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Catch the Amazing Buzz

It has been an interesting few months for the trucking industry with launches of new products, opening of new facilities and major events. One of Asian Trucker's founders, Stefan Pertz, has been travelling extensively going to events in Malaysia, Japan and IAA in Germany.

The Buzz

Stefan experienced how important these events are. "Besides the latest products and services being showcased, there is always an amazing buzz going on. Staff of global companies get together and you can just see the synergies happening, thoughts being exchanged and bonds are formed."

I went to Gothenburg, Sweden for the launch of the new FH Series. Such trips are invaluable as we get a bit of an inside view of not only how a company manufactures its products, but we get to meet with and talk to people in the industry. We learn how employees view their company, and we get an idea of the environment they operate in. We gain a better understanding of the corporate culture and a bit about the heart and soul of a company.

Community

Some years ago I was invited to Stuttgart, Germany for the opening of the Mercedes-Benz museum. The museum is great. I also had the opportunity to go

through one of the assembly plants and was given a guided tour of Stuttgart. My good friend, Helfried Scharff, who then worked for Daimler in Singapore, grew up in Stuttgart and he showed me his community. The overall impression it left me with was that Daimler and its products were part of the local community and the world community.

Safety

It was similar when I went to Gothenburg, Sweden, hometown of Volvo. The emphasis there was on safety – and the company's responsibility to do all it could to make sure that people can travel safely in their vehicles. And it wasn't just talk – they design safety into every possible aspect of their vehicles.

Safety was the first thing talked about at Volvo's Exhibition Centre, where Mats Haglund, Exhibition Manager gave us the tour. At the Volvo museum we were given the history as to why safety became such an important issue to Volvo. There are some deliciously beautiful cars at the museum.

Driving their Talk

The new Volvo FH series has been crash tested over 1,000 times in computer

simulations and 20 times in reality. This goes far beyond standard testing. Volvo tests its vehicles to Swedish standards – known as 'The Swedish impact test' and 'The world's toughest crash test.'

While some people 'walk their talk', Volvo drives their talk.

At Gothenburg I had the opportunity to meet people in a variety of situations; while touring a plant, while having dinner, at a cocktail, so I got to know some people well. Sometimes you become friends.

MIBTC 2013

Asian Trucker will hold its own event MIBTC 2013 in Kuala Lumpur next June that will attract people in the trucking industry from around the region. It will give us all the opportunity to experience 'the amazing buzz'. Speakers will inform us about new developments in the industry, we will see firsthand the products available to the industry and we will be able to meet with and talk to those in the business – and perhaps make new friends.

Floyd Cowan

Editor-in-Chief, FCowan Media





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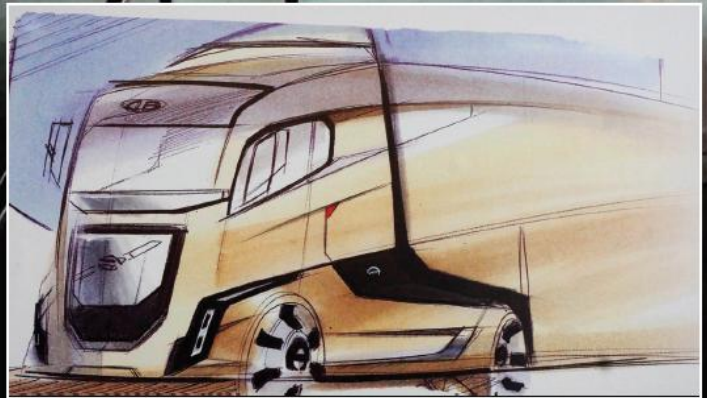
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Volvo Launches New FH Series



In an event that brought together industry people and journalists from around the world, Volvo launched its new truck at a gala dinner in Gothenburg, Sweden, writes Floyd Cowan who attended the sparkling event.



It is not every day that a new truck is launched. For Volvo it has been 19 years since the company last put a new version of the FH Series on the road, so the launch of the 2012 edition of the FH was a very big deal indeed. The excitement was not just because a new baby had been born, but because of the variety and quality of the new features embodied in this truck.

The Initial Sketch

It was 2006 when Volvo's Director of Design, Rikard Orell, says he started sketching the first lines of the new truck.

"Drawing a picture is still the best way to convey your ideas to management and colleagues of what you have in mind," he noted. "We started with its forward leaning pose. It is designed to

give you the impression that this is a truck that is willing to go out and do a hard day's work."

From there the truck evolved to what it is today as it incorporated all the values of Volvo and the new cutting edge technology, which makes it different than its predecessor and most trucks on the road. Asok George, who was



responsible for the exterior design said the distinctive personality was a priority for everyone on the design team. "This is vital," said George, "It has to express the truck's efficiency and dynamics. It should look like it's moving even when it's standing still."

Gothenburg Sweden, where Volvo began, is where Volvo Trucks is headquartered, and the assembly of the trucks takes place. Visiting the city and the numerous Volvo facilities in the area was the best way to become familiar with the new truck and to learn about the company, its history, its

related businesses, the people who make the product and the company's values – quality, safety and environmental care. Being introduced to the beautiful city Volvo calls home was more than a side benefit, it was essential for a complete understanding of the company.

Safety Above All

The introduction began with the importance of safety to Volvo. Arriving at Volvo's Exhibition Centre, Mats Haglund, Exhibition Manager told us: "The exhibition shows all the components that we sell through many interactive and hands on features."

From engines to fuel to the gear box, you can learn about every aspect of the truck. However, there was a clear emphasis on safety. "Safety is one of our core values," Haglund stated. "Volvo was the inventor of the three point seat belt – which has saved many lives. When we developed it we could have put a patent on it so that everyone who used it would have had to pay for the privilege. We didn't. We allow everyone to use it at no cost because we believe that protecting people's lives is more important than making money from this."



Claes Nilsson,
President Volvo Trucks.

Driven by People

As you enter the Exhibition Centre one of the first things you see are road signs with information such as “Every 6 ½ minutes a person in India is killed in a traffic accident.” Stacks of chairs of different heights are used to demonstrate speeds and the damage you would do to yourself if you fell from the top chair to the floor.

“An automobile conveys, and is driven, by people. The fundamental principal of all design work is, and must be, safety,” Mats emphasised. Later, at the Volvo Demonstration Centre we were told, “Our goal is to have no accidents with Volvo trucks.” We were to hear this refrain over and over again as we went from the assembly factory to the museum and many points in between.

Safety, however, wasn’t the only message: “Our goal is clear, to offer the most professional transportation solution for the entire service life and beyond. For you [Volvo customers] this means a premium ownership experience and improved bottom line.”

A Riveting Demonstration

When you have a product you want to promote, a good way of doing this in our IT age is to get a video on YouTube,

and that was what Volvo did. They produced a riveting video that at the time of the launch, at the beginning of September 2012, it had about five and half million hits.

The video voiceover explains that Faith Dickey is going to walk on a tightrope strung between two new FH trucks travelling down a highway towards a tunnel. Dickey is a famous tight rope walker and adrenaline junky who does dangerous stunts all the time, but this one has challenges she hasn’t encountered before. “I’ve walked slacklines between rock peaks 1200m above the ground,” Faith said. “But this is something else.”



This stunt has more than the usual challenges and dangers. Travelling on a new and, as of yet, opened freeway, she has a limited time to cross between the two trucks before they reach the tunnel where the cable will be snapped.

“The drivers are fantastic, but no matter how they drive, the line is moving around in all directions. And every time there’s the slightest irregularity in the road the line starts jumping up and down,” Dickey stated.

Individual Front Suspension

Her first attempt to stand on the rope results in her slipping off before she even gets on her feet. A bit of drama for the camera? Of course she makes it across the expanse safely and just in time – and Volvo brings home the point they want to make in a very gripping manner.

The Individual Front Suspension is what is being introduced. “Though it has long been in use in cars, this was a very difficult feature to put in a truck,” says Claes Nilsson, President Volvo Trucks. The weight of the vehicle was just one of the challenges they needed to overcome. But overcome all the challenges they did and now Volvo proudly demonstrates a vehicle that has

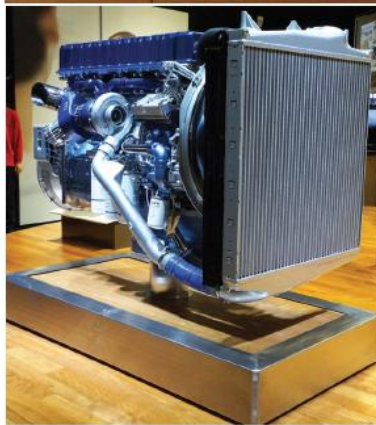
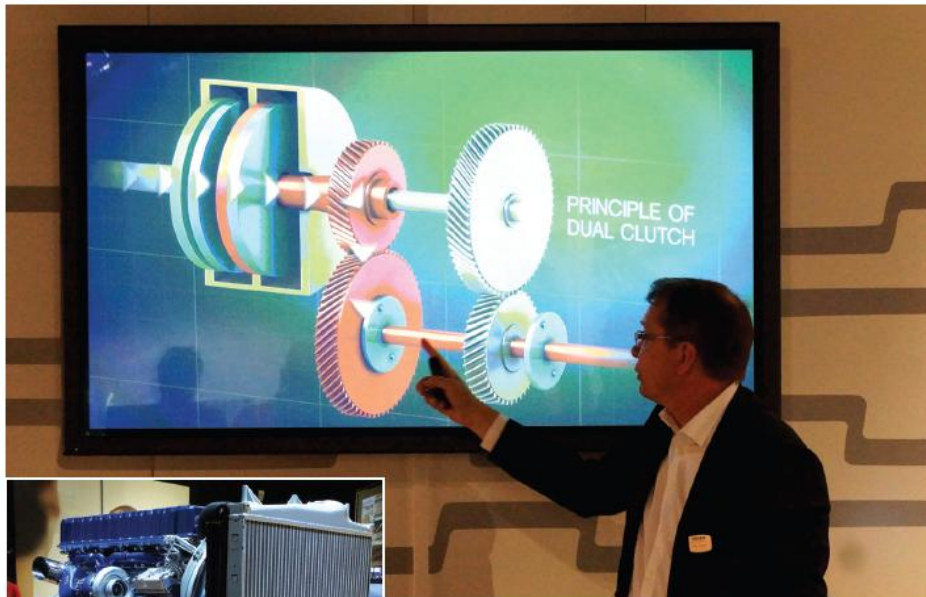
a ride like none other. The handling is superb and is one of the many features that make the new FH a great improvement over its predecessors.

"The new Volvo FH offers exceptional handling," says Nilsson, "pretty much like a car's. This world-first takes handling to unsurpassed levels in the truck world."

Stefan Axelsson, who leads the group at Volvo that developed the new handling qualities adds, "The difference between driving a truck and driving a car has never been smaller."

Series 1

Before we go forward let's take a brief look back at where Volvo came from. The company was officially founded on April 14, 1927 by Assar Gabrielsson and Gustaf Larson, when the first car Volvo ÖV4 left the factory in Hisingen, Gothenburg. The first Volvo truck, Series 1, rolled off the production lines in 1928.

