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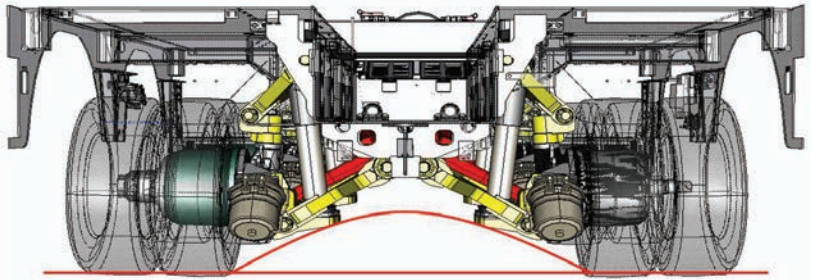
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**ASIAN
TRUCKER**

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Trucking Accident Focusses Light On Fatigued Driving

Even before the June 9, 2014 accident when US comedian's Tracy Morgan's van was hit by a tractor-trailer on the New Jersey Turnpike I was doing research on driver safety because of the long hours they put in and the unhealthy lifestyle they endure. This must be a concern of everyone in the industry.

A Fatal Accident

Morgan, is improving, but still critical condition after suffering several injuries, including broken ribs, a broken nose, a broken leg and a broken femur. Another passenger in Tracy's van, comedian James McNair, was killed in the crash.

Driver fatigue is believed to be responsible and statistics from the US show that, one in four drivers drive while overly-tired. Reports say that the Walmart truck driver accused of causing the New Jersey crash had not slept for more than 24 hours. The driver apparently failed to slow down when the traffic ahead of him did. His big rig smashed into the back of Morgan's Mercedes van flipping it over.

Violating the Rules

Either the driver, or his employer Walmart, were in violation of the US Federal Motor Carrying Safety Administration's (FMCSA) regulations. The FMCSA rules limit the workweek for truck drivers to 70 hours, with no workday permitted to exceed 14 hours, and no stretch on a road to exceed 11 hours. While that might not be applicable for drivers in Singapore as, in general, they don't do those long road trips unless they are going out of Singapore.

Authorities in the United States have been imposing stricter rules and enforcing them and how do the trucking companies respond? They say the new rules are hobbling productivity, shaving wages and delaying deliveries. Owners always want to get the most out of their assets and they push trucks and drivers to their limit. If they can't keep their trucks on the road then they have to push up their rates – either making them less competitive or forcing up rates – which have a ripple effect through the economy.

An Unhealthy Profession

The challenge for truck drivers is not simply to keep awake through long hours of continuous work, but how to keep healthy in an occupation that is inherently not healthy.

In the May 19 2014, edition of the magazine Transport Topics, Betty Van Huizen-Couture wrote: "I recently gave a presentation on why trucking companies should improve driver health, and how to do it. A simple statistic set the audience back on its heels and, in a grim way, suggested yet another reason for this country's (the USA) persistent shortage of truck drivers — an average life expectancy of only 61 years.

That figure was arrived at by taking the 63-year life expectancy of a typical U.S. male unionized trucker and combining it with the 55.7-year life expectancy of members of the Owner-Operator Independent Drivers Association — gloomy statistics provided by the article "Worksite-Induced Morbidities Among Truck Drivers in the United States," which appeared in 2010 in the journal of the American Association of Occupational Health Nurses. The article went on to note that, by comparison, the general male population's life expectancy is 75.1 years."

Driver Focus

There must be a focus on healthier living amongst truck drivers by the drivers, owners and the government. It becomes very obvious very quickly when an owner doesn't service his truck. It takes somewhat longer to see the effects on an overworked driver, but the result is the same, he will break down. When he does the consequences can be disastrous, like those that happened on the New Jersey Turnpike.

What is also apparent is that accidents like these don't have to happen. But everyone must do their part to improve the situation.

Floyd Cowan
Editor-in-Chief



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Volvo Trucks New Range Launched in Asia

The official launch of Volvo Truck's new range was held in Seoul, Korea where customers and the media had the opportunity to learn about and experience the new features of this vehicle with its cutting edge developments.

There is a feeling of mature creative energy in South Korea. Seoul is emerging as a dynamic city on the technological and artistic leading edge, not just in Asia, but in the world. The country made the perfect setting for the launch of Volvo Truck's much-heralded new range that was launched in mid-May. The product portfolio - which includes the flagship Volvo FH, voted 'International Truck of the Year 2014' in Europe - has been completely renewed.

Heritage & Values

Volvo Trucks, like Korea in its efforts to be a world leader, has not forgotten its heritage or the values that have elevated them to world prominence. On our first full day in Seoul, journalists and truck fleet owners, along with our hosts, toured Changdeokgung Palace, 'The Palace of Prospering Virtue.' Changdeokgung Palace was the second royal villa built following the construction of Gyeongbukgung Palace in 1405. Unfortunately, the palace was burned down by angry citizens in 1592, but was restored in 1611 and for 300 years was the Royal residence. The architecture harmonizes beautifully with the lush grounds and the only UNESCO registered palace in Korea is an interesting place to stroll through and appreciate the quality of work of previous generations.

After a buffet lunch of intriguing Korean dishes we were given the opportunity to see another side of Seoul - the Myeongdong

shopping district. Here you will find the international brand names as well as Korean brands. Shops range from the large and famous Lotte Department store to small kiosks.

Asian Diversity

Just as Seoul offers a range of shopping possibilities, Volvo offers a range of trucks to meet the needs of a growing and very diverse Asia. Comprising the Volvo FH, the Volvo FM and the Volvo FMX, the range is the most modern and innovative Volvo line-up ever. The heavy-duty trucks include innovation and technology that makes the driver's job easier and more efficient. Drivers love the truck as do fleet owners as they provide the ability to help customers improve productivity and profitability. These new trucks provide important innovations in all crucial areas: from fuel efficiency, safety to maximising uptime.

The Sheraton Grande Walkerhill, where we stayed, is located on the slopes of Acha Mountain overlooking the Hangang River. Its bright, well-organised and comfortable rooms are supported by excellent F&B outlets. In the evening buses took us on a short trip up the mountain to where a dome had been erected to house the gala Reveal Dinner. A cocktail was held on the terrace outside the dome allowing media and industry people to mingle and meet with the talented people from VolvoTrucks who have created the vehicles that have moved the industry into a new era.



The Right Product

Korea and Asia are very important to the Swedish manufacturer. "Korea is our biggest market in Asia," Staffan Wendeberg, Product Manager, Volvo Trucks, told me over dinner. "Our customers here are very demanding and very progressive. They are like Europeans in that they expect quality. Things are going very fast here and they need vehicles that they will ask a lot out of. Many of our trucks are sold to the mining and construction industries. They need good hard working trucks and we are happy to provide them. They're not looking for the cheapest price; they are looking for the right product."

Wendeberg touched on another point that was to be emphasised many times by Volvo personnel. "Our trucks are easy to drive and this is important in attracting good drivers. A good driver is very important in helping keeping costs down. Keeping skilled drivers is a challenge in Asia, and having a Volvo truck that has many advanced features, helps our customers retain their employees."

The New Benchmark

Mats Nilsson, Managing Director, Region Malaysia and Master of Ceremonies for the evening first unveiled the new FMX, describing it as a "muscular truck".

The Volvo FMX is extremely robust and ideal for construction and mining. The new model is equipped with innovative solutions, such as the Volvo Dynamic Steering and an air suspension. Optimized for construction use, both features making it easier to drive, even under the toughest conditions.

The all-round player Volvo FM, was the next to be introduced. Showing no nerves as it faced the public in Asia for the first time, it looked cool and elegant. The FM is specially designed for the urban environment and regional long-haul, thereby meeting Asia's fast-paced urbanization. It is an extremely versatile truck that can be tailored for each specific need of the customer's business.





Truck of the Year

The grand finale was the presentation of the Volvo FH that rolled out right to the edge of the stage, making a dramatic entrance. Reasons for it winning Truck of the Year in Europe are features such as an all-new cab optimised for long haul challenges and its ergonomic design. Along with its many innovative features it is likely to win many more accolades. Built with the driver in focus, it is wired to make operations more efficient, more productive, safer and more comfortable for long distance transport.

During the evening Mr Joachim Rosenberg, Executive Vice President of the Volvo Group said, "Volvo has invested more than US\$3 billion and 14 million engineering hours in product development alone. And just to make perfectly sure of the outcome, we have tested the vehicles for 21 million kilometres. Together with comprehensive service offerings, the new Volvo truck range will deliver outstanding transport solutions to our customers."

Over a two week period more than 1,500 VIP customers from all over Asia visited Korea to learn about and test drive the three new models.

Dynamic & Intelligent

The range also introduces unique features such as the groundbreaking Volvo Dynamic Steering (VDS), which delivers exceptional handling – pretty much like a car – in all operating conditions, as well as intelligent I-Shift gearbox technology.

Volvo's unique Dynafleet system allows following up on fuel consumption over time, and – together with Volvo Trucks Driver Training – coaches drivers into further improving their fuel saving skills.

Telematics also enables the workshop to monitor key components, such as fuel usage, wear and tear conditions, driver's momentum, etc, thus making it possible to reduce maintenance needs and avoid unplanned stops, letting the customer fully focus on running their core business.





Designed for all Industry Segments

"With new hi-tech capabilities," said Mr Christophe Martin, President of Volvo Trucks in Asia, "and a wide range of benefits, the trucks are equipped to serve Volvo customers in all segments in Asia, from construction and mining to logistics."

In a 2012 report, the Asian Development Bank stated that the total infrastructure costs for South East Asia alone are estimated to exceed US\$1 trillion from 2010 to 2020.

"There are countless infrastructure developments taking place, providing significant opportunities. We at Volvo Trucks want to maximize our operations off the back of these major developments; we want to actively facilitate the growth. With the introduction of the Volvo truck range, we're confident of our ability to sustain this ambitious growth," Mr Martin affirmed.

Driving Progress Through Total Offer

As expectations for the new truck range are high, Volvo Trucks is stepping up the overall customer experience which comprises both premium product solutions and outstanding customer service. Mr Martin explained, "We want to be the No.1 preferred truck brand in Asia. Our objective is to be No.1 in terms of brand image, and most importantly, in terms of customer satisfaction. With our comprehensive offerings meeting today's business challenges in transportation, we can help our customers across Asia improve their productivity and profitability more effectively."

Volvo Trucks is currently present in over 20 markets in Asia with more than 200 dealerships and workshops.

The following day after the trucks were revealed to the Asian market our group travelled two hours south of Seoul to one of Volvo Truck's newest facilities in Asia. The Volvo Truck Distribution Centre had opened the previous day.





Learning the Details

The purpose of this day's events was to have the journalists and customers become intimately familiar with the new trucks. Seven stations had been set up around the extensive facility where experts from Volvo Trucks would give presentations about different aspects of the trucks. To make it a little more fun a quiz or a game would be held and the team with the most correct answers would be given a gold medal – made of chocolate.

The seven stations were: 1) Driving Theory 2) Driving 3) Fuel Efficiency 4) Uptime 5) Productivity 6) Driver Appeal 7) Safety and Security.

The second station was somewhat different than the others in that it allowed the participants to drive the new trucks around a twisting course made in the extensive parking lot. These are not your father's trucks that needed a pretty tough individual to manage them. With all the new technology tucked into every aspect of the vehicle they have become much easier and more efficient to drive.

New Cab

Through the sessions we learned a great deal of detail. The Volvo FH for instance, features an all-new cab optimised for long haul challenges. An innovative truck, built with the driver in focus, is wired to make operations more efficient, more productive, safer and more comfortable for long distance transport.

It was a full day of sessions and even during the lunch break the company took the time to build its brand image. In recent years Volvo Trucks has produced some outstanding videos that have gone viral getting millions of hits on YouTube. Perhaps the most viewed one is of Jean-Claude Van Damme doing an improbable-looking split between two trucks – each leg set on a truck that is driving backwards.






Arm Wrestling Champ

The newest Volvo Trucks brand ambassador was introduced while we tucked into the buffet lunch. Heidi Andersson from Ensamheten (Solitude), Storuman, Sweden is a Swedish arm wrestling champion having won the World Championships nine times. A video was shown of Solitude the small village she is from in the north of the country. It chronicled her training and accomplishments in the sport.

After a brief talk her and her brother supervised an arm wrestling competition between volunteers from the audience. Managing Director of Y.H.L Logistics in Singapore Mr Yeo Chye Wah, after going through three challengers looked set to win the competition, but he faced a more well-rested opponent in the finals, and after a tough struggle finally gave in.

The Future

While the new Volvo Truck range is the leading truck of the day it is going to serve these trucks are going to serve the industry for years to come. "The FH is new from the ground up," says Ralf Lind, Volvo Trucks Product Manager. "When you design a new truck you have to think into the future. This truck is the race car of trucks, it is ready to go to work."

Many fleet owners are deciding that the Volvo Truck, FH, FM and FMX is going to go to work for them. 



Hino Motors Starts Production in Malaysia



Hino Motors Manufacturing (Malaysia) Sdn. Bhd. (HMMMMY), a subsidiary of Hino Motors, Ltd., held a line-off ceremony to celebrate the start of production at its new plant on April 17. Present at the ceremony were executives from UMW Toyota Motor Sdn. Bhd. and Assembly Services Sdn. Bhd., which had been producing Hino brand vehicles to date, as well as executives from MBM Resources Berhad (MBMR), Hino's long time partner in Malaysia. Also in attendance were HMMMMY Managing Director Ikuo Shibano, Hino staff and Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM) Managing Director Nobuyuki Tanaka. The new factory has adopted the latest designs for employee safety.

Malaysia is quickly growing as Hino's third major ASEAN market, and is expected to continue growing as a major market after Indonesia and Thailand. As well as giving the company sufficient capacity to meet increasing demand, producing vehicles in this new factory will help the company establish a supply system capable of flexibly accommodating market needs for a range of specifications and lead times. Moving forward, as Indonesia and Thailand grow to become regional core production bases, ties with both of these bases will be strengthened to optimize the production and supply structure within the region.



The new Hino Motors Manufacturing is at Sendayan TechValley, Seremban, Negeri Sembilan, 70km south of Kuala Lumpur under the direction of President Ikuo Shibano. The site area is about 170,000 sqm with the built area 20,000sqm. The models to be produced will be the HINO 500 series and the HINO 300 series, bus. Approximately 10,000 units per year will be produced with a two-shift operation with no overtime by the 300 employees.



