

# ASIAN TRUCKER

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## Sinotruk

Malaysia: First arrival  
of the Chinese Wave

INTERVIEW WITH DR ABD HAPIZ ABDULLAH  
ON ROAD SAFETY IN THE  
CHEMICAL INDUSTRIES

## Knorr-Bremse

Commercial Vehicle Systems  
in South East Asia

Malaysia Welcomes First  
Four-Wheel Drive Truck  
MITSUBISHI FUSO Canter  
FG 4X4 launch

## Flooded engines:

how truckers  
helped ease the  
burden of the  
floods in Bangkok

## The Launch

of New Models of HINO  
300 Series; ECO TURBO  
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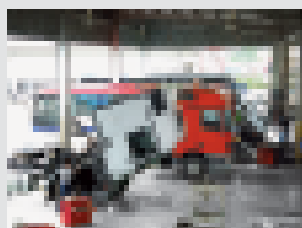
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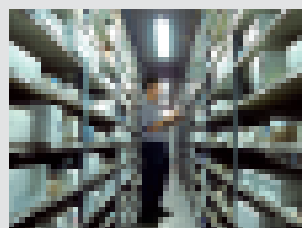
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MAN

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**T**True to our name, Asian Trucker, we have expanded further in the region. There is now a Singapore edition of our magazine. Our Singaporean trucking colleagues will receive the first magazine in Q1 2012. With that, Asian Trucker is now available in Malaysia, Singapore and Hong Kong, becoming truly Asian. In addition, we have given our website a complete overhaul, making it much more interactive and hard working for you, our readers. Several functions have been added, allowing you to directly upload material, search for suitable partners for your business or sell a vehicle.

This expansion required us to reshuffle a few things. Floyd, who has been editing Asian Trucker from day 1, will now be handling the Singaporean edition as Editor-in-Chief. We are very happy about this as Floyd has over 30 years of experience in the publishing industry. For Malaysia, I will be taking over the editorial duties of the magazine. As an avid reader, you have seen

my articles for the past issues as those that were marked as contributed by Launchpad. From this issue onwards, I will be taking a more active role in the magazine and I hope to meet many of you in the near future to discuss issues around trucks and trucking.

We are starting the New Year with a few exciting topics to talk about. The cover story is about the floods in Bangkok and how trucks are used to ease the burdens of the people. In Hong Kong we met a driver/owner that has an interesting story to tell about how he selected his new truck and we are gearing up for more seminars to be held in the coming months. Encouraged by the success of the seminar on Road Safety, we decided to continue this and create more platforms for our readers to exchange thoughts and to get the latest news on what is happening in the industry.

Scania has geared up its operation with the opening of their Asian Parts Centre in Singapore, while Hino has

launched two new models in the 300 Series. Other are following suit, with Volvo adding new services to assist their customers and more companies, such as Shacman, are entering the market. If you look closely, you will also notice that the Howo from Sinotruk has received a facelift for 2012. It appears that everyone is ramping up their operations, ready to face the challenges of the market and to address the needs of their clients.

We plan to provide you with interesting updates, insights into the business of trucking and exhilarating photos of the machines that our lives revolve around. Your feedback is welcome and we strive to constantly improve, drive forward and shift up.

**Stefan Pertz,  
Editor, Asian Trucker Malaysia**

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## **PUBLISHED BY**

ADAIKALARAJ MEDIA GROUP SDN BHD  
The Penthouse, No 1-3A, Jalan PJU 8/3,  
Damansara Perdana, 47820 Petaling Jaya,  
Selangor, Malaysia  
www.amg.com.my

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## **PRINTED IN MALAYSIA**

Percetakan Osacar Sdn Bhd  
(Co.Registration : 63461-W)  
Lot 37659, No 11, Jalan 4/37A,  
Taman Bukit Maluri Industrial Area  
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**H**INO Motors (M) Sdn. Bhd. has proudly launched the new models ECO TURBO and TOUGH PLUS in addition to its current HINO 300 Series (Light Commercial Vehicle) for the Malaysian market. Hino started making inroads in Malaysia in the light and commercial vehicles segment eight years ago.

Established in 1977, HINO Motors Malaysia was the first in Malaysia to assemble Japanese-built diesel engine trucks on a commercial scale. Today, the HINO brand is widely respected as

variants for both the 4-Wheelers and 6-wheelers. The 4-Wheeler, namely ECO TURBO (WU302R) is the 1st Japanese model with GVW 5 ton. It is more powerful with a competitive market price, covering all customer segments of the current Hino 4-wheelers lineup, the WU300R. Meanwhile, the 6-Wheeler, called TOUGH PLUS (5 ton/WU342R), is capable of extra load handling with high durability and more power, targeted for heavy usage in palm oil estates (CPO)

the best after-sales care for all HINO LCV trucks that are sold & registered since November 1st 2010 to date. This free service campaign enables customers to send their vehicles to any HINO authorized service dealer for services at 5,000km, 15,000km and 25,000km respectively. The free service offer will include parts, lubricants and labor.

Meanwhile, the supporting CS Contest will ensure all HINO dealers and employees strive for the Customer First Mindset by alleviating to another notch

# The Launch of New Models of HINO 300 Series; ECO TURBO and TOUGH PLUS



a leading manufacturer and a maker of quality vehicles ranging from light to heavy duty trucks, buses and engines. HINO Motors Malaysia is aiming for customer trust and confidence by continually developing world-leading solutions for the new generation of LCV by putting priorities on safety, quality, reliability and durability of the vehicles.

HINO has always been focusing all its efforts on its customers, gearing for more 'value for money' products and services that help customers achieve better returns on investment and profitability. Thus, HINO is committed to deliver premium vehicles and premium service. Realizing the need to reduce emissions to the atmosphere, HINO releases its LCV Eco Series.

These new additional models to the current LCV model line-up have two

and construction sectors. Both engines are equipped with Turbo-intercooler to maximize engine performance and decrease amount of harmful gases.

These models are Japanese-developed models for other ASEAN countries as well. They offer supreme durability and are more economical, fitting the local requirements. Currently, there are more than 50,000 units operating throughout Indonesia, with no major problem in the power line or Turbo-intercooler reported.

Concurrently, Hino Motors Malaysia is now on its second stage of changing the Light Commercial Vehicle Culture. To facilitate this cultural change initiative, HINO introduces its Free Service Program (FSP), Customer Service (CS) Contest and Training Programs to its employees. FSP is HINO's high commitment in providing

of the sales and service professionalism, always providing customers with a compelling experience. HINO hopes that these activities will enable the sustainability of its premium image and branding in the Malaysian market. This year, Frost & Sullivan has presented the Malaysia Excellence Awards for Commercial Vehicle Company of the Year to HINO Motors Malaysia for its enhanced strong After Sales and Service support. With almost 50 service centers nationwide, HINO Motors clinched the top spot amongst commercial vehicle manufacturers in Malaysia. HINO Motors Malaysia also has been awarded with the 5th Asia Pacific Super Excellent Brand award by Asia Entrepreneur Alliance. The company has been selected for fulfilling the requirements for the Brand and Product with the following criteria;

# HINO 2nd Customer Satisfaction Contest 2011 (2nd CS Contest)

Quality of Product, Customer Satisfaction, Branding Management and Market Competition.

Based on the report by MAA (Malaysia Automotive Association) for 2010, for GVW 4500 kg and above inclusive the buses, HINO is at the top rank. HINO registered a total of 4590 units in 2010 and enjoyed 28% market share out of all commercial vehicles and holds the 1st position in terms of market standing.

HINO sets another record in its 2011's general sales: As of October 2011, HINO is still at the top position enjoying 34% of shares in both LCV category and total registration. This is in line with its sales units growth from 3,003 units (2008) and 3,014 units (2009) to 4,590 units (2010). The company is targeting to sell a total of more than 7000 vehicles in 2011. With the addition of the ECO TURBO (WU302R) and TOUGH PLUS (WU342R) to the current 300 Series, HINO's formation is aiming at maintaining the No.1 brand in LCV!

HINO Motors Malaysia with HINO Teamwork spirit will strive to remain in the No. 1 position and move further ahead of the competitors, by championing the sales in all its categories; Light Commercial Vehicle (LCV), Medium Commercial Vehicle (MCV), Heavy Commercial Vehicle (HCV) and Buses. HINO is proud to have achieved the "Triple Crown".

The "Triple Crown" achievement is a testament to commitment to the Plan, Do, Check and Act (PDCA) Cycle by all HINO family members through questioning the 5 Whys approach that translates into the Kaizen spirit (Continuous Improvement). HINO family members have literally rolled up their sleeves to contribute to the success.