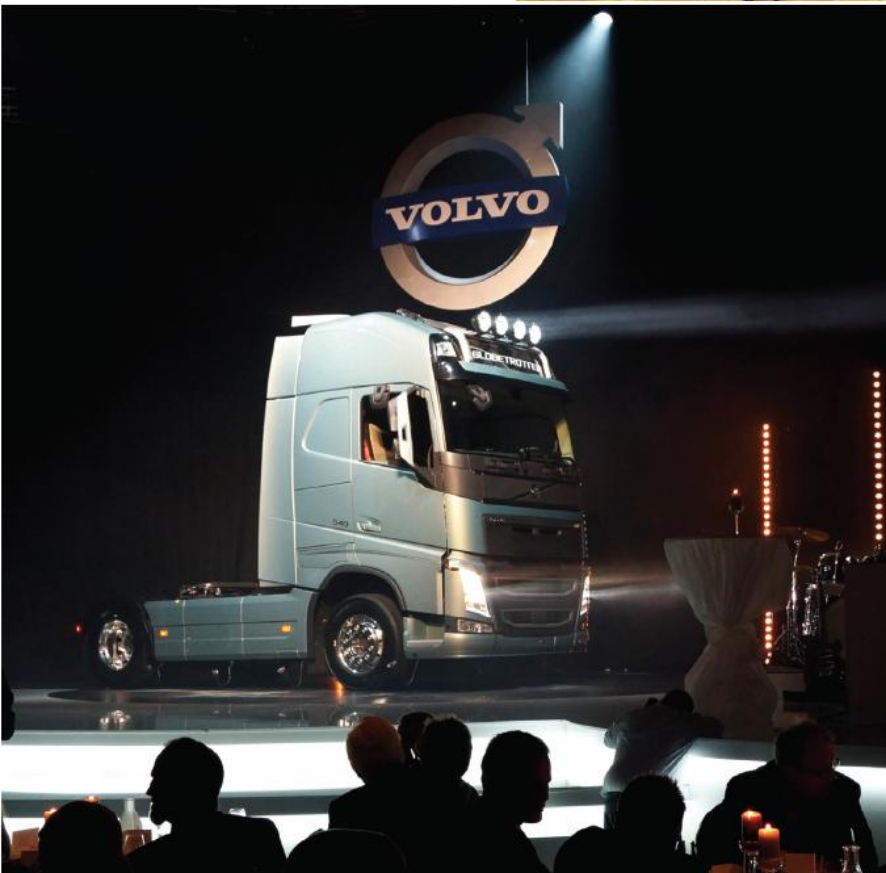


At the Volvo Museum we are introduced to Gabrielsson and Larson, two far sighted and entrepreneurial individuals who got Volvo rolling. They worked at a very successful factory in the early 1920s that made ball bearings, but they wanted to make cars so approached the factory owners for money. They were given the money and a new chapter in automobile history began.

I Roll

At the time cars were being named after the people who made them, but they agreed that neither Gabrielsson nor Larson would be a good name for a car. At the ball bearing factory there was a ball bearing that was no longer being made that was called Volvo, which is Latin meaning 'I roll'. They were granted the name and decided to use the international symbol for iron as the trade mark for the car. High quality iron is mined in northern Sweden and made equally high quality steel that is used in the cars.

Knowing that the cars would be driven on the bad roads of Sweden the Founders knew they had to make a quality car that would meet the challenges of the country's harsh environment. The focus on safety followed closely.





Ten prototypes were made and it was decided to give them a road test by sending them to different destinations. One of the new cars hit another car and both were destroyed in the crash. Thus safety became a core value of the company. Extensive tests are made on all Volvo vehicles to ensure that they not only meet Euro standards, but their own requirements that can be much higher.

Truck Assembly

The first Volvo truck was produced in 1928 and remains one of the most important divisions of Volvo Group in creating its positive brand image and being a financial success. At the Tuve assembly plant, where they were producing 75 trucks a day, five days a week, they have added another shift to produce an additional 25 trucks to meet the demand for the new FH series.

For cost conscious fleet owners looking for a quality product the new FH, through various features, can provide up to a 10 percent savings on fuel.

Protection of the environment is another core value of Volvo Trucks and so meeting the new Euro 6 standards on emissions is not something Volvo Trucks does simply to comply, but getting the most efficient, least polluting engine possible is a goal that is approached from various angles.

Reduced Fuel Consumption

All the new developments in the FH, while meeting Euro 6 standards, have resulted in a 10 percent reduction in fuel consumption. Mats Franzén, responsible for engine strategies at Volvo Trucks, says the only thing that's been cut back is fuel consumption. In one year the saving is over 4,100l per 140,000k.

"We're always working with fuel efficiency to save a drop here and a drop there. But this is something completely different, now we're cutting fuel consumption by up to 10 percent in one swoop – it's a revolution," claims Franzén. This is despite the well-known fact that Euro 6 means cleaner exhaust at the expense of increased energy consumption – in fact, most manufacturers are counting



on an increase in fuel consumption of several percent.

"Not unlike gearboxes used in the racing world, I-Shift 2 is double clutched so it changes gear in a fraction of a second. "The reason for Volvo's success is a number of innovations that work together. The most important is I-Torque, our new driveline for long haul. But I-See also makes a major contribution," says Franzén.

I See

Many technological developments contribute to lower fuel consumption, but Volvo's new I See technology was developed specifically to make a more fuel efficient truck. A five percent savings in fuel can be realized if the I See system is always employed – depending on driving conditions.

Using GPS the I See system records the road conditions it travels over. The next time that it drives the same route the speed of the truck will be adjusted to meet the conditions so that it optimises speed and inertia to reduce fuel consumption. No input from the driver is required. It gets its best results in hilly terrain.



Anders Eriksson, responsible for I-See at Volvo points out: "This is intuitive technology at its best. You might think steeper hills mean bigger savings, but it's actually most effective on gentle slopes."

Fuel makes up about 30 percent of a truck owners costs, says Jarkko Aine. "If those costs can be reduced by even five percent it will contribute significantly to the bottom line. Though the new FH is more expensive than its predecessors, by about Euro 5000, it can quickly pay for itself through such savings."

Cab Comfort

While we are all fascinated with new technology Volvo keeps in mind that if there is no driver, the truck doesn't go anywhere. Providing the driver with an improved working environment was one of the goals of the new design, and that extends from vehicle handling to cab comfort. "It handles like no other truck," says Hader Wokil. "Drivers tell us that it handles like a premium car."

Volvo looked into the design of all areas of the suspension for ways to improve it – and the results were noticeable – even if you don't walk the tight rope between two moving trucks. "We found the sweet spot for cab suspension," adds Wokil. "It not only makes a more comfortable ride, but also gives the driver all the right information from the road."

In 1993 European drivers spent an



average of two nights a week in the truck. In 2011 they spent 4.6 nights per week in the cab. "Getting the best possible driver is now a key issue," said Uif Andreason.

More Spacious

The cab interior was thoroughly examined and improved and takes into consideration that all drivers are not the same in size and many other important ways. An additional 40mm was added to the range that the driver's seat can be pushed back.

From consulting with clients Volvo learned that they wanted the cab bigger on the inside and smaller on

the outside. Being that a person who is 2.11m tall can stand upright in the cab demonstrates they have had success with this goal. There are numerous new additions to the interior that will delight drivers – such as a coffee machine and space for a microwave. More space, more light and easier accessibility to all controls contribute to a more comfortable working and living space.

The Future

When launching a new truck you have to do something different, and Volvo's gala dinner provided magic, glamour and excitement. The dinner was not just held in Gothenburg, attended by 2000 guests, but simultaneously Gala dinners were held in Madrid, Birmingham, Paris, Rotterdam and Brussels at which 4000 people took part. They were all linked by a TV broadcast, watched by 34000 people, with hosts in each city introducing celebrity guests.

The excitement grew during the evening as the audience and the world waited to see the new FH. When the aggressive new forward leaning profile was unveiled and people had the opportunity to examine its every detail we knew the build up had been justified. It is a beautiful new truck moving forward the technological age.





Isuzu Japan: Building the Future on Past Performances

Visiting the main plant and headquarters of any company is always exciting, writes Stefan Pertz. Isuzu Malaysia organised a trip to Japan where we experienced Japanese hospitality, engineering and saw what the future of trucking will look like from Isuzu's perspective.



Recovered and Back with More Innovations

Fortunately, Isuzu suffered only minor damages from the natural catastrophes that hit Japan in 2011, and it has now fully recovered. This was thanks to the efforts of management that decided to actively support suppliers in their effort to rebuild their businesses. In Isuzu's Fujisawa plant near Yokohama, we saw how modern engineering and production methods are used to produce a whopping 12, 000 light / medium duty per month. Already an impressive figure, this is topped only by the fact that there are up to 1300 variations that the client could chose, depending on their needs and applications.

In the foyer is a model of the T-Next, Isuzu's interpretation of how the trucking future will look, next to an Elf truck introduced at the 2011 Tokyo Motor show, featuring the Plug-In Hybrid System.

The Elf Plug-In Hybrid system surpasses the performance of standard Hybrid trucks thanks to a motor propulsion system that releases no pollutant emissions and only low level noise pollution. Not only can it regeneratively recharge during deceleration, it can also be plugged in to directly charge the battery. The Elf can be driven using only the electric motor. With the ability to provide homes with AC 100 V of electricity in the case of an emergency, the new Elf can play the role of a mobile power source in the new smart grid (next generation power distribution grids).

Innovation in Trucks and Production

In view of global competition, more stringent emission norms and expansion into new markets, Isuzu continues to innovate. This drive for innovation comes in two shapes: of course the trucks have moved on in terms of design and technology. Vehicles today emit fewer pollutants, run more fuel efficiently and, with the advent of hybrid technology, continue to be more and more environmentally friendly. At the same time, production methods are constantly innovated to ensure that the trucks leave production fault free and



engineered to the highest standards.

The Fujisawa plant was opened in 1961 and is currently producing 12,000 light commercial vehicles per month. It houses the die-casting division for transmissions and powertrains. There are 7,268 employees: 4,500 in production and over 2,000 in the various engineering departments. The average age of staff is 41.1 years and the average employment duration is 15.9 years!

One Unifying Guiding Principle

The philosophy of Isuzu is simple, yet powerful. Everything is done with the aim of improving customer satisfaction. In 2012, Isuzu hopes to reach 207,000 units sold after a full recovery had been made after the Japan Earthquake and the floods in Thailand. The notion of customer satisfaction is implemented using the "SEE" (Safety, Economy and



Environment) programme, extending the responsibilities of the company beyond the vehicles themselves. Accidents are seen as a societal problem as well as an event where customer satisfaction can be measured. In case of an accident, it is important to reduce damage done to people and material. Latest regulation forces truck companies to produce vehicles with 25 percent less Co2 emission. Weight savings result in lower fuel consumption and lower emissions, helping to achieve customer satisfaction.

Customer satisfaction is achieved by avoiding mistakes. Isuzu found that there are several areas where mistakes can be made. Firstly, mistakes can happen when there is too much movement. Workers should not be walking around unnecessarily. Instead of the worker moving, the assembly line is developed so that the parts and components are presented to workers where they are needed.

Secondly, workers should not be held up by making decisions. Parts are presented as needed, in the correct





quality and quantities. Workers should not be spending time finding parts or items and deciding if these are correct or not. However, should the workers happen to come across a part that is faulty, they have two options: Either ask a manager to join them at their station to evaluate the problem or they can stop the entire production line if they deem the problem too severe to be handled while the line continues to run.

This elimination of decisions has resulted in an increase of 10 percent in efficiency in the Fujisawa plant.

Everybody Checks

Quality is put to the test when vehicles are in use. If parts are faulty or not assembled properly, the vehicle will not perform optimally or may have to be taken for repairs, incurring cost through downtime. To reduce faults, Isuzu has many layers of checks. IMM (Isuzu Manufacturing Management) is a programme that ensures quality. Under this programme, all operators are inspectors of parts, of which 70 percent are provided by third parties. After any break, all staff inspect parts for two minutes. There are no overlapping inspections, meaning that faults are not to be passed onto the next station. Workers are required to inspect their work before the truck moves onto the next station. The mentality is such that every worker is proud to represent the company.

The tightening of nuts and bolts makes up 70 percent of production. Here, Isuzu is applying some simple, yet highly

effective methods. Torque wrenches, for instance, are inspected daily to ensure they measure the right torque. An 'OK Card' is placed in a rack that indicates the station and week day. By simply looking at the rack, managers can see that the wrenches a) have been checked and b) are indicating correct values. This system works even without power and is simple and effective. When applying the wrenches, ink is applied. The ink is then transferred to the bolt or nut tightened. Just by looking at the bolt, with the ink on it, managers know the bolt has been tightened correctly.

