objects colliding. It is a confluence of elements that contribute to a sudden, and often fatal crash. Worldwide, driver and rider error or misbehaviour is the leading cause of road accidents, but other circumstances also come into play: bad weather, poorly lit or damaged roads, lack of road signs, animal or pedestrian crossings, and vehicular flaws, either by design or improper maintenance, among many other factors.

As one of the world's leading automotive suppliers, Bosch believes that improving traffic safety will be greatly served by fully utilizing crash data to develop and implement life-saving measures based on facts, rather than intuition. Accident research takes all available data into consideration, as it seeks to understand the root causes of vehicular crashes in order to prevent them in the future. The World Health Organization (WHO) estimates a global toll of 1.3 million deaths and injuries annually due to road accidents. Further research by the Asian Development bank reveals that about 60 percent of these occur in Asia.

Bosch Accident Research Collaborations in Asia

Across the Asian region public policies and priorities have been devised and revised in pursuit of enhanced road safety. Policies need to address current and future traffic issues, which will require extensive study of the anatomy of road accidents. "The collaboration of multiple sectors such as the government, automotive industry, and the academe will ensure long-term collection of more comprehensive data, nationwide reach, reduced costs, and unbiased analysis, as well as further recommendations," says Martin Hayes, regional president of Bosch Southeast Asia.

Bosch recommends an end-to-end approach to look at the impact of crash statistics, where information gathered from crash scene investigations are analyzed to determine key contributing factors. The root causes, severity, and statistics of accidents are then summarized, along with an estimation of the benefits from preventive actions. Thomas Lich, senior expert at Bosch Accident Research, explains that "this

methodology derives insights that will help bring about safer vehicles, and aid government agencies in developing measures that enhance infrastructure, enforcement, and emergency response.”

One such example of this is the Road Accident Sampling System of India (RASSI), a joint accident research project led by 13 members from vehicle OEMs, research agencies, and automotive suppliers; among them Bosch. Since 2009, RASSI has been able to successfully document nearly 4,000 road accidents, and paved the way for infrastructure improvements on the Mumbai-Pune Expressway, increased driver and rider safety awareness, as well as countermeasures like the installation of advanced vehicle safety systems.

Uptake in Motorized Two-wheelers Spur need for Greater Vehicle Safety

Southeast Asia is one of the fastest-growing markets for motorized two-wheel vehicles in the world. In the same report published by WHO, riders of motorized two-wheelers, along with

pedestrians, are unfortunately also at most risk of road crashes, comprising nearly half of those who perish in road accidents.

Since 2005, the data collected and analysed by Bosch Accident Research reveals that majority of riders of motorized two-wheelers do not know how to react in emergency situations. This seems to be a common theme in three countries: Germany (33 percent), India (35 percent), and Thailand (43 percent). In all three countries, the second-highest reaction is falling down due to a lack of brakes, followed by a lack of braking power. Further research concluded that around one out of four accidents with injuries involving motorized two-wheelers could be prevented if these vehicles were equipped with ABS, assisting the rider in critical situations by reducing the risk of a rider falling.

In India, RASSI results are used to identify effective safety measures, including the potential of active safety systems, such as a combined braking system (CBS) or antilock braking system (ABS). Accident research also

contributes to the development of state-of-the-art safety technologies. One example is emergency call or eCall for powered two-wheelers. Mandatory for all new passenger cars in EU from April 2018, the technology for powered two-wheelers is still under investigation by the iHeERO (Infrastructure Harmonised eCall European Pilot). To technically realize eCall for powered two-wheelers, the significant differences between passenger cars and two-wheelers need to be taken into account, including accident and injury severity. These key factors will then form the baseline for new safety systems.

Collective Commitment

The cooperation between stakeholders to complete the circle of social responsibility is key to increasing road safety. Fortunately, a growing number of organizations in Southeast Asian countries are now working with Bosch Accident Research to assess local accident situations. Accident analysis is being explored in Indonesia, Malaysia, and Vietnam, while Thailand is focused on establishing on-the-spot accident investigation.

