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**T** : +60 3 5632 9981 **F** : +60 3 5632 9980 **E** : [marketing@giibworld.com](mailto:marketing@giibworld.com) **W** : [www.giibworld.com](http://www.giibworld.com)



# CONTENTS

## 4 EDITOR'S NOTE

### FEATURE

6 Daimler Opens Regional Centre In Singapore

## 13 NEWS & NOTES

### INDUSTRY PROFILE

16 Schaeffler Opens First Aerospace Bearing Remanufacturing Centre In Asia Pacific

### LOGISTICS

18 DHL Opens Asia Pacific Innovation Centre In Singapore

### ENVIRONMENT

21 Hino Motors Finalizes Its 2020 Environment Initiative Plan

### TECHNOLOGY

22 Look Who's Driving A Volvo FMX Truck

### COMMUNITY

24 Singapore's Top Team Gains Experience At Finals In Sweden

### PRODUCT FOCUS

26 Tata Motors Launches SIGMA Range Of Commercial Vehicles

### OFF ROAD

28 Iveco Triumphs At Hotly Contested 2016 Dakar Rally

### COUNTRY REPORT

30 Xinjiang: a Core Component of Belt and Road

### MANAGEMENT

32 MANN+HUMMEL Completes Reorganization Of Management Board

### INDUSTRY PROFILE

34 Association of Malaysian Hauliers Up North Completes Reorganization Of Management Board

35 Asian Trucker Hosts Largest CV Expo

36 Actively Tracking

38 Volvo Opens Flagship Workshop

39 JA Security And Innovations Gives Shippers Peace Of Mind

### HISTORY'S HANDBOOK

40 75 Years Of MANN 7 HUMMEL Success

44 Bringing Back Memories - Isuzu Celebrates 100 years



### BUSES

47 Tibet Orders 648 Yutong Buses

48 Golden Dragon Makes Inroads In Tibet and Fujian

50 The Bus Carnival Rolls Into Singapore

52 IN THE HEADLIGHTS

# The **ASIAN TRUCKER** Drivers.

## EDITORIAL

*Editor-in-Chief*  
Floyd Cowan

## CONTRIBUTORS

Stefan Pertz  
Fajar

## DESIGN

*Graphic Designer*  
Eng Chuan

## Photographer

Floyd Cowan  
Eng Chuan

## ADVERTISING & MARKETING

*Singapore*  
Floyd Cowan  
Floyd@asiantrucker.com

## Malaysia

Nicole Fong  
Nicole@asiantrucker.com

## Website

Stefan Pertz  
Stefan@asiantrucker.com

## CIRCULATION, CONTRIBUTORS & SUBSCRIPTION

info@asiantrucker.com

## WEBSITE & E-NEWSLETTER

www.asiantrucker.com

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Asian Trucker Singapore Pte. Ltd.  
2C Upper Boon Keng Road  
#29-678, Singapore 383002  
T: (65) 6749 3748  
F: (65) 6749 3748

## MALAYSIA (HQ) ASIAN TRUCKER MEDIA SDN BHD

8th Floor, West Wing, Menara Rohas Perkasa 9 Jalan P. Ramlee, Kuala Lumpur 50450, Malaysia

Tel: +60 12 207 5528  
nicole@asiantrucker.com

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### Office & Stocks

Singapore : +65 6863 1622

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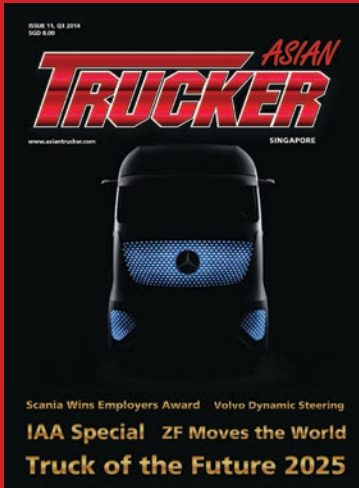
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# Significant Milestones Celebrated

**O**ur congratulations go out to all companies celebrating significant milestones this year. 2016 represents significant anniversaries for several companies in the commercial vehicle industry. What interests me, is why and how did a company succeed, while others didn't. Let's look at a few of those companies.

**MANN+HUMMEL** celebrates its 75th anniversary in 2016. To say the least, when this company was born it wasn't the best of times, it was the worst of times. It was during World War II that the family-led company was founded and subsequently grew into the world's biggest manufacturer of oil, air, and gasoline filters, and now employs about 16,000 people. How did it do this? It began with smart people who made good decisions. There may have been a bit of luck, and undoubtedly there was a lot of hard work.

Math Teacher **Adolf Mann** and lawyer **Dr. Erich Hummel** founded Filterwerk Mann+Hummel GmbH in 1941, even though they had already established successful careers. They joined Stuttgart clothing manufacturer Bleyle in the 1920s then took over management in 1938 when the owners were arrested. Today, if the owners of a business I worked with were arrested, I would be inclined to say, thank you very much, but I think I'll go back to teaching. Mr Mann and Dr Hummel saw the opportunity and didn't shy away from taking the reins and taking their company into the future.

**Scania** is celebrating 125 years. In 1891 the war against Norway had been over since 1814, so it may have been the best of times. Scania began as a privately owned wagon-building company that year and today builds a wagon that not only has a lot of horsepower, but all of the creature comforts in the cab that you wouldn't have found in the wagons of 1891. Not surprisingly the technology has also changed.

Innovation has kept Scania in the forefront. In 1923 designer **August Nilsson** developed a four cylinder, overhead-valve engine. The engine's power and reliability were of importance to the trucks and buses on the road at that time, just as Scania's new trucks and innovations, the connected vehicle, are important to fleet owners today.

As this was happening in Europe, about the same time in Japan, Isuzu was getting its start. Founded in 1916, **Isuzu Motors**, now celebrating 100 years, has the longest history of any Japanese vehicle manufacturer. Like companies elsewhere, bringing out a new, leading product, contributed to the long-term success of the company. In 1924, the Tokyo Ishikawajima Shipbuilding and Engineering, the forerunner of Isuzu Motors, needed a serious truck. They produced the 1.5-ton CP truck through a tie-up with Britain's **Wolseley Motors**. The vehicle played a pioneering role in the establishment of Japan's domestic automobile industry in the mid-1920s.

For long term success dominating the local market is key. Expansion into new markets around the world have seen all these companies continue to grow and expand. What will be needed for future success? I am not sure that being the first into the Mars or Venus markets will be the highway to happiness, but wherever the market is innovation will be of utmost importance.

In the near term, the focus of innovation will be on being sustainable, being green, and having the least impact on the planet. The lower the CO2 emissions the greater advantage to the OEM, the lower the fuel consumption gives advantage to the developing team, the less downtime - once again - advantage goes to the home team.

At the same time, utilizing new technologies to keep the truck connected will be more deeply developed. Those companies that come out with significant, industry stirring, innovations will be the ones that will create the new foundation for their continued success.

In 100 years will Isuzu be celebrating 200 years of success? Will Scania be having a party to celebrate a new milestone? Will MANN&HUMMEL still be selling parts to the industry that keep the wheels moving? What they do today and tomorrow will determine how long their future will be. **F**

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# Daimler Opens Regional Centre In Singapore

*Daimler is making big strides in Singapore with the opening of a new Regional Centre and the celebration of milestone sales of its Citaro bus, writes Floyd Cowan.*



From left: Mr. Haslam Preston, Mr. Eric Chan, Mr. Boon Yoon Chiang, Mr. Andrew Bujtor, Mr. Nigal Wood, Dr. Wolfgang Bernhard, Mr. Benny Lim, Mr. Woon Chio Chong, Mr. Yeo Teck Guan, and Mr. Kay-Wolf Ahlden

As a part of a strategic growth initiative of “Customer Dedication”, Daimler is in the process of separating its global sales organizations from its passenger cars and its commercial vehicles division to better focus on the respective customers needs.

## Closer to the Customer

“The RCs are designed to bring the company closer to customers,” stated Dr Wolfgang Bernhard, Member of the Board of Management of Daimler AG, with responsibility for Daimler Trucks & Buses. Previously many of the operations were handled from Stuttgart Germany and Fuso headquarters in Japan. “With a nine hour time difference that gives the

staff in Stuttgart one to three hours to make personal contact with our customers in Asia. In a business where the personal relationship is very important, that wasn’t good enough. Now there will be more people on the ground here. They will be able to react much faster to any situation, any need of the customer. Our people will live and work in the same environment as our customers. This will allow us to have a clear focus on the commercial vehicle business.”

Daimler is the world’s biggest manufacturer of commercial vehicles. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today. The Group’s focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate. Daimler invests in the development of alternative drive trains with the long-term goal of emission-free driving: from hybrid vehicles to electric vehicles powered by battery or fuel cell. The company is following a consistent path towards accident-free driving and intelligent connectivity all the way to autonomous driving.

## Importance of SE Asia

“In Southeast Asia we sold more than 40,000 commercial vehicles in the past year. That illustrates how important this region is for us,” Dr Bernhard stated. “That importance will increase within the coming years. In the emerging countries of Southeast Asia the demand for trucks, buses and vans will rise







continuously – and we are determined to participate heavily in this growth. That is the clear objective of our new regional centre.”

Why was Singapore chosen over at least 17 possible locations for the new headquarters? Dr Bernhard replied: “Singapore is the perfect place for the RC. It is the heart and hub of SE Asia. It has the second biggest port in the world and a highly efficient airport. DSEA benefits from Singapore’s excellent location and developed infrastructure, highly educated population, as well as stable political environment and business climate. You can rely on the word of the government.”

#### Long Presence in Region

Daimler has been in SE Asia for over 60 years and sold trucks here before they sold cars. Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Its current brand portfolio includes, in addition to the world’s most valuable premium automotive brand, Mercedes-Benz, as well as Mercedes-AMG and Mercedes-Maybach, the brands Freightliner, smart, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, and Daimler Financial Services’ brands: Mercedes-Benz Bank, Mercedes-Benz Financial, Daimler Truck Financial, moovel and car2go. In 2014, the Group sold more than 2.5 million vehicles and employed a workforce of 279,972 people while its revenue totalled €129.9 billion.

Dr. Bernhard turned the floor over to Kay-Wolf Ahlden, Head of DCV SEA. “Daimler has been serving the SE Asian markets since the 1950s and we have established a strong base of operations in Singapore,” he stated. “Our new office in Westgate is ideally located closer to our customers as well as general distributors and partners, allowing us to efficiently maximize resources. Singapore is the perfect point of entry to tap into the region’s key growth sectors such as goods delivery from trade and e-commerce, developing urban infrastructure and mining and construction.”

#### Growth in Staff

Mr Ahlden also made it clear that the new RC is a headquarters and will not have to check with Stuttgart whenever it makes a decision. Prior to the establishment of the new Centre there were 12 people working on commercial vehicles for Daimler in Singapore. When the new office is fully staffed there will be 52 people. “The staff will be made up from people from around the world,” Mr Ahlden continued. “There will be Brazilians, Japanese, Indians, Europeans, Malaysians, Indonesians and Singaporeans. Five versions of Chinese is spoken by the team that represents nine nationalities. Most of them have prior experience of living and working in another country than their home.”

Taking questions from the press Dr Bernhard said Daimler was setting the cornerstone for the future. “We have competition from several directions, but our strength is that we have a product for every transport need, from vans to super heavy duty trucks to buses. We have something for everybody. No one else can do this.”





# Mercedes-Benz

## Growth Anticipated

In an exclusive interview with Asian Trucker Dr Bernhard said that though he anticipates strong growth in the SE Asia region he would find it very difficult to anticipate which country would provide the most growth. We anticipate 5 - 10% growth in the region and we believe in the long term potential of SE Asia where 50% of the people are under 30 years of age. Some countries will hit potholes every once-in-awhile, but eventually they will come back."

Asked if he saw opportunities or challenges with the new ASEAN Economic Community that will make trade easier between the 10 participating countries Dr Bernhard shook his head. "I don't see it happening," he stated. "I've seen these things come and go over the years. It won't happen."

## SE Asia Growth Region

The business of Daimler's commercial vehicle division in the SE Asia region covers 18 markets, including Indonesia, Thailand,

Malaysia, Singapore, the Philippines and Vietnam. With 622 million inhabitants, the region is more populous than the USA (> 300 million) or Europe (> 500 million) and, with over 50% of the population under the age of 30, it offers dynamic prospects for the long-term future.

In 2015 ten Southeast Asian countries (Indonesia, Thailand, Malaysia, Vietnam, Singapore, the Philippines, Myanmar, Laos, Brunei and Cambodia) formed the ASEAN Economic Community in order to strengthen cross-border trade. Foreign direct investments (FDIs) in the ASEAN region rose from USD 85 billion in 2007 to USD 136 billion in 2014.

Emerging economies with growing transport needs offer market opportunities both for Mercedes-Benz and FUSO commercial vehicles – in 2015 the truck market in Vietnam, for example, grew by 92%, and the truck market in the Philippines grew by 27%. The overall market volume in Southeast Asia totalled around 225,000 vehicles in 2015.

# Citaro Celebr





### 1000th Mercedes-Benz Citiro Bus for Singapore

Singapore is also an important market for Daimler's bus and coach business. Illustrating this, at the opening of the regional centre for Southeast Asia, attended by business partners, customers and the press, the 1000th Mercedes-Benz Citiro urban bus was handed over to the long-running customer SBS Transit in Singapore.

SBS Transit operates approximately 3,000 buses on more than 250 bus routes, representing 75% of the public transport in the city with more than 5 million inhabitants. The island state is home to the biggest single fleet of Mercedes-Benz Citiro urban buses in operation worldwide. Mercedes-Benz buses have been travelling Singapore's roads for over 15 years now.

Speaking to a large crowd at the Mercedes-Benz Center, in Singapore Dr Bernhard welcomed guests from the Land Transport Authority, as well as the bus fleet operators SBS, SMRT, Tower-Transit and Go-Ahead. "Today we celebrate the delivery of the 1,000th Citiro for the city of Singapore. It is a really special occasion for us. With now 1,000 Citiro buses travelling the streets of Singapore, this city is home to the largest fleet of Citiro buses in the world! We want to thank you for your trust and cooperation. We look forward to serving you with more buses in future.



### Shaping Tomorrow

"Delivering the 1000th Mercedes-Benz Citaro bus to Singapore today is impressive proof for the potential of the partnership between Singapore and Daimler. Singapore is shaping the city of tomorrow – Daimler is shaping the mobility of tomorrow. Together we'll define standards with highly innovative transport systems worldwide," said Dr. Bernhard.

Dr Bernhard, as he did in our interview, emphasized the point that he expected there to be more cooperation between Singapore and Daimler. "I am happy to know there may be future potential with the Land Transport Authority, on "Citaro made for Singapore". Singapore is a pioneer in urban innovation. Daimler is a pioneer in mobility.

### Mobility Concepts

Daimler is not only leading when it comes to products – it is also leading when it comes to solutions. "We don't "just" sell vehicles," he added. "We develop comprehensive mobility concepts for buses in megacities. One highly useful concept, Bus Rapid Transit (BRT), has big advantages. Regarding cost, in Bangkok 426km of BRT cost same as 7km of subway. In terms of time it takes just three years to implement BRT while it is 10 years for a new subway."

In terms of autonomous driving Daimler is leading the way. "Daimler is also the undisputed industry leader in autonomous driving. We presented the world's first officially licensed autonomous truck in the USA and we launched Europe's first serial truck licensed for autonomous test driving.





### Autonomous Buses

In the interview I expressed the view that buses would never become autonomous. "Why not?" Dr Bernhard replied. "When elevators were developed people thought they would always need a human operator. They wouldn't get in an elevator that didn't have a person operating it. We see great opportunities to cooperate with Singapore. We have been successful in Bangkok and Istanbul and we can offer a lot in terms of technology for Singapore.

"Together we can pave the way for completely new ideas and new developments for urban mobility. I can not tell you specifics of what we are planning, but we are on the cutting edge with Singapore. We are a great match. In five years from now people will be coming from around the world to check out what Singapore is doing in terms of urban transportation. So I'm looking forward to future joint achievements, but for now, we're happy to celebrate a fleet of 1,000 Citaro buses on Singapore's roads." **T**



# Renault Trucks Presented Two Major Innovations During Cop 21

At the 21st United Nations Climate Change Conference (COP 21) in Paris Renault Trucks presented two major innovations for the transport sector. The first, the Maxity Electric, is an all-electric 4.5 t truck equipped with a fuel cell, and the second, the Renault Trucks D all-electric vehicle is a 16 t all-electric truck. These two trucks are currently being tested under actual operating conditions with the French Post Office at Dole (Jura) and Speed Distribution on behalf of Guerlain in Paris.