DFCV Sold 20,000 Medium & Heavy-Duty Trucks in March

Dongfeng Commercial Vehicle Co. has announced that it sold over 20,000 medium & heavy-duty trucks in March, up nearly 4.7% year-on-year and a total of 38,000 units in the first quarter of 2014. DFCV sold over 5,100 medium-duty trucks in March, up around 1% year-on-year, and nearly 10,000 units in the first quarter. DFCV sold nearly 15,000 heavy-duty trucks in March, over a 6% increase on the previous year, and more than 28,000 heavy-duty trucks in the first quarter, up 1% year-on-year. Though uncertainties such as implementation of the Phase IV emission policy across China still existed, the truck market recovered and showed good momentum in early 2014.

8,000 Service Technicians Take Part in Scania's Global Service Competition

Scania's competition-like training programme for its service technicians and parts experts, Scania Top Team, has begun. Some 8,000 participants from over 60 countries are developing their skills by combining training and teamwork while competing. The benefit for Scania customers will be more effective service from highly trained technicians.

Competition Improves Skills

Scania Top Team was developed to continually enhance the skills, knowledge, professionalism and teamwork in Scania's workshops the world over. The competition also helps attract skilled professionals to the industry and awards will be presented to the winners.

"The ultimate goal for Scania workshops is to provide services that support customers' business," says Christian Levin, Executive Vice President, Commercial Operations at Scania. "This in turn requires a highly proficient service staff. Scania Top Team is a fantastic way of celebrating the brains, technological skills and teamwork that characterise the people who work in the front line every day."



Practice & Theory

True to Scania's continuous improvement philosophy, Scania Top Team has developed from a national training event 25 years ago into today's global training programme. This year's is the ninth such event at the international level, and it is bigger than ever. The national rounds start up with theory assignments and finish with a national final that includes both practice and theory. The winners of the national rounds meet at five international regional rounds. Of those,

10 teams will qualify for the World Final in Södertälje, Sweden, December 3 – 5, 2015.

The Top Team 2013 event was chosen as the Event of the Year at the Golden Wheel awards held by Sweden's Sponsorship and Events Association.

More information about Scania Top Team is available on www.scania.com/media/topteam.

MAN Trucks to be Used in Building Roads in Turkmenistan

Turkmen Oil and Gas Construction has placed an order for 61 MAN TGS WW off-road vehicles from MAN Trucks. The heavy-duty tippers are to be used in road construction work being completed to allow access to oil and gas reserves in the west of Turkmenistan. The MAN TGS WW trucks are equipped for deployment in conditions of extreme heat, as summer temperatures in Turkmenistan can reach up to 60°C.

The 61 tipper trucks have a power rating of 360 HP and a gross permissible weight of 33 tonnes. With two driven rear axles, these 6x6 all-wheel drive vehicles are especially suitable for use as heavy-duty tractors. MAN began delivering these off-roaders in May. The local importer is assuming responsibility for maintaining the vehicle fleet in Turkmenistan. The quick repairs and supply of parts in such an isolated region played a major role in the choice of the MAN TGS WW.



ZF Continues to Create New Jobs

ZF Friedrichshafen AG in 2013 once again showed itself to be a driving force for jobs in Germany. The technology company based in Friedrichshafen created roughly 4200 jobs globally. During the period, sales increased by 8% from €15.5 billion to €16.8 billion.

Above Average Growth

"ZF once again experienced above-average growth last year", stated CEO Dr. Stefan Sommer. "Whether in Europe, the U.S. or China, we were only able to manage this development with additional qualified and dedicated employees." ZF now employs about 72,600 people around the world. "With a 15-percent sales increase, the region of Asia-Pacific in particular gave us a special impetus", said Sommer. ZF opened new axle assembly plants in China and Malaysia and secured new orders.

With sales of about €3 billion respectively, North America and Asia-Pacific are the most important foreign markets after Europe, even though the sales increase in Europe (8 %) and North America (5 %) was lower than in the Far East. Sommer announced that it is anticipated that ZF will also produce the new 9-speed automatic transmission in China for the Asian market from 2017.

Strong Segments

At 15% and 11% respectively, Car Driveline Technology and Car Chassis Technology experienced the strongest growth according to product segments. Sales at Commercial Vehicle Technology increased by 7%; Electronic Systems and ZF Services enjoyed an increase of 4% and 6% respectively. These areas profited from stronger worldwide demand while Industrial Technology confronted weaker and, in some cases, extremely volatile market developments and consequently recorded a 9% decline in sales.

ZF again spent approximately 5% of its sales on research and development in 2013 by investing €36 million in this area. In contrast, the €54 million used for investment in property, plant, and equipment was 7% below the prior year value.



ZF's CEO Dr. Stefan Sommer presented a positive result for the fiscal year of 2013 in Stuttgart, Germany

Looking Forward

Operating profit increased from €97 million to €756 million, an increase of 27%; the return on sales increased from 3.8 % to 4.5%. "We worked very hard on our cost structures and further improved them", said Dr. Konstantin Sauer, Member of the Board of Management responsible for Corporate Finance. "We are now profiting from this." The reorganization of materials management and the introduced optimizations of the net working capital also had a positive effect upon the Group's result and liquidity situation.

"This year, ZF will benefit from the positive market development in the majority of market regions and industries", said CEO Dr. Sommer. He also expects the locations that were put into operation during 2013 to significantly increase production. Sommer anticipates a growth in the "high single-digit percentage range" as well as further improvement in the result. ZF expects approximately 2 000 jobs to be created worldwide.

Nissan is Singapore's Best-Selling LGV Brand Again!

Singapore's Tan Chong Motor Sales has announced that Nissan has emerged as the best-selling light goods vehicle (LGV) brand for the fourth year running since 2010, based on the Motor Traders Association 2013 report.

Constant Development

Since becoming the industry leader in 2010, Nissan has constantly pushed itself by learning the business needs of its customers and introducing more models, variants and services. The Nissan LGV line up consisting of the NV200 compact van, NV350 large panel van, Navara pick-up (double cabin and single cabin) and Cabstar light truck is the widest in Singapore, offering a large variety of solutions to many business needs.

Continuing its winning streak since its launch in 2010, Nissan NV200 compact van is once again the best-selling small van. The NV200 offers outstanding cargo space and low cost of ownership with a highly functional and versatile design. Joining the NV200 as the market leader in its segment is the Nissan Navara which was launched in 2012. With a choice of two body configurations, distinguished presence, exceptional power, performance and cargo deck space, unparalleled off-road performance and outstanding safety features, the Navara is tough and versatile.

Cabstar Versatility

Another popular choice is the Nissan Cabstar light truck. With modifications such as add-on freezer and boxer, the Cabstar offers much versatility and functionality. On top of that, its super spacious cabin and the smallest minimum turning radius of 4.4m are reasons why it's one of the top choices when it comes to light trucks.

In 2013, Nissan introduced the NV350 – the new full sized goods van. Replacing its predecessor, Nissan Urvan, the modern and intelligently designed NV350 has a higher payload, torque and is more fuel efficient.

"We are pleased that customers recognise the value and support that a Nissan LGV provides. Besides LGV, Nissan has also boosted up its range of mini buses, with strong response seen for its latest NV350 Caravan - a high-roof, wide-body 15-seater model," said Mr Ron Lim, General Manager, Sales and Marketing, Tan Chong Motor Sales. "Nissan is hopeful that with the wider line up, it will be able to establish itself too, as the top choice for mini bus operators in 2014."



Diversity is an Asset to Customers' Profitability



Scania Singapore's work force consists of people from a diverse religious and ethnic background

With the great diversity of employees Scania is very proud to be shortlisted as an Exemplary Employer Award 2014 Finalist.

Scania Singapore has been shortlisted as a finalist for the TAFEP Exemplary Employer Award 2014. Presented by the Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP), this award recognises exemplary organisations that have effectively implemented fair, responsible and inclusive employment practices.

Strong Commitment

Shortlist criteria for inclusive employment practices include adoption of merit-based HR policies, management of a diverse workforce with synergistic outcomes, as well as strong commitment from senior management for these practices.

Mark Cameron, Country Manager Scania Singapore said: "Respect for the Individual", one of our three core values, is a cornerstone in the shaping of an inclusive work culture. There should always be scope for differences, and by acknowledging each other's differences, and leveraging everyone's knowledge, experiences and efforts to achieve continuous improvement, Scania has created a business culture that differentiates us from the competition."

Many Challenges

Putting this core value into practice isn't without its challenges. With a staff strength made up of nationalities from all over Asia, local Singaporeans of various ethnicities, Australians, Swedish, and add into the mix, different religious beliefs, then these different cultural backgrounds often result in different understanding or expectations and these core value words often mean different things to different people. It is therefore the responsibility of all staff to work together to ensure a common understanding and mindset, and for the management team to reinforce this message continually in the daily operations and monthly communication meetings.

With specific policies that deal with equality in the work place, Scania Singapore is actively working with and is continually reviewing their compliance with Dealer Operating Standards (DOS). Scania Singapore adopts an open and inclusive work environment where they value the input and questioning of decisions or ideas by all employees and where individuals can raise concerns in a confidential and secure manner to ensure all are treated equally and fairly.


Empowering Employees

"The core values are not something specifically we do, but they influence the way we think and act in our daily work and towards our customers and fellow employees. We are constantly working to improve our performance and to be a



Mark Cameron, Country Manager Scania Singapore

learning organisation by understanding what we need to do to achieve better results or improve quality" said Mark. "Scania Singapore is committed to empower our employees and by doing so, we hope to continue attracting, retaining and grooming the best competence."

Scania Singapore Pte Ltd, a wholly owned subsidiary of Scania CV AB, Sweden, has been active in Singapore's transportation industry since the 1970's. As a sole distributor and importer in this country, Scania provides total solutions, optimising the best profitability for its customers throughout the product life cycle by delivering optimised heavy trucks and buses; marine, industrial and power generation engines and after sales services. 

Scania (Singapore) Pte Ltd
www.scania.com.sg

First Tyre Management Workshop for Asian Trucker Drivers Club



The first training event by Asian Trucker Driver Club in collaboration with Kit Loong Commercial Tyres sees a good turnout with participants and hosting company asking for more.

Tyres are important components of commercial vehicles that need to be understood by the truckers. This is the reason why Asian Trucker Drivers club organised this workshop as the opening event for the club. The club teamed up with Kit Loong Commercial Tyres for the success of this program. The workshop not only dealt with the basics of commercial tyres, it was also about learning and understanding retreaded tyres as well. Many may have gotten the wrong impression of retreaded tyres and through this workshop some common misunderstandings were rectified.

The workshop consisted of two slots. The morning session by Mr Soh Chong Keng, Deputy General Manager- Technical Service Operation and Development of Kit Loong Commercial Tyres, dealt with theoretical issues of tyre management and safety. The second slot was a visit to the Kit Loong factory to learn about and understand the process of retreading tyres.

"Kit Loong is one of the main sponsors for the Asian Trucker Drivers Club. We could see many areas to start the driver training. Since Kit Loong is very proactive in working with us, we decided to start with a tyre workshop for the drivers. It is an easy to organise and highly effective program that will immediately benefit our members," said Stefan Pertz, Editor of Asian Trucker Magazine.

According to Pertz, people always have the false perception that retreaded tyres are more prone to failure, such as blow-outs. However, anyone in the retreading industry will be able to assure you that this is not the case. Therefore the learning process of how retreaded tyres are manufactured is to convince people that these tyres are as good as the new tyres when the right technology and quality products are being used.

Nowadays, tyres are designed to be retreaded and to be as safe and reliable as new ones, given the tyres are being taken care of on a regular basis.

Feedback of the Workshop

Mior Shahrudin, 43

"Surprisingly, by attending the workshop and visiting the factory, I gained more knowledge than I expected. It is more interesting when I can interact with the speaker and I get all the answers for my questions about tyres".

Amirul, 30

"I will definitely come again for any future seminars organised by the Asian Trucker Driver Club. I would encourage all the truckers to join this useful club for a better development as a trucker. Can't wait for the next program or workshop. How to be a prudent driver maybe?"

Vijendran, 35

"I am not a trucker and the purpose of my presence today is to see if the workshop is beneficial for the drivers in my company. After attending it I have decided that it is a must for my drivers to attend the next workshop organised by the Asian Trucker Driver Club,".

The workshop ended at 4pm but the participants did not rush out but they were curious about the next seminars organised by the club. The future programs are lining up in the planner of the Asian Trucker Driver Club. You may visit the event calendar on the website www.asiantruckerclub.com.my while all info regarding seminars and events will be updated in the club's Facebook account as well. **T**

Stamford Tyres Opens Commercial Tyre Centre



Stamford Tyre, one of Singapore's business institutions, continues to grow and look to the future, while never forgetting its past and those who helped them achieve their significant success.

Since the 1930s, when Mr Wee Boon Kwee founded Stamford Motor Services, a modest tyre retail and petrol kiosk on Stamford Road, the Singapore company has a stellar history of expansion and innovation that continues to this day. At the end of April 2014, Stamford Tyres Corporation Ltd opened its new Stamford Tyres Commercial Centre in Jurong, adjacent to the facility it had opened in the 1980s.

Independent Operator

The \$25 million Centre, which houses a tyre warehouse, truck tyre centre and a tyre retreading plant, will provide support for its expanding total tyre management businesses in South East Asia and reinforces the company's position as Singapore's largest independent tyre and wheel distributor.

"With the opening of the Commercial Centre," Mr Wee Kok Wah, President of Stamford Tyres Corporation Ltd, stated, "Stamford Tyres is now able to support the Group's international exports of proprietary brand tyres and wheels to countries such as Russia, United Kingdom, Canada, United Arab Emirates, Ecuador and Tanzania.

"This will certainly benefit the local dealers," Mr Wee continued, "who will now enjoy greater flexibility in distributing a mix of different types of tyres according to their customers' needs. In comparison, the previous warehouse offered limited storage capabilities. The redeveloped

warehouse optimises land use for our tyre and wheel distribution, truck centre and retread plant operations."

Operational Support

With a gross floor area of 22,591sqm, the Stamford Tyres Commercial Centre also incorporates the Jurong Truck Centre (JTC) that is able to accommodate six service bays for trucks and eight loading/unloading container bays.