Hino Motors (M) Sdn Bhd has once again grouped together its nationwide dealer networks for the Second Customer Satisfaction Contest (2nd CS Contest). This annual event features the CS Contest which combines HINO's Sales and Service & Parts Divisions for the second consecutive year organized by HINO Motors Malaysia as sole distributor, on 17th December 2011.

In the 2nd CS Contest 2011 HINO expects to keep their objectives in focus to alleviate the professionalism in carrying out their duties to customers. This in turn, will keep the grass-root spirit of portraying HINO's premium image and branding in the market apart from grooming the contestants to be more competent, skillful and knowledgeable. Most importantly, the contest will also propel the spirit

of increasing customer retention and exceeding customers' expectations.

The contest was attended by all Sales and Service & Parts dealers across the nation (West and East Malaysia), made up by HINO's 35 Dealers, 25 Service Dealers, 15 Sales Dealers and 15 Parts Dealer. The participation rose by 26 contestants to 147 compared to 121 in FY2010. The participants are tested on their knowledge and skills in the Theory and Practical Section, which is to be completed in 2 hours and 45 minutes. All the contestants had to complete these modules, in both, theoretical and practical sessions: Sales, Service and Parts.

The initiative is also seen as a means to implement the HINO's slogan, "Aim for Customer Trust & Confidence". It advocates that the entire dealer network inculcate them for a positive and constructive mindset towards a common organizational goal by being engaged to the slogan through high professionalism, competent and well equipped skill-set with safety, accuracy, speed and availability in mind. The credo is "When customers are happy, dealers are happy too, thus it creates a healthy bond – ultimately, the profit follows suits".





# Give your fleet a boost in efficiency and lower cost with Exorin Engine Rejuvenation System

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# TCIE sets up first UD Corporate Identity 3S Truck center in Malaysia

*Tan Chong Industrial Equipment Sdn Bhd (TCIE), the sole distributor of UD Trucks in Malaysia, has set up its first corporate identity UD Trucks 3S Centre in Malaysia costing RM8 million in Ipoh, Perak.*

The UD Trucks 3S Centre is a one-stop centre offering integrated UD Trucks sales, service and spare parts to serve the transportation needs of TCIE's customers in Perak and the Northern region. The 18,500 sq. ft. facility sited on a 2-acre piece of land was officially opened by Mr Mansoor Ahmed, President, UD Trucks – Region Malaysia, who represented UD Trucks which is now wholly owned by the Volvo Group.

Speaking at the official opening ceremony on 15th February, TCIE executive director Mr Tan Keng Meng said Ipoh was chosen because it is a fast growing strategic hub serving the North-South road transportation system in Peninsula Malaysia. Tan said the opening of TCIE's first corporate identity UD Trucks 3S Centre marked a new, significant chapter in its long established corporate history of 35 years as the exclusive distributor of UD Trucks since 1978.

He said the new UD Trucks 3S Centre will cater to TCIE's future business growth and expansion and capacity of 16 servicing bays capable of catering to 26 Light and Heavy vehicles. And, the company has also invested about RM1.2 million in new state-of-the-art workshop equipment and tooling to ensure quality servicing of vehicles to its existing and potential customers.

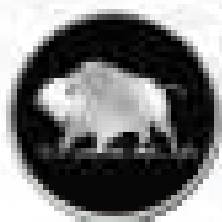
"The establishment of our new 3S Centre further reaffirms our commitment and promise to our existing and potential customers of our quality products and services. In addition, it underlines our pledge to accomplish our long term corporate vision as well as to fortify marketing synergies with Volvo Malaysia" Tan stated.

Moving forward, Tan said TCIE is currently exploring to expand this UD Trucks 3S Centres transformation in their

other service network as in Butterworth, Melaka and possibly in the East Coast in efforts to uplift the level services. In 2011, TCIE posted positive growth of 17.0% for the overall sales of its UD Trucks light commercial vehicles and heavy commercial vehicles and buses. In terms of market share in Perak, the company managed to garner about 16.7%, up slightly from 15.5% in 2010.

Tan said with the UD Trucks 3S Centre in full operation, he was confident that it will be the foundation of TCIE's foray into the Northern region towards gaining a competitive edge and expects to enjoy a double-digit growth in sales of UD Trucks vehicles for 2012.

# MAKING ITS BULLISH DEBUT ON MALAYSIAN ROADS



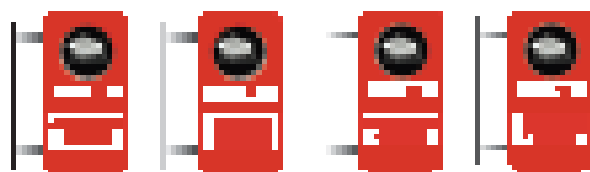
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Sold through Shaanxi Trucks Sdn Bhd, a subsidiary of YonMing Group, there are currently two models available. There is the 375H/P 4x2 and the more powerful 6x4 which packs some 430 H/P. With higher specifications in Sun visor, Side power window, 4 points cabin suspension and a driver air suspension seat, the Shacman outperforms other same range trucks from China. Shacman's position is simple: Heavy Duty trucks, nothing else. This makes the company experts in this segment and we will see more models being added during 2012 to cater to the requirements of the Malaysian market.



Mr Kau Chez Ching

Malaysia in the near future. Both, the 4 X 2 and the 6 X 4 have the complete 4 point comfortable air suspension cab for better handling and MAN technology 16T hub reduction axles.

In terms of parts and service across Malaysia Kau says the company already has 17 service points in operation, that are attached to the YonMing centres which provide better after sale service for SHACMAN customers. "With our 33 years of experience with parts and customerservices," saysKau, "customers who have bought SHAMAN trucks will not worry about the maintenance in the future because they know about the reasonable cost that we offer and how

# SHACMAN: the gentle giant to take on the Malaysian trucking market

*Entering the Malaysian market without a lot of fanfare, this brand is now poised to take on the competition in Malaysia. While there may be only two models available at the moment, there are some advantages that really make this truck an interesting option.*

According to Kau Chez Ching, Manager of Shaanxi Trucks Sdn Bhd and responsible for the Shacman brand, these trucks are well prepared to compete in this environment. "We are aiming at selling about 100 vehicles this year. We import them CBU (Completely build up)." Kau explains that later on production facilities will be added, but first comes the brand-building. Recently, the Shacman trucks found clients in East Malaysia. 6x4 vehicles with lots of torque and power are needed in the hilly terrain. The Euro 3 engine, coupled with a 16-speed gearbox, provides a lot of torque at revs as low as 1800rpm. As Euro 2 lower range engines don't produce this amount of horse power, the Euro 3 engine has a clear

advantage. Another clear benefit of this is that there is less wear and tear while giving the driver the pulling power needed. Typically, the 430 H/P 6x4 is aimed at pulling trailers for iron ore, side tippers and any heavy load. The 4x2 is meant to be for curtainsiders and general cargo. Later this year, the range will be supplemented with the 6x2.

The WeiChai are No 1 in China for Heavy Commercial Truck Engines, incorporating a lot of German technology. YonMing decided to import the Euro 3 engine as these have several advantages: they develop more power (needed for the 6x4), are easier to maintain, provide better fuel economy and will ultimately be the way forward in

well stocked we are with spare parts .

"In addition to the parts and maintenance we offer," Kau continues, "We now cover west Malaysia with 24-hour service break down support for customers. The hot-line is 03 3166 1515.

The Shacman showroom is located at: Lot 40778, Lorong Gerudi 1, Off Jalan Pelabuhan Utara, 42000 Port Klang, Selangor, Malaysia



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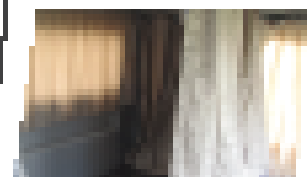
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# Kinland

## honored as famous Chinese trademark

On November 29, 2011, DFCV's "Kinland" was honored as a famous Chinese trademark by the State Administration for Industry & Commerce (SAIC). As a leading brand in the heavy-duty road transport segment of China's commercial vehicle industry, "Kinland" became the first commercial vehicle sub-brand that ranked among famous Chinese trademarks.

"Famous Chinese trademarks" are those that enjoy great popularity, good reputation, strong appeal and high market competitiveness in China and the global market. Such trademarks, accredited and protected by the SAIC, are not only protected more intensively and comprehensively by relevant Chinese laws, but also are protected by laws of nations which are members of the World Intellectual Property Organization and /or the World Trade Organization when their lawful rights and interests are infringed. On November 29, the SAIC announced 350 newly accredited "famous Chinese trademarks" in 2011 and Dongfeng "Kinland" was listed the first.

"Kinland", a core brand of DFCV, was launched on May 18, 2006, with a perfect trademark management system

established progressively. DFCV applied to the Trademark Office of the SAIC for "Kinland" trademark in August 2008 and obtained the registration certificate in June 2009. In the meantime, DFCV applied for registering its English trademark and obtained approval.

