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info@asiantrucker.com WEBSITE and E-NEWSLETTER www.asiantrucker.com

PUBLISHED BY

Asian Trucker Media Sdn. Bhd. No. 27-1, Block C, Zenith Corporate Park, Jalan SS7/26 Kelana Jaya, 47301 Selangor, Malaysia www.asiantrucker.com

ARTICLES

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EDITOR'S NOTES ASIAN TRUCKER | 24



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A Massive Shift

The year has moved quickly, hasn't it? We are already in the last quarter of what seems to be a very tumultuous and eventful year. With the transport industry, there is never a stand-still (Pun intended) and this year has been kicking in the turbo it seems. I hope that we managed to capture the most important issues in our latest issue of Asian Trucker.

Shifting from 1S to 3S, Hino is advancing their dealerships to be providing a more comprehensive service, closer to their customers. Such upgrade will also require a shift in mindset and service delivery of the dealers and Hino is having their finger on the pulse of the market as they continue to create initiatives to shift the business away from pure sales to a service-oriented business.

Similarly, Isuzu is upgrading dealers while in parallel launching new trucks, meeting the needs of the market under the new emission regulations. I also notice that Isuzu is getting a bit more active in East

Malaysia. In terms of transportation, the two states will surely hold exciting stories, in view of the completion of the Pan Borneo Highway and Indonesia shifting its capital.

Reporting from the IAA Transportation, we have an in-depth report about Volvo and how they are responding to the shifts in customer demands for more profitable and environmental friendly trucks. However, they are not going to shift away from their proposition of being "safe" we have been assured. I had to pleasure to interview key management personnel and have learned a lot from them this time around too.

During the Night of the Stars at the IAA we saw Mercedes having their Actros claiming the Truck of the Year award. In Malaysia, Mercedes and FUSO are now also offering new versions of their innovative vehicles. With the updated trucks also arrived a new model: the Arocs. It has been a few years since I last wrote about this truck, and I look forward to getting reacquainted.

MAN won the Innovation award with their hydrogen-powered truck at the Truck of the Year awards. Offered in a limited series of 200 units, orders can now be placed. With East Malaysia already offering Hydrogen in filling stations, we might even see the truck here very soon. Visiting Malaysia, Thomas Hemmerich told us more about MANs efforts to leverage on their strengths.

Most often, we report about truck brands entering Malaysia or boosting their presence here. Shifting focus, Heil Trailers is getting busy on our shores and we managed to get to know more about their plans, which I have prepared for you in this issue as well. It takes two to tango and I find trailers rather interesting as they complete the Semi.

Having won the UD Extra Mile Challenge in Malaysia, one of our fellow countrymen will head to Japan to compete for the crown of the best UD Trucks driver. I would like to cheer on our representative as he has tirelessly practiced, taken up the coaching offers by TCIE; with the support of his boss, he should be in a good shape to bring back this title.

Drive Safe,

Stefan Pertz Editor, Asian Trucker

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MARKET UPDATE ASIAN TRUCKER | 26



JB Gets Revamped Isuzu Outlet

suzu customers around Johor Bahru will now be able to enjoy a fresh retail experience following the opening of the refreshed Key Power Motor Isuzu 3S Centre today.

Located at Batu 4 ½ Jalan Skudai, the new Key Power Motor Isuzu 3S Centre features the latest Isuzu Corporate Identity (CI) while showcasing the all the latest offerings from Isuzu. The new outlet was officially opened by CEO of Isuzu Malaysia Shunsuke Okazoe who said that the newly revamped outlet reflects the growing interest in Isuzu vehicles in the region.

"This outlet's location close to the border with Singapore, the growing infrastructure and diverse industries in Johor makes this outlet particularly strategic to serve the needs of our Isuzu customers," said Mr Okazoe.

With a new showroom that has been expanded to incorporate a new delivery bay and house the latest in Virtual Reality (VR) and Augmented Reality (AR) experiences, the new outlet is better equipped to provide a modern, state-of-the-art experience to customers.



To provide quality service to the growing population of Isuzu vehicles, the new Key Power Motor Isuzu 3S Centre boasts a service centre spacious enough to simultaneously service two D-Max and three Isuzu trucks. This ensures customers can seek a quick turn-around time when they clock their vehicles in for service.

As part of the launch celebrations, there was a mesmerizing Lion and Dragon dance, children's drum performance, live jazz band, welcome painting and a scrumptious buffet with live action stations. The new Key Power Motor Isuzu 3S Centre is located on Lot 5172, No. 91 Jalan Skudai, Batu 4 ½, 80200 Johor Bahru with its opening hours from Monday – Saturday: 9.00am – 6.00pm & Sunday: 10.00am – 4.00pm.





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MARKET UPDATE ASIAN TRUCKER | 28



Hino Malaysia Dealer Jong Seng Upgraded Sibu Branch

Hino Motors Sales (Malaysia) Sdn Bhd strengthen its market position by improving and expanding its 3S dealership network



n a significant move to enhance its nationwide presence, Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) and Jong Seng Sdn Bhd have officially upgraded the Hino 1S centre in Sibu to the new Hino 3S (Sales, Service, and Spare Parts) centre, operated by Jong Seng Sdn Bhd. This new centre underscores Hino's commitment to providing comprehensive support to its customers and meeting their evolving needs with a one-stop solution.

The opening was officiated by key figures from HMSM, including Managing Director Hiroshi Takahashi, Director Ahmad Yasmin bin Yahya, and Operating Officer Chan Ing Chyi, along with Jong Seng Sdn Bhd's Chairman Yong Chee Kui, Managing Director Yong Chin Nen, and Director Jong See Fong.

Strategic Upgrade and Relocation for Improved Service

The newly upgraded 3S centre has been strategically relocated close to its previous premises to better serve the surrounding industrial area. Designed to reflect Hino's Japanese-inspired ideals and corporate identity guidelines, this centre features a 1 200 sq. ft. office area and a 2 400 sq. ft. warehouse. It is equipped with six service bays capable of handling at least three service intakes per day, ensuring efficient and effective service delivery.

Jong Seng Sdn Bhd: A Trusted Partner Since 1980

Established in 1980, Jong Seng Sdn Bhd has been a trusted Hino Authorized Dealer with multiple Hino sales and service outlets across Sarawak. The decision

to upgrade the Sibu 1S centre to a 3S centre was driven by increasing customer demand for service and maintenance in Sibu and its surrounding areas. With this upgrade, Jong Seng is now able to offer a comprehensive range of services, including vehicle sales, spare parts, repair facilities, and vehicle inspection capabilities, all under one roof.

HMSM Managing Director, Hiroshi Takahashi, highlighted the importance of Customer-Centric in Hino's business direction. "At Hino, customers are at the heart of everything we do. Jong Seng, previously a 1S dealer, already had a loyal customer base. By upgrading to a 3S centre, we can now offer more services in sales, service, and spare parts in Sibu. This upgrade aims to boost customer confidence in purchasing and maintaining Hino vehicles."

"We are committed to increasing our after-sales service to provide our customers with the best support. We strive for excellence in sales, service, and spare parts through various programs, ensuring every Hino vehicle performs at its best throughout its lifecycle. Hino also offers training programs for Jong Seng consultants, technicians, and service advisors to ensure they are well-trained and professionally equipped," Takahashi added in conclusion.

Jong Seng Sdn Bhd's new HINO Authorized 3S centre branch in Sibu is located at No.5, Lorong Alan 5D3, Jalan Alan, 96000 Sibu, Sarawak. It opens from Mondays to Saturdays from 8:00 a.m. to 5:00 p.m. **7**





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Picking Parts the Smarter Way

Diamond Technique is one of Malaysia's leading commercial vehicles spare parts wholesalers. Since 1996, the company keeps abreast with the latest market trend, innovating to ensure that customers experience superior service. Besides digitization, Diamond Technique established the Dtec Plus platform that specifically caters to the needs of the local commercial vehicle market and successfully penetrated the Southeast Asian and Asian markets.

"In order to make Dtec Plus more accessible to customers, we set up a new branch at Batu Caves commercial are in 2021. This is Dtec Plus's flagship store that focuses on over-the-counter sales to attract walk-in customers," Law Poh Hong, General Manager, D.TEC-PARTS told Asian Buses This new branch is housed in a 4-storey shop lot, in a conventional set up. All products would be stored in open shelves spread across different floors. It will be time consuming for a staff to locate the spare parts and complete the transaction within what Law deems to be a reasonable time frame. These problems were solved when they came across the Kardex Shuttle 500 Vertical Storage Solution.

Kardex has enabled the Dtec Plus platform to achieve multiple breakthroughs, empowering our team to be more creative and innovative in the future.

Kardex set up a 16-meter-high vertical storage machine that is equivalent to the height of the 4-storey building. "We are able to fully maximize the space by assigning storage trays and levels according to the products' height and weight. By having a modern, cutting-edge machine at the shopfront, we are not only providing customers with simple, fast and accurate service, we also create a favourable impression on customers," Law added. Staff can access any product within a few clicks on the monitor, the machine will deliver the right tray straight to the staff. The digitized and automated system of the Kardex machine has significantly

improved the speed of transactions and the operational efficiency of staff, hence offering a superior solution to address customer's needs.

The Kardex Shuttle 500 features two access openings. The front opening is located at the sales counter for outgoing products, while the rear opening faces the warehouse to facilitate product replenishment. The ergonomic design has improved the working environment and efficiency levels. Staff no longer need to climb stairs to retrieve spare parts. Additionally, employees require a password to access the unit, ensuring expensive spare parts remain secure.

А database stores all product information and easilv provides access to any product. The machine significantly reduces picking errors and accelerates transactions by delivering the parts straight to the staff. Law concludes that "Kardex has enabled the Dtec Plus platform to achieve multiple breakthroughs, empowering our team to be more creative and innovative in the future." 7







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MARKET UPDATE ASIAN TRUCKER | 32



Hino Appoints Thian Wah Truck in Port Dickson as Latest HASO

Strengthening After-Sales Support with Enhanced Service Accessibility for Hino Customers in the Port Dickson Region.



ino Motors Sales (Malaysia) Sdn. Bhd. (HINO) proudly announces the appointment of Thian Wah Truck Sdn Bhd as its newest Hino Approved Service Outlet (HASO) in Lukut, Port Dickson. This strategic partnership marks a significant milestone in Hino's commitment to enhancing its service network and delivering top-tier customer after-sales support. With the new HASO, Hino aims to provide greater convenience, ensuring that customers in the region have easy access to professional vehicle maintenance and genuine Hino parts.

This newly launched 30 000-square-foot facility is strategically located in Lukut, Port Dickson, fulfilling the growing needs of Hino customers in the area, particularly those from the petroleum, wholesale, and upcoming medical equipment industries at Spring Hill. It features a comfortable customer lounge equipped with airconditioning, free Wi-Fi, mobile phone charging stations, CCTV surveillance, and a customer pantry.

The opening was officiated by key figures from HMSM, including Managing Director Hiroshi Takahashi and Director Ahmad Yasmin bin Yahya, along with special guest YB

body and paint repairs, engine services, and motor vehicle insurance claims, and is an authorized panel repairer for all major insurance companies in the country. With eight service bays and a team of highly trained technicians, the outlet can service up to 90 trucks per month, ensuring fast, efficient, and high-quality service for Hino customers.

Thian Wah Truck has ambitious plans to expand its collaboration with HMSM further. The company aims to become a Hino 3S dealer (Sales, Service, and Spare Parts) in Seremban within two years, a significant step towards its position as the best-in-town service provider in Negeri Sembilan.

At the opening ceremony, Mr. Hiroshi Takahashi, Managing Director of Hino Motors Sales (Malaysia) Sdn Bhd, congratulated Thian Wah Truck for their dedication and professionalism. "Thian Wah Truck Sdn Bhd has been a trusted name in the automotive service industry for 43 years, since its founding in 1981. Thian Wah Truck's commitment to delivering top-tier services aligns with Hino's mission of providing total support to our customers. This Hino Approved Service Outlet is a testament to their unwavering ambition and expertise."

"We are committed to increasing our after-sales service to provide our customers with the best support. We strive for excellence in sales, service, and spare parts through various programs, ensuring every Hino vehicle performs at its best throughout its lifecycle. Hino also offers training programs for Thian Wah Truck's technicians, and service advisors to ensure they are welltrained and professionally equipped," Takahashi added.

Thian Wah Truck Sdn Bhd is at Lot 1247, Bukit Palong, 71010 Port Dickson, Negeri Sembilan. It opens from Mondays to Saturdays from 9:00 a.m. to 6:00 p.m.**7**

Choo Ken Hwa, Thian Wah Truck Sdn Bhd's Chairman Tan Leong, Managing Director William Tan and Chief Executive Director Alex Tan, and Berjaya Sompo Insurance Sdn Bhd's Chief Distribution Officer Phang Ying Peng.

Thian Wah Truck Sdn Bhd

Thian Wah Motor Sdn Bhd, established in 1981, has grown into a trusted service provider for commercial vehicle repairs in Malaysia. The company specializes in





ASIAN TRUCKER PRESENTS: The Electrified Malaysian Transport Industry



The first dedicated conference on electrification of Malaysia's transport industry **16 May 2025 – Setia City Convention Centre**

Introducing the Asian Trucker Conference on Electric Commercial Vehicles, an exclusive one-day event focused on the future of electric mobility in the commercial transport sector. Scheduled for 16 May 2025 at the Setia City Convention Centre, this conference is set to bring together 300 industry leaders, experts, and innovators to discuss the advancements, challenges, and opportunities surrounding electric commercial vehicles.

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MARKET UPDATE ASIAN TRUCKER | 34



Scania Launches Super Truck, New Bus Generation and Driver App



Scania launched the new Super truck (Super) and New Bus Generation (NBG) that delivers up to eight to nine percent and more fuel economy together with a new and wide range of digital solutions like Driver App for drivers. These vehicles are also FAME-prepared up to B100 as standard to help reduce CO2 emissions of up to 80 percent while supporting the national economy and customers' ESG goals. This customer launch and test & drive' event was held at Bandar Malaysia to overwhelming endorsements from customers.

"Scania continues to drive the shift towards a more sustainable and profitable transport system by offering the best and latest technology. The Super and New Bus Generation together with a wide range of new and digital solutions set yet another milestone for the industry," said Joyce Antar, Managing Director of Scania Southeast Asia.