This fuel cell solution makes it possible to overcome two of the major limitations which have so far hampered the development of electrically-powered vehicles: their operating range and recharging time, since the time taken to refuel a vehicle with hydrogen is comparable to that of a vehicle running on Diesel fuel.

The Renault Trucks D, which has been undergoing tests under actual operating conditions for the past 18 months, generates no noise or polluting emissions during its nightly deliveries to Guerlain's boutiques in the French capital. It carries out full 200 km delivery rounds in all-electric mode, taking advantage of partial recharges carried out according to its battery capacity and the carefully planned delivery route.



Renault Trucks has been testing several different technologies under actual operating conditions for some time. Renault Trucks' aim is to prepare a cost-effective zero-emission solution for its clients by the year 2020.

## A Collaborative Project To Reduce Distribution Vehicles' Fuel Consumption By 13 %



Renault Trucks and six partners have launched the EDIT (Efficient Distribution Truck) project, which aims to reduce distribution vehicles' fuel consumption by 13% compared with a current production vehicle, thanks to the use of innovative technologies. The prototype will be a Renault Trucks D Wide Euro 6 with a refrigerated body.

This demonstration vehicle will have to use technologies that can be made commercially available by 2020, to which each partner is contributing their expertise.

The project is based on various areas of research. First of all, the aerodynamics of the vehicle and refrigerated body will be

thoroughly revised. The prototype will be fitted with a low voltage macro-hybrid system which will recover some of the braking energy via a reversible electric system. This will be used to power auxiliary equipment with recovered electrical energy and can also provide occasional support to the internal combustion engine.

Another area of research concerns the development of a new driving aid system. It is to be connected to traffic lights and able to detect when they will change, so as to define a speed profile minimising fuel consumption. It will also allow drivers to choose the most economic itinerary for their truck. Finally, the prototype will be testing new tyres with a lower rolling resistance coefficient. The EDIT project is scheduled to end with the delivery of the first vehicle in 2018.

# IoT Asia 2016 Unveils Critical Insights And New Technologies

Internet of Things (IoT) Asia 2016 returns with its third edition with the theme of 'Closing the gap: From vision to reality'. The IoT Asia 2016 conference and exhibition aims to go beyond addressing the benefits and promises of IoT in Asia and making it a reality. The event will be held from March 30-31, 2016 at Singapore EXPO.

There will be new elements which will explore real and relevant technological developments and capabilities that businesses, governments and communities can tap on to make IoT a reality. The event serves as a platform for participants from a wide range of verticals including transportation to discuss key issues faced by the IoT industry and seek effective solutions.

Adrian Sng, Director, SingEx Exhibitions, said: "IoT has long been a conceptual answer to many of the challenges that governments, companies and communities in Asia are facing today. Leading the change to progress, the focus of IoT Asia 2016 is on creating real outcomes with smart technology-centric solutions. This year's edition will not only embrace successes in the region, it will also analyse past barriers, in order to uncover actionable steps. Ultimately, it's about building a cohesive and smart IoT ecosystem in Asia."

IoT Asia 2016 will deliver critical industry-driven insights featuring over 80 international speakers and industry experts from 17 countries. The Smart Cities track will highlight and discuss urban smart city projects from all over the world, their impact, significance and lessons learnt.

The event provides a platform for knowledge exchange and dialogue, while creating closer partnerships and new opportunities for the public and private sectors across the region to grow IoT adoption.



## FUSO Makes Foray Into Iranian Market

A local office will be opened in Iran in Q1 2016 to carry Daimler Trucks' brands,

Mitsubishi FUSO Truck and Bus Corporation (MFTBC) announced in January. Mitsubishi FUSO will enter the Iranian market as part of Daimler Trucks' sales strategy of entering this market early to meet the increasing commercial vehicle demand that is anticipated once economic sanctions on the country are lifted.

Mayan, which will serve as FUSO's distributor in Iran, is part of the Dubai-based Mammut Group, a major truck bodybuilder and distributor in the Middle East. Sales of FUSO's light-duty Canter (pictured) through Mayan's dealer network will begin in 2016. Daimler Trucks intends to open a regional representative office in Tehran carrying the Mercedes-Benz and FUSO brands



in the first quarter of 2016 in order to contribute to economic growth and infrastructure improvements in Iran.

Despite the sanctions that went into effect in 2010, Iran remains one of the largest national economies in the Middle East, right behind Saudi Arabia and the United Arab Emirates. Iran's gross domestic product (GDP) growth rate before the sanctions was 4%, and had been less than 2.5% within the last decade, but the country had a GDP of US\$360 billion in 2014. Industry accounts



for almost half of the Iranian national economy. Iran's Ministry of Roads and Transportation estimates that commercial vehicle replacement demand for the next three to five years will total some 30,000 vehicles.

Daimler has had a sales presence in the Iranian market with Mercedes-Benz trucks and passenger cars since 1953 until sanctions took effect in 2010, selling as many as 10,000 vehicles there every year, most of them commercial vehicles.



# Hino Motors Wins 7th Straight Championship At Dakar Rally 2016



**H**ino Motors, Ltd won its seventh consecutive championship in the Under 10-litre Class in the Trucks category at the Dakar Rally 2016, and achieved its 25th consecutive finish. The rally was held in Argentina and Bolivia from January 2 to January 16, 2016.

In 1991, Hino became the first Japanese truck manufacturer to enter the Dakar Rally. In 1997, the company entered

three trucks and made Dakar Rally history with a 1-2-3 sweep in the overall trucks category. As of the end of the 2015 event, Hino had won fifteen of the sixteen Under 10-litre Class championships since the class was set up in 1996.

Hino teamed up with Team Sugawara led by drivers Yoshimasa Sugawara, who holds a record 33 consecutive entries in this rally, and his son Teruhito Sugawara

to form HINO TEAM SUGAWARA and enter the rally with two HINO500 Series trucks. To stay abreast of this race, which has been increasingly high-speed oriented over the years, the team based its trucks on those it fielded in the 2015 race, enhancing them with suspension and engine upgrades, as well as shaving some 300kg of their weight. As part of the support crew, the team drafted four of Hino's best and brightest mechanics, chosen from among Hino dealerships in Japan.

As a result, Teruhito Sugawara was able to clock as high as the fourth best time at a checkpoint in stage 10 on January 13, racing neck and neck with leaders in the overall Trucks category which was populated with 55 trucks most of which were powered by engines with almost twice the displacement of that of the Hino trucks. Based on this performance, Teruhito was able to improve his overall ranking to 13th this year from last year's 16th, and has won the team's seventh straight championship in the Under 10-litre Class. With Yoshimasa Sugawara finishing 31st overall and 2nd in the Under 10-litre Class, the father and son team enjoyed a one-two finish in their class just as they did last year.

## Bridgestone 'Tire Manufacturer Of The Year'

**R**ecognizing Bridgestone for its impressive global R&D investments and achievements in sustainable manufacturing, an independent jury of top tyre industry experts has voted Bridgestone 'Tire Manufacturer of the Year' in the 2016 Tire Technology International Awards for Innovation and Excellence.

The announcement was made during Tire Technology Expo in Hanover, Germany on 17th February, where Mr Eduardo Minardi, (pictured) CEO of Bridgestone EMEA region received the award on behalf of Bridgestone Corporation. "Everyone in Bridgestone is hugely proud to receive this recognition. R&D and innovation lie at the heart of all our activities, it is the only path that can lead us to a sustainable future," he said.

The judges applauded several Bridgestone achievements in R&D and sustainable manufacturing during 2015, including a \$250 million investment in Tokyo, Japan for facilities to foster



open innovation based on industry-government-academia partnerships.

# Schaeffler Opens First Aerospace Bearing Remanufacturing Centre In Asia Pacific



*Schaeffler, which supplies bearings to many industries, has opened in Singapore a new high tech remanufacturing for the aerospace industry.*

**(Singapore/Schweinfurt)** Shaping interurban mobility as a partner to the aerospace industry is one of the goals of Schaeffler Group, whose motto is 'Mobility for Tomorrow.' In front of customers, staff and special guests from overseas, following a Lion Dance, FAG Aerospace, a part of the Schaeffler Group, opened its first aerospace bearing remanufacturing centre for the Asia Pacific region in Singapore. The investment is part of Schaeffler's ongoing initiative to strengthen its footprint in the region to give its customers faster and wider access to its advanced products and technologies.

### High Quality

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 key contribution to today's mobility 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.

The Industrial division supplies components and systems for around 60 industrial sectors via its worldwide organization with market proximity and its application support service. The range includes miniature bearings only a few millimeters wide through to large-size bearings with an outside diameter of several meters.

### Specialty Bearings

FAG Aerospace has developed and manufactured specialty bearings, integrated bearing systems as well as high-precision components for the aviation and aerospace industries. It's long experience goes back to AG Aerospace that provided bearings for the Charles Lindbergh Wright J5 whirlwind engine. Since then materials advancements, design innovations and engine demands have changed considerably, but FAG's leadership has remained constant. FAG Aerospace is now the prime supplier to every major engine manufacturer in the aviation industry.



FAG bearings support engines both large and small, powering today's lightest and largest commercial aircraft. Technologies developed by FAG have been used aboard the Space Shuttle. Renowned for their reliability and quality, FAG Aerospace components can be found in most of the leading airplane models in operation today, including the Airbus 380 and the Boeing 787 Dreamliner.

### Singapore is a Hub

"Singapore is where our customers are," said Andreas Schick, CEO Schaeffler Asia Pacific at the opening of the new Centre. "Singapore is an important aviation hub and has over one hundred companies related to the aerospace industry in such a small geographic area. With this new facility, we are committed to bring greater value to our customers in the form of fast, reliable and cost-effective access to outstanding service and parts."

The remanufacturing facility is designed as per the best practice layout, technologies, equipment and workflow from Schaeffler's existing aerospace bearing remanufacturing centres in Europe and North America.

### Increased Value

"We want to give you value with speed," Mr Schick continued. "We want to get to know you and through the feedback that we get from you we will be able to provide a faster turn around time."

The 500m<sup>2</sup> floor area is optimised to fulfil the high global standards of FAG Aerospace and as mandated by aviation authorities. The facility offers service inspection Level 1 and 2 components and also provides original OEM spare parts replacement. After refurbishment, the bearings will be as "good as new".

### A Booming Sector

"FAG Aerospace Singapore is the first company to offer bearing refurbishments for the growing aviation industry in this region," said Mark Gabel, Vice President Industrial Aftermarket SEA. "Leading global aerospace companies expect a major boom in the aviation sector in Southeast Asia within the next 10 years."




This new facility in Singapore enables us to stay close to our customers and grow together with them in this important aviation hub."

After the Lion Dance and the opening speeches tours were given of the new facilities. Guests had the opportunity to mingle and enjoy food and drinks.

Schaeffler generated sales of approximately EUR 12.1 billion in 2014. With around 84,000 employees, Schaeffler is one of the world's largest technology companies in family ownership and, with approximately 170 locations in 50 countries, has a worldwide network of manufacturing locations, research and development facilities, and sales companies.

### Schaeffler Asia Pacific

Schaeffler Group operations in Korea, Japan and the countries in South East Asia-Pacific represent the Asia Pacific (AP) region which is managed from the regional headquarters in Singapore. With seven manufacturing locations and research and development facilities at five locations, the AP organization ensures that customers in the Automotive and Industrial divisions are served rapidly with applications specific to their needs.

Schaeffler is actively strengthening the local manufacturing and engineering footprint in the AP region to meet the growing customer requirements of localization and application development. 





Launch of DHL Asia Pacific Innovation Center

# DHL Opens Asia Pacific Innovation Centre In Singapore

*DHL's new Singapore Innovation Center, the first outside of Germany, will spearhead development of logistics and supply chain solutions, leveraging self-driving vehicles, robotics, internet of things and augmented reality*

**DHL**, in December 2015, launched its Asia Pacific Innovation Center (APIC) in Singapore, to offer a visionary view of the logistics world, and develop innovative solutions to meet evolving supply chain needs. The multi-million dollar facility is DHL's first innovation centre outside of Germany, and the first dedicated centre for innovative logistics services in the Asia Pacific region. The centre is located within the S\$160-million DHL Supply Chain Advanced Regional Center (ARC) building at Singapore's Tampines LogisPark.

## Well-calculated Forays

"With our emerging markets expected to generate 30% of DHL's global revenue by 2020," Bill Meahl, Chief Commercial Officer, DHL, stated, "our sustained industry leadership demands that we successfully differentiate our services in these markets through well-calculated forays into new technologies, processes, and products.

The launch of the APIC in Singapore is a natural step to maintain our lead as a frontrunner in innovation, following the success of our first centre in Germany. Singapore's position as an innovation hub, its excellent infrastructure and sophisticated workforce, make it an excellent base from which we can achieve strong and consistent growth in the region."

## Value Adding

Launched with the support of the Economic Development Board (EDB), the APIC showcases futuristic technologies that will transform logistics operations. These include augmented reality 'smart glasses' for warehouse assembly-lines and product picking; drones for delivery of timecritical goods like medicines; Maintenance on Demand (MoDe) vehicles that use machine-to-machine (M2M) sensors to boost vehicle uptime by 30%; and driverless shuttles for faster, more efficient transportation.

In addition to showcasing the latest in logistics trends and innovative solutions, APIC serves as a regional platform for collaborative innovation between DHL, customers, industry partners, and independent experts. The centre will drive DHL's Trend Research initiatives focusing on emerging trends in Asian logistics and economic activity.

## Inspire, Connect and Engage

Lee Eng Keat, Director, Logistics and Natural Resources, EDB noted, "The launch of the APIC is another important step towards enhancing Singapore's value-adding role in the realm of global supply chain solutions. With DHL as a strategic partner on this journey, Singapore is well positioned to serve the needs

and harness the opportunities presented by the dynamic supply chain landscape and emerging technology and trends globally. This would continue to strengthen Singapore's position as a world-leading logistics hub."

Visitors can enjoy customized visits with a selection of services offered by APIC, ranging from guided innovation centre tours, to innovation workshops, events and forums. APIC's exhibits include state-of-the-art centrepiece showcasing the trend of automation and robotics in the future of working; Solution Sphere, where visitors can experience the full range of Deutsche Post DHL Group capabilities and solutions such as parcel lockers, sensor technology and warehouse pick and pack using voice and lighting technologies; Trend Curve, which highlights future trends and their applications for the logistics industry; and Vision Wall, which enables visitors to discover inspirational scenarios on what the world of logistics might look like in the year 2050.

### Customer-Centric Innovations

"APIC is an integral part of our ambition to be at the forefront of innovation in logistics," stated Pang Mei Yee, Vice President, Innovation, Solution Delivery & Service Management, Asia Pacific, DHL. "The centre in Singapore will serve the needs of the Asian market, and enhance the delivery of our customer promise to provide sustainable solutions that simplify their lives. Besides providing a platform for research, experimentation and exchange of best practices, we hope to yield many customer-centric innovations that will add to our customers' success."

The Singapore centre is modelled after DHL's first innovation centre in Germany, which has been highly successful and re-launched with a brand new look earlier this year. Besides

providing a second customer-centric innovation platform that caters to the Asian market, APIC will also invest in capabilities in analytics, e-commerce and last mile solutions for Asia Pacific markets.

### Volvo Trucks Showcases Latest Connectivity and Uptime

Volvo Trucks joined DHL to showcase the latest logistics innovation at the new DHL Innovation Center for Asia Pacific in Singapore. The new facility follows on from the successful introduction of DHL's main innovation centre in Troisdorf, Germany, and aims to invest in capabilities in analytics, e-commerce and last mile solutions for Asia Pacific markets.



