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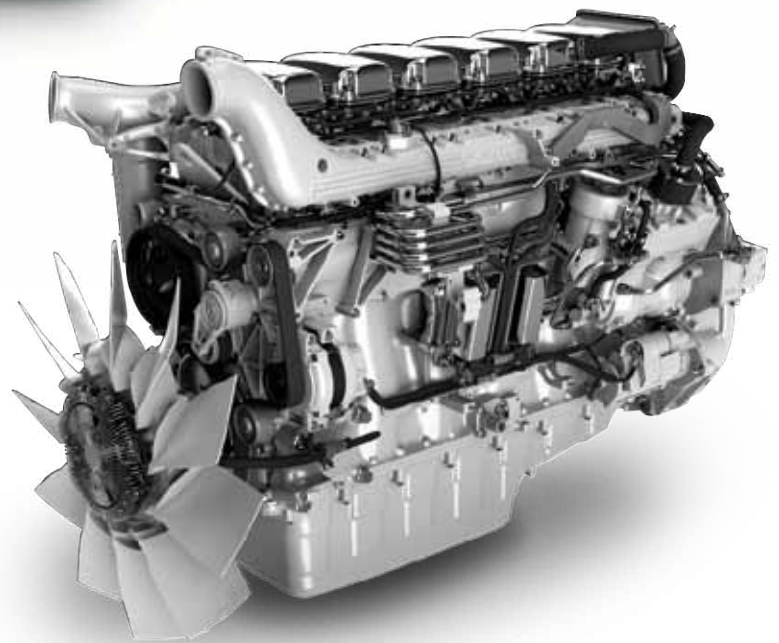
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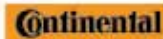
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The current line-up of speakers already promises to be a highlight within the exhibition and we recommend you mark your calendar to ensure you be part of this.

On top of this series of talks you will also have the opportunity to meet our guests during the Asian Trucker networking night on the 14th of June.



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A truck is a truck is a truck? Not with the current speed of developments in our industry! While the basic idea of the truck remains the same, i.e. to transport goods, the actual vehicles are changing rapidly in shape, size the way they are driven and what they have inside the cab. In September we went to see the latest in trucking at the IAA in Hannover, Germany.

Many exhibitors showcased fascinating innovations and developments at their booths. Hyva was launching a new series of hydraulic cylinders. If you would like to learn more about them, please turn to our IAA special. Lamilux was presented with an award by Frost & Sullivan for their latest innovation, which helps reduce fuel cost and increases stability in trailers. They are also featured in our IAA special and will be exhibiting at MIBTC in Kuala Lumpur in June 2013. Phillips Industries was present with an amazing new concept for your everyday cable. Overall, the most photographed item was clearly the MAN concept truck parked in the outdoor show area.

Back in Malaysia, SRI Elastomers is now showing us how to recycle used tyres and re-introduce the material into the production process. Meanwhile, Hino Motors Malaysia has

found an innovative way of promoting their trucks: A road show with a truck convoy along the East-Coast. We had the privilege of riding along and seeing firsthand the reaction to the line-up of trucks as they rolled into several Kampung.

Not only do trucks change, but other aspects of it join the creative fire-works. Continuing our seminar series with Shell, we visited Ipoh. Here again, like before in Klang, our guests were amazed by the developments done to the fuels and lubricants provided by Shell. Speaking of which, in this issue we also have some fuel saving tips from Isuzu. These may seem obvious, but we would wager that many a driver is not fully embracing them.

As this is the last issue of Asian Trucker for 2012, I would like to, on behalf of the entire team, thank you for your continued support and feedback on our magazine. We are looking ahead to an even more exciting 2013 with MIBTC on the horizon and many more innovations to make their way into Malaysia.

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Teo Tuan Kwee Sdn Bhd Takes Delivery of Six Scania P380 Prime Movers

Johor based logistics company invests in new Scania vehicles to boost operations

Scania (Malaysia) Sdn Bhd, a leading manufacturer of heavy trucks, buses and coaches, industrial and marine engines, recently delivered 6 new Scania P380 6X2 prime movers to Teo Tuan Kwee Sdn Bhd (TTK), a Malaysian logistics company. Headquartered in Batu Pahat, Johor, TTK provides comprehensive logistics services including goods transportation, container haulage and road cargo in Peninsular Malaysia and Singapore.

Scania's latest delivery to Johor-based TTK, to be fully completed by September 2012, forms part of a 16-trucks maiden deal inked between Scania Malaysia and TTK. The new Scania prime movers will be used in TTK's fleet across all its operations. This contract elevates the partnership to a new level as TTK is now acquiring prime movers directly from Scania Malaysia. TTK is one of the established players in the local logistics industry with over 33 years of track record, specializing in land transport services for palm oil and FMCG (Fast Moving Consumer Goods) industries. Meanwhile, Scania Malaysia has been supporting Malaysia's rapidly growing logistics industry with its superior engines and advanced safety features for over 40 years.

Today TTK owns an impressive fleet of over 200 vehicles with four strategic depot sites in the state of Johor. The company recently implemented the latest Automatic Vehicle Location Tracking (AVLT) System for all its prime trucks to facilitate convenience and 'Just-In-Time' delivery to manage cost more effectively for its customers. By utilizing the AVLT System ensures all customer goods arrive at their designated destinations on-time. TTK can also monitor and track the driving performance of drivers, analyze their average speed, route taken, and whether the vehicle is moving or stationary.

"This marks the start of a long-term strategic partnership between TTK and Scania. We are extremely pleased that TTK is solidifying its leadership position with our new range of Scania prime movers. Scania strives to maximize each truck's life cycle income which ultimately leads to best profitability for our clients," said Idros Puteh, General Manager of Scania (Malaysia) Sdn Bhd.



"TTK takes pride in its ability to deliver fast and flexible service to our customers. Consistent on-time delivery is essential in the company's pursuit of customer focus and having a reliable fleet was a key factor in this decision. We chose the new Scania prime movers because of its reliability, robustness, outstanding performance and high fuel efficiency," said Teo Chee Ben, Director of Teo Tuan Kwee Sdn Bhd.

"With this new partnership with Scania Malaysia, TTK can now realize the full potential of each of our vehicles, thus achieving higher productivity and operation efficiency to better serve our customers nationwide and regionally," added Teo.

Scania's P380 6x2 prime mover is powered by a 380 hp engine which is Euro 3 compliant for lower emission levels. In addition to the standard Anti-lock Blocking System (ABS) as well as Traction Control (TC) - which are now standard across the range for all Scania trucks - the new trucks are also equipped with other advanced features such as steering wheel mounted cruise control and a speed limiter, ensuring a safer and more comfortable driving experience.

For further information about Scania's range of trucks, kindly contact Scania (Malaysia) Sdn Bhd at +603 7845 1000 or visit www.scania.com.my.

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HINO in JV with MBMR to set up manufacturing plant in Malaysia

Joint venture to cater to growing Malaysian market

Hino Motors Ltd, Japan's leader in the manufacturing of trucks and buses, has entered into a joint-venture agreement with long-time partner, MBM Resources Berhad (MBMR), to establish its first manufacturing plant in Malaysia.

Hino Motors Ltd will hold a 58 per cent stake in the joint-venture manufacturing company to be called Hino Motors Manufacturing (Malaysia) Sdn Bhd. The balance will be owned by MBMR.

The Hino manufacturing plant, which will involve an initial investment of RM140 million, will be located on a 42-acre site in Sendayan TechValley, Negeri Sembilan. Construction is scheduled to begin in February 2013 and completed by the beginning of 2014.

The new Sendayan plant, with an annual production capacity of approximately 10,000 units, will manufacture the full range of Hino products comprising small, medium and heavy duty trucks; and buses for the Malaysian market. Hino Motors Ltd President, Mr Yoshio Shirai, said that the company was delighted to expand its 35-year presence in Malaysia from sales to include full-fledged manufacturing.

"This strategic investment to set up a manufacturing plant here, we expect, will further strengthen our market leadership in the commercial vehicle segment in Malaysia where there is a growing demand for Hino products," he said. News release: Hino in JV with MBMR to set up manufacturing plant in Malaysia.

The joint venture with Hino is another boost for MBMR's automotive manufacturing division and a major step forward in its plans to become one of the leading and most complete automotive groups in Malaysia and the region by 2015.

MBMR Group Managing Director Looi Kok Loon said that the setting up of the manufacturing facility not only marked the beginning of the next level of partnership with Hino but would also contribute to raising the standards of the Malaysian automotive industry. "While we are happy to see the natural extension of our partnership, we are even more excited that Hino has decided to make the Sendayan plant a full-fledged manufacturing facility. This means that a lot of world-class manufacturing and quality control processes will be put in place. This can only be good for the local automotive industry," he said.

MBMR is a diverse automotive group with two core businesses – automotive distribution and retailing as well as automotive parts manufacturing. It is the leader in every market segment it competes in, with products that range from light, medium and heavy duty trucks and buses. MBMR's automotive parts manufacturing division currently produces steel wheels, assembles wheel modules, builds bodies for commercial vehicles and manufactures automotive safety equipment such as airbag modules, seat belts, steering wheels, noise and heat reduction materials and insulator parts.



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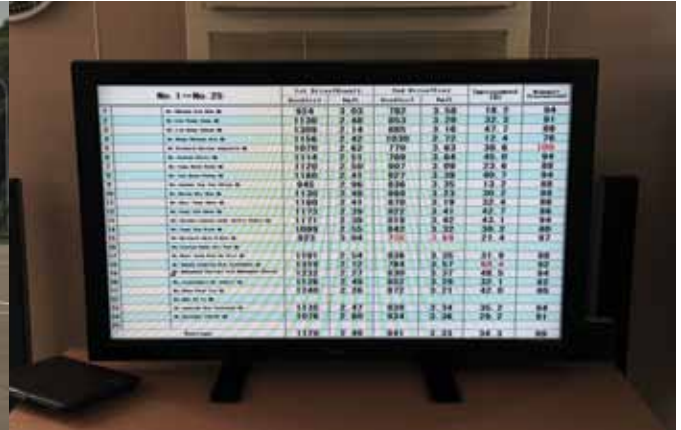
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How to drive fuel efficient?

During our visit to the WaCom proving grounds in Hokkaido, Japan, Isuzu allowed us to use their Mimamori vehicle management system to learn how to be a more fuel efficient driver.



Fuel contributes between 35 - 50 percent of cost in any fleet operation. Naturally, fuel efficient driving is therefore a priority for many operators. WaCom in Japan offers many seminars and courses, however the one on fuel efficient driving techniques is the most popular. Asian Trucker is looking at how you can improve your fuel economy.

On the 2.8 kilometer long test track, town driving, stop and go, intercity driving and cruising were simulated to illustrate how the below simple tips can reduce fuel consumption.

Vehicle speed in normal driving conditions: it is best to be driving with a speed greater than 60 Km/h. Naturally, in-city traffic may not allow you to do so, but when on highways or where legally allowed, drivers should not be driving slow. You would want to be road hogging anyway, right?

Engine speed in gear upshift: in other words you need to shift at the right time. Shifting too early or too late (within the upper band of RPM) will impact your fuel economy negatively. All manufacturers indicate the best RPM to shift and you should stay within that.

Selection of optimal cruising gear ratio: depending on your speed, you may need to select different gears when cruising (town vs highway). Your truck may have lots of options for gear ratios. Maybe it is a good time to sit back again and study the driver's manual?

Degree of accelerator depression: Interestingly, "flooring it" doesn't get you started much faster. The difference between gentle depression and aggressive acceleration is only measured in higher fuel consumption, not in distance gained or time saved. Also try to be consistent with the position of the accelerator pedal.

How to apply the brakes: If you see that there is a red light ahead, it is best to roll towards it, taking your foot off the accelerator. Instead of driving close to it and then braking harshly, you may want to save fuel and brake pads. To decelerate, you may use the engine break. Experienced drivers know this of course, but it is never a bad idea to be reminded that you have a number of devices at your disposal that you can use when driving your truck. Again, shifting at the right time will help you to conserve energy and to be more fuel efficient.

Even on a short track like this one with only 2.8 kilometers, my personal fuel consumption went down from 1.1 liters to 0.8 liters, or in other words from 2.51 kilometers per liter to 3.64 kilometers per liter. In addition, emissions were reduced by 1/3.

If you would want to reward your drivers and staff, we recommend to contact Isuzu to talk to them about a trip to Hokkaido to visit their proving grounds and let your colleagues become better drivers.

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Dongfeng expands model line up for Malaysia



Dongfeng Commercial Vehicle (M) Sdn Bhd launches Dongfeng T-LIFT 375 6X4 Rigid Chassis Cab and the Dongfeng Kinland 340 6X4 Prime Mover.

Being part of their efforts to provide a more comprehensive model line for their customers. As with Dongfeng's entire model range, these new models are built to European standards and utilise proven and reliable technologies.

With a Gross Vehicle Weight (GVW) of 34 tonnes, the Dongfeng T-LIFT 375 6X4 Rigid Chassis Cab complements Dongfeng's current line-up of rigid chassis models by filling in the heavy duty gap in its range of vehicles. Powered by a 375hp Euro 2 compliant Cummins power plant mated to a ZF 9 speed gearbox, this power-puller is not only robust and reliable, it also provides excellent fuel economy. With a 6x4 configuration it boasts a hub-reduction axle and increased ground clearance for off-road use. Customers in the construction sector in need of a heavy duty tipper truck would find that the Dongfeng T-LIFT 375 6X4 makes an excellent addition to their fleet. This truck is locally assembled by Dongfeng.

Positioned below its flagship model, the Dongfeng Kinland 420 Prime Mover, the Dongfeng Kinland 340 6X4 Prime Mover is a 6x4 medium duty vehicle with a Gross Combination Weight

(GCW) of 56 tonnes. This truck is fully imported from China and features a proven Cummins 340hp Euro 2 compliant engine which is coupled to a Shanxi 12-speed gearbox. The prime mover features a hypoid axle which is ideal for long distance haulage. This truck would be a superior option for customers seeking an affordable prime mover in a 6x4 configuration but do not require high horsepower performance.