The Scania Super truck introduces its most advanced and efficient combustion-engine powertrain that sets a new standard for fuel efficient transport operations and delivers an unprecedented fuel savings of up to eight percent and more. The Scania Super 13-litre engine is supremely robust for more uptime, for increased operational life by 30 percent and for extended power range of up to 550hp. It also introduces industry leading engine brake thermal efficiency levels of 50 percent, which is unique in the heavy truck industry. Designed according to Scania's low-rev philosophy it also delivers a smoother drive at peak engine torgue from 900 rpm. The gearbox of the Scania Super offers a wider gear ratio spread for faster and smoother gear changes that gives more driver comfort and control while also introducing the most versatile and robust chassis yet for more tailor-made applications and operations. The new Side Curtain Airbags and Steering Wheel Airbag now comes standard with the Super in addition to Anti-Lock Braking System (ABS), Electronic Brake System (EBS) and Traction Control (TC).

The new bus generation of Scania can save up to nine percent in fuel and emissions, without compromising
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on performance and drivability. The most significant savings coming from enhanced engine efficiency and improved cruise control with active prediction. Beyond the powertrain, driving style is another major factor that affects fuel consumption. Our driver services typically reduce fuel commission and emissions further. Combined with the excellent drivability of Scania coaches, advanced driver assistance systems, and top-quality maintenance services, you can achieve even greater savings. The NBG is built to offer enhanced safety for both drivers and passengers through reinforced chassis construction along with the latest addition of Lane Departure Warning (LDW) to its standard safety systems that already includes EBS with ABS and TC. Developed with driver and passenger environment in mind, the driver area of the NBG offers the best possible work environment in terms of ergonomics, reachability, and excellent visibility while a comfortable passenger experience is achieved through a forgiving suspension and an efficient gearbox with smooth transmission. Additionally, the efficient climate system and low noise environment of the NBG further improves passenger comfort.



Test Driving the Scania Super Truck

There have been no drastic facelifts to the truck, hence it looks very familiar. The label, proudly placed in the centre of the grille indicates that this is an enhanced vehicle. With the added ADAS (Automated Driver Assistance Systems) to the Scania Super, it is immediately clear that the truck is meant to be used in long-distance operations. Thanks to the added safety features, less stress is put on the driver, making extended times on the road more comfortable. The interior of the cab presents itself as spacious, allowing a grown person to stand upright even in the day cab.

A highly legible instrument cluster has all the crucial information in view with all the important buttons in easy reach. Foldable armrests on both sides of the driver seat again enhance the comfort on long missions. Buttons operating mirrors and power windows are conveniently located in the door panel. Several storage compartments ensure that the cab stays neat while offering sufficient space to store documents, tools and any other item the driver may need. Sitting in the driver's seat, one can get very comfortable, thanks to several adjustment functions, including a lumbar support. Driving the Scania Super truck one will appreciate the unobstructed view; one hardly notices the frame, which is a feature that has previously been promoted heavily when the predecessor was introduced in Malaysia some five years ago.

The test track allowed for the truck to show off its capabilities. A short stretch of off-road terrain could hardly be noticed as the suspension and air-suspended seat would cancel off any bumps and swings. With increased engine power, the Super simply pulls away effortless: it does not take long to reach cruising speed, which on the private track was 90 Km/h. And getting up to that speed is just the requirement to impress the driver with the 5-stage retarder now build into the Super. The retarder alone slows the truck-trailer combo drastically down and when needed, the service brakes add a lot of bite to that. What could possibly be improved is the speed of the power windows as this function will surely be used frequently.





Amongst the wide range of digital solutions from Scania, the Scania Driver App was also launched during the event. It is the driver's main contact point into the My Scania digital ecosystem – with the drivers' perspectives and features in focus, integrated with all of the relevant services of the fleet. By streamlining the drivers' administrative tasks with a digital tool, it also benefits the fleet management by simplifying workflows, storage of checklists and defect report handling.

"The driver is the single most important asset of the transport system. The launch of Driver App will put the power of data in the hands of drivers of Scania trucks and buses. Drivers, partnering with Operators, are in better control of their driving towards a more fuelefficient, safer and environmentallyfriendly drive," said Antar.



MARKET UPDATE ASIAN TRUCKER | 36



Go the Distance with Lower Costs and a New Engine in the Isuzu NPR PRO Truck

ogistics is an indispensable sector of the economy but one of the biggest challenges logistics companies face today is the increasing operational expenses, where things like fuel, fleet maintenance and shortage of drivers can often take up huge portions. The lack of attention to address these challenges can significantly impact profitability. Understanding these key hurdles in today's transformative era of logistics, Isuzu has introduced the new NPR PRO truck offering a host of upgrades on practical solutions to help businesses adapt and gain a competitive edge.

The Isuzu NPR PRO raises the bar in fuel management as it comes equipped with the new optimized 4JJ1-TCC engine which is compliant with Euro 4 emission standard. With it, the NPR PRO has an outstanding capability in reducing

fuel consumption and fuel cost of an average 20 percent, depending on factors such as road conditions, load capacity, driving habits and vehicle maintenance. Nonetheless, that average percentage is a significant cost saving for businesses across the board, and even more so for SMEs logistics companies.

According to Isuzu Malaysia, comparative field tests on fuel efficiency were conducted using the NPR PRO and a predecessor Isuzu model with manual transmission truck on a 500km driving journey covering highways and city roads in Malaysia.

The result from the highway field test showed that the NPR PRO recorded a total fuel consumption of 75.18 litre versus 91.07 litre from the predecessor Isuzu truck, which means with the NPR PRO fuel consumption is lower by 22.80 percent. Meanwhile, from the city field test where there is more manoeuvring and frequent traffic start stop, the NPR PRO logged a total fuel consumption of 77.51 litre as compared to 93.28 litre chalked up by the predecessor Isuzu truck. This translates to a fuel saving of 22.30 percent by the NPR PRO when it comes to city driving.

The NPR PRO's Euro 4 emission standard engine is compact-in-size yet capable in producing a maximum torque of 354Nm at 1,500 rpm. The engine's Diesel Oxidation Catalyst is an inexpensive and maintenance-free feature which can effectively reduce Carbon Monoxide (CO), Hydrocarbons (HC) and Particulate Matter (PM) emissions, thus making the NPR PRO an environmentally-friendly and cost-efficient truck. Additionally, the Variable Geometry System (VGS) Turbo technology in the engine gives boost pressure for performance even at low engine speed.

The NPR PRO is now also equipped with Isuzu's Safety Plus features, similar to all Isuzu models which safety is maximized with the addition of SRS Airbag with pretensioner seatbelts to reduce impact and injury to the driver and passenger in the event of a head-on collision with a stationary or moving vehicle or object.

The Anti-lock Braking System (ABS) and Electronic Brake Force Distribution (EBD) upgrades function together by automatically distributing the ideal brake force for all wheels based on the weight of the load, road condition and speed. In addition, the long life-span LED headlights help to increase the night vision and lighting area for the driver, contributing to greater safety.

The NPR PRO can come available with Isuzu's Smoother AMT with auto clutch adjuster for the combined advantages of an automatic transmission easy-driving operation with manual transmission performance and fuel efficiency. As a two-pedal operation with no clutch pedal, driving is easy, and maintenance is much lower since there will not be any clutch replacement cost to bear. This also contributes to reduced tiredness and increased job satisfaction for the drivers.

"The Isuzu NPR PRO truck possesses the ability to accomplish the most demanding aspects of its operating usage by delivering sufficient power and better economy. This model is built to solve the various challenges our customers are facing with regard to fuel cost, maintenance, driver retention and overall performance and efficiencies they require to serve and exceed their customers' needs and expectations. We are confident that with all the relevant upgrades, the NPR PRO is the truck that companies can fully leverage for their business efficiency," said Masashi Nuijima, COO of Isuzu Malaysia Sdn. Bhd. Commercial Vehicle Division.

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

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LAUNCHES ASIAN TRUCKER | 38



Hap Seng Trucks Distribution launches New Euro V Mercedes-Benz and FUSO Trucks



ap Seng Trucks Distribution Sdn Bhd (HSTD) proudly announced the launch of its latest range of commercial vehicles, including the Mercedes-Benz Actros 4X2 and 6X2, Mercedes-Benz Arocs 6X4, and FUSO TF Canter, all equipped with EURO V engines. These new trucks are designed to offer superior performance, fuel efficiency, and sustainability, reflecting the company's commitment to creating sustainability together. Built to meet the evolving needs of businesses, the trucks promise to deliver a new standard in reliability, safety, and driver comfort, making them an ideal choice for modern fleets focused on efficiency and environmental responsibility.

A truck ahead of its time: The Actros is meeting the constantly increasing demands of long-haul transport. Whatever your priority may be – whether it be economy, comfort, safety or reliability – the Actros is guaranteed to deliver. In production since 1996,

the Actros is now in its fifth generation, labelled New Actros. Actros has won numerous awards on international stages and has since established itself to be at the forefront of technological advancements.

Introducing the Arocs to the Malaysian market, the prime mover presents itself as an especially robust, resilient vehicle, that is optimally prepared for use in a wide range of heavy and construction haulage applications. The smart powerhouse, conceptualised for these sectors, offers superb load handling with three-axle variants. The Arocs is designed to meet the needs demands by having a robust design able to overcome challenges in this ever-demanding sector. Where the ability to haul heavy loads while maintaining economic operations is required, safety and reliability are crucial, the Arocs is guaranteed to deliver. It will be available as 6X4 Heavy Duty Tractor.

An icon for decades, the latest version of the light duty truck is a true multitalented vehicle. The FUSO TF Canter has been refined to offer a new type of driving experience that delivers safety and peace of mind to those in, and outside the vehicle. It is equipped with advanced functions that support safe daily driving and pursues user-friendly functions and comfortable, fatigue-free driving. Its front face is refined with the signature FUSO "black belt" design, symbolizing its upgraded capabilities.

Supporting ambitions to decarbonise the industry and to work towards a carbon neutral society, the trucks introduced

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feature the latest engine technologies, compliant with the EURO V emission standards. Both the Actros and Arocs are fitted with the all new OM470/OM471 Euro V engines with B30 compliant coupled with Powershift 3 transmission. The TF Canter is fitted with the highly efficient 4P10 Euro V engine with B30 compliant and available with both Manual and DUONIC® AMT automated dual-clutch transmission.

Both Actros and Arocs use Selective Catalytic Reduction (SCR) to comply with EURO V emission norms. The latest engine generation has been proven as not only powerful, but also class leading when it comes to emission reduction. The required Diesel Exhaust Fluid, commonly referred to as AdBlue, will be available from all Hap Seng Trucks workshops. Meanwhile, the TF Canter is using Exhaust Gas Recirculation (EGR) technology, eliminating the need for AdBlue. While SCR uses a chemical process to convert NOx into harmless nitrogen and water vapor, EGR uses thermal processes such as heat recovery from exhaust cases to reduce the amount of CO2 in the engine's exhaust gas stream. Although the technology is different, the result is the same: a cleaner, greener transport solutions compliant with stringent emission norms.

"Today, we gather under the theme Creating Sustainability Together," a testament to our commitment to a greener, more sustainable future.," said Derrick Sim, Chief Executive, Hap Seng Trucks Distribution. He added that the launch of the new Euro V generation of the Mercedes-Benz Actros 5 and FUSO TF Canter in Malaysia, mark a significant step forward in our collective journey towards a greener future. "Together, we are not just creating vehicles; we are building a legacy of environmental stewardship and operational excellence," he emphasised.

Supplementing the hardware, all trucks now come fitted with Trac360 Telematics as standard offering. Utilising this service, operators will be able to further enhance the utilisation of their trucks. To ensure maximum uptime, the extensive network of service centres stands







ready to provide exceptional uptime. Complementing the class-leading trucks is an extraordinary user experience where innovation meets sustainability.

Inviting transport operators to experience the new models first hand, HSTD will be bringing the vehicles to locations across Malaysia during an upcoming roadshow. With the latest models of the Actros, Arocs and TF Canter now available, transporters will be able to deploy trucks that help to contribute to their bottom line while at the same time being the most environmentally friendly trucks that are currently available in the market.

Said Sim further "The TF Canter is perfect for a variety of applications, from urban deliveries to challenging terrains due to multiple original wheelbase options from FUSO, Japan. This help to minimise body building speed and offers greater durability." The TF Canter's efficiency in diverse environments ensures that meet logistical needs are met while minimizing the industry's carbon footprint.

Hap Seng Trucks Distribution's launch of the new Euro V Mercedes-Benz Actros. Arocs, and FUSO TF Canter is seen as a strong commitment to the principle of ESC, which stands for E - Efficiency, S -Safety, and C - Comfort. These vehicles offer industry-leading fuel efficiency through advanced engine technologies, ensuring long-term cost savings while supporting environmental sustainability. Safety remains paramount with cuttingedge features designed to protect both drivers and the environment, while comfort-focused innovations guarantee a smooth, fatigue-free driving experience. By combining these essential elements, HSTD's offering of new trucks from both brands sets a new benchmark for sustainable and efficient transportation solutions in Malaysia.

EVENTS ASIAN TRUCKER | 40



Automechanika Kuala Lumpur 2024 Concludes as Success



S Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "I was delighted to see such strong levels of engagement from participants across numerous aspects of the show. As we continue to respond to the market's needs, Automechanika Kuala Lumpur, once again, proved to be an invaluable platform for business exchange, education, as well as entertainment. It validates that changing to an annual show was the right move."

A full coverage product showcase has always been an offering at Automechanika Kuala Lumpur. The debuting Automotive Mobility Solutions Zone spotlighted the industry's shift towards electrification and digitisation, as well as automation and manufacturing, logistics, and supply chain. Exhibitors presented cutting-edge technologies and solutions for new energy vehicles, battery systems, charging facilities, automation, manufacturing and more. The area was further reinforced by the Automotive Mobility Solutions Conference, which hosted 35 speakers delving into topics around these trends. Participants found that this setting created synergy between product sourcing and information exchange, providing a comprehensive experience at the show floor.

Taking up position in their usual space, D-Tec Parts showcased aftermarket parts for trucks and buses. A familiar face at events, Law Poh Hong, General Manager, took time to explain their approach to the event. "We are present here with two brands, whereby Gee Hup is specialised on Japanese truck parts, and D-Tec is focused on European brands." This is not the first time Law and his team participates in Automechanika and he praised the platform as one where the brands can portray themselves as proud Malaysian businesses. Taking the lead from the Malaysian government's push to enhance road safety, Law is showcasing quality brake parts. "When we look at the many cheaper alternatives, we do not know the guality. We need to educate the market that there is a correlation between quality and the cost of a part," he told Asian Trucker. Being involved in the industry, he opines that local business should make it a point to come together for events such as this to show support of the industry.

The fair also featured representation from leading brands in the Commercial Vehicle & Fleet Zone, as well as Automotive Repair, Maintenance & Care / Body & Paint / Accessories & Customising Zone. These focused on solutions for fleets, in addition to

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technologies for diagnostics and repair, customising, car care, car wash, and more. Professional buyers travelled to Malaysia from 69 overseas countries and regions, including the likes of Australia, Cambodia, Canada, France, Indonesia, Italy, Japan, the Philippines, Saudi Arabia, Singapore, the UAE, and Vietnam.

