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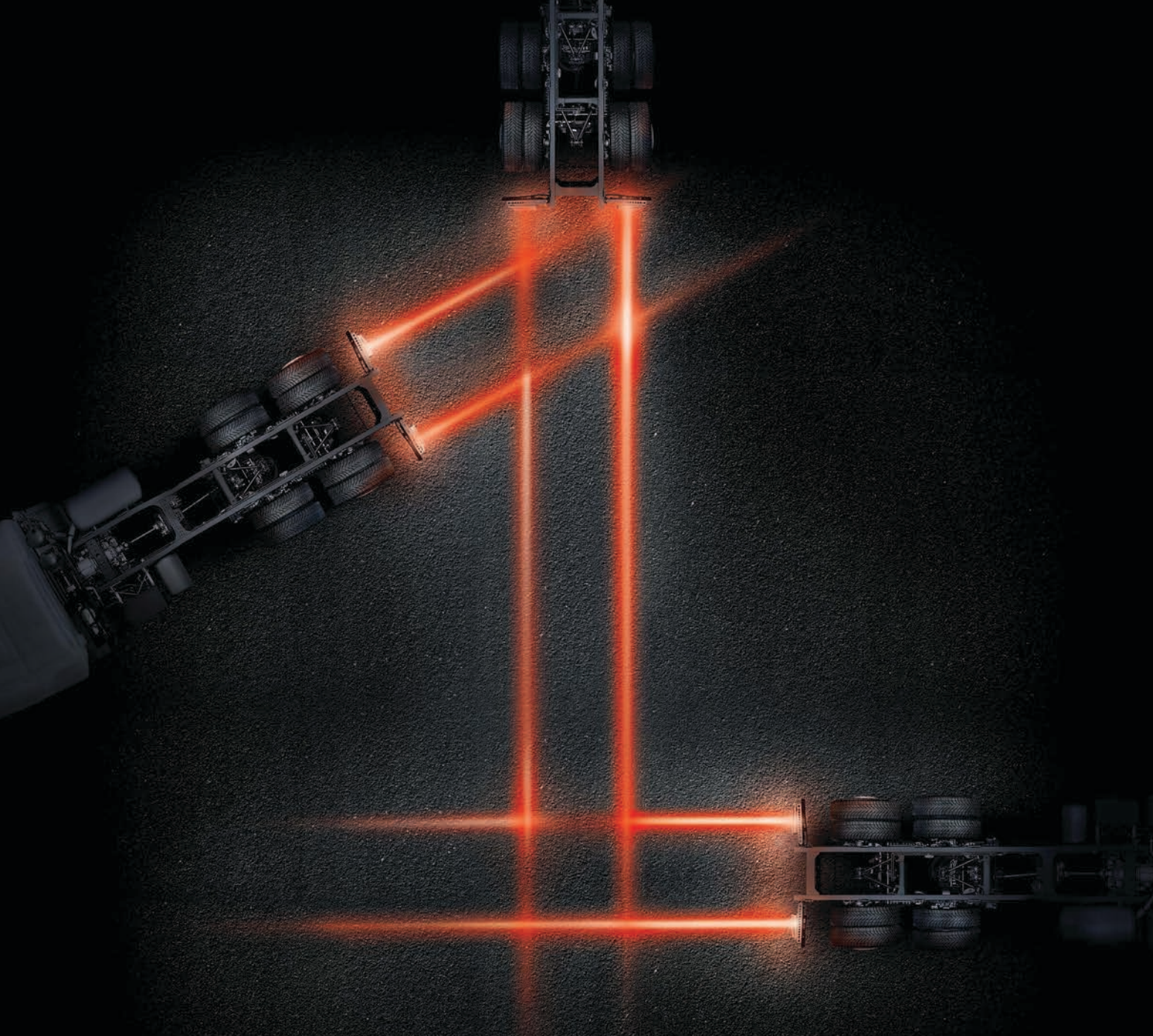
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Source: New Registration Statistics (Land Transport Authority) December 2014, Motor Traders Association Singapore.

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## PRINTED BY STAMFORD PRESS

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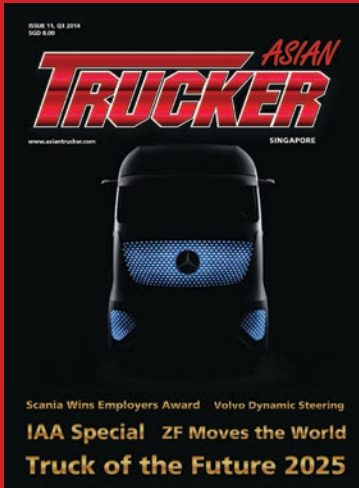
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# Busing Down that Road

While the focus of Asian Trucker, Singapore is of course on Commercial Vehicles - trucks if you will - we have always found space for buses. With the Bus Industry Confederation holding its annual conference in Singapore there is an even heavier emphasis on buses in this issue.

## Moving People

The theme for the 2015 National Conference was Moving People - Connecting Neighbourhoods. Ostensibly the reason for holding the conference in Singapore was to give the delegates "the opportunity to embark on a learning exchange program about how we go about the business of moving people and how we connect our neighbourhoods." I think the other reason was to have the opportunity to see Singapore, do some shopping and enjoy the food and drink here. All good and valid reasons for holding a conference in a certain place.

One reason I was as interested in the conference as I was is because I have long understood the importance of buses in making cities more liveable. Similar to trucks, many people do not think about the role that buses play in making life a little bit better. Years ago, and still in some minds, buses were for old people, for students and for the poor. Who else would take a bus when they can drive their own car? Cars mean freedom, buses mean slow, buses mean waiting, buses mean being crowded on with a lot of people you don't know and may not like.

## Smart Cities

For enlightened cities this is no longer the case. Smart city planners are going out of their way to get public transportation to be a more attractive option than cars. They are doing that by addressing the problems that keep people from taking the bus. By adding more buses that move at a better pace they are finding that more people are willing to ride them.

Bus manufacturers are also looking at ways of making the buses not only more comfortable, but more accessible for the aged and the handicapped. The newer buses are better than the previous generations in many aspects.

## No New Roads

In Singapore they have come to the realization that they can not keep catering to the car culture. They don't want to make any more roads here. Roads take up a significant amount of land in a country that doesn't have a lot to spare. The LTA wants to make public transportation so attractive that Singaporeans will park their cars. They've tried to get Singaporeans out of their cars by taxing them heavily, but that didn't work as well as they would've liked. The locals were just all too willing to pay whatever price was asked to have their mobility. Their status symbols.

Fewer cars on the roads also means less congestion and better traffic movement for those who do use the roads. Less idling time stuck in traffic. The Drive Time DJs might not like having a smaller audience, but we all have to make sacrifices.

## Improve the Environment

The other important benefit to more public transportation and fewer cars is environmental. Except for the haze, Singapore has pretty good air quality. If we could improve that even more by having fewer cars then we would all be living in a healthier environment and doing our bit to reducing global warming. With Climate Change a big and important topic we all have to find our ways to being part of the solution, not part of the problem.

I simply prefer the bus. Unlike being in a taxi I don't have to worry about where I am going. I can sit and relax and read and let the world pass me by - as long as I don't let my stop pass me by. Which I almost do occasionally when I am absorbed in reading something. Buses have many advantages and whatever can be done to get more people moving on them, should be done. **F**

**Floyd Cowan**  
Editor-in-Chief

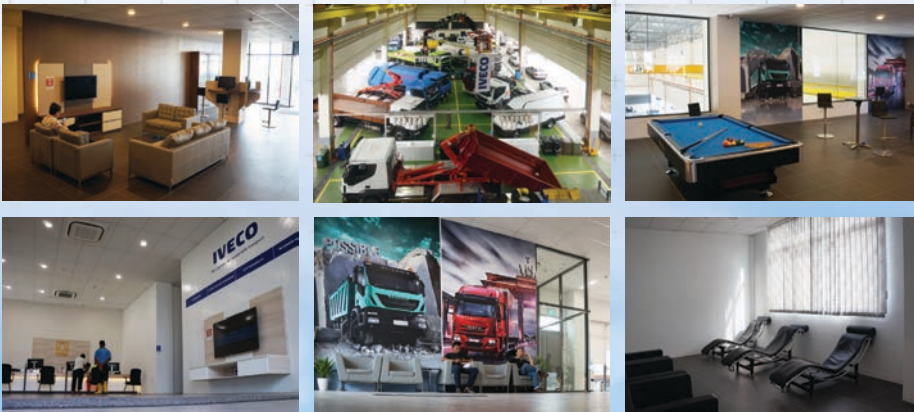
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# Iveco Opens Singapore Service Centre

*Motorviva has launched Singapore's First Dedicated Iveco Service Centre to provide a holistic transportation solution dedicated to Iveco owners in Singapore.*







*Mr Koray Kursunoglu, Business Director SEA & Japan Trucks and Buses*

**M**otorviva's new Iveco Service Centre in Tuas, Singapore will delight drivers who take their Iveco vehicles in for servicing and owners who will see their vehicles expertly repaired and quickly back on the road.

### Official Launch

The new Iveco Service Centre at 18 Tuas Avenue 10 was officially opened on Friday, November 20, 2015 when the 180 guests enjoyed a variety of drinks and a buffet offering at the fully air conditioned, 459sqm Iveco's Driver Hub on the third floor that offers a panoramic view over the entire workshop. Furnished with clubhouse facilities such as refreshment station, pool tables and resting lounge this will be a place where drivers will be able to relax and refresh while their vehicle is being worked on. There is even a prayer room.

Motorviva was thrilled at the opening of the First Dedicated Iveco Service Centre, as it will provide Iveco owners with a holistic transportation solution. Iveco customers, owners and drivers will be taken care of in every aspect, from the point of sale to the after sales experience. The service centre has a total area of 5760.82sqm, a workshop with 1147.5sqm enabling 30 trucks to be serviced at one time. Equipped with state of the art equipment and diagnostic tools, Iveco certified mechanics are able to assist with any type of job, from servicing to breakdown recovery and accident repair.

### Ensuring Connectivity through Innovation

A video about Motorviva was screened before Kelvin Soon, Senior Manager, IVECO Sales and Aftersales, spoke at the official opening, "Thank you for your presence today. The opening of this Centre demonstrates our commitment to putting all of you at the centre heart of everything we do.

Motorviva took the opportunity to introduce the comprehensive array of communication channels through which customers

can connect to Iveco. Leveraging on smartphone technology, Motorviva created the IVECO SG, IOS mobile app, which can be downloaded from Apple and Google Play Store.

This app enables customers to view and dial with a simple touch all Iveco dedicated numbers: Service, Technical helpdesk, Breakdown and Accident reporting hotline. The app also allows Iveco drivers to navigate to the new Service Centre and to have an always ready check list in the case of an accident. In line with Motorviva's strong commitment to after sales service, customers can have direct communications with the management via the customer feedback form on the top of the app.





Customer Appreciation Awards

### A Long History

Before Mr Koray Kursunoglu, Business Director SEA & Japan Trucks and Buses travelled from Thailand to attend the opening of the new centre addressed the audience a video about Iveco was shown that talked about the company's recent history and its roots going back to end of the 19th century. "It's my great honour to be here today, and I'd like to express a sincere welcome to everybody on behalf of Iveco and CNH Industrial," Mr Kursunoglu began.



"Talking about our history, 2015 is an important milestone for us, as we celebrate our 40th anniversary. Iveco was born in 1975 bringing together FIAT, OM, UNIC and MAGIRUS, four historical players with 150 years roots back to 1864. They were later joined by ASTRA, another historical brand of Iveco that is entirely focused on off-road applications."

### A Full Range of Trucks

"The 150 years of experience in the transport industry have resulted in today's offering, a full range of trucks and special vehicles that represents the very best in technological innovation and reflects our strong focus on respect for the environment.

"Our extensive product offering serves a wide variety of industries and businesses around the world, from the Daily, the toughest of light commercial vehicles and "Van of the Year 2015", to the medium-range Eurocargo truck that is 'perfect in every situation', in urban contexts and highways Iveco Stralis efficiency champion, or the off-road Trakker that combines strength, reliability, fuel efficiency and technology and Iveco Astra heavy-duty trucks for the construction and mining industries.

"As I mentioned earlier, Iveco is blowing out 40 candles: this is an important milestone for us. It represents not only 40 years of efforts and success, but also 150 years of working alongside customers, of vehicles that convey a message of technology and sustainable transport today. We are continuously paying attention to innovation, in order to anticipate solutions that can





Guests enjoyed the Official Opening



Iveco Service Centre

contribute to further reduce the environmental impact in the transport sector and becoming the ideal partner for sustainable transport.