According to Dongfeng in Malaysia, buyers of either truck can not only look forward to a robust and reliable vehicle that gives excellent fuel economy, but will also enjoy an above-par after sales service from Dongfeng. The company has been concentrating on enhancing its aftersales services. To this extend the company has introduced a components parts exchange programme for engine, gearbox and axle systems to reduce costs for customers. Replacing entire components also significantly reduces vehicle downtime as it eliminates a lengthy tear-down and re-build process. Dongfeng also provides a 24-Hour Breakdown Assistance Service for its customers out of its Kuala Lumpur, Johor Bahru and Penang branches.

Both, the Dongfeng T-LIFT 375 6X4 Rigid Chassis Cab and the Dongfeng Kinland 6X4 Prime Mover are now open for booking with ready stock for immediate delivery.

Lift your business with Hyva Tipping Cylinders!

Hyva, which was founded in the Netherlands in 1979, has over the years become a specialist in the design and supply of hydraulic front end cylinders and ancillary hydraulic wet kit components.

Hyva is the world's largest producer of hydraulic tipping cylinders for the commercial vehicle industry. Hyva designs and manufactures a complete range of telescopic tipping cylinders, both for front-end and underbody applications. We can assist in assessing the customer requirements as well as individual transport applications, providing excellent product integrity and individual driver familiarization, where required.

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Please contact Hyva Malaysia for further information or send your inquiry through our email:
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Malaysia and Standard Chartered Bank Malaysia launch financial solution



Strategic alliance to offer a first-of-its-kind financial solution to enable small-and-medium sized (SME) enterprises in Malaysia to purchase high-quality trucks.

For the first time in Malaysia, a commercial vehicle company and a bank joined forces to derive a total financial solution that enables the purchase of commercial vehicles to be more affordable and cost-effective in the long-term for SMEs. Although common with passenger vehicles, this tailor-made financial solution by Standard Chartered Bank Malaysia, coupled with the Total Profitability Over-Lifecycle (TPOL) consultation by Volvo Malaysia is set to make significant strides in the logistics and haulage industry.

Commenting on the financial solution initiative, Mansoor Ahmed, Managing Director of Volvo Malaysia, said, "With the demand for logistic services on the rise, we believe that it is important for the commercial vehicle industry to emulate some of the best practices of the consumer automotive industry. This tie-up with Standard Chartered Bank Malaysia is a first step in this direction of providing financial support, particularly to small-and-medium sized enterprises, to own a Volvo truck as well as the transportation solutions that come packaged with Volvo's products.

This TPOL solution is about partnering with customers and bringing to them best practices and analytics towards understanding the key components of profitability in their business by looking at investment, operational cost and revenue drivers. It is an innovative value-added service that enables Volvo Malaysia to be engaged with their customers and map out their business to maximise profitability creating a strong win-win partnership. The financial solution is specially catered for Volvo Malaysia's customers. Both Volvo Malaysia and Standard Chartered Bank Malaysia will work closely in assessing and responding to the customer's requirements with a two-week turnaround time.

"SMEs are the backbone of our country's economy and they rely heavily on bank financing to fund their growth and business needs. This is where the financial solution will be a catalyst in providing an instrumental thrust to their business growth. As a leading global commercial vehicle company, Volvo Malaysia is committed to continually provide innovative total transport solutions to local haulage companies to meet the increasingly aggressive requirements of the market," Mansoor further stated.

"We are honored to partner with Volvo and assist them in financing their fleet of trucks. Standard Chartered, as the preferred financier to Volvo's fleet of commercial vehicles, demonstrates its comparative strength in liquidity and capital; and its specialist expertise in SME Banking. We look forward to supporting Volvo in the future, towards the successful pursuit of its business strategy," said Vishal Shah, General Manager SME Banking, Standard Chartered Bank Malaysia Berhad.

"Our Bank has the history, presence and experience to make a tangible difference in facilitating the rapid growth of the SME sector. We continue to lead the market in our ability to strongly support the business community via providing a comprehensive suite of financial solutions, from managing their working capital, aiding in their business expansion locally and beyond borders, maximizing yield on surplus business funds, managing and protecting their business from uncertainties in the Forex & commodities prices. We look forward to working with Volvo in the successful pursuit to leverage growth opportunities in Malaysia," added Vishal.



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Hino Motors Malaysia Sdn Bhd (HMML) announced the opening of its new 3S dealer (Sales, Service & Spare-parts) in Sandakan. Weemaju Motor (Sabah) Sdn. Bhd. offers Sales, Services and Spare Parts under one roof. HMML, Managing Director, Mr. Nobuyuki Tanaka was present to grace and officially open the 3S Dealership.



HMML has been constantly growing the HINO dealer network throughout the country to accommodate the growing demand for HINO vehicles. With the opening of this 3S Dealership, HINO has once again successfully expanded its 3S network in the Sandakan market.

Weemaju Motor (Sabah) Sdn Bhd has been in the commercial vehicle industry for more than 5 years. Its Managing Director, Mr. Wee Kok Yiun is very optimistic and strongly believes that HINO products are able to cater the needs of the local market by providing the trucks that fit individual niche businesses. Apart from offering good quality trucks, he also understands the importance of fostering lifelong relationships with customers will promote a healthy climate for both customers and his business.

Commenting at the launch, Mr. Wee Kok Yiun said, "The opening of our HINO dealership today is to further strengthen our commitment to the HINO brand and providing the best possible ownership experience for all HINO customers. We must continue to deliver high quality products and provide excellent services if we are to keep improving customer satisfaction and reaffirm our position as the top selling commercial brand in the country."

The location which is close to the highway makes it very convenient for customers and it is highly visible by any passersby. Weemaju Motor is currently operating on a 30000 square feet area with sufficient number of service bays that enable them to provide service to customers' vehicles. Moreover, the oil palm plantations, fishery industry and SME operators have contributed very

high demand on the needs for HINO trucks as they are one of the strongest economic activities in the area.

Mr. Nobuyuki Tanaka, Managing Director of HMML, said, "One of HINO's principles is to develop the products in accordance with our QDR principle (Quality, Durability and Reliability). High QDR products offer more value for money than low QDR products. In the GVW segment of 4 ton and above, HINO is No. 1 since 2010 in the Malaysian Commercial Vehicle market."

Wee Kok Yiun believes that HMML's "Total Support" philosophy is a way forward as they strive together with HMML to Aim for Customer Trust & Confidence, by offering customers with the most suitable HINO range of vehicles & after sales service second to none. This is particularly in line with HINO's 36 month/100,000 km Extended Warranty and Free Service Programme (FSP) for all LCV/300 Series.

Since its establishment, HMML has been working closely with its dealers to improve their services through upgrading to 3S status which provides a total package of service and offers conveniences to customers across the country. To date, there are total of 71 HINO dealers' sales outlets nationwide, 40 of which are 3S outlets and an additional 1 by the end of 2012. There will be further expansion in key markets within West & East Malaysia are said to be underway.

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Miguel Hernandez,
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Five Star Bus Company Inc.

Over 20 years of experience has made Five Star Bus Company Inc. as one of the leading bus companies in the Philippines. They operate round the clock, and services provincial routes in North Luzon.

They deploy more than 400 buses in its operations and they maintain a mixed fleet of Nissan UD Diesel, Hino, Yutong and Hyundai buses all of which run on Delo® 400 Multigrade SAE 15W-40.

Delo® 400 Multigrade has helped Five Star Bus Company Inc. in maximizing engine durability. One of their units with a Nissan UD PE6-T diesel engine has reached the 1,600,000 kilometer mark. After conducting an engine teardown, it was concluded that the critical engine parts are relatively clean.



Piston rings still have sufficient free play, as there are no significant carbon deposits that could cause sticking. The engine oil has been effectively doing its job in removing and preventing harmful deposits.



Furthermore, the bare metal and original paint inside the engine block are still clearly visible after 1,600,000 kilometers. Since brand new, Delo® has been providing protection against sludge formation throughout the engine's 14 years of service. This is a clear testament that proper maintenance of Five Star Bus Company Inc. and the right lubricant such as the Delo® 400 Multigrade SAE 15W-40 can make your business go further by providing extended service protection, maximizing engine durability and minimizing operating costs.

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Shacman F3000 6x2 soft launch in Malaysia proves successful

Launched in Malacca and Johor, this EURO III vehicle is boosting product lineup of Shacman



The SHACMAN F3000 6X2 comes with an excellent combination of vehicle suspension. It is equipped with mechanical spring suspension combined with the air lifting axle with Hendrickson HLM. Alternatively customers may choose full air suspension vehicle combination with the WABCO E-CAS system which provides the best solutions. With this, Shacman trucks will address the specific needs of customers' operations.. Using the standard model Engine WEI CHAI WP12.430HP, the prime mover offers the best performance and high torque as a cargo carrier. Besides that, FAST TRANSMISSION 12speed 2000Newton and 13tons single hub reduction rear axle 3.78 ratio provides for the best fuel consumption control with this engine combination. For the 6x2 customers can choose between dual high cabin for comfortable driving space and extra sleeping space for the driver(s). Customers may also choose a standard cabin which is reduces the weight for the complete Prime Mover.

The soft launch in Johor and Malacca (13 July and 14 July respectively) has given confidence to the experienced transporters attending. As a result they had made their choice to purchase the Prime Mover from Shacman. The company is

confident that there will be more orders for this Prime Mover after the vehicle is seen on the road. Attending the launch were also some customers that had previously purchased the 6X4 and 4X2. This proves that the Prime Mover is more reliable and valuable and customers are happy with the performance. Shaanxi Trucks Sdn Bhd will not limit their portfolio to the Prime Mover, but they also plan to launch rigid, tipper and the mixer truck soon. In addition, they will be upgrading the trucks with the best solution as per customer needs.

Advantages of the F3000 6x2
430hp Engine Weichai WP12 Euro III
Transmission 12speed 2000NM,
Rear Axle 3,78 ratio

Hub Reduction
Lift Axle Hendrickson HLM (USA) & GCW
70,000kg
WABCO E-CAS system



SHACMAN

F3000 6x2 430 HP



D'Long F3000 6 x 2 Tractor Truck Series Specifications

Model		SX4257JV324R
Gross Vehicle Weight (GVW) kg		26500
Kerb mass (kg)		9400
Max. laden mass at fifth wheel (kg)		16500
Gross Combination Weight (GCW) kg		70000
Max. speed (km/h)		110 - 120
Min. turning circle (m)		16.5
Min. ground clearance (mm)		314
Max. gradeability (%)		34
Appearance dimensions (mm)	Max.Length	6870
	Max.Width	2490
	Max. Height	3710
Wheel base (mm)		3240 +1370
Steering		Right
Overhang (front / rear)		1470 / 790
Track width (mm) (front / rear)		2036 / 1800
Engine		WP12.430N Euro 3
Output power ps r.p.m		430 / 1900
Torque N.m r.p.m		1800 / 1000- 1400
Cylinder bore x Engine stroke (mm)		126 x 155
Compression ratio		17 : 01
Fuel tank capacity (L)		400L Aluminum Alloy
Clutch		Φ 430 diaphragm - spring
Gearbox	Transmission	Fast 12JSD200TA
	Gear ratio	12.10 9.41 7.31 5.71 4.46 3.48 2.71 1.64 1.28 1.00 0.78 11.56 (R1) 2.59 (R2)
Brake & Air Valve System		Wabco - ABS (WABCO)
Suspension	Front	Longitudinal semi-elliptic leaf spring type with telescopic absorber
	Rear	Longitudinal semi-elliptic main & auxiliary leaf spring type
	Lift Axle	Hendrickson HLM-2 air suspension peerless axle 10.5 ton
Front axle		MAN 7.5T
Rear axle		MAN 13 TON (Hub Reduction)
Saddle		JOST 50
Cab		MAN F3000 cab, high cab with top & side spoiler, twins beds, Climate control air conditioning, Electric heated door mirrors, electric windows, air seat, (4) point air suspension cab
Tyre		295/80R. 22.5



* the manufacturer reserves the right to modify the design and equipments without prior notice.

Scania Invests RM2.5 million in New Port Klang Branch & welcomes Francois Baudrais as General Manager, Regional Product Center Southeast Asia

First pre-assembled modular service & repair workshop for customers in Malaysia

Scania Malaysia Sdn Bhd, recently announced the official opening of its new Port Klang branch operations which is fully equipped with a modular service & repair workshop. The new facility, built at a cost of approximately RM2.5 million, offers comprehensive maintenance and repair services in accordance to Scania's highest standard of quality and safety. The newly opened branch expands Scania Malaysia's extensive network coverage to a total of nine branches nationwide.

Staffed by a team of 12 qualified and highly-trained Scania technicians, the Port Klang branch is expected to serve Scania Malaysia's customers within the locale and aims to handle up to 400 vehicles for preventive maintenance or workshop repairs per month. Among the customers of the branch include Kontena Nasional, Taipanco, LC Forwarders, Tuck Sun, Freight Management, Infinity, Grand Asia and Perwakilan Cepak.

"The opening of our new Port Klang branch facility reaffirms Scania Malaysia's commitment and relentless effort to improve after-sales service to our customers. Logistics and haulage are two major sectors for Scania. With this new strategic location, we aim to deliver prompt preventive maintenance and repair services to help our customers attain the best profitability," said Idros Bin Puteh, general manager of Scania (Malaysia) Sdn Bhd.

Sited on land area of approximately 2.5 acres, Scania's new Port Klang Service

& Repair Centre boasts a fully-equipped workshop with 12 service bays capable of serving up to 17 Scania trucks and buses per day. Through its modular construction which is designed for maximum operational flexibility and productivity, the service and repair centre offers great flexibility and fast installation on site. A total of five 20-foot containers are deployed: The Parts Container is well insulated to ensure the stored new parts are not damaged due to heat or over temperature. The Lubricant Container stores all lubricant and batteries, especially designed to deal with any oil spill or battery acid spill. A Workshop Container was especially built with an overhead crane, drill press and the latest screw type air compressor for a very efficient and power saving function.