Thailand’s on-the-spot accident research is focused on incidents with personal injuries. The aim is to train researchers on collecting on-the-spot crash data using a similar methodology from other projects. This will equip researchers with the know-how in surveying pre-crash situations, such as road conditions and traffic management systems and analyse post-crash situations to identify root causes, such as driver reactions and vehicle road-worthiness. They will also be trained to determine efficacy of emergency response. This will be then the baseline for future research to come up with countermeasures to improve safety on Thailand’s roads, as experienced from other countries.

Bosch believes that the first step in achieving road safety is an accident research initiative – one that is nationwide in scope and jointly driven by multiple sectors of society. The findings from the research will provide much-needed insights that will serve as the scientific basis for more effective road safety policies, ultimately resulting in millions of lives saved each year. **T**





IKATAN and PLUS Communitise Road Safety

IKATAN collaborates with PLUS to increase road safety awareness with the KLIK for Safe Community programme.



PLUS Malaysia Berhad (PLUS) has joined hands with Alliance for Safe Community (IKATAN) to raise awareness for road safety. The KLIK for Safe Community programme was officiated by Anthony Loke Siew Fook, Minister of Transport and witnessed by Datuk Azman Ismail, Managing Director of PLUS, Tan Sri Lee Lam Thye, Chairman of IKATAN, Datuk Suret Singh, Chairman of MIROS along with representatives from Malaysian Road Safety Department (JKJR), Royal Malaysian Police (PDRM) and Malaysian Highway Authority (MHA).

Through the 3E approach (Education, Engineering and Enforcement), PLUS has seen a consistent drop in traffic accidents on their highways since 2017. "In 2016, a total of 521 466 traffic accidents were recorded nationwide, of which only 14 532 or 2.8 percent occurred on PLUS Highways. The percentage dropped to 2.7 percent in 2017 and to only 2.4 percent in 2018 despite an overall increase in traffic accident numbers nationwide," said Datuk Azman.

At the opening ceremony, Datuk Azman also proudly shared one of PLUS' recent accomplishment. The company was the first Asian highway operator to receive the prestigious Prince Michael International Road Safety Award on the 10th of December 2019 in London. He added, "this international testament reaffirms PLUS' commitment and multipronged approach to our efforts in improving safety on our highways. We attribute the win to all our partners in safety and we would like to take this opportunity to thank each and every customer who has been instrumental in our journey towards establishing a world-class highway."

PLUS 3E Approach

1. Engineering – makes use of the latest technology to increase safety on the roads such as road pavement, road barriers, road safety equipments and analytical video technology application.
2. Enforcement – collaborations with authorities such as Road Transport Department (JPJ), Malaysian Royal Police (PDRM), Land Public Transport Agency (APAD) and many more to increase and ensure compliance and enforcement towards road safety rules and regulations.
3. Education – programmes to raise awareness on road safety such as KLIK for Safe Community and Expressway Operation Safety Passport (EOSP). Up till today, approximately 12 500 workers and contractors that work on PLUS highways have taken part in EOSP. As a result, there has been a 75 percent decrease in the number of deaths involving highway workers. EOSP has since been practiced by all other highway operators in the country due to its benefits. **T**



New Year, New Decade, New Industry?

Not only have we just started a new year, but also a new decade. Many reflect on what happened over the past 10 years, but I would like to take out my crystal ball and “predict” what will happen in the year to come. Although the year is still fresh, I have been talking with people in the industry and gotten a feel for what is likely to happen in the coming months.

Quo Vadis UD?

I remember it clearly: Tan Chong’s representatives discussing the change of the brand name of the trucks (from Nissan Diesel to UD) after Volvo purchased the truck division from the Japanese owners. Coming as a surprise to many in the industry, UD is now shifting again, this time to Isuzu. I have been trying to get more answers about this deal, however, the people I spoke to were just as surprised as anyone else. As the proposed move is to be concluded at the end of 2020, this topic will be one that is going to be hot all year around.