### Dynamic Economy

While Singapore is one of the most developed economy in the world. What is more appealing is that it still keeps developing and growing. In such a dynamic economy, the transport industry is fast and the demand for ecological, fuel efficient and performing vehicles is growing. We are ready to bring to customers in this market the benefits of Iveco's advanced technologies and products and to be nearer to their needs through the cooperation with our partner Motorviva, our official distributor in the market.

"And, here today we are more closer and more dedicated to you, to our customers with this important investment . These premises is not only the service and parts centre but it is more people. You will be handled by our well trained technicians and all our people who are ready to work 100% for your satisfaction."

### Iveco's Truck of the Year

Mr Kursunoglu took the opportunity to mention that Iveco's new Eurocargo had won The 2016 International Truck of the

Year Award at the Solutrans Commercial Vehicle show in Lyon. (Cover Photo) "We have just received this news," he stated. "Iveco's New Eurocargo has been elected International Truck of the Year 2016 by a group of 25 commercial vehicle journalists, representing 25 magazines throughout Europe. The prestigious award was presented to Pierre Lahutte, Iveco Brand President, during the Solutrans gala dinner at the Lyon Chamber of Commerce, France. This is a great accomplishment for us and demonstrates to our customers in Singapore and around the world that Iveco is dedicated to always improving the product that we offer." (Full story P23).

Mr Kursunoglu concluded the speech by stating: "Lastly, I would like to take this opportunity to thank the management of Motorviva for the excellent cooperation that has led us to be here today. They are a very dedicated, professional team and I am proud that they are representing Iveco as our exclusive distributor in Singapore. 🇸🇬"



# Gabel Growing Schaeffler's Move into Tomorrow

*As Schaeffler's new Vice President Industrial Aftermarket SEA Mark Gabel is driving new growth in a company that has a far greater product range than, as an outsider, he had ever imagined.*



*Schaeffler's new Vice President Mark Gabel*

**S**chaeffler, a family owned German company, makes a broad range of products and provides services that include components and systems for automobile drive trains and products for high-speed trains through to rolling bearings for solar power plants and innovative solutions for aviation and aero-space applications. On September 1, 2015 Schaeffler (Singapore) Pte Ltd hired Mark Gabel as Vice President Industrial Aftermarket SEA who brings with him 20 years of working in related industries and an in-depth knowledge of Asia. Gabel hopes his experience will help the company continue its average

sales growth of 5% globally over the past 10 years. "That includes the years of the recession," he points out.

## Driving Trucks

With this record of success behind him Gabel says it is very exciting to join Schaeffler. With around 84,000 employees worldwide, Schaeffler is one of the world's largest technology companies and, with approximately 170 locations in 50 countries, has a worldwide network of manufacturing locations, research and development facilities, and sales companies. "Our products are used in very many industries, and many of these

industries I have experience with. I know SE Asia very well and the challenge I have set is to grow our business by double the GDP growth of SE Asia."

SE Asia is a very dynamic region with even greater change on the horizon. "We are going to grow regardless of new international agreements and regardless of the economy. Our business can do well in good economic times, as well as bad economic times. The economic integration of SE Asia is a good thing, but it will take a few more years to get everything implemented. Meanwhile, there are still a lot of challenges. Import duties are being increased in Indonesia because they want more investment in the country. We will grow regardless of integration."

## Investing in the Region

"Our philosophy," the VP continued, "is that we produce in the region for the region. At the moment 60% of our product comes from Germany. It is high quality and has a long life, but with this comes long lead times and does not always meet the specific needs of SE Asia customers. What we plan to do is produce more and do more R&D in the region. We are going to invest even more into this region."

Schaeffler has planned many strategic initiatives to reach this target. "We will be looking into different areas. Firstly, there will be more focus on service, though it is very difficult to make money in service. At the moment, 90% of our business comes from bearing sales. We will increase service by providing more installation and condition monitoring. We will provide scheduled repairs and Schaeffler will soon begin remanufacturing bearings.

## New Facilities

Schaeffler's on-going investment into this region took its most recent step with the opening of an aerospace bearing remanufacturing facility in Singapore.

The ribbon cutting ceremony took place on November 5, 2015. (See story P 16). "When higher value bearings aren't delivering optimum performance to throw them away isn't very economical. To refurbish them is more productive and the customer benefits because it is more cost effective."

With the target in sight, Schaeffler is building up its network of distributors in the region. "At the moment we do not have distributors in Laos, Cambodia, Brunei and Myanmar," explains Gabel. "We do business in these markets through other countries. By putting distributors in those countries it will bring us close to the end users."

New dealerships will be in place by the end of 2016. "Some companies have expressed interest in being business partners so we are exploring the options. I can't say it will be done by the second or third quarter, but I am confident they will all be in place by the end of the year."

### **Focussing Mind Set**

Coming from an industry that is highly focussed on sales, Gabel appreciates the opportunity for growth by changing the mind-set of local employees. "I have worked in industries with a strong technical team that is focused on the commercialisation of their products. They need to have a strong relationship with the distributor and a strong relationship with the end customer. They have to smell the opportunity to really capture the heart of this market. At the moment we have very loyal customers, what we need to do is develop new ones."

Gabel believes there are many opportunities to grow Schaeffler's customer base in the region. "We have one of the widest range of products in the market. We cover all applications where they are needed. We have been selling individual parts to components, but what we will do is find ways of selling



more components. Instead of just selling a bearing we will sell a complete gear box. That is how we will grow."

The company is not only looking at the region for avenues of growth, it is also focusing in on industries that offer potential new sales. "People might think that Brunei is a small market and not worth too much effort, but keep in mind they have an airport and they have their own airplanes. Shell is also there of course. They have lots of pumps, all of which have bearings." Mining, cement, steel and palm oil are other industries he sees as good markets for his many products.

### **Economic Times**

"The economic downturn is an opportunity to grow our business," Gabel continues. "When times aren't so good companies tend to keep equipment longer. That means they do more repairs themselves and we can provide the service they need. It is the same in the oil and gas industry. In bad times they are looking to areas where they can save costs. In good times, they don't care, they just buy new products. So we do well either way."

Motorcycles are another area where Schaeffler sees growth potential. "Asia is a big motorcycle area. They are very popular here. Honda is a big customer



Schaeffler's new aerospace bearing remanufacturing facility

of Schaeffler, but all the bearings they use are produced overseas. We want to bring more production machinery to Asia and to develop products specifically for regional customers. We are working on solutions to meet specific needs."

**Keeping PSA Efficient**

The Port of Singapore Authority (PSA) brings many opportunities for Schaeffler. "They are looking for the longest lasting bearings they can find. Keppel Corporation uses more than two million bearings a year," Gabel expounds. "When they buy a bearing they are looking first for quality, then for longevity, then delivery time and price is their last consideration. If their equipment fails and it takes time to repair it, it not only costs them a great deal, it hurts their reputation of being highly efficient."

Schaeffler isn't just looking to sell PSA more bearings. "For PSA we are installing a Condition Monitoring System. Through this system we can monitor the state of the bearings and can determine if they are about to fail before they actually do. We can do a preventive repair at a time that is convenient for them."

Rail is another area where Gabel can see potential growth for Schaeffler. For SMRT, they have developed a Condition Monitoring System and for the high speed train between Singapore and Kuala Lumpur there will be many areas



Schaeffler's Fiesta eWheelDrive successfully crossed the finish line at the Silvretta E-Car Rally Race 2013 in Montafon, Austria.

where Schaeffler can provide product and services.

**Technology Focus**


In 2014 Schaeffler registered 2,518 patents in Germany, demonstrating the 130 year-old company's forward looking strategy. Schaeffler has Euro 12 billion in annual sales. Asia, including China, accounts for 24% of total sales. There are five production plants and two R&D centres in the Asia Pacific region. Its three main brands are FAG, INA and LuK. The smallest bearing is 1mm while the largest is 12 metres. For 40 years Schaeffler has been in Singapore and in 2014 the Asia Pacific regional headquarters was moved here from Shanghai.

Globalisation, urbanization, digitalisation, scarcity of resources, renewable energies, and the growing demand for affordable mobility are leading to change and much more dynamic market requirements

and business models. Based on these megatrends, the Schaeffler Group has developed its "Mobility for tomorrow" strategy concept, with the company focusing on four areas across divisions and regional borders: Eco-friendly drives, urban mobility, interurban mobility, and the energy chain.

**Formula E**

Schaeffler is playing an active part in shaping these focal areas with its own research and development and as a leading expert in the fields of innovation and technology. The Schaeffler Group makes a decisive contribution to all forms of future mobility. As a development partner with a comprehensive understanding of systems, Schaeffler already offers innovative products for hybrid and electric vehicles. It is the main sponsor and technology partner of Formula E. Schaeffler has developed electric drive in the wheel of a vehicle which means there is no need for an engine. This makes for a lighter car with much more space.

"When I came to Schaeffler I thought it would be much easier than the trucking industry which produces very complex vehicles. Schaeffler offers bearings." He walks to the shelf and picks up a very thick manual that lists the 40,000 parts that the company offers. "It is much more complex than what I thought it would be," he states. 



## Together we move the world

The Schaeffler Group is a leading global integrated automotive and industrial supplier. The company stands for the highest quality, outstanding technology and strong innovative ability. The Schaeffler Group makes a decisive contribution to “mobility for tomorrow” with high-precision components and systems in engine, transmission and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. It has a worldwide network of manufacturing locations, research and development facilities and sales companies at approximately 170 locations in 50 countries.

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# Henrik Henriksson Scania's New President & CEO



**(Södertälje, Sweden)** The Board of Directors of Scania has appointed Henrik Henriksson as the new President and CEO of Scania AB. He will take up his position on January 1, 2016 and succeeds Per Hallberg. Henrik Henriksson will, from the same date, become a member of the Volkswagen Truck & Bus Management Board (Truck Board).

## Capable & Experienced

"Henrik Henriksson is a capable and experienced person, with great entrepreneurial spirit and visionary leadership. He has the right profile to lead and develop the company in the long-term," says Andreas Renschler, Chairman of the Scania Board of Directors.

Henrik Henriksson, born 1970, holds a Bachelor of Science in Business Administration. He has been a member of Scania's Executive Board since 2012 and is currently Executive Vice President and head of Sales and Marketing. He joined Scania as a Management trainee in 1997 and has held a number of senior positions in the company's marketing organisation.

## Developing Scania

"I look forward to the task of continuing to develop Scania in accordance with the goals and strategies established by the company management and the Board.

We will continue to broaden the offering of products and services that drives profitability for our customers and us as well as our efforts to become the leader in sustainable transport. An important task for Scania is to also utilise the potential to develop brand-specific customer solutions, made possible through the cooperation within Volkswagen Truck & Bus," says Henriksson.

Per Hallberg will resign from his operational positions during 2016. He has been employed at Scania since 1977 and joined the Executive Board in 2001.

"I would like to thank Per Hallberg for taking over the CEO position in April this year on short call, for keeping Scania on its high level of excellence and its employees being motivated during those times of changes, concludes Andreas Renschler.

# Cartrack Sees Singapore as Platform for Global Growth



**(Singapore)** Cartrack, the leading provider of fleet management solutions, insurance telematics and vehicle tracking and recovery, has announced that it has registered strong performance in the first six months of its financial year. The company also shared its plan to tap on Singapore as its launch pad for global growth.

## Revenue Grows

Globally, Cartrack's revenue over the six month period from March to August 2015 was SGD47 million, with EBITDA at SGD21 million. This was an increase of 18 percent compared to the same period last year. Earnings per share also increased by 16 percent. As of August 31, 2015, Cartrack had 463,000 paying subscribers worldwide. The company projects that this number will grow to 500,000 by end of this year.

Cartrack attributes the strong performance to the growth in number

of vehicles and the current focus on resource optimisation, road safety and vehicle pollution management among governments and corporate entities. Another contributing factor is that Cartrack has been investing in building up on awareness of its brand, and strengthening its channel network across Asia Pacific, Europe and the Middle East.

## Strong Up Take

Furthermore, Cartrack has benefitted from a strong take up of its fleet management solutions among small and medium sized enterprise (SME) customers. In Singapore, for instance, many SMEs have adopted Cartrack solutions tapping on grants from the Singapore Government that are designed to encourage the deployment of IT solutions to boost productivity and growth.

"At Cartrack, we are focused on providing solutions that help our customers better integrate their supply chain last miles to supplement today's complex requirements,"

commented Ken Yap, Technical Director at Cartrack Singapore. "It is interesting to see initiatives gradually being rolled out

to bolster Singapore's vision of becoming a smart nation even as we plan our own technology roadmap and strengthen our expertise. There is no doubt that Singapore will be the ideal location for us to incubate our technology roadmap, as we further drive innovation and find technological breakthroughs in our solution offerings."

## New Johor Centre

The past six months also saw Cartrack set up a control centre in Johor, Malaysia, a geographically strategic location between the two major cities of Kuala Lumpur and Singapore. The move allows Cartrack to rapidly access and provide support to customers on the road, and deploy a quick response recovery team in the event of a reported vehicle theft.