In addition, the new warehouse serves as a mixing centre to support the international proprietary brand tyre and wheel distribution operations of the Group. Mr Wee added, "This enables us to shift our mixing warehouse from China to be consolidated in Singapore. This allows us to leverage on Singapore's strategic advantage as an international entrepot."

The new facility will not only greatly expedite operational processes, but will greatly expand its storage capacity. Installed with the highest double-deep racking (12.5m) in Singapore, Stamford Tyre can now store over a million tyres of all sizes. The new Commercial Centre can facilitate 600,000 tyres while their existing premises stores 400,000. There is also room to accommodate 45,000 pallets.

Added Value

This new Commercial Centre will provide value-added sales and just-in-time distribution support to Stamford Tyres

network of overseas offices and export customers. Currently the distribution centres span more than 10 countries, mainly in SE Asia, Australia, India and Africa. The company's export network for proprietary brand tyres and wheels reaches more than 90 countries including Eastern and Western Europe, Africa, Latin America and the Middle East.

"Today," Mr Wee addressed the media at the opening of the new Centre, "Stamford Tyres operates in 13 countries employing more than 1200 people. Even with our aluminium wheel factory in Thailand, which complements our tyre distribution business, our focus has not changed over the years. It remains, as it always has been, on tyres. All tyres – passengers and commercial."





Tyre Retreading

Another service the new Commercial Centre offers is tyre retreading. "Also," Mr Wee elaborated, "we have a brand new truck tyre retreading plant. We have a giant tyre retreading plant in Timika, Indonesia, so we are not new to this business. The new facility has the capability of retreading 1700 tyres per month. Stamford Tyres also helps to recycle worn tyres by extending their lifespan."

The JTC provides comprehensive tyre services which include tyre change and repair, tyre wheel balancing, truck wheel alignment, along with the retreading services. In addition to providing 10 units of 24/7 Mobile Tyre Recovery



service, it offers an array of premium truck tyre brands. Falken, Continental, Toyo and Sumo Fireza (Stamford Tyres' proprietary brand) are among those that the company supplies to its customers.

Customers include Port of Singapore Authority (PSA), public bus operators SMRT and SBS and waste manager Colex. The Centre offers a Total Tyre Management Program that includes a long term tyre leasing contract to large end users. Called the 3 Life Tyre Value users can enjoy one new tyre and two retreads. JTC has also extended services to mining companies across borders to



offer Total Tyre Management services on-site. The Commercial Centre offers a Conti Tread Program, a collaboration with Continental that provides similar life-support to a brand new tyre.




A Personal Journey

Mr Wee, who joined the business in 1970, stated: "Much of Stamford Tyres' success over the years is attributed to building strong inter-dependable and trusting relationships with my staff, directors and business partners."

Mr Wee pointed out the extent that he values his staff, and they appreciate their working environment. "On Friday, (April 25) which was an 'auspicious' day, we performed a multi-religious opening ceremony. And we asked our staff who have been with us for more than 30 years to participate in the ceremony.

"There are 10 of us with over 30 years' service. We have 17 staff with over 20 years' service and 80 who have been with us for more than 10 years. As you walk around you will see the posters of staff from all our operations in Singapore and internationally. Stamford's success is due to all their hard work and commitment."

As the media toured the new facilities it was revealed that Mr Wee enjoys coming into the storage area in the morning where the tyres are stacked high to the ceiling. He enjoys the view and likes to breathe in deeply the pungent aroma of all those tyres. "Wheels get retreaded," said the 68 year old Wee, "So entrenched am I in this tyre business, it is hard to "re-tyre" me." 



Cheque Presentation

Stamford Tyres launched a charity drive for St Luke's Eldercare on November 1, 2013 in a campaign that last for four months as part of the Group's Corporate Social Responsibility programme. The Group raised \$35,182.00 for the disadvantaged elderly. To raise these funds Stamford tyres donated \$1.00 for every tyre or rim purchased at any of Stamford Tyres' retail outlets, and \$8.00 for any tyre package sold. The Group also donated \$2.00 and \$4.00 for every standard and major car servicing packages sold respectively.

Stamford Tyres also sponsors tyres for St Luke's Eldercare's 26 vehicles. Customers supported the charity drive by contributing via donation boxes all of Stamford Tyres' 11 service centres island-wide. Publicity stickers were placed on staff vehicles to capture motorists' attention. Radio station Kiss92 FM publicized the charity drive during peak hours.

The cheque was presented by Mr John Ang from Stamford Tyres (VP of Retail) (far right) to St Luke's CEO Mr Lim Hock Chuan (far left) in the presence of XX and from left to Right: Dr Kenny Tan, COO of St Luke's Hospital & St Luke's Eldercare Ltd, Ms Candice Kang, Executive, Corporate & Community Relations of St Luke's Hospital & St Luke's Eldercare Ltd, Mr Adrian Lim, Asst. Director of St Luke's Hospital & St Luke's Eldercare Ltd, Mr John Ang Vice President Head of Retail Chain (Singapore/Malaysia) presented the cheque.



From left to right: Mr Chang Kee Seng (Vice President - Operations, LF Logistics), Mr Mukhtar Ahmed (Senior Vice President, Hub Operations, Li & Fung), Ms Eunice Koh (Assistant Chief Executive Officer, JTC), Mr Noel Bautista (Executive Director, Head of ASEAN, LF Logistics), Mr Yeoh Keat Chuan (Managing Director, EDB), Mr Thean Siak Sin (Senior Vice President, Head of Singapore, LF Logistics), Mr Tan Hock Seng (Managing Director, Tech-Link Storage Engineering Pte Ltd), and Mrs Tan Hock Seng (Deputy Managing Director, Tech-Link Storage Engineering Pte Ltd).

LF Logistics Constructs New Warehouse

With commerce continuing to grow in Singapore and SE Asia the need for warehousing that meets today's needs and takes advantage of modern technology is resulting in more state-of-the-art facilities being built.

LF Logistics has broken ground and started construction on a new state-of-the-art warehouse facility in Jurong West that will meet the growing needs of the multinational company that is recognised as the world's leader in consumer goods design. With a built-up area of 1 million sq ft the new facility will incorporate an automated storage and retrieval system with inter-floor pallet lifters. It will employ technology solutions in areas such as radio frequency identification (RFID) and e-commerce.

Growing with Singapore

Mr. Noel Bautista, Executive Director Head of ASEAN, for LF Logistics said at the ground breaking ceremony held April 17, 2014: "We have been operating in Singapore since the 1970s. Over the years we have grown and expanded in tandem with Singapore's economic growth. This new warehouse facility will serve as LF Logistics Regional Distribution Centre. Our investments in Singapore are an integral part of LF Logistic development."

Key features of the facility will include value added services processing zones, 11-cranes and a 48,000-pallet Automated Storage and Retrieval System. The warehouse will also have multi-temperature storage zones for ambient, chilled and frozen storage.

Mr Yeoh Keat Chuan, Managing Director, of the Singapore Economic Development

Board stated, "This development marks yet another significant milestone in the partnership between Li & Fung and Singapore, and reinforces Singapore's position as a strategic base for Li & Fung's regional operations.

Centres of Excellence

"I am glad that LF Logistics has chosen Singapore as the base to develop and deepen their capabilities through establishing three Centres of Excellences in Supply Chain Analytics, E-commerce and RFID. I believe these Centres of Excellence will help further position LF Logistics as the front-runner for best-in-class supply chain solutions in the Consumer Business industry," Mr Yeoh stated. "While Singapore's logistics industry is in a position of strength, there is a need for continual transformation to remain competitive and future-ready."

Construction of the new warehouse began immediately and LF Logistics will be pursuing obtaining the Leadership in Energy and Environment Design certification from the US Green Building Council and the Green Mark certification from Singapore's Building and Construction Authority.

"The facility," said Mr Yeoh, "which will incorporate best-in-class supply chain solutions in sustainable design, productivity initiatives and innovative business offerings, fits well with our vision for Singapore to be a global leader in the Logistics cluster."

Increasing Productivity

Mr Yeoh noted that EDB has been working with leading logistics companies to embark on industry-level transformation initiatives. One key

initiative is the deployment of best-in-class warehousing solutions through the use of sophisticated automation and storage technologies to increase both manpower and land productivity. "As the logistics industry landscape becomes more competitive, there is an increasing need for companies to achieve operational excellence to maintain the competitiveness of their businesses. Hence, many companies are building specialized capabilities to differentiate themselves from the competition and capture opportunities in new markets.

"Today, Singapore's logistics industry is in a position of strength," Mr Yeoh continued. "Twenty of the world's top 25 third-party logistics providers have a presence here. But we cannot rest on our laurels. The Singapore government has plans to expand the air and sea port infrastructure, so as to build on and strengthen our position as a leading logistics hub.

"Container terminals at Keppel, Brani and Tanjong Pagar will be consolidated at our new Tuas mega port by 2027. In the east, Singapore is developing 1,080h of land beside Changi Airport for five terminals and three runways by the mid-2020s. Through these initiatives, Singapore is well placed to take our Logistics industry into a new chapter, where we can pursue continued growth through high productivity and world-leading supply chain solutions."

Mr Bautista and Mr Yeoh were joined on stage by government and business dignitaries for the sod turning ceremony.



Volvo Trucks in Asia Oceania: Strategy Driven by Customers' Needs

In an exclusive media briefing, Mr. Christophe Martin, President of Volvo Group Trucks Asia Oceania Sales, shares with us the insights gathered from surveys and plans for the near future. Customers can look forward to an even closer relationship with the Volvo Group and improved services are the cornerstones for the projected growth. To begin the update, Martin welcomes guests to the new Volvo Asia Oceania office in The Metropolis, Tower 2, Singapore. During the session we also met with Mr Ian Sinclair, who had some stories to tell about the driving skills of a certain Mr Floyd Cowan.

Strategic location

Martin opened with an explanation as to why the Volvo Asia Oceania office has been set up in Singapore. He said that "Beijing was far from certain key markets such as Australia, which became part of the organization in 2013. From here, we can easily cover the entire region and the country is a great hub to reach the neighboring countries. Also, Singapore is a service oriented society. As a headquarters, this is good for us. In addition, Singapore also offers top talent that is readily available. For example, we are now getting hundreds of applications for jobs we post whereas in Beijing it was more complex." From Singapore, Volvo manages some 24 countries with seven hubs. The service network in Thailand is a special one as it is owned 90% by Volvo. The group is planning to open rep offices

in several countries, such as Myanmar and Mongolia. Without naming them, Martin also said that there are other locations that the company is considering for a bigger stake in the market.

Multibrand and same experience

Asked what is the reason behind the multi-brand workshops and dealerships, Martin explains that "What is important is to be in control of the brand experience. Surely, multi-brand dealerships and workshops are a compromise. However, at the end of the day, it is about profitability. And let's face it, if we were to have separate workshops, our clients would have to bear the additional cost for maintaining these." As each brand addresses needs catering to very specific target groups, there is hardly any overlap in the product portfolios.

Ambitious goals in Asia Oceania

Martin is confident that the market(s) in Asia will grow. "Not in double-digit rates, maybe with limited percentage, but they will grow. And we will be ready for this growth," he opens this segment of the session. Volvo Trucks' strategies clearly pay out as the company is ranked number one in almost all countries. The segment that Volvo is monitoring is the European brands and here the aim is to become and maintain the number one position in sales of European trucks. Currently, Volvo Trucks holds a market share of 31.0% or 6500 units (2013) which is up from 24.0 %, 5000 units (2011). Volvo takes

a very clear position, wanting to be the price leader. Satisfaction surveys also rank Volvo very high.

Helping clients with their business

When assessing the needs of the markets, Volvo puts the client / user at the centre. Martin explains the way forward by bringing up a slide that depicts the six key areas the company will focus on in the short term. He describes this in detail, "These focus areas are the ones that are overall the most important. Naturally, some are less vital in some markets or segments than others, but these are the things we need to look into." While "Safety", "Uptime", "Fuel Efficiency" and "Productivity" seem to be obvious, the others are probably a little surprising. The second set of focus areas includes "Security" and "Driver Appeal".

About Christophe Martin

He started with Volvo in 1993. The time he has been with the company coincides with the number of years he has been married. Three kids call him Dad and he has lived and worked in Europe, Africa and Asia. He held various management positions such as Sales & Marketing Deputy Director, Director and Vice-President. His academic profile is rounded up by a degree from Lycee Ampere and an MBA from Ecole de Management de Lyon. He admits that he likes Renault trucks, which is not surprising, since he is a Frenchman. **T**



Tata Motors Launches 10 new Prima LX Trucks



Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors,

India's Tata Motors has launched a new range of trucks that will extend the Tata Prima advantage with 10 new heavy duty trucks from the Prima LX range of Heavy Commercial Vehicles.

Tata Motors has launched 10 new Heavy Commercial Vehicles from its Prima LX range, as a significant step towards ushering in a new era in the Indian trucking landscape. Launching six new heavy trucks in the haulage segment and four in the construction segment, the Prima LX range is a combination of economy and performance and sets the new benchmark in styling and features from Tata Motors medium & heavy commercial vehicle stable.

A Challenging Environment

"We revolutionised the Indian trucking landscape with the launch of brand Prima in 2008," Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors, said. "As a commitment towards intense product focus, a key pillar of our HORIZONEXT strategy, we have leveraged our deep customer insights to take the strengths of the Prima mainstream. The Prima LX range is one such instance of a world-class offering adapted for Indian conditions, redefining customer experience with enhanced technologies, built to global standards with an ideal blend of technology and economy. The new Prima LX trucks are geared to help customers meet a challenging market environment, allowing transporters to upgrade to a more modern trucking systems."



Tata Motors launched six new models of the Prima LX in the cargo segment - Prima LX 4928.S SRT, Prima LX 4928.S HRT, Prima LX 4028.S SR, Prima LX 4028.S HR, Prima LX 2523.T and Prima LX 3123.T. In tippers, Tata Motors launched four new models - Prima LX 2523.K, Prima LX 2528.K, Prima LX 3123.K and Prima LX 3128.K, all of which have different combinations of drivelines and load bodies, deployed across all possible applications.

Global Input

In an effort to bring 'The way the world trucks' to India, Tata Motors conceived the Tata Prima in 2008. A combination of power, world-class performance, fuel efficiency, superior technology and safety, the Tata Prima has been built with technical inputs from across the world – an Italian cab design, engine technology from the USA and Europe, gearbox expertise from Germany, chassis frame know-how from Mexico, sheet metal dies from Japan and Korea, combined with Swedish precision on a robotic weld line, hence is also referred to as the 'World' truck.