Your Daily Date with Diesel

Electrification of vehicles is omnipresent. Every established brand is working on it and new players are mushrooming, all vying for a piece of this exciting new market. Here in Malaysia, the government has recognised the signs of the times and budgeted for 500 electric buses. Sadly, for the trucking industry, it is the buses that get the limelight (again). As it stands now, the technology is still a long ways off from being fully commercially viable for long haul operations or even inner city work as the infrastructure is missing. What we will see this year are further improvements in the technology, more pilot projects, however, we can still expect diesel engines to dominate.

On Autopilot

Tesla may have had the most bombastic launch of a self-driving vehicle two years ago, but in the meantime others have also revealed their autonomous vehicles. While some are more cautious

with showcasing Level 4 autonomous vehicles, others are going all out with concepts that are fully autonomous. However, even the most optimistic makers of trucks would maintain that for now, the uses are limited and restricted to very controlled environments. Truck drivers will surely continue to see these vehicles as a threat; however, infrastructure needs to be set up first before these vehicles become viable, just like electric vehicles. For 2020 I expect more and more concepts to be introduced, showing where the journey goes in combination with the caution, that for now, this is still very much a dream.

Eye in the Sky

Connectivity is being hailed as one of the issues that makes the job of fleet operators easier. However, without clever usage of telematics systems, there is no point even having it. Recently, I was told that drivers of a particular company were instructed to avoid tolls whenever possible. Personally, I think that truck drivers already have a very demanding job and besides that, it is not their job to ponder on the most cost-efficient route in view of commitments to customers. Leave that to the algorithm and let the PC tell the driver which way to go. As transporters are further pressured, I expect more companies to expand the usage of telematics beyond merely monitoring idling times. In that connection, I am still looking for evidence that applications that allow for easier backhauls are working and are actually offering a way to make more money for the transporter. Essentially, the idea is great, but I wonder if the implementation has borne any fruits.

Will 2020 be a revolutionary year? It could be, but I see it as a year where existing technologies are further developed as we continue to move towards their optimum use. **T**



Sendok Group Opens Fully Equipped Commercial Vehicle Training Centre

Sendok Group of Companies (hereafter referred to as Sendok Group), in collaboration with Sinotruk International, has recently opened its first fully equipped commercial vehicle training centre in Klang as a strong commitment to realizing its vision in growing and sustaining a strong presence in the commercial vehicle market in not only Malaysia but in ASEAN as well.

Having stood strong for close to two years, Sendok Global Academy (SGA)—owned by Sendok Taihei Sdn Bhd (Sendok Taihei), a joint venture between Sendok Group of Companies and Taihei Kogyo Co Ltd (Taihei Kogyo)—was established to not only serve Sendok Group’s business partners and customers in the region, but to also further promote the development of requisite skills and competencies of Malaysians and to prepare the nation’s skilled workforce for the various career progression pathways offered by the automotive industry.

Occupying 6 500 square feet of land, the state-of-the-art training centres lies just on the verge of Klang old town and holds the capacity to train 100 students at a given time, with courses of training in: (1) Commercial Vehicle Repairs and Maintenance, (2) Motor Vehicles Sales, (3) Commercial Vehicle Assembly, (4) End-of-Life Vehicles Processing, (5) Automotive Parts Remanufacturing, and (6) Mobile Business-on-Wheels. Following a RM500 000 investment, the centre is designed with a brand new and fully equipped electrical workshop which offers 4 000 square feet of workshop space that spans across four shop-lots. The facilities of the academy also include a common training room, three multimedia-equipped training classrooms, another practical labs on the rooftop equipped with a complete commercial vehicle wirings and pneumatic brakes simulators, a sales advisor training room, a library, and a live light commercial vehicle workshop, where students are exposed to real-work situations and are guided by a senior technician.

Sendok Global Academy paves the way for the Malaysian government initiative, TVET.