Another 40-foot container is fitted to function as a mobile office with air-conditioning facilities; while another 20-foot container is designed for drivers to rest and relax as they wait for their vehicles to be ready. As a standard requirement for all Scania service centres in Malaysia, the branch will also be supported by a Scania Assistance 24/7 road side recovery van which is fully equipped with tools and parts to handle emergency cases.

Scania Malaysia expects its new Port Klang branch operations to grow its customer base between 10 and 15 percent per annum and more importantly, to further contribute to its maintenance and repair revenue positively.

Meanwhile, Mr. Francois Baudrais has taken over the management of the assembly plant located in the

same premise as the newly erected workshop.

Baudrais is 41 years old, married and brings a boy of 3 years and a girl of 9 years to Malaysia with him. His career with Scania started in 1996. Being French, he has mainly worked in the Scania Angers plant in France where he held several positions related to the assembly of trucks. In addition, he also worked at the Scania headquarters in Sodertalje in Sweden for a year.

"For me, what makes the strength of Scania today is its ability to respond to customer requirements and provide solutions allowing these to improve operational efficiency. Scania has a strong reputation among its customers. Our goal is to maintain and continue to be the best" he says.

For the plant he sees potential for development, which is to be implemented together with Abdul Rahman Bin Mohamed, the Assembly Executive. Firstly Baudrais aims to continue to maintain and develop our production standards. These are actually based on the Scania production system and are identical around the globe. No matter where you go, you will find the same procedures, labels for things and terminology. This allows the trucks to be manufactured to the same standard, no matter where you are.

His second target is to implementing further improvement actions, which requires to involve all staff in the search for solutions. "Lastly, we need to be more adaptable and better utilize our resources. Here we need to assemble trucks and buses with different specifications with the same efficiency" he concludes.

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1931 TYRE



First commercial vehicle exhibition in Malaysia:

MIBTC 2013

all set for a great success

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

It may still be some time till the inaugural Malaysia International Bus, Truck & Components Exhibition 2013 (MIBTC), but the organisers are already thinking of adding more space to the exhibition as a result of a fantastic response. Scania, as the Platinum Sponsor, saw the potential of the exhibition very early and secured the top location, while most of the truck and bus manufacturers in Malaysia followed suit and have taken up booths at the exhibition. Also present are now tyre manufacturers and service providers offering consultancy. Parts and accessories are showcased too. Exhibitors from as far as USA and Germany have signed up and will be participating.

Besides the exhibits, there will also be a program around the actual event. "We are hosting a cocktail night on the second evening, providing a platform for the industry to network and make new connections" said Nicole Fong, who is the key driver behind the exhibition. She further says "There will also be a speaker series. We are very proud to present a truly international line up of speakers at MIBTC". According to her, there will be other activities during the day. Participants

can look forward to an exciting program.

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

Current speakers include Nick Leach from Scania Hong Kong, Eike Merz from Meritor Singapore and Anthony Umann of Sekhar Research Innovations in Malaysia. Several government agencies will also be presenting. Stefan Pertz adds "We are also in discussions with other high-profile speakers from Germany and around our region. Our aim is to provide our visitors a top event when it comes to the speakers".

The event, held in June 2013, has garnered the support of MIROS, The Pan Malaysian Lorry Association JPJ.

For more information, please visit www.mibtc.com.my

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Sinotruk

Malaysia opens purpose-built workshop

Workshop to cater to specific needs of a large fleet owner



After their recent relocation to Puchong, Sinotruk does not stand still but moves on faster than ever. As reported in previous issues of Asian Trucker, the company has sold record numbers of prime movers and rigid trucks after their successful establishment in this key market. As one of their customers has acquired a large number of trucks, a dedicated workshop was needed to meet the requirements of this particular fleet owner.

Situated near the new office, this purpose-built workshop occupies a full acre of land and boasts a whopping 15 work bays to maintain and repair Sinotruks. Strategically located on the outskirts of Puchong, easy access for the trucks is a given.

The workshop was officially opened for business on the auspicious date of 10/11/12. "This is going to be a great step forward for us as this gives us sufficient capacities to maintain and repair the trucks of this client. Going forward, we have allowed for more capacity to cater to the needs of this growing fleet" says Mr. Loo, Chief Operating Officer of Sinotruk Malaysia. Construction of this purpose-built workshop took six months.

Set to service up to 20 trucks a day, this workshop will soon be very busy. According to the company, further workshops like this are in planning and will be constructed soon. This is to ensure that clients across Malaysia will have a Sinotruk workshop near them when needed.



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Taman Subang Ria, Subang Jaya Gets Going – 188 Continental Employees Running to Raise Money for Charity



On your marks – get set – GO! 188 Continental employees were at the starting line in Taman Subang Ria, Subang Jaya yesterday for ContiRunningWeek 2012. Benoit Henry, CEO and Plant Manager, Grant Bovim was present to flag off the runners.

The 4-km-long course took the Continental employee running around the lake area for 2 circles. Whereas, 2 km took a circle round running around the lake side in Taman Subang Ria, Subang Jaya. During this week from September 17-24, around 18,000 employees at more than 90 Continental locations worldwide will be getting involved and running or walking a total of approximately 90,000 km to raise money for charities.

With the ContiRunningWeek, Continental is not only making a contribution to the health and long-term mobility of the company's own employees. The corporate donation to the German Welthungerhilfe organization will also help to support the health and mobility of those in need all around the world. The amount donated will be based on the number of employees taking part. At the event site, collection of donation was also conducted during the ContiRunningWeek to raise money for a chosen charity by Continental PJ Management.

At present, attractive prizes and lucky draw was given to the winners too.

As a Continental-wide sports event, ContiRunningWeek 2012 will act as a stepping stone to the ContiTeamCup, the company's internal football world cup, which has been staged alongside the FIFA World CupTM since 2006.

- 4 -km-long running course for junior employees aged below 40 and 2 -km-long running course for senior employees aged above 40 running around the lake area at Taman Subang Ria, Subang Jaya.
- CEO, Benoit Henry and Plant manager, Grant Bovim was also present to flag off the runners.



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Automechanika Shanghai



A record 13 overseas pavilions

Automechanika Shanghai, the world's second largest Automechanika show after Frankfurt, Germany, is attracting professional buyers and visitors from the whole automobile industry chain to its 2012 show which will be held at the Shanghai New International Expo Centre, China from 11 – 14 December.

Organised by Messe Frankfurt (Shanghai) Co Ltd and CNAICO – China National Automotive Industry International Corporation, the show is held in high regard by the industry as the platform for international companies to tap into the China market, as well as for Chinese companies to expand their business from China to abroad.

Automechanika Shanghai covers the whole automobile industry chain including OE and aftermarket, as well as three main industry sectors: parts & components, repair & maintenance and accessories & tuning.

In order to meet the increasing needs from international companies to find quality dealers and distributors for exploring or expanding their business in China, Automechanika Shanghai has

collaborated with domestic associations and organisations in more than 50 important automotive production and distribution bases in China to bring many dealers and distributors to visit the 2012 show to meet the 3,900 record breaking number of exhibitors.

Ms Sarah Thevenet, International Manager for the Society of Motor Manufacturers and Traders Limited (SMMT), working closely with the UK Trade and Investment (UKTI), said: "Taking part in Automechanika Shanghai will help our members to find appropriate dealers and distributors in China and to market their company products and services, as well as making contacts and building relationships.

In addition to the first ever UK pavilion organised by SMMT, several overseas pavilions have increased in size for the 2012 show. India has expanded its size by 75 percent, and Korea and Malaysia by more than 30 percent. In addition, Taiwan pavilions in the accessories & tuning hall (Hall W5) as well as the parts & components and repair & maintenance halls have expanded by 40 percent. Other overseas pavilions including France, Germany, Italy, Japan,

Singapore, Spain, Thailand and USA will also make their appearance again at this year's show.

Mr Richard Wu, a Senior Specialist for the Taiwan Transportation Vehicle Manufacturers Association said: "China's per capita ownership of vehicles is still lower than the rest of the world but future car ownership will continue to grow and be driven by the needs of automotive parts repair and maintenance as well as accessories." He added: "The market in China has great potential and many members have participated with positive results at the show in the past editions. This year TTVMA is bringing more than 30 members to showcase a variety of innovative auto parts & component products including engine, brakes, steering systems, lights, mirrors and maintenance equipment."

For further information about Automechanika Shanghai, please visit www.automechanika-shanghai.com/ www.automechanika.com or email: auto@hongkong.messefrankfurt.com

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LC Forwarders Expands Fleet with New Scania P410 Prime Movers

Scania P410 raises the bar on performance, safety, fuel economy and reliability

Scania (Malaysia) Sdn Bhd announces the official delivery of three new face-lifted special edition Scania P410 LA 6x2 MSZ prime movers valued at approximately RM1.2 million to LC Forwarders. LC Forwarders is a leading Malaysian haulage and total cold chain logistics specialist company. The new prime movers will be deployed by LC Forwarders to provide freight forwarding and logistics support to one its largest customers, A. Hartrodt, a Germany-based company operating in Malaysia.

Scania Malaysia delivered the first batch of 5 prime movers to LC Forwarders when the company started its transportation business back in 2006. Today, LC Forwarders owns a total of 15 Scania prime movers.

Being one of very few Malaysian haulage companies to achieve ISO 9001:2008 certification, LC Forwarders specializes in cold chain logistics. With its fleet of trucks fully equipped with imported generator sets, the company currently dominates the refrigerated transportation market segments which include perishable goods, pharmaceutical products and molding compounds by ensuring uninterrupted cold chain operations. LC Forwarders is touted to be the only transport company with gen-set fitted trucks plying the Cameron Highlands route.

“Scania Malaysia is proud to be a strategic partner of LC Forwarders. We are extremely honored by the confidence LC Forwarders places in the power, fuel economy and reliability of our Scania prime movers. We are committed to delivering the best customer profitability



and a peace of mind through providing total transportation solutions to our clients,” said Idros Puteh, General Manager of Scania (Malaysia) Sdn Bhd

As part of the contract package, LC Forwarders also signed a comprehensive repair and maintenance agreement with Scania Malaysia which covers periodic preventive maintenance and breakdown assistance for the new vehicles. LC Forwarders is expected to tap into Scania Malaysia’s vast network of nine branches and workshops for after-sales service support.

“As a leading Malaysian haulage operator, LC Forwarders sets the standard for the industry. We have always been confident of Scania trucks as their vehicles are well-known for their robustness, durability, outstanding performance and high fuel efficiency. It is definitely an ideal choice considering the condition of our roads,” said Chew Chong Way, managing director of LC Forwarders Sdn Bhd during the official handover ceremony at Scania’s Regional

headquarter office in Shah Alam.

The special edition Scania P410 LA 6x2 MSZ, comes with enhanced face-lift, is one of the latest prime mover models from Scania’s new global engine platform. Designed for higher torque at lower revs and even lower fuel consumption, the new and efficient 9L and 13L Euro 3 engines offer excellent driveability. It is fitted with best in class Scania 2-pedal Opticruise gearbox and Scania Retarder which gives drivers more attention span on maneuvering; while reducing clutch wear and synchromesh wear. The P410 has always been the first preference for hauliers with extra high demands on performance, efficiency, power and comfort.

For further information about Scania’s range of trucks, kindly contact Scania (Malaysia) Sdn Bhd at +603 7845 1000 or visit www.scania.com.my.

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IAA in Hannover, Germany - World largest commercial vehicle exhibition



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

Berlin Beginnings

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

IAA Commercial Vehicles is the world's leading trade fair for mobility, transportation and logistics. Its comprehensive innovations, exhibitors from several industries, discussions and last, but not least, the expert visitor structure, represent a unique profile.

The Entire Chain

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

This year's 354 world premieres – more than two thirds of them from suppliers – set a new record. The number of exhibitors – 1,904 exhibitors from 46 countries – is nine percent higher than in 2010, and the exhibition space was up by 11 percent to 260,000sqm. This year's event had the second largest number of participants and the second largest exhibition area since the IAA was divided into two separate events, that is, for 20 years.

Exceeding Expectations

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

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

Date:

September 20 - 27, 2012

Venue:

Fairgrounds of Deutsche Messe
Hermesallee
30521 Hannover

Scania puts more than the driver in the seat with innovative services

Scania is showcasing the latest truck models at the IAA, but services take the stage as the truck maker is actively engaging with customers to drive improvements. Stemming from an EU-Legislation demanding every professional driver to go for a 35 hour long training every 5 years, Scania has developed innovative services that help drivers to comply with this law and at the same time save fuel and drive safer

every day. As a global platform, Scania is able to offer a consistent Quality and harmonised service across all markets. Within Scania's Ecolution, there are 3 components that ensure fuel efficient driving: The vehicle, maintenance and the driver. Scania believes that the driver is the most important asset and training them should therefore be paramount. There is a growing demand in Malaysia for green technology and hopefully this will come to Malaysia soon.

like having a driver trainer riding with the driver. Scania views the driver as the most important asset in any operation using trucks and therefore is advocating driver training to improve fuel efficiency, productivity and safety. All this is part of Scania's approach of providing a total transportation solution, which improves client's profitability. You may opt for driver training offered by Scania Malaysia.



Claes Akerlund, Head of Services Portfolio Management explains that "A fuel efficient driver is also a safe driver. Driving in a fuel efficient way will automatically result in less accidents. A client of ours managed to reduce insurance claims by 43%, saved 13% fuel and increased the life length of tires by 10% after engaging our services for driver training. With their 1500 Scania trucks, the effect on the bottom line is tremendous!"