Tata Motors is expanding its range of Prima LX trucks to make the comfort, performance and reliability associated with the Prima brand available to a larger customer base. The Prima LX range is a result of customer feedback combined with evolving Indian operating conditions and Tata Motors' efforts to be One Step Ahead, combined with evolving Indian operating conditions, thereby enhancing the Prima portfolio and giving customers a wider choice in terms of a modern truck.

Mr. R. Ramakrishnan - Senior Vice President, (Commercial), Commercial Vehicle Business Unit, Tata Motors Ltd. said, "Each of these Prima trucks launched today, have been designed as per customer and driver requirements, with best-in-class design, performance, cabin comfort, safety and best-in-class TCO (Total cost of ownership), with strict adherence to emission norms. These trucks will be backed by Tata Motors "Power of 5" special offerings that will help customers maximise the features of these new trucks to the optimum and further our dominance in the Indian market."

Prima LX Cargo Trucks

The Prima LX 4928.S, for the first time, combines the power, driveability, reliability and performance of the Prima 49 Tonne prime mover with the total ownership costs of a conventional vehicle. The vehicle comes with the high performance 267 hp Cummins ISBe 6.7 engine, Tata G1150 9-Speed gearbox, world-class Prima cabin with optional AC, mechanically suspended seats and more. The Prima LX 4928.S is offered in both single reduction tandem axles (SRT) or hub reduction tandem axles (HRT) options.

While the SRT variant is designed for performance sensitive customers wanting high turnaround times combined for rated load and highway applications, the HRT variant is designed to cater to customers with high torque requirements combined with the requirement for higher ground clearance.



Prime Mover Power

The Prima LX 4028.S brings the power, performance and features, including the optional AC, of the Prima LX 4928.S to the 40 tonne prime mover segment, while optimizing the total ownership costs for this segment. This product also comes with the option of SR (single reduction) and HR (Hub reduction) axles. The SR option is meant for performance and time sensitive customers plying mostly on highway and rated load applications, whereas the HR option is ideal for customers requiring high wheel torque as well as higher ground clearance.

The Prima LX 2523.T and Prima LX 3123.T are the first products to extend the Prima DNA into the multi-axle trucks category. These vehicles are the first multi-axle trucks in India to get the world class Prima LX cabin and all its features including the 4-point suspension, mechanically suspended seats, optional AC and wide bunks. The Prima cabin being the widest cabin available on multi-axle trucks in India, will give the driver benchmark levels of visibility, safety and driving comfort.

High Performance

The Prima LX 2523.T is a three axle truck with a GVW of 25 tonnes, and the Prima LX 3123.T is a four axle truck with a GVW of 31 tonnes with twin steerable axles. Both come with a high performance Cummins ISBe 5.9 common rail engine generating 230 hp. This engine is derived from India's most popular CV engine, the Cummins 6BT, sharing the platforms and most components. Thus combining the trust and reliability with new age technology and performance.

Both models use Eaton's ES-9106A DD gearboxes providing familiarity and reliability to the customer. The driveline upgrade also includes the heavy duty Tata RA 110 rear axle for high performance and reliability.

All these together make the Prima LX range of cargo trucks optimal for business profitability across a wide range of applications.

Prima LX Range of Tippers

The new Prima LX range has been designed, in line with the current industry requirement of high performance and fuel efficient tippers and is a result of Tata Motors continuous technological development and R&D efforts.

This range consists of tippers from 25 tonnes to 31 tonnes and power nodes from 230hp to 280hp, specially developed to extend the advantage of the Prima range to a much larger customer base, requiring lower power-to-weight ratios and more fuel efficient tippers.

Heavy Duty

The Prima LX range of tippers are rugged and heavy duty, with an unmatched combination of power and economy. Prima LX range is powered by a Cummins ISBe electronic engine with a common rail injection system that delivers best-in-class fuel efficiency. Fitted with Tata G 1150 9-speed gearbox from Tata Motors, these vehicles are also coupled with heavy duty RA109 rear axle and a larger 430mm diameter organic clutch for efficient and reliable power transmission. The complete driveline is configured to deliver best in class mileage.

This range also features engine diagnostic systems and monitoring of running parameters which help in efficient operations and enhanced vehicle uptime. The Prima LX world class cabin comes with a 4-point suspension for reduced noise and vibration levels, high level of safety and an optional AC that adds to driver comfort.



Power of 5

Additionally, all Tata Motors' trucks are supported by the "Power of 5", a set of innovative offerings, to enable Tata Motors to strengthen its customer support and engagement. These services being:

Tata Alert

Tata Alert is a highway assistance programme for medium and heavy commercial vehicles, available across all national highways. Through 'Tata Alert', drivers will receive on-site breakdown assistance within four hours of dialling a toll-free helpline number (1800-209-7979). The 24x7 'Tata Alert' service ensures that a vehicle is back on the road within 48 hours from the time restoration work begins. In case of major repairs and the vehicle carrying perishable goods, 'Tata Alert' will provide load transfer assistance.

Tata FleetMan

In an effort to empower customers, to allow customers to monitor their fleet from the comfort of their office or homes, Tata Motors launched the Tata FleetMan fleet telematics service. Combining the power of modern-day technology such as SMS, emails and remote unit management, Tata FleetMan offers greater operation control, leading to faster processes and higher productivity for customers.

Triple Benefit Insurance


Tata Motors has launched a new premium 'Triple Benefit Insurance' across its range of M&HCV, ICV & LCV Trucks and Tippers, yet another first from Tata Motors in the Indian

commercial vehicle space. Designed specifically to minimise the financial impact to Tata Motors CV customers, the new premium 'Triple Benefit Insurance' maximises peace of mind, to the extent of full protection against loss of time and income, due to accidents. In partnership with Iffco-Tokio General Insurance Company, the 'Triple Benefit Insurance' is available under the "Standard Motor Insurance" policy with three specifically designed add-on covers - Depreciation waiver / Zero Depreciation Coverage, New Vehicle Replacement Coverage and Loss of Income/ Vehicle Hire Cost.

Tata Motors 4-Year Warranty

Tata Motors now offers an unbeatable warranty of four years, on its entire range of medium and heavy trucks from 16 tonnes GVW and higher, and has been extended from the earlier 25 tonnes and higher GVW range as of March 1, 2014. The 4-year warranty is applicable on the full range of tractor trailers, multi-axle trucks and tippers, covering the vehicle's driveline (engine, gear box & rear axle) as a standard offer. The 4-year warranty is supported by Tata Motors extensive dealership and service network of over 1,700 touch points with one present every 50kms, on all major the highways of India.

Extended Service Interval

For any business it is important that a vehicle stays on the road for maximum time and doesn't have to visit the service centre too often. Hence Tata Motors has extended service intervals on its range of M&HCV vehicles on engine oil, gear oil and rear axle oil, enabling savings of Rs 30,000 over four years and delivering higher uptime. 



Mahendra Singh Dhoni, Ashok Leyland's brand ambassador at bat

Ashok Leyland Unveils the 'Captain'

Ashok Leyland has introduced an indigenously designed, international standard cab based on the best principles of ergonomics and styling.



Vinod K Dasari, Managing Director, Ashok Leyland

Ashok Leyland, the flagship of the Hinduja group and one of the largest manufacturers of commercial vehicles in India, recently launched the Captain series of next-generation heavy commercial vehicles in New Delhi. Mahendra Singh Dhoni, the company's brand ambassador and Captain of the Indian cricket team and Vinod K Dasari, Managing Director, Ashok Leyland, unveiled Captain 2523 Tipper – the first model of the series that will include tippers, tractors and haulage vehicles.

The Cab

The Captain features an indigenously designed, factory-made cab based on the best principles of ergonomics and international styling to deliver superior comfort, a longer life and optimal performance. It will be manufactured at Ashok Leyland's state-of-the-art manufacturing facility at Pantnagar, Uttarakhand.

The Captain comes with heavy-duty aggregates and a customised powertrain and will be available across 16T GVW (Gross Vehicle Weight) to 49T GTW (Gross Trailer Weight). Powered by 160 HP to 360 HP Inline and CRS engines coupled with a highly durable transmission, the Captain series ensures greater fuel efficiency, increased vehicle uptime, faster turnaround and will reduce vehicle operating costs substantially. The product also

has a state-of-the-art electrical and electronic architecture with self-diagnostic capability for greater reliability and safety.

Unbeatable Value

The Captain series of trucks is specifically engineered to address the increasing demand for higher-efficiency trucks that offer an unbeatable value for Indian customers. The series is developed and engineered to meet specific trucking requirement of fleet operators with varied end-user requirements.

"It is a matter of great pride for Ashok Leyland to have delivered an indigenously designed product that meets international standards in ergonomics, design principles and performance standards. As against adapting an existing cabin design, we have designed and developed a new cabin family in-house that is specifically suited to customer needs," said, Vinod K. Dasari, Managing Director, Ashok Leyland. "The Captain is inspired by Mahi's values of leadership: performance, perfection and innovation. The product exceeds our expectations of performance, reliability, quality and durability. We are confident the Captain will change the dynamics of the CV market, firmly put our customers on the path to greater and sustained profitability and become a preferred brand for truckers."



The new 'Captain'

Solid Presence

The stylish fascia with its bold badging gives it a solid presence on the road while the wide-framed windscreen offers all-round visibility. Easy-to-reach controls, a mechanically suspended driver seat with multi-level adjustments, tilt-able and telescopic steering column, air-conditioning and a music system provide an optimal and fatigue-free driving experience. The cab will be available in three variants – Economy, Standard and Deluxe across three functional configurations – Day Cab, Sleeper Cab and a High Roof Cab (depending on the applications). It has undergone rigorous roll-over and crash tests to ensure maximum safety and ensures lower NVH (Noise, Vibration and Harshness) levels.

"I am very proud to be associated with Ashok Leyland," Mahendra Singh Dhoni, said. "The Captain reflects the attributes of a leader such as Ashok Leyland when it comes to robust performance, reliability and Indian ingenuity. I am sure it will offer great value to its customers and will increase their productivity. I wish Ashok Leyland the very best with its new offering."

The Tipper


The Captain 2523 Tipper is designed to meet high-productivity norms in mines. The high-torque and fuel-efficient H-series common rail fuel injection system (CRS) engine and the 9-speed gearbox make the Captain 2523 Tipper truly powerful

and unstoppable. The driveline coupled with hub-reduction technology in the rear axle adds extra traction to the wheels helping the vehicle climb steep gradients. With the heavy-duty bogie suspension, solid aggregates, best-in-class technology, international styling and superior comfort, the Captain 2523 Tipper offers the best ROI for customers.

Tipper will be available in three GVW nodes – 16 T, 25 T and 31 T for surface transportation and deep mining. They have undergone over 2 million kms of on-road equivalent trials and reliability testing, and have recorded consistent availability during customer trials in mining. Captain service intervals will be in multiple of '000 kms so scheduled maintenance time and costs are much lower.

Service

Ashok Leyland is setting-up cab repair facilities across many dealerships and offers a 3-year full vehicle warranty and a 4-year warranty for the driveline on the product. The Company's extensive network of over 475 full service outlets and availability of genuine Leyparts will ensure complete service support while the overall aftermarket service package and time-bound accident repair assurance will add further value to the customers' business.

The Captain was showcased at Auto Expo 2014 in Delhi in February. 

DAF Launches Euro 6 CF and XF Four-Axle Trucks



For extra heavy and special applications DAF has launched Euro 6 CF and XF Four-Axle Trucks.

DAF is expanding its new Euro 6 series with a full range of four-axle CF and XFrigids and tractors for special and heavy duty transport applications. DAF states that it has a tailored solution for every transport application.

Choice of Configurations

Last year, DAF commenced production of a wide range of two- and three-axle tractors and rigids with single or double drive for its new Euro 6 CF and XF models. The new four-axle vehicles also have a wide choice of configurations so that vehicle specifications can always be tailored. In addition to versions with two front and two rear axles, configurations with a single front axle and three rear axles (tridem) are also available.

The CF range now includes four-axle rigids with two steered front axles (8 or 9 tonnes) and, behind the driven axle, a dual-mounted trailing axle (FAC) or a steered trailing rear axle (FAX). The configuration with a 10-tonne trailing axle offers a GVW of up to 37 tonnes, very useful for transporting heavy industrial machines and for shipping- and waste containers, as well as for bulk and tank transport.

The four-axle Euro 6 CF with steered trailing rear axle (7.5 tonnes) also guarantees GVWs of up to 37 tonnes. The extra manoeuvrability make it ideal for distributing construction materials and allowing a heavy loading crane to be mounted behind the cab.





8x2 Rigids with Tridem

Four-axle Euro 6 rigids with tridem are now available, for special applications where extra high load capacity behind the rear axles is required, for instance when transporting heavy containers or waste containers.

New in the Euro 6 CF series is a configuration (FAQ) where the tridem consists of a steered leading rear axle (8 tonnes), a driven rear axle (13 tonnes) and a steered trailing axle (7.5 tonnes) for a maximum GVW of 36 tonnes and excellent manoeuvrability and yard-friendliness. That is why the CF FAQ is often used as a heavy refuse collector, gulley emptier or for transporting heavy containers.

Available for both the CF and XF is four-axle rigid with tridem that consists of a 7.5-tonne steered leading rear axle, a 13-tonne driven rear axle and a 10-tonne dual-mounted trailing axle (FAK). This allows a GVW of 35.5 tonnes. This FAK is exceptionally well-suited for heavy-duty use within the shipping and waste container transport sector.

8x4 Tractor for Heavy-Duty & Special Transport

Also new in the Euro 6 XF series is an 8x4 tractor where the tridem consists of a double-drive tandem and a steered leading rear axle. This FTM combines serious traction power with a high load capacity and is therefore exceptionally well-suited for applications within the heavy-duty and special transport sector, where combination weights of up to 120 tonnes are not uncommon.

The XF FTM is usually used for transporting heavy industrial machinery, cranes, construction materials and windmills. This heavy transport tractor is available in several configurations. Equipped with an 8 or 9-tonne front axle and an 8-tonne leading rear axle and steered tandem with single or hub reduction (leaf or air suspension) at the rear, the impressive XF tractor offers a theoretical load capacity of 21 or 26 tonnes at a GVW of up to 41 tonnes.