*Battery, brakes, air filters and clutch health are all examples of parts which can be checked remotely thanks to online connectivity*



*Volvo Trucks showcases its FH split cab to demonstrate the MoDe Maintenance on Demand project in cooperation with DHL*



*Uptime and connectivity features projected onto the Volvo Trucks FH split cab windscreen*

### Showcasing Simulator

In order to increase knowhow about ways for haulage firms to boost their productivity, Volvo Trucks will be showcasing its Volvo Trucks FH split-cab simulator, providing visitors an immersive driving simulation across Southeast Asia while featuring its latest innovation in connectivity and uptime features.

“We are honoured to present our latest features at this state-of-the-art facility, said Christophe Martin, President of Volvo Trucks Asia Oceania. “With the region’s ambitions towards intra-regional trade with AEC, we believe that Volvo Trucks and our customers will have a strategic role in supporting this growth in the logistics infrastructure across the region.”

### Growing Demand

“The world’s population is growing at a rapid rate which will very quickly see almost a billion more people on Earth than

there are today by 2030. Hayder Wokil Volvo Trucks Director of Quality and Uptime, speaking at the official opening of DHL’s third Global Innovation Centre, said, “This growth will only increase demand for transport and bring about a need for development of a more robust infrastructure. There will be a need for tomorrow’s truck to be more intelligent, and bring us closer to our vision: zero unplanned stops.”

Today, there is a 77% growth in demand for online-connected Volvo trucks on Asia Pacific’s roads. A number of them can already send information about when they need maintenance. In years to come, the truck will be able to monitor its own health in real time, promoting easier and quicker service which leads to higher productivity for all concerned – drivers, workshops and haulage firms.

Olivier Metzger, General Manager of Volvo Trucks Singapore commented, “For a long time, Volvo Trucks’ mission has been to continuously minimise the risk of unplanned standstills, and, if one should occur, to get the truck back on the road, where it belongs – immediately. We believe this will bring a positive impact to our partners, not only to those in Singapore, but also in the region, particularly with AEC.”

### Transforming Economy

The suite of new innovations will help haulage firms cope with impending exponential demand once after ASEAN Economic Community (AEC) successfully integrates Southeast Asia’s diverse economies into a single market with 625 million people. This will also potentially transform the ASEAN economy into a region with free movement of goods and services.

Besides showcasing latest logistics trends and innovative solutions from industry leaders such as Volvo Trucks, the Innovation Center will also offer flexible engagement approach to support customer innovation journey such as guided tours, business workshops and trend events. **T**



*The work of the service workshop is simplified thanks to connectivity, which means that the technicians know in advance what is to be repaired*



# Hino Motors Finalizes Its 2020 Environment Initiative Plan

**H**ino Motors, Ltd has finalized its 2020 Environment Initiative Plan, an action plan for environmental measures spanning from fiscal 2016 to 2020. Under the plan, Hino will continue focusing on the main areas designated in its 2015 Environment Initiative Plan, which is effective until March 31, 2016. In addition, as a manufacturer of commercial vehicles, Hino will step up its efforts to make trucks and buses more environmentally friendly over their entire product lifecycles. Specifically, the Company has set targets for 19 items under four main areas, and it will carry out related initiatives under the new plan.

## 1) Building a Low-carbon Society

Hino will work to help realize low-carbon societies by improving the fuel efficiency of its trucks and buses while developing and promoting next-generation vehicles. Amid steady progress in international negotiations on climate change by the Conference of Parties and other organizations, Hino also intends to reduce its CO<sub>2</sub> emissions at the production and logistics stages by making its manufacturing more environmentally friendly and its transport operations more efficient. At the vehicle usage stage, the Company will promote “Eco-driving” to customers with the goal of enabling them to use Hino vehicles in ways that are easier on the environment.

## 2) Creation of Closed Loop Economy

At the product development and design stages, Hino will consider how to more effectively utilize resources and incorporate recycling into its vehicle designs. The Company also intends to reduce waste matter and reuse resources across all stages of the vehicle lifecycle, from production through to disposal. Moreover, it will work to ensure proper compliance with automobile recycling-related laws and regulations in every country.

## 3) Environmental Conservation & Creation of Society Coexisting in Harmony with Nature

Hino will actively work to release low-emission vehicles to the market in order to help improve air quality in each of the countries and regions where they are sold. At all of its factories,

the Company will promote measures that consider biodiversity, with the goal of operating them in a sustainable manner, in harmony with local ecosystems. Moreover, Hino plans to organize environmental activities together with the residents of areas surrounding its worksites for the purpose of helping those communities thrive in harmony with nature.

## 4) Environmental Management

Hino is putting environmental management into practice not only in its own operations, but also in collaboration with Hino Motors Group companies around the world, with a view to extend the initiatives described above globally and to effectively see them through. Accordingly, each member company of the Group worldwide is putting action plans in place and carrying out activities intended for meeting specified targets. In addition, Hino intends to help raise awareness of the environment through related training programs for its employees, along with educational seminars and other environmental events, and it will proactively disclose information about its activities via its websites, CSR reports, and other publications. **F**



# Look Who's Driving A Volvo FMX Truck



*We go behind the scenes at "Look Who's Driving" to see how the Volvo truck was remotely controlled*

**T**he film of Volvo Trucks' most recent Live Test – "Look Who's Driving", has engaged people on social media platforms all around the world. In the film, four-year-old Sophie remotely controls a Volvo FMX through one of the toughest tests to date. Now two

new films have been released, offering a behind-the-scenes look at how this Live Test was made.

### **10 Million Views**

A four-year-old child and an 18-tonne remotely controlled truck play the starring

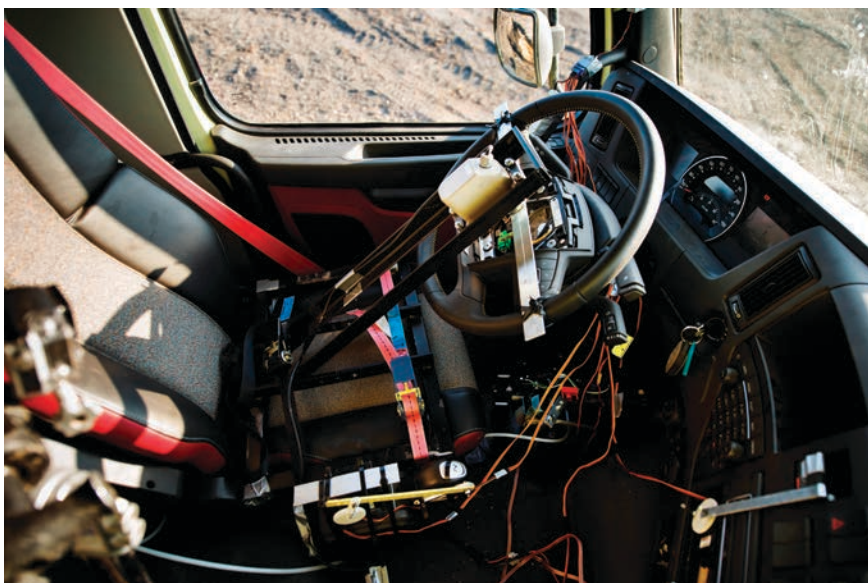
roles in Volvo Trucks' latest Live Test, "Look Who's Driving", which premiered on December 3, 2015. The content has been viewed 10 million times and engaged people on social media platforms all around the world.

"We are, of course, delighted that the film has attracted so much attention and that so many people have taken notice of the kind of tough treatment our construction truck, the Volvo FMX, can handle," says Ingela Nordenhav, Global Marketing and Communications Director for Volvo Trucks.

### **Behind the Scenes**

In the recently released background material, viewers can, among much else, see details of the truck's remote control system and the techniques that were required to manoeuvre the heavy vehicle.

"In order to ensure full control of the truck, we needed to be able to control the steering, accelerator and brake with exactly the same degree of precision as if





it were being driven by a real driver in the cab," Alistair Mazzotti, coordinator for the remote control set-up, explained.

In "Behind the Scenes" the viewer finds out more about the truck's condition after the test drive and also gets to meet the star of the film, four-year-old Sophie.

### How the System Works

The system's remote control uses a combination of technologies including pneumatics, electronic servo systems, and conventional remote control. Electronically and pneumatically operated plates were attached to the brake, accelerator and clutch pedals. The steering wheel and gear selector were operated by electronic servo systems. After everything was installed, the remote control system was fine-tuned to operate smoothly and predictably and to ensure that the right

signals were transmitted to the vehicle. In order to guarantee safety, two remote controls were used, one by Sophie and an emergency unit in the hands of the system's engineers.

### Series Spectacular Success

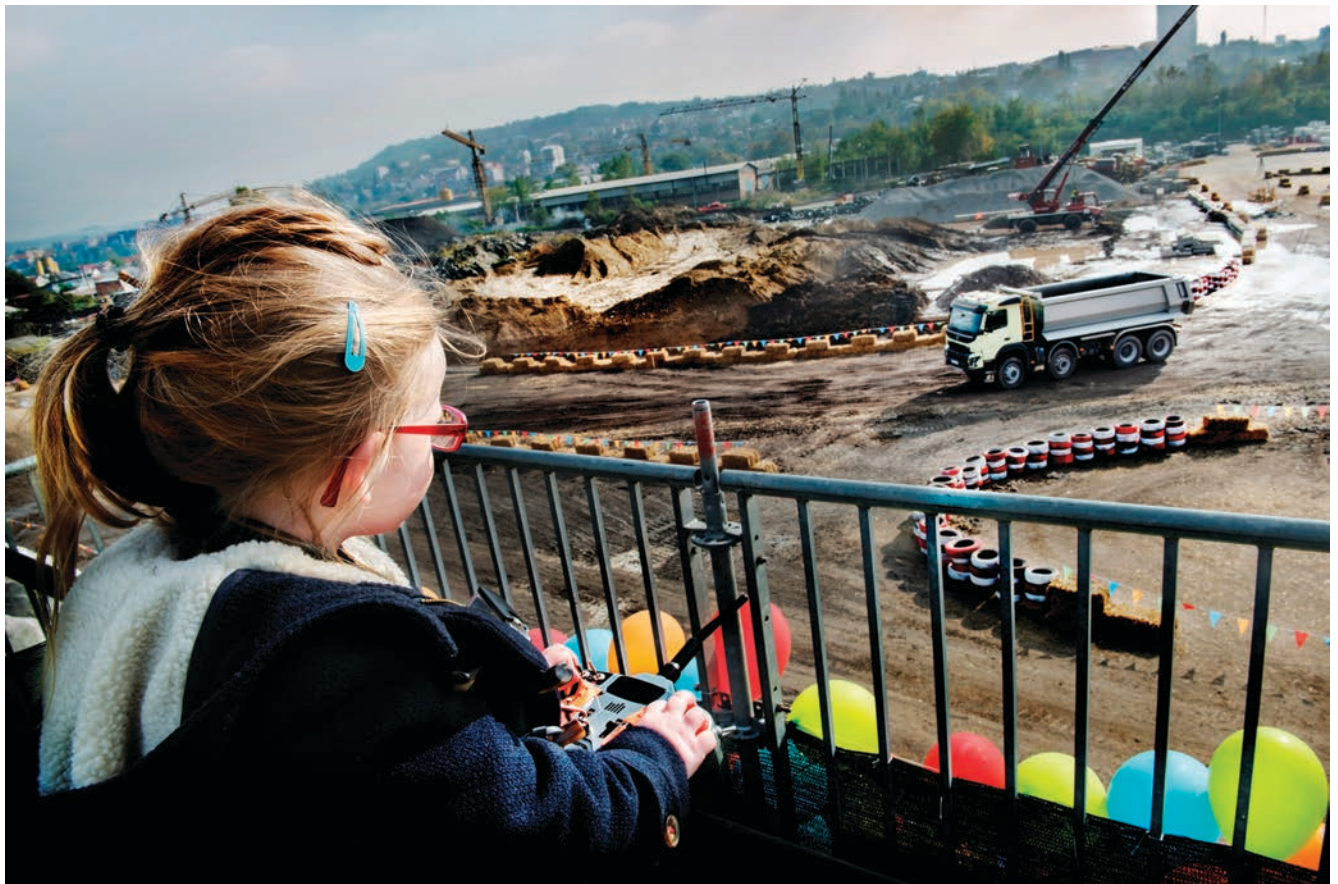
The idea behind "Look Who's Driving" is to expose the Volvo FMX to the toughest Live Test to date, to show how much the truck can actually take. The "Look Who's Driving" is the seventh test in Volvo Trucks' Live Test series, which started with The Ballerina Stunt in 2012 and includes viral successes such as The Hamster Stunt and The Epic Split. The idea behind the Live Test series is to showcase the performance of the trucks by putting them through spectacular tests. The Live Test Series in total has been viewed over 100 million times on YouTube and has been shared 8 million times online. **F**

See the video clip about the remote control system here:

Look Who's Driving  
<https://www.youtube.com/watch?v=o37p1ALyJ3w>

Behind the Scenes:

<https://www.youtube.com/watch?v=gxULkPPYASA> on "Look Who's Driving" <https://www.youtube.com/watch?v=7kx67NnuSd0>





# Singapore's Top Team Gains Experience At Finals In Sweden

*Five local service technicians represented Singapore in Sodertalje, Sweden at the prestigious global competition at the Scania Top Team Competition and though they didn't win top honours they improved their knowledge and skills.*

**S**ingapore Scania's Team Kinetic travelled to Sodertalje, Sweden December 3 - 5, 2015 to compete in the Top Team World Championship. While they once again placed behind Team New Zealand, whom they were runners up to in the Regional Finals in China, they gained valuable experience that will make them better technicians in their daily jobs.

## Heroes in the Shop

"The real heroes are often found in Scania's workshop," said Kinetic's Team Leader Alvin Tan. "This year, Scania Singapore certainly proved themselves to be real heroes of the workshop as the Team was able to advance to the World Finals.

"The competition was tough with many difficult challenges," Mr Tan continued. "We had several tricky questions and

different practical troubleshooting stations. However, at the end of the day, the team members have definitely increased their knowledge about Scania products and Scania working tools. The team members have shown great team spirit and constantly motivated each other in giving their best performance."

## Team Work

The competition wasn't about individual performances as the Team Leader explains:

"Scania Top Team is about pushing us to work together in the best way in order to provide the best service quality for our customers. Everyone has a different role to play on the team towards the same goal, which is to help our customers achieve maximum uptime. Service is one of the many areas that contribute to the best profitability in our business. Therefore, the team actually stood out in this sense."

The competition became stiffer as Team Kinetic made its way through the levels of competition to Sweden. "It gets more challenging towards the World Finals because the pressure that we put on ourselves to win is higher and we are facing the best teams from other parts of the world. "We got a lot out of it," Mr Tan noted. Our team spirit was great. And we took our willingness to learn, achieve a task and succeed to a new level.

## Sweden Impresses

For the five team members it was their first time in Sweden and their first opportunity to visit the company headquarters. "Sweden was great and it was amazing to see the factory. It gives us a better understanding on how they work in different





*Winners of Scania Top Team World final 2015, Team New Zealand*

areas. We saw many plants with great work flow and daily follow up on work/routines, for example on safety and improvements. The improvements were driven by the employees and their desire to change and improve the current state for the customers. Many components were built at different locations to be finally assembled at the chassis assembly plant.... and a few hours later there was a truck/bus ready for a test drive and later delivered to a new and proud Scania customer."

The visit to Sweden and the competition was something that will long be remembered. "It was a great experience for the whole team," Mr Tan noted, "the factory visit, the competition, to meet the other teams, to build new friends, to see a new country. All of us were very glad to be a part of the winning team from Singapore. To have this opportunity was highly appreciated and will be remembered our whole life by all the members of the team.

### **Keeping the Wheels Turning**

"It was fantastic to have a team in the global finals," said Mr Mark Cameron, Regional Director for South Malaysia & Singapore and Country Manager for Singapore. "Our entire staff - not just the team members - was buoyed by Team Kinetic making it to the finals. Four our customers it shows to them that we have technicians and mechanics who can perform repairs at a very high level. Our customers are not making money if their wheels aren't turning and this level of proficiency by our staff demonstrates to them that we have the technical expertise to keep their vehicles moving."

Mr Cameron continued, "To provide the best service to customers 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." **T**



# Tata Motors Launches SIGNA Range Of Commercial Vehicles



## Improvements

With its smartly designed cabin space, improved ergonomics and NVH levels, the SIGNA range of cabins are built to offer a superior in-cab experience, enabling drivers to operate fatigue free over long hauls, which in turn offers significant improvement in productivity. With an inbuilt telematics system, by TATA FLEETMAN, the new SIGNA range empowers fleet operator with a more connected experience, to better manage their transport business through optimum driver, vehicle and fuel management.