For an even better support, Scania is equipping trucks with monitors for hill driving, anticipation, braking and gear shift. A display in the dashboard informs the driver constantly about the current behaviour, as a reminder of what it takes to drive fuel efficient. A display shows all four aspects mentioned as well as the overall efficiency of the driver. Akerlund calls this "On-board coaching without a backseat driver." At the IAA, customers had the opportunity to experience this system first hand in a simulator.

Currently, over 30 000 trucks, equipped with a GPRS link, allow Scania to monitor the drivers and to actively coach them. The result is a CO2 saving of some 16 tonnes per year and truck. Scania recommends to place a strong emphasis on the driver training and encourages participation in the ultimate challenge: the Scania Driver Competition.

Scania Malaysia is the Platinum Sponsor at MIBTC 2013



Scania's training is modular and includes first aid and how to achieve the best load distribution. Depending on which market the clients are in, the training program(s) can then be tailored. And Scania has taken it even a step further. Dedicated driver trainers monitor the behaviour of drivers over time and re-evaluate the driver in regular intervals. This service, launched in 2009 is a bit

It ain't that heavy with a Doll trailer



The atmosphere at the Doll-Oppenau booth at IAA was ecstatic. "We sold 6 trailers on the first day of the exhibition. Naturally, we are in high spirits!" said Area Sales Manager Ralf Gunwald whom we met in Hannover. Doll-Oppenau is a fully family owned business that traces its roots to being a black smith business, founded in 1878 by Johan Georg Doll. Export markets have always been a strong pillar of the business. Foreign markets were tapped as early as 1950, providing timber trailers to Africa. Apparently, some trailers made in 1974 are still running in East Malaysia. Being in close proximity of the Daimler works, it is not surprising that Doll has an outstanding relationship with the maker of the first trucks.

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

- 1) Logging: being located in the Black Forest in Germany, this is a given
- 2) Heavy Haulage, which makes up between 45 % - 50 % of the companies turnover. This also includes military applications
- 3) Ground support equipment with the focus on catering high loaders
- 4) After Sales, which includes maintenance, warranty and spare parts.

At the IAA, Doll is showing the new panther series trailer. This is the ideal trailer for exceptional transports. With a steering angle of up to 55 degrees, the trailer masters difficult routes easily. The low loading height of only 85cm gives users the extra space for high loads. Compared to modular systems this is an advantage of 15 cm, which in many cases makes a tremendous difference. According to Patrick Spitznagel, head of the heavy haulage division, this trailer is a feast for technology fans. "The panther is an in-house development, using double-wishbones, it has an extremely high steering angle and offers ideal weight

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

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

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



Hyva shows innovations that come full circle

Compared to the entire vehicle, hydraulic cylinders may be small. However for some businesses, these parts are as crucial as engine performance or rolling resistance.

Hyva is passionate about innovation. Hyva cylinders are engineered so that the tipping capacity relates to the weight of the payload, allowing heavier loads to be carried effectively.

Weight reduction = higher net payloads = lower operating costs + reduced environmental impact.

For certain applications tipping speed is crucial. If you are having some 200 trips per day to make in a mine, you don't want to be standing still, but get the load off the truck as fast as possible. Durability is another aspect of the cylinders made by HYVA.

At the IAA, HYVA was showcasing the latest Titan hookloader. Here the innovation is that parts are no longer welded, but bolted / screwed. This means that the assembly will be delivered fully painted instead of just coated with primer. Also, since good welders are more difficult to find, there is no more need to worry about this aspect. Previously, the parts needed to be welded and then painted. Through the new production method, HYVA saves clients about 2 weeks of waiting time!

Managing Director of Hyva Malaysia Arthur van Welzen said, "Hyva products excel in both speed and durability, and this was clear at the IAA exhibition in Hanover when Hyva presented the TITAN hookloader – Hyva's lightest, fastest and safest hookloader. We understand what is important for any particular segment and know how to address that need with an appropriate product. Hyva aims to add value to our client's businesses and we want to be close to them."

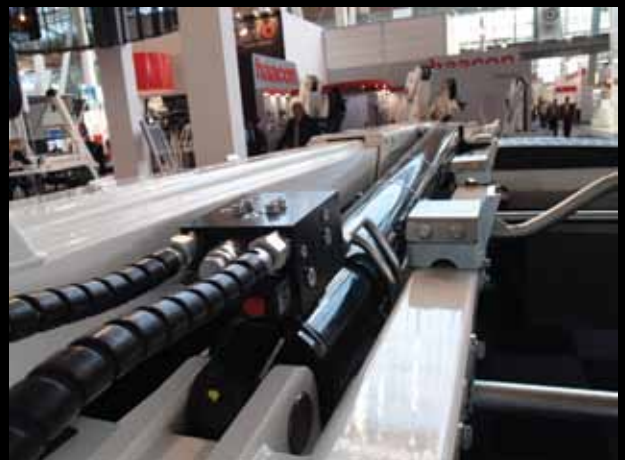
Hyva's latest products capture the very latest capabilities in safety, innovation and environmental protection. Hyva is dedicated to lowering the oil consumption and weight of your vehicles by utilising higher operating pressures in cylinders and new materials.

Innovations in the production process for cranes uses less welding to reduce energy consumption and a water-based paint



process that cuts solvent emissions. Latest designs use biodegradable oil and introduces lightweight solutions, lower power consumption and reduced truck emissions. Naturally, there are other aspects where HYVA is currently innovating, but these are to be kept for a later time. The industry will be in for more treats from the European company whose company name stems from "Hydraulic Vaandrager".

HYVA Malaysia will be exhibiting at MIBTC 2013



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



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

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

The new composite is 30-50% lighter

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

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

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

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

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Email: michael.ertel@lamilux.de

LAMILUX will be exhibiting at MIBTC 2013.

MAN shows teeth with a full range of vehicles at the 62nd IAA in Hannover



Not only does MAN spot a new logo, there is also a complete range of new trucks, busses and communal vehicles to marvel at. The latest product line up includes busses that are equipped with ramps to allow access for wheelchairs, Euro 6 compliant vehicles to meet the needs of all market segments and gadgets like the I-Pod docking station for your truck were among the few items to check out. The Asian region was strongly represented and on the day of our visit, some 90 visitors were brought to the IAA by the dedicated staff of MAN across SEA. Among them was also a delegation from Malaysia.

Europe will see a new legislation, requiring all vehicles to be Euro 6 compliant as of January 2014. Even today, MAN has trucks and busses that comply with the law. From the smallest 7.5 tonne truck for inner-city needs (TGL) to

the TGM and finally the TGX, they all have the latest technology onboard. To achieve Euro 6, all technologies used over the past decade are morphed together: AdBlue, Commonrail and Double-Turbo are just a few to be named. To make things easier for body-builders, MAN is now assembling trucks with pre-determined positions for specific items, such as the tank and exhaust. Each industry sector will have a specific variant, addressing the unique needs of the segment. "Not surprisingly, we won the tender for 144 vehicles for Alam Flora" said Michal Luberadski, who lead the Malaysian delegation. The vehicles are currently being assembled in Rawang. Other noteworthy innovations include the rear-view camera which is now a standard item and that also signals that the image is live to avoid accidents when images are coming delayed.

Billy Tee, Director of NITTSU Transport Service is attending the IAA for the second time. According to him, "This is the place where you get to see the latest. Not only trucks, but also the services, accessories and new upgrades for us". His company is currently running a fleet of some 25 MAN TGS 4 x2 trucks in haulage and long distance haulage applications and the company is now placing a strong emphasis on driver training as this has a direct, positive impact on the bottom line. "This show is very impressive. Especially what has been done in connection with Euro 6" he stated further. According to him, this is the company's contribution towards the Kyoto protocol.

Another MAN customer is using his trucks in mining applications. "You need tough trucks there!" Mr Tan said in a short interview. "We are using the MAN TGS and you can imagine what it means to run a fully loaded truck on a 30 degrees incline" Tan elaborated. His trucks are equipped with the Intargo System. Together with other visitors he experienced the IAA, Hannover and Germany for the first time and will surely be back. After a long day at the exhibition, guests were invited to show their teeth while tucking into the German fare that was served on the stand. "We are missing MANtau" Tan joked.

MAN Malaysia will be exhibiting at MIBTC 2013.

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



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

Founded in 1928, the company has always prided itself in being innovative. The business motto is "We make products that make a difference." Back in the days, the first coiled electrical cable sent shock waves through the industry. Conventional straight cables, used up to the 1970s, would rip out of the sockets when the trucks turned too sharply in a corner, as they did not extend. Phillips' cables however extended and allowed the trucks to turn in any radius, without having to worry about the electrical connection between truck and trailer. Today, these cables are a standard.

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

says Rob Phillips, who joined the family business after realising just how much fun there is in this business. Having toyed with the idea of working in F&B, a internship in his dad's company convinced him otherwise. You can see that Rob has a lot of fun with his products when he pours water into a connector just to prove it really is waterproof. Having addressed the issue of cables ripping out of sockets when turning, Phillips then addressed the issue of truckers forgetting to unplug the cables. "It still happens, but we have come up with a system whereby you simply replace a damaged part in a plug and play manner. You don't have to splice cables, screw them in and figure out which of the 15 lines you are holding in your hands. Take a new socket, plug it in and you are good to go" Phillips says. For OEMs and body-builders this means a tremendous reduction in manufacturing time. Imagine you need just a few minutes instead of hours. Phillips is now offering complete modular trailer harnesses in modular systems, all waterproof, lighting-fast to install, and manufactured to a standard that exceeds requirements under ISO.

Naturally, this all results in lower repair cost and warranty claims.

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

Headquartered in USA, the company currently has 650 staff, with operations in 5 countries, and sales in 46 countries. The latest addition is a warehouse in the Netherlands to support the expansion in Europe. Highly trained staff are ready to assist with any needs the industry may have. In Malaysia, Tom Pittam, an industry veteran, is your contact person on the ground.

Wabco recognises importance of region with a dedicated Asia Day at IAA



Wabco is one of the world's leading suppliers of electronic braking, stability, suspension and transmission automation systems for commercial vehicles. Not only did the company showcase new products at the IAA but made an entire day a focus of our region. Held on the 21st of September, Wabco's Asia Day included a plant tour, test track demonstration and a dinner for invited guests.

Prior to the IAA, on 17th September, Wabco inaugurated its new Sales and Training Center in Hanover, Germany, nearby the company's center for research, development and manufacturing.

In Hall 16 at Stand B10, Wabco presented exciting innovations featuring vehicle efficiency, environmental sustainability, advanced safety, driver effectiveness, technology diagnostic systems, Wabco University and more. Recognising Asia's importance, IAA's organiser also hosted a China day. During the event, Wabco's President, Asia, Leon delivered a keynote presentation about the company's strategy "We are proud to contribute to VDA's IAA-China Day as we continue to differentiate Wabco as a leading brand of reference in China," said Leon Liu. "In particular, our customers highly value Wabco's capabilities for product development, engineering, testing and

system integration, resulting in local solutions to help Chinese customers sustain their success nationally and internationally" he elaborated.

Trailers equipped with innovative functions from Wabco's Intelligent Trailer Program were featured daily in live demonstrations at the IAA Innovation Stage. At the heart of WABCO's Intelligent Trailer Program is industry-leading braking technology. With the technological evolution of trailers over the past decade, the braking system has evolved to become a mini-computer. The most advanced version of these mini-computers is the Electronic Braking System (EBS). The latest generation of Wabco EBS for trailers includes 40 pre-programmed functions, with capacity for vehicle manufactures to also program extra functions. Every type of trailer can be equipped with functions that strongly contribute to better vehicle efficiency as well as improved vehicle and road safety.

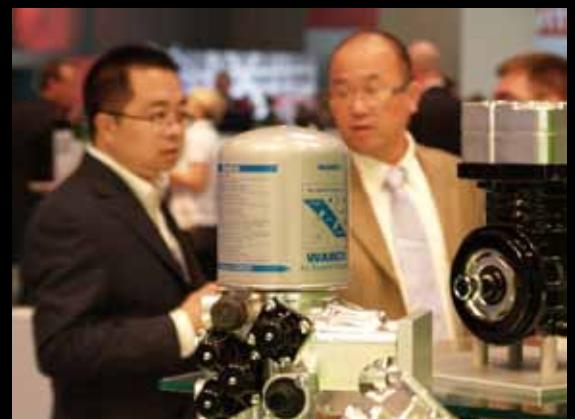
Guest of the Asia Day could experience Wabco first hand in the factory tour and on the test track. The visit to the test track was important as currently, Wabco is the only supplier to the commercial vehicle

industry that operates three privately owned test tracks:

- Rovaniemi Test Track at the Arctic Circle (Finland), opened in 1988
- Erich Reinecke Test Track in Jeversen near Hanover (Germany), which opened in 1995 and extended in 2008
- Chennai Test Track (India), opened in 2001

Each test track is specially designed for commercial vehicle trials. It provides optimal conditions to test and refine new systems to meet customer and regulatory requirements.

Wabco's proving grounds allow testing for the world market – on all road surfaces, in all weather conditions, from extreme cold to high heat and humidity.



Hino Motors brings roadshow convoy to Malaysia's East Coast

Not quiet like in the 1980's movie, but an impressive Convoy it was visiting strategic locations at Peninsular Malaysia's East Coast.





In conjunction with the very special and important celebration of the 'MALAYSIA DAY', Hino Motors Malaysia organised its first the Hino Convoy-Type Road Show. The tour along the Peninsular's East Coast stopped at every Authorized Dealers in the East Coast region. All stopovers had been planned and scheduled at key and important areas in all major towns in Kelantan, Terengganu and Pahang.

It was an impressive sight to see the convoy make its way up to the north-east of Malaysia. Leaving Kuala Lumpur on a sunny Sunday morning at 7am, the convoy used scenic trunk roads to get to Kota Bharu for the first event on Monday morning. Wedged between a spotter car at the front and the "Sweeper car" at the back were 2 Hino 300 Series trucks with automatic gearboxes, a Hino 700 prime mover, a Pro-Care truck and another 2 Hino 300 trucks with open beds to showcase a wide range of applications. People in small towns stopped as the convoy made its way through small towns. Stopping at a petrol station always caused a stir as all of a sudden all pumps were occupied and the stations turned into Hino showrooms with many of the trucks on "live-display".