Efficient PACCAR Engines, Efficient PTOs

With the extensive new Euro 6 CF and XF series comes a wide range of powerful and efficient Euro 6 engines. Available for the CF and XF four-axle vehicles are the 12.9-litre PACCAR MX-13 engine with ratings of between 303 kW (412 hp) and 375 kW (510 hp) and the new 10.8-litre PACCAR MX-11 engine with a rating of 320 kW (435 hp). In addition, the CF is also available with the MX-11 engine with a rating of 291 kW (396 hp).

An optional AS Tronic automated gearbox is available with specially developed gear shifting strategies for regular use over long distances, the transport of liquids, off-road applications or heavy duty use. The transmission shifts more quickly so that speed loss is minimised when changing gears. Of course, a broad range of PTOs is available to ensure that the wide variety of bodywork and auxiliary equipment are driven efficiently.

New Chassis for Rigids: Ultimate Versatility

Of course, the new four-axle vehicles in the Euro 6 CF and XF series benefit from the many innovations that DAF has introduced on the other axle configurations: a new, attractive exterior and interior design, a completely new front wheel suspension and new, even more efficient axles.

With the introduction of a series of four-axle rigids and tractors, DAF is expanding its wide range of CF and XF vehicles, with the purpose of offering a customised truck for every application. 



Cargotec Singapore Selects Truck-Lite Rectangular Led Headlights

A new improved light is brightening the work place in Singapore as the new product replaces older less efficient lights.



Cargotec CHS Asia Pacific Pte Ltd has taken delivery of over 500 new Truck-Lite LED headlights for retrofitting their end users' existing equipment. The units are Truck-Lite's 5x7 LED headlights that were designed to replace older, less efficient, halogen bulb lamps on load-handling equipment used by Cargotec's customers throughout the port areas of Singapore.

Maximising Productivity


According to Cargotec engineer, Mr. Thai Binh Duong, "Our mission is to improve the efficiency of cargo flows, to maximise productivity, and to continually improve the overall operation performance of our customers. We believe the shift to Truck-Lite LED lamps will contribute to those objectives given the durability, visibility, and reliability of the Truck-Lite LED products."

Truck-Lite's Singapore representative, Mr. Victor Lian, commented, "Cargotec is a future-oriented cargo handling solutions provider that strives to take the lead in developing the business and the industry they are in. They are known for setting the standards of equipment performance in their industry, and as such, the technology, innovative-driven LED products from Truck-Lite meet and exceed their value criteria."

Visibility Solution

"Truck-Lite has been fortunate to partner with Cargotec in the United States, and we are excited to add their Singapore location as part of our customer network," added Truck-Lite president Brian Kupchella. "We are extremely pleased to count Cargotec Singapore as a new user of our LED headlight technology, and to assist them with the best possible solution for visibility associated with their load-handling equipment."

Truck-lite Co., LLC, is a worldwide leader in heavy-duty lighting and visibility systems. Cargotec CHS Asia Pacific Pte Ltd is part of the Cargotec global family headquartered in Helsinki, Finland, representing MacGregor, Kalmar, and Hiab brands in the cargo-flow business.

Get additional information at corporate@truck-lite.com or by calling Truck-Lite Customer Service at 800-562-5012. 



Malaysia International Bus, Truck and Component Expo (MIBTC) 2015



After the huge success of the first instalment, exhibitors and delegates can look forward to an even more exciting and bigger exhibition in 2015.

Encouraged by the overwhelming response to the exhibition in 2013, Asian Trucker has decided to host the next MIBTC in 2015. The event will take place in MIECC, The Mines, the same location as last year's exhibition. It will be a three day event from 14 - 16 May 2015.

Exhibitors and delegates can expect this event to be bigger and even more exciting. The Asian Trucker networking night will be back and currently the team is working on creative ideas to make the event more happening. Some 40 % more space will be offered and a new pricing structure will allow exhibitors will find a space that suits their needs and budget.

Some of the many positive comments received for MIBTC 2013 included these statements from industry leaders.

"The inaugural MIBTC 2013 presented a good opportunity for fellow industry colleagues to come together under one roof and jointly elevate the status of the commercial vehicle industry. I am glad that our current customers, potential customers and other visitors had the chance to see what we all had to offer, especially from the European brands in the industry. For Scania, it was a great opportunity to showcase our continuous

improvements in our products and service offerings. Thank you, Asian Trucker, for the job well done." James Armstrong, Managing Director of Scania Southeast Asia and Scania Malaysia.

"This event, with the kind of scale it has achieved, is a great success as it brings so many different sectors together. This event will grow from strength to strength" said General Manager of Commercial Fleet Asia, Baljit Singh of Shell Malaysia Trading Sdn Bhd.

"We were very impressed, both as exhibitors as well as observers, with the MIBTC 2013 held recently in Kuala Lumpur. We believe the MITBC exhibitions would prove to be the ideal platform to promote new and existing products as well as to interact with the various segments of the transport Industry towards achieving better product development and related services." - Arthur van Welzen, Managing Director, HYVA Malaysia Sdn Bhd.

Omar Hatmi, Managing Director Ctrack Asia Sdn. Bhd. reports that "MIBTC 2013 offered Ctrack to showcase its capabilities and benefits directly to the end users in Malaysia and the interaction was very encouraging. For the visitors it was an eye opener that Ctrack is now available for

logistic companies to monitor their fleet from Singapore to China. We have since signed many new customers as a result of our first interaction and the event helped Ctrack establish its presence. We will surely return in MIBTC 2015."

"MIBTC 2013 was an excellent platform for Sinotruk and all the players in the industry to showcase our products and innovations. Well organised, the right crowd and a value add to the Malaysian auto landscape. We will be there in 2015." Steven Foster, Director of Sinotruk Malaysia and CEO of its parent company Ten-League Investment (SEA) Pte Ltd.

The new floor plan has been made available on www.mibtc.com.my and the sales team around Nicole Fong is ready to assist you with the selection of your space for the biggest commercial vehicle exhibition in Malaysia. **F**

Event Dates

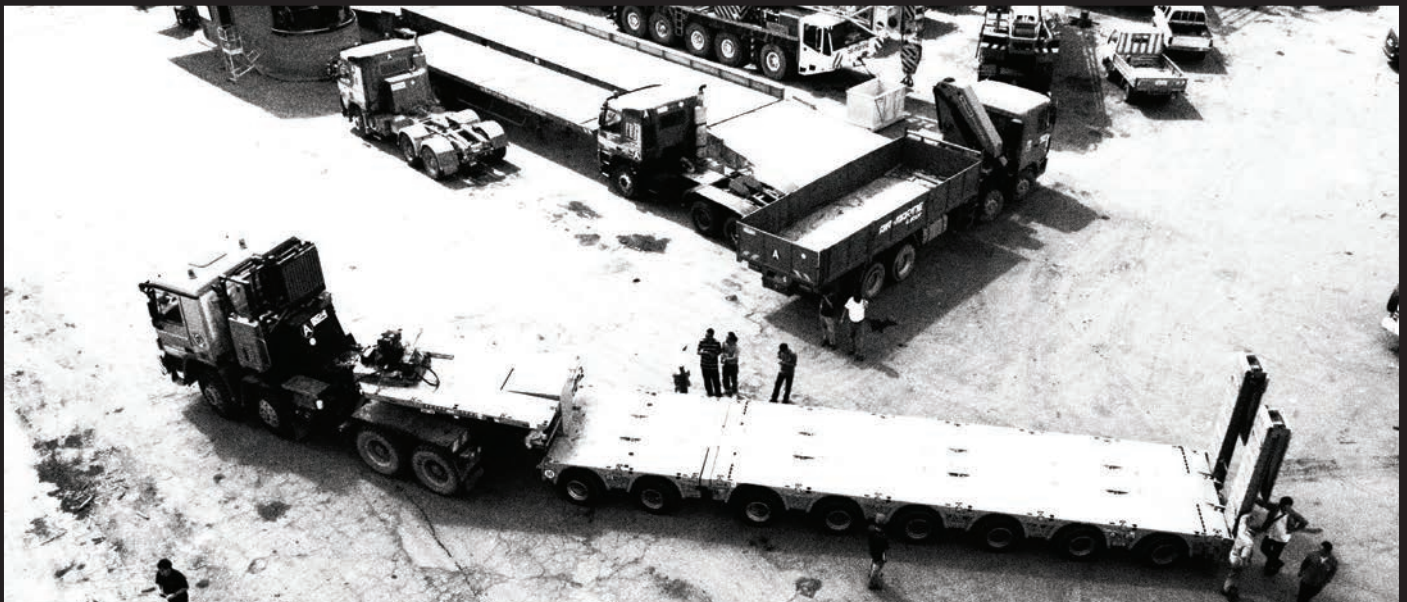
Title: Malaysia International Bus, Truck and Components Expo 2015, MIBTC 2015

Venue: MIECC, The Mines

Date: 14 - 16 May 2015

Up close with a big cat: Air Marine's new DOLL panther

To provide customers with better service, the company adds a sophisticated and strong trailer that corners like a Formula 1 car while taking the extra load



The DOLL panther on the first test run

Heavy Transport Specialist

The Air Marine group of companies' headquarters is located in Bintulu, Sarawak, Malaysia and Asian Trucker joined a team for the commissioning of their latest piece of gear, the DOLL panther. The company was formed in 1981 by its present Managing Director Mr William Chiew. It was originally setup as a freight forwarder and customs clearance agent. Over the last 20 years the company has grown into a successful and reliable logistics partner in East Malaysia. Today the business is expanding its operations to Peninsula Malaysia and beyond. The extensive fleet of equipment and assets is able to meet the highly specialised needs of customers and includes:

Over 250 vehicles ranging from prime movers to container chassis, from lowbeds to dumptrucks and general lorries. Lorry cranes, concrete mixers, cement tankers and more than 120 hydraulic and crawler cranes ranging from 15 to 400 tonnes capacity are available to handle even the most complicated transport requirement.

Beside having over 60 acres of open yard space and a 45,000 squarefeet sized covered warehouse space there are also numerous pieces of auxiliary construction equipment such as Skylifts, forklifts, scissor lifts and man lifts. One of the latter one was commandeered by us to take pictures of the panther while being commissioned.

Majestic Marvel: DOLL panther

If you like sophistication and highly thought through technical solutions, this trailer is for you and will sure make your purr with excitement. Asian Trucker took a closer look at the trailer as it was

unloaded from the ship, which itself required a special transport solution because of the sheer size of the equipment. "To minimise transport cost, we sub-assemble certain parts and assemble them on site. Look at the size! If you add a few more components, you will double the volume that is transported and with that the cost shoots up" said Ralf Grunwald, Area Manager, who flew in with his colleague to commission the trailer.

The gooseneck of the trailer is hydraulically connected to the 1st and 2nd axle in order to compensate the 5th-wheel load on bumpy road conditions.

Hydraulic cylinders allow for the height adjustment. To do so, there is an instrument panel on the site and a remote control coming with the trailer enables the crew to manage the set-up from the cabin or the back of the trailer when they navigate tight






Pride of DOLL Oppenau - Axles designed and produced in-house

Off to the job

Ulrich Roser, responsible for Customer Training, was also present. His job included the final assembly of the trailer, final inspection and hand over with training for the crew. Roser said "It is great to finally see this in action. The panther certainly is my favorite and here at Air Marine we got crews that totally understand the potential of the equipment. The questions asked point at a highly experienced and knowledgeable team." Although they run into a small challenge, the commissioning was done within the stipulated time and Air Marine is now able to manage heavy loads in tight spaces. "The truck that is to pull this trailer wasn't prepared and we needed to use a separate generator for the hydraulics. With the help of Air Marine we got this done and we can say that this was a commissioning well executed".

Wise decision

Robert Chiew is the Executive Director of Air Marine Group and he also fully in charge of the equipment for the Group. We met him as the panther went out for the first test run and he said "We had a look at this piece of equipment two years ago when we went to Germany for the IAA. Together with George (Lee, Global CV & Equipment) we evaluated the trailer and found it will work well here where we have several clients that move heavy items in tight spaces. Air Marine's staff is already promoting the trailer as a new solution and apparently a lot of interest is there. We hope that it will serve us well. The panther may become a famous piece of equipment in the region." A Volvo prime mover is to be the designated work horse to pull it as it "Is a powerful but small truck that also fits into small spaces" Chiew explains. 

Possibly the most amazing technical piece build into the panther are the axles. Allowing a weight of up to 12 tonnes, these are not only developed in-house by DOLL, but also manufactured by them? Why? Because the company wasn't happy with any of the axles available in the market, placing an ultra high emphasis on quality and functionality. "We provide one of the most sophisticated axles in the market. DOLL gives five years warranty on all components integrated in the panther's running gear. Only the hub is a BPW component" Spitznagel explains. When moving, the axles follow the trucks movement via hydraulics and can be additionally steered via remote control. When turning, the axles can turn to up to 55 degrees, which is 10 degrees more than for other models in this class. The result is a trailer that turns and handles exceptionally well around corners. Air Marine is planning to use the trailer in environments with tight corners and limited space to maneuver. The panther for Air Marine has eight such axles, separated in two steering circuits. The first two axles are following the movement of the truck, the 3rd axle is self-steering and the last five axles are steering in opposite direction of the truck. To minimize tyre wear, depending of the load, up to six axles can be used as lift-axles.

Typically, when turning, wheels would tilt and therefore don't have full contact with the ground. In the case of the Doll panther, even when going the full circle of up to 55 degrees turn, irrespective of any height of the platform, all wheels will remain firmly planted on the ground. This is giving the trailer traction and stability. For this trailer, Continental provided the tyres. The frame is also prepared to be extended and can be converted into a 20 meter long trailer from its original length of 12.57 Meters. George Lee, Managing Director of Global CV & Equipment oversaw the installation. "As the regional representative of DOLL, this is a great moment for us. Later we celebrate another big cat being released to work in this environment" he said.



Always full contact - Even when turning the tyres use the entire tread

Taking the Scenic Route: Traveling Across Afghanistan to Deliver Goods



Vehicles from the 114th Transportation Company and 730th Transportation Company convoy escort team prepare to enter several tunnels located at the Salang Pass in Afghanistan during a mission in support of Operation Enduring Freedom. The CET provides security for National Afghan Trucking vehicles to ensure the loads arrive to the destination safely.