Tata Motors also unveiled the ULTRA 1518, an all-new production ready variant from Tata Motors ULTRA range of Intermediate & Light commercial vehicles. With a fully-built extended SLEEPER cabin, the ULTRA 1518 is designed to enhance operational efficiencies for a commercial vehicle operator, with faster turnaround. Equipped with three seats and a sleeper bed, the TATA ULTRA 1518 will ensure fatigue free commercial vehicle operations, thereby multiplying productivity, with the vehicle constantly on the move, ensuring quicker returns on investment.

## Emerging Needs

Commenting on the launch of the new Tata SIGNA series of M&HCV's, Mr. Ravi Pisharody, Executive Director, Commercial Vehicle Business Unit, Tata Motors, said, "For over six decades, we at Tata Motors have played a significant role in defining the Indian commercial vehicles landscape, recognizing customer needs, introducing game-changing product and categories, touching the lives of millions every day. The unveiling in the form of the new SIGNA range of Medium & Heavy duty commercial


*Tata Motors, India's largest commercial vehicle manufacturer, launched its new SIGNA range of Medium & Heavy Commercial Vehicles, at the SIAM Auto Expo 2016 held February 5 - 9 in Delhi. Offered in various configurations, the SIGNA range of commercial vehicles is engineered and built to offer Medium and Heavy commercial vehicle buyers, a newly designed cabin, with proven Tata Motors aggregates, for a world-class trucking experience. On display at the Auto Expo 2016, Tata Motors showcased three variants from the SIGNA range – the SIGNA 4923.S tractor, the SIGNA 3118.T multi-axle truck and the SIGNA 2518.K tipper.*



vehicles and the ULTRA 1518, is a showcase of that strength, presenting years of hard work, along with world-class engineering, commercial vehicle design and technologies, all aimed at increasing fleet efficiency, at the same time attracting the best drivers. With these commercial vehicle offerings, we hope to bring modern trucking mainstream, addressing emerging needs, for a safe, comfortable and connected commercial vehicle experience."

#### **New Benchmarks**

Reiterating Tata Motors' commitment to the future of the commercial vehicle industry, Mr. Ravi Pisharody added, "At the Auto Expo 2016, we also have on display our capabilities across the commercial vehicle spectrum, with technologies powering the future of goods and passenger movement. From the last mile Magic Iris Ziva, propelled by Hydrogen based Fuel-Cell technologies, the Tata Starbus Hybrid – the world's first commercially produced CNG Hybrid Bus, to a new-generation last mile goods transport solution from the ACE family – The TATA ACE MEGA XL. With these new future ready products, we are all set to revolutionize the commercial vehicle industry here in India, and I am convinced that we're setting new benchmarks for the entire industry."

Ideal for customers who want to upgrade their commercial vehicles, the SIGNA range will continue to offer best business returns, with proven and reliable aggregates, a better in-cab experience, along with a more connected drive. 

**Showcases production ready ULTRA Sleeper Cab, along with 7 other future ready offerings**

#### **SIGNA Range Highlights:**

- Launch of a new SIGNA range of Medium & Heavy Commercial Vehicles, offering trucking solutions from haulage to construction segments
- Aerodynamic front fascia signature design
- A large cabin accommodating improved ergonomics, NVH levels for superior in-cab experience
- Large Windscreen for good all-round visibility & road view for more safety
- In-built telematics system – Tata FleetMan
- Proven and reliable drive

#### **ULTRA 1518 Sleeper Cab Highlights:**

- New fully-built ULTRA walk through extended cabin, seating three with a sleeper bed
- New 5 liter, 4 cylinder engine, with a power range of 180 - 210 PS, producing torque @ 590-805 NM
- Gross Vehicle Weight (GVW) of 15.7 ton and a payload of 9.7 tons
- Forced ventilation standard. HVAC, Telematics system options.

# Iveco Triumphs At Hotly Contested 2016 Dakar Rally



*The new year is off to a superb start for Iveco after winning Eurocargo "International Truck of the Year 2016" and Magelys "International Coach of the Year 2016", Iveco has now triumphed in 2016 Dakar Rally.*

Iveco has dominated one of the most competitive Dakar rallies ever with five different truck brands in the Top 10. Iveco's Gerard De Rooy, leader of 'Team PETRONAS De Rooy' mounted the podium after the 2016 edition of the most competitive rally race in the world. His performance over the 13 stages showed once again the pilot's outstanding driving and navigation skills and confirmed the Iveco Powerstar's qualities.

## Reliability Demonstrated

"Iveco's vehicles triumph in the 2016 edition of the Dakar," stated Pierre Lahutte, Iveco Brand President, "with a resounding

success and recognition, after the Eurocargo "International Truck of the Year 2016" and Magelys "International Coach of the Year 2016" titles. Iveco puts the excellent reliability of its trucks on the trails of the Dakar rally, enabling the team's outstanding pilots to give their best performance in the race. I would like to thank Gerard De Rooy, Federico Villagra, Anton Van Genugten, Pep Vila and Ales Loprais and their remarkable teams for the determination and drive they have shown."

This is De Rooy's second victory in the Dakar's Truck category. At the end of the competition, the Dutch champion dedicated his victory to his Belgian navigator, Jurgen Damen, who passed away last year.

## El Coyote Howls

On the podium in third place, Federico Villagra, "El Coyote", is the revelation of this edition. The Argentinean pilot, in his Iveco Powerstar, was followed by millions of local fans, in a market where Iveco is the leader.

Ton Van Genugten finished fifth in his Trakker. He is the other great surprise of the 2016 Dakar: while he was one of two quick service trucks supporting the Team's lead pilots – De Rooy, Villagra and Loprais – he succeeded in staying ahead of the other leading competitors and crossing the line in fifth place, missing a stage win only because he stopped to support his Team leaders, demonstrating the wonderful team spirit of the Iveco team.

Spaniard Pep Vila, behind the wheel of another Iveco Trakker, took tenth place. The expert Spanish pilot, now at his sixth Dakar with Iveco and fifth with Team De Rooy, fought until the end to finish in the Top Ten.

## Iveco Engine Power

The Dakar race has also been a great opportunity for Iveco to highlight the performance of its engines: the Iveco Cursor



13 engines - manufactured in Bourbon Lancy, France and specifically prepared for the race by FPT Industrial at its R&D centre in Arbon, Switzerland – known for their performance and durability, powered Iveco's latest success in the rally.

The 2016 edition with its 9,000km South American route was perfect to showcase the Iveco trucks' versatility and strength.

**Final Ranking – Trucks**

1. Gerard De Rooy (NLD), Iveco  
Co-Pilot: Moi Torrallardona (E)  
Mechanic: Darek Rodewald (PI)
2. Mardeev (Rus), Kamaz
3. Federico Villagra (Arg), Iveco  
Co-Pilot: Jorge Perez Companc (Arg)  
Mechanic: Memi Andres (Arg)
4. Stacey (NLD), Man



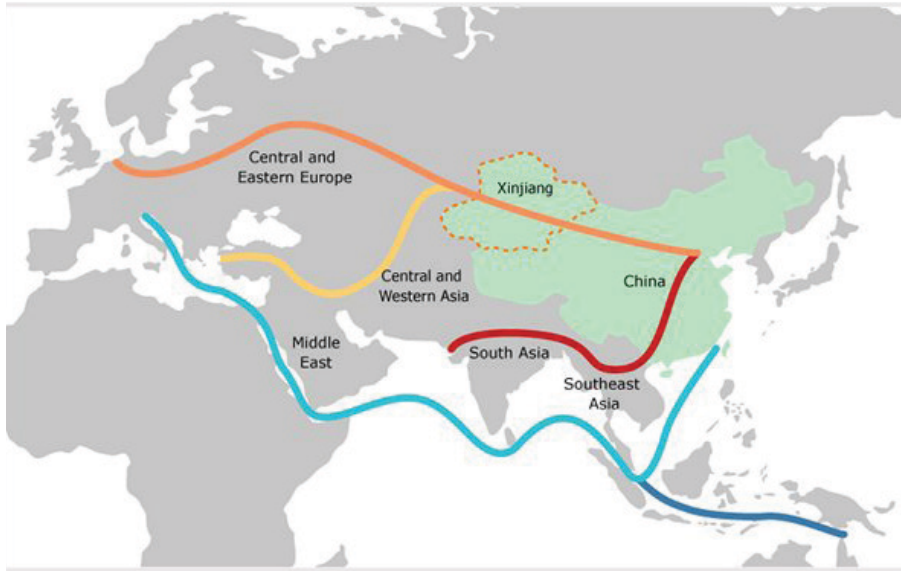
5. Ton Van Genugten (NLD), Iveco  
Co-Pilot: Anton Van Limpt (NLD)  
Mechanic: Peter Van Eerd (NLD)
6. De Baar (NLD), Renault Trucks
7. Nikolaev (Rus), Kamaz
8. Valtr (Cze), Tatra
9. Versluis (NLD), Man
10. Pep Vila (E), Iveco  
Co-Pilot: Xavi Colome Roqueta (E)  
Mechanic: Marc Torres Sala (E)
11. Ardavichus (Kaz), Tatra
12. Van Del Heuvel (NLD), Scania

Dropped out in Stage 5:  
Ales Loprais (CZ)  
Co-Pilot: Ferran Alcayna Marco (E)  
Mechanic: Bernardus Der Kinderen (NI)



# Xinjiang: a Core Component of Belt and Road

Xinjiang's Position on the Silk Road Economic Belt



*Road networks connecting China to Central Asia are bringing economic opportunities to the region.*

The Belt and Road Initiative is China's development strategy for promoting coordination of economic policies, efficient allocation of resources and deep integration of markets among all countries involved. Besides the 60-plus countries along the Belt and Road routes, many Chinese provinces and cities are also actively involved in supporting this initiative. The Vision and Actions on Jointly Building the Silk Road Economic Belt and the 21st-Century Maritime Silk Road (referred to as Vision and Actions) published by the National Development and Reform Commission in March 2015 points out that, in advancing the initiative, China will fully leverage the advantages of its regions. That includes making "good use of Xinjiang's geographical advantages and its role as an important window of westward opening up, making it a key transportation, trade, logistics, culture, science and education centre and a core area on the Silk Road Economic Belt."

## Xinjiang's Crucial Geographical Position

The Silk Road Economic Belt mainly focuses on ways of bringing together China, Central Asia, Russia and the Baltic region of Europe – the linking China with the Persian Gulf and the Mediterranean Sea through Central Asia and West Asia. This indicates the importance of Central Asia in the development of the Silk Road Economic Belt, with Xinjiang occupying a crucial geographical position as a land transport link to Central Asia.

Xinjiang is bounded by Russia, Kazakhstan, Kyrgyzstan, Tajikistan and Mongolia. With its total land frontiers extending 5,600 km in length, its boundaries with neighbouring countries are the longest of any Chinese province. In geographical and transport terms, Xinjiang offers a corridor to many countries along the Belt and Road. It has direct connectivity with neighbouring countries and is the gateway for the exchange of resources, services and more.

## Xinjiang Supports the Plan

Xinjiang has started making far-reaching plans in accordance with the Belt and Road Initiative, though concrete implementation details are still being worked out and examined, a general strategy of developing five centres and three corridors has been adopted.

The five centres refer to a transportation hub, a trade and logistics centre, a financial centre, a culture, science and education centre, and a medical services centre, which will provide medical services to Central Asian countries. Medical standards in Xinjiang are higher than in Central Asia and over 1,500 people from neighbouring countries received medical treatment in Xinjiang in 2015. As well as Urumqi, hospitals in the region also received patients from these countries. The combination of medical services and a tourism offering is a possible area for development.

## Transportation and Logistics

The transportation hub and trade and logistics centre are actually interrelated developments. Xinjiang mainly trades with Central Asia. Xinjiang's total import and export value dropped to US\$19.68 billion in 2015 due to falling demand in that region. The fact that import/export trade with Kazakhstan and Kyrgyzstan accounted for 46% of Xinjiang's total trade and Xinjiang's trade with the Central Asian countries made up a big share of China's trade with these countries indicates that China's trade with Central Asia is mainly conducted through Xinjiang.

Xinjiang also functions as a transportation corridor. Some of the goods imported or exported are not handled by local trading companies but shipped to or imported from Central Asia through Xinjiang. The volume of cargo handled by Xinjiang's



ports increased from 20.93 million tonnes in 2009 to 46.65 million tonnes in 2014, while total value of imports and exports increased from US\$22.29 billion to US\$46.14 billion, exceeding the import and export figures of local trading firms.

### A Regional Transportation Hub

Although Xinjiang faces challenges from weakening demand in its foreign trade, it still has the geographical advantage of being the corridor for transportation and logistics between the Chinese mainland and Central Asia. For this reason, Xinjiang aspires to become a regional transportation hub under the Belt and Road Initiative. The main priority is to develop three transportation routes across Xinjiang to Central Asia, West Asia, South Asia, Russia and other countries.

The northern route originates from the Bohai Rim. Starting from Beijing-Tianjin-Tanggu, it runs across Shanxi province and Inner Mongolia before reaching Xinjiang, where it runs westwards to Kazakhstan and Russia via Yiwu, Burqin and other counties. The middle route starts from the Yangtze River Delta and runs across the Central Plain via the second Eurasian land bridge before entering Hami, Turpan and Urumqi in Xinjiang, from where it proceeds to Central Asia and Europe via Alataw Pass and Khorgas respectively. The southern route starts from the Pearl River Delta and runs across Hunan, Chongqing, Sichuan and Qinghai before entering Xinjiang, where it leads to Tajikistan via Ruoqiang, Hotan and Kashgar and extends southwards to the Indian Ocean. The middle route is already open to traffic and is undergoing further upgrades. As for the other routes, the portions in Xinjiang are expected to be opened from 2016-2020, the 13th Five-Year Plan period.

### An Entrepôt and Distribution Centre

Xinjiang aspires to become an entrepôt and distribution centre for goods flowing between Central Asia and China. In particular, smaller cargoes can be consolidated here and loaded on containers. The railway container centre now under construction in Urumqi is a major project and it is hoped it will speed up the integration of China-Europe train services, build the city into a westbound container shipping centre and spur the building of logistics parks in neighbouring areas. Xinjiang is striving to open more freight train services and reshuffle train schedules in order to enhance its function as a distribution centre. It will build national highway transport hubs and more than 30 logistics parks in Urumqi, Yining and other cities in the next five years.

Yining plans to renovate and expand the existing terminal at its airport during the 13th Five-Year Plan period. It will begin freight transport targeting Central Asia, and build an international logistics centre. At this stage, whether the entrepôt and distribution centre project will materialise depends on whether there is a steady supply of cargo. Xinjiang will have to rely on its integrated bonded areas, free trade areas, railways and air transport and also strengthen its function as a distribution centre to attract high cargo volumes.

### International Logistics Potential Merits Attention

Xinjiang's development as a transport logistics and distribution centre linking the Chinese mainland and Central Asia, even Europe, is worthy of note. From the perspective of international logistics, infrastructure developments will likely change the present reliance on maritime transport for shipments to Europe.

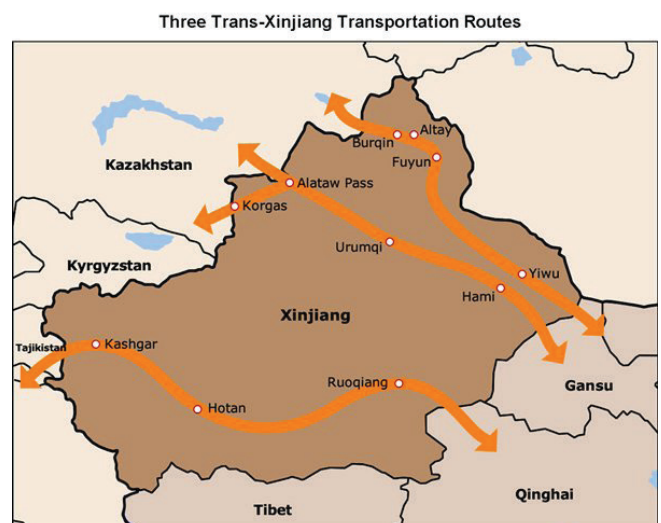
Overland transport between Central Asia and Europe has started to develop. When cargo volumes increase, demand for transshipment, consolidation and distribution will also increase, thus allowing Xinjiang to further strengthen its hand by providing such services. Providing a gateway for the export of goods to Central Asia and Europe will increase the demand for logistics services, while enhancing its function as a consolidation and distribution centre will stimulate demand for service management systems in Xinjiang. Moreover, with the development of cross-border ecommerce, it will have a chance to become a warehousing and distribution centre for coastal manufacturers supplying goods for Central Asia's e-commerce markets.