On the 14th Sept 2012 the event was officially flagged-off by the Managing Director of HMML, Mr. Nobuyuki Tanaka and YB Dato' Haji Anuar Tan b, Abdullah, Kelantan State Exco Member at Pintu Gerbang area in Kota Bharu, Kelantan.

Tanaka said during the flagoff that "It is important for me to be here, just as this convoy is important for Hino. The purpose of this East-Coast Convoy is to boost our business in this region. Naturally, our trucks are meant to improve the businesses of our customers too."

The main objective of this event was to further improve the awareness of the Hino brand in all East Coast states and promote the newly launched HINO 300 series as well as other models within the HINO portfolio. HINO is focused to increase its presence and level of awareness in the East Coast market and also increase the market share in the East Coast region. During this roadshow, Hino was also showcasing its model ranges to provide the market with more options and solutions to their logistical needs and requirements.

"We have been loyal customers since 2006" said Dr. Sim Eng Kean, who was attending the flag-off ceremony. According to him, Heap Kee Chan Sdn Bhd has a range of 6 different Hino trucks, ranging from 5 to 14 tonnes. "We tried the trucks and were convinced. Price wasn't the main concern as service is what really matters when you need to keep trucks on the road" he elaborated.

The convoy made stopovers at strategic checkpoints throughout the 1 500 km journey. HINO would reach out even further to key and potential areas such as industrial estates, wet markets, fishing villages, to name a few. HINO strongly believes in supporting the community via CSR activities would bring harmonious between the business and community at large. Therefore, HINO Convoy had also carried out CSR activities at the selected locations such as Orphanage Homes, Kindergartens and Old Folks Homes. On the second day for example, in the afternoon, the convoy stopped at an retirement home for oldfolks to hand over a donation for the home to further improve the facilities and to provide food for the inhabitants.



In addition, the convoy also ran the Hino PROCARE for all Hino truck owners by offering them the Free Inspection at selected locations. This exercise further highlights Hino's commitment towards After Sales and further improving relationships with all Hino customers. The HINO Convoy showcased possible vehicle upgrades (trade-in) which are aimed at driving more referrals to all Hino Dealers. All dealers in the region had been factored into the activities. By visiting all of them, Hino was able to closely understand their operations first-hand (genchi genbutsu), identify areas for Kaizen and more importantly gain a higher brand trust and commitment from the dealers towards its branding exercise.

HINO has introduced its "Free Service Program (FSP)" for all HINO LCV customers. FSP is HINO's high commitment in providing best After-Sales care for all HINO LCV trucks that are sold & registered from 1st Nov 2010 onwards. This is a

free service campaign with ZERO cost to the customers. All the customer needs to do is send their vehicles to any HINO authorized service dealers for the 3 services (5,000km, 15,000km and 25,000km). The free services offer Parts, Lubricants and Labor. Hino is proud to be the leader by providing a market first 36 month / 100,000 km manufacturer warranty for all LCV / 300 Series Models. This is conducted to reflect HINO's confidence in its products.

Today, the HINO brand is widely respected as the leading manufacturer of quality commercial vehicles, ranging from Light to Heavy Duty Trucks, Buses and Engines. Established in 1977, Hino Motors Malaysia (HMML) was the first company in Malaysia to assemble Japanese-built diesel engine trucks on a commercial scale. The company's philosophy is to continuously improve Customer Trust and Confidence. This is conducted by developing world-leading logistics solutions, by focusing its priorities on manufacturing vehicles with strong / DNA focus in Safety, Quality, Reliability, Durability and Environmental Friendly vehicles. These are values shared, as HINO is a Group of Toyota (Japan).



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

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

The Initial Sketch

It was 2006 when Volvo's Director of Design, Rikard Orell, says he started sketching the first lines of the new truck. "Drawing a picture is still the best way to convey your ideas to management and colleagues of what you have in mind," he noted. "We started with its forward leaning pose. It is designed to give you the impression that this is a truck that is willing to go out and do a hard day's work."

From there the truck evolved to what it is today as it incorporated all the values of Volvo and the new cutting edge technology, which makes it different than its predecessor and most trucks on the road. Asok George, who was responsible for the exterior design said the distinctive personality was a priority for everyone on the design team. "This is vital," said George, "It has to express the truck's efficiency and dynamics. It should look like it's moving even when it's standing still."

Safety Above All

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

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

Driven by People

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

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

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

A Riveting Demonstration

When you have a product you want to promote, a good way of doing this in our IT age is to get a video on YouTube, and that was what Volvo did. They produced a riveting video that at the time of the launch, at the beginning of September 2012, it had about five and half million hits.

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

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

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

Individual Front Suspension

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

The Individual Front Suspension is what is being introduced. "Though it has long been in use in cars, this was a very difficult feature to put in a truck," says Claes Nilsson, President Volvo Trucks. The weight of the vehicle was just one of the challenges they needed to overcome. But overcome all the challenges they did and now Volvo proudly demonstrates a vehicle that has a ride like none other. The handling is superb and is one of the many features that make the new FH a great improvement over its predecessors.



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

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

Series 1

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

At the Volvo Museum we are introduced to Gabrielsson and Larson, two far sighted and entrepreneurial individuals who got Volvo rolling. They worked at a very successful factory in the early 1920s that made ball bearings, but they wanted



to make cars so approached the factory owners for money. They were given the money and a new chapter in automobile history began.

I Roll

At the time cars were being named after the people who made

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

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

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

Reduced Fuel Consumption

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

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

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

Cab Comfort

While we are all fascinated with new technology Volvo keeps in

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

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

More Spacious

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

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

The Future

When launching a new truck you have to do something different, and Volvo's gala dinner provided magic, glamour and excitement. The dinner was not just held in Gothenburg,

attended by 2000 guests, but simultaneously Gala dinners were held in Madrid, Birmingham, Paris, Rotterdam and Brussels at which 4000 people took part. They were all linked by a TV broadcast, watched by 34000 people, with hosts in each city introducing celebrity guests.

The excitement grew during the evening as the audience and



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

Double the Celebrations



The Hari Raya celebration is all about seeking forgiveness for all your past sins, and enjoying the festivities with your family and friends. In celebrating the recently concluded vibrant holiday, Inokom Truck hosted its annual Hari Raya Open House as a gesture of appreciation to its loyal customers and business associates, for their continuous dedication and strong support over the years.

The residents from the Pertubuhan Kebajikan Anak Yatim/Miskin Klang (PEYAKIN) were also invited to attend the festivities, which is in line with Hyundai Sime Darby Motors Sdn Bhd's commitment of being a socially responsible corporate citizen. Both Inokom Truck's guests and those from the welfare institute were treated to an array of classic Hari Raya dishes, including chicken rendang and satay, along with the crowd favourite - roasted NZ whole lamb.

With the recital of a short prayer, the welcoming speech was delivered by Inokom Truck's management. This was followed by the presentation of 'duit raya' and a school bag to each resident of PEYAKIN.

"I am thankful to the Commercial Vehicle department of Hyundai-Sime Darby Motors Sdn Bhd for giving us this opportunity and donation. We are really honoured and appreciative; it makes a lot of difference in giving comfort to these children," says Wan Abdul Hisham Wan Ahmad Tajuddin, Chairman of PEYAKIN.

In conjunction with the Hari Raya open house, Inokom Truck also introduced its new local website, which is www.inokomtruck.com.my. The website creates an easy access for both its business associates and potential customers to receive a user-friendly and reliable consultation experience.

Inokom Truck also envisions the website to be a "one-stop page" for its dealers, end customers and individuals to get relevant and latest information on establishing their businesses, planning their operations and proof of concept.

Not only does it feature a modern, attractive design, the website is easy to navigate – allowing the customers to find their information as quickly as possible. Additionally, they can also find out the latest news and events by becoming members. All they need to do is sign up for a free newsletter.

The best bit of all? You don't need to do all this only on your office or home PC or laptops. You can also easily browse the Inokom Truck website through a mobile device – anywhere and anytime.



Frost & Sullivan: Global Platform Strategies

Major heavy-duty truck OEMs: nearly one in three trucks manufactured by 2018 to feature platform based lineage

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

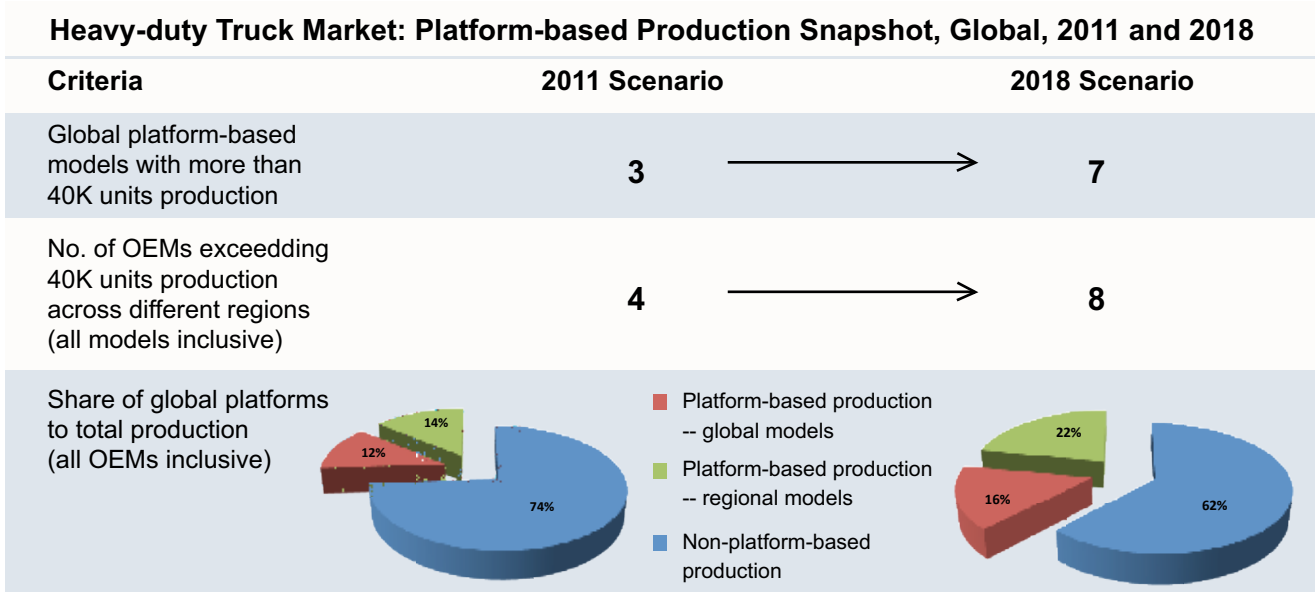
Now, after less than 10 years since western OEMs started entering Brazil, Russia, India and China (BRIC) markets with serious intent, the very face and structure of the global heavy-duty truck market has changed. Markets considered as an afterthought a few decades ago are now dictating the course of global commercial vehicle demand and industry's growth. The seismic changes shaping the commercial vehicle industry globally have truly flattened the world, where OEMs from both triad and non-triad markets are aggressively competing for sustainable and robust growth. As OEMs begin developing growth strategies in this flat-world eco-system, global platforms

have emerged as a major requirement for any OEM with strategic intent and hunger for global growth.

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

This study developed through intensive evaluation of platform strategies of 12 leading global OEMs concludes that by 2018, on average, 30 per cent of all heavy-truck production of top-12 OEMs will be based on global platforms. By that same year, 29 heavy-duty truck models globally will be based on global platforms. Half of the top 12 OEMs will in effect increase the number of dedicated global platforms while the remaining six will rely heavily on the global platforms that are currently in production.

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



Source: Frost & Sullivan

Daimler, Volvo and MAN are expected to derive tremendous benefits from their investments in platform based global truck production, while Scania will continue excelling in modular-based truck production from a qualitative perspective. Scania has been and will continue to remain for the foreseeable future the pioneer in developing global truck platforms.

Global platform development and execution may appear to be just a triad OEM strategy to penetrate growth markets, reduce manufacturing costs and complexity in domestic and global markets and enhance margins. However, this strategy is also being feverishly pursued by BRIC OEMs to develop truck models for both developing and developed markets. A look into platforms of TATA, DongFeng, CNHTC, Foton, among others will show that platform-based models such as PRIMA, Tianlong, SITRAK, Howo, Auman GTL and others will play a much greater role in markets as diverse as Asia Pacific, Africa, Middle East and South America, as well as hold the potential to enter European and North American markets by 2020.

Vertical integration seems to be the manifestation of global platform strategies of some OEMs such as Daimler and Volvo, as it enables these OEMs to control both margins and product differentiation. In fact, vertical integration is actually posing a threat to current truck sales culture in North America, where trucks are pulled by end-users through spec'ing, as opposed to Europe where trucks are pushed by OEMs.

OEMs' global platform strategies, especially in the case of BRIC OEMs, are expected to partially hinge on the availability of Tier-1 suppliers that have the footprint and scale to support them as they go global while also partially relying on local suppliers in foreign manufacturing locations that have the expertise and attractive pricing value propositions to develop and deliver cost competitive trucks. Daimler's decision to use the Axor global platform for Bharat Benz in India for certain vehicular modules and systems, while engaging with a very high number of local suppliers (which is quite a typical of Daimler in triad markets) shows that suppliers have more to gain than lose in the game of global platform strategies of both developed and developing market based OEMs. Tier-1 suppliers such as Cummins, Eaton, ZF, WABCO etc. are poised to support OEMs.

The global heavy-duty truck market is just about getting ready for a prolonged love affair with global platform strategies. As it embraces these strategies with open arms and looks to benefit from their effective execution, it will become imperative that OEMs do not remain myopic in developing these platforms for triad and BRIC markets alone. Frost & Sullivan is forecasting global heavy-duty truck production from global truck platforms to reach approximately 612,000 units by 2018, which is nearly double of global platform-based truck production levels in 2011.