"Kinland" is a high-end heavy-duty truck independently developed by DFCV in three years by integrating global leading technologies, which owns tens of national patents, including the design patent for cab (high-top D310) and the registered trademark of "Kinland". Kinland's launch has broken multinationals' long-term monopoly of the domestic high-end heavy-duty truck market, thus fundamentally changing the competitive pattern of the domestic heavy-duty truck market. "Kinland" involves two platforms--truck and tractor, three categories, 11 series and 51 models up to 420hp. Also, the country's most complete medium & heavy-duty truck line with a wide power range among domestic commercial vehicle manufacturers has been established. Kinland is prominent in such aspects as safety, economy, reliability and comfort. Over the past five years since launch, Kinland has gained recognition and trust from the market and customers

and established a favorable reputation among customers, with its sales increased from 2,000 units in the first year to 100,000 this year. Meanwhile, a cumulative sales of 280,000 units has made Kinland to be the model in the domestic heavy-duty truck market and be widely recognized in the industry. Owing to DFCV's favorable corporate image, Kinland heavy-duty truck are running nationwide and the brand popularity and reputation has been boosted, the influence of "Kinland" trademark has been extended to the whole country, thus changing Kinland from a segment brand into a famous national brand.

Along with Kinland's market success, the trademark infringement of "Kinland" happens occasionally in the market, and has spread to automotive commodities including lamps, electrical appliances and lubricant. Accrediting "Kinland" as a famous Chinese trademark indicates the recognition of its market success over the years, serves as a legal weapon for brand protection and anti-fake work, and makes the cross-category protection possible. By this means, the legal rights and properties of DFCV and its "Kinland" brand can be well protected, and thus the same to its customers, the market stability be ensured.

According to sources, Kinland became the top priority to customers with 85,000 units sold in the first ten months, showing strong momentum in the sluggish heavy-duty truck market. Thanks to Kinland's sales success, DFCV sold more than 150,000 heavy-duty trucks in the first ten months all together, thereby keeping ahead in the heavy-duty truck industry amid the market downslide. To make the Kinland more competitive, DFCV has introduced and launched the new-generation of Kinland model D901 upgraded from the old one.

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# New Scania Asian Parts Centre Will Improve Regional Service

*Scania has opened a new Parts Centre in Singapore which will mean improved service for the entire region.*

**S**cania Parts Logistics in Opglabbeek, Belgium, is the worldwide distribution centre of all Scania parts. From there, parts are shipped to regional warehouses in Europe and the Latin American warehouse in Sao Paulo, Brazil. Via these warehouses, the parts needed to keep fleets moving around the world are distributed. In Q4 of 2011, Scania opened the Asian Parts Centre in Singapore to better serve the needs of this fast growing and vast market.

## Asia Focus

With a strong focus on Asia, Scania addresses the question of how to better serve customers. Through the Asian Parts Centre, conveniently located at the origin of the Asian Road Network (ARN), improved support is guaranteed. The opening last year followed a very rapid deployment plan. In 2010 a feasibility study was conducted and the go-ahead was given in December 2010. In only 10 short months Scania found suitable premises and partners to handle the logistics as well as setting up the operation and defining the stock profiles. The operation officially commenced on October 3, 2011.

Currently, the Asian Parts Centre serves four markets: Singapore, Malaysia, Indonesia and Thailand. Thailand came online a little later as the recent floods already added pressure to the operation and management decided to hold on for a short while until things got back to normal.



Via the ARN, with TNT as a partner, 65 service locations are being served. This is seen as the perfect partnership since Scania provided the trucks for TNT on the ARN. The 4500sqm warehouse is supplied on a weekly basis via sea and airfreight. A total of 15,000 part numbers are currently been handled by DHL, which operates the warehouse. While DHL operates the Asian Parts Centre on behalf of Scania, Scania has one staff, a Logistics Manager, on site to ensure smooth operation. Initial availability was 90 percent and this is expected to go up as stock profiles are now being adjusted.

## Around the Clock Service

Scania's Asian Part Centre operates 24/7/365 with an average of 1000 orders a day that are going out as daily stock orders, emergency orders or Vehicle-Off-Road (OVR). The result is impressive as the lead times have now dropped drastically from four to six weeks to three days for Malaysia and

two days for Singapore and Indonesia. In Singapore, urgent deliveries can be made on the same day. Naturally, this is more efficient and will translate into a better vehicle up-time for the customers, in turn resulting in better efficiencies of fleets.

As a strategic location, Singapore was chosen as it is a central point with highly efficient port and customs procedures. The high amount of traffic also results in low shipping cost, which again translates into lower cost for the customers. In the future, plans foresee that the Asian Parts Centre is to expand its reach, serving more markets such as Hong Kong, Shanghai, Taiwan, Mumbai and even Australia and New Zealand. In addition, independent dealers in Vietnam, Myanmar and the Philippines are to be supplied from here.







*Shanghai, Continental AG has appointed Antonio Lopes de Seabra as the new Executive Vice President for Business Unit Replacement Passenger and Light Truck Tires Asia Pacific. He will directly report to Nikolai Setzer, President of Tires Division and member of Continental's Executive Board.*

# Continental Appoints New Regional Executive Vice President

**S**ebra (60), currently responsible for Continental Mabor plant in Portugal, joined Continental in 1990 as Purchasing Manager, after an international career on electric power industry. Following a series of success in Purchasing, Materials & Distribution as well as Operations functions, he was appointed as Managing Director and Chairman of the Board of Directors of Continental Mabor in 2000. In 2004, Seabra has been in charge of both Continental Mabor plant in Portugal and Continental Tire de Mexico in San Plant, Luis Potosi. He has also been Camaçari Manufacturing Project Leader, a member of the Leadership Advisory

Board and in charge of ContiSeal Unit in Portugal. In 2012, he will move to Shanghai as the Executive Vice President of Business Unit Replacement Passenger and Light Truck Tires Asia Pacific.

Seabra holds a Master Degree of Electrotechnical Engineering from Porto University. Being the President of the Board of Portuguese Rubber Manufacturers Association (APIB), he is highly respected in the rubber industry. Seabra is also Vice President of Portuguese Companies Association as well as Advisor at the Technical University of Lisbon. Seabra also played a leading role in several expansion projects. Besides, he is dedicated to the

development of culture and holds a position of Vice-President at Casa da Música, a non-profit foundation in Porto.

In succeeding Dr. Andreas Esser, Seabra will continue to expand Continental's position as a leading aftermarket supplier of passenger and light truck tires in the fast growing Asia Pacific region.

Dr. Andreas Esser, currently the Executive Vice President of Business Unit Replacement Passenger and Light Truck Tires Asia Pacific, will be responsible for Continental AG's Commercial Vehicle Tires Business Unit from January 1, 2012.

*With sales of €6 billion in 2010, Continental is among the leading automotive suppliers worldwide. As a supplier of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication. Continental currently has approximately 164,000 employees in 45 countries. The Tire Division is an Official Sponsor of the 2014 FIFA World Cup Brazil™. For further details, visit [www.ContiSoccerWorld.com](http://www.ContiSoccerWorld.com).*



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# Flooded engines: how truckers helped ease the burden of the floods in Bangkok

*In the past few months, Thailand has been affected by the worst floods in its history. In the districts of Bangkok, submerged by the waters, trains and buses are no longer in service. Instead, they are replaced by thousands of trucks carrying passengers and emergency aid.*

*Written and photograph by Claude Barutel*





There is an “end of the world” atmosphere and in the centre of Bangkok, where the hustle and bustle is a norm, now reigns an awful silence. In the distance, a voice amplified by a loudspeaker directs exhausted citizens to a long queue of military trucks. Thousands of vehicles are parked on the elevated highways, abandoned by their owners when the waters rose. All of Bangkok’s northern suburbs are submerged, deliberately sacrificed by the government in a bid to prevent the waters from flooding into the commercial and financial centre, its capital. In the northern plains of the country, there are areas covered in over two metres of water. The flood that began in early July has taken over 500 lives. On the sidewalk, a field kitchen installed by the army is used to prepare hot meals that are distributed free to a population lacking in basic necessities.

Eyes red from lack of sleep, Chumpol waits patiently in line for his food ration of some rice with chicken. His attention is tuned to the radio news broadcasts which keeps him informed, hour by hour, of the evolution of the situation. His truck is parked along the pavement at a distance. With it, he goes on endless rotations, ferrying passengers abandoned by the public services. In the flooded areas where the poorest are, commuter trains and buses are inundated due to the height of the water. In these areas, trucks are the only option left. Recognising this, the army and the government have requisitioned all available trucks in the kingdom. Some people, always on the lookout for good ideas that could make them popular, quickly realise the benefits derived from such a situation. They finance a truck with the tailboard covered in their own image, to bring bottles of mineral water to the flooded districts. An inexpensive and good quality advertisement for

them. The country also discovered that its former president Thaksin, a fugitive abroad accused of corruption, was still very much alive when it saw large trailers loaded with humanitarian aid with his picture enlarged on the sides.