### Preferential Policies

Some development zones are offering preferential policies. For example, the Yining Industrial Park of the Khorgas Economic Development Zone, kick-started in 2013, is focusing on infrastructure construction. It aims to become a regional commercial logistics centre, develop processing industries and export the products to Central Asia. If enterprises setting up business in the park are engaged in industries prioritised by the state, they are eligible for exemption on enterprise income tax in their first five years and for exemption on the local retention portion of it for a further five years. Tariffs are waived for the import of equipment that is not produced in China. Discount interest loans are available for fixed assets/working capital and subsidies are offered for staff.

The State Council has called for efforts to promote dominant industries with regional characteristics in the border areas. It supported giving priority to projects for the processing, transformation and utilisation of imported energy resources and resources in key border areas in an effort to develop outward-oriented industry clusters in these areas.

Moreover, it proposed setting up a special fund for the development of industries in key border areas. These policies show the importance given by governments to the promotion of industrial development in the border areas. Xinjiang may not be the most suitable destination for the relocation of most processing industries because of its geographical location and other factors. However, for processing industries that make use of local resources and imports from Central Asia, and enterprises targeting the Central Asian and South Asian markets, Xinjiang merits consideration, particularly in light of Belt and Road Initiative developments. **F**





## MANN+HUMMEL Completes Reorganization Of Management Board

*With Manfred Wolf moving from MANN+HUMMEL's Management Board several new people have moved into vacated positions and joined the new management team.*

**(Ludwigsburg, Germany)** The MANN+HUMMEL Group has completed the reorganization of its Management Board which began with a new CFO in the summer 2015, and as of January 1, 2016, Filiz Albrecht became Human Resources Director and Hansjörg Herrmann Production Director. As of March 1, 2016 three new General Managers joined the board.

### **CFO Weissenbacher**

Emese Weissenbacher assumed the role of Chief Financial Officer (CFO) with effect of July 1, 2015. After graduation, Emese Weissenbacher started her professional career at the filtration specialists in 1994 as an intern in the Human Resources department. Her career trajectory continued with positions in controlling and marketing, after which she made the leap to production management and from there to the extended management board.

As of March 1, 2016 Kai Knickmann assumed responsibility as General Manager of the Automotive OEM business unit. Josef Parzhuber is General Manager of the Automotive Aftermarket business unit and Steffen Schneider is the new General Manager of the Industrial Filtration business unit.

Before joining the management board, Emese Weissenbacher, a technically oriented business graduate, headed up the large filter plant in the Czech Republic and was responsible for seven plants and around 3,000 employees in Europe as Group Vice President Europe. Born in Hungary, she grew up in Romania and speaks four languages. She is one of 107 women in the top management at companies in Baden-Württemberg. Actively involved in mentoring woman, she is a regular speaker on panels on economic issues and questions relating to career and family.

As CFO, the 51-year old mother of two joined Alfred Weber (President and CEO), Frank Jehle (Deputy CEO), and Manfred Wolf (President & General Manager Automotive + Industrial Business) who is now moving to a new position.

### **Wolf Moves Up**

Manfred Wolf, handed over his areas of responsibility on March 1. Once the planned acquisition of the filtration business of the Affinia Group has been concluded Wolf will assume a senior function there as Executive Chairman.

Manfred Wolf has been on the MANN+HUMMEL Management Board since 1998. The qualified industrial manager studied Business Management at the University of Applied Sciences at Pforzheim. He began his professional career as an executive for Bosch where he worked in various management positions in the aftermarket business. In 1995, Wolf moved to MANN+HUMMEL where he managed the "Service" business unit for three years. Wolf formally remains on the Management Board until June 30.

### **Glory Restored**

Thomas Fischer, Chairman of the Supervisory Board, thanked Manfred Wolf, long-time member of the Management Board, on behalf of the entire company for his outstanding service. "In his 18 years as a Managing Director, Manfred Wolf has decisively influenced the fortunes of our company. Under his direction, the MANN-FILTER brand was fully restored to its former glory and gained a contemporary and sustainable position in the international automotive aftermarket business. Manfred Wolf is regarded with the highest esteem among employees, customers, and shareholders."

As Group Vice President, Kai Knickmann has been managing the Automotive OEM business unit since 2010. The Industrial Filtration business unit also remains in capable hands. Steffen Schneider has been managing it as Group Vice President since 2013. Josef Parzhuber takes on a new role as head of



Automotive Aftermarket. As Group Vice President, he has been responsible for MANN+HUMMEL's business in the Asia-Pacific region for the past four years.


### **Reorganization Complete**

"By appointing Kai Knickmann, Josef Parzhuber and Steffen Schneider, we complete the reorganization of our Management Board. With the appointment of proven leaders, our shareholders and Supervisory Board have once again demonstrated that they rely on the qualifications and motivation of their own employees," said CEO Weber.

Kai Knickmann has a degree in mechanical engineering, specializing in combustion engines and automotive technology, from Braunschweig University of Technology. From 1990 to 1999, Knickmann worked at Hengst Filters in Münster in a variety of management functions. He joined MANN+HUMMEL in 1999, initially holding key positions in the Development department. From 2007 until 2010, Kai Knickmann was Managing Director for MANN+HUMMEL in Great Britain.

### **Senior Experience**

Josef Parzhuber graduated from Passau University with a degree in business studies and learned business Chinese in Beijing. He began his profession career with Bosch in 1992. From 1995 until 2000, he built up the Automotive Aftermarket business for Bosch in China. This was followed by further senior Sales and Marketing positions, as well as global responsibility for the filtration product range. In 2011, Parzhuber took over as MANN+HUMMEL's Group Vice President of the water filtration business unit.

Steffen Schneider completed his mechanical engineering degree from Stuttgart University as a Graduate Engineer in 1990. The first three years of his professional career were spent in the development department at Porsche AG. He then moved to MANN+HUMMEL where, among other activities, he was Head of Sales for commercial vehicles. Schneider gained international experience as Managing Director between 2001 and 2006 in Mexico and between 2009 and 2012 in Spain. From 2006 to 2009, he was in charge of Purchasing for Automotive Original Equipment in Ludwigsburg. 



# Association Of Malaysian Hauliers Up North

*Not far from the border to Thailand, members of the Association of Malaysian Hauliers are also working on the implementation of the plans hatched in January to improve the industry.*

It appears that Nazari, newly elected President of the Association of Malaysian Hauliers (AMH) has hit the right chords when he spoke to his committee members about the action plan he relayed to us. Meeting up with Log. R. Amaippan, Chairman – Northern Region of AMH, we learn what is happening in and around Penang when it comes to haulage.

“We have some 35 members up here, six of which have their office in Kuala Lumpur. These are all local players that we have gathered under our wings,” he stated. Having been the Chairman of this chapter for some 14 years now, he can see some significant changes taking place. Mainly, he can see that the relationship between the port operators and hauliers is much better than that in Klang. “This wasn’t always like that. The association has worked very hard with all parties involved to improve things.” According to him, most of the issues facing hauliers have been resolved. One of the key issues was the waiting times in ports. Up to 35% of operating times was contributed to idling in ports. “Obviously, that is a cost, but it is also stress for the drivers,” Amaippan states. According to him, the waiting times have been drastically reduced and drivers are happier with fleet owners have reduced cost. There are still some issues pending with depots, but AMH is confident to have those addressed and solved soon too.

Touching upon the subject of availability of drivers, he surprisingly states that it is now easy to attract drivers. “People have understood the need for new trucks,” he explains. If



drivers are paid per trip, then the last thing the drivers need is a truck that breaks down. Old trucks may be written off, but the drivers cannot make enough trips to earn money, which makes them switch to fleets that have newer trucks. “It is that simple!” Several members of the association have recently upgraded their fleets with premium trucks and seem to have made the right move with that in order to counter the lack of good drivers.

Being close to the Thai border, the association is actually worried about the effect the ASEAN Economic Community will have. For one, Malaysian operators don’t seem to be prepared for the changed business conditions. However, there are more issues that still need addressing: Language problems are a major setback for the AEC. This affects maintenance, insurance, safety and also security. Currently, the AEC allows for 500 trucks to traverse the border daily, but soon that number will increase.

For the coming year ahead, Amaippan sees a tough time ahead. His recommendation is to “Manage the business and focus on your core competencies as a transporter.” In his view, the use of new vehicles also means that one doesn’t have to spend that much effort and money on maintenance. “We should really see ourselves as transporters and repairs have nothing to do with that business. Let the experts handle it. Your drivers should take care of the customers and not worry about maintenance.” In closing he also cautioned people using sub-contractors with re-build trucks as the drivers may be capable, but the vehicles could be an unknown factor. **F**



# Asian Trucker Hosts Largest CV Expo

*Run under a new name to be more inclusive, the third instalment of Asian Trucker's exhibition will again be the largest in South East Asia*

Organisers of next year's Malaysia Commercial Vehicle Expo, Asian Trucker, have announced the dates for the third instalment of the event to be 18 – 20 May 2017. This follows the usual rhythm of the exhibition to be a bi-annual event. The venue will be the same as the previous times, The Mines International Exhibition and Convention Centre just outside Kuala Lumpur.

In 2015, the event was a sell-out with all the major players participating, showcasing their latest products and services. A truck convoy ferried the VIP into the venue to open the show while delegates could make use of a varied and thought through fringe program. With regards to the change in name, the organisers said "Originally named MIBTC, we have hosted two highly successful commercial vehicle exhibitions in Malaysia. Following the success of the past event, we are returning with the show in May 2017. Having gathered feedback from the market, we have decided to rename the event to "Malaysia Commercial Vehicle Expo", or in short "MCVE". The new name is to reflect a more inclusive approach and orientation of the exhibition. The logo has been amended accordingly and now sports the Asian Trucker colours."

The event, which at the time of writing has already seen a large amount of space being booked by exhibitors is currently the largest commercial vehicle exhibition in South East Asia. As it is aimed at a very specific audience, exhibitors can expect to make new contracts, foster existing relationships and grow awareness for their brands. In 2015, several brands used the exhibition as a platform to launch their products. Asian Trucker is hoping that this time around there will be more such activities taking place. In addition to these, Asian Trucker is planning to extend certain activities to be held on the Sunday following the expo.

## Organiser of MCVE:



"The ASEAN Economic Community is now a part of our daily life and transporters need to address the issues around that. We are hoping that MCVE will become a meeting point for the industry to exchange thoughts, discuss issues and to push forward the idea of a borderless ASEAN" said Stefan Pertz on behalf of the organising team. He also say an opportunity for customer events as businesses from neighbouring countries could send their clients to the event. "There is a golf course next door and a game could be combined with a visit to the expo" he remarked.



# Actively Tracking



*Since their debut in May 2015, Active Telematics has been true to its name and been busy in the background with the creation of new products and building a solid customer base.*

**active**telematics  
[www.activetelematics.com](http://www.activetelematics.com)

While everyone agrees that the year 2015 has been slow and challenging for many, Hardev Singh, Sales Manager of Active Telematics, has a very positive outlook for this New Year. According to him, some industries are actually booming. Certain sectors, like Oil and Gas, may be in decline, however, he states that this means that other industries will be on the up. "We see a lot of movement on the roads, people are interested in how to improve their business" he says during our exclusive interview. The internet is also becoming a major tool in the transportation industry. Already known as IoT, or "Internet of Things", many aspects of this sector depend on, and are growing with, the internet. "While Active Telematics does not get involved in the back or front end of this, we can see a lot of benefits here. Once the installation of the devices is done, everything is done over the air," he explains. This means that the settings, controls and monitoring can be done from anywhere and by anyone with access. One key aspect of the use of the Internet is the fact that the data will be protected as IoT makes things tamper proof. Active Telematics sees a lot of potential in Malaysia as the users here currently don't use the full spectrum of functions available to them when installing a tracking device. For example many are still happy with accuracy of 5 meters whereby the latest technology can be as accurate as 2.5 meters with up to 10 seconds reporting intervals. Changing mindsets has been a challenge for the young company, which debuted at the 2015 instalment of our expo.

As a newcomer, Active Telematics is happy with their achievements for 2015. It has been a year of base-building and securing the first customers. Currently, some 500 units are installed and the company has ticked off their first milestones set. Asked about their strategy, Hardev explains that "This year was crucial for us as we needed to understand the needs of our target market. There are many out there that can give you GPS tracking. However, we work in a different way. We give our clients a customised solution, according to the specific requirements of each company". Therefore, the company aims at reducing costs, increase productivity and to eliminate redundancies. Offerings from Active Telematics are to improve the service experience of customer's customers. "We can be proud of ourselves as we haven't had any major glitches in terms of service delivery to customers," he beams. This is particularly interesting in view of the fact that they also offer cross border coverage.

Starting the new year with the launch of a number of products, customers can look forward to seeing solutions that will exceed the mere provision of a location on a screen:

#### **Active Eye CCTV**

Active Telematics in collaboration with Exeros Technologies Ltd., UK, a company specialising in vehicle CCTV technology for large and commercial vehicles, have launched Active Eye CCTV in Malaysia. According to Hardev, there will be a range of advanced security systems aimed at the bus and heavy-goods fleet market in Asia.

The products has had an unprecedented response from the UK and European fleet markets, where insurers now support vehicles that utilise CCTV technology and offer lower insurance

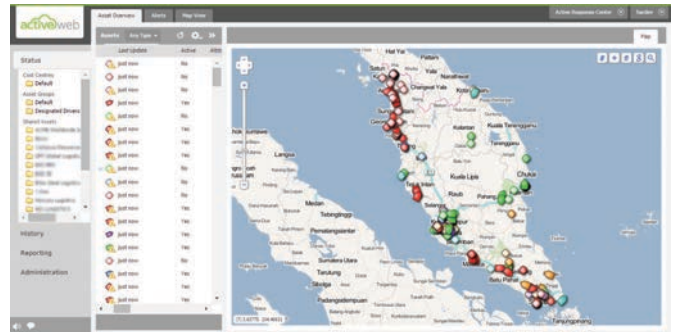
premiums. It is early days for such acceptance of technology in our region, nonetheless the technology has arrived.

Here are some examples of how the system can improve businesses:

- **Excellent post-collision analysis.** No witnesses needed. Everything around the vehicle is recorded for up to 30 days. (Legal requirements in different countries may still require eye-witnesses)
- **Individual driver improvement and behavioural analysis.**
- **Driver protection;** whereby drivers in Europe may now refuse to drive UNLESS they have a CCTV system on their large vehicles.
- **Huge savings** for fleets on insurance and accident payouts by the fleet – 96% reduction has been achieved by many customers.
- Hugely improved health and safety record and reduction of accidents / incidents related to driver performance.
- **Enhanced driver visibility** and eradication of all vehicle blind-spots.

Active Eye CCTV will supply recorder systems in 4, 8 and 16 channel options, enabling the company to protect any type of vehicle from a small van or mini bus to large coaches and HGVs. Active Telematics promises that they will also include the latest 'Hybrid' systems that have the capability to record in HD resolutions.

Accompanying the solution will be a fully automated cloud-based accident management platform that records from cameras around the vehicle and auto-uploads the video to the cloud in the event of an accident, incident or near miss. Once uploaded, the cameras score events based on the level of risk presented within the video. This helps fleets to recognise which drivers are the most dangerous and therefore more likely to have an accident in the future. The predictive model used is so accurate that it has successfully predicted three accidents in three months from high-risk drivers during trials with an international client.



ActiveWeb

Taking benefit of their ActivePro CAN solution which adds vehicle specific information to the Active Eye CCTV system making it the most comprehensive monitoring system available.