Within the realm of electrification of the transportation industry, one cannot forget about batteries that are traditionally needed. Showcasing their batteries, Camel Power Trading Sdn Bhd was present at the show. "We are known for our lead-acid batteries, and we are displaying our various ranges here at the Automechanika." Eric Tsang said. The main reason for the company to exhibit is to create brand awareness and to reach out to local businesses. Being able to connect with overseas customers has been highly beneficial for them as they managed to secure business with foreign buyers.

Hailing from China, the Malaysian branch is heavily involved in the supply to the local automotive industry. From Malaysia, Camel Power Trading is also severing the overseas market, using the strategic location of the country in combination with the availability of resources needed to produce batteries. Tsang explained that producing locally is also giving Camel Power Trading an advantage as batteries need to be adjusted to the climatic conditions of where the battery is being used. "Our batteries are adapted to the high humidity and heat of the tropics. Batteries sold to other parts of the world would have different specifications," he explained. With increased competition through myriads of battery suppliers and the shift to Lithium-based batteries, Camel Power Trading sees the investment into a presence at exhibitions as positive as Tsang and his colleagues have generated a long list of potential customers.

Many found that the fair reflected the region's offerings across various aspects of the automotive supply chain with 37 percent exhibitors from ASEAN, a mark-up on the participation from the previous edition. Meanwhile, exhibitors from further afield highlighted a desire to leverage the show's resources to establish a broader network of distributors globally.

Recognising the Malaysian market as a strategic location was Australian exhibitor PartsCheck. Mr Mathew James, Marketing Coordinator, PartsCheck, made his way to the show for the second time where he spoke to Asian Trucker about the company's plans. PartsCheck was launched just before the Pandemic shut the world down and now is the right time to make advances again, James said. In Malaysia, the local distributor has a longstanding history in the repair industry. Wanting to streamline the operation, PartsCheck is just what Lim Fang Chen, PartsCheck Sdn Bhd, needed. Now, the brand is rolling out the service in Malaysia, building on 14 years of experience in Australia.

PartsCheck connects workshops with parts suppliers. When a repair job is entered into the workshop management system, PartsCheck then compares the prices of the required spare parts available from the suppliers. Suppliers participating in this system will maintain the database of their parts and by means of this online tool, both suppliers and workshop staff save valuable time. "Now, both parties don't have to make multiple calls anymore, the information is available immediately."

Beyond the ease of use of the PartsCheck platform, James also highlighted the many benefits of having an online workshop management system in place. Through such system, the resources can be scheduled more efficiently and staff managed more effectively. "Our system allows the user to see exactly what stage the vehicle is in, how much time there is still available for other jobs to be scheduled for any specific day." One challenge James and his colleagues face is that some workshops don't think they are big enough to justify the investment. PartsCheck though would not incur cost for the workshop. A small percentage for the brokerage is levied onto the sales cost to be collected from the supplier. "As this is a vey small amount, that is easily offset by the time saved, plus the electronic system offers a complete order history, from quoting to payment."

James praised the Automechanika in Kuala Lumpur for its positive and exhilarating atmosphere. In particular, the fringe programs add a layer of entertainment and business interactions.

The Fringe Programme Offers a Completely Unique Experience

Throughout the three-day event, Automechanika Kuala Lumpur presented a comprehensive programme of fringe activities, delivering valuable insights and personal experiences to participants.

The programme's standout highlight was autoFEST@KL, which showcased a collection of customised and classic cars. It also offered DIY workshops for soundproofing and car wrapping, motorsport simulators, esports gaming, and other immersive activities. Popular motorsports drivers YS Khong, Leona Chin and Adele Lew also joined the show to share their experiences racing.

Meanwhile, the Collision Repair Training Workshop was also a crowd favourite, attracting over 200 attendees. Expert trainers from 3M, ESnet Academy, ISQ, LAUNCH, and Magic Cube clearly demonstrated practical knowledge and techniques on diagnostics and maintenance for EVs, ADAS, measuring systems, body and paint, and workshop management.

Participating in the Automotive Mobility Solutions Conference was Mr Sean Cheah, Chief Financial Officer, Diamond Technique Sdn Bhd, who said, "We are an SME and would like to know more about the transformations in digitalisation, automation, warehousing, and supply chain. I am looking at how we can implement upgrades using the technologies recommended here. The speakers have been very informative and so continuing to have these kinds of useful sessions is a good first step for us. In fact, I was here last year as well and decided to join again to keep up with the market trends."



Hino Malaysia and Daihatsu Malaysia Celebrate Vehicle Handover and Customer Appreciation Event



ino Strengthens Customer Relationships with Vehicle Handover and Safety Training in Ipoh.

Daihatsu (Malaysia) Sdn Bhd (DMSB), an authorized 3S dealer for Hino Motors Sales (Malaysia) Sdn Bhd (HMSM), successfully hosted the Customer Appreciation Day and Hino Vehicle Handover Ceremony today at their Ipoh branch on Jalan Kuala Kangsar. Supported by HMSM, the event saw the participation of over 30 customers and showcased Hino's strong commitment to building lasting relationships and promoting safer, more efficient transportation through its Driver Familiarization Training.

The event began with a specialized training session led by HMSM, where participants gained valuable insights into Hino's vehicle technologies and safety features. The training aimed to enhance the skills and knowledge of drivers, aligning with Hino's mission to ensure safer roads and more efficient operations for its customers.





The highlight of the day was the Handover Ceremony, during which HMSM proudly delivered new Hino vehicles to three key customers:

- 1. Suasa Muara Global Sdn Bhd Represented by Encik Omar bin Abdul Rahman, Managing Director, the company received 7 new Hino vehicles, bringing its total fleet to 18 units in 2024.
- 2. Wan Ly Protective Packaging Sdn Bhd—Led by Mr. Low Yew Hock, Managing Director, the company added 5 new Hino vehicles to its fleet, which now totals 24 units.
- 3. Ipoh Kueh Teow and Noodles Sdn Bhd—Under the leadership of Mr. Mecanique Ng Chun Nun, Director, the company received 6 new Hino vehicles, growing its fleet to 9 units.

Hiroshi Takahashi, Managing Director of HMSM, expressed his gratitude, stating, "Today's event celebrates the strength of our long-term partnership with DMSB and our shared dedication to excellence, reliability, and safety. We are honoured to support our customers in their growth and look forward to seeing continued success in their businesses. The vehicles delivered today are not just tools, but symbols of our commitment to enhancing operational efficiency and safety."

He further acknowledged the participants of the Driver Familiarization Training, emphasizing the importance of safety on the road. "I hope the knowledge you've gained today will significantly enhance your operations, ensuring safer and more productive journeys ahead," Takahashi added.

The event concluded with a luncheon and photo session, allowing attendees to reflect on the day's accomplishments. HMSM remains committed to organizing future events that foster strong relationships with its customers and advance its mission to promote safety and reliability within the transportation industry. r

Expert Trucks Exporting | Ireland & UK



Ireland & UK Expert Trucks Exporting director Padraig Smyth visited Malaysia in July 2024 to meet with new and existing customers. It was a great opportunity to meet up and explore Malaysia. The visit offered an invaluable opportunity to meet with longstanding clients who have expanded their fleets

with our trucks.

Expert Trucks Exporting Visits Malaysia

It also was nice to see some of our trucks working in Malaysia. This reinforced the reliability and performance we strive to maintain when exporting our trucks from Ireland and the UK worldwide. We have been specialising in truck export to Asia for a number of years and our Malaysian customers have been top importers particularly focusing on Volvo, Scania and DAF trucks. Our interactions shed light on the features and capabilities which are a priority in a truck for our Malaysian customers. Within the company, there is a strong belief in understanding each country will have different priorities in terms of truck performance which varies from Ireland and the UK due to workload, road conditions and weather. The final days of the trip allowed time to explore



The final days of the trip allowed time to explore some of the local attractions to enrich of appreciate and give an insight into the environment in which our trucks operate.



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Events & Exhibitions

SITCE 2024

Date	: 6 - 8 November 2024

- Venue : Suntec Singapore Exhibition and Convention Centre
- Contact : https://www.sitce.org/

LTA-UITP Singapore International Transport Congress & Exhibition (SITCE) is a leading transport event held every two years in the Asia-Pacific region, jointly organised by UITP, Singapore's Land Transport Authority (LTA) and MSI Global Pte Ltd.

SITCE has established itself as a key platform for urban mobility stakeholders to come together to discuss and redefine the public transport landscape! The event gathers policymakers, urban planners, operators as well as solution providers across the globe to forge partnerships, network, and exchange knowledge.

BAUMA China

Date	: 26 - 29 November 2024
Venue	: Shanghai New International Expo Centre
Contact	: https://bauma-china.com/en/trade-fair/

bauma CHINA is the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles.: it is the heartbeat of the industry and international success engine, innovation driver and marketplace.







Automechanika Shanghai

Date : 2 – 5 December 202				
	Date	: 2 – 5	December	2024

- Venue : National Exhibition and Convention Center
- Contact : https://automechanika-shanghai.hk.messefrankfurt.com/ shanghai/en.html

Automechanika Shanghai expects to host 6,500 exhibitors (15 percent increase from the previous edition) and 16 country and region pavilions, encompassing the entire 350 000 sqm space (16.7 percent increase from the previous edition) across 14 halls of the National Exhibition and Convention Center (Shanghai). This year, the show will pivot on innovations and transformations that drive a sustainable future, showcasing the latest automotive products, services and technologies that are shaping a greener tomorrow.

The 14th INAPA 2025

Date	: 21- 23 May 2025
Venue	: JIExpo Jakarta
Contact	: https://inapa-exhibition.net/event-info/

The 14th INAPA 2025 together with sub-events INABIKE 2025, EV Indonesia 2025, BusTruck South East Asia 2025, and Transport and Logistics Indonesia 2025 will take place from 21 - 23 May 2025 at JIExpo Jakarta. The show will feature the latest trend and technology for automotive aftermarket, parts, components, bus, coach, logistics, e-bike, e-Bus, and EV Manufacturing Solutions including Battery, Automotive Engineering, Automotive Manufacturing, Automotive Electronics, IT systems, Material, Equipment Services, etc. INAPA 2025 is expected to bring together over +2,000 exhibiting companies and +45,000 trade visitors in 3 days



For more info and events, head over to https://asiantrucker.com/events-fairs

automechanika SHANGHAI



2 – 5.12.2024

National Exhibition and Convention Center (Shanghai), China





Innovate, transform: driving a sustainable future

Shanghai international trade fair for automotive parts, equipment and service suppliers

www.automechanika-shanghai.com











Volvo Trucks at IAA 2024: New Trucks and Technologies Supporting the Journey Towards Zero Emissions and Zero Accidents

Volvo Trucks at IAA 2024 was a demonstration of a global product range that has never been stronger. The new Volvo FH Aero range was on display, recently launched for Europe, Asia and Africa including electric- and biofuel powered variants. The US market has seen the introduction of the all-new Volvo VNL on an all-new platform including groundbreaking autonomous technologies. IAA was the first opportunity to experience the Volvo VNL in Europe. Both truck models were developed with fuel efficiency and safety in focus.

"I'm excited to see the reactions from customers and media on our new truck ranges and future technologies", says Roger Alm, President Volvo Trucks. "Our line-up at this year's IAA will show the global strength of the Volvo Group and will demonstrate our commitment to reaching zero emissions and zero accidents – both are equally important for the success of our customers."

The new Volvo FM Low Entry were also at IAA – this is Volvo's first truck developed only with a battery-electric powertrain and extraordinary driver visibility for improved safety in the busy city environment. The iconic Volvo FH16 Aero shown came with the all-new D17 17-liter highly efficient engine, adding power while reducing fuel consumption, and emissions. This truck has been designed for the toughest tasks and optimized productivity, and it is certified for HVO (Hydrotreated Vegetable Oil) and biodiesel B100.

Volvo Trucks also demonstrated its upcoming e-axle technology, tailor-made for Volvo's next-generation batteryelectric and fuel cell electric trucks, enabling longer electric range as well as optimized drivability.

While Volvo has five years of experience from electric trucks in customer operations in 47 countries worldwide, hydrogen is the next step when it comes to future powertrains. Hydrogen for fuel cell applications and hydrogen in combustion engines are being developed in parallel to futureproof the company's truck range for all markets and sustainable transport applications around the globe. Both hydrogen-based technologies are expected to reach customers towards the end of this decade.



Roger Alm, President Volvo Trucks

How to Get there: Product Development

Development cycles of commercial vehicles are explicably longer than that of say, mobile phones or passenger cars. However, a shift is taking place, requiring product development

and management to take into account the changing needs of modern transportation. Talking to Asian Trucker were Jan Hjelmgren – Head of Product Management and Quality, Volvo Trucks and Roger Alm – Executive Vice President of Volvo Group and President of Volvo Trucks.

"There is still a lot of development going on in the area of Diesel and combustion engines. Here, we are still improving fuel efficiency and uptime by extending maintenance cycles," Hielmgren said. Planning cycles now span five to eight years, with faster developments happening when there is a need to respond to initiatives, such as building up Hydrogen infrastructure or the emergence of new battery technology.

Nowadays, product development will need to work with different timelines, based on the various solutions, needs and demands from the market. "Our business also has to be more transparent. We are now actively keeping our customers informed about what is going on and what changes will be made in the near future," Alm explained, using the example of battery technology becoming available to offer 600 Kilometers range. This, in his words is important for customers so that they can make the right decisions.

According to Hjelmgren, product management is a lot about gathering information. Receiving feedback from the clients, the market and observing societal trends are the backbone of the processes that shape the product offerina. Evaluating government initiatives, one derives at opportunities and challenges: as a truck would operate within an eco-system, any change would have to be seen in context. For instance, a government pushing for Hydrogen would result in the need to consider a network of filling stations too.

"Consequently, we need to be offering different solutions for the different markets." Hielmaren emphasised. Volvo Trucks therefore works on a number of drivetrain solutions and applications to suit individual regions and countries. At the IAA, Volvo Trucks was showcasing a range of trucks that are to address the need to reduce emissions by way of using various technologies. Which solution is being offered in a market depends on the demands prevailing, with adjustments made to comply with local legislation. Alm added that this is not a new approach but has been in place for many years.

Both agreed that the demand for the actual solution is driven by global companies, present in the many countries Volvo Trucks is serving. Such companies would implement their own measures to reduce environmental impact; the demand for transport solutions is derived from there, simultaneously rolled out across the markets these brands are active.