In certain areas, mistakes are eradicated by the use of technology. Windscreens are inserted by using a special robot. Highly accurate and precise, these robots fit the windscreens faster than any worker could. While ensuring the best fit, the risk of a failure being built-in has been minimised, if not completely avoided.

Every area concerned with quality checks is clearly marked with orange colour. This, again, is a mechanism that ensures easy identification of these areas without using technology that could fail. As a result of these practices, the downtime of the plant is as low as three percent.

Kaizen Ensures Quality

The application of Kaizen, the continuous improvement process, is by no means limited to the management level. Every worker is encouraged to participate in the improvement of production. In fact, many tools, jigs and processes used throughout the Fujisawa plant near

Yokohama are developed by line staff assembling the vehicles. This is based on the experience that the people working on the lines are the best to know how to improve the processes. In daily meetings at the beginning of each shift, problems are noted and immediate solutions are to be found.

Since Isuzu is present in 32 countries with 41 operations, consistent and homogeneous standards are key to success. Findings and processes engineered in Fujisawa are applied identically in all plants and assemblies in the network. Automated Guided Vehicles deliver parts and fun: each of the driverless carriers plays music while moving around the factory.

To ensure consistency, Isuzu is applying the IMM (Isuzu Management Method). This was launched in 2000 with the aim to standardise operations and management practices around the world. In essence, all procedures are to be identical, allowing the easy transfer of staff, knowledge and methods. IMM also ensures that the quality of any Isuzu truck is the same as in the main factory in Japan. Customers, no matter where they are based, will get the same product, in terms of looks and attention to the details in production.

Kit-Sets are the New KanBan

Isuzu manufactures up to 1300 variations of light commercial vehicles. Each vehicle is different and therefore the parts needed vary from one to the next. Instead of using the Kanban system where the parts used are identical for



each vehicle, the parts needed differ. To avoid mistakes, a kit-system is used. Prior to assembly staff collect the parts needed for every station. Kits have the exact number of inserts needed. If there is an empty slot in the kit, there is a part missing. Again, this is a simple system to avoid mistakes without using hi-tech. At the station, the kits act again as a control device. If there are still parts in the kit, there is something wrong. Instead of storage at the conveyor belt (KanBan) only the exact parts needed are delivered to the operators.

Design is Good, Testing is Better

As nothing beats a real-world testing experience, Isuzu uses Wacom, a test facility in Hokkaido, Japan, to see how the trucks fare in real-world applications. Trucks may perform high speed tests on a dedicated track with banks of up to 42 degrees. There are slopes and rough terrain as well as cobblestone roads. As an interesting anecdote, the cobblestone road simulation is mainly for European exports where such roads are still common place and require the vehicle suspensions to be engineered accordingly.

Stiffness of the frames is tested on long wave circuits, while the gravel road may indicate dirt distribution on a vehicle when driven over dusty roads. Obviously, this has to be taken into consideration as dirt may impair the functions of brake lights or signals.

The Wacom facilities have 160 staff and operates year-around. With four seasons in Japan, it is possible to simulate all conditions found on all

continents. The site boasts 1,095 acres equivalent to the space needed for an international airport. Most of the journalists visiting the facilities enjoyed the 'floor it' command when driving the Giga trucks around the track. As this is a controlled environment, we kindly ask our readers to refrain from doing the same on normal roads. You may book the facilities to train your drivers in different environments or to lower fuel consumption.

Mimamori System by Your Side

Assisting drivers and companies to drive more fuel efficiently and safer, Isuzu has developed the Mimamori system. This vehicle tracking system captures data and allows owners of vehicles to analyse the driving behaviour of the drivers.

The fuel economy driving report analyses major aspects of driving a truck, such as idling time, the shifting behaviour and utilisation of the brakes. Drivers are rated based on the data and it is possible to train drivers accordingly to improve their fuel economy. This system comes with additional features such as alerts in case of harsh deceleration, which is usually a sign of an accident or near accident. Owners can then immediately check with the driver to learn what the issue is.

Isuzu's Mini Eco Drive Seminar

During the trip I won at the Isuzu Eco Drive challenge held at Wacom.

Following our visit to the Isuzu factory and headquarters near Tokyo, we, 18 journalists, travelled to Wacom, near Sapporo. After a comprehensive introduction, we did our first rounds



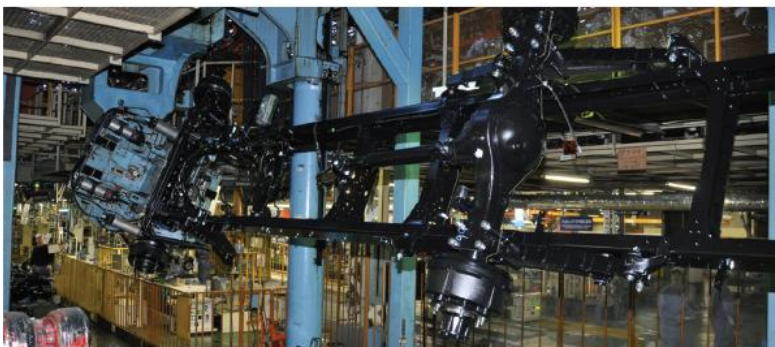
on the test track with Isuzu Giga 8 x 4s. At 25 tons, the vehicle was set to simulate real driving experiences. The performance of each driver was tracked using Isuzu's Mimamori system.

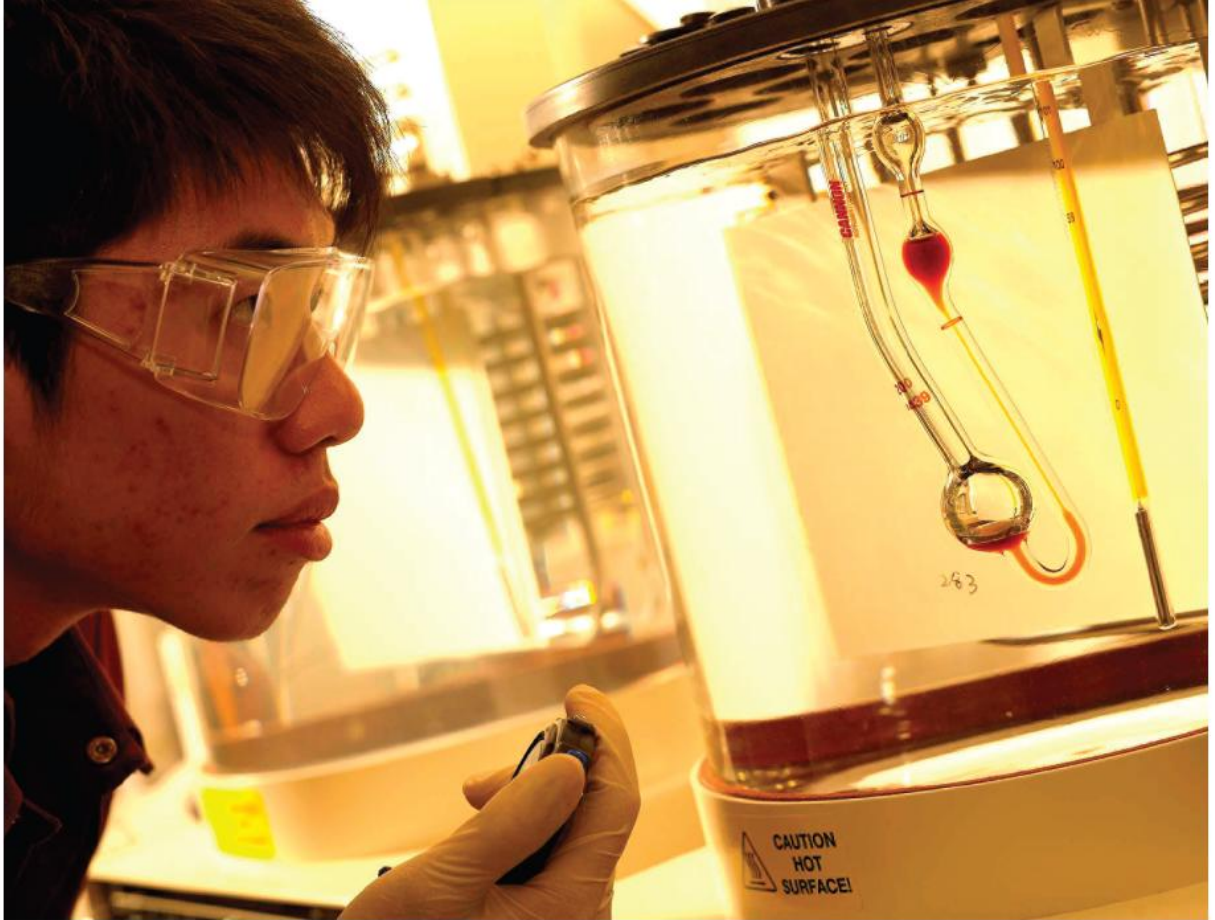
The Eco Drive seminar is the most popular as the results directly translate into cost savings. After a review of the results of a 'free drive session', Wacom's staff explained how to drive more fuel efficiently. The second round of driving was carried out under the same conditions, with drivers now aware of how they can improve fuel economy. All drivers improved, even those that had good results in the first round. Three drivers stood out and were later presented with certificates:

- Best driving technique, scoring 100 points: Mr. Richard Burton Augustin, Asian Auto
- Best improvement of fuel savings: Mr. Ahmad Syukran, Kosmo
- Most fuel efficient driving (kilometres per litre fuel): Stefan Pertz, Asian Trucker

Credibility with Guiding Principle

Although Isuzu is working on a number of things to improve the trucking industry as a whole, the company will stay true to its reputation. Isuzu is known as the Diesel Engine expert. When asked, if the company will continue to be the leader in this field, the answer from our hosts was in unison: "Yes, of course."





Afton Expands in Singapore

(Richmond, VA, USA) Afton Chemical Corporation will construct a new chemical additive manufacturing facility on Jurong Island, Singapore. The multi-year investment will be owned and operated by Afton. Singapore was selected after an extensive analysis which focused on facility readiness and flexibility, market access, economics, safety, and logistics.

"This represents an investment that is likely to be in excess of US\$100 million and is a strong commitment to this key market," said Dr. Warren Huang, Afton President. "We have established a significant presence through acquisitions and investments and with the new facility we will continue to bring our company's 'Passion for Solutions' to the Asia-Pacific region."

Damian Barnes, Vice President, Supply

noted: "The new facility will enhance our ability to provide quick and effective service to our Asia-Pacific customers as well as those in India and the Middle East."

Groundbreaking is scheduled for the third quarter, 2013, and it's expected to be operational by mid-2015. The initial capacity will represent a modest increase in Aston's overall global production. The plant will be scalable to allow Afton to grow as demand warrants.

Dr. Huang added, "This strong combination of R&D and manufacturing in the region, will not only improve security of supply and reduce lead-times, but also help us to develop cost-effective, customised solutions for the region. That will help our customers improve the profitability of their businesses."

Hunan, Hubei and Jiangxi to Link Highway Networks

Hunan, Hubei and Jiangxi, three central provinces in China, have reached an agreement to integrate their transport networks of expressway and railways. The integration will start in the cities of Yueyang, Xianning and Jiujiang and the three cities will encourage mergers of local logistics companies and will build up a joint logistics data and information sharing platform. The Provinces will accelerate the building of a number of expressways including Hangzhou-Ruili, Wuhan-Shenzhen, Xiushui-Pingjiang-Yiyang, Xianning-Tongshan lines.



Dr. Dieter Zetsche, Chairman of the Board of Management, Daimler AG and Head of Mercedes-Benz Cars, Mr. Andreas Renschler, Daimler Board of Management member responsible for Daimler Trucks and Daimler Buses and Mr. Marc Llistosella, CEO and MD of Daimler India Commercial Vehicles (DICV) and other top executives of Daimler AG hand-over the key to flag off the BharatBenz Power Yatra.