### **UNIMOG OF THE "ROYAL THAI ARMY" TO THE RESCUE.**

Chumpol is a soldier and his Unimog 404 is proving to be the perfect tool to operate in this aquatic nightmare. "This truck goes almost everywhere," he explained with a touch of pride, "We use it mostly to go where other vehicles cannot access and to help submerged cars." Halfway between tractor and truck, the Unimog 404 is really a vehicle set apart from others in the world of road transport. Its legendary strength, its ability to go off-road and its fully waterproof ignition allows it to endure 1.20m of water, making it particularly popular among armies and firefighters across the globe. In Bangkok, they can be seen in the most affected areas of the capital, carrying passengers who have lost everything. On elevated highways that crisscross the city, residents attempt to keep their goods safe by parking their cars along the parapets. One can see double, and sometimes triple rows made up of thousands of vehicles left in the greatest confusion, obstructing the few roads spared by the floods. The police have threatened owners with a 500 baht fine as these vehicles have caused traffic jams, accidents and hampered rescue missions. But given the magnitude of the disaster, the authorities abandoned plans to compound the cars, except for those parked in the most dangerous places. Bangkok has 4.6 million motorists and the chaos is complete.

### **THAILAND IS DROWNING, TRUCKS**

### **NO LONGER CIRCULATE AND THE AUTOMOTIVE INDUSTRY IS DISTRESSED.**

Thailand is a tourist destination with its sandy beaches and coconut trees against a background of blue sky. It is also a huge factory for numerous major global companies that manufacture everything from textiles to electronics and hardware. Half the hard drives sold in the world are made here. But it is the automotive sector which seems the most affected. Toyota, Honda, Nissan and Ford all record disruptions in their production. Toyota, the first car manufacturer in Thailand, produces almost 700,000 vehicles per year at its plants. But this year it will be much reduced. Its operations are suspended because many companies, providing parts to the Japanese giant, had to stop their production lines. The roads are flooded and trucks no longer circulate, completely paralysing the nation's economic activity. It is in this dramatic environment that the importance of the road transport system is one without which a country cannot live.

### **A CHALLENGING JOB WITH NO ROOM FOR PANIC.**

Arun drives an Isuzu, decorated like a Christmas tree. Usually he transports rice to the northern provinces of Bangkok, but the rising waters have forced him to stop work and he finds himself carrying passengers in the affected districts of the capital. He is originally from the south of the country near the Malaysian border. Too poor to go to school, he trained as an apprentice mechanic. His passion and seriousness in his job has enabled him to climb the ranks to the enviable title of truck driver. He will go no further. For him it is already a consecration and it is with some pride that he drives his truck in the flooded streets of Bangkok. A

challenging job with no room for mistakes. At 20 kilometers per hour, he maneuvers the truck carefully with the water level sometimes rising to the windshield of his truck. "There is no room for panic," Arun says. "If the engine stalls, it would not restart." The submerged roads conceal countless traps impossible to detect due to zero visibility: missing manholes, rubbish of all sorts which could cause punctures, half-submerged boats which are found buffeted in the middle of the road. "The drive has to be as gentle as possible," he explains. "Too fast and the truck creates waves that may sink some of these boats or destabilise people walking with water up to their chests." Trucks have become particularly popular in these difficult times. In the past, truck drivers were reproached for driving too fast, causing numerous accidents and polluting the cities but today they are perceived as heroes, out to rescue the city. "People do not realise that everything on their plates have been transported, at some point, by a truck. Now they finally recognise us as carriers and no longer as nuisances." But the hardest things that drivers endure, are the moisture and the smell of decay in which they have to work all day. Arun drives barefoot. He finds it easier each time he has to get out of his truck to enter the water and ugly pimples now cover his legs and hands. Authorities recommend wearing boots, but prices have skyrocketed and Arun does not want to spend money on an accessory that he considers an extra. He says he will see a doctor after all this is over.

### **CROCODILES MARAUDING UNDER PUTRID WATERS.**

Rumours say that the television showed images of a dog, still alive, with its rear leg severed as though with



pruning shears. It is predicted to run even faster in panic. Dozens of crocodiles have escaped from flooded farms and roam under the putrid waters of the capital city, down to the houses. Hunters have been engaged to catch these reptiles, lured by the bonus of 25 euros for every capture of an animal caught dead or alive. And as if the spirit of the people was not at its lowest, images of pythons and other poisonous snakes pass on television news throughout the day. "Usually, snakes live in the sewers," Chumpol explains, "but with the rising water, they cannot breathe and so they rise to the surface." But the country's authorities are not mistaken. The greatest risk to the population is elsewhere: electrocutions, drownings but mostly contagious outbreaks because mosquitoes that breed in wetlands bring with them their plague of malaria and dengue. Fortunately, the Thais are extremely clean and they keep a high level of hygiene despite all these difficulties. A convoy of garbage trucks overloaded with passengers makes its way through an avenue. The height of the water must be around five feet. The municipality understands the situation and garbage collection has become a priority in order to avoid diseases. Two thousand additional garbage collectors were hired, replacing trucks with boats when the situation required. The bodies of drowned animals must be removed as soon as possible but the task is immense. The streets are submerged by tons of garbage rotting in this tropical heat.

### LOOTERS BURGLE THE DESERTED HOUSES.

There is no food and no drinking water available in the area where Chumpol lives. Pathetic sandbags placed around his house did not resist long and when the water came, it is immersed in brown, nauseating liquid. But like thousands of people in Bangkok who have ignored instructions

issued by the government, Chumpol would not leave his house. In the few hours of respite accorded by his unit, he patrols in the company of neighbours with weapons in hand to prevent looters from robbing the abandoned houses. Today, the water recedes, but too slowly for people who have lived for months in such an environment: dirty and polluted. And as the water goes down, the anger of the Thai people rises. They blame the government for not having realised the gravity of the situation quickly enough. Bangkok floods have become a political issue between the different parties. The centre of the capital was eventually spared but the results of the disaster remains colossal: over 500 deaths, millions of people traumatised, thousands of companies closed and agricultural areas submerged. Returning to normal will take months, despite the promise of 21 billion euros intended to help industrial zones and reassure investors. It is not certain that the people, convinced of having been sacrificed in order to save Bangkok, will appreciate these measures.



### ORDINARY HEROES.

Arun and Chumpol do not know how long they will continue to roam the streets of Bangkok, driving their respective trucks but they both enjoy the rescue work they are doing. The army and the road transport industry have greatly improved their images by giving assistance to the affected population. But the working hours and the lack of sleep are beginning to affect drivers whose working conditions are particularly difficult. Arun keeps his spirits up and tries not to think about the contracts he loses every day or the snakes that may bite him every time he gets out of his vehicle to help people in need. Tomorrow, after a few hours of rest in his cabin, he will get back to his job without focusing on all the diseases that he may catch in that nest for microbes that has become Bangkok. There is an ordinary hero - the man who throws himself into the sea to save a child or the firefighter who does not hesitate to enter a burning house. Undoubtedly, Arun and Chumpol are among these men. Something to ponder, for those who despair of the world in which we live.



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**S**inotruk China – The big brother behind a local success

China National Heavy Duty Truck Group Company Limited (CNHTC) or Sinotruk, is the successor of Jinan Automobile Works (JAW). JAW was founded in 1935, and mainly manufactured spare parts of trucks. Manufacturing of heavy-duty trucks commenced. The “HUANGHE” branded vehicle model JN150 with a payload of 8 tons marked a major milestone in April 1963, ending the perception that heavy-duty truck could not be manufactured in China. Chairman Mao Zedong visited this sample truck when he visited Jinan on April 4th, 1963. Commander Zhude signed the name of “HUANGHE” for this truck. Since then, CNHTC manufactured several hundred thousand units of heavy-duty trucks, making an important contribution to the developing of the Chinese economy.

In the Jinan area, Sinotruk operates Jinan Truck Co., Ltd., Jinan Commercial Vehicle Co., Ltd., Jinan Power Co., Ltd., Jinan Axle Co. Ltd., Jinan Special Vehicle Co., Ltd., Jinan Bus Co., Ltd, and Huawo Truck Co., Ltd. This is where the manufacturing and assembling of truck CBU, manufacturing and processing of engine, axle, gearbox, wheel, propeller shaft, cab trimming, seat, and manufacturing of buses and special vehicle takes place. In Shandong Area, there are Qingdao Special Vehicle Company, Taian Wuyue Special Vehicle Company, Jining Refitting Vehicle Company and Jinan Park Machine Company for manufacturing of special trucks and refitting trucks. Out of Shandong, there are Hangzhou Truck Engine Works of Jinan Power Co., Ltd., Chongqing Fuel Pump & Nozzle Factory. The Technical Development Center at the Jinan headquarters, which is a state level enterprise technical center, supplies powerful technical support for the R & D of Sinotruk’s products. Besides, Sinotruk also possesses a listed company in Hong Kong, namely, A stock “CNHTC”.