Volvo's series production of battery electric trucks started in 2019. Today. there are eight different models available. Within this segment, Volvo now holds a 50 percent market share in Europe and 40 percent in the US. However, Alm is pointing out that further development of models with this drive train technology would require bigger markets, i.e. more demand, more incentives and more coverage of charging stations. "For now, the bottleneck is the charging infrastructure. Everyone we talk to is excited about electric trucks, but they need to be able to seamlessly operate them."

Hjelmgren also elaborated on the possibilities of making trucks even safer than they are now. "Remember, we are the ones synonymous with safety when

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it comes to motor vehicles!" Thanks to new technology, Volvo Trucks has the ability to add more safety layers and features into their vehicles. It is extremely safe inside a truck; therefore, the developments in terms of safety aim at reducing injuries and fatalities caused by a truck. "When we are at Zero fatalities and accidents, then we have reached our goal." He opined that this may be an aspiration that, despite all the computing power we now have at our disposal, we will not achieve though. One aspect is the unpredictability of road users which oftentimes is the root cause of accidents.

Being close the markets, both observed that a younger generation may misread the industry. A global driver shortage and lack of skilled workers in the transport industry points at the fact that those looking for a career may not have the right impression of the truck and transport business. While both have been in product development, Alm and Hjelmgren pointed out that the business is really about people, not cold, unfeeling machines. "It is a very emotional business where we need to earn and build trust. We do this through our products," Alm said. If customers cannot fully utilize the vehicles, if they are in the workshop often, then clients will no longer engage with the brand.

Looking back at 35 years working with Volvo, Alm said that the two best things that happened to him were to get married to his wife and starting his career in Volvo. "We have both been together for 35 years, and my wife claims that I might be closer with Volvo. There have been so many phantastic events, great colleagues and challenges we have overcome." Like a family, where one has affections for each and every member, Alm embraces each and every model of Volvo trucks for their specific characteristics.

Although the product display at the IAA is an impressive one, Hjelmgren pointed out that the company is really about people. "Having a big team, achieving something and getting positive feedback from the clients, that is a phantastic feeling." Being it engines, complete trucks or smaller projects, Hjelmgren has celebrated a lot of such instances in his 28 years with Volvo Trucks. Already a great truck, the latest iteration of the FH16, with more power and features is his current favorite.

Breakthrough: Volvo to Launch Electric Truck with 600 km Range

Up to 600 km on one single charge. That's how far Volvo's next-generation heavyduty electric truck will be able to drive. The longer range represents a breakthrough for long-distance transport with zero tailpipe emissions.







The electrification of heavy trucks is continuing across the world and longer distances are now becoming a possibility.

Next year Volvo will launch a new long-range version of its FH Electric that will be able to reach up to 600 km on one charge. This will allow transport companies to operate electric trucks on interregional and long-distance routes and to drive a full working day without having to recharge. The new Volvo FH Electric will be released for sale during the second half of 2025.

"Our new electric flagship will be a great complement to our wide range of electric trucks and enable zero-exhaust emission transport also for longer distances. It will be a great solution for transport companies with a high annual mileage on their trucks and with a strong commitment to reduce CO2," stated Roger Alm, President Volvo Trucks.

Five Years of Electric Leadership

The enabler for the 600 km range is Volvo's new driveline technology, the so-called e-axle, which creates space for significantly more battery capacity onboard. More efficient batteries, a further improved battery management system and the overall efficiency of the powertrain also contribute to the extended range.

Volvo Trucks is a global leader in medium- and heavy-duty electric trucks with eight battery-electric models in their portfolio. The wide product range makes it possible to electrify city and regional distribution, construction, waste management and soon, long distance transport. Volvo has so far delivered more than 3 800 electric trucks to customers in 46 countries around the world.

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"The transport sector represents seven percent of global carbon emissions. Battery-electric trucks are important tools to reduce the climate footprint. Besides the important environmental gains that electric trucks bring, they offer truck drivers a much better working environment, with much lower levels of noise and vibrations," said Alm.

Volvo Trucks drives the transition towards fossil-free transport to reach its net-zero emissions target by 2040 using a three-path technology strategy. The three-path technology approach is built on battery electric, fuel cell electric and combustion engines that run on renewable fuels like green hydrogen, biogas or HVO (Hydrogenated Vegetable Oil).

Volvo to Launch Hydrogenpowered Trucks

Volvo Trucks is developing trucks with combustion engines that run on hydrogen. On-road tests with trucks using hydrogen in combustion engines will begin in 2026, and the commercial launch is planned towards the end of this decade. Trucks that run on green hydrogen provide a significant step for Volvo to achieve its net zero goal and support customers in reaching their decarbonization targets.

Trucks that run on green hydrogen instead of fossil fuels provide one way to decarbonize transport. Hydrogen trucks will be especially suitable over longer distances and in regions where there is limited charging infrastructure, or time for, recharging of batteries.

Volvo will begin customer tests with trucks using hydrogen in combustion engines in 2026, and the trucks will be commercially available towards the end



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of this decade. Already, testing in labs and in vehicles is ongoing. The hydrogenpowered combustion engine trucks will complement Volvo's offering of other alternatives, such as battery electric trucks, fuel cell electric trucks and trucks that run on renewable fuels, like biogas and HVO (Hydrotreated Vegetable Oil).

"Trucks where the traditional internal combustion engine remains but runs on hydrogen will have the same performance and reliability as our diesel trucks, but with the added benefit of potentially net zero CO2 emissions well-to-wheel. They will be a valuable complement to our battery electric trucks, which have been on the market for several years," Hjelmgren said.

Volvo trucks with combustion engines powered by green hydrogen have the potential to deliver net zero CO2 well-to-wheel when using renewable HVO as ignition fuel and are categorized as "Zero Emission Vehicles" (ZEV) under the agreed new EU CO2 emission standards.

"It's clear that several kinds of technology are needed to decarbonize heavy transport. As a global truck manufacturer, we need to support our customers by offering a variety of decarbonization solutions, and customers can choose their alternative based on transport assignment, available infrastructure and green energy prices," he added.

Volvo trucks with hydrogen-powered combustion engines will feature High Pressure Direct Injection (HPDI), a technology where a small amount of ignition fuel is injected with high pressure to enable compression ignition before hydrogen is added. The advantages of this technology include higher energy efficiency with lower fuel consumption, and increased engine power.

Volvo Group has signed an agreement with Westport Fuel Systems to establish a joint venture utilizing HPDI technology. The joint venture is anticipated to become operational in the second quarter of 2024, following formal closing.

Facts

- Hydrogen-powered Volvo trucks will have an operational range comparable to many diesel trucks, depending on the type of transport.
- Due to the low CO2 emissions from hydrogen combustion, these trucks are categorized as "Zero Emission Vehicles" under the agreed new EU CO2 emission standards.
- Hydrogen combustion engines will also emit very small amounts of nitrogen oxides and particles.
- Hydrogen can also be used to power fuel cell electric trucks, where electricity is produced on board the truck. Fuel cell electric trucks do not emit any tailpipe emissions, only water vapor.

Vovo Trucks Ramps up the Use of Low-CO2-emission Steel

Volvo is increasing the use of low-CO2emission steel* in its trucks. This steel is produced with recycled material and fossil-free energy and will be used in tens of thousands of Volvo trucks starting next year.

Volvo is now ramping up the use of low-CO2-emission steel in its trucks. Volvo was the world's first truck manufacturer to



introduce this type of steel in its electric trucks in 2022. Now the company is expanding the use of low-CO2-emission steel to include all drivelines.

The new steel is produced by the Swedish steel company SSAB and called SSAB Zero. It is made from recycled material and produced using fossil-free electricity and biogas. As a result, CO2 is reduced by around 80 percent compared to the production of conventional steel using fossil energy.

Next year, the frame rails in around 12 000 Volvo FH and FM trucks will be made of low-CO2-emission steel. This will result in savings of 6,600 tons of CO2 Equivalents**. As the availability of low-CO2-emission steel increases, it will be introduced in more truck models as well as in other parts of the truck.

Volvo is also planning to replace other materials in its trucks with lower emissions alternatives.

"This is an additional step towards our zero emissions vision. Steel is one of the main materials in our trucks. We are also looking to exchange other materials, such as aluminium and plastic, to low emission alternatives. We are proud to lead the way in the industry when it comes to sustainable material in our trucks," commented Hjelmgren.

Half the Truck Consists of steel

The potential for lowering CO2 emissions is high as almost half the truck consists of steel (47 percent of a Volvo FH diesel truck), and it represents about 44 percent of the CO2 emissions from the production (cradle to gate) out of the total 21 tons CO2 equivalents for the Volvo FH diesel.



Per-Erik Lindström, Senior Vice President, Volvo Trucks International



Volvo Group is collaborating with several suppliers around low-CO2-emission steel. Low-CO2-emission steel will be an important complement to the traditional and recycled steel used in Volvo's trucks.

Volvo Trucks is committed to the Paris agreement and to achieving net-zero greenhouse gas emissions in the supply chain by 2040, at the latest.

"We are continuously striving to further minimize our climate footprint. We are also moving towards greater circularity in both our operations and our trucks. Many of our factories, transports and dealers are today running on renewable energy," said Hjelmgren.

Global Perspective, Local Solutions

Responsible for Africa, Middle East, Asia and Oceania, Per-Erik Lindström, Senior Vice President, Volvo Trucks International, handles 75 countries and is thus the perfect source to provide a global perspective on the business of Volvo Trucks. "What

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we offer is a global product, solutions that fit the needs of customers in all our markets. These are the continental trucks for the USA and cab over engine types for the rest of the world," he summarised.

According to him, Volvo is the only brand that is present globally. In specific markets, such as Australia, Volvo Group offers both types, which are assembled in the same factory. "In Australia for example, we have the Mack trucks as well as Volvo trucks in our portfolio." With myriads of options and variations, the trucks are tailored to meet the specific needs of each market. Lindström observed that the Northern European markets are more advanced while the African markets do not require the most advanced solutions yet. However, as underlying trends, globally and in all markets Volvo is active in, he bases his work on are the need to reduce fuel consumption and the principle of Total Cost of Ownership (TCO).

What is also getting more obvious is that truck makers need to offer more than just the hardware, the truck. Already at the pre-sales stage, it is crucial that the service provided aligns with the need of the transport owner. Fleet management systems, service contracts and other software is now playing a much bigger role



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than ever before. As nobody would want their trucks standing still, the deployment of the right set of services is a collaborative effort in partnership with the clients Lindström said. "Uptime is very important and there is no difference between markets in that respect. It is a global market."

To make the right decision, Lindström depends on a dedicated team of colleagues in the market. Gathering insights in weekly discussions, Volvo Trucks is aiming to be close to the market in order to anticipate future developments. Here, the five markets with own distribution serve as invaluable sources of intel. "Coming out of the Pandemic, we were first euphoric, but then we had to deal with high inflation and the conflicts that arose shortly after." A penned-up demand has been witnessed after the pandemic while the markets have now stabilised again to pre-pandemic levels. "We have come back to natural levels of demand now," he described the current market sentiment.

Showcasing highly efficient trucks at the IAA Transportation, Lindström also stressed that Volvo is continuing to add safety features to their trucks. The latest iterations of the trucks now come with CMS (Camera Monitoring System) and night vision allowing the driver to still see what is going on around the truck at night. Safety extends to keeping the driver safe at all times: via a screen the driver can see what is going on from inside the cab, while lying in the bunk. "Now, that is a safety feature as well." Safety being Volvo's core value, Lindström said that this responsibility extends to suppliers, contractors and partners as well.

Looking at the latest developments in Asia, Lindström sees that many countries have made considerable efforts to reduce harmful emissions. The roll-out of EURO V engine technology hints at the impending upgrade to EURO VI, which will be facilitated by the sufficient availability of Diesel Exhaust Fluid and mindset to further push for greener transport. In Singapore for instance, the demand for HVO-powered vehicles has seen a significant uptake. With trucks ready for 100 percent Biodiesel, he hopes that more customers will adopt this fuel. When it comes to Hydrogen, Lindström pointed out that Volvo is soon able to offer a truck using this fuel, while a lot more needs to be done to set up the filling infrastructure to make this option viable in many markets.

To ensure that each market has the best possible technology available, Volvo will continue to improve on all types of drive trains. "There is no point pushing for a Hydrogen-powered truck if the Hydrogen is not produced in a sustainable manner. In such a case, the Diesel engine might still be the best option." Asia seems to go at a slower pace when it comes to the adoption of hydrogen. Meanwhile, in Japan, LNG is becoming increasingly favoured by local transporters. With waste to energy technology, LNG is fast emerging as an option for transporters wanting to be more environmentally friendly. While Volvo Trucks offers propulsion technology for the various fuels, a societal shift may be required for a wider acceptance of alternative fuels.

Vovo Trucks Ramps up the Use of Low-CO2-emission Steel





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Volvo Iron Women Program Kicks off in Malaysia

Supporting representation of female heavy-duty drivers, the Iron Women Programme Produces Multiplier Effect On Livelihoods, Industry and Economy



Women are essential to Malaysia's social and economic development. In support of developing skilled heavy-duty truck drivers, Volvo Malaysia Sdn Bhd (Volvo Trucks), on 5 September 2024 has introduced its Volvo Iron Women initiative to Malaysia. With the support of the Women, Family and Community Development Ministry as strategic partner, Volvo Trucks recently celebrated the inaugural graduation of five women as fully certified heavy-duty truck drivers.

"Volvo Iron Women has enjoyed much success globally and we are very excited to see the opportunities it will unlock with Malaysia as a pioneer of the programme in the Southeast Asia region," said Volvo Trucks International, Vice President, Johan Selvén, at the inaugural Volvo Iron Women graduation ceremony.

Speaking on the potential of the programme in Malaysia, Volvo Malaysia Sdn Bhd Managing Director, Anthony O'Connell added, "The Volvo Iron Women programme is a testament of our commitment to educating women to qualify as heavy-duty commercial truck drivers. We are deeply encouraged by the support of the Women,

Family and Community Development Ministry in partnering with us to advance the Iron Women programme for the long term. Our Iron Women graduates are truly inspiring, and we are honoured to play a part in empowering them to provide for their families and contribute as valued talent in the industry."

Minister of Women, Family and Yang Community Development, Berhormat Dato' Seri Hajah Nancy Shukri, who graced the graduation ceremony, said in her address, "KPWKM's collaboration with Volvo Trucks through the Iron Women initiative is a shining example impactful public-private of an partnership. I believe we are moving the needle steadily in addressing gender disparities in the workforce. Congratulations to the Iron Women graduates for completing the training with flying colours. Not forgetting also, the support of their family members who enable our Iron Women to give their undivided attention to the training programme."