Besides training and bettering local commercial vehicle technicians, Sendok Group is also running workshops for business partners on the features of the company’s products and solutions with the intention of keeping them up to date on the developments within the Sinotruk supply chain and how they can further circulate and communicate the news to the masses. Sendok Group also plans to cater to the technicians from its Sinotruk fleet owners, as well as Sinotruk Technicians from China, in providing them training at the academy. Training will be delivered by a team of local and international technical experts (from China and Japan) who are well versed in the local and international codes and standards. This is part of Sendok Group’s value proposition



(JPK), an agency of the Ministry of Human Resources, SGA runs a training programme through the agency's National Dual Training System (SLDN) under the "Learning by Doing" approach— the focus is to employ vocational automotive hands-on training over the next few years, with 70 percent of the trainees' time spent in practical sessions at subsidiary or associate companies of Sendok Group, and the remaining 30 percent in theoretical class sessions, both of which are conducted on block release. This arrangement has proven productive and will continue to prove so when Sendok Group extends the program to affiliated dealerships that are outside of Klang Valley.

It is in the vision of Mr Gwee Bok Wee, CEO of Sendok Group of Companies, that enough technicians be readily trained and available in this highly demanding market. The academy was set up with Gwee's belief that, instead of hunting and waiting for these skilled professionals to offer employment, the Sendok Group has the right expertise and facilities to develop these skilled mechanics from the ground up. As stated by a representative of Sendok Taihei: "Looking at the facilities that we have, the commitment that our community has put in, and most importantly the personal commitment of Mr Gwee, I believe that JPK has established trust in us and the academy."

Gwee, along with the Sendok Group management team, believes that Technical and Vocational Training is an integral part of the Higher Education Sector and recognizes it as a critically important facet in skills development and in fostering science, technology, and innovation that will have significant benefits for the country's economy and community. In SGA's first year of operation, Sendok Group received approval for a quota of 80 pax for the SLDN program, followed by approval for a quota of 70 pax in the following year. Once the academy is fully operational in the next two years, Sendok Group aims for the centre to train upwards of 100 commercial vehicle mechanics per year.

to complement its product offerings with technical service and product raining.

This joint effort between Sendok Group and Sinotruk International is a step towards developing the nation's skilled workforce, especially with the Malaysian government's renewed focus on TVET (Technical and Vocational Education and Training) and the development of Centres of Excellence. TVET is a government initiative that will prove beneficial as more than 60 percent of the 1.5 million jobs-generated during the 11th Malaysian Plan (2016-2020) and the approaching 12th Malaysian Plan (2021-2025)—is projected to require TVET-related skills. To create even more career opportunities for TVET students, the Ministry of Education has collaborated with the Malaysian Technical University Network (MTUN) in establishing newly developed Bachelor of Technology Degree (BTech) programmes in specific technology fields.

Sendok Global Academy was established in 2018 for the purpose of providing automotive training to young commercial vehicle repairs technicians. In partnership with the Department of Skills Development

Under this apprenticeship program, the students will be offered a pathway of study with the completion of the Malaysian Skill Certificate (SKM) Level II and Level III in their relevant trade, leading to the option of taking the Malaysian automotive skill diploma and Higher Diploma, Level IV and Level V. The most exciting aspect of the program is that the students, upon passing their Level II certificate after eight months of training, may opt to further their studies for Level III in Japan, where they will be attached to Sendok Group's partner, Taihei Kogyo, a strong Mitsubishi Dealer with 17 2S/4S centres throughout Japan. Students who are keen on the prospect would be subjected to Japanese language classes are provided and conducted at SGA itself, and upon passing the Japanese Language test up to the N4 level, will be sent to any one of the 17 branches of Taihei Kogyo where they will be training for a duration of two years.

Once training is complete and they have earned a Japanese technical certificate in commercial vehicle repair, the students are also offered the option for employment with Taihei Kogyo for three more years. This has been made possible with the approval from the Japanese government under the Technical Intern Training Program (TITP).