Daimler Delivers First BharatBenz Trucks

(Mumbai, India) It was an important day for the latest brand of Daimler's commercial vehicles division with the market launch in Mumbai, India of three heavy-duty truck types, with 14 more to follow in the next 17 months. The three heavy-duty BharatBenz trucks rolled on stage at a ceremony held in Mumbai that also marked the official launch of the first authorized dealerships that have commenced operations. By the end of 2012, sales and service points will represent the brand at all key transport routes and trucking hubs across India.

"The Indian truck market has evolved to become one of the largest markets in the world in recent years," stated Andreas Renschler, the Daimler Board of Management member responsible for Daimler Trucks and Daimler Buses.

"In the medium term, we expect a further increasing volume of up to 550,000 units in the medium and heavy segment. Therefore, our new brand BharatBenz comes at exactly the right time to participate in this enormous growth."

Marc Llistosella, CEO and Managing Director of DICV, said, "Now that we have systematically built up the brand BharatBenz our products are delivering on their promise in daily customer operations. The fact that we have already received positive feedback on our vehicles confirms our goal to start a new era for freight transportation on India's roads."

Selected customers had the opportunity to use the first BharatBenz trucks under

real conditions. Several trucks have completed up to 50,000k in everyday operations and have, without exception, performed well. Expectations of product strengths such as fuel efficiency, reliability and comfort have been met or exceeded.

Based on the Mercedes-Benz Axor platform, the newly launched truck models are heavy-duty BharatBenz 2523R and 3123R (25 and 31 tons gross vehicle weight, respectively) for the haulage segment as well as BharatBenz 2523C (25 tons GVW) for the construction segment. The robust and economical 'modern domestic' trucks ensure that customers enjoy a low total cost of ownership, an increasingly important selling point in India.

Rating Agencies Honour MAN's Sustainable Performance

(Munich, Germany) oekom research AG, one of the world's leading rating agencies in the sustainable investment segment, has rewarded efforts on the part of MAN SE to create sustainable value in its transport and engineering divisions with both a positive "B-" rating and "Prime" status. Based on the standards applied by this independent agency, MAN now ranks among the industry's most sustainable enterprises.

In 2010, MAN SE was listed by oekom research with a "C+ Prime" rating. This year's upgrade to "B-" is largely the result of the company's climate strategy and related implementation initiatives. As a first step, MAN has set itself the binding

goal of realizing a 25% reduction in CO² emissions at its production sites by 2020 (baseline 2008). This is to be achieved by increasing energy efficiency, making use of renewable energy sources, as well as generating energy with the aid of combined heat and power plants. These measures are to be supported by energy management technology and organization. MAN's product life-cycle assessments were rated as being another strong point, the results of which are integrated into its new product development.

"This improved rating result encourages us to continue working towards maintaining our future status as one



of the industry's most sustainable companies," says Yvonne Benkert, Corporate Responsibility Manager at MAN SE.

Daimler to Build Truck Engine Plant in China

Auman "GTL" with OM 457 engine.

(Beijing / Stuttgart) With joint truck production now under way, Beijing Foton Daimler Automotive Co. Ltd. (BFDA) is stepping up the pace. The joint venture of Daimler AG and the Chinese truck manufacturer Foton will build a new engine plant near its headquarters

in Beijing. It will invest more than RMB 1 billion (135 million).

"This investment demonstrates that we are putting our 'Global Excellence' strategy into practice and that our involvement in China is of a sustained, long-term nature," says Andreas Renschler, Daimler Board of Management member. "As is the case in all new growth markets, we are applying our principle of operating as globally as possible on the one hand and as locally as necessary on the other."

components will be produced in China, the localization rate will be raised to more than 65%. BFDA is working hard to select suppliers. "This process has made very satisfactory progress. We have found renowned suppliers for the key components. These suppliers were selected after tests which showed they meet our high standards with regard to quality and business ethics," reports Stefan Albrecht, Executive Vice President of BFDA.

The plant will cover 30,000sqm and will add 500 new employees to the workforce. Production capacity is designed for up to 45,000 engines per year. When the Chinese emissions standard China IV (Euro IV equivalent) is introduced in 2013, customers will be able to order the Auman truck with either a conventional engine or the OM 457.

Once the plant is finished in 2014, it will produce type OM 457 engines for the Auman brand trucks. The diesel engine is used in Mercedes-Benz commercial vehicles in Europe and Latin America, and is undergoing successful test runs in trucks made by the joint venture. Whereas up to 40% of the engine



OM 457 engine to be available in Auman trucks

Volvo WorldGolf Challenge Crowns Singapore Winner Performance

(Singapore) Steven Yeo, 47, Managing Director of UBTS Pte Ltd, was crowned the Singapore champion of the Volvo World Golf Challenge 2012, recently held in Shah Alam, Malaysia. Over 100 professional and amateur golfers comprising Volvo's key customers, partners and guests from Singapore and Malaysia participated. Yeo was awarded a trophy and an all-expenses paid trip to South Africa to represent Singapore in the World Finals of the Volvo World Golf Challenge 2012 on January 9, 2013. This year marks the first time Volvo Trucks Singapore is participating in the Challenge.

Mr Yeo said, "The Volvo World Golf Challenge is a prestigious tournament that provided a very exciting experience. I am honoured to represent Singapore in the global championship and be given the chance of a lifetime to compete with amateur and professional golfers from around the world." He will compete against 70 national champions from 30 countries for the ultimate tournament title, and a chance play against professionals in the Volvo World Golf Champion tournament, which will take place on January 11, 2013 in Durban.

The Volvo World Golf Challenge is one of the most recognised golfing events on the national and global scale. It is also the only corporate tournament linked to a professional event. Each year, more than 50,000 customers and prospects participate in 600 local tournaments in 30 countries.

"One in five Volvo customers are on the greens, which is why we have chosen a corporate golfing tournament as our key platform to create and strengthen sustainable relationships with our clients," explained Mark Gabel, General Manager of Volvo East Asia Pte Ltd. "Golf is a global premium sport. Similarly, Volvo is a global premium brand whose growth is extremely strong in many markets. It is hence natural that golf would be the sport of our choice, for the brand and customers to combine our passions together



DHL Supply Chain Unveils New Hong Kong

(Hong Kong) DHL Supply Chain has opened its state-of-the-art MegaHub Hong Kong facility at Interlink in Tsing Yi. The hub consolidates the company's Hong Kong operations. With an investment of HK\$630 million, and offering 900,000sqft of warehouse space, the MegaHub is a significant milestone in DHL's expansion of its regional infrastructure. Recent investments include warehouse facilities in China targeting the consumer sector, a multi customer site in South Korea and an expansion of their retail footprint in Japan.

Frank Appel, CEO, Deutsche Post DHL, said, "Asia continues to be one of the most active and dynamic regions in the world economy, with its rapid growth demanding an ever-developing network to keep pace with its needs. Both international and local customers require effective and efficient solutions to establish their supply chains in the region, and we are proud to open DHL Supply Chain MegaHub Hong Kong to better serve the market."

To Expect Record Breaking Exhibition at Automechanika



A record number of exhibitors and visitors are expected to attend the largest ever Automechanika Shanghai, which is Asia's leading trade fair for automotive parts, accessories, equipment and services.

Organised by Messe Frankfurt (Shanghai) and the China National Automotive Industry International Corporation (CNAICO), Automechanika Shanghai will be held December 11 –14, 2012 at the Shanghai New International Expo Centre, China.

Entire Industry Represented

The show is highly praised by the industry and covers the full range of automotive OE and aftermarket products and services. For easy sourcing, Automechanika Shanghai is divided into three sectors, Parts & Components, Repair & Maintenance and Accessories & Tuning, and it attracts quality buyers and professional visitors from the whole automobile industry supply chain including design centres, car manufacturers, auto parts suppliers, distribution channels, 4S shops, car maintenance services providers and car care service centres.

This year's show will be the largest ever with more than 180,000sqm of exhibition space, an increase of 13 percent compared to last year's show. In addition, 3,900 exhibitors are expected from 37 countries and regions, including 13 overseas pavilions. This growth is mainly due to a significant increase in overseas exhibitors as well as the expanded halls for Repair & Maintenance and Accessories & Tuning.

As a result, the show is expecting a record number of exhibitors and more than 70,000 buyers and professional visitors.

Key Brand Exhibitors Increase

Commenting on the increasing number of key brand exhibitors wanting to exhibit at Automechanika Shanghai, Mr Jason Cao, General Manager for Messe Frankfurt (Shanghai) said: "Many local and international brands launch new products at Automechanika Shanghai to enhance their importance in the industry. This year the show welcomes many new leading industry companies, while many existing brands are expanding their booths. In addition, our exhibitors are very enthusiastic about participating in the fringe programmes as product display events, press conferences, product demonstrations and workshops have become another important platform for promotion."

Among the 2012 first time exhibitors is Valeo, one of the world's top automotive suppliers. Mr Daniel Tung, General Manager for Valeo Service China commented: "Valeo Service represented 13 percent of sales for the Valeo group in 2011. As China is the second biggest car population country, its aftermarket provides us with big growth potential together with EUR 753 million Valeo China OEM sales in 2011. We are concentrating on providing China's aftermarket with more premium products and better value-added service, as well as raising brand awareness for Valeo. Valeo Service China will display its full range of premium products (wiper, braking, filters, clutch, starter/alternator, lighting, thermal products) at Automechanika Shanghai."

Tapping into the China Market

To support the huge demand from overseas companies wanting to gain a share of China's auto market, Automechanika Shanghai is setting up new International Zones in the product

halls, in addition to the well-established International Hall. Furthermore, expanded Repair & Maintenance and Accessories & Tuning halls will offer exhibitors a better marketing platform.

Mr Cao added: "Buyers are attracted to product-based halls for easy sourcing and more and more domestic manufacturers are now on a par with their global competitors, in both technology and quality."

China now has a record 100 million vehicles on its roads and this vehicle ownership is supporting a booming automotive aftermarket industry. By the end of 2012, the repair and maintenance market is expected to increase 26.9 percent to USD 80 billion, and the accessories market is expected to increase 29 percent to USD 87 billion.

Aftermarket & Accessories

As a result, Automechanika Shanghai is proving popular with repair and maintenance companies as well as those involved with aftermarket and accessories. The 40,000sqm dedicated Repair & Maintenance hall is expected to attract more than 400 exhibitors, including several pavilions, especially from the tools sector which will double in size at the 2012 show. In addition, exhibition space of other international exhibitors in the Repair & Maintenance hall will increase twofold. Exhibitors will be showing workshop equipment and tools, diagnostic and testing technology, as well as body repair and car painting.

The Accessories Hall will be double the size of the 2011 show and 600 exhibitors are expected to occupy 25,000sqm. It will feature electronic appliances, interior and exterior accessories, car care as well as tuning.

www.automechanika-shanghai.com/
www.automechanika.com
auto@hongkong.messefrankfurt.com





First Commercial Vehicle Exhibition in Malaysia: MIBTC 2013 Set for Great Success

Aiming at becoming a fixed calendar item, the organisers are pulling all stops to make MIBTC 2013 a great show

It may still be some time until the inaugural Malaysia International Bus, Truck & Components Exhibition 2013 (MIBTC), but the organisers are already thinking of adding more space to the exhibition as a result of fantastic response.

Platinum Sponsor

Scania, as the Platinum Sponsor, saw the potential of the exhibition very early and secured the top location, while most of the truck and bus manufacturers in Malaysia followed suit and have taken up booths at the exhibition. Also present are now tyre manufacturers and service providers offering consultancy. Parts and accessories are showcased too. Exhibitors from as far away as the USA and Germany have signed up and will be participating.