10th Sustainment Brigade Public Affairs Office

BAGRAM AIR FIELD, Afghanistan – Soldiers assigned to 1st Platoon, 114th Transportation Company, Minnesota National Guard, and 1st Platoon, 730th Transportation Company, Army Reserve unit from California, joined forces to conduct a convoy escort team mission to pick up goods from a remote forward operating base in Regional Command-North and transition them to here.

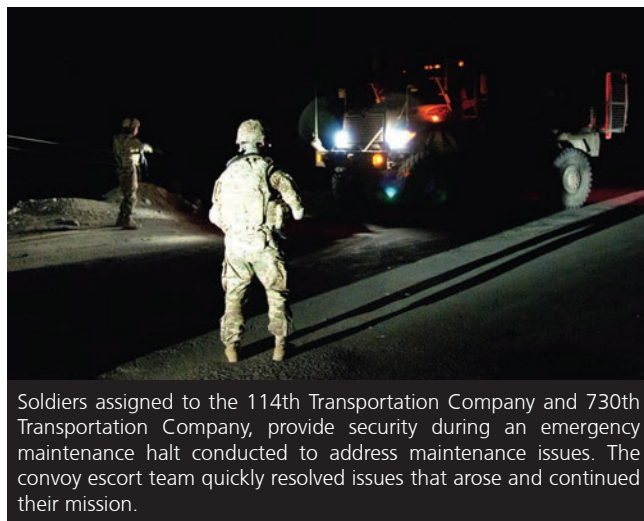
CET operations are the most dangerous type of mission logisticians do throughout Afghanistan.

Master Sgt. James Sabyan, convoy commander assigned to 1st Platoon, 114th TC said Soldiers prepared for their mission by conducting preventive maintenance checks and services on their vehicles and ensuring quality assurance/quality control inspections were completed. They conducted a map reconnaissance, a manifest convoy brief and called ahead to make sure the loads were ready.

Soldiers also test fired weapon systems and ensured communication equipment was operational among many other checks.

Leaders conducted their pre-combat checks before rolling out the gate and Soldiers from both companies arrived to wish the convoy safe travels.

The 114th TC took the lead on the first leg of the trip. Soldiers assigned to the 730th TC recently arrived to Afghanistan and this mission allowed them the opportunity to ask questions about



Soldiers assigned to the 114th Transportation Company and 730th Transportation Company, provide security during an emergency maintenance halt conducted to address maintenance issues. The convoy escort team quickly resolved issues that arose and continued their mission.

how tactics, techniques and procedures may be implemented during certain scenarios as they watched road-tested warriors execute the mission.

“I’m glad we got paired up with the 114th,” said Sgt. 1st Class William Gentry, convoy commander assigned to 1st Platoon, 730th TC. “They were the perfect unit to work with. They were very willing to give up their knowledge.”

The two platoons built a relationship based on trust and understanding during the mission.



Spc. Keshab Ghosh, right, a gunner assigned to 730th Transportation Company, checks the oil level of a host nation truck to ensure it is mission capable. Soldiers also checked fuel levels, tire tread and batteries to minimize maintenance issues they may have encountered during the mission.

"The knowledge is there," said Sabyan. "The leadership is there. They just had to get rubber to the road and make things happen. I'm confident they will do great on their own when they start running missions."

The respect among Soldiers was evident in the way they spoke about each other and how they worked as a team.

"They have been really respectful," said Spc. Javier Toyos, a gunner assigned to the 730th TC. "They have been here before so their experience helps people who have not been here like me. They know what they are doing."

Sabyan said although there are sustainment missions being conducted, lately, most have been to transition equipment.

Items such as generators, vehicles and containers full of equipment were among the loads that were being transported by host nation trucks.

Transportation movement requests were checked and Soldiers verified the National Afghan Trucking vehicles were mission capable by visually checking oil and fuel levels, tire tread and batteries.

After the inspections, leaders held meetings to ensure the 730th TC Soldiers were ready to take the lead on the return trip.

Gentry said the team was excited and prepared well, which made him feel comfortable with his team being able to accomplish the mission.

Soldiers were given a 24-hour rest period before preparations were made for the trip back.

Gunners and dismounts exchanged duties with drivers and truck commander's, which allowed them to experience the mission from a new perspective and put their training to the test.



Soldiers assigned to the 114th Transportation Company and 730th Transportation Company, halt their convoy escort team momentarily to refuel their vehicles, which included Mine Resistant Ambush Protected trucks. Stops were kept to a minimum and only done when absolutely necessary to ensure the mission was accomplished successfully.



A Soldier assigned to the 419th Combat Sustainment Support Battalion, 10th Sustainment Brigade, provides security at the Salang Pass after his convoy escort team halted for a quick refuel. Soldiers served as gunners, drivers or dismounts rotated positions during the mission, which allowed them to execute their training in multiple roles throughout the operation.



Master Sgt. James Sabyan, convoy commander assigned to 1st Platoon, 114th Transportation Company, provides security at the Salang Pass after his convoy escort team halted for a quick refuel. The CET traveled from Regional Command-East to Regional Command-North to pick up host nation trucks carrying equipment that was identified to be transitioned to Bagram Air Field, Afghanistan.

Staff Sgt. Natale A. Neely, assistant convoy commander assigned to the 730th TC, said the view was surreal.

"It looked fake," said Neely. "Like a cartoon."

Several stops were made to check on trucks that were having maintenance issues but, for the most part, the mission was accomplished safely.

Gentry said his Soldiers did a good job driving, a vehicle that they typically don't drive, on the austere Afghan terrain.

After the mission was complete, sensitive items were accounted for, trucks were cleaned and a debrief with the battalion intelligence section was conducted.

Soldiers went to get some rest. They know they have many missions ahead. Logisticians will continue to travel across Afghanistan to ensure sustainment operations are successful as well as the transition of equipment in order to assist the Army with meeting its goals in support of Operation Enduring Freedom. **F**

The roads were narrow at times and the Salang Pass tunnels were riddled with traffic. A quick fuel stop allowed some Soldiers to dismount and view the environment in a more intimate way.

Volvo Trucks Supports Industry Events



Valery Muyard explains the latest in Volvo Trucks technology.



Valery Muyard (right) meets Dr Vivian Balakrishnan, (left) Minister for Environment and Water Resources.

Valery Muyard, General Manager of Volvo Trucks Singapore, says that taking part in WasteMET Asia 2014, held in Singapore biannually, is very important to the Swedish truck manufacturer for a number of reasons.

WasteMETAsia 2014, an exhibition on cleaning management and environmental technology, was held in Singapore from June 2 – 4, 2014. Valery Muyard, General Manager of Volvo Trucks Singapore says there were two reasons why the brand decided to take part. "For us, it is essential to be a part of this. The waste industry is a very important segment for us. The largest players in the industry are our customers so it is only right that we are present at this trade show."

The Right Application

"The three biggest in the market, from medium to heavy duty trucks, are here so this gives us the opportunity to show them what we offer and what we can do. For example, we have the 4x2 for general applications for garbage pickup, we have the 6x4 medium truck and the Tridem 8x4 for transportation."

The first advantage our trucks have is a very good payload and a very good turning radius. They have really been successful for us. We see many repeat orders for a number of reasons. The growing population of Volvo Trucks on Singapore roads shows how well-accepted they are," Valery commented.

Volvo Dynamic Steering

"Customers and drivers like the Volvo Dynamic Steering (VDS). It is especially popular with older drivers as they don't have to wrestle with the steering wheel."

With the VDS they see a 30% reduction in force required, which is very attractive. Essentially, VDS provides all the steering force needed. The driver can steer effortlessly. This not only gives them complete control of the vehicle, but practically eliminates the strain on their neck and shoulders."

Load Indicator

"Our customers appreciate that our trucks provide them with features that are smart and practical," Valery continued. The Load sensor and indicator allow them to know exactly how much they are carrying. It helps them to precisely monitor axle load; which is very useful as they could be fined for overloading."

"We also have the intelligent transmission—the Volvo I-Shift. It is a 12-speed, two-pedal, automated mechanical transmission that maximises driver comfort, payload and fuel economy. There's no clutch pedal, and the gearshift is operated by intelligent electronics. I-Shift automatically selects the best gear for the engine, allowing every driver to shift like a fuel-efficiency expert. This puts less stress on the driveline, for longer life and less maintenance."

Dynafleet

"At Volvo Trucks, we provide total transport solutions. From the truck to support services such as Service Agreements, Driver Training and even software to help our customers enhance profitability. We will soon be introducing 'Dynafleet', our online transport information system. Dynafleet allows customers to see the current location of their vehicles, their fuel consumption, service intervals and much more. They will be able use Dynafleet as a tool for analysis in combination with driver training to achieve fuel-efficiency."

Customers' Expectations

Singapore customers are known to be quite demanding, but for Volvo Trucks this is not a problem. "Generally speaking," Valery notes, "we are in front of them in the market. With the new technology we have brought to our trucks we are giving them features they hadn't even considered possible."

"We also keep them happy with our Service Agreements. We have various agreements to match their requirements. By having the appropriate Service Agreement, we are able to keep their vehicle on the road with minimum downtime."

Networking Opportunities

"The second reason we are part of this event," Valery continues, "is that it gives us the opportunity to meet potential customers and show them what Volvo Trucks can bring to them."

Volvo Trucks demonstrates its support for the industry by attending its events. "It shows them that we are behind them. It is important to show that we support them, that we are willing to work with them in the future to meet their needs." WasteMET Asia 2014 is an international event drawing visitors from around the world, as well as from Singapore. "We've seen a good number of visitors," Valery noted.

Strong Attributes

In addition to showing the value of the truck, it gives Volvo the opportunity to explain its brand attributes such as Quality, Safety, Environmental care and Innovation. With the new range of high tech trucks being launched, Volvo Trucks' ability to innovate is certainly being demonstrated. **F**

Children Taught Road Safety at Eye Level



Driver Trainer from Volvo Trucks Singapore demonstrating road safety scenarios on a map with scale models.

As young children are vulnerable road users and given the rising accidents, Volvo Trucks Singapore teamed up with local authorities to launch a full-fledged core value communication campaign to make local roads safer.

During the launch event of the Singapore Road Safety Month 2014 on April 26, officiated by S.Iswaran, Second Minister for Home Affairs and Second Minister for Trade and Industry and graced by President of International Automobile Association, Mr. Jean Todt and Global Road Safety Ambassador, Ms. Michelle Yeoh, the authorities noted that young children are among the most vulnerable road users and drivers of large vehicles may not easily notice them.

Rising Accidents

Statistics from the Singapore Traffic Police show that 60 children were injured in road accidents and in the same period last year 45 were hurt. The rising number of accidents involving children has spurred members of the community to increase efforts by

working together with authorities to get our children home safely every day. Volvo Trucks Singapore actively participated in these efforts by conducting roadshows at schools providing information and advice to encourage safe behaviors.

The programme titled 'Road Safety at Eye Level' is to instruct and build awareness of school children in Singapore who walk to school. Each 40-minute session includes 20 minutes of theory session in the classroom followed with 20 minutes with a real Volvo truck parked at the school.

Blind Spots

Trainers coached the children on where the blind-spots of a heavy-duty truck are and equipped them with knowledge on where to stand safely while on a pedestrian walkway when a truck is making a left turn. Other useful tips include practicing the kerb drill, making eye contact with the truck driver before crossing and not crossing in between vehicles. The children were also given the opportunity to get into a truck cab and where they were able to see for themselves where the blind-spots in a truck are from a driver's point of view.



Students get to sit at truck driver's seat to experience areas of visibility



From left: Mr. Valery Muyard, Mr. Bernard Tay, Mr. S. Iswaran, Mr. Jean Todt and Ms. Michelle Yeoh at the launch event on 26th April 2014



Students explained on dangers of standing at blind spots of the truck



Students look at their friends who are in the cab of the truck to better understand the distance at which the truck driver can see the pedestrians

"We should communicate our core value of safety at every opportunity that we have," said Valery Muyard, General Manager of Volvo Trucks Singapore. "We hope that our CSR programme will help to reduce the number of truck accidents in Singapore through these educational programmes as we strive towards an accident-free future."

Educational Video

With the support of the Singapore Police Force and the Singapore Road Safety Council, Volvo Trucks Singapore also produced an educational video for heavy duty truck drivers to advocate safe driving habits. Shawn Lim, Volvo Trucks Singapore's Fuelwatch Competition 2013 winner imparts his knowledge on ways to ensure safety of drivers and other road users through demonstration of pre-drive checks, blind spots and safe following distance amongst other essential tips.

The DVDs of the video will be distributed to trade associations, safety driving school and logistics and construction companies.

During the first week of Singapore Road Safety Month the programme ran in four schools in the North, South, East and



Happy students pose in front of the Volvo truck holding posters which recapped the essential tips

West of Singapore and reached out to more than 700 primary school children in the initial run. **f**



Singapore to Overhaul Public Bus Industry

Singapore's Land Transport Authority says that changes to the contracting system will provide commuters with a more responsive bus service and higher service levels.

The Singapore Government says it will restructure the public bus industry to a "Government contracting model" starting from the second half of this year. It says this new industry model will enable the Government to make public bus services more responsive to changes in ridership and commuter needs, as well as inject more competition into the industry, thereby raising service levels for commuters over time.

Government Contracting Model

With the Bus Service Operating Licences (BSOL) for SBS and SMRT bus operators expiring on August 31, 2016, the Land Transport Authority (LTA) intends to restructure the public bus industry to one where it contracts bus operators to operate bus services through a competitive tendering process. LTA will determine the bus services to be provided and the service standards, and bus operators will bid for the right to operate these services. They will be paid fees to operate the services, while fare revenue will be retained by the Government.

Under this new model, the Government will own all bus infrastructure such as depots, as well as operating assets such as buses and the fleet management system. This will lower the barriers of entry to the market and attract more bus operators.

Greater Competition

In addition to strengthening the Government's ability to respond more expeditiously to changes in travel demand and service level expectations, bus contracting will also promote greater competition and efficiency among operators as they now have to compete for the right to run the services, and this in turn

will lead, over time, to provision of better bus services in a cost-competitive manner, thereby benefitting commuters.