Over the years, Sinotruk invested in technology and innovation: over 4 billion RMB were pumped into more than 100 programs, making craftsmanship and a scalable production the basis of an advanced enterprise. Jinan Industrial Area, Changqing Industrial Area and Zhangqiu Industrial Area have been built up in succession with the digital frame line, new assembly line, HOWO welding line, painting line and more. These are representations of an international standard which is in use. By using in-house technology advantages and implementation of global knowledge, CNHTC has developed heavy-duty trucks series such as HOWO, STEYR-King, Golden-Prince, HAOJUN, HAOYUN, Huanghe Commander, Huanghe

AAI) is a contract manufacturer at arm’s length. As if setting up a new brand and company wasn’t hard enough, the global financial crisis put some extra strains onto the business. Together with a strong team and the support of the principal in China this period was weathered and the group emerged even stronger.

In a recent discussion, Mr. Foster already mentions that the current facilities of AAI are no longer sufficient to cope with the order intake. Besides increasing numbers of HOWO trucks being produced in the Kapar facilities, LDV Westar has also appointed AAI as the assembler of the light commercial vehicles.

The growth has been phenomenal.

# Sinotruk

General, which offer a total range of over 1380 models. Sinotruk has registered more than 600 patents for their technology.

## Growing from strength to strength in Malaysia

Many will know Steven Foster as a key figure in the automotive market. After his career with Jardines in Hong Kong, Macau, India and the UK he was presented with an opportunity in Malaysia and was appointed Managing Director of Cycle and Carriage Bintang Berhad. In March 2008 he took over the assets of Sinotruk Malaysia, then under Cycle and Carriage Bintang. He quickly established a corporate structure with two entities, namely Sinotruk Malaysia and Asia Automobile Industries.

The set-up is similar to many other truck manufacturers: Sinotruk being the sales organisation that handles the marketing and sale of Sinotruk’s vehicles, while Asia Automobile Industries (Short

The company started out with some 18 staff and counts over 100 at the time of you reading this article. Every quarter is a new milestone with sales figures going up all the time. As early as in 2010 Asian Trucker reported about the 200th truck sold and in July 2011 the 500th truck was delivered to Shin Yang Group in East Malaysia. The total sales in 2011 amounted to 380 heavy duty trucks being sold in Malaysia. “For 2012 we are expecting to continue our growth plan and we are aiming at selling between 500 – 550 heavy vehicles this year” says Foster.

Sinotruk was the first heavy “China-Truck” to enter Malaysia. The success of the brand must have inspired others as there are now several other players too. Originally managing passenger cars, Foster jumped to trucks which “was an outstanding opportunity to develop an exciting brand from scratch in a new market” according to him. The brand building will continue as the company is



# Malaysia: First arrival of the Chinese Wave



*As the first Chinese trucks to arrive in Malaysia, Sinotruk already looks back on phenomenal growth and success in this fiercely fought over market. Now that the perception of the “China-Truck” has changed and acceptance has grown, it is time to take a closer look at Malaysia’s Sinotruk.*

planning to move to a new office and factory to accommodate growth and new products. The long term plan is to bring in the entire range of Sinotruk vehicles. This year will see new models and another brand (busses) to be introduced.

When the brand first launched, YTL was the first company to give the newly formed company a chance. Other well known companies followed: Integrated Logistics, Vertex Mission, Shin Yang are just a few. Meanwhile, YTL has become the strongest supporter of Sinotruk, having ordered about 300 trucks. It started with the HOWO 4x2 prime movers and in the meantime, the company is using tipper trucks and cement mixers made by Sinotruk as well. As a reason for this commitment, Foster cites the cost advantage that Sinotruk can offer its customers. “In times of shrinking margins, companies look for ways to compensate for this. Chinese trucks offer a cost advantage that can help companies to regain some of their competitiveness” elaborates Foster. According to him, trucking is about long-term relationships and going the extra mile for the customer. One manifestation of this commitment is the creation of special (and exclusive) service centre specifically for customer of a certain size to service their vehicles, thus reducing downtime and increasing the clients profitability.



Mr Loo

According to Foster, the trucking industry is perceived as a very challenging one to operate in, however, once you are in it, you will find it rewarding as there are many opportunities and it proves difficult to leave this community.

**Trust builds brands and sells trucks**

Loo Lian Khing is another key person within Sinotruk Malaysia. He left school in 1983 and hails from prestigious companies such as Volvo, Renault, Quasar Industrial and Mercedes. When Sinotruk first entered Malaysia under Cycle & Carriage in 2005, he was a man of the first hour, taking the chance to prove that Chinese trucks work in this market.

“If they (Chinese) can build a rocket, they surely can produce a good truck” is Loo’s mantra. In his view, the truck may be made in China, but given the number of parts used from European suppliers and the look of it, it is anything but Chinese but rather European. Today, selling Sinotruk is rather easy compared to 2005. Back then, Chinese products in general had a completely different perception. No one really trusted the product, but clients trusted Loo. In his view, it is trust that wins the contracts in this industry. “You sell to friends, not clients” is what he tells us

in the interview. In the early days a lot of convincing needed to be done and trips to China to visit the HQ of Sinotruk with clients were not unusual. As a sales director, he should be happy that many clients are eager to use the rugged Sinotruks in many difficult applications, but he has also turned down orders. As he explains “ You have to be absolutely honest with your customers. If the product isn’t right, you are better off not agreeing if the needs are not met.”

Their sales strategy worked. Initially, only the HOWO 4x2 was sold. Leading with this vehicle, Sinotruk built confidence in the market and generated awareness for the brand. Instead of offering too much too soon, sales focused on one model only. Said vehicle has just seen another facelift, making it more aerodynamic and attractive. In order to stay competitive, gearboxes and engines had to be updated. Now Chinese trucks have gained a good reputation, Sinotruk introduced other models as well and more models are coming this year. It is planned to have medium duty trucks and light commercial vehicles sold in Malaysia as well. Preparations are also on the way to launch a bus brand. By the end of 2012, Sinotruk aims at offering the entire product range. To support this, a

new parts warehouse is also to be added to the facilities. Today, Sinotruk may well be seen as the benchmark when it comes to the Chinese made brands.

A trend that Loo sees is the changing of the emission laws. Sooner or later, Euro 4 or 5 will have to be implemented in Malaysia. The company is not worried about that as the principal in China is already offering these variations and they can be adapted for the Malaysian market.

“While we managed the financial crisis well, now we are facing other challenges” states Loo. In his view the Malaysian market is a very crowded one with all major players in the industry represented. Customers have a lot of choice and the re-conditioned and re-build vehicles represent competition to any company selling new trucks too. European manufacturers seem to have stepped up to the plate too and are increasingly aggressive in this small market. “We will always have a price advantage. Yes, the prices for our

vehicles may increase, but at the same time cost for European trucks will also go up, thus the gap remains” he says with a hint of a smile.

And smile he can as he has a good reason to do so: YTL just signed another order for 65 concrete mixers before the Chinese New Year, probably the nicest Ang Pau any company could receive.

### **AAI puts the trucks on the road**

Selling the trucks is one thing, making them is another. For Sinotruk, David Chiang takes care of that in the facilities of AAI in Kapar, near Klang. Equipped with a degree in Automotive Engineering from the Federal Institute of Technology, he has been assembling vehicles since he graduated in 1992. He shares the same heritage with Mr. Loo and Mr. Foster as he also started out in Cycle & Carriage. Initially Mr. Chiang was responsible for the assembly of passenger cars. Later, he handled both, trucks and passenger vehicles. For a few years he also handled the after-sales before moving to Sinotruk in 2007. Currently, Mr. Chiang is one of 58 staff in the factory, with 49 assembling the trucks, Mr. Loo and his team is selling.

The production facilities of AAI are strategically located near Port Klang.

There are two very good reasons for this: firstly this is the area where Sinotruk’s clients are, secondly the easy access to the port is important for any CKD operation. There are plans to add more production capabilities in other locations as the number of vehicles ordered has already outgrown the capacities of the plant. AAI moved into the location only in early 2010. The new production facilities are to cater for a continued growth over the next 5 years.

AAI has a long history in Malaysia. Founded in 1968, it was among the first assembly companies in the country. Back then Peugeots and Mazdas were assembled. Up until 2007, passenger cars were assembled and today, HOWOs and LDV Westars are rolling off the assembly line. “We are planning to produce some 550 Heavy Duty Trucks and around 1 000 LCVs for Westar this year” Mr. Chiang says. Current capacity is 2.5 trucks and 5 vans per day.