Sideline Events

In addition to the exhibits, there will also be several events around the actual event. "We are hosting a cocktail night on the second evening, providing a platform for the industry to network and make new connections" said Nicole Fong, who is the key driver behind the exhibition. Ms Fong adds, "There will also be a speaker series. We are very proud to present a truly international line up of speakers at MIBTC". According to her, there will be other activities during the day. Participants can look forward to an exciting line up of events that will entertain and inform.

For those seeking new business opportunities, the organisers have arranged for a specialist business matching service. Companies can register their interest and the service provider will match it with the respective organisations offering the products and services needed.

Speakers

Current speakers include Nick Leach from Scania Hong Kong, Eike Merz from Meritor Singapore and Anthony Umann of Sekhar Research Innovations in Malaysia. Several government agencies will also be presenting.

Organiser Stefan Pertz adds "We are also in discussions with other high-profile speakers from Germany and around our region. Our aim is to provide our visitors a top event when it comes to the speakers."

The event, to be held in June 2013, has garnered the support of MIROS, The Pan Malaysian Lorry Association as well as MOT and JPJ. For more information, please visit www.mibtc.com.my



Your Partner on the Road: Shell gets fleets on the roads faster, more secure and with reduced admin

You may not know that Shell is the only global energy company that has a dedicated organization for commercial fleets. And this is just one of the myriads of insights that may help you with running your fleet with the right fuel partner.

With a legacy spanning more than 120 years in Asia and with over 50 years of fuel card & fleet management expertise, Shell knows their fuels and their customers. Shell understands, thanks to its 1.7 million fleet customers globally, that B2B customers are looking for a valued offer with a strategic fuel partner so that their fleets can get on with their business anytime, anywhere. In Shell's view a valued offer to customers really boils down to a convenient and accessible site network that delivers high quality fuels that enhances

vehicle lifespan and drives increased performance and mileage. This valued offer is underpinned by a peace of mind that their fuel partner will continue innovating to enhance fleet controls, to simplify card administration and to proactively tackle card abuse and fraud.

Shell believes that the company is best placed to address these needs, regardless of the size, type and nature of its customers' fleet. A professional trucker easily clocks in 80 000 - 120 000 kilometers per year, much of it under

extreme terrain and stress of a 24/7 operations. Both man and machine are under great strain, wear and tear. With fuel cost making up 35 - 50% of operating cost in a commercial fleet operation, fleet owners and operators demand that their fuel partner keeps their fleets operating safely and efficiently on the roads.

Commercial fleet businesses look to Shell for high quality fuels and lubricants that deliver mileage and performance under the most extreme conditions. Apparently, Shell doesn't just pay marketing lip service to the quality of its fuels; it is part of Shell's strategy to win with fuels. Shell invests more than US\$ 1 billion annually on R&D, a large portion of which goes to creating the world's most technically advanced fuels & lubricants portfolio. In 2008, Shell was the official partner for Daimler when the truck manufacturer broke the Guinness World Record for truck fuel efficiency.



Only three years later, a new attempt to break this record was made. Daimler set up the "Record Run 2011" and put the Actros with Euro VI engines to the test. There was only one fuels and lubricants partner Daimler would turn to. Daimler's Actros trucks running on Shell FuelSave Diesel and Shell Rimula R6 LME Lubricant beat the previous fuel economy world record by a whopping 7.6%!

Over the years, whilst most international majors have divested their retail operations, Shell has continued to invest in and strengthen its commitment to Asia. As the only energy major with the international reach across the Americas, Europe and Asia to truly cater to global businesses, Shell's Global Key Accounts team is forming strategic alliances with global commercial fleet customers such as DHL, ISS, Philips etc. that need a fuel partner to provide consistent service standards and sales professionalism, commercial mindset and fleet management expertise across their global operations in established heartlands and in new market entries.

With a network spanning over 43 000

sites in 80 countries, Shell is the world's largest fuel retailer. Of these, 4300 sites are in Asia and this will grow to 6300 sites by 2015. Today, Shell is opening one site a day in China and ramping up in Indonesia, India and Russia. 60% of Shell's sites are equipped with high speed diesel pumps. However, for truck ports, Shell is going to extremes and installs "Ultra High Speed Diesel Pumps" specifically catering to its Commercial Fleet customers' desire to get their fleets back on the roads as quickly as possible. Fueling with Shell's specially designed pumps is 2 – 3 times faster, a significant advantage. This not only minimises the time needed to refill, but also reduces congestion at the station as fleets can be serviced much faster.

Shell's Fleet Card has features that other cards simply do not offer. What is important to a fleet owner is that a fleet card offers a) protection against fraud and misuse and b) ease of administration. The Shell Fleet Card offers exactly that. Shell has gone to great lengths to make the card as safe as possible. For instance, there are no local vendors that meet the stringent security standards for producing Shell's cards. All Shell Fleet Cards are produced by Visa / Mastercard accredited vendors only. In the case of Shell, this is Swiss Post in Germany. Cards and PINs are mailed on different days to avoid interception, just as it is done for credit cards in the banking industry.

Obviously, this has required Shell to create a competitive card fulfillment infrastructure that gets a secured card in the customers' hands within 5 days anywhere in the world from Germany. Additionally, their retail sites have invested in "Pump Link". This ensures that customers are only billed on their fleet cards for the exact amount of fuel dispensed. It eliminates driver fraud where a cash payout is given when a fleet card is billed at the site for more fuel than is dispensed, a common abuse elsewhere.

Despite being the market leader and

the most preferred fuel and lubricant brand among commercial fleet customers across its markets in Asia, Shell will continue to innovate. They are here to serve fleet customers and their evolving needs, to grow together and win. Part of this winning strategy involves investing more than US\$ 500 million over the next 10 years to introduce a state of the art, fully integrated, global card platform.

This technology investment will enable mobile payments and prepaid offerings, real time fuel transaction data, advanced fleet management and card controls as well as enhanced security options on their cards. Asia is the first region globally to deploy the new system. By end of 2012, Shell's fleet customers in the Philippines, Hong Kong and Macau will be utilizing the new platform to better manage their fleets. In early 2013, it will be deployed to the rest of Asia followed by Europe and the Americas in the later half of next year. Shell is extremely excited about the possibilities and what this means for their commercial fleet customers. And this is just the beginning.

Baljit Singh, a 33 year old Singaporean, says that he is extremely privileged to work with Shell and with his management team from Oman through to the Philippines. His team manages a portfolio of 3 billion liters of fuel across eight markets in Asia. All of them care deeply about their customers and aspire to be the best B2B business in the world. Everyday, his team gets closer towards fulfilling that vision.

Baljit graduated as a chemical engineer and first worked in a tech start-up in Silicon Valley, California before returning to Asia in 2004, where he is now combining technology, entrepreneurship and his passion for chemicals in his daily work at Shell. He is a member of Shell's Global Commercial Fleet Leadership Team as well as Shell's Asia Retail Leadership Team. He is married with 3 young kids.



Scania ramps up operations in Japan

Scania already has a 10 year history in Japan together with Hino Motors. This partnership was founded on mutual exchange of technical know-how and supporting each other on interesting markets. Scania helps market Hino's MDT range in Korea and Hino marketed Scania 4x2 tractors in Japan. However, the Scania product range and the Scania customer approach is much wider than just 4x2 tractors. Scania can, as in other markets, offer so much more. In order to gain the benefits of that range of products Scania decided to take full control over the sales of Scania vehicles in Japan in 2010. Hino's distributor agreement for Scania vehicles was terminated in May 2011. The management of Scania believes that the company can offer a broader range of products that are more tailored to the customer's needs, improving their operating economy.

Johan Lunden, Managing Director of Scania Japan, says that "Being at the very beginning of market entry process, the strategy is, as always, to go in carefully and methodically. We aim to penetrate niche segments where our product

offers better fuel economy, uptime and performance for the customer."

Building up the service network is a focus area for Scania in this very moment. The company aims to expand out of Osaka, Tokyo and soon Hokkaido. Agreements are currently being made with several service points. Scania also aims to establish our own facilities within a short period of time. The company currently consists of 11 people, but will soon be 15 and will continue to grow the coming years.

The aim is to offer customers tailored solutions to their transport needs giving the best possible operating economy by lowering fuel consumption and maximising uptime. That said, Scania will grow the portfolio of products together with its customers. Initially it will be the 4x2, 6x4 and 6x2/4 tractors in the medium horsepower output range that are being offered.

"I'm sure we can offer competitive products in most applications above 16t, we see a big interest in the heavier segments, i.e. haulage of weights in

access of 50t. This will be a niche where we can offer an outstanding product. In addition we are keen to look into alternative fuels and gas which are areas of long experience from other markets, this however lies a bit further into the future" explains Mats Lindstrom, Director Marketing, Sales & Service for Scania Japan.

Interestingly, volumes as such are not the main focus but offering the customer a solid and efficient product. Volumes, so Scania hopes, will follow if customers are profitable with Scania's products. Scania's management thinks that there is an untapped potential for new transport solutions where the customer is met by a supplier who is genuinely interested in improving their profitability by tailoring the transport solution to their specific needs. "That said I'm convinced it will demand patience and long term thinking both traits that I would say very much summarises the way Scania does business. We are here to stay and we are convinced that we have an offer that will benefit the Japanese transport operators" said Lunden.



Scania Donates Engine to ITE College West

With the intention of giving engineering students a lifelong edge in the industry Scania Singapore has donated an engine to ITE College West in Singapore.



Scania Singapore Pte Ltd has officially unveiled the Scania DC9 16 Engine donated to the Automotive Technology Department of the School of Engineering, ITE College West. The donation of the DC9 16 Engine for students' educational use is a hallmark of Scania Singapore's commitment as the school's industry partner. Since 2008, Scania Singapore and ITE have been collaborating through industry attachment for ITE students at Scania Singapore to gain work experience and knowledge.

The unveiling on August 2, 2012 was attended by Guest-of-Honour, Mr Norman Koh, General Manager of Scania Singapore, Principal of ITE College West, Dr. Yek Tiew Ming as well

as many teachers, students and guests of Scania Singapore.

"This collaboration is in line with the company's mission of creating opportunities for both post-secondary students and adult learners to acquire skills, knowledge and values for employability and lifelong learning in this competitive global economy," commented Mr Koh.

"Students definitely gain from a great learning experience during the attachment," said 19 year old Muhammad Danny Bin Badrul Hashim one of the students who underwent the three-week attachment programme. "It will prepare us well for our future employment. For me it was a fun

experience working with Scania – they work closely as a team and I felt like a part of their family!"

Scania Singapore aims to continually work closely with the school to give its engineering students an edge in the industry.

Scania Singapore Pte Ltd

Scania's Head Office is located in Södertälje, Sweden. Scania has approximately 37,500 employees worldwide. Of these, about 12,400 people work at production units in seven countries and regional product centres in six emerging markets. Some 16,000 work with sales and services in Scania's own subsidiaries worldwide including Scania Singapore which has approximately 70 employees serving our customers.

For further information about **Scania Singapore** call +65 6861 9181 or visit www.scania.com.sg.

Global Platform Strategies of Major Heavy-Duty Truck OEMs

The global heavy-duty truck market, by and large, was region focused until about the middle of the last decade. Except for a few European original equipment manufacturers (OEMs), such as Daimler and Volvo, selling a small share of trucks in non-triad markets, there was not much local production or development related activity. The OEMs from triad markets (United States, European Union and Japan), although highly ambitious, had little to no opportunity to sell trucks in foreign markets.

New Markets Dictating Demand

Now, after less than 10 years since Western OEMs began entering the Brazil, Russia, India and China (BRIC) markets with serious intent, the very face and structure of the global heavy-duty truck market has changed. Markets considered as an afterthought a few decades ago are now dictating the course of global commercial vehicle demand and industry's growth.