Under the current privatized industry model it is difficult to increase capacity and improve service standards responsively as operators are expected to cover their capital and operating expenses and earn their returns from fare revenue, and so may not run services if these are assessed not to be profitable. With this in mind, in 2012 the Government had introduced the Bus Service Enhancement Programme (BSEP) to decisively and expeditiously improve bus service levels, while it explored another industry models which could better sustain the high quality of bus services the LTA wanted. The privatized model has served Singapore well, but with changes in the social and operating environment, the LTA believes a contracting model would better serve Singapore.

The Government promises it will continue to ensure the affordability of public transport fares for commuters under the new bus industry model.

The Benchmarks

In recent years, LTA has studied the London and Australian bus contracting models, which have run well and brought improvements to bus services. Last year LTA began experimenting with competitive tendering on a small scale with the City Direct Services and Peak Period Short Services. The next stage is to expand competitive tendering to cover public bus services on a larger scale. This will be implemented in phases over several years to ensure a smooth transition for all stakeholders.



Bus services in Singapore will be bundled into 12 bus packages with about 300-500 buses each. Starting from the second half of 2014, LTA will tender out three packages of bus services for implementation from the second half of 2016. The contracts will be for five years and can be extended by two years on good performance. In total, the three packages will comprise about 20% of existing buses.

Phased Tenders

The other nine bus packages, comprising the remaining 80% of existing buses, will continue to be operated by the incumbent operators. LTA will negotiate with the incumbents to run the nine packages under the contracting model, for durations of about five years when their BSOL expire on August 31, 2016. After these negotiated contracts expire, more bus services will be gradually tendered out.

This gradual, phased transition will allow LTA to refine and improve on the management of contracts, as well as the tendering and handover process, and minimise risk of service disruption. LTA expects there could be many issues to iron out in the transitional process for the first few tendered packages, given that bus contracting is a new public transport model for Singapore.

The Welfare of Workers

LTA has been in consultation with the National Transport Workers Union (NTWU) and bus operators, and will work closely together to help transport workers understand bus contracting better, and how their interests will be safeguarded. LTA says that job security and the welfare of bus captains, technicians and other workers will be a key priority.



LTA has noted NTWU's feedback and will require the successful bidder to make employment offers to all workers servicing the tendered bus routes, on terms and conditions that are no worse-off than what the workers have been enjoying under the incumbent operator. LTA will also work with NTWU and bus operators to put in place other measures to ensure a smooth transition for affected workers. The existing Public Transport Tripartite Committee chaired by Senior Minister of State for Transport Mrs Josephine Teo, and comprising LTA, the Ministry of Manpower and the NTWU, will oversee this effort.

Higher Service Levels

With the transition to a bus contracting model, the Government intends to also raise bus service levels to beyond those of the expanded BSEP. All bus services will have scheduled headways of no more than 15 minutes during both the morning and evening peak periods, with at least half of the bus services having even shorter scheduled headways of no more than 10 minutes, and of these, the feeder services will run at even shorter intervals of 6-8 minutes. As a result, an estimated 45% of bus services will have shorter intervals during peak periods when compared to the expanded BSEP service levels. **F**



Setra TopClass S 516 HDH, exterior

Daimler Buses Returns to Profitability in 2013

Daimler Buses completed business year 2013 as planned and has returned to profitability. The Daimler AG division recorded an operating profit of €24 million after posting an operating loss of €21 million in the prior year. Sales rose by 5% to 33,700 units (2012: 32,100), and revenues increased by 4% to €4.1 billion (2012: €3.9 billion). Daimler Buses is looking to significantly increase sales and record a slight increase in earnings in 2014.

Successful Effort

“Our efforts have paid off,” says Hartmut Schick, Head of Daimler Buses, referring to the division’s business development. “We achieved the turnaround, which offers proof of the type of performance the entire team at Daimler Buses is capable of. We want to continue this successful development in 2014 by achieving further growth.” The sales increase solidified Daimler Buses’ leading position in its core markets. Sales growth was driven by both complete buses and bus chassis.

An increase in market share was achieved in Europe through the full availability of Mercedes-Benz and Setra Buses that comply with the stringent Euro VI emission standard that went into effect at the beginning of 2014. The 30.8% (2012: 28.3%), market share in Western Europe was the highest ever recorded by Daimler Buses. “High demand for our Mercedes-Benz buses, in particular for the new Citaro urban bus, had a very positive effect on sales in Germany, which increased by 20% to 2,400 units. Half of all buses sold in Germany last year were built by Daimler, whose market share in the country rose from 48.9% to 51.2%.”

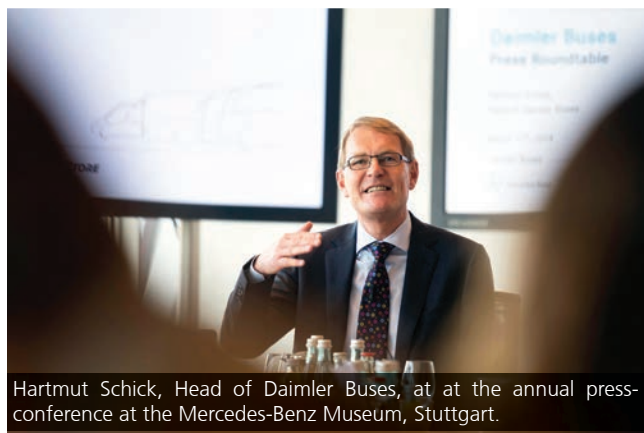
Cornerstone Laid for Bus Plant in India

Daimler Buses has begun taking the next steps of its strategy for the promising Indian market. In order to effectively exploit opportunities in India, the division is building a new bus manufacturing facility in Chennai. The cornerstone of the plant

was laid at the beginning of March 2014. The facility will initially have a manufacturing capacity of 1,500 units per year, but can be expanded to produce up to 4,000 units annually. Daimler Buses is investing approximately 50 million in the project.

The plant’s products will include BharatBenz front-engine buses tailored to the specific needs of the high-volume bus market in India. The models will be built with a specially developed body from Wrightbus, headquartered in Ireland. A Wrightbus production facility will be constructed at the plant site. The Chennai plant will also manufacture Mercedes-Benz rear-engine buses for the premium segment.

India is the world’s second-largest sales market for buses after China. Despite a difficult market environment in India, sales of buses over eight tons GVW totalled nearly 40,000 units in 2013 — almost twice as many buses as were sold throughout all of Western Europe. In view of the projected population growth for the country, experts believe the demand for mobility solutions will continue to increase in India.



Hartmut Schick, Head of Daimler Buses, at the annual press-conference at the Mercedes-Benz Museum, Stuttgart.



Mercedes-Benz Citaro LE, exterior

Great customer response to new products and a record market share in Western Europe have contributed to Daimler Buses return to profitability in 2013.

Leading Market Positions

Despite a more competitive environment, sales in Turkey increased to 1,200 units last year (2012: 1,100). The market in Latin America (excluding Mexico) recovered significantly following the introduction of the stricter Euro V emissions standard in 2012. Sales of Mercedes-Benz chassis in the region rose by 7% to 19,100 units. With a market share of 41.6% (2012: 42.7%), Daimler Buses was able to maintain its leading market position in Latin America. However, demand in Brazil was below expectations due to uncertainty in the market caused by the country's political situation.

An important focus in 2013 was the conversion of the complete European product range to Euro VI-compliant exhaust gas technology. With a total of six premieres — from the Sprinter minibus to the super-high-deck touring coach — Daimler Buses completed its launch of a full range of Euro VI-compliant buses and coaches in 2013. Daimler Buses also set new standards in the luxury touring coach segment with the introduction of the new Setra TopClass 500. In addition, the Setra ComfortClass 500 was named Coach of the Year 2014 last fall.


GLOBE 2013 a major factor in the turnaround

Along with numerous product innovations, the systematic continuation of the GLOBE 2013 growth and efficiency program made a key contribution to the turnaround at Daimler Buses. The division successfully completed the program at the end of last year, but many of its measures are still having an effect in 2014. GLOBE 2013 focused on the systematic further development of the European production network, the reduction of variable costs, and the optimization of overhead costs. Growth in the core markets and new markets was supported by a new-customer acquisition offensive and a restructured market management system. In addition, measures to improve operations at Aftersales resulted in record revenues for the unit.

The economic environment for Daimler Buses in 2014 will probably be marked by continuing modest growth as well as further sharp fluctuations. Exchange rate movements in various countries such as Turkey and Argentina will have a major impact on overall developments. Despite these uncertainties, the global bus market is expected to expand slightly. Also, market volume in Western Europe will probably expand slightly over prior years' level.

Substantial Sales Growth Expected in 2014

Daimler Buses' goal in this economic environment is to substantially increase unit sales in 2014 and maintain its leading position for buses over eight tons GVW in its core markets by offering innovative and high-quality new products. Daimler Buses also expects the World Cup soccer championship and the launch of new products in the high-volume school bus segment to lead to an increase in sales in Brazil in 2014. Sales in Europe are expected to remain stable.

"As things stand today, we believe we'll be able to reach our targets for this year," says Schick. "We're satisfied with the current level of incoming orders, and we already know that our plants will be working to full capacity until the middle of the year. That applies to the production of urban buses as well as touring coaches. This is remarkable, if only because of the fact that in our sector the first half-year is traditionally slow because of the way the markets work." 



Successful year for the Daimler bus business: Hartmut Schick, Head of Daimler Buses, at the annual press-conference at the Mercedes-Benz Museum, Stuttgart.

Golden Dragon Bus on its Way to Green Energy



A recent research report shows that by 2015, China's bus fleet will reach 600,000 units, among which, 83,000 units will be powered by new energy, accounting for 13.8% of the total.

Green Vehicles

Peng Dongqing, Deputy Managing Director of Xiamen Golden Dragon Bus Co, Ltd stated: "The national policy plays a vital role in the development of the bus industry. As a manufacturer, Xiamen Golden Dragon has increasingly realised the significance of developing green vehicles." Golden Dragon states that the company's hybrid buses have reached high market visibility with a total number of 2,500 units in operation. Plug-in hybrid buses and electric buses have

been put into use in several cities, including Fuzhou and Xiamen.

From Ultracapacitor to Pure Electric Buses Purely powered by electricity, XML6125JEW electric citybus is Xiamen Golden Dragon's knockout product. Boasting all the strengths of electric and hybrid buses, XML6105JEW plug-in electric-gas hybrid city bus is also a superstar. Thanks to the company's advanced BMS technology, the green bus can cut oil consumption by 50%.

Impressive Market Performance

In early 2013, Fuzhou Bus Group bought 153 hybrid buses from Golden Dragon. Since then, the energy efficient and green bus fleet has been working smoothly and

delivering impressive oil economy. Zhang Xiaozhuan, Deputy Managing Director of Fuzhou Bus Group said regretfully that the company should have bought at least 300 units new energy vehicles from Golden Dragon.

Mr. Peng noted that currently only plug-in hybrid and pure electric buses can enjoy government subsidies, showing that the government intends to further promote the development and popularisation of new energy vehicles. To maintain its fast growing pace, Xiamen Golden Dragon is expecting to play a more significant role in the coming new era of green vehicles.

SUPERCOOL Business Partner-COLTRAC achieves extremely high audit rating of 97.8%

Specialised on commercial tyre retreading, Coltrac Sdn Bhd has recently undergone a rigorous audit, resulting in a top rating according to European standards. This qualified COLTRAC to the authorised Supercool retreader in Malaysia and we recognised them as GILB Supercool Business Partner (SBP) The company uses 100 % GILB retreading materials and has been accredited by GILB for the use of their retread liners. Coltrac is also ISO certified, ensuring that processes are strictly adhered to.

"To be competitive, we need to apply stringent processes. This is where we excel" said Tom Tai, Managing Director of Coltrac. According to him, the difference between a successful business and one that is truly excellent is found in the way processes are managed and checked. "For our industry, we have to produce five more tyres for every one that fails. Hence, the avoidance of mistakes is paramount" he explains further. Having undergone extensive auditing for

five days, the factory in Seksyen U5, Shah Alam achieved a superb rating of close to 98 percent.

Not only has the factory achieved a very high quality standard, but retreaded tyres sent for testing to the Netherlands exceeded expectations. "Typically, retreads are being tested for 72 hours continuously. We have sent 30 tyres for testing and after some 118 hours the lab stopped the test, saying that these retreads are performing beyond the normal rate" Tai says not without a certain pride.

Present in the factory during the interview was BOB, General Manager of GILB. He explained the collaboration with Coltrac and states that it is mutually beneficial. Said BOB "The better our SBP perform, the better it is for us too. Yes, we invest a lot of time and effort, but at the end of the day, the success will trickle down to us as well". GILB assists partners with services that will help to streamline factories and

improve performance. For example, GILB writes and translates all procedures for the staff managing the tyre retreading process. "For us, the most important thing is that the (commercial) retreads don't fail. In order to get to that point, we also do quarterly assessments" BOB further said.

According to GILB, the company provides a "Cradle to Grave" solution and is now working on innovative solutions to further enhance the offering of the company. Currently, RFID chips are being attached to all tyres processed by Coltrac, which indicates that a move towards total tyre management is waiting in the wings.



Vienna gets on board with MAN

Transport company Dr. Richard opts for 64 MAN city buses

Austrian passenger transport company, Dr. Richard, has placed orders for 64 MAN Lion's City buses. The company operates routes on behalf of Wiener Linien and has relied on MAN vehicles for 40 years now. MAN's Lion's City impressed in vehicle tests when compared with the competition: Together with the great value for money which the buses represent, low fuel consumption was also of key importance in Dr. Richard's decision to opt for MAN. 15 vehicles are already in service between Rennbahnweg and Prater. The remaining buses are scheduled for delivery in May 2014. MAN's Lion's City buses comply with the Euro 6 emission standard.

"After several test runs using Euro 6 buses, MAN impressed both in terms of fuel consumption compared to the previous model and also in regards to their tried and tested technology. The comparatively lower life-cycle costs was ultimately a key factor in our decision. We are now able to draw on the initial experience from regular service with the buses and at this time feel vindicated in the decision we have made" said Mag.

Johann Strasser, Technical Director at Dr. Richard.

The 12 metre-long MAN Lion's City low-floored buses are powered by a 320 HP engine and fitted with the ZF EcoLife six-speed automatic transmission with topography-dependent control. With two doors, they can accommodate 87 passengers, providing seating for 34. Mobility-impaired passengers can take advantage of a double wheelchair space. The air-conditioning system with 33kW cooling capacity ensures comfortable temperature control on warmer days. A passenger information system assists in route management. For security reasons, the driver's cab is separated from the passenger area by a glass door. Two additional, 10.5 metre-long MAN buses are used on routes with particularly narrow or winding streets.