The Honourable Minister also acknowledged Taipanco Sdn Bhd, who will be employing the first cohort of graduates, for being among the few industry players to recognise the value of women heavy-duty truck drivers as valuable assets to their fleet. The Ministry stated that it would lend its support to equip the Iron Women graduates with the knowledge and skills to navigate a male-dominated industry, especially with an awareness to recognise and address any form of gender bias harassment with confidence.

This includes endorsing the Volvo Iron Women programme for counselling and training for gender bias harassment, and provision of a hotline for women drivers in need of counselling or advise should the need arise. The Ministry also stated it would assist in identifying and recommending viable candidates as participants. By integrating a support system for the women, the Ministry hopes to create a seamless and sustainable transition of more women into new economic sectors, especially one traditionally dominated by men.

"We believe that beyond having a dependable truck fleet, nurturing dependable and skilled truck drivers is equally important to sustain our business growth. Being in the logistics industry for over two decades, we see great potential in the empowerment and participation of women to address the industry's growing demand for skilled truck drivers," said Taipanco Sdn Bhd, Executive Director, Dato' Nazari Akhbar. Currently faced with driver shortages, he explained that the company is recruiting through a word of mouth campaign, asking current staff to put out the word that there are lucrative openings available, with an emphasis on offering jobs in the Haulage department to female drivers.

The Volvo Iron Women programme is designed to empower candidates from end to end, beginning with the undertaking of lessons and examinations through an authorised driving institution to obtain a Class E license to drive heavy vehicles. Following a full health evaluation, candidates then progress to the next stage of obtaining a Goods Driving License (GDL) by attending a seven-hour lecture and theory examination, of which all costs will be borne by the employing company. The GDL is divided into three categories, namely light vehicles, heavy vehicles (kejur) and jointed vehicles (bersendi). The Volvo Iron focused on jointed vehicles.

The Volvo Iron Women first cohort of graduates comprises five women aged between 27 years and 40 years. Three of the five candidates are mothers, one of whom is a single mother of six. On their first day, the women came from different levels of experience in the haulage industry, ranging from brand new drivers to existing Class E license holders for Rigid trucks (Kejur).

Volvo Trucks also integrated a three-module course comprising theory, practical and assessment stages which covers all facets of driver training, from compliance, fatigue management, trailer coupling and uncoupling and defensive driving among others. Following their graduation, all five women will be employed by Taipanco Sdn Bhd and on-boarded to be mentored by experienced drivers.





In addition to boosting economic growth, investing in women produces a multiplier effect as women are likely to reinvest a large portion of their income in their families and communities.

Intakes for Volvo Iron Women 2025 in Malaysia have officially begun with two training cohorts scheduled for the first and second half of the year. The initiative aims to empower approximately 100 women heavy-duty truck drivers by the end of 2025. The duration of the programme can take anywhere from three days, for existing E- GDL license holders with some experience, to eight weeks for non-license holders who are new to driving trucks.

The Volvo Iron Women programme is a global initiative by Volvo Group that was initiated 2016. Today, more than 820 women have graduated under this programme. The introduction of the programme in Malaysia has been well received by a growing number of logistics players as the demand for skilled heavy-duty vehicle drivers is at an all-time high. This is in tandem with the projected growth of Malaysia's haulage and logistics industry. "Going forward, we will be working closely with the relevant authorities to request support for this program," O'Connell added, pointing out that the program has to be sustainable. For 2025, Volvo has already planned for two sessions under the Iron Women program to ensure continuity.



Extra Mile Challenge

UD UD TRUCK

The gruelling challenge ended well for Naza Transport and their driver fielded for the competition. Now the team prepares for the ultimate challenge in Japan to find the global champion of the UD Extra Mile Challenge.



he iconic landscape and heritage of Ipoh set the stage for one of the most anticipated events of the year: the UD Extra Mile Challenge. After their respective rounds across the country, the finalist gathered for the countrylevel finals, which was held in Ipoh from 23 - 24 August 2024 with ten finalists coming from various states.

The formular for the competition has remained the same as in previous years. Steve Hedouin, Managing Director Hub Malaysia, UD Trucks told Asian Trucker that "The principle is to reproduce a transport cycle, meaning that the competition is testing the drivers first on pre-inspection, which has an impact on uptime. Then the competition tests the drivers on fuel efficiency, which is of course having an impact on the financials of the company and then the safety. Safety is critical for the driver on parking skills. The latter also has an impact on the uptime and the safety of the cargo. As such, there are small changes, improvements, but there is not much change." Overall, the UDEMC is represent real-life scenarios as closely as possible within the framework of the competition.

The competition is set up in a way that previous champions cannot re-enter the competition. This is to give more drivers the chance to participate and, ultimately to win" – Hedouin

Who is THE ULTIMATE DRIVER? 2024

EURO 5

Quester

This year saw many different drivers joining, from various industries. Those vying for the crown of being Malavsia's best UD Trucks truck driver would drive general cargo, work for container haulage companies, operate fuel transporters and others. Drivers competing in the challenge are drivers on UD Quester tractors. "The competition is set up in a way that previous champions cannot re-enter the competition. This is to give more drivers the chance to participate and, ultimately to win" Hedouin added. This is done deliberately as it gives more drivers the

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chance to compete for the global title and to compete in Japan. Over the years, UD has witnessed many drivers from Malaysia competing in Ageo, coming back with lasting memories, impressions and insights into the brand and its origin.

"For this year, it is the same recipe as it works very well. Drivers are determined to win and excited to participate," he added. In the running up to the event, drivers have a lot of questions on how to prepare and how to behave during the competition. The UDEMC tests drivers on pre-driving checks, safe driving behaviour, fuel efficiency and driving skills. Besides the adrenaline pump, the same spirit can be observed every year: it is the camaraderie between drivers, but it is also a fierce competition because of what is at stake with the trip to Japan and being a finalist on a global stage.

I am still in a state of surprise regarding my win, but I am committed to continuing my efforts and refining my abilities. See you in Japan! - Mohammad Amin Bin Ismail

The pride the drivers feel when they compete among fellow UD truckers radiates, extends to their respective employers. Every driver is accompanied by their supervisors. They have all been happy to support their drivers. "All our contestants have been supported and briefed by their management. There was additional briefing before the competition by UD in order to point out how to win" one of the organisers on site told Asian Trucker. The very detailed preparation is done deliberately, with the idea for the drivers to continue to learn.

With the winner identified, Tan Chong will spend time to further train the winner as preparation for the global finals in Japan. This is to get the driver prepared and to increase chance of winning, besides further enhancing skills. In addition, Tan Chong offers all drivers of the winning company driver training on site. Such training serves the purpose to exposure more drivers to the sophisticated UD Driver training in order to hone their skills.

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Hedouin stated that the UDEMC is going beyond to being a competition as the basic idea is to get drivers to develop a mindset of uptime for their business owners, safety for themselves and everyone else on the road, as well as the cargo. Sometimes, drivers move expensive or dangerous goods and thus a full cycle of transportation is the foundation of the competition. The ideas, learnings and insights have been valued by previous contestants as they can be applied in daily operations.



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Right after the announcement of being this year's winner, Mohammad Amin Bin Ismail told Asian Trucker, still shaken with excitement and exhaustion, that he "Strengthened my skills for this competition. I have been a driver for heavy vehicle for ten years and the most important lesson learned in the competition is road safety. The secret to winning here and in the job is to be following rules and law, as well as the SOPs of maintenance." He said that he will improve where his skills are lacking and to further improve his abilities. "I am still in a state of surprise regarding my win, but I am committed to continuing my efforts and refining my abilities. See you in Japan!"

A clearly proud fleet owner was celebrating this milestone with his emplovee: Asrul Rizal Hi Alwi. Head of Company, Naza Transport Sdn Bhd concluded the event by saying that his company is "Very supportive of drivers, we have sent them to train with Tan Chong to make sure they have a chance to win. Safety is a very important aspect in our operation, hence, the competition is in the spirit of our ambition." Asrul also noted that the competition is very close to real life, whereby drivers have to carry out pre-drive inspections for example. "Going forward, our champion here will undergo one-on-one training with Tan Chong to improve skills further and to get pointers on how to win." 7



Malaysia UDEMC 2024

The transportation industry faces challenges such as cost pressures, tight schedules, and a shortage of skilled drivers. At UD Trucks, they are committed to advancing smart logistics—solutions that are efficient, profitable, sustainable, and safe. Central to this are the unsung heroes of logistics: the drivers. These dedicated professionals enhance safety, minimize costs, and respect their trucks and cargo, making roads better for everyone. To celebrate their crucial contributions, UD Trucks launched the UD Extra Mile Challenge in 2015, a global competition recognizing the very best drivers.

The event series started in Malaysia with pre-selection from early July 2024 in search for the best ten finalists. Tan Chong Industrial Equipment and UD Trucks went to different venue/states for state-level competitions:

- 6 July (Klang Valley)
- 20 July (Ipoh)
- 27 July (Johor Bahru)
- 3 Aug (Bukit Mertajam)

The following category winners and Ultimate Winner were crowned on 24 August: Best Pre-Drive Inspection : Mohd Fadly B A Rahman, Rengit Multi Trading & Transport Best Fuel Efficiency : Zairul Hapizi B Zaman, Green Haulage Sdn Bhd Best Driving Skill : Vinod a/I Tamil Selvam, New KC Trading Sdn Bhd Each category winner receives a commemorative plaque, RM600 service/parts credits and one miniature.

The Ultimate Driver (Winner): Mohammad Amin Bin Ismail, Naza Transport Sdn Bhd received a commemorative plaque, RM2 500 service/parts credit, one miniature, and is all set for an all-expense-paid trip to Japan to compete in the global finals, and a session of driver training for the company.

Who is THE ULTIMATE DRIVER?

UD TRUCKS Extra Mile Challenge

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Navigating Road Challenges with Simulation-based Training



inde is a leading global industrial gases and engineering company. With a driver pool of 340 truckers, Linde Malaysia delivers their products using an inhouse fleet of specialized trucks. Considering the products, safety is of utmost importance and priority for the company, to the point that the first of their nine life-saving rules deals with driving and vehicles.

Tracking acceleration, harsh braking and other critical driving behaviors helps driver coaches to identify ARBs (at risk behaviors) of heavy vehicle drivers and training scenarios are tailored accordingly. Considering the cost and risk factors associated with on-road, Linde Malaysia Sdn Bhd has started its own simulator-led training centre for drivers.

Stepping through the door to this training room, the simulator looks like a machine that NASA would use to train their astronauts. Since March 2024 drivers are being trained using this state-of-the-art simulator. "At the top level, we identify specific risks for each country. As an example, in Malaysia we have very good roads, and the average speed is relatively high. Therefore, roll-over situations are our concern. In India, by contrast, the speed is much lower, and we train drivers to recognize blind spots and vulnerable road users," stated the Linde spokesperson.

Built by a local firm, to ensure that it can be serviced, updated and upgraded, the simulator is using a cab to mimic the majority of the trucks used by Linde Malaysia. A lot of thinking and planning has gone into the creation of the simulator as it now sits on a concrete foundation that was poured in accordance with the specifications of the simulator. The movement of the cab can be rather harsh, as it would be in a real accident, and hence the anchoring needs to be strong enough to withstand the forces of the moving cab.

Initially, only one screen was placed in front of the cab, however, additional screens on the side now enable ae a 270-degree view simulation. The rear side view mirrors have also been replaced by screens and show the rear view as per the road the simulated truck is driving along. "This is as close to real life situations as we can get," Haiyum, told Asian Trucker. Via the console, different scenarios can be chosen: any time of the day, complete with the lighting conditions one would find at that time. Rain, fog and other topographic conditions can also be set. These scenarios will be chosen to address the training needs Simulator Training for Safer Drives of any driver.

The driver trainer can monitor the work of the driver in the simulator by means of the cameras inside the cab. Again, this is resembling real-life scenario as Linde has cameras installed inside their trucks and in case of an incident, all defined exceptions per defensive driving training, a short video clip is sent to the control room for evaluation. Particularly interesting aspect of this setup is the little surprises can be interjected in the scenarios. Pedestrians can be sent across the road in random spots to see how the truck driver is reacting to this situation. This program, through algorithms, evaluates every drive according to pre-defined criteria. This way, the evaluation would always be fair, neutral and devoid of any bias of a human driver trainer.

Typically, a driver would be undergoing a familiarization of 15 to 20 minutes before the actual training module will be administered. Each session is recorded and can later be viewed by the driver with his coach to improve the skills of the driver. "We are particularly proud of the fact that we are the only country in the Linde world to have such a sophisticated simulator. Some of the drivers were initially nervous to try the simulator, however, as they progressed with the training, they have noticed how the simulator can help in skill enhancement of the drivers," stated a senior Linde official in charge of the centre. When asked about the behavior of younger versus older drivers, it was stated that there is no difference. Being a new training aid, the data pool is still small to derive concrete inferences but based on trainee drivers' feedback, team is confident that positive changes will be visible in driver performance within a year.



SUSTAINABILITY ASIAN TRUCKER | 62



Telematics to Shape Greener Futures in the Trucking Industry

Southeast Asia's trucking industry is undergoing rapid expansion, becoming a crucial player in both the transport and manufacturing sectors. The telematics market in this region is expected to reach 3.57 million units by 2029, with a projected CAGR of 11.53 percent. While the transportation sector is poised to generate US\$126.30bn in Southeast Asia by 2024, it remains a significant contributor to CO2 emissions. In response, governments across the region, including Thailand and Indonesia, are implementing fuel efficiency standards and accelerating the adoption of electric vehicles (EVs) to drive sustainability.

Sustainability and Operational Efficiency

For trucking fleet managers, embracing sustainability offers dual advantages: it benefits the environment and boosts operational efficiency. Telematics is critical in this transformation, enabling managers to make data-driven decisions that reduce costs and environmental impact. Real-time analytics allow for immediate operational adjustments, reducing carbon footprints and helping fleets achieve environmental targets. Detailed data on vehicle maintenance, fuel consumption, and driver behaviour can unlock further efficiencies. By minimising idling time and optimizing routes, telematics helps reduce emissions and operational costs.

Geotab's Green Fleet Dashboard empowers trucking fleet managers by providing insights into fuel usage, emissions, and fleet performance. It allows for comparison with industry benchmarks, offering the data needed to validate green initiatives to stakeholders and regulatory bodies.

Enhanced Equipment Tracking and Utilization

One of the significant advantages of telematics is its ability to provide visibility over all fleet assets, ensuring maximum utilisation and cost control. In the trucking industry, this is crucial as telematics devices can be attached to any vehicle,



regardless of manufacturer, to collect data such as fuel consumption, engine hours, and location. This means fleet managers will always know where their trucks are, reducing the need to lease

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additional equipment due to misplacement. Furthermore, real-time tracking can switch between cellular and satellite networks, ensuring nothing gets lost, even in remote areas.