Kit Loong Commercial Tyre Focuses on Casing Diagnostic for superior retreading

An insight into how Kit Loong Commercial Tyre (KLCT) goes about the retreading of their tires.

In the commercial tyre industry, delivering the best CPK (cost per kilometre) is what all manufacturers are aiming for and claim to offer. What makes a premium brand is the fact that these tires are designed with the possibility of retreading and reuse of the casing. Actually, 80% of the manufacturing cost comes from none other than the casing itself.



Casings - what impacts their quality for retreading

Supporting demand for tires being friendly to the environment, the multiple life concept for tyres has been a focus for all tyre manufacturers. In this context, companies talk about "multi life", which stems from the term "multiple lifecycles". There are three essential criteria to enable a tire to be retreaded or used in multi life:

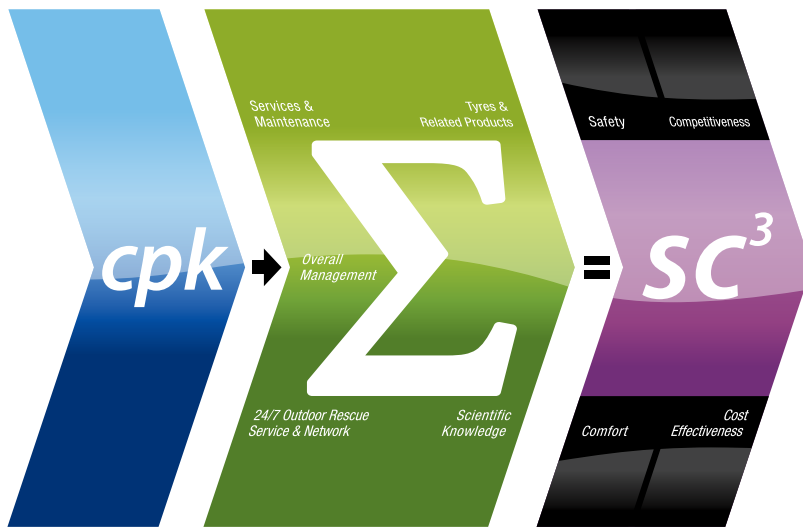
- using the right product for any given application
- maintenance of the tire(s)
- damage repair and / or the method of repair (skilful repairs)

Given these are being observed, a premium brand will prove to have the best retreads if the right application is used. However, even in the case of a premium brand, casing conditions may differ after the "first life". Even if the above is being monitored strictly, applications, road conditions and the usage on the truck or within the fleet will impact the quality of the casing. Thus, KLCT is of the opinion that it is almost impossible for the industry experts to point out which exact brands, factors and conditions will produce the best casing. Having said this, these factors will definitely affect the outcome of retread.

How KLCT approaches tire retreading

Essentially, KLCT approaches the manufacturing of retread tires based on their "KL Sigma Formula". The goal is to deliver to end users "SC3" which stands for Safety, Competiveness, Cost Effectiveness and Comfort (Confidence). In order to achieve a high "rating" of SC3, KLCT is applying the Sigma formula, which encompasses all aspects of a tire life cycle.

The Sigma formulation covers tyres and related products, services and maintenance, breakdown rescue service, scientific knowledge and overall management of tyres. Taking all these factors into consideration, KLCT achieves an effective “CPK” which means lower cost without sacrificing safety and efficiency.



This formula of SC3 takes all aspects of the tire life into consideration, thus it delivers the benefits of safety, competitiveness, cost-effectiveness and confidence through the KL Sigma Formula. Guiding the development process, it is a proprietary tool that combines a sum of technical know-how, understanding of tyre movement essentials and product expertise.

Kit Loong Commercial Tyre's Casing Grading System

In order to retread tires, casings need to be evaluated for their usability. Here KLCT starts with their own brand differentiation. In the initial stage, casings are grouped into 5 categories (despite the huge number of

tyre brands available in the market). Grouping is based on the original tyre manufacturer's innovation technology and their respective manufacturing processes. This is to ensure the application of the best of the Kayel Retreading Process Technology solutions.

Casings are categorised in a system that ranges from A to F, which is essentially based on common international specification. The casing classification depends on the damages on the casing (if any), the repair range and quality. The lower the grade of the casing, the less pay load and speed capacity is recommended, provided a proper repair is applied.

Shearography is necessary as the visual inspection by technicians will not be able to determine the internal structure of the casing and the fitness level of the casing without a proper scanning. Through this scan, it is determined if the casing has any internal ply injury to avoid pre mature tyre failure due to ply separation. However, the quality of the brand is equally important to determine if the casing is of high grade. A lower brand may have its technology disadvantage vis-a-vis a premium brand which can be the source of tyre failure and retreadability of a casing.

You can learn more about this at the upcoming MIBTC 2013, where KLCT will be exhibiting.

KLCT offers multi-brand retread solution to address the market needs based on casing grading and product application. For more information on KLCT multi-brand retread solution, please contact 03-5122 2418.

Malaysian solution to a global problem

Sekhar Research Innovations finds an answer to the global problem of scrap tyres



Malaysian-based rubber technology research and development company, Sekhar Research Innovations Sdn Bhd ("SRI"), is looking forward to a bright future as the company was offered a US\$3.15 million investment led by QMA Capital Sdn Bhd ("QMA"), an outsourced partner of Malaysia Venture Capital Management Berhad ("MAVCAP"), and Agensi Inovasi Malaysia ("AIM"). AIM is a statutory body set up by the Government of Malaysia to support innovation in the country.

Gopinath B. Sekhar, founder and CEO of SRI is firm in his belief that the devulcanization technology that the company has developed will revolutionize the rubber industry and the way in which End of Life tyres are managed globally.

SRI's technology which combines proprietary mechanical-chemical processes (owned by SRI) to convert rubber powder or waste into a fully devulcanized rubber compound at a high volume is dubbed by many as the first of its kind. "Effectively the SRI Compound is not a filler or cheapening agent, it is actually replacing a proportion of the original material. Production of this vital compound is done with very low energy consumption and without generation of waste or pollution. Sustainability with commercial viability is the powerful and irresistible combination the SRI Technology brings to the table." Sekhar said.

Description of Devulcanization

Devulcanization refers to a process in which the crosslink bonds in the vulcanized rubber are cleaved totally or partially. The devulcanized rubber is then able to be re-vulcanized and utilized again like virgin rubber.

Historically the reversal of vulcanization which was considered an irreversible chemical reaction in all the chemistry text books has always been a difficult challenge. The easiest description in layman's terms is to make the comparison with baking a cake: you add flour, milk, eggs, sugar etc and then you blend it all together in to a thick batter. The batter is then poured into a mould which is put into an oven to bake for a specified amount of time at a specified temperature to end up with a cake. You cannot take the baked cake and convert back into a batter. You could grind it up or break it down into a fine powder or paste and add a tiny amount in the batter as a filler, but beyond that it wouldn't work.

This is the same in rubber product manufacturing as natural rubber, synthetic rubber, other raw materials (carbon black in the case of tyres), chemicals and sulphur are mixed together into a compound. The compound is put in a mould and the mould is heated up for a specified amount of time at a specified temperature to vulcanize it into a finished product. You can't break up the finished product material back into the compound (batter).

What SRI Elastomers have effectively done is convert the cake back into batter. What is more significant is that they have done this utilizing a low

energy, modular system operating at large volumes providing ease of scaling up.

The issues here are of course that this operation needs to be scalable to meet the demands of tyre manufacturers and that a tyre in its entirety is to be used, not just the high-end scraps. Also, this process needs to be producing compounds that are safe to use and negate the need of burning the rubber as a means of recycling.

SRI Elastomers says their solution addresses these requirements and also some beyond them.

The SRI Elastomer Technology

The SRI activation system and process is designed for high volume and provides economies of scale across the board. Other technologies are very traditional and revolve around the use of half century old, 2 roll mills or high friction ratio refiners. These systems substantially limit the operating batch volumes, no more than 15kg per batch and taking nearly 20 minutes to complete, making it a near impossible task to address any real volumes. This is possible for small operators but the capital outlay to throughput ratio and high a chemical cost severely limits viability.

In the case of SRI Activation a proprietary processing equipment is used and the system does not have or utilize 2 roll mills, refiners or extruders (cooled or otherwise). The SRI Activation system has a batch size of a 350kg and a process time of 20 minutes per batch (specific to target application). The batch volumes are designed to match those of large rubber product manufacturers

allowing for the maximum flexibility for customization. The economies of scale and low energy foot print allow for conditions that support substantially lower cost than the technologies mentioned for comparison. One activator provides a throughput of 1,050kg/hour which equates to 7,200 Metric Tonnes per annum compared



to 412 Metric tonnes per annum in the case of Refiner/friction mills used in traditional methods, assuming it was able to support near non-stop operation which it cannot.

The SRI Compounds have storage stability / shelf life, stable and tested for up to 6 months (equal to the virgin compounds) without any loss of properties. This ability provides SRI activated compounds and custom compounds with the flexibility needed to address logistical conditions on the ground, supporting their status as an industrial raw material.

End of life for tyres

About 1.4 billion tyres¹ are sold worldwide each year and subsequently just as many fall into the category of

end of life tyres. Despite an increase in the service life of tyres and the economic slowdown in Europe, US and Japan further to the financial crisis, these volumes are about to increase because of the projected growing number of vehicles and increasing traffic worldwide.

After sorting used tyres for retreading and reuse/export (which in total represents about 581,000 tonnes of used tyres), there remains a flow of end-of-life tyres of 2.6 million tonnes which enter multiple recovery routes.

Since 1996, more than 20 million tonnes have been recovered through energy or material recovery. In 2009, an impressive 95% of end of life tyres arising on the EU market were successfully diverted from landfill. This is a 2% points increase vs. the previous year achievement. This also promotes Europe as one of the most advanced regions in the world in the recycling and recovery of ELTs. All in all, about 2.5 million tonnes of end of life tyres were collected to enter recycling and recovery processes. This represents a five-fold increase of the recovered quantities over the last 16 years and an average annual increase of 25%.

Shredded and granulated scrap rubber After the removal of the steel and fabric components the remaining rubber is reduced to powderized crumb rubber. Applications include moulded rubber products such as wheels for caddies, dustbins, wheelbarrows and lawnmowers, urban furniture and sign posts.

Crumb and powdered rubber are also to be found as flooring for playgrounds and sports stadiums, as shock absorbing mats for schools and stables, as paving blocks or tiles for patios and swimming pool surrounds as well as roofing materials.

Another current use of crumb rubber is in the construction of artificial turf for example in football fields. Rubber modified asphalt takes advantage of the elasticity and noise absorbing characteristics of the rubber. But then again, there are only so many roads that you could re-surface with this.

Originating from Malaysia, SRI is attempting to revolutionize the way end of life tyres are used and managed Globally through the use of their innovative, ground breaking technology.

SRI Elastomers' CEO: Gopinath B. Sekhar

Brings with almost 30 years years experience in Trading, Rubber, Palm Oil Processing and R&D. He spent the last decade in Rubber Technology, focusing on development of new processing technologies and applications solutions.

Sekhar personally developed several proprietary technologies of commercial significance related to deproteinization of rubber and rubber recycling, incorporating Recycled Rubber into value added applications. He developed the 1st pilot glove and catheter deproteinization plant in Kerala India and Co-invented with Dr. B.C. Sekhar the proprietary Low protein Latex innovation.

He also developed the novel mechano chemical process which utilizes a combination of a proprietary surface activation machine designed for bulk devulcanization of cryogenic and ambient crumb and a special combination of chemicals operating on a cost effective and energy efficient manner.

Shell Card - an essential card for every trucker's wallet



How Shell Card can improve your business, save you time and provide more security.

In our last issue of Asian Trucker, we looked at all the various aspects of how Shell helps fleet owners and driver-owners to improve their business. One of the cornerstones to this is the Shell Card. We touched on some important points in the previous article. Now it is time to have a closer look at this facility.

This card allows Shell's business customers a more secure and efficient way to buy fuel and gives access to a range of other great services, whether you have one van or a whole fleet. With over 50 years of fuel card expertise across the largest network of stations in the world, a Shell Card can give you greater control, convenience and security. This means you'll find that it saves you money, too.

Critical protectors

Velocity limit and Purchase restrictions: You can put a limit on fuel spend. Shell Card monitors each transaction and sends you an email alert in the event that any of your drivers are spending too much. You can also determine the items (either fuel or items from the Select Shop) that can be bought on eachcard.

24/7 Card blocking: In an emergency, you can instantly block your cards across Shell's national network by calling the helpline at any time, even in the early hours of the morning. Shell's service agents will help you block your card, immediately.

Immediate Liability Switch: If you ever decide to cancel a card, once Shell receives written confirmation, Shell will accept liability for any further transactions.

PIN and vehicle number: Shell ensures that all payments and invoices are secure and each card is protected by a PIN code. Cards can also be embossed with an individual vehicle number or a driver's name if you prefer.

Valuable enablers

Customisable e-alerts: Shell's email alert service is another way to monitor all transactions on your cards and spot anomalies. Choose from a variety of e-alerts you would like to receive.

Shell Card Online: This is another way in which Shell assists and alerts you of any problems. As well as monitoring transactions, you can view and download online reports to stay fully informed.

Fraud Teams: Shell's dedicated Fraud Team detects suspicious transactions and works closely with customer service to alert you of any irregular spending behaviour on your cards. The team also performs transaction analysis and stays abreast with industry fraud trends. Should the Fraud Team detect any evidence of potential fraud on your card, you will be contacted.

Educate drivers

Here is an extra tip from Shell: make sure all your drivers are aware of our Golden Rules for Drivers and apply them consistently. Assigning cards to drivers, instead of vehicles, can also help increase your drivers' commitment to keeping their card secure.