Kai Sheng, one of the SGA students who has just received their Level II certificate and is preparing for the Japanese Language Test, told Asian Trucker: "I'm excited to learn about Japan's work attitude and work culture, all while gaining new experience and putting what I have learned to practice. I think this is a great opportunity for everyone and a sure-fire way of landing a job in the future."

It does not stop there. Sendok Group also has future plans to collaborate with government agencies such as INSKEN, under the Ministry of Entrepreneur Development, for the purpose of conducting entrepreneurship training programmes that can develop SGA-trained technicians into entrepreneurs. With five years of training under their belt, the technicians will be more than qualified to be instilled into them the entrepreneurship training element and run their own dealership within the Sendok Group network. As such, the long-term goals of Sendok Group and Sendok Global Academy are far-reaching and can benefit not only Malaysia and the Group, but the students themselves. **T**

FUSO eCanter is a Kilometre Millionaire – 25 Times around the World with Electric Power

After two years in customer operations, the FUSO eCanter fleet has achieved one million kilometres, driven locally emission-free. Customers are now operating around 150 vehicles in New York, Tokyo, Berlin, London, Amsterdam, Paris and Lisbon. More deliveries are set to follow successively.



Hartmut Schick, President & CEO at Mitsubishi Fuso Truck & Bus Corporation and Head of Daimler Trucks Asia said, "With more than one million kilometres driven in daily operations in seven cities on three continents, our FUSO eCanter has proven its reliability and series production capability. At the same time, we are obtaining valuable information for the development of the next generation. FUSO thus continues to underscore its pioneering role in the field of electric-powered commercial vehicles."

A distance of one million kilometres equals driving around the world 25 times along the equator. The number of accumulated kilometres is even more impressive considering typical customer operations, wherein the FUSO eCanter usually covers a distance of 30 to 80 kilometres per day. With a range of 100 kilometres, the 7.49 tonne vehicle easily meets the inner-city short-range distribution requirements of its customers.

Ongoing development towards large series production

The FUSO eCanter is the world's first all-electric light-duty truck in small-series production. FUSO celebrated the global launch of the FUSO eCanter in New York in September 2017 and has since delivered the vehicle to numerous customers around the globe. **F**

All Vehicles Ordered from Scania (Malaysia) Sdn Bhd from 15 December will be FAME Prepared

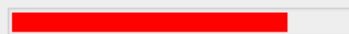
All vehicles ordered from Scania (Malaysia) Sdn Bhd on 15 December or later will be FAME prepared. They are able to run on all blends of diesel and biodiesel ranging from 0 percent biodiesel to 100 percent biodiesel, such as B0, B10, B20 and B100. There are no changes to the warranty conditions if the Scania vehicle was sold by Scania (Malaysia) Sdn Bhd. The warranty will be valid when running on all blends of diesel and biodiesel, ranging from 0 percent biodiesel to 100 percent biodiesel, including B10, B20, and B100.

FAME is the abbreviation for Fatty Acid Methyl Esters, which is the technical term for the biodiesel that is produced in Malaysia. Scania vehicle owners who intend to use blends above B10 such as B20 and B100 must have their vehicle FAME prepared as without FAME-preparation, vehicles may not run in an optimum way. Maintenance will not be affected if vehicles are operating on the regular diesel (B10) that is available in today's market. Depending on the type of operations, service interval can change if vehicles are operating on blends above B10 such as B20. It is always recommended to seek advice from a Scania workshop to get the correct service interval for each Scania vehicle. **F**

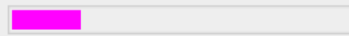
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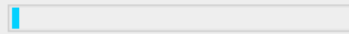
Please, NO! - 80%



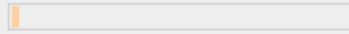
Concerts / Art Exhibitions - 20%



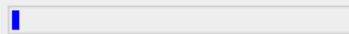
Passenger cars - 0%



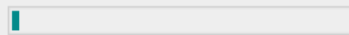
Luxury Watches - 0%



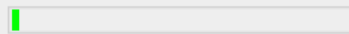
Fashion - 0%



Airlines - 0%



Hotels - 0%



The voting for this poll has ended

Quiet and Locally Emission-free Municipal use with a Star: The all-electric Mercedes-Benz eEconic is Coming