Active Telematics plans to release three new systems following increased demand in Europe, which would follow into Asia later in the year. For example, there will be an 'intelligent' camera solution that will detect if people approach the vehicle and hide in or under vehicles while they are parked. The same camera sensor will also detect if cyclists or pedestrians are in close proximity to a large vehicle when it is maneuvering in such accuracy that it can calculate the angle of approach and allow for automatic brake activation of the vehicle to avoid accidents.

Fleets using this platform immediately see the benefit once the systems are installed – on average, the lowest scoring 20% of drivers within a fleet are directly responsible for around 70% of the fleet's accidents according to studies conducted by clients.

Bus fleet operators now have the tools to monitor flagged drivers and offer training to improve their driving styles. This improves the fleet safety record and allows the company to make substantial financial savings, thereby paying for the installation costs within the first 3 months of operation.

The first fleet of buses with this solution can be seen in Malaysia from August 2016.





# Volvo Opens Flagship Workshop

*Located in close proximity to one of the world's busiest ports, this workshop is ready to serve the largest population of trucks in the country, offering fast service and convenience for customers.*



Following a soft-launch on December 1st 2015, the Volvo Flagship Workshop was officially opened in a grand event on January 26th 2016. The construction was completed in Q3 of 2015 after the initial plan was hatched in 2012 as part of the expansion and improvement plan that Volvo Malaysia has in place to ensure that customers will have access to a workshop nearby. According to Mats Nilsson, Managing Director, Volvo Malaysia, the brand aims at placing workshops in a way that travel to them will take less than three or even two hours. The newly opened workshop is capable of handling both buses and trucks, whereby Volvo is expecting the majority of work to be carried out on trucks while buses will be mainly handled in Shah Alam.

Able to handle some 24 trucks per day, the workshop is also offering Fast Track Service, a driver lounge, beds and showers make it a convenient stop for the drivers. Opening hours are Monday to Friday from 8:30 to 18:00 and on Saturday from 8:30 to 12:45. As part of the overall budget of 75 Million Ringgit, Volvo has invested some 25 Million Ringgit in the new facility and the upkeep over the next 10 years. The architecture follows modern workshop design. It is designed with constructed columns for double bays to allow for easy maneuvering into and out of the workshop. An overhead crane, brake and smoke tester and a sophisticated computer system allowing technicians to assess vehicles are part of the overall set-up. "This is a sign of Volvo's commitment to the market," was one comment from a guest at the opening event. The location is just next door to Taipanco, one of Malaysia's leading transporters, who was the first customer to send their truck for service. On the night of the opening, seven customers also received their trucks in a hand over ceremony.

"There is already a population of over 2 000 Volvo trucks in the Port Klang area and we are now located at the heart of it," Nilsson said. He also highlighted other achievements of Volvo in Malaysia, such as the re-certification of the Shah Alam plant according to ISO 14001, the opening of other workshops earlier in 2015 as well as the tremendous success of Fuelwatch, the competition that saw over 1 100 drivers from Malaysia and Singapore seeking the most fuel efficient driver. One of Volvo's core values is safety and that is now manifested in the aim of having zero accidents with Volvo vehicles.

Looking forward into 2016, Nilsson pointed out further enhancements of the network. "We will continue to build our network to support our customers wherever they are" he promised. **F**





# JA Security And Innovations Gives Shippers Peace Of Mind

*New in the market, offering automated technology systems for remote GPS tracking, monitoring and management in Asia, this company may just offer what you need to further secure your goods in transit.*

**J**A Security and Innovations Pte. Ltd. was spun off from JA International Group of Companies in 2013. Parent company JA International has been operating for over eight years, traditionally as a business consultancy in Singapore and the neighbouring countries.

JA Security and Innovations' solutions leverage on technology developments in ICT, Internet of Things and Big Data. The company offers products and services ranging from GPS tracking devices for vehicles, shipping containers and portable tracking devices to anti-counterfeit solutions for brand protection. With these solutions, the company offers live online tracking and its IOS and Android Apps are localized in 35 languages.

"Being in the security industry, I do realize that there are certain needs for security products, especially in the logistics industry. Our product is not a standard tracking product. It is unique and reduces hassle as it is a wireless product," said Mr Sanjay, Country Manager.

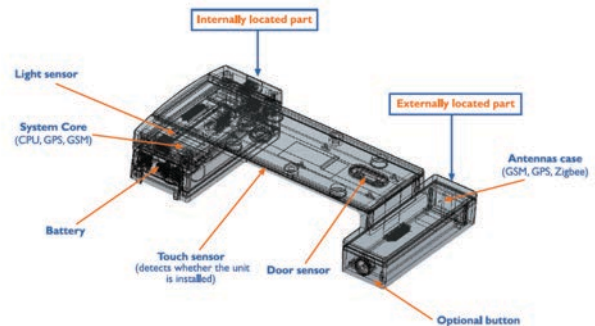
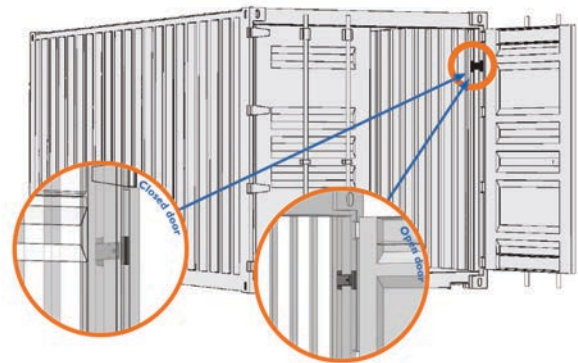
## Introducing FreightCheck

Termed "FreightCheck", it is a secure monitoring solution for ensuring safe delivery of containers from origin to destination. It detects in real-time the container's GPS position, door open/close, break-in and impact. The installation takes 30seconds only. This container tracking solution, whilst patent pending, has been tested and approved by Lloyd's as satisfying a key policy condition of its high value cargo insurance.

"A Type Approval from Lloyd's Register demonstrates that your product conforms to recognized industry quality standards, international conventions and/or the LR Rules," he explains.



"I believe if a company is carrying high value goods, they would definitely prioritise on the security of the goods. The FreightCheck container tracking system serves and provides real time data to all parties interested in the delivery of the shipment. It allows all those involved to coordinate their efforts to ensure their shipment obligations are being met or in times of need, to take action immediately and in an orderly manner," said Mr. Sanjay. **F**



FreightCheck R for reefer containers offers the same function, but has a few additional features:

- Built-in temperature and humidity sensors
- Connection via RF to external temperature to humidity sensors
- Built in Light sensors: 360 degree
- USB connector: for initial setup and to collect data which have been logged
- Long battery life: over 3 months
- Installation and activation within 60 seconds





The fortunes of family-led company MANN+HUMMEL will in future be directed from the new Technology Center in Ludwigsburg

# 75 Years Of MANN 7 HUMMEL Success

*From a small filter plant to a global market leader in filtration: MANN+HUMMEL is celebrating its long history of success in 2016.*

Ludwigsburg-based automotive supplier MANN+HUMMEL celebrates its 75th anniversary in 2016. Founded under difficult conditions during World War II, the family-led company has grown to become the world's biggest manufacturer of oil, air, and gasoline filters, employing around 16,000 people at 60 locations on five continents.

## The Founders

When Adolf Mann and Dr. Erich Hummel founded Filterwerk Mann+Hummel GmbH in 1941, they had already established successful careers. One a math teacher, the other a lawyer, they both joined Stuttgart-based clothing manufacturer Bleyle in the 1920s. In 1938 they took over the management of the family-led company after the owners were arrested.

After the start of World War II, the textile plant, which was classed as non-essential to the war effort, had few orders and

much of the workforce was sent to the front or to armaments factories. In this difficult situation, Stuttgart based piston manufacturer Mahle outsourced the production of engine filters to the Bleyle textile plant in a contract manufacturing operation.

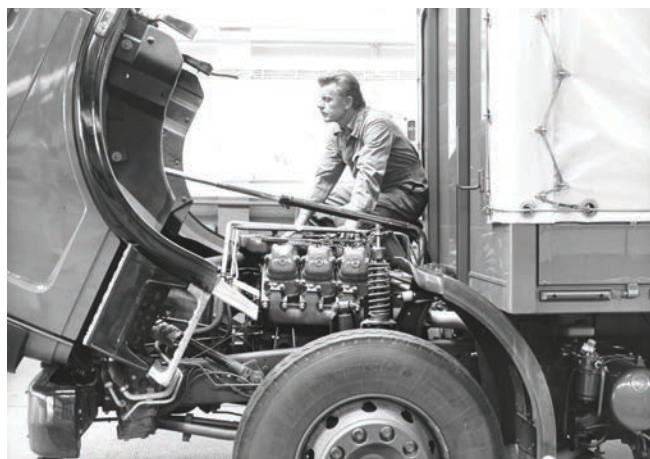
At the beginning of 1941, Mahle transferred its entire filter production to the former textile manufacturers under a license agreement. Filterwerk Mann + Hummel GmbH was founded in January 1941 specifically for this purpose. Its location was a former Bleyle plant in Hindenburgstraße, Ludwigsburg. In June 1942, Adolf Mann and Dr. Erich Hummel acquired the entire filter production business from Mahle for 1.2 million reichsmarks.

The intensive research and development activity that began immediately after the acquisition signalled the founders' ambitions. Showing remarkable vision, Adolf Mann wrote in the company bulletin "Der Herold" in 1942 that the filter as a product had a future and belonged to an area "where there would be no shortage of activity, whether in times of war or of peace."

## Surviving the Post-war Years

While this assessment was fundamentally correct, after the end of World War II the demand for filters for tanks and military vehicles vanished. The filter business collapsed, and within a year Filterwerk Mann + Hummel lost half its workforce. There was demand for household goods and the company began producing items such as pots, skillets, strainers, and scourers. The company's creativity even extended to the manufacture of a handcart dubbed the "Rutscherle".

Technically more challenging were the sanitary fittings that the company produced between 1945 and 1954 under the "MANN-ARMATUREN" brand. The results were extremely successful and sales even matched those from filter production for a time. In



Testing on a running engine - Close cooperation with vehicle manufacturers has always been one of the principles of MANN+HUMMEL

the filter business, new sales markets were found in liquid filters for industrial applications and in conveyor systems in industrial mills.

The core vehicle filter business received two significant boosts after 1948 with the currency reform and the launch of the VW Beetle, for which the company was involved in the high volume production of felt cone filters.

### Shaping the Future

Four key issues paved the way for the development of the fledgling company during the 1950s. The introduction of assembly line production in 1952 marked a shift towards industrial series production. Innovations such as the use of oil-soaked filter papers and the development of a wet air cleaner with coconut fibers transformed the company into a development partner and OEM for the automotive industry.

The strategy of customer proximity, which still applies today, was developed at this time. An increase in export activity led to the establishment of a number of international sales companies in quick succession. By the end of 1956, Mann + Hummel had 11 European offices and eight international licensees.

Three of these would go on to become subsidiaries – Naumann Gepp in Brazil in 1964, Taca in Spain in 1965, and TIDEM S.L.R. in Argentina in 1971. These acquisitions represented the first steps toward the Ludwigsburg-based filter plant becoming a global enterprise.

### Social Policy Milestones

In parallel with ongoing internationalisation, the founders introduced a comprehensive range of social measures, which are still regarded as pioneering to this day. From 1952, the corporate health insurance company provided workers with affordable, customized insurance benefits. For decades, more than 90% of Mann + Hummel workforce was insured here.

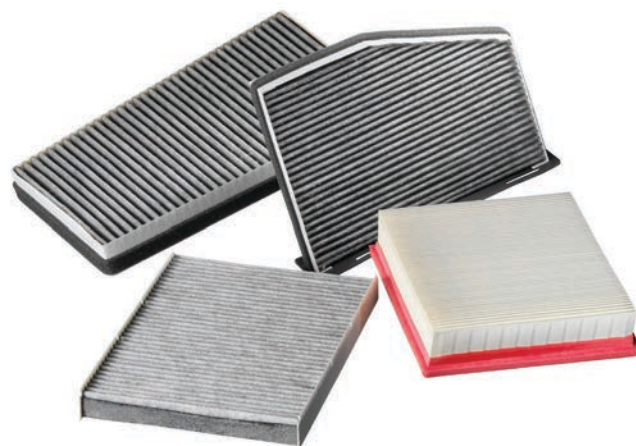
Another major milestone was the introduction of profit sharing in 1953, which gave every employee an entitlement to a share of company earnings. The housing development programme introduced in 1949 helped employees to achieve low-cost home ownership with assistance from the company. This scheme was a perfect example of the sociopolitical ideas expressed by Adolf Mann in writings such as "Education for ownership" being put into practice. Last, but not least, was the pension fund, which was set up in the 1940s. The fund was a subject very close to the heart of Dr. Erich Hummel and marked the first step toward establishing a company pension plan.

Continued economic growth and increasing demand for replaceable filters for the aftermarket necessitated the further expansion of production capacities in the early '50s. Marklkofen, in the Vils Valley in Lower Bavaria, was chosen as the location for a new plant. Filter elements were already being assembled at Schloss Warth, a property purchased by Adolf Mann. After 1962, a former pasta factory in Marklkofen was transformed into the world's largest filter plant. Today, the plant employs more than 3,000 people and produces over 166 million filters and filter elements annually.

In filter technology, engine consumption and performance optimisation become key issues along with the prevention of pollutant emissions. At the same time, new plastics replaced



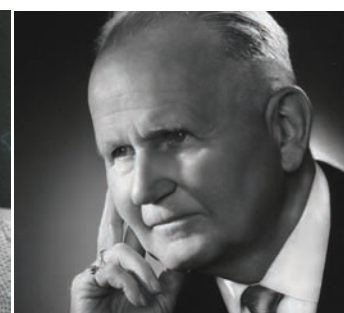
M&H Factory



Plants such as this ultrafiltration plant for water filtration will help to provide sufficient life-saving, clean water in the future



Dr Jorg-Dieter Hummel



Adolf Mann



Plants such as this ultrafiltration plant for water filtration will help to provide sufficient life-saving, clean water in the future sheet metal as a material in air filtration, which paved the way for greater freedom in housing design and combinations with systems for regulating the intake air temperature.

The company was also achieving success beyond the automotive industry, with innovations such as hydrocyclones for liquid filter systems as well as hydraulic filters. In 1969, total sales for all divisions broke the 100 million mark barrier for the first time.

**The Journey to Global Systems Provider**

1971 marked a turning point when company co-founder Adolf Mann died unexpectedly after suffering a heart attack. Despite this setback, the company achieved the seemingly impossible during the 1973 to 1975 recession, which was triggered by the oil crisis. Right in the middle of the crisis, the company managed to increase exports, step up aftermarket activity, and further increase sales. Construction projects were undertaken in Ludwigsburg and Marklkofen as well as at the Filap subsidiary in Speyer in order to create space for additional production capacity.

This was also necessary due to the increased dominance of plastics. Polyurethane allowed greater freedom in housing shape design and consequently the development of system solutions. These solutions now covered the entire passage of air from the intake into the engine and were able to meet increased requirements with regard to temperature and exhaust gas recirculation regulation.

The death of Dr. Erich Hummel in 1984 brought the era of the eponymous company founders to a close. The company stocks remained in the control of the founder families, who were represented at the general meetings. This solution proved to be effective and is still in operation to this day.

**Major Innovation**

The introduction of lost core technology in the 1980s represented another major innovation for MANN+HUMMEL. It allowed the seamless manufacture of complex intake manifolds, which offered advantages such as low weight,

flow-optimized design, and lower noise emissions. The first plastic intake manifolds went into series production in 1989. Development of oil filter housings made from plastic also began at this time. Lost core technology opened up a whole new world of complex modular solutions in engine peripherals, and established MANN+HUMMEL as a reliable OEM partner to the automotive industry. The development of particulate filters and the new cabin filters business were also contributing factors to this success.

By 1989, the company had more than 8,000 employees and sales broke the one billion deutschmark barrier for the first time. A number of organizational changes were introduced to deal with the continued growth. Filterwerk Mann + Hummel GmbH became part of the MANN+HUMMEL Group, and this change was communicated to the outside world with its introduction as a logotype in 1996.