Cartrack is a global leader and highly respected company in the area of fleet management and vehicle tracking. More than 84 percent of its revenue is derived from subscription premiums. This allows the company to have a strong visibility on projected earnings.



# UPS Introduces Telematics to Singapore Vehicle Fleet



**(Singapore)** UPS has announced the roll out of telematics technology to its Singapore delivery fleet. The proprietary system works in conjunction with the Delivery Information Acquisition Device (or DIAD – a handheld device used by UPS drivers during deliveries) to gather data for analysis to improve safety, service and performance throughout UPS's service network.

## Organizational Efficiency

"Telematics is an exciting example of how UPS integrates human variables and technology advancements to support organizational efficiency," said Ingrid Sidiadinoto, Managing Director of UPS Singapore. "Raising operational efficiency has always been a hallmark of our service to customers and being able to do that in a sustainable manner will positively impact our environmental footprint, while helping us better serve our Singapore customers."

UPS vans and trucks have been equipped with energy informatics sensors that track and transmit more than 200 vehicle-

related elements – ranging from a driver's speed, number of reverses made, time spent idling or stopping, to how often the brakes are applied, and other data – to data warehouse computers for analysis using an in-house developed software programme. The analysis is reviewed by UPS's operations management team to identify safety breaches and inefficiencies, and then used to effectuate operational enhancements. For example, UPS drivers receive daily detailed reports generated from telematics data, empowering them to practice safe driving behavior, compare their performance with internal benchmarks, and set personal goals for increasing efficiency.

## Maintenance Optimised

UPS is also able to optimise maintenance of its fleet by analysing mechanical variables and carry out repairs and maintenance on each vehicle only when required, as opposed to preventative-based maintenance following a fixed schedule. This reduces unnecessary costs without compromising on the need to keep the fleet roadworthy at all times

and prevent breakdowns, delays and accidents on the road.

"Introducing a diagnostic analytics tool like telematics to our Singapore operations helps us anticipate problems and take action before they occur," continued Sidiadinoto. "We are pleased to be the first UPS market in Asia to pioneer the use of telematics and look forward to delivering the best level of customer service by making our operations as efficient as possible."

In 2014, the use of telematics throughout UPS's U.S. express, freight forwarding, and ground freight fleets enabled the company to avoid 281 million minutes of idling time, equivalent to 7,570,000 litres of fuel and 19,000 metric tonnes of CO<sub>2</sub>.

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## Agility Wins Lloyd's List Asia Awards for Sixth Time

**(Singapore)** Agility has recently won two prestigious awards, one presented in Singapore while the other was announced in BAAR, Switzerland. Agility walked off with the Logistics Award at the 2015 Lloyd's List Asia Awards held in Singapore. This is the sixth time that Agility has won this coveted industry award.

The judges recognized Agility for strong supply chain expertise that enabled a global manufacturer of consumer goods to compress its supply chain and eliminate costly steps between its factories and consumers. In addition, Agility's warehousing and distribution service cut lead time and freight costs, and improved inventory management by making operations more efficient.

"It's an honour to be recognized by our peers in the industry as the Logistics Award winner. For more than 40 years, we have been building and managing supply chains in Asia with efficient, innovative logistics solutions in both developed and hard-to-serve markets," said Chris Price, CEO of Agility Asia Pacific. "This award reaffirms our commitment to ensure our customers receive world-class services wherever we operate."

The annual Lloyd's List Asia Awards recognizes leaders in the shipping and logistics industry who have contributed to the changing and innovative industry landscape. The Logistics Award is selected based on a demonstration of expertise that meets the customers' needs with a full end-to-end supply chain management solution in the Asia Pacific region.

### Agility Wins Top Automotive 3PL Award

Agility also captured the Third-Party Logistics Company Award at the 2015 Automotive Supply Chain Global Awards, which recognised the company for its work to give a global automaker better visibility, faster transit times and improved parts flow at multiple locations.

"This prestigious award is a strong testament to our capabilities. Automotive manufacturers operate highly complex supply chains of raw materials and parts to keep their production running. Agility has demonstrated it can help them better manage their supplier networks and achieve supply chain efficiencies with our customized solutions," said Mohammed Esa, Senior Vice President, Global Business Development, Agility Global Integrated Logistics.

The annual Automotive Supply Chain Global Awards is organized by Three6Zero and recognizes outstanding companies and individuals who make significant contributions and improvements to the supply chain and logistics sector in the global automotive industry. Agility was one of 19 companies and individuals receiving awards for extraordinary success or for having pioneered new thinking or processes. One judge commented: "Agility has developed state-of-the-art centres of excellence dedicated to multinational automotive customers, including OEMs, as well as first- and second-tier suppliers."



## Martin Böckelmann Heads Media Relations at MAN Truck & Bus

**(Munich, Germany)** Martin Böckelmann is the new Head of Media Relations at MAN Truck & Bus. Previously Mr Böckelmann was in charge for press and public relations with Renault Trucks Germany. The 54-year-old Martin Böckelmann has been in charge for Media Relations with MAN Truck & Bus since November 1, 2015. Coming from Renault Trucks Deutschland, Böckelmann had assumed diverse management positions since 2001 in the corporate communication field there and was most recently in charge for all press and public relations affairs. His superior is Stefan Klatt, Head of Corporate Communications with MAN Truck & Bus.

# Singapore's Top Team Goes to Sweden for World Final



Team Kinetic, winner of Scania Singapore Top Team Competition 2015, from the left: Kelvin Chua Eng Chye, Simon Bartlett, Alvin Tan Tze Khong, Seetharajan Nadarajah, Lim Wei Soon, Chua Chin Heng, Mohd Rozaimi Hussain, Ganesan Solauthoo, Mark Cameron.

**Five local service technicians will represent Singapore in the prestigious global competition at the Scania Top Team Competition to take place in Sodertälje, Sweden.**

In March 2015, Team Kinetic beat out two other teams in the Singapore finals of the Scania Singapore Top Team Competition 2014-2015 winning the chance to go to the regional competition in Guangzhou, China. The prize for the two top teams in China was to compete in the global competition in Sodertälje, Sweden in December 3 - 5, 2015. By finishing second, behind a team from New Zealand, five highly skilled local service technicians from Singapore will compete for the world championship.

## Competency & Team Work

Team Kinetic demonstrated a high level of technical competency and teamwork on five competition challenges – Theory, Brake, Electrical, Suspension and Fuel – in the service and maintenance of heavy buses and trucks. “Where we needed to improve was in the electrical area,” stated Team Leader Alvin Tan. “We will work on this before we get to Sodertälje.”

One of the roles of the Team Leader is to talk to the Judges during the competition. None of the other members of the team are allowed to communicate with them. In the Regional Final in Guangzhou, China, September 25-27, 2015 they were up against Thailand, Myanmar, Indonesia, Japan and of course, the winners New Zealand, whom they will see again in the World Final.

## Morale Boost

“It is fantastic to have a team in the global finals,” said Mr Mark Cameron, Regional Director for South Malaysia & Singapore and Country Manager for Singapore. “It is good for the morale of our entire staff - not just the team members - and it shows to our customers that we have technicians and mechanics that can perform repairs at a very high level.

“To provide the best service to customers,” Mr Cameron continued, “our service teams have to be highly versatile in problem solving and skilled in a range of power tools and computerised diagnostic equipment to ensure maximum uptime over the complete life of a vehicle. Our customers are not making money if their wheels aren’t turning.”

## Dreams & Destiny

Team Kinetic from Scania Singapore includes Team Leader Alvin Tan Tze Khong and Team Members Ganesan Solauthoo, Seetharajan Nadarajah, Mohd Rozaimi Hussain, Chua Chin Heng, Kelvin Chua Eng Chye, Team Coordinator Simon Bartlett, Team Coach. Due to an unfortunate and unchangeable clash of dates Team Member Lim Wei Soon, who competed in China, will not be able to go to Sweden. His wedding day is the same date as the competition.

“Team work is essential to winning. It is nice to dream of coming back as the winner of the competition,” said Mr Tan, “but what is of equal importance is that we do well and learn from the experience. We will certainly be doing our best.

"For most of the team members," he continued, "it will be their first visit to Sweden and it is a great opportunity to see the Scania operations at Sodertälje. Our colleagues from Europe will ensure that we get to see some of the culture and interesting sites, as well as the Scania facilities."

### **Additional Tests**

In addition to the normal tests Top Team Singapore will have, there are additional challenges that other teams won't have. "The European technicians are very advanced," noted Team Coach Simon Bartlett. "Also, they are working on Euro VI, which they have been doing for some time, but it is new for us. We will have to be prepared for that."

Twelve teams will compete in the Scania Top Team World Final will take place in Södertälje: Sweden. Argentina, Australia, Austria, Brazil, China, Denmark, New Zealand, Russia, Singapore, Sweden, Switzerland, and United Kingdom.

The team has 20 minutes to complete each of the five areas they are tested in. "One strategy we have is to try to complete at least one section in less than the allowable time. If it comes down that two teams are tied in the problem solving, answering questions, then they will look at the time it took them, as a tie breaker."

### **The Customer Benefits**

Mr Cameron added, "As the reliability, durability and economy of heavy buses and trucks directly impact our customers' bottom line, the Scania Top Team Competition complements our training and development regime to motivate our service personnel to provide more competent and effective services, which subsequently benefits our customers."



In the local rounds of the competition participating teams were drawn from all services personnel in Singapore. They had to undergo a written test in order to qualify as finalists. From there, three teams were shortlisted to participate in the final round of the competition.

The competition is held every two years. "It improves our knowledge and competency," Mr Cameron told Asian Trucker. "And it results in better employees. An organisation is a combination of all its parts. The teams must analyse the problem with the vehicle they are working on. They do trouble shooting to determine exactly what is wrong and then they have solve the problem. The team leader must be the leader and they cannot get any outside help. They are not allowed to use their phones," Mr Cameron pointed out. "Safety is paramount in this competition and everything we do at Scania."

### **Australia Topped the Teams in 2013**

The Top Team Final takes place every two years. During the intervening time the local and regional events are held around the world. In 2013 Team Southern Stars from the Scania workshop in Sydney, Australia, earned the title of the world's best Scania service team. The winners defeated skilled service teams from New Zealand and Finland. A team from Australia will be vying for top honours once again.



Scania is a leading manufacturer of heavy trucks and that is headquartered in Södertälje, Sweden. The company operates in about 100 countries in Europe, Latin America, Asia, Africa and Australia, with more than 41,000 employees. Scania has had a presence in Singapore since early in the 1980s and is currently the leading European brand of heavy transport vehicles in the country. Scania Singapore was incorporated in 2003, to provide improved sales and services to customers; supported by the Asia Parts Centre in Singapore. The Scania service centre in Singapore is fully equipped with the latest diagnostic equipment and factory trained technicians to provide premium after-sales services to customers. 

# Australian team crowned as winner of UD Trucks' Extra Mile Challenge 2015



*A unique competition was held at UD's headquarters in Japan that saw teams from three countries pitting their skills against each other as they strove to go the extra mile.*

**(Ageo, Saitama, Japan)** UD Trucks Corp. completed the UD Trucks Extra Mile Challenge 2015 final that took place on November 9, 2015 at the new UD Experience Centre and the adjacent test course at Japan headquarters in Ageo, Saitama. UD Trucks' customers from South Africa, Australia and Japan participated in the event as contestants.

## Extra Mile Challenge

The South Africa, Australia and Japan teams competed in a series of truck industry challenges for the Extra Mile Challenge. The events consisted of three competitions: (1) Pre-Drive

Inspection, (2) Driving Skill, and (3) Pick-up & Delivery, and these were judged by the following criteria, Revenue, Fuel Efficiency, Uptime & Maintenance Cost, and Safety Driving.

The day culminated with a special award ceremony and the competition results announcement. The South Africa team was selected "Best Fuel Consumption" while the Australia team was selected "Best Pre-Drive Inspection" with Japan being selected "Best Driving Skill." The overall winner was Australia team.

## Making the Most of UD

Based on the brand promise "Going the Extra Mile", the UD Trucks Extra Mile Challenge is a competition to demonstrate how customers can make the most out of UD products and services by improving fuel efficiency, uptime, and driver skill. Teams of drivers and fleet managers compete in pairs to show their ability to "go the extra mile".

The competition simulates a transport delivery cycle, and the winner is the team with the highest profit in a transport calculation. The Extra Mile Challenge demonstrates how UD Trucks is going the extra mile to not only contribute to further business success, but also highlight driver capability and confidence, contributing to safer roads and motivated drivers.





**A Unique Competition**

A participant of the competition commented, "Our company is constantly trying to improve driving skill, but it was the first time I took part in an event where the driving skill was scored based on revenue, fuel efficiency, productivity, maintenance cost and driving safety. I had never taken part in an event like this so it was very exciting."