According to Chiang “CKD business is not easy. You need to know exactly what to order and when. Get it right and there is very little capital that is sitting idle. Get it wrong and you have semi finished trucks that you cannot deliver or repairs that cannot be

carried out”. Orders need to be correct and complete and also one needs to plan ahead. Sinotruk / AAI have the advantage that they can source parts from China directly. Components are being selected to have the best available quality from China, thus ensuring the truck is nothing complicated, but a great truck. The tie-up with MAN also allows for transfer of technology, which makes the trucks technically advanced. That said, competition with MAN is not an issue as both manufacturer are serving different segments.

Within a short period of time the company has achieved a lot. In early 2011 a painting area was also installed, allowing for customised paint-jobs. Customisation is also on the agenda for the first China-truck in Malaysia. Shin Yang (Asian Trucker reported in issue 6, August 2011) ordered several trucks that had a custom width to cater to the off-road applications in East Malaysia.

With the tremendous growth came also the need to hire staff. Out of the 18 staff that worked for AAI in 2007, 17 are still there. Others were recruited from local schools, straight after graduation. “We are working closely with local colleges to identify suitable talent for our operation”, states Chiang. “There are some really good people out there, you just have to identify them early enough” is his recommendation.

Chiang believes that soon Port Klang will be a “Chinese Village” as he expects more Chinese trucking companies to follow the success path of Sinotruk and AAI, wanting to have a share in the Malaysian market as well.



Mr Chiang

Jithra and thought  
through tanker trailers –

# What really matters is invisible

*As with most things in our industry, tanker trailers also need to be specifically manufactured according to the application. While bitumen tankers usually come in a sleek black, some tankers need a double layer for extra safety. We visited Jithra to have a look inside some tanker trailers and met with old friends.*



**W**e meet Henry Lim, one of the three founders of Jithra in a nearby coffee shop, talking to Richard from TMC, who has come over to discuss the needs for axles for the latest Jithra creations. In 1979, Henry founded Jithra together with Peter Cheng and Steven Foo. Today, Henry is about to hand over the company to his son, who has just recently returned from his studies in Australia. We also see another familiar face, a trailer from Sidhu Brothers is parked on the compound, awaiting collection.

Humble beginnings in a new career Henry tells us how it all started. Prior to setting up his company, he was working as a welder in Singapore before he saw an opportunity to start a business. The initial focus was on the repair and maintenance of tanker trailers. Back then, the street we find Jithra today was just jungle. Today the street has been transformed into a busy road with several businesses lining it,

some also in the trucking industry.

Through the initial set up to maintain tanker trailers the company gained a lot of knowledge and eventually moved into the fabrication of the entire trailers too. These days the company produces some 150 trailers per year. This is a respectable number given that the trailers need a lot of work, mainly on the inside. Oil and gas tankers for example require a lot of safety features and fittings which take some time to install.

With Michael also joining the business, expansion plans took shape and a second site was acquired recently and is also about to further expand as demand grows. The success of the company is not surprising as the name is pronounced "Red Dah", which means "Daily Growth". Obviously, this also extends to Jithra's customers, many of which have grown significantly over the past decades. Currently, Jithra is the only trailer manufacturer in Negeri Sembilan certified to repair Shell

tankers.

Second generation to take over Michael takes us around the compound and explains how trailers are being built. His decision to join the family business was motivated by several reasons. According to him, the main reason was to preserve jobs. If there is no successor, the company may cease to exist, thus releasing the workers into an uncertain future. As a result of his joining, the company has made conscience efforts to grow as there will be a continuation.

Innovations and strong partners As with the venture from maintenance to fabrication of full trailers, the company has been actively seeking ways to innovate and transfer knowledge to other products. One example is the hand rail that is being installed on oil and gas tankers. This requirement by the industry let Jithra to innovate a hand rail system that works with hydraulics, erecting and collapsing a hand rail on top of the trailer. As a

result, it is now much safer to work on the tanker trailer. The system is coupled to the braking system of the prime mover and while the hand rail is up, the vehicle would not move, avoiding sudden movements endangering staff working on the trailer. While a requirement for the Oil and Gas transportation, Jithra and Sidhu Brothers saw the new feature as a fantastic way to improve safety in the palm oil industry as well. As the first Palm Oil transporter, Sidhu Brothers installed this new system to their trailers too.

Jithra has partnered with Yongqiang Vehicles (Dongguan, China) to import CKD trailers to Malaysia. These are almost fully assembled and made from aluminium. Certain parts are still fixed locally and then the trailers are ready to roll. The move by Jithra is to answer the need of the market for lighter and more fuel efficient trailers. Dongguan Yongqiang Vehicles Manufacturing Co., Ltd., formally known as Dongguang Yongqiang Barrel Manufacturing Plant, is a 100% private owned enterprise with registered capital of RMB 67,000,000.00, established in March 1991. The company is situated in Dongguan City, in North of Shenzhen and East







of Guangzhou. It takes only 60 minutes highway drive to both Shenzhen & Guangzhou Airport and Seaport, and less than two hours from Hong Kong Airport.

Anti theft measures are also available and are being installed as and if required by the clients. What is inside the trailer? Around 65 workers are taking care of the production of the trailers. Most difficult are the tankers for the food products as the insides need to be polished to a high shine like a mirror. Inside the tankers there are baffles that avoid the liquids from sloshing around and impacting the driving behaviour of the truck / trailer combination. According to Michael, there is only one maintenance precaution that one would really have to look after, which is to fill the tanker always to the maximum. Half loads may crack the baffles. Besides that, one should look regularly after bushes, valves and gaskets. Jithra uses almost exclusively TMC axles.

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 Jitra Transport Agency  
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 70300 Seremban, N.S.  
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*Mr. Michael Lim*

**Jithra**

*Dr. Abd Hapiz Abdullah  
President Chemical Industries  
Council of Malaysia*

## INTERVIEW WITH DR ABD HAPIZ ABDULLAH ON ROAD SAFETY IN THE CHEMICAL INDUSTRIES

Dr Abd Hapiz Abdullah is President of the Chemical Industries Council of Malaysia (CICM). He is also the President/Chief Executive Officer of PETRONAS Chemicals Group Berhad (PCG) and formerly the MD of DuPont Malaysia.

PCG is part of the PETRONAS Group, which is iconic in 'living and operationalising' safety at the work place, whereas DuPont is the global leader in Safety Management Commitment. Both companies appreciate the fine-line correlation between efficient operation and good safety, where one cannot co-exist without the other.

Therefore, it is not surprising that Dr Hapiz is committed to driving and championing the safety of the chemicals industry, in his capacity as President of CICM. Trucker Magazine Asia is privileged to interview Dr Hapiz, in person, at his office at PETRONAS Twin Towers, Kuala Lumpur City Centre, regarding his views, thoughts and strategy in driving the safety of road transport operations in the chemicals industry.

### ***What is CICM, and When was it ESTABLISHED?***

The Chemical Industries Council of Malaysia, or CICM as its better known, was established in 1978 as an industry group under the aegis of the Federation of Malaysian Manufacturers, or FMM. The primary objective of CICM then was to organise the chemicals industry in Malaysia into a cohesive group to represent Malaysia's interest in the ASEAN Chemical Industries Council.

As the industry grew, CICM's interest and activities also expanded and it was felt necessary for CICM to be established as a separate legal entity. Therefore on March 23, 1982, CICM was incorporated as a company limited by guarantee.

### ***CAN YOU TELL our READERS A LITTLE ABOUT THE PETROCHEMICAL INDUSTRY IN MALAYSIA?***



*Chemical Industries Council of Malaysia  
Executive Committee Meeting, PETRONAS Tower 1, KLCC (Dec 2011)*

The petrochemical sector is a highly technological and capital-intensive industry. Domestic investments are principally joint ventures with MNCs, who are normally the technology providers. The presence of the MNCs, namely Shell, ExxonMobil, Dow Chemicals, Conoco-Philips, Kaneka, BASF, DuPont and many more, shows the success of the Malaysian government in providing a good environment to attract investments.

The petrochemical industry is an important sector in Malaysia, with investments estimated at RM 28 billion. With 29 petrochemical plants throughout Malaysia producing some 40+ types of petrochemical products, the growth of the industry has transformed Malaysia from a net importer to exporter of major petrochemical products.

A wide range of petrochemicals are produced in Malaysia, such as olefins, polyolefins, aromatics, ethylene oxides, glycols, oxo-alcohols, ethoxylates, acrylic acids, phthalic anhydride, acetic acid, styrene monomer, polystyrene ethylbenzene, vinyl chloride monomer and polyvinyl chloride.