The seismic changes shaping the commercial vehicle industry globally have truly flattened the world, where OEMs from both triad and non-triad markets are aggressively competing

Nearly one in three trucks manufactured by 2018 will feature platform based lineage, reports Sandeep Kar, Frost & Sullivan Global Director, Commercial Vehicle Research.

for sustainable and robust growth. As OEMs begin developing growth strategies in this flat-world eco-system, global (not local or regional) platforms have emerged as a major requirement for any OEM with strategic intent and hunger for global growth.

A Comprehensive Study

Frost & Sullivan's global commercial vehicle research programme recently published a highly comprehensive study titled: Strategic Analysis of Platform Strategies of Major Heavy-duty Truck Manufacturers. This study offers time

and mission critical research, analysis, forecast, competitive benchmarking, market opportunity and supplier opportunity analysis associated with the global platform strategies of major heavy-duty (HD) OEMs headquartered in Europe, North America, China and India. In addition, this study offers several strategic insights that will enable market participants to understand how the current trend of platform based production can be leveraged to create new and potentially lucrative revenue streams.

In researching the market, we derived that the concept of global platforms is so new in the commercial vehicle industry that there is no harmonized definition that exists among OEMs. This led the research team to create a globally standardized definition based on the unique definitions that each OEM seems to use. By Frost & Sullivan's definition, a global truck platform can be termed as "a single set of common design, engineering, and manufacturing elements shared between different products/ brands/ marquee within the same organization or between organizations."

Global Platforms Growing

The study developed through intensive evaluation of platform strategies of 12 leading global OEMs concludes that by 2018, on average, 30 percent of all heavy-truck production of top-12 OEMs will be based on global platforms. By that same year, 29 heavy-duty truck models globally will be based on global platforms. Half of the top 12 OEMs will in effect increase the number of dedicated global platforms while the remaining six will rely heavily on the global platforms that are currently in production. While the weighted average number of distinct platforms per OEM, which stands at five, is declining, the weighted average number of global platforms, which stands currently at 2.1, is on the rise.

Chart 1 shows the impact of global platform strategy development of various OEMs on actual heavy-duty truck production.

Chart 1: Strategic Analysis of Global Platform Strategies of Major HD OEMs

(Global), 2011-2018: Global Platform Based Truck Production and Share of Platforms on Overall Truck Production-Comparative Analysis Source: Frost & Sullivan.

Daimler, Volvo and MAN are expected to derive tremendous benefits from their investments in platform-based global truck production, while Scania will continue excelling in modular-based truck production from a qualitative perspective. Scania has been, and will continue to remain for the foreseeable future, the pioneer in developing global truck platforms. While it will excel in this area, the niche high-end status of Scania's trucks will limit it from deriving the volume scale some of the other European, Chinese and Indian OEMs will derive, taking cues from platform and modularization strategies implemented by Scania.

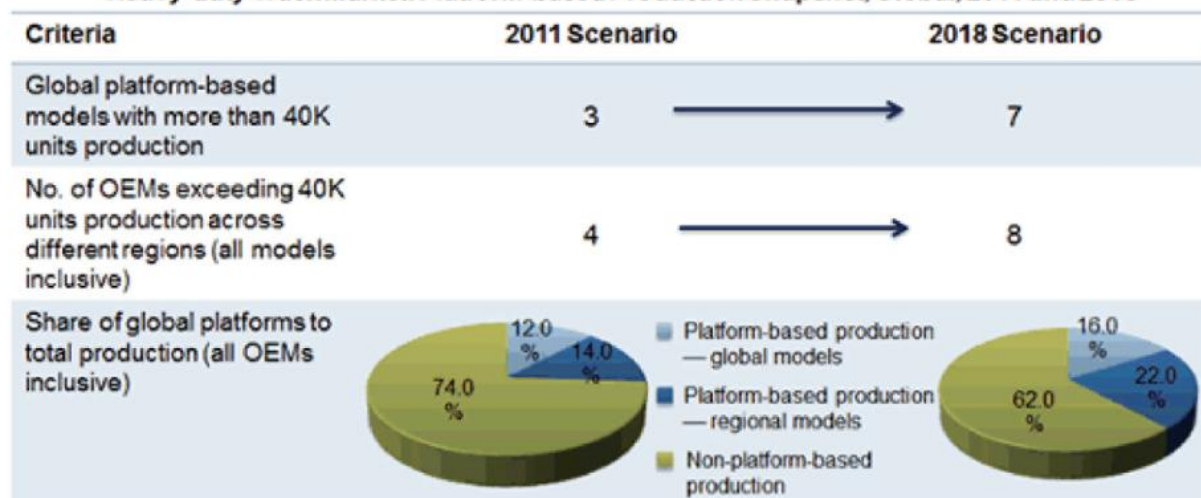
North American Barriers

While North America-based OEMs such as Navistar and PACCAR are also increasingly showing interest and activities in this area, and are

developing such platforms in global markets, success potential of such platforms in their home market is proving to be relatively low owing to the dominance of conventional designs in North America. This is also creating hurdles for European and Asian OEMs looking to bring global platforms into North America. However, such barriers are not preventing OEMs such as Daimler and Volvo to increasingly share technologies, components and systems across global platforms and regional North American platforms, in areas ranging from powertrain to chassis and safety technologies to telematics.

Global platform development and execution may appear to be just a triad OEM strategy to penetrate growth markets, reduce manufacturing costs and complexity in domestic and global markets and enhance margins. However, this strategy is also being feverishly pursued by BRIC OEMs to develop truck models for both developing and developed markets. A look into platforms of TATA, DongFeng,

Heavy-duty Truck Market: Platform-based Production Snapshot, Global, 2011 and 2018



CNHTC, Foton, among others will show that platform-based models such as PRIMA, Tianlong, SITRAK, Howo, Auman GTL and others will play a much greater role in markets as diverse as Asia Pacific, Africa, Middle East and South America, as well as hold the potential to enter European and North American markets by 2020.

Vertical Integration

Vertical integration seems to be the manifestation of global platform strategies of some OEMs such as Daimler and Volvo, as it enables these OEMs to control both margins and product differentiation. In fact, vertical integration is actually posing a threat to current truck sales culture in North America, where trucks are pulled by end-users through spec'ing, as opposed to Europe where trucks are pushed by OEMs. While vertical integration of key vehicular systems and modules such as powertrain, chassis and electronics may prove to create barriers for Tier-1 suppliers, it is also opening up opportunities for "virtual" integration.

OEMs' global platform strategies, especially in the case of BRIC OEMs, are expected to partially hinge on the availability of Tier-1 suppliers that have the footprint and scale to support them as they go global while also partially relying on local suppliers in foreign manufacturing locations that have the expertise and attractive pricing value propositions to develop and deliver cost competitive trucks.

Axor in India

Daimler's decision to use the Axor global platform for Bharat Benz in India for certain vehicular modules and systems, while engaging with a very high number of local suppliers (which is quite a typical

of Daimler in triad markets) shows that suppliers have more to gain than lose in the game of global platform strategies of both developed and developing market based OEMs. Tier-1 suppliers such as Cummins, Eaton, ZF, WABCO etc. are poised to support OEMs from both developed and developing world create strong global platforms.

The global heavy-duty truck market is just about getting ready for a prolonged love affair with global platform strategies. As it embraces these strategies with open arms and looks to benefit from their effective execution, it will become imperative that OEMs do not remain myopic in developing these platforms for triad and BRIC markets alone.

The Next 11

While it is true that we are seeing relative slowdown of BRIC markets and arrival of market maturity, and continued maturity of triad markets, it is also true that the Next-11 and African markets are getting ready for takeoff. This makes it important for OEMs to encompass these potentially lucrative truck markets in developing global platform strategies for the next 10 to 20 years.

Frost & Sullivan is forecasting global heavy-duty truck production from global truck platforms to reach approximately 612,000 units by 2018, which is nearly double of global platform-based truck production levels in 2011.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

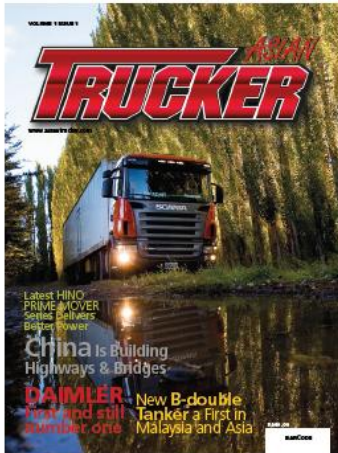
Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- The Integrated Value Proposition provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- The Partnership Infrastructure is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

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For more information, please write to alice.chia@frost.com

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Mark Gabel, General Manager, Volvo East Asia (Pte) Ltd says the new multi-brand truck dealership had great success in the first year of operation and is looking for further growth in a competitive market.

Volvo Grows Singapore Presence

During WasteMet Asia 2012, Asian Trucker sat down with Mr Mark Gabel, General Manager of Volvo Group Trucks Asia Sales Singapore, to discuss Volvo's growing presence in Singapore and the region, and the company's core values that continue to contribute to its success.

A Significant Singapore Presence

The Volvo Group has had a direct presence in Singapore since 1979, through the legal entity Volvo East Asia (Pte) Ltd that serves as the umbrella company for Volvo Groups Construction, Equipment, Bus & Penta business areas. In October 2011, the Group strengthened its presence in Singapore

by launching a new multi-brand truck dealership in a newly established S\$12 million facility in Tuas.

The 50,000sqft facility retails the Group's three global truck brands – UD Trucks, Volvo Trucks and Renault Trucks. It allows the Group to offer a comprehensive product portfolio for all transportation needs and after sales support through repair and maintenance services and retail of genuine parts.

In the first year of operation, Volvo's multi-brand truck dealership in Tuas is helping the company 'get closer





to the customer.' "The new facility," explained Mr. Gabel has helped us develop strong relationships with our customers. One way this happens is through the service that we are able to provide.

"Downtime is very costly for owners, so if we are able to reduce it, this is of great value to the customer. We have a client who has a 15 year old Volvo truck that started emitting black smoke. He tried to solve the problem through his own workshop for a long time, but was unable to. We pulled it out of operation for one day and solved the problem. The customer was very pleased and we were very happy to be able to support him in this way."

The Leading Brand

Due to the fuel economy benefits, the ability to customize product solutions to the individual customer needs and through a strong after sales support, Volvo trucks became the leading continental truck brand in the heavy duty truck segment in Singapore in the first half of 2012.

Volvo is now the leading Continental brand in Singapore, in one year going from 30 percent market share to 70 percent. In the first five months of 2012 Volvo had 45 percent of the market in the Medium Heavy Duty segment. Volvo trucks in Singapore are currently being used in the construction and

haulage industries and its customers include logistics companies such as YHL Logistics and SNL, and construction companies such as Soon Li Heng & Kok Tong Construction.

Volvo's total solutions package tracks and reports on the performance of the Volvo fleets. The Trip Manager records informative data such as distance travelled, average speed, idling time and fuel consumption. By managing such information, Volvo is able to advise transport owners on ways to optimise vehicle usage. At WasteMet Asia 2012 Volvo demonstrated its specialised trip management software and 'adaptable' trucks to the waste industry.

Efficiency is Key

Customers can be very demanding and Volvo has learned that there are many ways to help them with the challenges they face. Mr Gabel elaborated, "Volvo Group has been at the forefront of the development of efficiency tools for trucks. Our total solutions enable owners to make substantial savings in important areas, one of which is efficient fuel management. Fuel expenses account for the highest operating costs, besides tire replacement.

"A fleet that uses one million litres of fuel per year can have substantial savings of up to 10-15 percent when managed properly. The high quality and efficiency of our Euro 5 Volvo Trucks, and our total solutions package have been given the thumbs up by Singapore owners," Mr Gabel continued.

"There is little we can do about fuel prices," he notes, "but at Volvo Trucks we understand the impact of high fuel prices on owners' bottom line. Volvo's Fuelwatch programme is designed to help them get the very best in fuel performance from their vehicles to reduce costs. Using Volvo's Fuel Management Service package, which incorporates Driver Development and Dynafleet reporting will provide fuel saving benefits."