"The Extra Mile Challenge is an event predicated on improving the work 'gemba' for customers," stated Kishi Nobuhiko, UD Trucks Vice President, Brand and Product Line. "We hope our customers can take the next big step for their business and we ask them to look forward to UD Trucks' activities moving forward."

UD Trucks is committed to putting in the extra effort on Smart Logistics, contributing further to the success of customers and their business with the aim to achieving the best fuel efficiency, uptime & maintenance and driver safety.

UD Trucks is a total transport solution provider dedicated to delivering optimized total cost of ownership to its customers. It sells and serves light, medium and heavy duty trucks as well as special vehicles. UD Trucks was established in Japan in 1935 and became part of the Volvo Group in 2007. With its headquarters located in Ageo, Japan, UD Trucks supports sales and services in more than 60 countries.

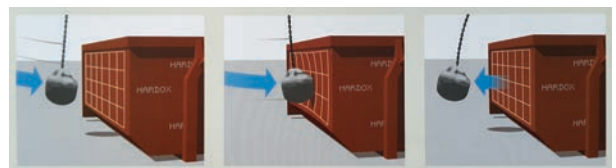


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# Scania is a proud partner of Nobel Prize Series



*Erik Ljungberg, Senior Vice President and Head of Corporate Relations from Scania CV AB sharing his ideas with other members of the roundtable during the Nobel Prize Series Singapore 2015. The roundtable consisted of government, industry and academia from the world.*

## ***Innovation is at the heart of Scania operations and so they support the Nobel Prize Series that came to Singapore in November.***

**D**uring the week of November 5, 2015 the Nobel Prize Series brought together Nobel Laureates, world-leading scientists, policy makers and thought leaders in Singapore. The Nobel Prize Series Singapore is presented in partnership with Scania.

### **Fundamental Issues**

Scania has been a partner of Nobel Media for previous official Nobel events held in São Paulo in 2013, and in Rio de Janeiro and New Delhi last year. "This is the fourth world city in which Scania has been a proud partner of international Nobel events," says Erik Ljungberg, Senior Vice President at Scania. "As a globally active company, we share an interest in the fundamental issues that are raised here and the importance of science in shaping the future."

Several thousand people, including five Nobel Laureates – Professor Ada Yonath (Chemistry, 2009), Sir Harold Walter Kroto (Chemistry, 1996), Sir James Mirrlees (Economic Sciences, 1996), Professor Stefan Hell (Chemistry, 2014) and Professor Wole Soyinka (Literature, 1986) – as well as the world's top public and business leaders, academics, educators, community stakeholders and students will converge in Singapore for the Nobel Prize Series Singapore 2015 to discuss the latest thinking

that will impact the future of learning and development in the 21st century.

### **Innovation lies at the heart of Scania**

The Nobel Prize Series Singapore 2015 featured a main conference and an executive roundtable about "The Future of Learning", public lectures incorporating dialogues with students, as well as a special exhibition.

The travelling exhibition, The Nobel Prize – Ideas Changing the World will be displayed in Singapore until January 24, 2016. The exhibition tells how Nobel Prize-awarded work has shaped and continues to change our world. "Innovation also lies at the heart of Scania and we are inspired by ideas in continuously improving solutions for our customers," says Erik Ljungberg.

### **Bringing Thought Leaders Together**

The Nobel Prize Series Singapore was produced by Nobel Media and the Nobel Museum in partnership with Nanyang Technological University. The Nobel prize series aims to stimulate innovation and creative thinking, bringing together Nobel Laureates, other experts and lifelong learners.

This unique programme combines conference, lectures, roundtables, an exhibition and other meeting spaces. By sharing achievements and stories of Nobel Laureates with a global audience, this official Nobel programme inspires engagement in science, literature and peace in line with Alfred Nobel's vision. **F**



**WINNERS****RUNNER-UP****SECOND RUNNER-UP**

**S**ome nine teams of truckers from the Asian Trucker Drivers Club gathered on Saturday 7th November in Shah Alam for the first ever bowling tournament of the club. The spirits were high as the teams gathered to shoot out the champion, hoping to take home the trophies and hampers.

The competition saw three games in a knock-out format. The best six teams of the first game advanced while the best 3 competed in the final round for the grand prize.

With only a few points difference between them, the winners emerged after a tight race for the Strikes!

- 1) Team TNT
- 2) Team "Cool Rollers" from Kit Loong
- 3) Team "Tow Truckers"

We are looking forward to a re-match next year and hope even more teams will join.

## What you need to know about tyre safety and management

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You may also contact us and request your printed copy of the membership form.

Date : 23rd January 2016, 08:30 - 14:00

Venue : Goodway Rubber Industries Sdn. Bhd., Lot Pt 1654 & Pt 1657, Nilai Industrial Estate, Negeri Sembilan, Kawasan Perindustrian Nilai, 71800 Nilai, Negeri Sembilan, Malaysia

To register please email to: [info@asiantruckerclub.com.my](mailto:info@asiantruckerclub.com.my) or let us know through Facebook.

# UD Trucks Premiere Two Trucks at Tokyo Motor Show 2015



*Quon Vision, an impressive vision, was introduced along with its brother truck the ground breaking UD Electric Demonstrator at the Tokyo Motor Show 2015*



**(Ageo, Saitama, Japan)** UD Trucks Corp. introduced the future of the truck industry with two world Premiere trucks: the Quon Vision, the symbol for the future of "Smart Logistics" and the UD Electric Demonstrator, a fully electric zero emissions medium-duty truck.

#### **Future Vision for Smart Logistics**

The world premiere of UD Trucks' Quon Vision and the UD Electric Demonstrator will realize "Smart Logistics" and the company's dedication to meet the market needs of customers and drivers in the future.

The Quon Vision is UD Trucks' symbol for its future vision for smart logistics. It combines its Japanese heritage and global knowledge and aims to excel on its customers' essentials of fuel efficiency, uptime and drivability.

#### **Fully electric medium duty truck**

The UD Electric Demonstrator is a fully electric medium duty truck. It is emission-free and silent with a full-sized medium duty body that maximizes transport efficiency.

Along with the Quon Vision and UD Electric Demonstrator, UD Trucks showcased the flagship Quon, the GH11 engine, the ESCOT-V transmission and smart after-service for maximising uptime that also demonstrate the company's continuous effort to realize "Smart Logistics."

#### **Trucks the World Needs**


"Since the foundation of UD Trucks 80 years ago, we have provided trucks that the world needs today. In today's world, our vision is to go the extra mile to support our customers, so they can deliver "Smart Logistics." For our customers, smart logistics means providing environmentally-friendly, safe, profitable, and sustainable transport. UD Trucks is dedicated to supporting our customers in their efforts to deliver Smart Logistics." says President of UD Trucks, Yoshihiro Murakami.

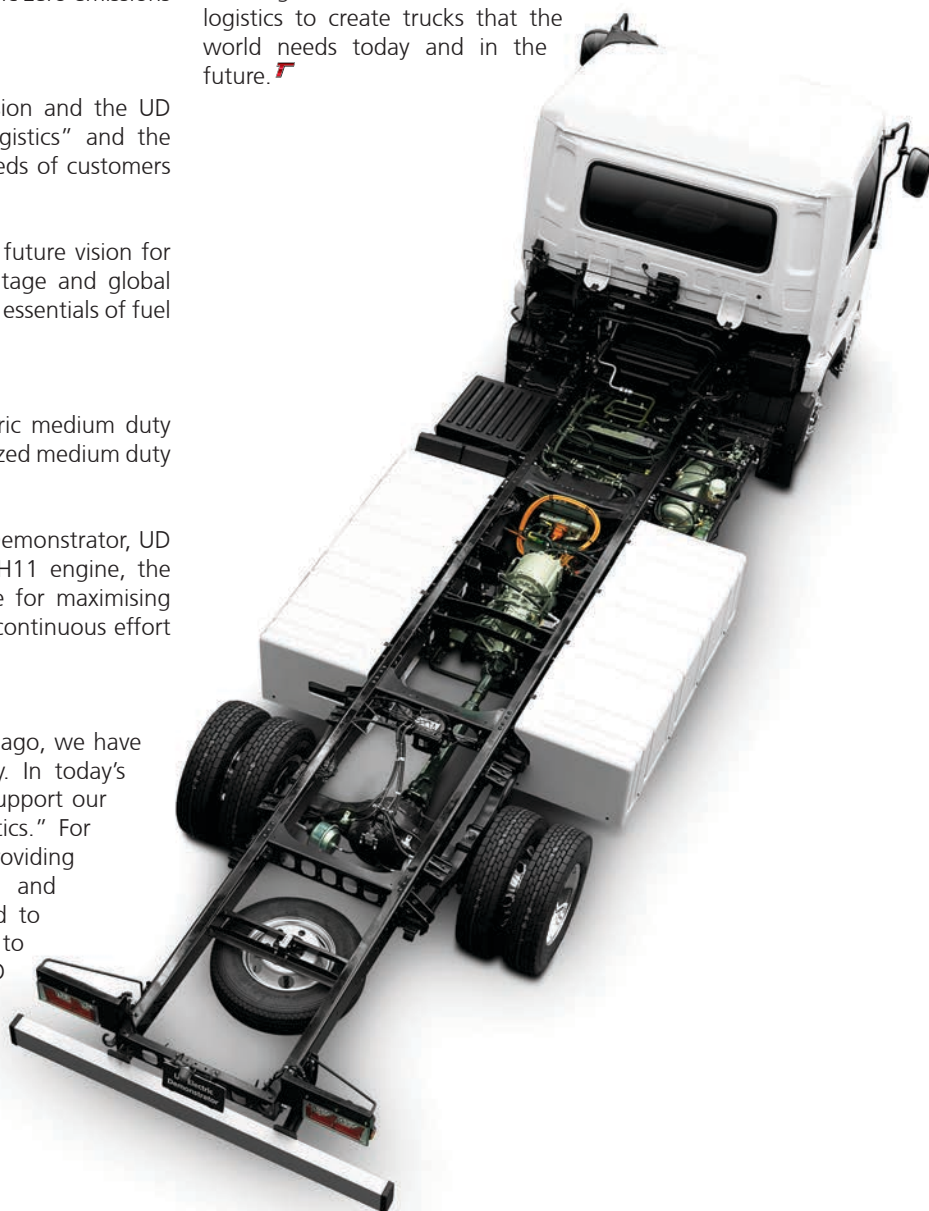
#### **Smart Smart Smart**

To achieve this, UD Trucks has identified the three essential areas in all of its customers' businesses:

- Smart Fuel Efficiency: Excel in fuel efficiency by delivering aerodynamic trucks, with a clean, efficient engine, smart on-board driver coaching system.
- Smart Drivability & Safety: Produce safe and highly drivable trucks with a total drive support, innovative driver support systems and a smart AMT.
- Smart Uptime & Productivity: Deliver ultimately dependable and productive trucks with a smart uptime support for the lifetime of the vehicle.

#### **Access to Leading Technology**

With access to the world's leading technological innovations as a member of Volvo Group and the company's rich heritage of craftsmanship, engineering skills and gemba spirit, UD Trucks will turn these into reality. Once again, it demonstrates that it will go the extra mile for smart logistics to create trucks that the world needs today and in the future. 





In Q4 of 2011, Scania opened the Asian Parts Centre (APC) in Singapore to better serve the needs of the fast growing and vast market in SE Asia. Scania Parts Logistics in Oplabbeek, Belgium, is the worldwide distribution centre of all Scania parts. From there parts are shipped to regional warehouses in Europe, South Africa, Brazil, Mexico, Singapore and Indonesia. Via these hubs the Parts Centres supply their region.

**Asia Focus**

With a strong focus on Asia, Scania is always looking for ways to better serve its customers. In 2010 a feasibility study was conducted and the go-ahead was given in December 2010. In 10 short months Scania found suitable premises and partners to handle the logistics as well as setting up the operation and defining the stock profiles. The operation officially commenced on October 3, 2011.

“When we opened the warehouse in Bedok,” relates Bjorn Gunnarsson, Manager Asian Parts Centre, “there was a shortage of warehouse space in Singapore. As the place here is close to Changi Airport it made it the logical place to be in order to serve our customers in the fastest time.

**Serving the Markets**

When the Asian Parts Centre opened it served and expanded to Singapore, Malaysia, Indonesia Thailand, Laos, Vietnam,

Philippines Brunie and Hong Kong. It since has calved off Indonesia, a move which has just been completed. “We found that the demand from Indonesia for parts for, particularly for the mining industry, warranted opening a parts centre there. From September 2014 to September 2015 we set up Indonesia, moving needed parts to the new warehouse there. That was a big challenge and a great deal of work,” says Mr Gunnarsson. “If demand justified it, we would open another hub in the region.”