By using the Shell Card along with the additional functions provided, you can actually improve your business as you will be in greater control of your fuel spending.



Golden Rules for Drivers

Fully informed and alert drivers are the first line of defence against card fraud and misuse. They just need to follow these simple, common sense rules:

Do...

- Memorise the PIN as soon as you receive it and keep it secret. The PIN is your best protection. Check your monthly report and invoices immediately to identify any unusual filling pattern.
- Keep the Shell Card in a safe place and under lock when not in use.
- Always report when a card is lost or stolen.
- Always enter the PIN yourself when filling up at Shell stations.
- Always destroy expired cards upon receipt of the replacement card.

Don't...

- Leave the Shell Card at the exit guard house or in the vehicle.
- Write the PIN on the card (or anywhere else).
- Leave your card at stations.
- Reveal the PIN to the pump attendant or cashier.

Why do you need to know about **tyre maintenance?** It's all about **Safety** and

Do you regularly service and maintain your trucks and buses? Change the oil, check the brakes and gear oil levels, clutch adjustments, measurement of brake pads and alignment and balancing of your vehicles? All these thorough care and maintenance is after all done to prolong the safety and life cycle of your fleets. But a rather important safe aspect of your vehicle maintenance is more often than not missing in the trucking industry.

Tyre maintenance is a vital component in the trucking industry which is often overlooked. It is a key factor for safe operations and lowering operating costs in the industry. Many trucking professionals are still not aware on the benefits and safety of proper tyre maintenance. The prerequisite for successful maintenance and care is the correct choice of tyre, which can be recommended by Continental professionals. The important areas that will be discussed are inflation, fitment of tyre and wheel on to vehicle, repair, tread depth and storage.

Tyre Inflation

One of the most important causes of excessive irregular tyre wear and damage is incorrect tyre pressure. Proper inflation pressure is essential for achieving maximum performance and mileage and decreasing rolling resistance. Underinflation leads to increased flexing which makes the tyre overheat and may cause tyre failure which is a safety hazard. According to

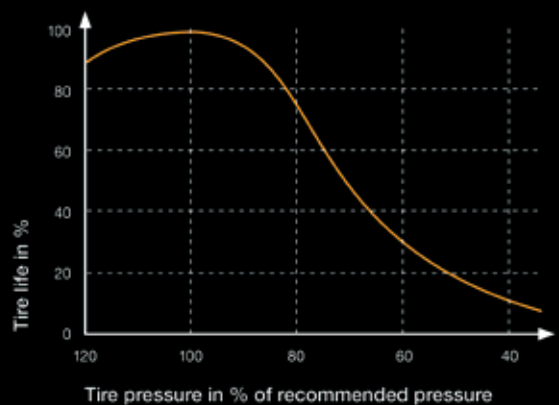
Lee Ah Khong, Continental's Customer Service Manager Malaysia, "In a tyre pressure survey done, more than 40% of tyres were found to be underinflated. We also found that 40% of the inner tyre wheel position on the dual axle could not be checked due to missing valve extension or misaligned wheel positions which is the cause of the majority of tyre complaints. Poor pressure maintenance leads to irregular wear, consequently losing valuable tyre life and a deterrent to safety."

Service instructions are produced by vehicle manufacturers and at Continental, technical documentation about correct and safe tyre pressure is provided. Therefore, tyre pressure is advisable to be checked every two weeks and at least once monthly, when the tyre is cold for safety reasons. Spare tyres must also be checked. When checking tyre pressure, be sure to conduct a visual inspection for external damage, e.g. by embedded nails or screws as it could be not safe when driving. Lee Ah Khong also commented that another common finding in the survey was the high percentage of non-usage of valve caps which protects the valve condition to ensure the valve is in a good condition for accuracy of pressure readings during pressure checks. Therefore, any missing

valve caps and leaking valves should be replaced immediately.

Fitting of tyres

Fitting the tyre must also be given particular care. Right-sized rust-free rims which are not damaged or show any signs of wear and tear should be used for safety reasons. New rubber tubeless valves or new inner tubes and flaps on new tyres are recommended for usage as it is safe. When fitting the tyre, do not exceed 150% of the maximum standard inflation pressure. Under no circumstances must 145 psi be



exceeded. Sometimes, the correct fitting tools and equipment are not used. This also should be taken into account.

Fitting the wheel on to the vehicle

When your vehicles are sent for servicing, vehicle axle data such as toe-in, king pin inclination, castor and axle alignment must be regularly checked and adjusted to within tolerances, after which the

Lowering Costs!



wheel should be fitted. Centering of the axle hub must be ensured. Next, the valves must be checked to move freely and easily accessible whilst valve extensions are vital for dual tyres, as highlighted by Lee Ah Khong for optimum inflation pressure and safe driving. Another important criteria is to have the same type of tyres e.g. radial tyres which will guarantee optimum driving characteristics and maximum safe driving stability.

Tread depth

Sometimes, tyres are over-used and worn out till exposed belt which could lead to serious tyre damage or pose potential risks to safety. Therefore, tread grooves or sipes are featured on tyres around their entire circumference and over the whole width of the tread area to check the tread depth. "In Malaysia, truck tyres generally have a tread depth of at least 1.6 mm or 2.2 mm for China, depending on the law in each country," states Floriano Mota, from Continental's R&D Asia-Pacific. The depth of the tread pattern is to be measured in the grooves or sipes.

On tyres with wear indicators (TWI=Tread Wear Indicators), the tread depth should be measured in the grooves where the wear indicators are located. Wear indicators on commercial vehicle tyres are bridge-like protrusions (raised rubber) 1.6mm high, which show whether the tyre has reached the wear limit. The tread depth should therefore never be measured on the

wear indicators but next to them. Lee Ah Khong emphasizes that frequent inspection should be done for tread depth to avoid any of the consequences mentioned earlier.



Tyre repairs

Tyre damage generally starts on the outer rubber. However, this superficial damage can eventually extend down to, or into, the tyre's reinforcing materials (casing/belt) which is a safety risk. Therefore the tyre should be taken to a specialist for assessment as soon as any external damage is detected.

Damage to the casing or belt, for instance due to a nail puncture or a deep cut, is particularly dangerous and a safety hazard because dirt and moisture may penetrate during the time between when the damage occurred and when it was detected resulting in more serious damage. Inflation pressure will be lost slowly.

The tyre is then driven underinflated and consequently subjected to excessive strain. All these factors can render

a tyre irreparable and unsafe by the time the damage is finally discovered. If repair is attempted, even by a tyre service specialist it is possible that tyre failure can still occur as a result of an overstrained area other than that originally damaged. This is why each tyre must be carefully inspected by a tyre expert before it is repaired. For only a specially trained person can decide whether it is possible to repair the tyre and whether the tyre will be capable of delivering safe performance after the repair.

Storing tyres

In general, how do you store your tyres? Do you place them in an open sun-lit backyard, stacked on top of one another? Do you know that tyres age more quickly if exposed to direct sunlight or heat? Tyres should be stored in cool, dry, dark and moderately ventilated rooms. Tyres which are not fitted on rims should be stored standing up. Contact with fuel, lubricants, solvents and chemicals are advisable to be avoided as it might be a safety hazard.

In retrospect, tyre maintenance is a core area which needs to be adhered to regularly for important safety measures and of course, lowering your driving costs. It has become a mandatory safety precaution and economical solution for your business. You can visit or call your nearest Continental office for professional advice and recommendation for your tyre maintenance.

Putting more on a map than just a dot

Working with global clients to create customised solutions, these fleet management tools also meet individual needs.

A wide range of vehicle location, fleet management, satellite navigation, workflow, mobile job planning and security tools are utilised to provide commercial vehicle, van and car fleet operators with scalable solutions that offer flexibility, reliability and functionality. DigiCore works in partnership with its customers to develop solutions that deliver measurable business and operational benefits by providing total visibility and control of mobile assets and mobile work forces.

The JSE-listed DigiCore Holdings group specialises in the research, design, development, manufacture, sales and support of technologically advanced GPS/GSM fleet management and vehicle tracking solutions. Sold under the Ctrack brand, their solutions offer more than “Just putting a dot on a map” as Omar Hatmi, Managing Director, Ctrack Asia Sdn Bhd, DigiCore’s regional operations managing Middle East, South & South East Asia, explains.



Mr. Omar Hatmi, Managing Director, Ctrack Asia Sdn Bhd, DigiCore’s regional operations managing Middle East, South & South East Asia

Global footprint

Headquartered in Irene, South Africa, the company has a huge global footprint and been in the telematics industry for over 25 years. With over 700 000 units in use and annual sales of 80 000 units across 50 countries, the company is truly able to support multi-national companies. All production takes place in Durban, South Africa while regional and local entities take care of marketing, sales and services.

Given that there are unlimited applications, flexibility and customization is key to success for Ctrack. Most jobs are “made to order” and will only take 2 weeks to fulfil.

Four pillars of business to help truck and fleet owners

Vehicle recovery is one of the features offered. There are some 15 vehicles stolen daily in Malaysia and Ctrack equipped vehicles can be tracked and recovered. Should the insurance market be deregulated, this could have an impact on insurance premiums as there is a higher chance that a stolen vehicle will be recovered instead of written-off.

Through scalable fleet management solutions, truck and fleet owners can take back control over their vehicles. Clients may either decide to manage their fleet in-house or have Ctrack manage it for them. Evaluation of driver behaviour is just one of the many features the system is offering. According to Hatmi “This is about productivity, not just to know where your trucks are”.

Ctrack OnTheRoad™ is a two-way communication and navigation product which will make it possible to broadcast available jobs to truck drivers. Anyone in the area or en route can bid for the job and signal the ability to pick up the job. The system can then navigate the driver to the destination via the best route. This system is the same as used for Singapore taxis, just that the vehicles are slightly bigger.

Services are the last, but perhaps most important part of the offering. Ctrack will shortly offer 24/7 call centre assistance to their clients and dedicated operators will be monitoring fleets on behalf of their customers.

Ctrack offers a range of intelligent solutions for the following categories:

1. Private – Individual's vehicles, small and medium fleets
2. Workforce Tracking – Armed Reaction, Security Guards, Patrollers, Merchandise and Sales Industries, Technicians, Out of Office/Lone Workers
3. Heavy Duty – Agriculture, Construction, Fork Lifts, Fuel and Chemical, Mining, Tippers, Yellow Equipment
4. Fleet – Car Rental, Fully Managed Lease (FML), Government, Insurance, Local Authorities and Municipalities, Long Haul, OEM and Dealer, Police and Security, Professional Services, Service and Utilities
5. Transport – Boats, Planes and Aircrafts, Taxis, Buses and Trains
6. Assets – Containers, Fixed Plant, Refrigeration

Multichannel ease of use

Depending on the size of your organisation, the information from the system may need to be shared among several people

Ctrack offers the option to send alerts to up to five people. Various channels can be used, so that users are not restricted to one tool: alerts can come via SMS, via email, to your smartphone or on the screen of your PC or laptop.

Tracking data is available on three tools ensuring real-time visibility:

- Ctrack maXx: enterprise level SQL based software runs the Data Centre and LAN clients
- Ctrack Online – a zero-footprint internet based vehicle tracking and reporting application
- Ctrack Mobi – provides real-time access to the latest information from Ctrack maXx on Apple, BlackBerry and Android based phones and tablets

"The opportunities are amazing! You can use the system to manage overtime and even create an electronic logbook. For example, you can track and trigger payments for toll gates for your drivers so they don't even have to hand in any expense claims. The best way to use the system is to involve the drivers. Make them a part of it and reward them for the correct use and the application of insights you win. This has worked before and it will also work here in Malaysia" Hatmi elaborates. Omar Hatmi is also the Director Ctrack Operations at Mega Fortris Ctrack Solutions.



New RFID tracking solution for high-value goods launched by Mega Fortris Ctrack Solutions

If you frequently transport cash and high-value goods, such as Gold, Copper, Oil and Chemicals this innovation might be just what you need. A new ground breaking global solution developed by Mega Fortris Ctrack Solutions has been launched to the market in Malaysia on October 1st 2012. The product is called ISIS (Integrated Security Intelligent Solution), and combines Mega Fortris RFID-enabled security seals with Ctrack fleet management and tracking systems.

ISIS RFID asset tracking solution uses active RFID tags which communicate with the Ctrack Solo installed in the vehicle. Using unique ID numbers each ISIS tag is easily traced on the ISIS Inventory system which

is used in conjunction with Ctrack Online or Ctrack maXx fleet management tracking software which gives real-time visibility of cargo and vehicles.

Cash in Transit (CIT), high value goods such as art, expensive wines or other discerning assets can be tracked individually in their case or packaging, giving an additional level of security and tracking on-top of Ctrack's current bespoke fleet management solution. "ISIS is able to extend its offering to a host of other industries, such as pharmaceutical and medical industries who need to track temperature sensitive products like life-saving organs for transplant during its transportation," says Mark Rousseau, Chief Operating Officer for Ctrack. "Should temperatures drop to a certain level within the tote-box, an alarm triggers and immediate action to remedy can be taken to save the sensitive content."

TCIE confident of gaining additional 10per cent market share with **Silverbus SL 900** Series



Datuk Rosie Tan, deputy managing director, Tan Chong Motor Holdings Berhad, sharing a light moment with Mr. Li Wenhui (second from left), Vice-President, Xi' AnSilverbus Corporation Ltd. And Mr. Tan Keng Meng, executive director, Tan Chong Industrial Equipment Sdn Bhd. Looking on is TCIE general manager Mr. Danny Ng (right).

Tan Chong Industrial Equipment Sdn Bhd (TCIE), a subsidiary of Tan Chong Motors Holdings Berhad, is confident of gaining another 10 per cent market share of the bus sector over the next 12 months following the launch of its Silverbus SL900 series today into the Malaysian market.

TCIE is the exclusive distributor of the Silverbus brand of buses in Malaysia for Xi' AnSilverbus Corporation Ltd of China. Silverbus is the second international brand secured by TCIE for its bus dealership, following representation of its first exclusive dealership for UD buses in 1978.