**Innovative Strength**

Environmental protection became a key issue in the 1990s. This affected production, with increased use of contaminant-free impregnating agents and environmentally friendly synthetic resins as well as the introduction of a certified environmental management system in 1998. Products were now being made from recyclable materials with a longer service life. In the late 1990s, MANN+HUMMEL broke new ground with the Multigrade filter media for oil and fuel filters and Micrograde for air filters, as well as with the development of the PreLine and VarioLine fuel filter systems.

Other innovations during this period included the integration of the air filter in the cylinder head cover as well as the development of the thermo-optimized topsys intake system and an active intake manifold with motor drive.

The MANN+HUMMEL Group pressed ahead with establishing itself in the global market. The process began with the establishment of subsidiaries in Mexico, the Czech Republic, and Singapore, followed by companies in the United Kingdom,



As part of the drive to improve efficiency and quality, robots became an increasingly familiar sight in the 1990s



Construction of a new production facility in the Lower Bavarian municipality of Marklkofen began in 1962. The site is today home to the world's biggest filter plant

France, and Japan. MANN+HUMMEL gained a foothold in the important US market in 1994 with the establishment and acquisition of multiple subsidiaries. By 1999, the MANN+HUMMEL Group had nine locations in Germany and 19 worldwide, with combined sales of 1.63 billion deutschmarks.

#### Further Expansion

The internationalisation strategy continued after the turn of the millennium with the establishment of production sites in China and a sales company in Australia. Further production and sales subsidiaries in Belgium, Russia, Korea, the United Arab Emirates, and Thailand followed. The objectives of internationalisation were not only lower production and logistics costs, but also proximity to automobile-producing customers, which was so important for product development.


Like all companies in the automotive sector, MANN+HUMMEL was badly affected by the financial and economic crisis that began in 2008. However, quick, consistent, and strategically well-considered action helped the company to minimize its effects. The decision to introduce new and efficient management and production methods before the crisis in order to combat the effects of global price and competitive pressure now began to pay off.

A Code of Conduct and Social Charter have been in place across the entire Group since 2009 and are binding for all employees. A long-term corporate strategy was also developed on the basis of the Leadership in Filtration vision. Its core elements are leadership in quality and innovation as well as worldwide customer-oriented service and organic growth through the acquisition of filter companies.

#### Strength in America

Another important step toward this objective was taken in 2013 with the takeover of the Bosch stake in the Purolator joint venture in the United States, which had been operated jointly since 2006. The acquisition of this well-established filter manufacturer strengthened the presence of MANN+HUMMEL

in the North American Free Trade Area. In industrial filtration, the acquisition of Swedish-based Vokes Air, which specializes in filtration solutions for indoor and process air, in 2014 gave the company access to a global growth market. The development of ultrafiltration membranes and the acquisition of MICRODYNADIR GmbH in 2015 also helped to set the course for the promising area of water filtration.

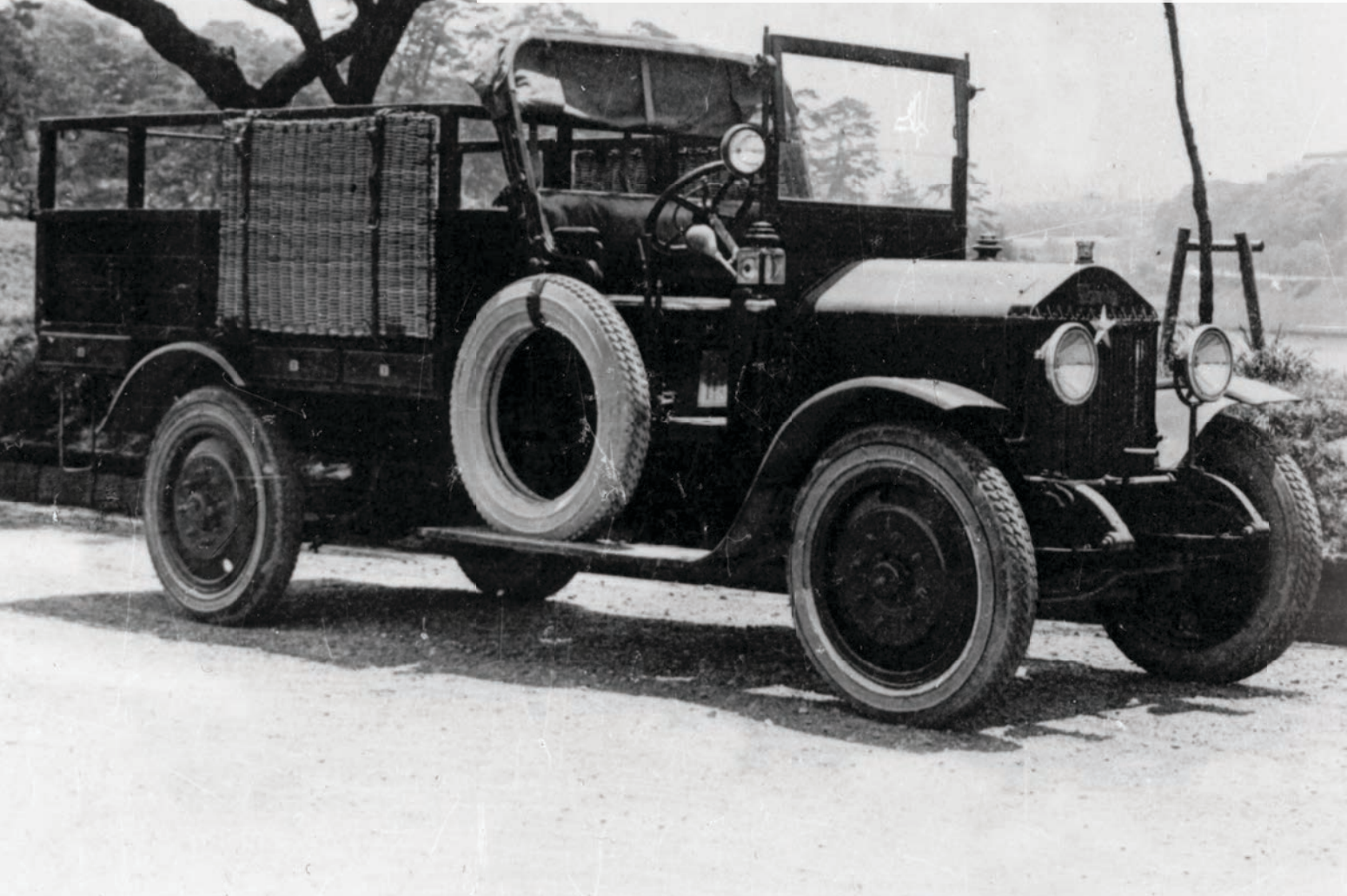
In this the anniversary year of 2016, MANN+HUMMEL Group is ready to face the challenges of the future. A new technology centre at the company headquarters in Ludwigsburg will provide the foundations for further growth through innovation. Despite the many changes over the last 75 years, the critical success factors remain the same and will continue to shape MANN+HUMMEL in the future. These include the humanist values of the founders as well as the continuity of the family-led company, whose owners demonstrated outstanding discipline and personal commitment in discharging their responsibilities. 



The star-shaped pleat of the paper filter elements enabled maximum filtration performance in even the smallest of spaces




<b>Year manufactured</b>	1924
<b>Manufacturer</b>	Tokyo Ishikawajima Shipbuilding and Engineering
<b>Vehicle name / Manufacture</b>	Vehicle name: Wolseley Truck
	Model name: Wolseley Model CP
	Company name: Tokyo Ishikawajima Shipbuilding & Engineering Co., Ltd.
	Year manufactured: 1924
	Designed by: Wolseley Motor Company (UK)
	Vehicle type/usage: Truck
	Location of actual vehicle/replica: Isuzu Motors Limited
<b>Model / Weight</b>	Style: Bonnet type truck
	Number of doors: 2
	Passenger capacity: 2
<b>Body / Size</b>	Structure: Wooden cab
	Bumpers: None
	Step: Provided
	Overall length: 5410 mm
	Overall width: 1830 mm
	Overall height: 2250 mm



# Bringing Back Memories - Isuzu Celebrates 100 Years

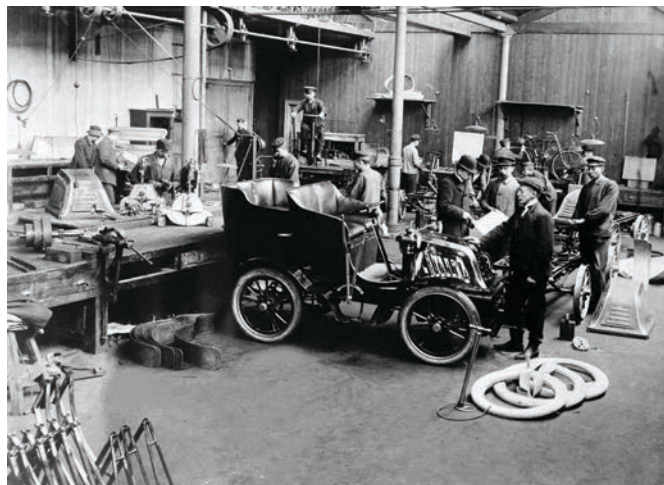
In 1924, Tokyo Ishikawajima Shipbuilding and Engineering, a forerunner of Isuzu Motors, produced the 1.5-ton CP truck in Japan through a tie-up with Britain's Wolseley Motors. The vehicle played a pioneering role in the establishment of a domestic automobile industry in Japan in the mid-1920s.

The preserved vehicle was returned to Isuzu from the National Science Museum in 1991 and was completely restored. It is now maintained in full operating order and is on display in the entrance hall of the Isuzu headquarters. 

<b>Body / Axle / Driving / Others</b>	Tire size: 36x6
	Frame: U-type section steel sheet ladder type
	Front axle: I type reverse Elliot, 1/2 leaf
	Rear axle: 3/4 floating type, 1/2 leaf
	Wheelbase: 3660 mm
	Front tread x rear tread: 1560x1560 mm
	Vehicle height adjustment: None
	Steering: Worm and sector type
	Dampers: None
	Stabilizer: None
Driving stability devices: None	
<b>Engine / Size / Power</b>	Engine name: CP type gasoline engine
	Cooling/cylinder arrangement: Water-cooled/inline 4-cylinder
	Valve train: SV
	Carburetor: Stromberg type
	Bore x stroke: 90x121 mm
	Displacement: 3100 cc
	Ignition system: magneto type
	Max. power/r.p.m: 26 hp
	Supercharger: None
	Variable ignition system: Manual ignition timing
Fuel tank capacity: 75 L	
<b>Hybrid</b>	Hybrid System type: None
<b>Drive-train</b>	Transmission: MT4
	Drive system: FR 4x2



# Scania Celebrates Its 125th Anniversary



*From horse drawn wagons to trucks with activated connectivity over 125 years Scania has been a leader in developing commercial vehicles*

**S**cania is celebrating 125 years of innovation in 2016. From its founding as a privately owned wagon-building company in 1891 to today's connected vehicles, Scania has stood steady through hostile take-over attempts and financial crises. That successful journey continues.

Here's a brief rundown of Scania's history, from its beginnings in 1891 through to today:

**1891:** The privately owned wagon-building company Vabis is established in Södertälje and sets about producing open goods wagons and transport wagons. Some 20 years later, Scania-Vabis is created through the amalgamation of Vabis with the Malmö-based, privately owned machine-manufacturing company Scania.

**1923:** Scania-Vabis designer August Nilsson develops a four-cylinder, overhead-valve engine. The engine's power and reliability are of major benefit in trucks and buses.

**1936:** Scania-Vabis develops its first diesel engine, something that impresses the trade press during test drives. "To my surprise, I could hardly hear the engine," wrote one journalist. "However, I certainly felt its effect as the bus shot forward like an arrow."

**1961:** Scania-Vabis builds on its success in Brazil, opening its first ever production facility outside Sweden in São Bernardo do Campo, near São Paulo.

**1969:** A legend is born! Scania introduces a 350 hp, 14-litre V8 turbocharged engine. It is the most powerful truck motor in Europe at the time and pioneers Scania's low-rev philosophy with a high-torque output at low engine speeds.

**1980:** Scania launches the 2-series, the first modular commercial vehicle range

**1988:** The new 3-series is launched and the following year takes the International Truck of the Year award. Scania is now able to tailor trucks according to customer specifications.

**1995:** The 4-series is launched and the following year also receives the International Truck of the Year award.

**2000:** Scania's millionth vehicle rolls off the assembly line.

**2003:** Scania's Young European Truck Driver competition makes its debut. Numerous winners have since been crowned.


**2009:** Scania launches the Scania Touring, a new coach built in partnership with Chinese bus bodybuilder Higer. Scania and Higer has joined forces to produce buses in China for the world market – a pioneering step forward in bus manufacturing.

**2010:** Boasting 730 hp, Scania's new V8 engine is the most powerful in the world without having to compromise on fuel efficiency.

**2011:** Two years before it becomes legally compulsory, Scania introduces Europe's first Euro 6 truck.

**2013:** New Streamline models for long distance transport are launched.

**2015:** Scania delivers its 150,000th truck with activated connectivity.

Scania is contributing to global sustainable transport, making it much larger than just its products. During 2016, the company's most important asset – its employees – will also be in focus. 



# Tibet Orders 648 Yutong Buses



*Tibet will soon be receiving 648 Yutong buses after the company won a competitive bidding process.*

Lhasa Public Transport Group, in the Tibet Autonomous Region, recently held a public bidding for purchasing of buses for passenger transportation. After what Yutong describes as “a cut-throat competition” the company successfully won the bid to provide 648 units of specially designed vehicles for the plateau area. With a total value of RMB 240 million, the deal is the biggest bus purchase ever made by Tibet.

presence, indicating that the brand has already won wide recognition among customers in Tibet not only for its high quality products but also its commitment to creating extra values for all customers.”

## Special Design

Yutong has always adhered to the principle that first priority always goes to its customers’ needs and concerns. In response to the reforms in transportation in Tibet, Yutong’s R&D team worked against the clock and in less than one month, the team rolled out a specially designed vehicle model just for the plateau area. In addition, the bus maker has been actively involved in conducting practical tests under various road condition so as to get itself better familiar with its customers’ immediate concerns. USB recharging facilities and on-board WiFi are also available to maximize Yutong buses’ comforts for all passengers.

Yutong has now set up four exclusive service stations across Lhasa. Six service stations can also be found outside the provincial capital. With such an unparalleled service network covering the whole region, Yutong is now well prepared to provide better services to all passengers in Tibet. **F**



## Yutong Dominates the Market

This is not the first time that Yutong has sold buses to the region. In 2010, 59 units of Yutong travel coaches were delivered to Tibet. On June 29, 2011, Lhasa Municipal Government made an investment of RMB 13.727 million and bought a fleet of 53 units of Yutong school buses. In September 2015, the first batch of a new type of bus that was specially designed for the plateau area arrived in Tibet and were immediately put into operation. Currently, over 60% of the buses in Tibet are of the Yutong brand. In the passenger transportation market, Yutong boasts a market share of 84.9%.

In a media release the company stated: “From urban public transportation and passenger transportation to travel service and school buses, Yutong has already established a formidable



# Golden Dragon Makes Inroads In Tibet And Fujian



*Golden Dragon Buses wins orders in Tibet and in Fujian with specially designed vehicles.*

**G**olden Dragon Buses participated in the highly competitive tender process that Lhasa Public Transport Group launched at the start of 2016. The Group had invited public biddings for the buses. Golden Dragon successfully won the bid to provide 164 units vehicles, including XML6807 Jincheng buses and 38 units of the XML6722 large-sized Coasters, both of which are especially tailored for its customers in Tibet. The whole bus fleet is expected to arrive in Lhasa before March this year and will be put into use at various tourist attractions in the autonomous region.

### High Altitude

Tibet has long been called the roof of the world. Due to its high altitude, with some areas exceeding 5,000 meters, the temperature in the region can sometimes drop to -40°C. To

meet such challenging weather conditions, Golden Dragon developed a special engine which has a start up preheating device and a fuel heating system. Thanks to these advanced technologies, the smooth and safe operation of Golden Dragon vehicles can be fully guaranteed on the plateau.