The 4500sqm warehouse is supplied on a weekly basis via sea and airfreight. Scania has a total of 100,000 part numbers. When the Asian Parts Centre opened the operation the initial availability of parts was 90%, while the target was 95%. The APC has exceeded the target hitting 96.5%.



# Scania Asian Parts Centre Improves Regional Service

*Scania's Asia Parts Centre was opened in Singapore four years ago with the objective to provide quicker service for its customers. It has met the target and exceeded it.*

## The Parts Turn Over

Scania's Asian Part Centre operates 24/7/ with about 1000 orderlines a day that are going out as daily stock orders, emergency orders or Vehicle-Off-Road (VOR). "Three to four 40-foot containers of parts come in a week, and those parts go out as individual orders. Three to four times a year the entire stock will turn over. On-going stock taking is done throughout the year with about 1/12th of the inventory being checked a month. "We have 15 staff working here," Mr Gunnarsson states. "We are not automated in terms of stock picking. That gives us the flexibility to add more staff when things get busy."


VOR shipments go to Australia, New Zealand, Taiwan, China and Japan. Air freight service will be added to Australia and New Zealand.

The point of opening the APC was to cut the lead times for customers receiving needed parts. The result is impressive as the lead times have now dropped drastically from four to six weeks, when the parts were being ordered from Europe, to same day delivery in Singapore, 24 hours to Malaysia and Thailand. If we get an order before 4:00pm we will have it to our customers in the region by 10:00am the next day - having done all the custom clearances."

## A Reason to Chose Scania

Naturally, this is more efficient and will translate into a better vehicle up-time for the customers, in turn resulting in better efficiencies of fleets. "We want to give our customers reasons to stay with Scania, not reasons for going somewhere else."

In the 4500m2 warehouse Scania has done its best to keep parts to a minimum. They have done this by using the same parts through successive generations of trucks and buses.

As a strategic location, Singapore was chosen as it is a central point with highly efficient port and customs procedures. The high amount of traffic also results in low shipping cost, which again translates into lower cost for the customers. "Singapore promotes itself as a business centre. It promotes itself as being highly efficient so they make everything easy for us when we are bringing in the parts through the harbour or airport, and when they are going out to countries in the region," states Mr Gunnarsson. "Our system is very efficient, but we are always looking for ways to improve." 

# First Regional Center for Daimler Commercial Vehicles Opens in Dubai



**(Dubai)** Daimler has opened its first regional centre for commercial vehicles for the Middle East and North Africa, situated in Dubai, UAE. Daimler Commercial Vehicles Middle East & North Africa (DCV MENA) will support 19 countries - from Morocco to Pakistan - from its regional office in Dubai. The new entity will be responsible for the group's full commercial vehicles portfolio in the region – from the Mercedes-Benz Citan city van to the heavy-duty Mercedes-Benz Actros truck. The upcoming reuptake of commercial vehicle activities in Iran will also be managed from Dubai.

## Faster Response

"Our new Regional Center will allow us to respond even faster and better to the needs of our customers. It focuses entirely on the commercial vehicle business. We are convinced that this new set-up is an important step to benefit further from the growth potential of this region in the sales and after-sales business," said Dr. Wolfgang Bernhard, member of the Board of Management of Daimler AG responsible for Daimler Trucks & Buses, at the opening of DCV MENA in Dubai.

The establishment of DCV MENA enables an even stronger focus on the specific characteristics of the commercial vehicles business and even closer sector-specific engagement with customers and markets within the region. DCV MENA is the first of six regional centres being opened for Daimler's commercial vehicles business around the world. Similar bases will also follow for Central Africa, Southern Africa, South Asia, Southeast Asia and Latin America within the next few months. Until now, Daimler had managed these regions primarily from its group headquarters in Stuttgart.

Further decentralization will keep the business even more in tune with the market. The many years of product and service-related expertise pay off in this respect just as much as the broad portfolio of products offered by the group's various commercial vehicles brands. The DCV MENA Regional Center offers Mercedes-Benz trucks, and FUSO vehicles, Mercedes-Benz vans as well as Mercedes-Benz and Setra buses.

## Region with Long Term Growth Potential

Middle East and North Africa is a promising growth region for Daimler's commercial vehicles. This year experts predict somewhat weaker economic dynamics and general economic growth of only 2.5 percent. But from 2016 to 2019 the expansion rate in the region should rise to more than 4 percent on an annual average.



## *Providing a clear focus on the needs of commercial vehicles customers in the Middle East and North Africa is one benefit of Daimler's new Commercial Vehicle Center opening in Dubai*

Roland Schneider, President & CEO of Daimler Commercial Vehicles MENA underlined: "The new Regional Center is a clear sign of our commitment to the region. The markets of the Middle East and North Africa are very important to us, and offer substantial potential for growth. The opening in Dubai therefore represents the next logical step."

The three biggest sales markets in the region for Daimler's trucks, vans and buses are the United Arab Emirates, Saudi Arabia and Egypt. These three countries account for approximately two thirds of all deliveries in the MENA region. Between 2011 and 2014, unit sales of trucks, buses and vans in the region grew by an average of 23 percent p.a. In 2014 the group sold 45.900 commercial vehicles in the region.

### **DCV MENA Steers CV Business in 19 Markets**

The Regional Center will be responsible for managing sales activities in the following markets: Afghanistan, Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates (UAE) and Yemen. The new Regional Center is located in the Jebel Ali Free Zone in Dubai, which is operated by the Jebel Ali Free Zone Authority (JAFZA).

Commenting on the new Regional Center, HE Sultan Ahmed Bin Sulayem, Chairman, DP World and Chairman of Ports, Customs and Free Zone Corporation said: "We are pleased with Daimler AG's decision to establish its new Regional Center for commercial vehicles in Dubai. As a world-class facilitator and logistics hub, we are committed to provide our customers all the support needed to make their operations seamless. Our conviction and approach is in line with the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to position Dubai as the most favoured investment destination in the world."



### **Daimler's History in Dubai**

In November 1998, the group established its cross-divisional sales entity DaimlerChrysler Middle East in Dubai. This became Daimler Middle East & Levant in March 2008 following the separation from Chrysler. At the end of 2014 the decision was made as part of the group-wide "Customer Dedication" strategy to align the sales structures of the commercial vehicles and passenger car business even more closely with the relevant target groups. As part of this, DCV MENA will focus on commercial vehicles activities in the region in the future. There are currently 62 employees from 19 different countries working at DCV MENA. The sales, after-sales and replacement parts activities for each market are organized via a network of exclusive general distributors. **F**



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# MAN celebrates 100 years



*One of the leading truck manufacturers turns 100 this year and Asian Trucker joined for the celebrations. As much as this event is a reflection of the past, it is also a view into the future.*

## Celebrating at the Busworld

Hartmut Mueller, Managing Director of MAN Truck & Bus Malaysia Sdn. Bhd. took us on a tour of the MAN stand at the recently held Busworld in Belgium. He said "Firstly, Busworld



Kortrijk is the most important exhibition for the bus industry. World-wide. Here you can see anything and everything that relates to the bus industry. All suppliers and bus makers are here. If you don't find something that belongs to a bus here, then it does not exist". It is here where MAN celebrates its centenary with customers and global partners.

According to him, the vehicles, technology and products on display are the future for the bus business in Asia too. Naturally, many of the innovations can be applied for trucks as well as buses. This is especially true for safety features and technology to clean exhausts as they are highly developed in Europe. "And Asia will follow these standards sooner or later. This is an outlook to the future," he added.

MAN's man in Malaysia pledged to improve the service network and there are now two recently opened sites, one in Johor Baru and another in Prai. "These are located directly along the highways to Thailand and Singapore as there is a lot of traffic. Through them we provide better services in the case of a breakdown too," Mueller said. Recently, the German



brand also extended their network in the East coast region, collaborating with local firm Minufa. Here Minufa will take care of regular maintenance. To be able to respond to breakdowns faster, three new service trucks, complete with workshop repair equipment in the back, are now active and can be deployed in an instant. The on-board equipment even allows for larger repairs to be carried out outside the fixed locations. Mueller is happy to report that the company has closed a lot of gaps in the Malaysian service network previously found.

The question in the industry is if the company name is MAN or M-A-N. We will get to this too, but first we shed some light on the past of this German marquee that has produced many iconic trucks that helped shaping economies.

### 100 years of MAN trucks and buses

Roads without a silver lion on the radiator grille? Hard to imagine today. But in 1914, trucks and buses did not yet play a part in the MAN range. A state of affairs that General Director Anton von Rieppel wanted to change. "M.A.N. must be put on wheels," was his strategy. No sooner said than done. In the summer of 2015, MAN Truck & Bus was celebrating 100 years of commercial vehicle engineering.

If one were to look closer at the history of this company, it can actually trace back its origins back to the foundation in iron and steel works. St Antony Oberhausen some 250 years ago.

One key innovation that shaped the industry was the invention of the Diesel engine. Mr. Rudolf Diesel was the best student of 1880 at the Munich based university for technology. He was severely injured when his first engine prototype exploded. After several months of recovery from injuries that almost killed him he went back to the drawing board and designed his second engine. Again, it failed him. It wasn't before the third approach that his concept caught on in 1897.

The name MAN Truck & Bus AG did not however exist at the time the company was founded. "Lastwagen Werke M.A.N.-Saurer GmbH" (M.A.N.-Saurer Truck Works) – LWW for short – was the entry made in the City of Nuremberg companies register on 21 June 1915. At that time, the company Saurer was the leading truck manufacturer in Switzerland – and new partner to the Maschinenfabrik Augsburg-Nürnberg (M.A.N.). At the time M.A.N. General Director von Rieppel was planning to set up the company's own truck and bus production plant in 1914, the First World War had just broken out. So there was no time for M.A.N. to develop its own vehicles and instead, it found a partner with the necessary know-how in the form of Saurer.

It was Anton von Rieppel himself who approached Adolph Saurer in a letter written in December 1914. This gave rise to negotiations between the two companies. Mr. von Rieppel had originally planned to acquire a license from Saurer to build his own trucks. But Adolph Saurer wanted to enter into a cooperation that would guarantee his participation in the company. After





several months of negotiations, the industrialists finally reached agreement – and this joint venture laid the foundation for truck and bus production at MAN.

From then on, things moved very quickly. By July 1915, LWW was already producing its first trucks at a plant in Lindau. This plant took over the joint venture from Saurer. Only four months later, production activities were relocated step by step to Nuremberg. Not only was the entire plant and all the machinery moved, but Lastwagen Werke also took over all the forty Lindau employees. When MAN produced their first truck in 1915, it was actually a petrol (Otto) engine that powered the vehicle. Although Diesel engines finally worked, they were huge and could not fit into trucks. It was only in 1924 that the miniaturization of the Diesel engine progressed enough to allow fitting them into trucks. Today, MAN offers Diesel, Gas and Hybrid engines.

In 1955 the MAN plant in Munich opens. The grounds of the production facilities have a long history too as the place used to be owned by BMW in 1930s. It was here where the car maker used to produce airplane engines. The facilities were sold to MAN and the truck maker's facilities now occupy the space of 140 football fields or one million square meters. Some 9000 staff work in Munich. In 1971 MAN took over the Buessing company, gaining access to some 90 patents held by the

founder Mr. Buessing. This was said to be a match made in heaven as Buessing himself was an prolific inventor that could add value to the company. The year 1990 saw the takeover of Steyer Nutzfahrzeuge and Neoplan was acquired in 2001 to add a luxury bus line to the product portfolio. Both are still sold under their original brand names.

### Omnibuses for transporting parcels

As well as trucks, LWW also produced omnibuses, mainly for the "Reichspost" and city transport companies. Especially the country buses built by LWW were a common sight on the roads at that time. The "Reichspost" used them to transport not only passengers, but also letters and parcels. Just like the trucks, these first buses were also 2 to 3.5 ton cardan vehicles – all fitted with a four-cylinder spark ignition engine, engine brakes, carbide lighting, petrol lamps, bulb horns, wooden wheels and a set of solid rubber tyres.

M.A.N. and Saurer worked closely together until 1918, then Saurer and his company pulled out of the joint venture. And from 14 November 1918 onwards, this was also reflected in its name - the company then became officially known as "M.A.N. Lastwagen Werke" (M.A.N. Truck Works). From then on, the Nuremberg site paved its own way in the development and production of trucks. Successfully. Until today.

With the TGX D38, the latest flagship of the truck fleet, MAN sets new standards in efficiency and performance. The MAN engineers also have a keen eye on the future of mobility. They are working hard to make the vehicles even more customer-friendly and economically. And customers appreciate this: Numerous fleet operators, breweries and local authorities have been relying on commercial vehicles made by MAN for decades.