Dr. Richard is Austria's second largest bus company with a fleet of around 800 vehicles. In 2005, Dr. Richard was one of the first customers worldwide to take receipt of city buses from the MAN Lion's City range.



Yutong Rectrl Saves Fuel by 30%

Technological innovation leads the improvement and upgrade of the bus industry in China. In 2013 Yutong launched the Rectrl technology. Compared with buses powered by conventional energy, buses equipped with Rectrl systems can save fuel by over 30 percent and cut PM emissions by more than 90 percent.

As a leader in China's bus industry Yutong, on November 26, 2013 in Zhengzhou, officially launched Rectrl. Zhu Guanghai, vice director of Yutong New Energy Technology Department stated: "Rectrl can be widely used in energy-saving and new energy buses such as hybrid and plug-in buses. The vehicles equipped with Rectrl systems can save over 30 percent fuel and cut over 90 percent PM emissions than the conventional vehicles."

This development was recognised as a timely help for creating a better urban public transport and boosting energy conservation. The Rectrl system is a cutting-edge technology consisting of "four electrifications" and "four intelligentizations", which can greatly enhance the fuel-saving and emission-reducing development of urban public transport.

Industry insiders believe that Rectrl can not only bring a reliable, integrated and intelligent operation solution, but also trigger a new round of revolution in the environment protection technology of the industry, thus promoting the emission reducing efforts to a new era.

Yutong began its research of energy-saving and new energy buses early in 1999. After years of research and



development, Yutong has made this breakthrough in this field and became the standard of China's energy-saving and new energy bus development. The latest statistics show that nearly 6,000 units of Yutong's fuel-saving and new energy buses have been delivered to over 60 cities in China, such as Zhengzhou, Tianjin, Hangzhou, Kunming and, covering more than 20 provinces.

Yutong Bus Makes Debut in Oman



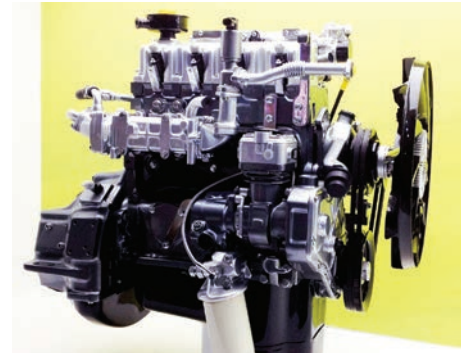
Yutong, a leader in China's bus industry, launched a new bus in Muscat, Oman in February 2014 and were joined by commercial officials of the Chinese Embassy in Oman. The new bus ZK6122H9 was developed for the road conditions of Oman and the operational experience in other Middle East countries like Saudi Arabia and United Arab Emirates. At the ceremony the bus was highly praised by the guests for its appealing appearance, excellent workmanship and advanced technology. In a speech Yao Xiaozhou, Counsellor of China Embassy in Oman, said he was convinced that Yutong would set a new benchmark for Chinese bus builders in Oman with its superior product and service.

Yutong have taken an interest in the markets of Middle East and Gulf region since 2003 and in 2006 Yutong began making sales in this area. Since then Yutong has delivered 2,200 buses in the region. In Saudi Arabia, sales volume reached 1,500 units. In addition, Yutong has established a spare parts centre in the United Arab Emirates. Representatives from Petroleum Development Oman (PDO), local state-owned and private transport companies, as well as international tourism and vehicle rental companies, attended the event.



Westport and Tata Motors Launch Natural Gas Engine

Westport Innovations, engineering the world's most advanced natural gas engines and vehicles, and Tata Motors Limited, India's largest automobile company, have launched a new spark-ignited (SI) natural gas 3.8L turbocharged engine featuring the Westport WP580 Engine Management System (EMS). Designed to support many engine configurations, the Westport WP580 EMS is also scheduled to be applied to Tata's 5.7L engine targeting medium-duty applications in late 2014.



Thomas Rippon, Executive Vice President of Westport stated, "By combining our unique technology and Tata's leadership in India's commercial vehicles market, we are able to introduce new natural gas products and target the mainstream transportation markets in one of the world's fastest growing markets for natural gas vehicles. The Westport WP580 offers breakthrough price, performance, and flexibility for OEMs allowing them to use this advanced technology even in cost-effective markets such as China and India."

Rajendra Petkar, Head Power Systems Engineering, ERC of Tata Motors added, "India has one of the largest natural gas light-duty vehicle fleets in the world, and

we see an enormous opportunity for natural gas trucks and buses with the development of fuelling infrastructure. By expanding our portfolio of natural gas engines, we are focused on increasing our market share of the natural gas vehicle and engine market."

Meeting current and future emissions profile: The system is designed to meet Euro VI emission standards. India's total annual medium- and heavy-duty truck and bus sales are projected to reach over 289,000 units in 2014. Tata's 3.8L and 5.7L engine with Westport WP580 EMS are primarily targeted for light-duty vehicles and medium-duty buses. The combined addressable market is projected to be more than 493,000 units in 2014 based on Westport analysis.

Scania expands its operations in Taiwan

Scania is strengthening its position in the Taiwanese bus market. The company has recently received orders for 180 bus chassis. In order to provide high uptime for bus and truck operators, Scania will add new workshops to its Taiwanese service network.

and city buses. The new buses will join the company's tourist coach and intercity service fleets.

"Scania's share of the bus and coach market in Taiwan has grown over the past three years," says David Lin, Sales and Marketing Director at Scania's Taiwanese subsidiary Griffin Automotive. "The coach segment is growing and in 2013 we almost achieved a 10 percent market share."



Major bus and coach bodybuilder Bo Sheng Body has continued its long-term cooperation with Scania by ordering 80 Scania K 400 coach chassis. Bo Sheng Body's main focus is on the tourist coach segment and delivery of the new chassis has already commenced. In addition, Taiwan's leading bus operator U-Bus has ordered 100 Scania K 400 coach chassis. U-Bus has a fleet of some 1,500 buses and operates intercity services as well as tourist coaches

In recent years, Scania Taiwan has secured orders from several major intercity operators. The increased number of buses and coaches is resulting in greater demand for service. "We will open two new workshops during 2014," says Per Lilljequist, Managing Director of Griffin Automotive. "These will further enhance our service network and will allow us to offer Scania bus, coach and truck operators the best possible service."

The two new facilities will bring the total number of workshops operated by Scania in Taiwan to ten. In addition to these, there are also two customer-based workshops.

Citaro: Undisputed No. 1 Among Urban Buses Operators in 40 Countries

The Mercedes-Benz Citaro is an international bestseller: with sales of 3027 units and a market share of 16.4 percent, it was once again No. 1 among urban regular service buses in Europe. The Citaro is in operation in almost all major European cities, from London to Bucarest and from Madrid to Helsinki. It carries passengers in Mexico, Japan, Singapore and Abu Dhabi, and even on the island of La Réunion in the Indian Ocean. It is the backbone of BRT (Bus Rapid Transit) services in Strasbourg, Istanbul and Nancy. The Citaro operates in 40 countries around the world.

Continuous Development Since 1997 Premiere

With its striking interior and exterior design, passenger-friendly low-floor construction, advanced safety technology with an electronic braking system and electronics based on a CAN databus system, the Citaro set new standards right from when it started production in 1998. Continuous development is a major factor in the success story of the Citaro. This is evidenced by the extensive model facelift in 2005/2006, and additions to the model range in the form of the Citaro LE, the short Citaro K and a derivative, the large-capacity CapaCity bus.

Safe and clean

On its completely new introduction in 2011, the current model series once again presented a surprise with a striking design, a new cockpit and revolutionary fuel-saving technology. The new Citaro was the first urban bus available with the electronic stability system ESP. The Citaro was the world's first urban regular service bus in series production to be available with engines meeting the Euro VI emission standard.

The Citaro is produced in the ultra-modern bus plants in Mannheim and Neu-Ulm, and also in Ligny, France for certain export markets.



From left to right: Gunnar Fundtaune, Till Oberwörder, Emile Weber, Roland Heinisch.

Minibuses with the Mercedes Star

The minibuses bearing the three-pointed star are likewise on course for a record. There is an extraordinary success story behind the 20,000 minibuses produced to date by Mercedes-Benz Minibus GmbH. It began in 1998, with a shareholding in the minibus manufacturer Karl Koch in Mundersbach near Siegen and assumption of the production management role. Within a short time Mercedes-Benz built up a wide product portfolio based on company locations and Europe-wide cooperative arrangements.

The minibuses are sold to more than 40 countries. The largest market is western Europe, however customers in Australia, South-East Asia and the Middle East are also part of the regular customer base. Last year Minibus GmbH sold 1206 buses, coming close to the limits of its capacity.

The Mercedes-Benz minibus portfolio is based on the Mercedes-Benz Sprinter. The bus range currently consists of 24 models with permissible gross vehicle weights from 3.5 t to 6.8 t, based on Sprinter panel vans and chassis. The model designations Sprinter Transfer, Sprinter Travel, Sprinter City and Sprinter

Mobility indicate the different operating specialities of the 16 left-hand drive and 8 right-hand drive variants.

Sprinter Success

Many major and minor factors have contributed to the success story of Mercedes-Benz minibuses, and "100 percent Mercedes-Benz minibuses" is a very important one. The minibuses are closely linked to the development and production of the Sprinter, and all processes are subject to the same, stringent guidelines of Mercedes-Benz – which means quality from a single source.

The minibuses from Mercedes-Benz also benefit from the new Sprinter in model year 2014. Apart from the striking appearance, impressive features include the very latest drive and safety technology. Accompanying the Sprinter model changeover in mid-2013, the minibus series Transfer and Travel were extensively modified, the Mobility series was extended with the Mobility 35 and Mobility 45, and all the resulting 24 models were gradually and systematically changed over to the stringent Euro VI emission standard.

The Importance of Trucks and Drivers in the Supply Chain



While many people like to shop, they don't like to think of what it takes to get those beautiful branded products into their hands. Stefan Pertz takes them through the process.

A supply chain is a system of organisations, people, activities, information and resources involved in moving a product or service from supplier to consumers. Supply chain activities transform natural resources, raw materials and components into a finished product that is delivered to the end user. In a sophisticated supply chain, used products may re-enter the system at any point where residual value is recyclable. Two key components are crucial for the smooth operation of any supply chain: trucks and drivers.

Connecting the Chain Links

As there are many links in a chain, there needs to be a connector. It is seldom the case that all parties who contribute to a supply chain would be close neighbours and they can simply send the goods across the street. Through the lifecycle of a product it goes through many stages, of which the commercial vehicle is a key component in moving it from raw material to the end user. Take a soft drink in a can as an example. The starting point is the extraction of the ore that will be turned into aluminium. In a pit, commercial vehicles excavate and transport rocks and boulders, send crushed material to the smelter. From a smelter, the aluminium will be transported in bulk to the next manufacturer: on a truck.

Once cans have been produced, they will be sent (in bulk again) on trucks to bottlers where the can will be filled with a drink. The filled cans are then transported to a central warehouse. From there, the journey goes on to the points of sale to the end user, mostly in smaller vehicles as they need to feed the small retailers.

In short: without trucks the entire chain would come to a grinding halt.

Dependability

Getting goods for processing from one place to another is crucial. Your warehouse may be top-notch and feature the latest in technology, but if your truck breaks down or you haven't got enough drivers, your goods aren't moving. Keeping trucks on the road and keeping them dependable is crucial for the success of the supply chain. In today's world trucks are warehouses on wheels and there is seldom reserve stock that one can tap into. Just in time and just in sequence are good ways for manufacturers to reduce capital investment, but this shifts the burden to truck operators.

Let's face it: trucks break down. Truck operators have to take measures to ensure that broken down trucks will become mobile as quickly as possible while everyone in the supply chain has to look at ways to deal with delays and any eventualities.

Truck makers have realised that there is a tremendous emphasis on dependability and the design of a modern truck is built around this reality. There is even one truck brand that has this in its name: UD - Ultimate Dependability.

Where's Me Stuff?

Many branding projects have shown that pricing is seldom the deciding factor. Actually, pro-active problem notification and reliability are. The trucking industry can now rely on sophisticated tracking systems. With RFID technology one can track individual lobsters in a shipment of seafood. Clients are typically given access

to the tracking systems and can monitor exactly where the goods are. In cases of breakdowns (or hi-jacking) these systems provide multi-platform alerts. This, in turn, allows for the parties along a supply chain to take action to ensure that the overall process keeps flowing.

A Responsible Job

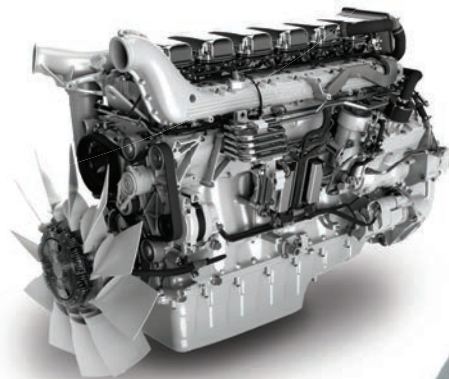
Modern trucks are sophisticated. So are supply chains. Drivers of commercial vehicles are doing more than just taking the wheel to ensure the truck stays on the road. Proper handling of customs documentation and responsible driving are just two key elements of the professional driver. Modern drivers also understand that their job is the one that keeps a supply chain moving. Timely delivery is not a luxury, but a must and a professional driver will make this a priority.

Truck drivers are, in many cases, the front line for their company. They are the ones that face the customer when collecting or delivering goods. The way they behave on the road also reflects on their company's image. One interesting aspect is that many trucks with company livery don't actually belong to the brand, but are merely painted in the corporate colours of a client. As a manager of a supply chain one also has to manage the way drivers behave as it reflects on the brand itself.

The Environment

Driver behaviour also has a huge impact on the environment. More and more companies are looking at reducing their carbon footprint. Highly trained truck drivers can reduce fuel consumption by up to 30%. As Benoit Henry, Managing Director of Continental in Malaysia put it: "We all want goods in the supermarket. For that we need transportation, but we have to make every possible effort to reduce the impact on the environment."

So, the next time a logistic company is asking for more money to be able to conduct driver training, one should not hesitate to provide support. **T**



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