The rapid growth of the industry is mainly attributed to the availability of oil and gas as feedstock, a well-developed infrastructure particularly in the petrochemical zones in Kerteh, Gebeng and Tanjung Langsat, a strong base

of supporting services, the country's cost competitiveness, together with Malaysia's strategic location within ASEAN and her close proximity to major markets in the Far East.

Malaysia's petrochemical sector has also contributed to the development of local downstream plastic processing activities. World-scale producers of LDPE, LLDPE, HDPE, PP, EPS, GPPS, HIPS, PVC, ABS, SAN and PET resins have established plants in Malaysia, thus providing a steady supply of feedstock material for the plastics industry.

Chemical and chemical processes are part of the modern world. They touch us at all aspects of our lives - the clothes on our backs, the houses we live in, the cars we drive, are all made possible because of chemicals. Yet, chemical in the wrong hands has been used as weapons of mass destruction and has taken hundreds of thousands lives. In other words, if not responsibly managed, chemicals can result in irreversible consequences of catastrophic magnitude, not only to our health but also to the environment we live in.

When such disaster strikes, society would revoke the industries' 'license-to-operate', and, everybody loses.

#### **WHAT ARE YOUR SAFETY CONCERNS IN THE CHEMICALS INDUSTRY?**

Among the biggest exposure to safety

for any chemicals company has always been, and will always be, in the area of Road Transport operations. Many truck-drivers, third party road users and members of the public are hurt and killed every year in road crashes.

Load a truck with DG cargo and instantly you double the hazard – firstly, the exposure from road accidents, and the other from the product carried.

On many an occasion, the loss of product containment from road mishap causes far more serious damage than the vehicle crash itself.

It is, therefore, not surprising why we are putting in a lot of focus and emphasis in the road transport of Dangerous Goods (DG)

#### **WHAT IS CICM DOING TO ADDRESS ROAD TRANSPORT EXPOSURE?**

We've now put special emphasis on the area of Road Safety, and have formed a 'Safe Road' committee to provide special focus in this particular area.

The committee is represented by members who are seasoned and experienced road transport safety specialist and is chaired by Mohamed Noor Sany, who is also a specialist and senior consultant in the area of driver and driving safety. The Safe Road committee reports directly to the CICM Executive Committee.

## WHY IS ROAD TRANSPORT OPERATIONS MORE HAZARDOUS?

The products that our (the chemicals industry) trucks carry, are hazards in their own right. Some products are flammable, explosive, toxic, volatile, carcinogenic, etc. Most are not environmentally friendly.

In a chemical plant, where one has total control over the facility design, chemical processes and work activity, you can apply strict control and manage the safety of the operations. Even in the event of a loss-of-containment, one can still mitigate its consequences in a defined area, with well-trained and prepared personnel.

In road operations, however, it's a different story. Drivers are amongst the lowest paid in the industry and, hence, may not attract the best people; and the behaviour and discipline of other road users cannot also be ascertained nor controlled. Unlike worksite activities where a work can be closely monitored by a supervisor, driving is often a solitary activity where drivers are pretty much left to self-manage their operations. Due to this, it is important that we not only provide drivers with comprehensive drivers' training but also have the assurance that they are competent on the subject trained.

I believe we can significantly minimise our road transport risk and, hence, reduce road accidents if our drivers are provided with quality (defensive) drivers training and are competent in applying this defensive skills on the road. Above and beyond defensive driving, drivers also need to understand their vehicle, have an appreciation of load dynamics, and lastly, fatigue management - a large number of truck crashes are also linked to fatigue, directly or otherwise.

### So how is CICM planning to help its members in the area of Drivers Training?

As I've explained earlier, driving a



chemical tanker truck is as a high-risk operation that requires competency (and not just training), particularly in the areas of defensive driving.

In most developed countries, Dangerous Goods (DG) Cargo Drivers are licensed. Getting this license would require a driver to undergo specific competency-type training, the syllabus for which includes defensive driving, fatigue management, vehicle and product knowledge, as a minimum. The normal Heavy Goods Vehicle (HGV) license issued by the Road Transport Department in Malaysia only serves to confirm that a driver has the skill and knowledge to maneuver his vehicle well with a basic understanding of traffic rules and regulations. It does not certify the driver as having the necessary defensive driving skills.

There should be no compromise to quality drivers' training in the chemicals industry and, technically, only drivers that are certified as competent should be allowed to haul Dangerous Cargo.

The Safe Road Committee is working on a driving competency protocol for the CICM, which we named the Driving Competency Training (DCT), which would be made available to all CICM member companies. Hopefully, we would be able to secure some grants to subsidise the cost of this training.

The DCT has been successfully implemented with positive results with a number of companies within the chemicals industry in Malaysia. DCT conducted on a BP-PETRONAS operations in Kerteh, over the past few years, has resulted in tremendously good results, in that there were zero truck accidents over many years of their road transport operations. We are planning to put the DCT on trial within the PETRONAS Chemicals Group sometime early this year.

### What OTHER ROAD SAFETY PROJECTS would CICM be doing to help the PETROCHEMICAL industry to this end?

Other than the Driving Competency Training, the Safe Road Committee has also identified two other projects for Dangerous Goods (DG) Cargo Road Transport operators, namely the development of Driver Safety Passport (DSP) for DG Cargo

Drivers and a National Road Emergency Response Infrastructure capability

### Can you tell us about the Driver Safety Passport (DSP)?

'To manage, you need to control. To control you need information'. To be able to manage, we obviously need to know not only who works for us, but would require a comprehensive and robust drivers' database. We need drivers' personnel details, medical records, tests conducted (for drug or alcohol), validity status of key documentation (drivers license, GDL, NRIC, etc). This information should also include drivers' training records, work performance records, both reactive and proactive performances, e.g. meeting attendance, on-the-road violations (from GPS), etc.

### DRIVER SAFETY PASSPORT BOOKLET

What we aspire to do is to have a common database system for all truck drivers in our industry. To this end, the Safe Road Committee has developed a common framework template in the form of a Driver Safety Passport booklet, which would be recommended for use by all DG Cargo drivers in this industry.



**Driver Safety  
Passport Booklet**

This Driver Safety Passport (DSP) booklet will be a controlled, non-transferable document issued to individual drivers with their details and records imprinted and verified.

One of our member companies, E-Response Alert, which is the custodian to this system, has done much work in this matter.

The next phase of the Driver Safety Passport is to capture these drivers'

details in an electronic database system, which we call 'electronic Driver Safety Passport (or 'eDSP'). Currently, E-Response Alert is piloting the eDSP in two of CICM's member companies, namely BP-PETRONAS Acetyl and CCM.

The eDSP system, would be a password-protected web-based platform and accessible from anywhere in the world. It would have scanned copies of key documentation and a 'traffic light' dashboard to prompt viewers of expiring documentation. The eDSP would also be compatible and seamlessly connected to a GPS system to analyse drivers' on-the-road performance. E-Response Alert is currently working with CSE Malaysia on the eDSP-GPS interphase platform.

Can you tell us about the National Road Emergency Response Project? there seems to be much interest on this project by the DG Cargo Transporters, in Peninsular Malaysia.

Emergency Response Management, which is the last line of defense, is a requirement by law for road transport operators.

Technically speaking all transporters are required to have an effective and responsive Emergency Response system and the capability to mitigate and clean-up product-spills from road accidents.

Whilst some big multinational road transport operators have their own in-house emergency response vehicle, equipment and team, smaller ones do not. These companies have a heavy reliance on their clients, to assist and manage their on-the-road emergencies and product cleanup.

The Safe Road Committee is exploring and looking into ways of setting-up a privatised national provider of Road Emergency Response Service with bases around the country, which can provide Emergency Response support within a 2-hour call-out; and a Clean-up Response capability within a 4-hour call out envelope, anywhere in Peninsular Malaysia. This service provider would need to have a 24/7 capability to

respond to member company's emergencies.

However, this is still at an early conceptual stage, and the CICM's Executive Committee will be providing Sany and his team with the support required to get this project up and running, hopefully sometime late this year.

Do you have anything else you would like to share with the readers on CICM's 2012 Occupational Health and Safety programmes and initiatives?

The Safe Road Committee will be planning a series of specialised road transport and road transport safety related training sessions throughout 2012. We have also planned the



production of a number of safety articles, posters, videos, which will be distributed to members throughout the year.

It is my pleasure to announce that we will also developing plans for a prestigious CICM 'Best Haulier of-the-Year' award, which would be presented at CICM's Annual Dinner this year, in tandem with the Responsible Care Awards. We are very thrilled by this.

I encourage chemical haulage companies to apply and take up membership, as we have a very interesting line-up of activities for 2012.

For membership and/or other information, please look us up at [www.cicm.org.my](http://www.cicm.org.my)

Terima Kasih.