### MAN now

Today the company produces 25 axle types in over 130 variations, engines (Diesel and Gas) and transfer cases. At the IAA 2014 MAN took to the stage in presenting their new flagship models. Currently MAN holds 25% shares in the Chinese truck maker Sinotruk. The year 2015 marks the 60 years anniversary of the Munich plant as well as 100 years bus and trucks. Some 30 000 people showed for the birthday party held earlier this year.

For 2016, MAN plans to sell some 46 700 vehicles and 60 000 cabs to be mounted in other production facilities.

### Significant difference

As customers are looking for efficiency and better economy as trucks drive long distances, maintenance and fuel efficiency are items that allow for cost savings. This is where customers are looking for European brands. MAN is a leader in efficiency and lower cost of ownership is what the company is aiming to achieve. When asked about Asian products, Mueller replied that there is "A change of mind of customers when it comes to Chinese products. Many are coming back to European vehicles as they are more reliable." These thoughts are reflected in MAN's approach to Total Cost of Ownership (As shown on the MIBTC 2015 booth earlier this year). Truck operators clock 100 000s of kilometres on each vehicle and saving a few cents per kilometre will result in tremendous savings in the long run.

Customers can expect MAN to be adding more and more safety features, such as automatic braking systems. These will be added step by step. As these cannot be simply imposed on the customers, MAN Malaysia is currently discussing with interested



operators which features are to be added. At the present moment, customers have to specifically order additional safety features.

"Governments should provide more help when operators are upgrading their safety features to electronic safety features. This saves lives and is a good way to promote road safety" is his pledge to the ruling parties across Asia. Safety features are going to be the main focus of many truck manufacturers. The industry is now looking at electronic tools to improve safety as axles and bodies have been optimised to a high degree.

### But first: Safety


No matter how important fuel efficiency and overall operational cost reductions might be, human lives are still the most important aspect. Modern truck chassis are developed according to stringent safety norms plus a lot of active and passive safety systems such as lane guard or braking assistance. MAN offers a number of safety features, but also systems that may not be as obvious in helping to improve safety.

### Overseas perspective

MAN representatives observed that the trucking industry is becoming more and more international. Mueller stated that there are strategic pillars for the company in Asia. The distributor in Thailand and own company in Malaysia, with both countries as focus markets are testament to this. This year also marks another significant step for MAN in Asia as the CKD operation in Thailand commenced business in 2015, with a strong focus on coach business. As each market is different, the operations are as individual as the countries MAN operates in.

"We will continue to invest in Asian countries. We are enthusiastic!" said Mueller, pointing out that next year the 800th bus will be delivered in Singapore within the short span of only four years.

### Secret revealed

Revealing the final secret, MAN actually stands for Maschinenfabrik Augsburg-Nuernberg AG, a name that was created in 1908 as the result of the merger of various companies involved in machine manufacturing. This was also the time when the now well known name MAN emerged, originating at the time with the three dots M.A.N. To get it right, one should state each letter when referring to the brand. 



# Ready for the Rally



*Already holding the world record for the most entries into the Rally Dakar, as well as finishes, Yoshimasa Sugawara is confident that his HINO Team Sugawara will be successful yet again.*

**W**ith only a few weeks, merely days, left to the next instalment of the Dakar Rally, we take a closer look at one of the teams. In Bangkok, during the Thailand International Truck Show, we were privileged to meet with key members of the highly successful Team Sugawara. HINO not only managed to get the team principal to be present, but also to have the actual truck ready to take visitors for a ride they will not forget.



## Tough Rally

The Dakar Rally, or simply “The Dakar” is known as the original “Paris–Dakar Rally”. It is an annual rally raid organised by the Amaury Sport Organisation. Most events since the inception in 1978 were from Paris, France, to Dakar, Senegal, but due to security threats in Mauritania, which led to the cancellation of the 2008 rally, the 2009 Dakar Rally was run in South America (Argentina and Chile). It has been held in South America each year since 2009. The race is open to amateur and professional entries, amateurs typically making up about eighty percent of the participants.

Despite its “rally” name, it is an off-road endurance race, properly called a “rally raid” rather than a conventional rally. The terrain that the competitors traverse is much tougher and the vehicles used are true off-road vehicles rather than the modified on-road vehicles used in rallies. Most of the competitive special sections are off-road, crossing dunes, mud, camel grass, rocks, and erg among others. The distances of each stage covered vary from short distances up to 800–900 kilometres per day.

The Truck class (T4), first run as a separate category in 1980, is made up of vehicles weighing more than 3,500 kg (7,716 lb). Trucks participating in the competition are subdivided into “Series Production” trucks (T4.1) and “Modified” trucks (T4.2), whilst Group T4.3 (formerly known as T5) trucks are rally support trucks - meaning they travel from bivouac to bivouac to support the competition vehicles. These were introduced to the rally in 1998. The truck event was not run in 1989 after it was decided the vehicles, by this stage with twin engines generating in excess of 1000 horsepower, were too dangerous following the death of a DAF crew member in an accident during the 1988 rally.



### Mindset and fitness

Heat, stress and the gruelling race itself require the team members to be fit. Very fit. Wondering how Yoshimasa Sugawara keeps fit, the answer is rather surprising. "I am now 74 years old and I know that my stamina isn't as good as it used to be. However, there are ways to counter this. Personally, I take part in some four motorcycle rallies every year, each some 4 000 Kilometres. What I am out to do is to challenge the big boys with our Little Monsters." Sugawara will continue using trucks in the under 10 Litre class to compete with the bigger vehicles

entered by other teams. During our meeting he said "It is about the trucks and the drivers. Each are equally important when it comes to winning this rally".

### The Team

The story of HINO at the Rally Dakar is remarkable in many ways. In 1991, Hino Motors became the first Japanese truck manufacturer to enter the Dakar Rally—known as the "world's most gruelling rally," where as few as 20.5 percent of entrants actually cross the finish line. Since its very first year in the race,



Hino has finished all 24 races it started. Although every team member contributes to the success of the team, some members deserve a special mention. Yoshimasa Sugawara, Team director and driver of Car 1, has entered the rally driving motorcycles, cars and now for several years trucks. He holds multiple records for Rally Dakar.

Following his footsteps is his second son, Teruhito Sugawara, driver of Car 2. He began racing alongside his father in a two-truck lineup in the Dakar Rally in 2005, and won his first championship in the Under 10-litre Class in 2007. His 2014 win was his fifth straight championship in the Class.

Also worth a mention is Yoko Wakabayashi as a female member of the racing team. Wakabayashi participated in four Rally Mongolia races from 2009 to 2012. In 2010, she entered and finished Rally Mongolia as a driver on a Jimny Sierra 1300 fabricated by Yoshimasa Sugawara and navigated by Reiko Miyoshi. In 2011, she navigated for Yoshimasa Sugawara and won the class championship. In 2015, she enters Dakar Rally for the first time.

**Little Monsters**

Based on the HINO 500 Series trucks that are known for their world-class durability, these mid-sized racing trucks continue to fight fiercely against larger monster camions powered by

engines with more than twice the displacement of the 500 Series engine. This is why these trucks, nicknamed "little monsters," have instilled fear and awe in their rivals. These trucks are currently being maximized the potential inherent in HINO trucks so that they will be ready to take on the race. Naturally, these trucks have little in common with the street legal versions one will find on our roads. The engine and suspension modifications might be the most important.



Modified for higher revving and fine-tuned to meet regulations, including adjustments made to the injection pump, the engine with inter-cooled turbo revs up to the red zone with no stress whatsoever. In addition to easier handling, its durability and reliability are in classes of their own. This engine is literally the "motivational force" behind HINO's record of consecutive finishes in the Dakar Rally. Combined with large wheels, the truck is able to reach speeds up to 170km/h.

Because the Dakar Rally weaves through areas where there are literally no roads, it would not be an overstatement to say that suspension settings determine the outcome of the race. Suspension settings must be fine-tuned to ensure that the truck is able to handle a variety of situations including driving over sand dunes and rocky terrain, as well as high-speed driving over gaps, all the while maintaining handling stability. The suspension has undergone countless improvements year after year, and currently uses a multi-leaf suspension and shock absorbers by Reiger Racing per wheel.

According to Teruhito Sugawara, there are still some 50% of the original truck present in the race ready vehicle. "The mainframe and cab are original and most of the engine is still the same" he said. His father added that they had chosen HINO as "The vehicles are very strong, even as original vehicles for transportation use."

What motivates Yoshimasa Sugawara? Maybe he just can't help it as "It is the Asian spirit, the will to win", he said as he makes his way out to the test drive area. **F**



# Eurocargo Named 2016 International Truck of the Year

*Iveco beat out tough competition to win the prestigious award that is awarded by commercial vehicle journalists who have driven all the trucks being considered.*



Iveco's New Eurocargo has been elected International Truck of the Year 2016 by a group of 25 senior commercial vehicle journalists, representing 25 magazines throughout Europe. The prestigious award was presented to Pierre Lahutte, Iveco Brand President, during the Solutrans gala dinner at the Lyon Chamber of Commerce, France.

## Tough Competition

In a neck-and-neck competition, with its winning score of 101 votes, Iveco's new medium-duty truck fought off a strong challenge posed by Renault Trucks' C&K range, which finished in second place, while Ford Trucks' new construction series was third.

According to the International Truck of the Year rules, the annual IToY award is presented to the truck launched in the previous 12 months which has made the greatest contribution to road transport efficiency based on several main criteria, including technical innovation, comfort, safety, driveability, fuel economy, environmental footprint and total cost of ownership (TCO).

## Winning Attributes

The New Eurocargo cab design, which continues the family feeling of the Iveco Daily, features city-friendly contours with horizontal lines which underline its main focus on multi-drop distribution missions in urban environments, whilst delivering a substantial Cx reduction at higher speeds on motorways and inter-urban routes.

Iveco's new medium duty truck cab interior is a multi-functional 'office on-the-move' with its central console pre-configured to integrate with smartphones, tablets and GPS-based navigation systems, as well as advanced telematics solutions. The latter are managed by the Drivelinc central touchscreen display that offers a user-friendly interface for messaging, fleet management and driving-style support measures.

## Advanced Features Praised

The International Truck of the Year journalists (who all had the chance to drive the new Eurocargo some months ago) praised the advanced features of its driveline, including its SCR-only 4 or 6-cylinder engines that offer improved driveability and fuel-savings as well as lower CO2 emissions.



*International Truck of the Year Chairman Gianenrico Griffini presents Pierre Lahutte, Iveco Brand President with the 2016 Award.*

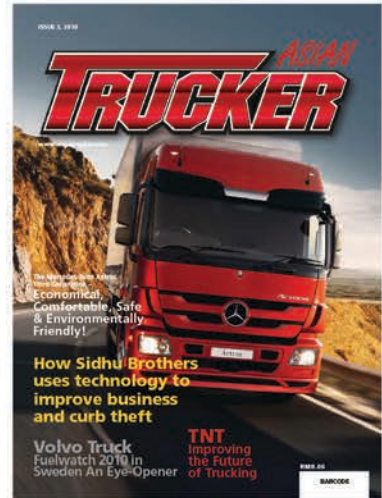
New Eurocargo also boasts eco gear-changing strategies in its two-pedal Astronic automated box, plus an eco-roll function that encourages fuel-saving 'coasting'. Savings in diesel consumption are also achieved by the use of low-viscosity engine oils and the fitment of a 'smart' fan, that contribute significantly to the TCO reduction.

## Low Footprint

Moreover, with its Natural Power CNG version Eurocargo Iveco has delivered a viable response to future challenge of ever-tighter restrictions on diesel-engined trucks in major European cities. With its low noise footprint and low emissions the Natural Power Eurocargo is perfectly-suited to urban delivery missions in environmentally-sensitive areas.

Summing up the jury vote, International Truck of the Year Chairman Gianenrico Griffini commented: "Iveco has delivered a new medium duty truck that, once again, raises the bar in a highly-competitive segment in which Eurocargo has set the market benchmark in the last 25 years." **T**

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# Father Christmas's Finest Sleigh Goes by the Name Travego

*Mercedes-Benz is making the Christmas Travego available for customers' private Christmas tours with its eye-catching livery and unusual lighting.*



It is probably this year's most striking "sleigh" from Mercedes-Benz. When the 135m LED fairy lights on the Christmas Travego start to sparkle, a Christmassy atmosphere on the roads is guaranteed.

## Take the Sleigh for a Spin

The idea for this unusual Christmas Travego came about at the Mercedes-Benz bus and coach sales office in Munich. The Christmas scene was conjured up on the vehicle's contours by the DesignStudio at Mannheim's bus and coach plant, whilst the livery and light system was created by the bus and coach refiner Heymann. Sporting this livery and adorned with LED fairy lights, the impressively equipped Travego M is intended for use by customers this Christmas.