Seamless Data Integration on a Single Platform

Telematics technology streamlines operations by integrating all collected data into a single, easy-to-access platform. Solutions like Geotab allow fleet managers to track fuel efficiency, engine health, and other key indicators across the entire fleet, simplifying management and improving decision-making. Installation is straightforward, enabling devices from different manufacturers to be easily attached to vehicles. Additionally, telematics platforms can grant temporary access to subcontractors, allowing them to view data relevant to their operations for a fixed duration. Once their contract ends, their access can be revoked, ensuring that control remains with the primary fleet manager.

Simplified Electrification for Trucking Fleets

As global efforts to reduce emissions intensify, the transition to EVs is gaining momentum in the trucking industry. Typically, this transition occurs gradually as

older, less efficient vehicles are retired. Telematics simplifies this process by identifying which trucks are best suited for replacement, guiding managers toward EVs that offer the greatest long-term financial and environmental benefits.

Geotab's Electric Vehicle Suitability Assessment report offers transparency by analysing fleet data and comparing it with EV manufacturer data for each market. After making the switch, telematics can optimize range management, and remote monitoring capabilities provide real-time data for prompt and effective vehicle maintenance.

The Road Ahead

Telematics is central to modern trucking operations, offering а comprehensive solution that enhances sustainability, operational efficiency, and equipment utilization. Geotab is dedicated to enabling real and measurable progress towards sustainability while helping businesses manage their costs effectively. With the added benefits of seamless data integration and enhanced tracking capabilities, technology telematics is an indispensable tool for the future of trucking and road transportation.



TRAILER TECH ASIAN TRUCKER | 64



Heil Trailer set to Boost Presence in Region

Bolstering their presence in Malaysia with the appointment of two channel partners, this innovative trailer maker is poised to ramp up production and sales of their transportation solutions.



eil Trailer Asia Limited hosted the Heil Innovation Booth at the 20th Edition Oil & Gas Asia 2024 (OGA2024) event in Malaysia. This key program not only is an international attractor to all of the big players across the oil and gas value chain globally, but is also a cornerstone event for the country of Malaysia. The industry plays an important part of the Malaysian economy, and it continues to be one of the world's leading oil and gas, energy and chemicals producer/ exporter countries. As a crucial component of this ecosystem, road transport plays a vital role. This is where trailers are needed.

Asian Trucker's Stefan Pertz caught up with Heil Asia President Nicholas Ling at the show, to discuss Heil's presentation of its leadership, focus on product quality and aggressive growth strategy, as it founds new partnerships with fleets, channel partners, service agents, parts suppliers and customers. Heil, with a company history of over 120 years is known for innovations and in particular for their aluminum and lightweight Stainless steel-bodied tankers.

Trailers bearing the Heil brand have been sold into Malaysia for over twenty years now with around 200 units imported. Ling explained that Heil has recently initiated a growth plan that sees a rapid expansion throughout the Southeast-Asian region. Part of this expansion plan is the appointment

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of Sunway Marketing Sdn Bhd as channel partner for sales and service and MPSI Steel Industries Sdn Bhd as channel partner for parts, service, repair and warranty.

"We are now ramping up our efforts for the Malaysian market. Through our appointed channel partners we are offering the full range of services, repairs and maintenance," Ling explained. This, according to him, is part of an orchestrated expansion throughout the region. Besides the petroleum tanker trailer featured at the exhibition, Heil is offering solutions for the transport of drybulk, chemicals, sanitary, and food grade goods. Rounding out the offer are tankers used for aviation fuels. "The products we offer are meant to offer a higher payload, thus making the owner more money. To meet this objective, we use aluminium that offers weight reductions at a higher strength." In certain markets, Heil is offering special solutions for the transportation of milk.

Shown on the Heil stand was an Albacked trailer. Ling took the opportunity to discuss the features of this innovative trailer. "This is our own IP, showcasing what we are capable of. The backbone of this is an in-house telematics system." Ling highlighted the tyre pressure management system as it goes beyond just tracking the pressure in each tyre but manages them by inflating or deflating individual tyres depending on the load the trailer is carrying. Thanks to this system, fleet managers and drivers would not have to perform any regular checks of the tyre pressures, thus saving valuable time that can be better put towards hauling goods. As the tyres will be maintained at the correct pressure at all times, the wear on tyres is reduced, saving up to 50 percent on tyres. Coming with 360-degrees cameras, reverse camera, and other safety features, Heil's trailer also takes care of other road users. "Which exact features should be added to any of our trailers would depend on the actual needs of the operator. When we look at the costs, we would argue that the ROI will be achieved very quickly," Ling said. Again, he pointed out that the lower weight of Heil's trailers ensures a higher payload.

Talking about the suitability of Heil's trailers for the Malaysian market. Ling said that the company is confident to be able to customize their trailers to the needs of our local transporters. Those moving oil and gas would have very high standards, which Heil easily meets. "We are producing in Thailand and what we see is that the conditions of the driving environments in Thailand are oftentimes much harsher than what we find here in Malaysia." Ling encourages transporters to get in touch via their website or channel partners to learn more about how Heil can provide the best possible solution as there are many options and approaches the company can take to complete an offer for a specific need.

A challenge Ling and his team have identified is the perception of aluminum and Stainless steel being more expensive and more difficult to work with. Admittedly, aluminum requires the fabricator to be more skilled and knowledgeable. However, as Heil has 123 years of experience, the use of these materials poses no difficulties. Once the trailers are running, transport owners would typically quickly realise that these trailers have an advantage over those made from mild steel.

Heil's factory in Thailand builds up to 80 trailers per month and exports them to 85 countries around the world. It places significant emphasis on its capability in delivering strong customer services for both its own trailer solutions, and also for parts and maintenance products which it brings into many markets (including Malaysia). This is in addition to its burgeoning export market growth, powered by its successful partnership adoption in regions which include Middle East, Africa, Oceania and the wider Asia region. "We stand for our products, our quality and we are confident that Malaysian customers will find a strong and committed partner in Heil. I would like to say that we are planning to be here for the next 100 years!" Ling concluded before receiving the next group of guests at the stand wanting to discuss the offers from Heil. **F**





MAN More than Ready to Meet Demands

Impacting today, yesterdays and upcoming challenges require delicate planning and thinking to ensure that bus customers will be able to capitalise on their assets. MAN's Thomas Hemmerich told us how the German brand is going to do that.

ouring Southeast Asia, Mr Thomas Hemmerich, Head of Sales Area International, stopped in Malaysia to gain first-hand updates and insights from the market. Taking care of MAN's truck offerings in all markets outside Europe, such visits are extremely important to understand each market better, as he told Asian Trucker in this exclusive interview held at the end of August 2024.

Looking at the specific market conditions, Hemmerich commented that the products required in the Asia-pacific area are identical with the MAN's "Area International". This moniker describes all markets outside Europe, i.e. Africa, Asia and the Americas. "Previously, I have lived and worked in Australasia, Africa and launched the Brazilian products into Africa in 2019. For the past 20 years I have been working in overseas markets for MAN, which gives me a perfect understanding of their requirements." Thanks to this, Hemmerich can embrace the differences in each market, and he stated that this may also be the reason why he has been called to the German headquarters to take up his current position. "I have been everywhere and can now, as a proponent of the local requirement, very much precisely work on fulfilling the needs of overseas markets."

Stemming from his past insights, Hemmerich told Asian Trucker that it might be time to re-think the approach to the global truck. "Maybe, a global truck, a one-size-fits-all may no longer be the best option," he opined. Pointing out that MAN offers engine technology from EURO III to EURO VI, left and right hand drive, as well as engines using alternative fuels, many of the European products may not be suitable for markets like Africa or Asia. With the advancement of the engine technology comes the need for more sophisticated systems and supports functions. Digitalisation required for European countries may pose an obstacle for other markets. "We need to be able to match the truck technology to what the market has to offer in terms of infrastructure and skills of technicians for instance. In some markets we do not need highly sophisticated trucks, these would be a wrong fit." Markets like Korea and Australia may require the same technology level as Europe, however, when it comes to newly industrializing countries, the required framework for service and maintenance is not in place and thus, the trucks will not be operating at peak



performance. This, in turn, would be a disadvantage for the operators as they are not fully utilising their assets. "Maybe we need basic trucks for some countries where that kind of solution is the right fit: one for industrial nations and one version for countries at the cusp of moving up to this status?"

The recently launched TGE (at MCVE 2024) was another talking point. With an overwhelming response from the

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market, MAN is currently not able to keep up with the orders. What has been estimated to be a vehicle with a sales volume of 20 000 units in the first vear has seen an order book of 28 000 units. "We just can't get enough TGEs out of the factory in Poland to even serve the European market. Right now, we are rolling out the TGE in Malaysia, Singapore, Morocco, UAE and New Zealand, although slightly delayed." These markets were chosen because of the availability of an appropriate support network in combination with a positive reception of the vehicle. Hemmerich traces the success of the TGE to the fact on one hand that many of their truck fleet operators would require vans and would prefer to use singlebrand fleets. While the main business may be in haulage, vans are needed to shuttle drivers or small equipment. On the other hand, those businesses that only require vans highly appreciate the aftersales service offered by MAN, thus making it their preferred choice as the brand promises high levels of uptime. Getting the vehicle back on the road as possible after a breakdown or service is priority and this is where the MAN brand shines bright according to Hemmerich.

Commercial vehicle manufacturer MAN Truck & Bus will be the first European truck producer to launch a small series with a hydrogen combustion engine. The initially planned small series of around 200 units is to be delivered to customers in Germany, the Netherlands, Norway, Iceland and selected non-European countries as early as 2025. With an abundance of hydrogen, East Malaysia would make for a perfect place to deploy these. Hemmerich, which seemingly joking said that these are available here, emphasised that indeed, Malaysian customers can already order them now. "Why only a small series? Because we have decided that we would like to go battery electric in Europe. However, this already is a challenge as the charging network is not fully developed. Imagine that you don't cover all of Europe, then you know that there are markets where this is even more challenging." Hence, the hydrogen-powered MAN truck is the answer to the many requests for zero emission vehicles.

Considering that MAN prides itself on the invention of the Diesel engine, it is not surprising that this is also incorporating a highly sophisticated solution: the ICE engine using hydrogen is largely based on the Diesel engine (D38) with some 70 percent parts being shared, thus offering high serviceability from the get-go. With over 500 Hp and a range of over 600 Kilometres, this is the answer to the request for zero emissions. As a variant, a hydrogen fuel cell is offered. The engine technology being in-house and based on shared, common parts, even technicians would have the knowledge already to service the vehicle. With the limited production of 200 units, MAN is aiming to gather intel in order to further advance this technology and offering.

"As I am responsible for the export markets, I am also acutely aware of the local competition. We are, of course, well equipped to address the issues that are put before us when a transporter is considering to buy trucks. The only thing we do not do is to compete on price, this is not what MAN stands for." Reiterting the emphasis on service, uptime and efficiency, Hemmerich stressed that TCO (Total Cost of Ownership) is becoming more and more important in the discussion about the purchase of a truck. In this context, he praised the recent move of MAN Truck & Bus to consolidate the administration and assembly in one location with a training center added to ensure that the market is able to access the best support they need for their fleets.

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Continental Introduces new Tyres at IAA

ontinental presented three new tyres for the bus and truck segment at IAA Transportation Hannover. With these innovations. the premium tire manufacturer is focusing on efficient and sustainable solutions that are also optimized for electric vehicles. The new Conti EfficientPro 5 truck tire offered rolling resistance of this original equipment that has been improved by ten percent compared with its predecessor model. Continental also showcased its most sustainable tire for city traffic to date: the Conti Urban NXT, which recently entered pilot production. It is composed of an extremely high proportion of renewable, recycled and ISCC PLUS mass balance-certified materials, coming in at 59 percent. Its low rolling resistance also makes it a game changer for electrified commercial vehicles. With the Conti EcoPlus HT3+, the tire manufacturer will present the latest iteration of its innovative trailer tire that is specifically designed for trailers with an electrified drive axle.

The new Conti EfficientPro 5 succeeded in reducing the tire's rolling resistance by ten percent compared with its predecessor within the EU tire label Class A. As a steering-axle tire, it is also the first long-haul tire in size 315/70 to enable an axle load capacity of 8.5 tons, making it ideal for electric trucks. The original-equipment tire for long-distance applications is thus setting new standards in energy efficiency and supports battery range.

The tread's special rubber compound combined with the tire's rigid profile help to reduce rolling resistance, which in turn extends mileage by around five percent compared with the predecessor model. The tire's profile provides a secure grip and superior tracking. Its especially low external rolling noise level (EU tire label Class A) means that the Conti EfficientPro 5 is EU Taxonomy-eligible.

The Conti EfficientPro 5 is designed for trucks with both combustion engines as well as hybrid or purely electric drives. It will be commercially available from the start of 2025, initially in the two sizes 315/70 R 22.5 and 385/55 R 22.5. Additional sizes will be added in due course.

According to the European Automobile Manufacturers' Association (ACEA), one in six new buses exceeding 3.5 tons that were registered in 2023 were partially or fully electrified. Continental is responding to this trend with the Conti Urban NXT – a new original equipment tire designed for city transport. It combines a high proportion of sustainable materials with exceptional energy efficiency, making it ideal for electrified city buses and delivery vehicles. The pre-production version of the all-season tire was on display at IAA Transportation, with its launch planned for 2025. It will initially be available in the size 275/70 R 22.5.

Another development Continental showcased at this year's IAA Transportation is the Conti EcoPlus HT3+. This tire – which is specifically designed for trailers with electrified drive axles – offers exceptionally balanced performance in terms of traction and rolling resistance and an especially high load capacity. The tire's features are specifically geared to new-generation trailers featuring fully electric drive axles. Accordingly, the tire's load capacity has been increased by 500 kilograms per axle to enable a constant payload despite the higher net weight resulting from the battery. The company had unveiled the prototype back in 2022. Continental is the exclusive development partner for this innovative trailer concept from the company Trailer Dynamics. The aim is to hybridize tractor trucks with battery-powered electric trailers, reducing their fuel consumption and thus their CO2 emissions. clemonimo)

The siping tire tread profile of the Conti EcoPlus HT3+ has been designed specifically with traction in mind, while an innovative rubber compound provides a balanced combination of grip and mileage. As a result, the tire ensures maximum safety in all weather conditions. The tire, which can not only be used on electrified trailer axles but also fitted as an all-round tire, will initially be available in the sizes 355/50 R 22.5, 385/65 R 22.5 and 385/55 R 22.5. Market launch is scheduled for early 2026.