Speaking at the launching of the Silverbus SL 900 series, TCIE's executive director Mr. Tan Keng Meng said the entry of Silverbus into the Malaysian market marks yet another important milestone in the company's corporate history.

“With the addition of the Silverbus SL 900 series, TCIE is proud that its contribution to offer innovative products and services to the nation’s road transportation system. This bodes well for the company’s organic growth where we have an established track record of more than 35 years.

With the competitive pricing of the Silverbus SL 900 from RM250,000 onwards, we are optimistic of achieving our sales target and to increase our share of the market in the bus sector from 30 to 40 per cent in 2013,” he added.



TCIE executive director, Mr. Tan Keng Meng, presenting a memento to Xi’ AnSilverbus Corporation Ltd Vice-President, Mr. Li Wenhui, after the launch of the Silverbus SL 900 series in Kuala Lumpur.

Tan said the company has projected to secure about 100 to 120 units in sales annually, which is anticipated to generate an annual revenue of between RM25 million and RM30 million.

Elaborating on the collaboration with Xi’ AnSilverbus Corporation to exclusively represent their interest in Malaysia, Tan said it finally materialized after three years of exchange of information, experience and negotiation. This, he said, was to ensure that the right products and specifications to meet the local demand and specific needs are incorporated into the product offering.

He added the experience had been a great learning curve for the management teams of both companies to realize the importance of the mutual cooperation, collaboration and bonding required to attain the desired success that can benefit all our stakeholders, ranging from customers, employees, business associates, right to the shareholders.

Xi’ AnSilverbus Corporation has been in collaboration with Volvo Bus Corporation of Sweden for more than 18 years in the production of the Silverbus chassis.

The Silverbus SL 900 incorporates Volvo’s core values of quality, safety and care for environment. At the same time, it utilizes a significant large number of domestic-made parts and components based on a strict technical evaluation, thus ensuring and guaranteeing that it is of superior quality and its excellent performance meet customer requirements coupled with a competitive price and cost of ownership.

The Silverbus SL 900 chassis comes with a robust design and a Euro 3 green engine. Its 24-valve diesel engine offers an excellent performance with high power, high torque, low emissions, quiet running, low fuel consumption and long service life. In addition, there is a comprehensive range of safety features, including full air suspension that provides a constant driving height for better stability and comfortable ride. Additional safety features include the electromagnetic retarder, excellent anti-lock braking system; CAN-Bus technology; electronic brake distribution and tyre pressure monitoring system, among the many, many high-end features that are central to Volvo’s stringent internationally renowned values.

TCIE’s target market will be mainly the express and tourist bus sector, especially the high specification luxury coaches for tour and service segments, where comfort and safe riding is of the top priority consideration for the owners.

Tan expressed confidence that the success of TCIE in the market will hinge on its continuous commitment for prompt service, effective solutions and quality services. Among the value-added services provided by the company are the extended hours and 24-hour rescue/breakdown support services for the convenience of its customers throughout the network of more than 11 centres nationwide.

Currently, the Silverbus SL 900 series are imported on a CKD basis and assembly of the chassis will be undertaken by TCIE’s own subsidiary.

HINO Announces Key Upgrades to the HINO 500 Series and the HINO 700 Series



Encapsulating Hino Malaysia's 35 Years Commitment with Emphasis on Quality, Reliability, and Durability

Hino Motors (Malaysia) Sdn Bhd (HINO), introduced key upgrades to its award winning HINO 500 Series mid-range commercial vehicle and HINO 700 Series heavy commercial vehicle for the Malaysian market in a launch event on 21st November in Kuala Lumpur. This offer will provide local businesses with new properties that improve productivity, cost efficiency and safety.

Mr. Nobuyuki Tanaka, Managing Director, Hino Motors (Malaysia) Sdn. Bhd. said: "The upgraded HINO 500 Series GH Models and HINO 700 Series SH Models which were launched today are the latest innovation of Hino Motors. These offerings show our determination to lead the industry with state-of-the-art products and services. Our HINO 500

Series, and HINO 700 Series have earned their reputation within the industry. We believe the new additions to the series will further demonstrate Hino Malaysia's commitment in developing world-class solutions for commercial vehicles market with priorities on Quality, Durability and Reliability (QDR)."

The upgraded HINO 500 Series GH models consist of three improved models, namely the HINO GH1JRPA, the HINO GH1JLPD, and the HINO GH1JMPA. These three models are equipped with EURO-2 engines for more I output and efficient performance. They continue its predecessor's legacy as the most powerful yet fuel efficient 18-tons truck in the market. It is also a highly durable commercial vehicle capable of conquering up to one million kilometers without major engine overhaul according to HINO. These models are also equipped with full airbrake which will reduce maintenance cost and

improve braking efficiency. The HINO GH1JRPA model is also equipped with Antilock Braking Systems (ABS), a safety feature to improve the stability of the vehicle during emergency braking maneuvers.

Other notable features of the HINO 500 Series GH Models include:-

Full air brake - as compared to the "air over hydraulic brake" in previous models

Parking brake on rear wheels replacing the "parking brake on transmission output shaft" of previous models ABS is equipped on the long haul (highway) model, the HINO GH1JRPA.

The upgraded HINO 700 Series SH Models, the HINO SH1EERG and the HINO SH1EERA, put comfort and safety first with key upgrades that redefine the industry standard. The HINO SH1EERG is equipped with rear air suspension and is uniquely designed to target sensitive cargo transporter such as petroleum tanker hauler and electronic goods transportation. Cabin comfort is one of the major concerns among heavy commercial vehicle drivers who often travel for long distance. To respond to these needs, the HINO 700 Series SH Models are equipped with full floating cabin. The objective is to reduce driver fatigue and help drivers to stay alert.

Key features of the HINO SH Models include:

SRS Airbag - to reduce fatalities and injuries

Auto rear view mirror – an improvement over previous models where manual operation was required

Rear air suspension – a crucial upgrade from the spring suspension in the previous models

ABS - system to improve braking in emergency situations

Parking brake on all wheels – for better slope grip

"Hino Malaysia is always at the forefront in promoting road safety. It is our goal to help support the government's initiative on road safety campaign. In order to meet the highest safety requirement, HINO have conducted many surveys and tests among users and transportation companies prior to the introduction of our upgraded SH and GH models. I believe that we're setting a new benchmark for the entire industry," Tanaka added.



Lowe Motors Delivers 10 Actros Prime Movers to Syarikat Logistik Petikemas



Lowe Motors Sdn Bhd delivers 10 Actros prime movers to Syarikat Logistik Petikemas

Lowe Motors Sdn Bhd (a wholly owned subsidiary of Cycle & Carriage Bintang Bhd), have been retailing Mercedes-Benz cars since 1951 and commercial vehicles since 2002. They have Mercedes-Benz Autohauses in Georgetown, Juru and Bukit Tengah, Penang.

Syarikat Logistik Petikemas Sdn Bhd was incorporated in 1995 and commenced business in 1999 as a small forwarding company. In the last 13 years the Company has been transformed from a small forwarding company to a total logistics service provider inclusive of warehousing, transportation, freight forwarding, customs clearance and ancillary services with branches in Port Klang, Kuantan, Johor Bahru, Ipoh and Penang.

“We would like to thank the management of Syarikat Logistik Petikemas Sdn Bhd for giving us an opportunity to deliver the reliable and robust Mercedes-Benz Actros. Lowe Motors and Cycle & Carriage Bintang assure you that our after sales and customer service standards are up to par to the requirements of the Mercedes-Benz and that we are here to serve you” said Mr R. Devaraju, Director of Operations for Cycle & Carriage Bintang Berhad.

The Mercedes-Benz Actros 2640 LS 6x2 is powered by a 394hp engine and is Euro 2 compliant. The fine-tuning between the engine, powertrain, suspension, steering and braking systems makes driving in the new Actros a unique experience. The truck reacts directly, dynamically and precisely. The Actros 2640 is equipped with Telligent Brake System (with ABS & ASR) that will improve driving safety, reduces the driver’s workload and also protects the vehicle. Additionally, the Telligent Maintenance System permanently monitors all maintenance functions. This function integrates the diagnostic system which will ensure that faults occurring can be quickly localized.

On one hand, the new Actros is uncompromisingly economically efficient, comfortable, safe and environmentally friendly. On the other hand the vehicle benefits operators’ bottom line by cutting fuel consumption and reduces the strain on drivers by boosting handling and ride comfort.

The generously-dimensioned cab of the new Mercedes-Benz Actros sets standards in terms of spaciousness and ergonomics, quality of materials and equipment. The driver’s cab is a workplace, lounge area, living room and sleeping area all rolled into one. The ergonomically designed living-space and the entirely new bed concept fascinate drivers, as does the overall cab volume.



Shell powers up Ipoh businesses with knowledge and innovative products

In the second installment of the Shell "Powering up your business series" we visited Ipoh on October 4th 2012 to meet with local operators and to showcase innovative products and services.

Amir and Premjit presented Shell's technology, sharing valuable insights into how Diesel engines work and what is important when selecting the right fuel and lubricant. For instance it was shared that a reduction of 3 % CO2 emission over a year from a truck would equal the CO2 output of a passenger car.

Country specific adaptations of fuels and lubricants are needed to meet the requirements of individual markets and the two speakers elaborated on this. Fuel economy was one area that had the audience captured. According to Shell's research, a truck would need 20 seconds less to overtake another truck on a 4% incline when the combustion is clean as opposed to a truck running on clogged up injectors and imperfect combustion. While fuel economy is influenced by load, loss and resistance, apparently, the fuel itself plays a vital role.





JAC trucks:

light on duty,
heavy on the specs.

JAC Light-Duty Truck Series

JAC's light-duty trucks are developed over many years of R&D based on advanced European and Asian platform technologies.

The styling, interior trim and power train are the results of JAC's 46 years of manufacturing expertise. The fashionable design and overall performance, including engine power, drive control, economics and comfort, exceed those of like products in China. The trucks come in different wheel bases, one and a half and double seats in order to meet customers' trucking demands.

Quality and Durability

Engine transmission shaft are based on European advanced technology, providing powerful and efficient operation. A reinforced chassis, front and rear axles using European advanced technologies represent the highest standard of international light trucks.

Loading Capacity

These trucks are equipped with a rear drive shaft with European advanced technology: full -float single reducer, duo-curve gear, whole-piece stamping and welding with section diameter of 107*106*7 and 6.142 speed ratio . This makes the JAC light-duty trucks stronger and offers a safer loading capacity.

The front axle is made of forged steel, boasting strong anti-torsion features, 60*70*8 in dimension and a different wheelbase . This provides for a higher loading capacity compared to other trucks of this class. The large cargo space is durable and anti-corrosion.

Comfort

The newly designed twin-color sedan-like interior trim uses flame retarding materials and is kept natural and simple for visual and driving comfort. Both, parking brake and shift stick are modelled after sedans for enhanced driving comfort and ease of parking.

In addition, the body is streamlined with exquisite craftsmanship offering minimal wind resistance and therefore good fuel economy.

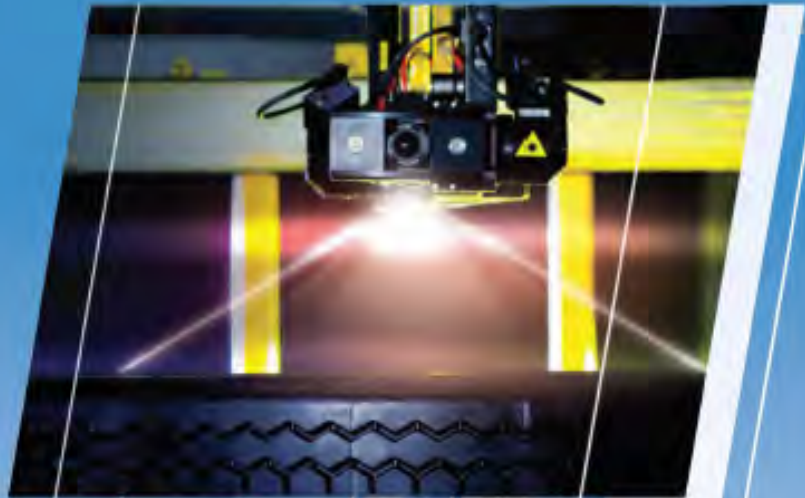


Better, stronger Cummins engine

A new engine family, the ISF, has been introduced by Cummins in Australia for light trucks, vans and buses. The ISF engine family is the newest addition to Cummins lineup of dependable engines and is available at Euro 3, 4 and 5

emission certification levels. With exceptional performance, low weight, low operating costs, and the reliability and durability expected from Cummins the ISF3.8 is ideal for light commercial vehicle applications such as trucks, vans, pickups, and utility vehicles. The ISF3.8 is the lightest and strongest engine in its displacement class and is the perfect choice for weight sensitive and space constrained installations above 3.5 tons GVW.

The four-cylinder ISF is 3.8 litres. The engines are being assembled in a new world-class manufacturing facility in Beijing, China. The 3.8-litre ISF has maximum outputs of 125 kW (168 hp) at 2600 rpm, and 600 Nm (443 lb ft) of torque at 1300 rpm. Major engine components such as the cylinder block and head have 20 per cent less mass than traditional designs with no reduction in strength. This gives an extremely competitive engine weight (ISF3.8 at 280kg, ISF2.8 at 214kg) with no loss in durability. Lifetime to overhaul is expected to be 500,000 km. The engines use a high-pressure common rail fuel system with electronic injectors for excellent startability, low noise, low emissions and fuel efficient performance. Other low noise engine features include a rear geartrain and composite oil pan and valve covers.



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Developed with extensive know-how accumulated from Kit Loong's almost 80 years of experience in the industry, KAYEL RPT combines all requisite and complementary factors, and galvanizes them into a compelling retreading solution. The result is a retreading process that facilitates production of retread products of unrivalled quality and performance standards.

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