Following registration and consultation with the responsible Mercedes-Benz contact, bus operators can use the vehicle for an evening in the pre-Christmas period for their very own Christmas tour. There are already concrete plans: the Christmas Travego is to accompany the Regensburg Cathedral Choir to a selected Christmas concert. An enterprise from Augsburg intends to use the Christmas Travego to accompany severely

disabled children to an event free of charge, and a Straubing bus and coach company is planning to take a kindergarten group to and from a Christmas market.

## Programmable Lights

The Travego M was originally pure white, and its light system controls now feature multi-stage programming. The system can be switched on and off from the driver's workstation. In the luggage compartment the operator has several programs from which to choose: a steady light or blinking light with steplessly variable speeds.

The colours red, green or blue can be activated in each case. These colours can be used in pairs or combined as a whole depending on everyone's wishes. The Christmas feeling in the air at any particular time can decide which combination is used.

From 28 December 2015 the Travego will in all probability be out and about as the Travego touring coach again, that is unless Käthe Wohlfahrt or Father Christmas themselves want to use the sleigh and its blaze of lights the whole year round. **T**



# Bus Priority and BRT in Asia, Australia and New Zealand

*Bus Priority and BRT, though not new, are being explored as public transportation options in cities around the world. At the Bus Industry Confederation Conference held in Singapore in November 2015, four speakers made presentations on the subject.*



Blue buses for trunk routes



Red buses for inter-city routes

**'B**us Priority and BRT in Asia, Australia and New Zealand. What can we learn from each other' was the theme of one session of the Bus Industry Confederations Conference that was held in Singapore.

## Operating O-Bahn

The Chair, Robert Pearce, Executive Director, UIP Australia/NZ introduced Michael Deegan, CEO, Department of Planning, Transport and Infrastructure SA to talk about the Adelaide O-Bahn.

The O-Bahn Busway is a guided busway that is part of the bus rapid transit system servicing the northeastern suburbs of Adelaide. The O-Bahn Busway was originally conceived by Daimler-Benz to enable buses to avoid traffic congestion by sharing tram tunnels in Essen, Germany.

Adelaide's O-Bahn was introduced in 1986 to service the city's rapidly expanding northeastern suburbs, replacing an earlier plan for a tramway extension. The O-Bahn busway provides specially built track, combining elements of both bus and rail systems. Adelaide's track is 12 kilometres long.

## Integrated System

Interchanges allow buses to enter and exit the busway and to continue on suburban routes, avoiding the need for passengers to transfer to another bus to continue their journey. Adelaide's system includes three interchanges: Klemzig, Paradise and Tea Tree Plaza Interchange in Modbury. Buses travel at a maximum speed of 100 km/h and the system is capable of carrying 18,000 passengers an hour from Adelaide city centre to Tea Tree Plaza

in 15 minutes. Currently the busway carries about 31,000 people per weekday.

Why a Guided Busway? Mr Deegan responded. "First there were environmental considerations. The O-Bahn is low noise and has a low physical intrusion on the city. It also had the potential for electrification and it provides a high quality of ride.

## Electrification

An electrified network would give passengers a world class service that is safer, environmentally friendly and efficient. The electrification began in June 2013 and new electric trains, masts and overhead wires have been installed along more than 37km of the southern rail network between Adelaide and Seaford.

The overhead wires along the railway lines between Seaford and Hallett Cove Beach were energised in June 2013, and between Hallett Cove Beach and Hove in November 2013. In January 2014, the remainder of the Seaford line from Seaford to Adelaide Railway Station was 'switched on'. On 2 May 2014 the Tonsley line was 'switched on' and on 3 May 2014 the Belair line was 'switched on' between Goodwood Station and Adelaide Railway Station.

## O-Bahn Features

According to Mr Deegan cost was another consideration for going with the O-Bahn. "

"It has a lower cost than light rail," he stated, "but a modest premium to a bus road network."



The system is a fully guided with a separate track. It has a cruising speed of 80km/hr and there is no signalling throughout the system. Using railway-type fasteners it has guide roller rubber wheels attached to the steering mechanism of the bus. Drivers are not required to steer the bus while on the guided track.

### Implementing BRT in Iskander

While Adelaide's system has been in place for sometime Mr Muhammad Zaly Shah, Ph.D., CMILT, Associate Professor, University Technology Malaysia talked about "Implementing BRT in Malaysia - Past, Present and Future: The Case of Iskandar Malaysia, where a new system is being planned."

"The impact of Iskandar Malaysia development will result in increased trip generation by 14-fold," said Mr Shah. "By 2020, trips on the Nusajaya corridor will tremendously increase as planned developments are delivered. If nothing is done," he stated, "there would be reduced wealth sharing opportunities and increased cost of living. The roads will be three times more congested. Compared to Singapore and other global cities, Iskandar Malaysia is far behind in the provision of sustainable transport.

### 10 Corridors Proposed

The proposed IM Bus Rapid Transit Network consists of 10 corridors, to be implemented in three phases. It will be a multi-modal mass transit system for the Iskandar Malaysia Region that will be comprised of rail and road based transit modes. BRT is one of the main modes to be implemented in phases.

"We aspire to provide 90% service coverage and increase the public transport modal split from the current 15% to 25% by 2018 and 50% by 2030," Mr Shah noted. "When complete, the total length of the network will be 386.4km."

The network will be integrated within the five Flagship Zones with Transit Oriented Development, Park and Ride Facilities and Mobility Centres. The IMBRT is expected to contribute a 4.2 times multiplier effect on the economy and a 2.3 times multiplier effect on job creation.

### Savings Anticipated

"Road capacity will increase from 8,000 to 30,800 passenger per hour per direction (pphd)," he continued, "whilst retaining existing traffic capacity at 6,000pcu/hr/dir, (passenger car unit per hour per direction). It is estimated that the savings to the community will be RM 458mil/year by 2025 with the expected increase of ridership growing from 0.6 mil (2013) to 4.4 mil passengers (2025) with modal split of 30% in 2020 and 50% in 2025."

Additional benefits include: "Community cost of road accidents is expected to reduce from the projected RM 305.9mil/ year to RM 192mil/year in 2025, thus improving individual, social and psychological well-being."



Fare Collection



Riccarton Rd –waiting lounge and bus priority

**Efficiencies & Enhancements**

“Delays are expected to be reduced from the projected 177,958 hours/ day or economic loss of RM 960mil/year to 13,496 hours per day or RM 72,878,400/year in 2025,” Mr Shah stated. “The economic enhancement of newly developed areas and centres will be engineered by the BRT system and network; where people movements and mobility will improve the labour forces connectivity.”

As well as economic benefits, the improved system will have a positive environmental impact. “It will contribute to Malaysia’s commitment to reduce greenhouse gas emissions intensity up to 40% by 2020 (based on 2005 level.). It will be an affordable and sustainable system that is self-sustaining in the long run, saving the government from continuously having to subsidise it.

**Bus Priority and BRT in Seoul**

Professor Kwang Sik Kim of the Department of Urban and Regional Planning, Faculty of Built Environment Universiti Teknologi Malaysia (UTM) gave a presentation on Seoul’s BRT and Bus Priority.

“In 1986,” Prof Kim stated, “the first dedicated curbside bus lane was created. In 2002, 64 dedicated curbside bus lanes with a total length of 219km were in existence, but the curbside bus lanes did not function well because of mixed traffic such as cars, taxis, and trucks. The length of the curbside lanes has been reduced to 93km over the years.”

**Corridor Network of Median Bus Lanes**

As the old system wasn’t working well a Corridor Network of Median Bus Lanes (MBL) was created. “A network of 124km median bus lanes on a radial pattern of 13 trunk corridors in connection across the city was developed,” Prof Kim explained. “MBL lanes are located in the middle two lanes of traffic, which is separated from general traffic lanes. No fully segregated lanes were installed due to lack of road space in the central part of the city. Colouring MBL lanes in red enhanced the image and permanence of the MBL.”

There are 326 bus stops in the middle of the roads and the type of surface material on runways at bus stops is red colour bricks, which gives it higher visibility. A disadvantage is that passengers must cross lanes of traffic to reach platforms which creates safety concerns.

**Service Design**

Prof Kim noted: “Frequent services are provided with average headways of three to five minutes during peak time, and five to seven minutes during off-peak. On some routes the number of operating buses increases for peak time. MBL service is integrated with feeder and inter-city buses, and subway services.”

The fare collection system, based on smart card technology, takes on-board payment and verification through the front door. “A flat fare or single fare system with five free transfers between buses within 30 minutes is used,” continued Mr Kim. “There is a discount transfer between bus and subway or subway and bus on the basis of an integrated fare system.”

**Bus Information**

Bus arrival information at a bus stop in a median bus lane shows the bus number, arrival time, bus type and buses arriving soon. “Seoul has taken several Bus Priority Measures,” Prof Kim said. “Bus lanes; bus only streets; priority at traffic signals; curbside controls; bus stop clearways and borders and traffic signal coordination and phasing. BMS keeps bus priority to improve travel times and service reliability for bus passengers. TOPIS gives a warning to vehicles which are illegally running in the median bus lane. The approach to bus priority in Seoul is a holistic and whole bus route management approach.”

Prof Kim added: “The result of these measures is increased average bus speeds making transit time-competitive to the car (10-15kph to 20-25kph). It has reduced the use of private vehicles (modal share of the car went from 26% in 2004 to 23% in 2013). There has been an increase in overall bus passenger

satisfaction to a record high of 88% in 2010. It has also brought environmental benefits to the city because of operating CNG-fueled buses."

### **BRT Extension**

A new BRT has recently been extended from Seoul to three neighbouring cities. With a total length of 42km this BRT system costs between US\$1.3 million and US\$4.1 million per kilometre. The capital cost components within this BRT project included busways, bus stops, depots, pedestrian infrastructure, and property acquisition.

Prof Kim concluded: "Since the 1960s Seoul has taken a long journey to improve its public transport system. It has developed an efficient, attractive, and cost-effective system of the median bus lanes to meet the growing demands of transport. The MBL of Seoul may not meet the universal standards for BRT, but in the local context it has been well developed and it is very efficient."

### **New Zealand Now**

When Michelle McCormick, Integrated Planning Manager addressed the delegates about Bus Priority and BRT in New Zealand he began by speaking about the scope and scale of the 2015-18 National Land Transport Programme (NLTP). The NLTP chipped in \$10.5 billion with local governments putting up \$2.72 billion and the Crown funding \$0.69 billion of the total National Land Transport Programme of \$13.9 billion.

### **Auckland Success Story**

From the 1950s -1990s Public Transportation was in severe decline as the motorway network was developed and New Zealanders took to the cheap imported cars. "From the late 1990s to now," stated Mr McCormick. "There has been growth in public transportation investment and patronage. The Northern Busway, which was not always seen in a positive light, has been a great success story. From Day 1 its success was underestimated. Ridership far exceeded the expectation of planners and patronage continues to grow."

With the Northern Busway being such a success there are plans to extend it from Constellation to Albany. "Auckland Transport is investigating station options in Rosedale/Lower Albany area and assessing residential/business catchments, topography, and future growth," Mr McCormick noted. "There are new network bus proposals and changes anticipated to feeder services. The aim is to align work and deliver stations in parallel with the NZTA motorway project. Major population growth is anticipated in the northwest. By 2046, 87,000 new residents and 43,000 new jobs are expected."

### **Auckland Bus Priority Background**

The Vision is to create an integrated, efficient and effective public transport network that offers a wider range of trips and is the mode of choice for an increasing number of Aucklanders.

Mr McCormick noted that the population in Auckland is growing and there is more pressure to increase the people moving capacity along the city's corridors. Buses are a key transport mode to achieving this. "Parts of the bus network suffer from poor levels of service: slow bus speeds, reliability and delays caused by conflict with other general traffic," he stated. "Bus priority plays an essential role in reducing Auckland's traffic congestion by helping buses get where they need to go

faster and more efficiently. These can include bus/transit lanes, bus advance signals, and lead in lanes at intersections. The objectives of the Bus Priority programme is to improve journey times and reliability, to increase patronage and to improve value for money."

### **Bus Priority Strategy**

"The strategy," Mr McCormick stated, "ensures that bus priority projects are carried out at the right time and at the right cost. Using real-time bus data with patronage data, corridors can be assessed for opportunities for time savings, for feasible infrastructure type, and for project impacts on other road corridor users.

"New corridors will be prioritised based on those which maximise travel timings and reliability improvements, and which are cost effective for bus passengers without imposing unreasonable costs to other road users."


### **Low Investment**

"Historically, there has not been much investment in bus priority in New Zealand," Mr McCormick acknowledged. But that is changing. "The objective is to deliver 45 km of bus lanes in the next three years. The challenge is on! Eighteen kilometres of new Bus/Transit lane are to be implemented this fiscal year (FY), including Bus Lanes in the CBD as part of City Rail Link Bus mitigation measures.