All new tire developments presented by Continental at IAA Transportation are in keeping with its "Lowest Overall Driving Costs" (LODC) advisory approach. The goal is to provide the transport industry with an effective lever to withstand increasing cost pressure and at the same time make its fleets more sustainable. Tire-related costs generally account for around two percent of a fleet's budget. However, tires have a considerable impact on fuel, maintenance and repair costs, which together can account for up to 50 percent of total fleet operating expenses. Premium tires, data-based service management and on-schedule tire checks can significantly reduce the costs of running a fleet.

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The Sudden Arrival of Chinese Trucks in Europe

he new trucks launched by established European OEMs at this year's IAA Transportation were anticipated, but what drew considerable attention was the entrance of Chinese truck brands. Taking up significant space, several Chinese brands were on display, including one that is becoming increasingly recognized due to the growing presence of its passenger cars on German roads.

The design of the Chinese trucks visibly differs from the European brands. However, their technological advancements have prompted quiet discussions among attendees. These trucks, once considered less refined compared to their European counterparts, have clearly progressed. The question now arises: have Chinese trucks reached a level where they can compete directly with European brands? Is this a new contender making a serious bid for market share in Europe?

In recent conversations, some have asked why Chinese trucks have taken so long to enter the European market. My response is that the domestic Chinese market is vast, reducing the need for earlier exports. By contrast, brands from smaller markets, like Sweden, quickly recognized that they needed to sell abroad due to limited local demand. Chinese-made trucks have been active in Southeast Asia for over a decade, particularly in countries like Malaysia. It's possible that these markets served as testing grounds, helping to refine the trucks for more competitive regions like Europe.

Interestingly, a Tesla Semi was also showcased at IAA Transportation, yet it didn't generate the same buzz as the Chinese trucks. The confidence displayed by these new arrivals suggests they are serious about establishing a foothold.

It's worth noting that many European manufacturers have joint ventures with Chinese truck makers. These partnerships have facilitated knowledge sharing, blurring the lines between competition and collaboration. This exchange has likely contributed to the rapid advancement of Chinese brands. In some cases, there have been concerns about intellectual property issues, but the reality is that Chinese manufacturers now offer technologically advanced portfolios. One could argue that Europe's collaborations helped fast-track the rise of these new players.



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Another key factor aiding the entrance of Chinese trucks into Europe is the Belt and Road Initiative, which has extended into the continent. If Southeast Asian infrastructure projects, such as Malaysia's East Coast Railway Link, are any indication, Chinese trucks could soon become a familiar sight on European construction sites, supported by Chinese infrastructure projects. There are concerns, however, that these projects may offer limited economic benefits to local economies, as Chinese conglomerates tend to supply not only the vehicles but also labor and expertise.

While I haven't had the chance to extensively test-drive the trucks, my brief experiences indicate that Chinese trucks have made significant strides in both quality and capability. Shifts in political will also play a role in this transformation. For instance, when China aimed to clean up Beijing's air quality ahead of the Olympics, it drove changes in the transport industry, leading to the widespread adoption of electric and hydrogen-powered trucks and buses. In comparison, countries like Germany may face more political obstacles in advancing similar green initiatives. The Chinese trucks now entering the market might offer solutions that align better with the growing demand for greener, more sustainable, greener transportation.

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By: Joel Cheong

Fake Stuff, Real Consequences

t's often assumed that no one gets hurt when dealing with counterfeit goods and, the makers and sellers of original goods will not feel a thing since they have made their profit. But as one unfortunate auto parts supplier would find out, dealing with fake stuff can have real consequences.

Perusahaan Otomobil Nasional Sdn Bhd, also more commonly known as Proton, needs no introduction. Proton owns various trademarks such as the PROTON and PROTON GENUINE PARTS trademarks in respect of motor cars, commercial vehicles, and land vehicles as well as components, spare parts, accessories and fittings for motor vehicles.

Bidara Prisma is a corporate distributer of goods bearing the PROTON trademarks and has an approved dealer status from Edaran Otomobil Nasional Berhad (EON) and is an authorized distributor of Proton.

In civil suit no. D5(IP)-22-1049-2008, Proton alleged that Bidara Prisma had supplied counterfeit products bearing the PROTON trademark to the Royal Malaysia Police (or known as "Polis Di-Raja Malaysia" [PDRM]) though 9 batches of deliveries and sought a permanent injunction as well as a public apology and compensation for losses suffered.

So how does an authorized distributor go from supplier of genuine goods to supplier of counterfeit goods?

Bidara Prisma became PDRM's supplier by virtue of appointment by the National Security Council (or known as "Kementerian Keselamatan Dalam Negeri" [KKDN]).

So when KKDN issued local orders (LOs) for parts to be supplied to the PDRM, Bidara Prisma complied by delivering 19 delivery orders pursuant to the LOs.

After receiving the goods, PDRM suspected that something was amiss when parts labelled "Condensor Assy" with "Paco" and "Made in Thailand" were in the deliveries. Subsequently, some sample parts from the deliveries were brought for verification at Proton Parts Centre Sdn Bhd (PPC) and they were found to be fake goods.

PDRM then asked PPC to verify authenticity of all parts delivered to them and so PPC went over and collected all of them. Out of the 94 types of products delivered to PDRM, 68 were discovered to be counterfeit products. PDRM then informed Bidara Prisma that there were counterfeit products in the deliveries and requested that the counterfeit products be replaced with original PROTON products. On another front, Proton sent Bidara Prisma a letter asking them to cease all infringing activities.

Bidara Prisma responded by collecting some of the counterfeit products but was unable to collect all of them. They then sent apology letters and tried to explain that they were able to take back the counterfeit products and replace them with genuine ones. However, PDRM replied, stating that they cannot return all spare parts supplied to them as they had become evidence for investigation.

It was very clear now that things were getting very serious. Bidara Prisma tried sending a Letter of Undertaking (LOU) to Proton, stating that they will cease their actions. However, Proton informed them that the LOU was not accepted, as they did not comply with Proton's demands. Proton then initiated proceedings to take Bidara Prisma to court.

At the get-go, Proton's case was very well set up as they had the goodwill and registrations with respect to the PROTON trademarks and the evidence to show that Bidara Prisma had infringed their trademark rights.

Bidara Prisma, in their defence, indicated that they were instructed by PDRM, specifically DSP Hashim, to purchase parts from a company named Isumishi Sdn Bhd. They therefore presumed that
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all products coming from that supplier are genuine in nature. Further, all goods purchased from Isumishi were sent directly from Isumishi to PDRM without Bidara Prisma taking possession of them at any point of time.

Bidara Prisma also argued that evidence held by PPC was not properly managed and could have been tampered with. This was because the verification reports sent as evidence to the Court contained items that were unilaterally released from PDRM to PPC and kept by PPC for 2 years. There was no indication that these items were tagged or stored securely.

To get to the root of the issue, the Court had to determine the following issues:

- Whether the counterfeit goods were indeed supplied by Bidara Prisma to PDRM through their 9 deliveries and DOs
- Whether Bidara Prisma's activities were infringing on PROTON's trademark
- Whether Bidara Prisma had passed off its products as PROTON's products

As all the trade mark on all the counterfeit goods were the same exact trade mark belonging to PROTON, there was no doubt that trade mark infringement had already occurred. Therefore, the Court focused on the issue of whether Bidara Prisma did indeed supply counterfeit goods to PDRM.

The answer to this was a resounding "yes", as Bidara Prisma were the only supplier of PROTON products to PDRM and there were no other company or entity authorised to do so. Additionally, there was other unmistakable evidence to show that the goods did indeed originate from them. Furthermore, it was shown that the items in the verification reports were transferred from PDRM to PPC with proper procedure and documentation. Additionally, each item had a label and a barcode that allowed the particular part to be identified exactly. By scanning the barcodes, it was shown that they were exactly the same items as recorded in the verification report. Bidara Prisma could also not supply proof to show that there was any tampering with the items kept by PPC.

In addition to trademark infringement, the Court found that passing off had occurred. Proton had sufficient goodwill in its trademarks and getups, and there was a likelihood of confusion. since the products supplied by Bidara Prisma had the PROTON trademarks all over them and PDRM would have been deceived into thinking that they were genuine parts.

In summary, the Court held that Bidara Prisma had infringed Proton's trademarks and also passed off their products as Proton's products. Key takeaways:

If an unsuspecting vehicle owner buys a poor-quality, counterfeit product bearing the PROTON trademark, thinking it's genuine, installs it, and suffers an accident due to the part failing, whose reputation will suffer? It will not be the seller of the counterfeit product.

• Ignorance is not a defence for trademark infringement

Bidara Prisma claimed that they were unaware the goods supplied by Isumishi were not genuine, but this is not an acceptable defense in court. When considering trademark infringement, the key question is whether there is a likelihood that people could be deceived or confused into thinking the offending trademark is the same as the original.

• Remember the name

Trademarks serve an important role in informing consumers of one crucial thing: where the product comes from. PDRM relies on genuine parts, thoroughly tested and compliant with necessary standards, for their vehicles. A PROTON trademark on a part or component indicates it comes from Proton, not from an unverified third-party OEM.

Take action!

As selling counterfeit goods is a criminal activity in Malaysia, trademark owners should take action against infringers to protect the good reputation of their trademarks and educate users on how to differentiate between fake and genuine products.

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JAC's New N50 and N80

JAC Malaysia Launches New Logistics Product Platform Tailored to Local Market Needs



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AC Malaysia has officially rolled out its new logistics product platform across its dealership network. The lineup includes the N50 4-wheel light truck, with a GVW of 4800/5000KG, and the N80 6-wheel light truck, boasting a GVW of 7500KG.

These light trucks are developed on JAC's newest truck platform and is specifically tailored to meet the needs of the Malaysian market. It incorporates feedback from local logistics users, ensuring these vehicles are optimized for the region's diverse transportation requirements

The trucks maintain the classic JAC N-series light truck design, with added enhancements such as LED daytime running lights, upgraded LCD instrument panels, and a 7-inch MP5 multimedia display. The steering wheel now includes multimedia controls and cruise control, elevating both driver comfort and safety. Remote key, electric windows, and one-touch window features further improve convenience, especially in Malaysia's road conditions.

These models also see significant performance upgrades. The N80 is powered by a Cummins 3.8 Euro 4 engine with EGR technology, eliminating the need for AdBlue. While SCR (Selective Catalytic Reduction) uses a chemical process to convert NOx into harmless nitrogen and water vapor, EGR uses thermal processes such as heat recovery from exhaust gases to reduce the amount of CO2 in the engine's exhaust gas stream. It delivers a maximum power of 115KW and a peak torque of 500Nm. The N50, on the other hand, is equipped with a 2.7-liter engine developed in collaboration with Bosch and produced in a Cummins factory, producing 90KW of power and 285Nm of torque.

These trucks feature reinforced chassis and axles for improved load capacity and vehicle stability. The N80's front and rear axles have increased load capacities of 3 100kg and 6 600kg, respectively. The chassis has been widened to 850mm, offering better adaptability for various cargo boxes. Rearview mirrors are also widened to support a maximum cargo box width of 2500mm, ensuring enhanced safety and visibility.

For cold chain logistics, JAC's Euro 4 trucks offer higher-power alternator options and support factory-installed dual-compressor brackets, ensuring seamless integration and reliable operation for cold chain logistics.

Safety features include ABS, electronic stability control (ESC), and a reverse camera with parking sensors, ensuring enhanced stability, control, and reduced blind spot risks during manoeuvres.

With 60 years of truck manufacturing experience and adherence to Germany's VDA quality management system, JAC subjects each vehicle to rigorous testing in extreme environments. This includes high-altitude, high-temperature, and high-humidity testing, along with 300,000 kilometers of durability testing, ensuring that each truck is built to last.





TRUCK OF THE YEAR ASIAN TRUCKER | 74



Mercedes-Benz Trucks' eActros 600 voted International Truck of the Year 2025; MAN's hTGX wins 2025 Truck Innovation Award.

The eActros 600 from Mercedes-Benz Trucks has been voted "International Truck of the Year 2025" by a jury of 24 editors and senior journalists from the commercial vehicle press representing 24 of Europe's most important truck magazines. The prestigious award was presented to Karin Rådström, CEO of Mercedes-Benz Trucks, during the IAA Transportation Press Day in Hanover, Germany.

With 88 votes, the German truck manufacturer's heavy-duty battery electric vehicle (BEV) beat stiff competition from Volvo Trucks' Aero range with electric or conventional powertrains and the lveco S-eWay electric tractor. According to the International Truck of the Year (IToY) rules, the annual award goes to the truck launched in the previous 12 months, which makes the most significant contribution to road transport efficiency. The judging is based on a number of critical criteria, including technological innovation, comfort, safety, driveability, energy efficiency, environmental footprint, and total cost of ownership (TCO).

It's the second time an electric truck has won the International Truck of the Year award, which dates back to 1977. In addition, five of the seven vehicles on this year's IToY shortlist are battery-electric models with zero tailpipe emissions. This is another sign that the energy transition is gaining momentum among truck manufacturers and is attracting the interest of European transport operators.

The numerous IToY journalists who participated in the more than 15,000-kilometre eActros 600 European Testing Tour 2024, organised by Mercedes-Benz Trucks, praised the new ProCabin's advanced aerodynamics.

With its protruding front section and smooth, curved surfaces, the ProCabin is designed to improve airflow by 9% compared to the current model.

The IToY journalists appreciated the powertrain's performance, based on twin 400 kW electric motors on the electric axle and three LFP battery packs of 207 kWh each. This powertrain provides smooth acceleration with three different driving programmes in a quiet, vibration-free working environment.

As the International Truck of the Year judges witnessed, with over 600 kWh of installed capacity, a standard 40-tonne tractor-semitrailer combination can achieve a range of over 500 kilometres without intermediate recharging.

Summing up the jury's vote, International Truck of the Year Chairman Gianenrico Griffini said: "Mercedes-Benz Trucks designed the eActros 600 as an electric

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truck right from the start. This decision has put a state-of-the-art BEV on the road capable of fulfilling a wide range of long-haul missions."

The MAN hTGX – a heavy-duty truck with a hydrogen combustion engine – has won the 2025 Truck Innovation Award. The International Truck of the Year journalists presented Alexander Vlaskamp, CEO of MAN Truck & Bus, with the prestigious award during the IAA Transportation Press Day in Hanover.

Following the inaugural Truck Innovation Award in 2019 in recognition of the aFAS Level 4 automated driverless safety truck and the ATLAS-L4 and ANITA autonomous driving projects in logistics operations in 2023, this is the third time MAN Truck & Bus has won this trophy. The Truck Innovation Award, created by the International Truck of the Year (IToY) jury, recognizes excellence in advanced transport solutions. The IToY group comprises 25 commercial vehicle editors and senior journalists representing major trucking magazines from Europe and South Africa.