Daimler Trucks is taking the next logical step in the electrification of trucks with the battery-electric low-floor truck Mercedes-Benz eEconic. Customer testing of the eEconic for municipal use will begin in 2021. Selected customers will test the vehicles for their everyday practicality in actual applications. The experience gained from customer testing will flow directly into series production of the eEconic, which is to start in 2022. The eEconic is based on the eActros electric truck for heavy distribution, which will already go into series production in 2021.

The eEconic will at first be offered in the configuration 6x2/N NLA and is mainly in demand as a waste-collection vehicle. Battery-electric trucks are very well suited for urban use in waste management due to the comparatively short and plannable daily routes of up to 100 kilometers with a high proportion of stop-and-go in inner-city traffic. With an anticipatory driving style, electrical energy can be recovered during braking to charge the battery, which further improves range and efficiency.

The eEconic is an Integral Part of Daimler Trucks' e-strategy Gesa Reimelt, Head of E-Mobility Group Daimler Trucks & Buses: "We at Daimler Trucks & Buses want to offer all our new vehicles with CO2-neutral driving operation in our main sales regions by 2039. With our global platform strategy, we are applying uniform technologies and vehicle architectures also for electric vehicles worldwide, and can accelerate development enormously through synergies. The eEconic is based on our eActros, which is already in intensive practical use and will go into series production in 2021.

Dr. Ralf Forcher, Head of Marketing, Sales and Service, Mercedes-Benz Special Trucks: "The eEconic is a major milestone for the sustainable organization of municipal logistics. Thanks to its application profile, the vehicle is ideally suited for electrification due to its application profile, for example in waste collection with stop-and-go traffic and plannable daily tours. It combines two important features, especially for use in urban areas: It is locally emission-free and very quiet." **F**

Isuzu Malaysia's Annual Japan Study Tour for Loyal Customers

Recently, Isuzu Malaysia Sdn Bhd organised a 6-day study tour to Japan for its commercial customers and dealers as gratitude for their longstanding loyalty and trust in the Isuzu brand.

Participants of the trip consisted of Isuzu Malaysia's fleet customers from various sectors, including construction, trading, logistics and warehousing. Accompanying the participants on the trip were Isuzu Malaysia's Chief Operating Officer (COO), Mr. Atsunori Murata, the supporting team and dealer representatives.

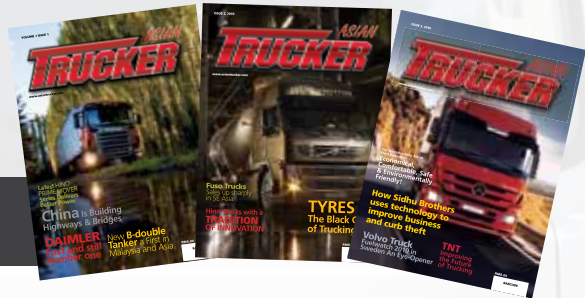
The participants visited the Isuzu Motors Head Office in Tokyo, and the Isuzu Fujisawa Plant in Kanagawa to observe a truck assembly process and understand Isuzu's manufacturing system and procedures. Furthermore, participants also visited the Isuzu Plaza, a specialty museum housing displays of the company's notable and restored vehicles, miniature model



cars, dioramas and archived materials. They were exposed to Isuzu's historical background from various eras, innovation, technology and sustainable initiatives.

The Isuzu Japan Study Tour, held annually by Isuzu Malaysia Sdn Bhd, is participated by selected loyal customers from various industries. According to COO Murata, he hopes that participants will now have a better understanding on Isuzu's mission, their long history of innovation and their commitment in providing durable commercial vehicles with technological advancements to suit any tasks needed. **F**

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