"Ten minor efficiency projects are also to be delivered this FY. For 2016-2018 a budget of \$11.4m has been designated for the programme. Thirty frequent corridors are to be investigated, 20 additional minor efficiency projects will be investigated and delivered and an additional 27km of Bus/Transit Lane is to be constructed.

### **Rugby, Not Bus Priority Champs**

Mr McCormick said that to grow the Public Transport mode share requires investment. Studies have shown that BRT has the highest benefits, then LRT then Bus Priority. LRT has highest costs (five times more than BRT). Bus Priority and BRT can be developed incrementally but LRT is best developed comprehensively. It is technically feasible to build all options," he stated. "But there are significant property impacts from BRT/LRT along the SH1 corridor, and additional impacts from a LRT tunnel. Which ever system is built it needs supporting policies such as land use and parking developments."

Mr McCormick concluded: "New Zealand are the World Champions in Rugby, but not we are not world leading in bus priority. We are making progress. Bus priority is now being seen as a key part of major roading projects. We are looking at combination of solutions and priority measures." 





# Moving People - Connecting Neighbourhoods`



Australian High Commissioner Philip Green

*The Australia Bus Industry Confederation held its 2015 Conference in Singapore with the goal to have an exchange of information not only between countries, but between the attending speakers and delegates.*

“The theme for the 2015 National Conference is Moving People - Connecting Neighbourhoods,” BIC Chairman Wayne Patch welcomed the delegates in the Ballroom of the Grand Copthorne hotel on the Opening Day, Monday November 9. “Convening in Singapore gives us the opportunity to embark on a learning exchange program about how we go about the business of moving people and how we connect our neighbourhoods. The 2015 BIC National Conference programme brought together speakers from across Asia Pacific speaking about making “bus business” a “business success” in Australia and in other Asia Pacific countries.”

### An Important Industry

“The bus and coach industry has an important role to play in providing sustainable travel choices and making neighbourhoods connected and liveable,” Mr Patch continued. “The full Conference program offers a wide range of learning from the Asia Pacific region and international experience focussed on how we move people today and in the future to make our cities and regions liveable, vibrant and sustainable.

“During the three days delegates will have the opportunity to critically examine the role of government and industry in shaping future land transport policy that connects our neighbourhoods to deliver productive and efficient cities and regions.”

### Rising Influence

Following Mr Patch the High Commissioner to Singapore Philip Green, the Keynote Speaker, officially opened the Conference and told the delegates, “By having your conference in Singapore



*Dr Poon Joe Fai*

you will find a very modern international city of rising influence. The rise of Asia is the greatest dynamic of our time," the High Commissioner stated. The global influence is shifting from the traditional economic powers to Asia. Asia's total GDP will surpass the US and the EU combined. This phenomenon will affect every aspect of human endeavour - especially that of transport. This will bring both opportunities and challenges," he continued. "Asia is learning and adapting faster than any continent in human history.

"Singapore is a vibrant, go ahead city. Singapore is changing. It has long been an efficient state, but that is just one part of the picture now. It is a global centre. It is the second largest financial centre in the world and is challenging Switzerland for the top spot. Australian businesses are being managed from Singapore and a growing number of decisions being made here are consequential to Australia."

### **Smart City**

He talked of Singapore being a centre of innovation and noted that it is developing itself as a 'Smart City'. "It is making itself a model for the way in which cities can operate."

The High Commissioner reminded delegates, "The rising tide of Asian wealth will be a source of lucrative contracts for Australians. I urge more of you to expand off shore and take advantage of what is happening in Asia."

### **No More New Roads**

Singapore's Land Transport Master Plan, Lessons for Australia was Dr Poon Joe Fai, Director Policy - Land Transport Authority Singapore, topic. Dr Poon explained that one of Singapore's biggest challenges is its limited area. "We have only a limited amount of land on which to house our people, build factories, hospitals, roads and schools, and train the SAF," he stated. "Therefore, we decided to give top priority to investments in public transport, and to put private transport in second place. We do not have the land to allow an unlimited growth of private cars."

Understanding this gives you insight into the direction LTA policy has taken in recent years. Since 2008 Singapore has shifted its perspective. "We are now giving top priority to public transport," Dr Poon stated. "In 1995 our philosophy was to provide quality public transport choices. In 2008 it was changed to "Making public transport a choice mode."

### **Improving the Experience**

To get people to leave their cars at home and take public transportation the Land Transport Master Plan 2013 made its focus to enhance the travel experience on public transport. The LTA set out to make more bus and train connections with the goal of expanding the rail network - doubling the network by 2030.

Having more buses and trains means less waiting for passengers - all passengers including those in wheelchairs. "All buses will be wheelchair-accessible by 2020 and all MRT stations and bus interchanges to be barrier free," said Dr Poon.

"We are stepping up bus lane enforcement and we are making more bus lanes and installing more mandatory give way to buses signs." While increasing travel options LTA wants to reduce reliance on private transport."

### **The 20 Minute City**

Following Dr Poon a panel discussion was held discussing 'Moving People Solutions for Policy Thinkers - Achieving the 20 minute city - Part 1. The session was chaired by Michael Apps, Executive Director, Bus Industry Confederation, Australia.

The Keynote Address was delivered by Kate Carnell, CEO Australian Chamber of Commerce and Industry who talked on 'Why Cities are important for Australia.' We need to make our cities more productive," she stated. "If we do nothing our cities will become more congested and travel times will increase."





*BIC Chairman Wayne Patch*

'Connecting Neighbourhoods - the 20 minute city,' was the topic of John Stanley, Adjunct Professor Institute of Transport and Logistic Studies, Business School, University of Sydney. He defined a 20-minute city as being able to access of what you need within 20 minutes of your home by walking, cycling or public transportation. To achieve this clustering needs to happen, creating complete communities throughout larger urban areas.

**Improvements Needed**

Paul Barter, Adjunct Associate Professor and Research Trainer Advisor, University of Singapore spoke about 'Singapore Public Transport Policy (a long view)'. He gave an overview of the history of transport in Singapore. When it became obvious that private handling of public transport wasn't serving Singapore well the government got involved and over a period of years improved the service. More needs to be done. "The MRT is great, but not good enough. The buses are not good enough. Waiting 15 minutes for a bus is not good enough if your trip is only five minutes."

Part 2 on the 20 Minute City saw Dr Jaya Shankar P, Department Head Intelligent Transportation Systems, Institute for Infocomm Research (PH) Agency for Science, Technology and Research (A\*Star) speak to the 'Smart Nation - aligning policy, operation and technology for Singapore urban mobility'.

Following Dr Shankar, Michael Roschlau, Retired President & CEO of the Canadian Urban Transit Association speech was titled "Toward Integrated Urban Mobility in Canada: the evolution of Government Policy and Investment trends."

**Bus Priority & BRT**

Bus Priority and BRT in Asia, Australia and NZ – What can we learn from each other? was the next session. "Trends in BRT - a

global perspective" was Chairman Robert Pearce's theme. He is Executive Director, UITP Australia/New Zealand.

Michael Deegan, CEO Department of Planning at Transport and Infrastructure SA discussed the history, performance and future of the Adelaide O-Bahn Busway. Michelle McCormick, Integrated Transport and Land-Use Planning Manager, Planning and Investment at NZ Transport Agency gave a presentation on Bus Priority and BRT in New Zealand. "Bus Priority and BRT in Seoul" was the topic of Professor Dr Kwang Sik KIM, Department of Urban and Regional Planning - Faculty of Built

Environment, Universiti Teknologi Malaysia. "Implementing BRT in Malaysia - Past, Present and Future: The Case of Iskandar Malaysia" was presented by Dr. Muhammad Zaly Shah, CMILT Associate Professor/Academic Manager (Research) - Faculty of Built Environment, Universiti Teknologi Malaysia.

**Singapore's New Model**

Vincent Loh, an independent Urban Transport and Planning Consultant, addressed the audience on Bus Operations in Singapore. He gave the background of the bus industry in Singapore, the current regulatory or "territorial based" model and spoke on the new contracting model that recently saw a London based company beating out the two established local companies for new and existing routes being offered in the first package.

"In transition to the new model," he stated, "the government has funded more buses and routes, and enhanced service levels and standards. It introduced the Bus Service Enhancement Programme (BSEP) in 2012 to increase capacity and improve frequency. By 2017, 1,000 new Government funded buses will be injected into the bus network through new routes and supplementary services."





*BIC Presented its National Awards*

### **Improving Standards**

"Bus service reliability measured by Excess Wait Time and On-Time Adherence under the Bus Service Reliability Framework (BSRF) has been on trial since Feb 2014 for inclusion in the new model. The government will raise bus service levels in the new model to beyond those under BSEP, already an improvement over current.

"The purpose of this exercise," said Mr Loh, "is to make public bus services more responsive to changes in ridership, and commuter travel demand and expectations. It will inject more competition into the industry to raise service levels for commuters while emphasising cooperative engagement to "grow the pie".

Mr Loh stated: "The Government contracting model (GCM) means:

- LTA determines the routes and service standards
- Bus operators contracted via competitive tendering for the right to operate
- Bus operators are paid fees to operate while fare revenue is retained by the government
- Government owns all bus infrastructure like depots, workshops, buses and systems (e.g. fleet management and ticketing)
- Lowering entry barriers to attract more bus operators"

### **More Buses More Challenges**

With the government putting more buses on the road Mr Loh says, "More buses require more bus priority measures to ensure bus speed, run time and dwell time at bus stops etc. not to be adversely affected. With more bus routes and rail lines, service information and journey planning need more accurate, clearer, smarter and friendlier access e.g. mobile apps 2.0 etc."

Mr Loh stated that he enjoyed the conference and opportunity to share experiences and information with people of like-minded interest and profession. "There are common challenges despite different scales and conditions of operations in Singapore and Australian cities."

### **More than Meetings**

There was much more to the conference than meetings. There were Partners Program that included Lunch with the Australian High Commissioner. Dinners that gave the Australian delegates to see an aspect of Singapore. "Garden Rhapsody" Gala Dinner Gardens by the Bay was sponsored by Mercedes-Benz Australia Pacific. BIC took the opportunity to present their National Awards sponsored by IVECO Bus, and Australian Bus & Coach Underwriting, Bus Industry Confederation, Australia. 



*Mr Vincent Loh*



# Driverless Dreams

**R**ecently Singapore announced that the Island state will make a push to introduce driverless vehicles. Starting with smaller buses in tourist attractions, the purpose is to gather data in order to scale the project up. Tests with truck platooning has also seen some very interesting results in Europe. Should all truckers now be in a panic over the prospect of losing their jobs?

## The Eye in the Truck

I think not. For a start, there is still a lot of work to be done before the truly driverless truck can be deployed. Even though the technology has come a long way, the vehicles on trial in Singapore are still having a “driver” on board to be able to intervene in case something happens. And while the truck might be driverless, the vehicle will still need supporting infrastructure. Depending on how the vehicle is being guided, one would need either fantastic GPS coverage and accuracy or clearly marked lanes for the “eye in the truck” to be able to pilot along the street.

So, while all this is being set up, the need for the traditional driver is still there and growing. Even when the technology is ready, there would still be a transition period as it would be unlikely that fleet owners would switch to driverless vehicles overnight. At least not those who have more than a handful of trucks as the investment needs to be carefully planned and executed over time. And if you think about the effort needed for a small place like Singapore, then imagine what it would take to get a country like Thailand or Vietnam prepared for this step.

## Not Fool Proof

Another aspect yet to be fully addressed is that of the insurance for the vehicles. While the driverless tractor is reducing or eliminating the possibility of human error, there is always the possibility that

electronics or software might fail. Please put your hands up if you are using a PC and have seen a “blue screen”. Who will be responsible in such a case when a driverless truck has a systems melt down and causes an accident? Do we need to have maintenance protocols for software too in order to shift the responsibility from the OEM to the vehicle operator?

Long distance transportation is another issue that needs to be addressed. Now that we have the ASEAN Economic Community in place, it is possible to ply through many countries without restrictions. At least in theory. Here again there will be obstacles to overcome before the truly driverless truck can be used. For example countries will need to agree on providing the same infrastructure for driverless trucks. Currently, paperwork is still needed for the passage between countries. Certainly, that too could be done online with a system that would render the pilot unemployed, but again, this may also be a long way to go. Meanwhile, we still have issues to address when it comes to long haul operations. Issues that might be best solved by humans as they may be more responsive and pragmatic.

## More Opportunities

Ultimately, we will see a shift to driverless trucks. This may be a trend that cannot be stopped. However, there will still be people needed around them. Maybe not as drivers, but as software developers, test drivers and mechanics. The driverless truck may also be an opportunity for more people to start their own business. While the truck is driving, the owner can ride along and handle paperwork, making the cab his rolling office. It may be premature to start retraining your drivers now, but someday the future vision of the automated vehicle will be reality. And I am sure that many of us will still be around to see it. **T**



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