The complex geographic formations on the Tibetan plateau also pose another challenge to road passenger transportation. Due to the fact that steep slopes and sharp bends are common in this region, Golden Dragon raised the height of the chassis to the floor and increased the braking pressure to 12 kilograms. Also, the high-performance retarder, ABS, anti-side-sliding system, tire-pressure monitoring system and tire puncture emergency device provide extra safety measures to ensure the safety of passengers.

On board Golden Dragon buses, passengers can easily find USB ports and have access to WIFI, entertainment systems and an oxygen supply system.

### Changing Market

Along with the improvement of road conditions in Tibet over the past two decades, the region has witnessed a rocketing number of visitors. According to Golden Dragon the earlier days of the passenger transportation market in Tibet was dominated by Toyota, Mitsubishi and other foreign brands. In 2003 and 2006 Golden Dragon managed to put its buses on the roads in Tibet. In 2011, the bus maker rolled out a package of vehicle standards just for Tibet. With its highly reliable products in public





transportation and the tourist transportation sectors, as well as its sound service network, well-equipped inventories, and a number of exclusive service stations, Golden Dragon bus fleet has long been playing a significant role in the transportation market in Tibet.

The introduction of 164 units Golden Dragon buses tailor-made for the region marks a new milestone in Tibet. Along with the integrated management of the tourist transportation, road passenger transportation, public transportation and taxis, Golden Dragon is set to embrace more passengers in this region.

### **Golden Dragon Medical Service Vehicles Start Operation in Fujian**

On January 14, 2016 a grand ceremony was held at the production base of Golden Dragon in Huli District, Xiamen to mark the delivery of 11 units Golden Dragon medical service vehicles to Fujian Province. Equipped with diagnostic apparatus, emergency kits, electrocardiograph machines, portable stretchers, oxygen cylinders and other medical instruments, Golden Dragon Sea Lion medical service vehicles will provide a number of medical services at the door of farmers who need medical treatments.

According to the bus maker, the Golden Dragon Sea Lion medical service vehicles will be dispatched to a number of clinics at the various villages and towns across Fujian province. In August last year, a total number of 12 Golden Dragon Sea Lion medical service vehicles were put into service in Fujian as a part of the government's call for officials, doctors, scientists and

college students to go to the countryside to spread scientific and literacy knowledge and offer medical services to farmers. The program which is named as Three Services Going to the Countryside aims to further improve the quality of people's lives in rural areas and enrich their material and cultural life.

### **After Service**

In the meantime, 14 Golden Dragon large-sized Sea Lion medical service vehicles were delivered to Fujian Province Family Planning Commission. These vehicles will be put into use at Family Planning Service Stations at the county level across Fujian.

At the ceremony, Ye Hongting, General Manager of Golden Dragon, pointed out that the bus maker has always been committed to providing backup services for the health cause in Fujian Province. Apart from delivering quality vehicles, it offers unparalleled after-sale services for all those vehicles designated to provide medical services for rural residents, he said. Each vehicle enjoys a quality guarantee period of two years or 80,000 km. Moreover, each of them is entitled to get free maintenance services for four times.

The bus maker also promises its customers that it will take immediate action within two hours of customers' requests and it will help its customers solve their problem within 12-24 hours. Also at the ceremony, engineers from Golden Dragon offered training courses for its customers to ensure the smooth operation of its medical service vehicles which are soon to be put into use in Fujian. **F**



# The Bus Carnival Rolls Into Singapore

*Photos Courtesy Land Transport Authority*

**F**ancy a trip down memory lane, a chance to drive a bus simulator and experience the future of the Singapore Public Bus Industry? The Past, Present and Future of the Singapore Public Bus industry will come together at the inaugural Bus Carnival.

## Transforming Transit

This year is the beginning of a brand new chapter for the Singapore public bus industry, as it will be transiting to a new contracting model. With bus contracting, the Singapore Government will be able to respond more expeditiously to commuters' needs and changes in ridership.

Commuters can expect more reliable services, shorter waiting times and more comfortable rides. The Singapore Bus carnival celebrates this milestone by giving the public a glimpse into the industry's illustrious past and a peek into what's to come.

The public can catch all the action over three weekends (Friday to Sundays) from March 11 to April 3, 2016 at three different locations. The Bus Carnival will be open from 11:00 am to 8:00pm except March 11 when it will be opened from noon to 8pm.

The festivities will be divided into three zones – Past, Present and Future – and games and fun-filled activities await the whole family.

## Past Zone

Step back in time as you head into the Past Zone. From bus models that chronicle the evolution of the public buses in Singapore to artefacts of the yesteryear such as bus tickets and bus guides, the past zone will take you back in time to experience and learn how Singapore's bus infrastructure has changed. Members of the public can also try their hands at folding bus tickets into heart-shaped origami, a popular past time during bus rides. The must-see of this zone - a vintage bus, straight from the 1960s.

## Present Zone

Interested in a job in the bustling bus industry? The Present Zone will give you the low-down on how to do that. Head down to the People Zone to gain an insight into careers in the bus industry and have a chat with representatives from the friendly Public Transport Operators to learn about the challenges and perks of the jobs. You could also be a Bus Captain for a day by trying your hand at manoeuvring a bus through traffic – hold your horses – from the comfort of the bus simulator.





*Learn about the future of riding the bus in Singapore, check out the past with artefacts galore for visitors to view, as you attend the Singapore Bus Carnival.*

**Get behind the Wheel**



Bus simulator (Photo Courtesy SMRT)

**Future Zone**

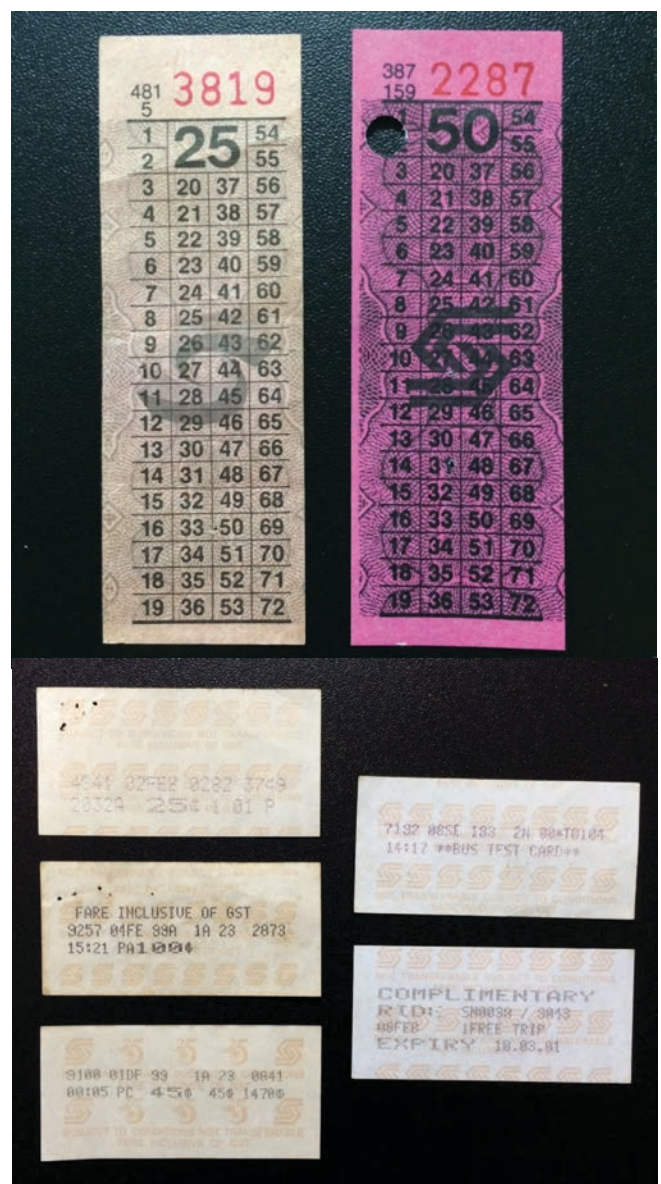
What does the future have in store for the bus industry? Check out the colourful panels on new initiatives that the Land Transport Authority is embarking on such as e-paper displays for bus arrival information and the latest mobile applications to simplify your daily commute. A big reveal is also in store for all visitors – will it be Bright Red or Lush Green? Look out for the new unified bus livery colour at the carnival.

So what are you waiting for? Get on the Bus Journey. 'Board with Us, Ride the Future.'

The Bus Carnival will be open from 11am to 8pm on the stated days except March 11, 2016, where it will be opened from noon to 8:00pm.

- Bus Carnival @ Ngee Ann City, Civic Plaza: March 11 – 13, 2016
- Bus Carnival @ VivoCity, Outdoor Plaza: March 25 – 27, 2016
- Bus Carnival @ Toa Payoh, HDB Hub: April 1 – 3, 2016

Facebook <https://www.facebook.com/WeKeepYourWorldMoving>, Instagram: @LTAsg and Twitter : LTAsg





# Why Do You Update Your PC, But Not Your Drivers?

*Stefan Pertz looks at the benefits of having regular training sessions for truck drivers and asks the question, 'what kind of driver do you want?'*

**A**mong the many things we at Asian Trucker discuss with transport companies and drivers is driver training. Today, there are various modules, approaches and techniques available to train drivers to be a safe and efficient. It is surprising that many companies are content with the knowledge that was transferred to the drivers when they first went through their tests to obtain their drivers license. Sometimes we hear from drivers "I don't need this nonsense after some 20 years of driving."

## Dear Santa

Some 20 years ago the PC was replacing the typewriter. I remember tapping out a letter to Santa Claus on an old Adler. Obviously, this column is being written on a laptop. A brand new one at that.

It might not surprise you to hear the introduction the salesperson gave me when I bought this new PC: "This is where you switch it on, the rest is easy." That really isn't sufficient to operate it. What have I done since I posted the letter to the North Pole? Correct! I have upgraded my skills, gone to computer courses and have kept abreast of developments.

## Adapting to Change

If you look around your office I am sure there are no more typewriters. Or matrix printers. They have been replaced and the staff have been trained on how to use new equipment. So why is it that drivers don't receive training or don't want to participate in training programmes?

Just the fact that trucks have become bigger, heavier and more powerful would warrant training, don't you think? Wouldn't it make sense for someone transporting steel coils to be trained on how to load the truck, secure the load and manoeuvre the vehicle given the physical implications of the type of load when breaking, turning and accelerating?

## New Ideas

I did a course in defensive driving and for me it was 90% new ideas I never heard discussed in driving school. We have often heard, you must be a 'defensive driver,' but nobody really explained what it meant to be a 'defensive driver'.

And let's just wait till the ASEAN Economic Community kicks in. Drivers will need to be trained in how to operate vehicles in various countries with different laws, regulations and languages. How do you, as a fleet owner, how do you as a driver, plan to prepare for that?

## Value Your People

Legal aspects are another area a driver should be trained in. Laws change and drivers need to be aware of the changes. This may not require weeks of training, but obviously, you want to ensure your drivers are operating within the legal framework. Interestingly, whenever Asian Trucker runs workshops for members of the Asian Trucker Drivers Club there are several participants who state: "This was something new, something that will help me in my job!"

Training improves driver skills and it may give your staff a confidence boost as they see you valuing people as being worth investing in. Not only that, eventually, well-trained drivers will be seen in a more positive light by others outside the industry. The industry may start to attract more people.

There is a cost to training, but I would rather spend money on training and reap the benefits as opposed to saving a few dollars and having to deal with unsafe behaviour or drivers who don't take care of themselves or their equipment.

## Regular Training

Constant and scheduled training is less expensive than haphazardly organised and unspecific sessions. Some are afraid a driver may leave the company once trained. However, studies have proven that staff are more likely to stay if they receive training. And if you don't train them, then you end up with drivers who are inefficient, ineffective and potentially dangerous. Isn't that worse?

I encourage everyone to have regular training sessions for drivers. It doesn't have to be the most expensive programme, but since tend to forget what we learned, it is important to have refresher courses. Start with this: when your child goes to driving school try one of the tests yourselves! Do you want your drivers to be a typewriter on the road, or a sleek notebook? **F**



# Power is nothing without efficiency.

Mercedes-Benz trucks are designed with intelligent technology that optimises fuel efficiency. The eco-conscious ACTROS gives you the perfect combination of the power you want and the fuel economy you need. [www.mercedes-benz.com.sg](http://www.mercedes-benz.com.sg)

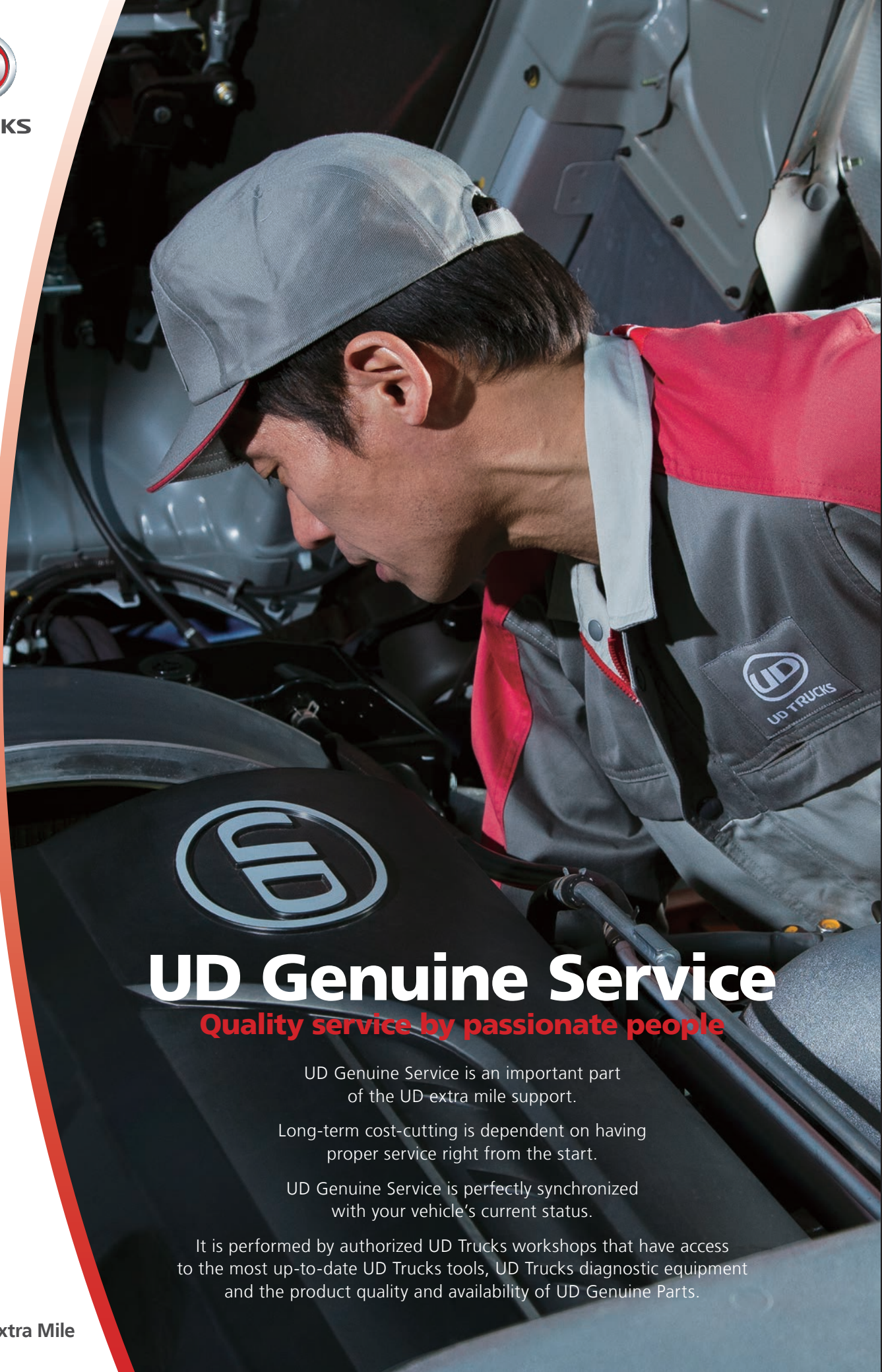
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UD TRUCKS



# UD Genuine Service

**Quality service by passionate people**

UD Genuine Service is an important part of the UD extra mile support.

Long-term cost-cutting is dependent on having proper service right from the start.

UD Genuine Service is perfectly synchronized with your vehicle's current status.

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