With 84 votes, MAN's hTGX beat off competition from Renault Trucks' Oxygen – a prototype distribution truck

– and Iveco's S-eWay Fuel Cell (FCEV), a zero-emission electric long-distance vehicle. During a road test in Saalfelden, Austria, IToY journalists praised the hTGX's diesel-like performance and driveability, delivered by MAN's 16.8-litre H4576 in-line six spark-ignition hydrogen engine.

The International Truck of the Year judges also praised the heavy-duty truck's nearzero carbon footprint, the range of around 600 kilometers provided by the 56-kilo 700 bar hydrogen pressurized tanks, and the simplified after-treatment system.

"MAN's hTGX opens a new chapter in decarbonizing road transport. It can be the vehicle of choice for heavy-duty applications, such as in the construction sector, in challenging climatic conditions," said Gianenrico Griffini, chairman of the International Truck of the Year **7**





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Naza Transport gets Your Cars

An icon in the industry, this car carrier company has carved a niche for themselves for being a dependable and safe provider of transport services.

The company name already suggests a strong connection to the passenger car market and Naza Transport has been a pillar of the industry. Asrul Rizal Hj Alwi, Head of Company, Naza Transport Sdn Bhd spoke to Asian Trucker about the challenges of moving cars and how to best manage a truck fleet utilising modern technology. Naza Transport is part of the Naza Group of companies with the sole purpose of offering car carrier service.

Known as "Naza", the group has been synonymous with the assembly and sales of passenger cars. In 2003, its founder Tan Sri SM Nasimuddin SM Amin decided to insource transportation of passenger cars. With several brands under their wings, the newly founded Naza Transport deployed as many as 28 trucks per day to retrieve vehicles from ports and assembly plants to transport them to the dealerships and other storage facilities.

Today, Naza Transport caters fully to the needs of Proton, Perodua and Mazda (with an occasional Maserati still in the mix). "We mainly service the plants in Kulim, Serendah, Tanjong Malim and Shah Alam now." A transformation has occurred whereby the company has changed from 100 percent in-house to servicing others only. "As certain brands have also changed their approach from CKD to CBU, these have also dropped from our portfolio."

"There may not be many items, cars, on one carrier, but the value is very high. If you consider the cost of each vehicle, then we move a lot of value. This is why we nickname the trucks "rolling banks" when they are fully loaded," Asrul says with a smile. Moving cars is also a difficult undertaking as the cars are subject to

impact from the environment. Not only rain and dirt thrown up from the road will hit the vehicles, but sometimes it is debris from other vehicles or stones that are being picked up and catapulted against the cargo. "Sure, we have insurance, however, when a car arrives with damages, then it is always a sad moment as the new owners expect their precious cargo in pristine condition. We have to remember that cars are the secondmost expensive item we purchase in life, after our houses."

The operation of a car carrier deserves special attention. Drivers not only pilot the trucks, but are also involved in loading and unloading the cars. "Drivers need to be very careful not to damage the cars when driving onto the trailer. This is very different from, say, Haulage where a container is dropped onto the trailer and the driver takes off." Truckers working on car carriers need to be able to drive all sorts of brands and models of cars, be proficient in lashing and securing the load as well as being very considerate, defensive drivers. "One of my trailers is even 65 feet long. Imagine how they manoeuvre through towns and around roads with tree branches hanging into their path and such." Today, drivers are learning about how to manage electric cars, which have different functions compared to cars with internal combustion engines.

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Truckers are making only one trip per day, whereby one trucker is assigned to one UD Quester. To ensure safety, a new AI-based camera system has been adopted. "We are very proud to have been able to secure a government grant to fit all our trucks with this system. This is in collaboration with Perodua, and we could not be happier about this as it significantly enhances the safety of our trucks on the road as well as that of other participants." Since June 2024, truckers can depend on this system to alert them in case of impending dangers. Microsleep and lane departure warnings are key functions of the system provided by CSE. "If a driver uses a phone while driving, an alert is given, and we can investigate." Asrul sees a big advantage of the system as it protects the drivers. "Oftentimes, when there is an accident, truckers will automatically be assigned the guilt. However, with this system, we can immediately investigate such incidents and find out what really happened."

With cars being valuable but relatively light, Asrul is able to use the UD Quester as the main work horse. Coupled with a comprehensive service and maintenance contract, Naza Transport is able to have a very lean operation. There are no mechanics, and no repair work is carried out in the yard. "We are in the business of moving cars, not fixing trucks. We leave that to the expert." Hence, Asrul is also able to locate his office away from the yard as there is very little activity in the yard. Praising the quality of his trucks, he disclosed that the vehicles he is selling off to others in the business will continue to use them for a long time.

Having been with Naza Transport for over 20 years, Asrul has been a staunch supporter of Nissan trucks and now UD Trucks. "When the Quester came around, we were asked to compete in the UD Extra Mile Challenge (UDEMC). Last year we entered for the first time, but did not win. This time we managed to have two drivers in the finals with one becoming the champion going to Japan for the global final!" For the weeks prior to the global finals, Asrul's driver will be undergoing an intensive training. "Our driver has never been outside of Malaysia, so this will be extremely exciting."

The UDEMC is more than an event in Asrul's view. Given the challenges in the business, the drivers learn crucial skills that can counter the adversity



the business is facing. With expensive cargo, driving carefully is important as well as being a fuel-efficient driver. "This makes us different as we have been in the business for so long and our drivers are very careful and skilled." Although the drivers may not be in a rush, they need to depend on the trucks to be dependable and safe. This, in Asrul's view, makes the business of running a car carrier operation special, with a unique mix of requirements towards the drivers and the trucks.

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Apollo Tyres Retains Silver Award by EcoVadis for Sustainability Excellence

Apollo Tyres Ltd continued to shine with Silver Awards at the EcoVadis Sustainability Excellence ratings. This is the third consecutive year for Apollo Tyres to get the silver rating at the annual EcoVadis sustainability assessment, with improved scores from 56 to 70 over the last three years.

This prestigious recognition has placed Apollo Tyres Ltd in the top 5 percent of companies rated in the category of 'manufacture of rubber tyres and tubes, retreading and rebuilding of rubber tyres' globally.

The overall performance score for Apollo Tyres Ltd improved to 92nd percentile in FY24, up from the 82nd percentile previous year. The 20 points increase in company's Labour and Human Rights ranking, and increase of 10 points in company's Sustainable Procurement ranking, contributed to the overall performance score improvement. Scores in the other two categories of Environment and Ethics remained the same as the previous year.

The improvement in Labour and Human Rights and Sustainable Procurement scores was due to the company's efforts in strengthening suppliers' ESG assessment, providing livelihood opportunities to local communities, especially women, and focusing on Human Rights awareness by providing training to the employees. In addition, the company demonstrated advance management systems towards its commitments for sustainability initiatives.

EcoVadis is the world's largest provider of business sustainability ratings, which evaluates company's performance by focusing on four key pillars -- Environment, Labour and Human Rights, Ethics and Sustainable Procurement..



Foton Motor & ZF: Hybrid Cooperation for Greener, advanced Commercial Vehicles



n September 16, 2024, during the 2024 Hannover International Commercial Vehicles Show, Foton Motor and ZF Group signed a strategic cooperation agreement to introduce advanced commercial vehicle hybrid drive systems into the Chinese market to support the diversified needs of new energy transformation.

Based on the successful experience in the TraXon commercial vehicle automatic transmission and electric drive project, Foton Motor and ZF have further initiated in-depth cooperation in the field of hybrid power: ZF will be responsible for the development of the second-generation TraXon hybrid transmission for heavy-duty trucks - TraXon 2 Hybrid, and the joint venture between the two parties - ZF Foton Automatic Transmission (Jiaxing) Co., Ltd., will obtain exclusive technology license in China and be responsible for the product.

In the context of new energy transformation, hybrid technology, as one of multiple parallel technical routes, is receiving more and more attention. The ZF TraXon 2 Hybrid system inherits the efficient integrated design of the TraXon 2 transmission and is equipped with a hybrid power module that can provide high power and torque. By intelligently integrating electricity and traditional power sources, it maintains the performance advantages of the internal combustion engine while taking into account Improving overall efficiency can significantly reduce fuel consumption and extend vehicle mileage, bringing tangible economic value to logistics companies and fleet operators. Its versatility ensures seamless integration with various vehicle structures, greatly improving flexibility and adaptability, and is widely applicable to full hybrid and plug-in hybrid heavyduty commercial vehicles. It is expected that by 2026, this innovative technology will be the first in the world to achieve mass production in the Chinese market.

Facing the wave of new energy transformation, technological innovation is the driving force for the development and growth of enterprises. In order to seize the new energy industry, Foton Motor has established the new energy strategy as the first strategy for the company's development, and adhered to the strategy of leading new energy products and innovative technology, and carried out the three technical routes of 'pure electric + hybrid + fuel cell' to strengthen the control of new energy core modules and key technologies.

DAF Delivers First electric Trucks from New Generation

In 2023, DAF opened a brand new assembly plant in Eindhoven for the production of electric trucks. DAF is testing the New Generation XD and XF Electric extensively with the help of leading transporters who are putting the first vehicles out on the road. The reaction has been very enthusiastic. 'We are covering almost 500 kilometres with our XD Electric on a single full charge,' says Gerlof Oegema of Oegema Transport in Dedemsvaart. 'With an additional charge we would be able to cover 1 000 kilometres a day, which creates interesting opportunities for long distances.'

'We still have some challenges regarding the charging infrastructure at our premises but the XF Electric is meeting all our expectations,' confirms Ewout van Wijk, CEO of E. van Wijk Logistics in Giessen. 'The driver is also very impressed with the suppleness of the truck, the quiet and comfort in the cab and the ease with which the truck drives. When driving off there is immediately a lot of torque available.'

Cornelissen Transport in Nijmegen have taken delivery of a DAF XD and a DAF XF Electric, which they are using primarily to supply supermarkets. 'The vehicles match perfectly with our ambition to switch to zeroemission transport,' says Peter Leegstraten, manager Purchasing & Innovation. 'And the vehicle concept behind these DAF trucks is perfect for urban areas. The large windscreen, the long belt lines, the additional window on the passenger side and the digital cameras ensure perfect direct vision and together with the electric powertrain they form the ideal combination for us. **7**

Anadolu Isuzu introduces the fully electric Big·e, bringing a new dimension to micro mobility



urkey's commercial vehicle brand Anadolu Isuzu, producing medium-size coaches, buses, and trucks, is now transferring its 40 years of experience in the commercial vehicle segment to the micro-mobility field. Anadolu Isuzu's new electric vehicle Big⋅e, developed and produced entirely in Turkey with the company's pioneering R&D and innovation power, has features that will change the definition of last kilometer transportation and make a difference, especially in big cities.

The Big.e represents a signature by Anadolu Isuzu addressing the future and reflecting the company's know-how regarding logistics and transportation solutions. Filling in an important gap in the market with its mega features fitting

in its microstructure, the Big e will be produced in Anadolu Isuzu's facilities with smart factory features in Çayırova.

innovative Besides its and environmentally friendly 100 percent electric engine as well as the compact structure, the Big·e, which can easily be used by everyone, has the characteristics of a solution responding to the "last kilometer" transportation needs of big cities, that have gained importance recently. The Big e, which has been meticulously developed down to the last detail so as to best meet the contemporary requirements in the field of last kilometer transportation, is ready to shoulder the transportation loads of enterprises, from cargo companies to local distribution services of chain markets, in the most economical way with its unrivaled features. Big e, which rivals the minivan class with its superior features and high maneuverability, will offer a significant advantage to businesses.

In addition to a volume of 4 cubic meters and a carrying capacity of up to 1000 kg, the Big \cdot e offers a range of up to 150 kilometers with three different battery capacities. r

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All-electric eCanter makes Entry into Singapore

M itsubishi Fuso Truck and Bus Corporation has officially launched its all-electric ligh tduty eCanter truck in Singapore and has handed over the first unit to a local customer. Singapore is regarded as a global logistics hub, with the southeast Asian country also being home to Asia's largest cargo airport. The government wants all vehicles on the country's roads running on cleaner energy by 2040 and has laid out a roadmap to drive EV adoption, which includes a target of 60 000 charging points by 2030. Four eCanter variants available in Singapore First introduced in 2017, the eCanter is ideal for purposes including urban deliveries as it is locally emission-free, easy to drive, quiet, and has low vibration levels. In Singapore, the truck is available in four variants with a gross vehicle weight (GVW) of 5-8.55 tons.

Wheelbase length ranges from 2.5 meters to 4.45 meters, and the truck can be fitted with an S, M or L-size battery with a capacity of up to 124kWh. The eCanter can be fully charged overnight using a regular outlet, or in under two hours with a fast charger at locations such as a customer's depot. MFTBC's President and CEO Karl Deppen said the eCanter is expected to satisfy the various demands of customers in Singapore, just as it has been doing in 38 markets worldwide.

BPW is Making Existing Fleets Intelligent: Retrofit Solution now Brings Telematics Networking and AI functions to Every Trailer

• th the new iC Plus retrofit kit, transport companies can now quickly and cost-efficiently retrofit their existing trailer axles from the ECO Air and Airlight Il series with telematics and intelligent functions for fleets and predictive maintenance in line with demand. This new feature makes it possible to bring the entire existing fleet to a new level of efficiency in no time, without having to wait to purchase a new trailer. The retrofit kit, which can initially be ordered directly from BPW by the vehicle operator, contains all necessary components for straightforward retrofitting: telematics hardware including cable, brake lining wear sensors for disc or drum brakes and UN ECE R 141 compliant outer valve sensors for the tyre pressure monitoring system. Installation can be carried out by any service partner or even in the own workshop.

The retrofitted functions can be used to analyse the axle load in real time and send it to telematics portal cargofleet 3 from idem telematics. Drivers receive an overview of the weight distribution on each axle via

the smartphone app, can check the load balance and use this information to determine available loading capacity. Dispatchers benefit from immediate access to real time data and long-term statistics on the load of each trailer and the entire fleet via the web portal. An important advantage of iC Plus is the predictive maintenance: Intelligent algorithms recognise the need for maintenance on critical components early, in particular the brakes. The system runs a digital vehicle file and informs drivers, fleet managers and dispatchers of important workshop tests in good time.

The implementation of iC Plus functions into existing fleets offers transport companies significant advantages: Prevention of overloading and subsequent fines, fuel savings thanks to type pressure monitoring, optimisation of vehicle utilisation, reduction of unplanned downtime thanks to predictive maintenance, increased operational safety and improved planning efficiency.



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