Reducing Costs

A driver training course, focusing specifically on fuel efficient driving, is available from Volvo Trucks with the objective of creating lasting reductions in fuel consumption. Tests show that companies can reduce fuel costs by between five and ten per cent by training their drivers. Eco-driving is about awareness and planning. By adopting a number of simple techniques, drivers can contribute to cutting both fuel costs

and emissions, while also limiting their own stress and body strain.

Driver Development includes the Fuelwatch Competition which educates drivers to drive in a manner that maximises fuel use. Competitions are held around the world and the winners move on to the finals with drivers from each region attending. The next competition will be held in Melbourne, Australia from November 6 – 8, 2012.

"It is a question of the environment and efficiency," Mr. Gabel points out, "Not to mention the money. Reducing fuel consumption is one of the hottest issues of today."

Corporate Values

The corporate values – quality, safety and environmental care, underscore the Volvo Group's commitment to meeting the expectations of customers, business partners and society. These values are reflected, promoted and implemented in Group policies, decisions and actions.

At Waste Met Asia 2012, Volvo Trucks exhibited the simulator rollover cab. The simulator can be tilted on both sides, demonstrating the necessity of wearing a seatbelt as a crucial part of passive safety. As safety is one of Volvo's core values trucks are tested beyond the highest European standards.

"Volvo invented the three-point seatbelt," Mr. Gabel points out. "The simulator attracts a lot of attention, and when people get in and experience it, they can see the importance of wearing a seatbelt. Another safety feature," Mr Gabel adds, "is the design of the bumper. It is designed so that in the event of an accident the car won't go underneath the truck. This makes our trucks much safer, resulting in fewer fatalities."

Customised Trucks

Product customisation has contributed to Volvo Trucks increasing their Singapore market share. In Singapore conditions are very different from those in Europe where the trucks are designed and made. Special circumstances require special trucks. "As manufacturers," Mr Gabel states, "We are able to customise truck configurations according to the individual transport needs. We can increase payload, hence efficiency. By having different vehicle configurations this enables customers to transport more with less. This helps to increase productivity for our customers.

"The cost of a larger body may be 30 to

40 percent," he explains, "but our state-of-the-art truck will expand capacity, resulting, in the long term, another cost saving."

A Small Market

In the small, very competitive market of Singapore, the competition is very fierce and customers examine every aspect of a truck before making a purchase. Due to the often constricted spaces that trucks find themselves in owners need a truck that is going to perform in many circumstances.

"The product solution is a truck that provides a balance between capacity and manoeuvrability," responds Mr Gabel. "We now have in Singapore trucks that are used in Europe in such conditions. They have higher capacity but a small turning radius."

The tropical conditions of Singapore are also hard on trucks. "Vehicles used for waste collection operate at slow speeds and idle a great deal, which affects the engine negatively, creating high operating temperatures. This means more wear and tear on the engine. We take actual oil samples to determine the wear and tear on the oil to make sure that it gets changed when it is really needed. We want to keep the oil changes and other servicing to times when they will have the least impact on the trucks operation."

Local Requirements

When it comes to service, Volvo Trucks has adapted to local conditions. "One change that we have had to make is in the After Sales area. Volvo provides a five year package, but locally all the tenders are for seven years. The older a truck gets the higher the service costs become. We have developed a seven year package that will meet the needs of our customers."

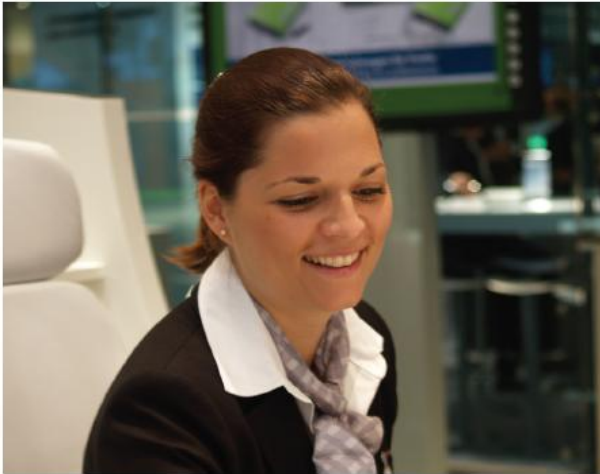
Though Mr Gabel says that Volvo is offering Euro V trucks in a Euro IV market it takes much more than a great product to penetrate a mature and growing market with a customer base that has

high and differing expectations. Volvo Group enjoys an invaluable reputation for corporate trustworthiness around the world, based on consistently conducting business with integrity and their engagement with their customers.

Volvo goes beyond the norm to offer quality service to its customers doing

events such as comprehensive driver training courses that will take place by the fourth quarter of 2012. Volvo East Asia is a member of the European Chamber of Commerce to Singapore of which Mr. Gabel is the Chairman of the association's Commercial Vehicle Committee.





IAA in Hannover, Germany - **World largest commercial vehicle** exhibition

In Asian Trucker's on-going efforts to bring our readers the latest developments in the trucking industry, Stefan Pertz attended the world's largest commercial vehicle exhibition, the IAA in Hannover, Germany. What better place to scout out the latest trends, launches and updates from the industry, and to see what some of our partners have in store for the near future.

Berlin Beginnings

The origins of the IAA can be traced back more than 100 years to 1897, when eight motor vehicles were exhibited to the public at the Bristol Hotel in Berlin. From these humble beginnings a regular exhibition was established that in 1991, due to the large number of visitors it attracted, had to be separated into an alternating exhibition of passenger cars one year and commercial vehicles the other. In odd-numbered years IAA Cars is held in Frankfurt; even-numbered years sees IAA Commercial Vehicles in Hannover.

IAA Commercial Vehicles is the world's leading trade fair for mobility, transportation and logistics. Its comprehensive innovations, exhibitors from several industries, discussions and

last, but not least, the expert visitor structure, represent a unique profile.

The Entire Chain

The IAA Commercial Vehicles exhibition is special because practically all the suppliers are represented alongside the manufacturers. The IAA is therefore the world's only mobility fair which represents the entire commercial vehicle industry along the whole value chain, providing the best conditions for good business.

This year's 354 world premieres – more than two thirds of them from suppliers – set a new record. The number of exhibitors – 1,904 exhibitors from 46 countries – is nine percent higher than in 2010, and the exhibition space was up by 11 percent to 260,000sqm. This

year's event had the second largest number of participants and the second largest exhibition area since the IAA was divided into two separate events, that is, for 20 years

Exceeding Expectations

IAA's organisers are especially delighted that the number of visitors to the IAA showed a sharp increase. When the IAA closed its doors, over 260,000 people had visited this key trade fair. That is growth of around nine per cent compared to 2010. This is a very good result, which is to be regarded as all the more positive when we consider the economic difficulties in Europe. This exhibition far exceeded expectations.

To put it in a nutshell: this IAA Commercial Vehicles, with more world premieres, more exhibitors, more space and more visitors, was a resounding success!

Date:
September 20 - 27, 2013

Venue:
Fairgrounds of Deutsche Messe
Hermesallee
30521 Hannover



LAMILUX receives award for new composite product that helps reduce fuel consumption

International market research and consulting firm Frost & Sullivan, London, presents LAMILUX with the 2012 European Frost & Sullivan Award for New Product Innovation for its new carbon fibre reinforced plastic (CFRP) product at the IAA 2012. The composite used in flat panel/sandwich applications can be manufactured using a highly automated and faster production process in widths up to 3.2 meters and surpasses conventional materials in terms of better strength and stiffness properties.

Lamilux uses a novel production process that enables higher throughput rates without compromising on the quality of the finished product. "In a prototype testing done by LAMILUX in collaboration with a customer, it was found out that these CFRP sheets could trim approximately 2,000 kg from the total truck weight and reduce fuel consumption by 20 percent", noted Dr Dokos of Frost & Sullivan, who handed over the award on 19th of September at the booth of Lamilux.

The new composite is 30-50% lighter

while being 3-4 times tougher. This results in weight and fuel savings when used in trailer manufacturing. Dr. Strunz, who leads the business in as third generation family member says "It is not about making money, but about innovations. Lamilux dares to change." The business is 103 years old was originally working with wood, but has since transformed towards the creation of complex materials.

Lamilux Composites GmbH has been producing fibre-reinforced plastics (FRP) under the brand name LAMILUX for just over 60 years. Due to its technologically advanced continuous manufacturing process, the large manufacturing capacities and the wide product range, the medium-sized company is the leading European producer. LAMILUX supplies customers around the globe in a wide range of sectors, such as the automotive, refrigerated store room, construction industry and many other industrial sectors.

Frost & Sullivan's Best Practices Awards recognize companies in a

variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. At the award ceremony Dr. Dokos said that "This product proves not only an innovation, but addresses a need from the market. We awarded Lamilux with this prestigious award as the company highlights how the European composite industries develop forwards and help the industry to become more efficient." LAMILUX Heinrich Strunz GmbH

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LAMILUX
will be exhibiting at
MIBTC 2013.



Exciting cables? Absolutely, with products that make a difference from Phillips Industries!

While others may want to expand into other areas in automotive, Phillips industries is set on staying focused: target market is only the commercial vehicles. The results are products that exceed the standards set by ISO and also offering OEM manufacturers and body-builders an edge.

Founded in 1928, the company has always prided itself in being innovative. The business motto is "We make products that make a difference." Back in the days, the first coiled electrical cable sent shock waves through the industry.

Conventional straight cables, used up to the 1970s, would rip out of the sockets when the trucks turned too sharply in a corner, as they did not extend. Phillips' cables however extended and allowed the trucks to turn in any radius, without having to worry about the electrical connection between truck and trailer. Today, these cables are a standard.

If "exciting innovations" are your forte, then you keep on moving into this direction. "You need to create products that are suited for the working

conditions of the trucking industry" says Rob Phillips, who joined the family business after realising just how much fun there is in this business.

Having toyed with the idea of working in F&B, a internship in his dad's company convinced him otherwise. You can see that Rob has a lot of fun with his products when he pours water into a connector just to prove it really is waterproof.

Having addressed the issue of cables ripping out of sockets when turning, Phillips then addressed the issue of truckers forgetting to unplug the cables. "It still happens, but we have come up with a system whereby you simply replace a damaged part in a plug and play manner. You don't have to splice cables, screw them in and figure out which of the 15 lines you are holding in your hands. Take a new socket, plug it in and you are good to go" Phillips says.

For OEMs and body-builders this means a tremendous reduction in manufacturing time. Imagine you need just a few minutes instead of

hours. Phillips is now offering complete modular trailer harnesses in modular systems, all waterproof, lightingfast to install, and manufactured to a standard that exceeds requirements under ISO.. Naturally, this all results in lower repair cost and warranty claims.

Phillips is showcasing their latest development at the IAA: Colour by function. Quite simply put, a colour is assigned to the function of the cable. That way, you know from standing next to the truck what cable is for which function. This reduces the time needed to find out what cable you need to replace, un-plug or repair. Interestingly, this reduces the possibility of accidents as truckers wouldn't have to stand on the back of the truck when connecting, disconnecting, or repairing the cables.

Headquartered in USA, the company currently has 650 staff, with operations in 5 countries, and sales in 46 countries. The latest addition is a warehouse in the Netherlands to support the expansion in Europe. Highly trained staff are ready to assist with any needs the industry may have.



It ain't that heavy with a Doll trailer

The atmosphere at the Doll-Openau booth at IAA was ecstatic. "We sold 6 trailers on the first day of the exhibition. Naturally, we are in high spirits!" said Area Sales Manager Ralf Gunwald whom we met in Hannover.

Doll-Openau is a fully family owned business that traces its roots to being a black smith business, founded in 1878 by Johan Georg Doll. Export markets have always been a strong pillar of the business.

Foreign markets were tapped as early as 1950, providing timber trailers to Africa. Apparently, some trailers made in 1974 are still running in East Malaysia. Being in close proximity of the Daimler works, it is not surprising that Doll has an outstanding relationship with the maker of the first trucks.

Today, Doll's business comprises of four strategic business units:

1. Logging: being located in the Black Forest in Germany, this is a given
2. Heavy Haulage, which makes up

between 45 % - 50 % of the companies turnover. This also includes military applications

3. Ground support equipment with the focus on catering high loaders
4. After Sales, which includes maintenance, warranty and spare parts.

At the IAA, Doll is showing the new panther series trailer. This is the ideal trailer for exceptional transports. With a steering angle of up to 55 degrees, the trailer masters difficult routes easily. The low loading height of only 85cm gives users the extra space for high loads. Compared to modular systems this is an advantage of 15 cm, which in many cases makes a tremendous difference.

According to Patrick Spitznagel, head of the heavy haulage division, this trailer is a feast for technology fans. "The panther is an in-house development, using double-wishbones, it has an extremely high steering angle and offers ideal weight distribution, taking away the load from the fifth-wheel"

he explains. The trailer also comes with hydraulic steering, which is much easier on the tires. Doll's positioning is clear: the company sees its biggest potential in the range between 40 and 140 tonnes where modular systems are too costly and too time consuming to configure.

George Lee, the Singapore based distributor for Doll since 1991, was also present and stated that he likes Doll trailers for a simple reason: It is a premium product and clients all over Asia know the brand. Lee said that the trailers "are providing great value for the money as the maintenance cost is very low".

Currently, the company offers four lines of trailers: Platform Trailers, Step Frame, Drop-Bed and Self Steering. Overseas operations include a Joint Venture with CTV DOLL Thailand, where CKD sets are assembled locally. Also, an Indian partner was signed up recently. Only 10 minutes away from BharatBenz, the local partner is ready to replicate the success of the company in this growing and exciting market.

Singapore's SBS Transit has placed the largest Asian order ever for Citaro buses, which was recently named Bus of the Year 2013.



Jury member Stuart Jones presents the prize for "Bus of the Year 2013" to Hartmut Schick, Head of Daimler Buses, at the IAA 2012 in Hanover.

SBS Transit Orders 450 Mercedes-Benz City Buses

The Mercedes star will soon be seen more often in Singapore as Daimler Buses has received a major order and will begin delivering the first of a total of 450 Citaro buses in fall 2012, with deliveries to be completed by the end of 2015. The vehicles were ordered by SBS Transit, which is responsible for most of the local public transportation in the city of over five million people.

Most Successful Bus

SBS Transit placed an initial order for 300 Mercedes-Benz Citaro in August 2011. Similar to the initial order, the new 450 Mercedes-Benz Citaro city buses also meet the Euro 5 emission standard. The buses will be manufactured at the EvoBus plant in Mannheim. The new order is the biggest Asian order ever for Citaro buses. The Citaro is the most successful city bus of all time, with more than 33,000 units produced over 13 years.

Commenting on this major order, Head of Daimler Buses, Hartmut Schick said: "SBS has ordered a total of 750 Citaro buses. An order as large as the most recent one offers strong proof that our buses deliver outstanding quality, as well

as great environmental compatibility and reliability. We're very proud to be able to play such a key role in the local public transport system of one of the most important major cities in Asia."

Accessibility

The vehicles are first-generation Mercedes-Benz Citaro low-floor buses with two doors and a length of 12m. The buses' low-floor design allows elderly and physically handicapped people to easily get in and out, or use the wheelchair ramp.

Each bus has 13 priority seats for the elderly or handicapped and the vehicles are equipped with powerful air conditioners. In addition, the Citaros are fitted with closed-circuit cameras for monitoring the passenger area and the outside of the vehicle. These fuel-efficient, low-emission buses are equipped with the environmentally friendly Mercedes-Benz BlueTec diesel technology.

Says Gan Juay Kiat, CEO of SBS Transit: "Our passengers are highly satisfied with the high level of comfort Mercedes-Benz buses offer. For SBS the Citaro has proven its

reliability, its environmental soundness and its cost efficiency. So the Citaro was the natural choice when we opted for the further renewal of our bus fleet."

SBS Transit operates more than 250 bus lines in Singapore and has a total fleet of around 3,000 buses. The company accounts for 75% of all bus services in the city, including feeder, express, and premium routes.

Citaro Bus of the Year 2013

Citaro's technical innovations have helped it to knock the technical trailblazers of a new era out of the running in this year's rivalry for title of 'Bus of the Year 2013'. The new Citaro with Euro VI engine won the overwhelming support of the international jury of experts, way ahead of its competitors, almost all of whom were relying on hybrid technology.

Euro VI

The new Citaro is the first standard-production regular-service bus to include Euro VI technology. In order to conform to Euro VI, the buses feature a complex emission control system that combines

Mercedes-Benz SCR technology comprising AdBlue injection and an oxidation catalytic converter with an exhaust gas recirculation system and a closed-loop particulate filter. A completely new generation of engines in conjunction with this complex emission control system takes emissions to the very margins of detectability, thus representing a further step in the ongoing development of diesel technology.

“Our prime concern when developing the new Citaro was that we should be able to match economy and efficiency with corresponding gains in performance, safety and comfort,” stated Schick.

The beating heart of this ‘economic miracle’ from Mercedes-Benz is represented by the newly developed BlueEfficiency Power engine series, consisting of the six-cylinder in-line units OM 936 with a displacement of 7.7 litres and OM 470 with a displacement of 10.7 litres. Both engines meet the Euro VI emission standard as a matter of course and are characterised by their durability together with their low consumption of fuel, oil and AdBlue. Such technical innovations have, however, neither increased the weight of the Citaro nor reduced its spaciousness.

Economic Savings

Also helping it to make economic savings is an innovative 24 volt recuperation module: energy produced without any expense by the alternator during overrun phases is stored in double-layer capacitors, known as supercaps, which the bus can then use as an additional source of energy during the acceleration phase. The lower boarding height at the rear doors also helps to reduce energy consumption. The Citaro achieves fuel savings of between three and five percent. Given normal usage, this corresponds to a good 1000 litres of diesel or 2.6 tonnes of CO² per year. Maintenance of the diesel particulate filters now only needs to be undertaken every two years or after every 120,000k.

Another factor in Citaro’s success as “Bus of the Year 2013” is its attractive and distinctive design. To accommodate the new engines, the engineers developed a new rear frame, which makes the vehicle 30 millimetres longer. The decorative facing to the domed rear end of the Citaro gives the bus a dynamic profile, but neither the turning circle nor the overall height of the vehicle is affected by the modifications. An elegantly rounded, glass panel above the rear window further enhances its classy look. The engine flap and rear light clusters have been redesigned. Energy-saving and long-life LED units have been used for the tail lamps, brake lamps and indicators.

Safety

The Citaro scored extremely well in safety terms. It includes a new crash element to protect the driver in a collision, and the bus was designed with consideration to the future ECE R 66/01 standard, which specifies a larger survival space for the interior in the event of the bus tipping over. Although this is not due to come into effect until 2017, passengers are already able to enjoy the benefit of this extra level of safety. It has also been possible to make numerous elements of the bodyshell lighter and yet stronger. The new Citaro is the first regular-service bus to feature ESP.

Passenger Comfort

Passenger comfort was another area that inspired the “Bus of the Year”

jury to vote for the Citaro. Seen on the approach to a bus stop, the Citaro looks inviting: the entry and exit areas are brightly lit with a broad LED lighting band. This friendly lighting concept continues in the interior, ensuring a welcoming atmosphere. With the roof vent flaps acting as reflectors, the ceiling lights convey the effect of indirect lighting. Additional lighting elements have been used to create discrete quiet areas and reading corners while, at the same time, the good level of illumination in the rear section of the vehicle helps to reduce the risk of vandalism.

The new design of the horizontal grab rails means that they can be used both for the integration of additional lighting elements and for interchangeable advertising inserts or even scrolling text, thus opening up whole new possibilities for companies to generate additional income through advertising.

Driver Comfort

The driver enjoys a freshly designed workspace that sets new standards in terms of ease of use, ergonomics, instrumentation and comfort. The door to the driver’s cab is hinged at the rear and opens from the front, ensuring direct access from the front door to the driver’s seat. Improved stowage facilities in the door offer a larger compartment for the driver’s bag as well as a section for a drinks bottle. The partition to the driver’s working area is larger and features a wider forward curvature.



Commercial Vehicles and Urban Development



Rainer Thiel

Population increase and the increasingly rising wish to live in an urban area are future challenges for humanity. Statistics indicate that 70 percent of all humans worldwide will be living in metropolis and megacities in 2050.

The amount of challenges for creating urban life in these unimaginable dimensions and complexities are extraordinarily huge. Hand in hand with this development is a nearly unstoppable increase in motorization and traffic volume. The number of passenger cars alone will be tripled in India, quadrupled in Indonesia and increase tenfold in China by 2030 – and most of them will be used in cities. Los Angeles, with an estimated 18 million inhabitants, is leading this trend with 910 passenger cars per 1000 inhabitants.

The growing number of cities needs to be supplied with food and goods to support the growing number of inhabitants, as well as to deal with the resulting waste. These are the kind of duties that commercial vehicles must execute efficiently, flexibly, while being future-proof, as the modern beasts of burden.

In cities, the use of heavy utility vehicles is restricted to very specific assignments. Fire engines, garbage trucks as well as construction vehicles are examples for these very specific types of vehicles. City busses are an integral part of mass transit and will grow to be more important in the future. The most dominant types of urban vehicles are unquestionable vans and light trucks.

Commercial vehicles are an essential

part of future-oriented city and traffic planning. The objective is to fully use the already existing road system as well as to extend it in an optimized and future-proof manner.

220 Billion US\$ was invested for the renovation and the development of road networks worldwide in 2010 alone. For 2050, an investment of 290 Billion US\$ is expected. These investments are needed to regulate the traffic situation in the cities, especially during the rush-hour. Additionally, they have the beneficial side effect of reducing the CO₂-emission as well as air and noise pollution. These targets are supported by transport political measures, which aim to replace big parts of local passenger traffic with sustainable mass transit solutions. In the future, these measures will help to make mass transit as fast and comfortable as individual traffic.

For this, Singapore is an excellent example. About one million vehicles move daily across its 3400 km of road. With a passenger car density of 100 cars per 1000 residents and an average 60% of traffic participants using mass transit (it is estimated it will be 70% by 2020) Singapore has one of the fastest road networks worldwide. The average speed in Singapore is 27 km/h during rush hour. In comparison, London reaches 16 km/h, Tokyo 11 km/h and Jakarta 5 km/h maximum.

The contribution of the economy regarding future traffic concepts lies in environmental-friendly driving technology. For heavy commercial vehicles, these are optimized diesel engines, gas engines [CNG] and hybrid engines. Electrical engines are irrelevant. The battery alone would cost an additional 300,000 euro and weigh more than six additional tons.

The situation is entirely different for vans and light trucks. This year's Internationale Automobilausstellung [IAA] for commercial vehicles in Hannover, Germany offered numerous new electronic concepts. Fuso showed an E-Cell Canter with a total weight of 3.5 tons, 120 km operating distance and a recharge time of six hours. Ford presented the Transit Connect Electric, Iveco the Electric Daily, Citroen the Belingo First Electric, Peugeot the Origin Electric Venture and Mercedes the Vito E-Cell. Still, attention must be paid. Electric engines seem to be a clean alternative to traditional ones, but this electricity still has to be produced. Electricity produced in coal-fired power plants raises the CO₂-emissions, while gas-fired power plants reduce CO₂-emissions. Renewable energy sources are the sole chance for an emission-free usage of electric vehicles.

All these proposals show the way to a better optimized urban traffic circulation, but the realization takes time. The low yearly service performance of passenger cars demands a longer usage time, often 10 years or more. New, innovative concepts face a high obstacle, which can only be overcome and accelerated with governmental support programs.



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