# From Conception to Mass Production Safety is the First Consideration

*When Continental talks about tyre safety, the whole lifecycle, from early development stages until the disposal of worn out tyres is discussed and examined.*

"Safety is not negotiable and is a central topic in order to run tyres economically," says Bernd Korte, Vice President of truck tire development and industrialization, Hanover (Germany). According to this principle, five safety topics will be covered in the next five issues of the Asian Trucker. The issues surrounding tire safety to be discussed will be (1) development and new tyre production, (2) development and retread tyre production (3) correct tyre selection (4) tyre mounting and storage and (5) tyre maintenance.

## **Part 1: Development and new tyre production**

When planning the development of a new tyre, tyre safety comes first. Planning means the first thoughts and ideas about what the performance criteria are as well as applications and the conditions the tyre will be used in. Specific customer requirements also influence the thought processes. All possible combinations of load, road surfaces, weather conditions, vehicle configuration and more have to be taken into consideration. A certain level of "misuse" has to be allowed for in

order to provide a certain amount of reserves for under inflation or exceeding technical speed limits.

Korte states: "As far as is technically and economically feasible, we will provide reserves. If feasibility is not given, we will not bring such a product to the market." Therefore a feasibility study at the very beginning of planning is crucial to make sure that tyre safety can be delivered to the market. If the requirements are technically not feasible then no development actions will be taken.

If the result of the feasibility is positive, meaning that Continental is sure that tyre safety can be secured in all stages of the process, the next step in the development process will be taken, namely computer simulations. In this procedure all available data are loaded into a computer model which then simulates the effects of new requirements on existing and new layouts of a tyre. A new compound might have a higher heat build-up in certain parts of the tyre or the flexing in the bead area due to higher load conditions that are beyond the limit. The simulation makes the critical areas

visible and allows us to identify causes. Already at this stage corrective measures are being worked out to avoid any risk in terms of tyre safety.

## **Testing, testing and more testing**

Having eliminated all critical findings of the computer simulation, experimental tyres will be built. The assembly (tyre building) is observed by different parties of the development and production team. After curing the tyre has to undergo a series of examinations. Tyres are cut, the positioning of all parts are checked as well as cross checked verses simulation results. It becomes obvious if major parts inside the tyre are not correctly positioned which would bear the risk of a tyre failure. The goal is to minimise all potential risk of tyre damage or failure. Only if the tyre has been built according to specification it will be directed onto the next step; internal endurance testing.

During the internal endurance testing – which is still part of the experimental stage – the tyre will be run on a test drum. Here a real life situation is simulated. Parameters like inflation pressure, load and lateral



*Mr Bernd Korte*

forces are brought to a maximum. According to strict internal standards the tyre has to pass certain time limits under these conditions. If the tyre does not meet these standards it will not be released for further development. Having met internal standards, which are by far higher than the legal standards, the new tyre will be released for field testing. This either happens on company owned trucks or in a real life situations on customer vehicles.

### **Real –life applications to fine-tune the tyres**

As mentioned above, the tyres are now tested under controlled conditions such as a fully loaded truck and a variety of weather, road surface and speed conditions. The particularity of this test is that legal limits of speed and load are purposely exceeded. This gives Continental the confidence that the tyres will last safely even if misused in daily operations.

After successfully completing the tests on Continentals own test vehicles a certain number of tyres are given to fleet customers in order to get their feedback on the safe handling of

the tyres. “Safety also means to have a stress-free ride for the driver,” comments Korte. If the driver or the fleet owner does not have the confidence in his tyre he will be distracted from his actual tasks. He must be sure that under varying conditions his tyre will accelerate, brake and steer his truck safely.

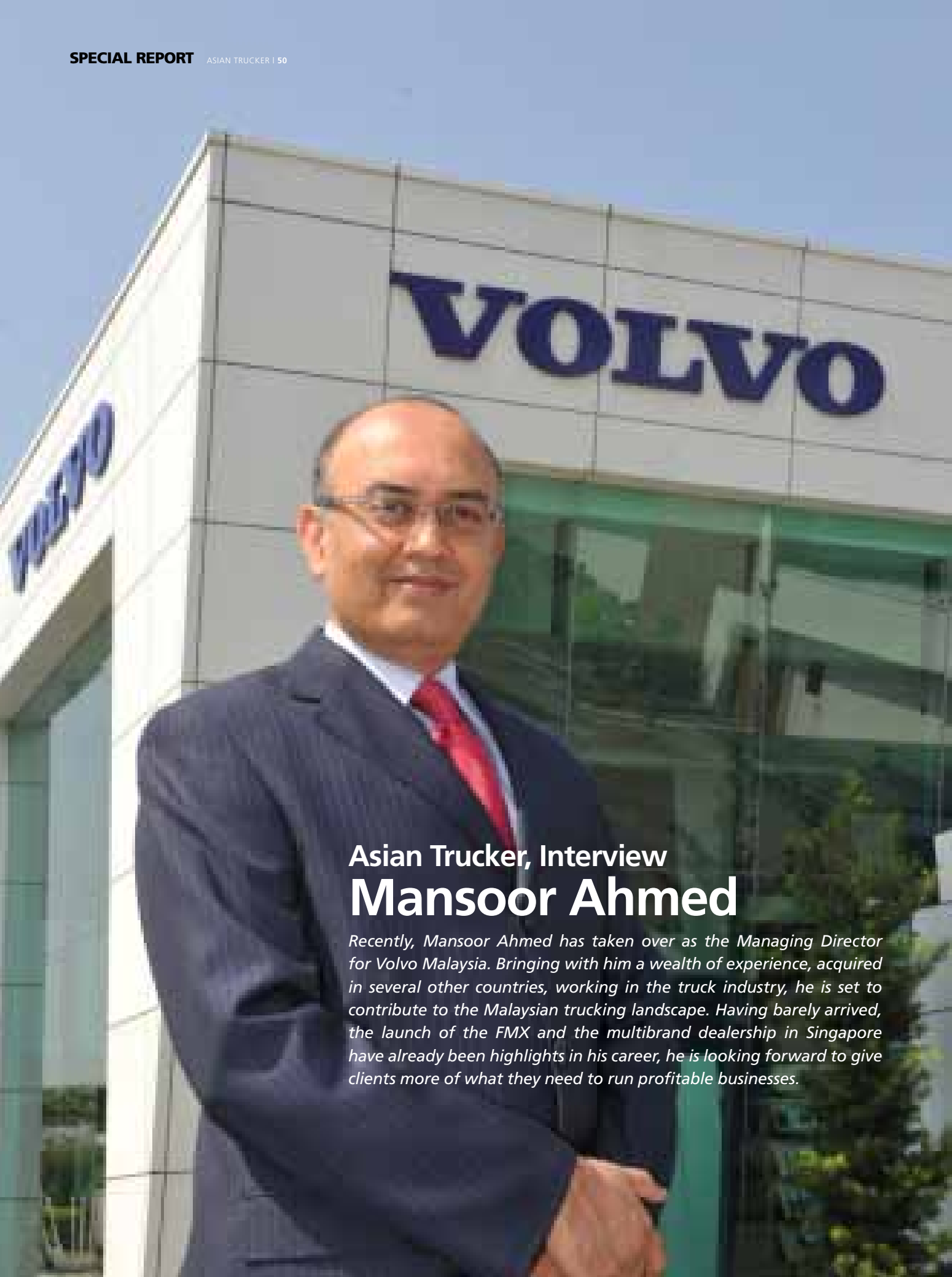
In addition to Continental’s internal tests the tyres have to meet tests required by law. These tests make sure that the minimum of legal requirements are followed. Proving that Continental delivers safety according the legal standards is the fact that all our factories are audited on, on a regular basis. The Continental plant in Petaling Jaya carries ISO certification. Having passed all of the above mentioned tests and procedures, meeting all Continental and legal safety standards, the tyre will be released for serial production. The first loop of serial tyres will then be shearographed, checked and tested in depth.

When all safety and performance standards are within the limits, full production will commence. “Precision and discipline in the production process

must be under control,” Korte emphasises. Customers will only buy and buy again if all their safety and performance expectations are met. In order to secure the stability and accuracy of the production process tyre samples are constantly tested and evaluated. Furthermore, each and every single tyre is x-rayed in order to ensure that it meets Continental’s quality and safety standards.

Tyres are now manufactured in mass production and can be observed on many trucks in the market. Continental collects feedback from customers regarding quality, performance and safety on a regular basis. This feedback is evaluated and passed to the responsible person in the development as well as in the production departments. Should any signs of reduced quality, performance and safety appear, corrective measures would be taken immediately. Furthermore, Continental recommends maintaining and using its tyres according to the general guidelines provided by customer service leading to the best possible safety.

How to maintain and use tyres correctly, aiming for maximum safety, will be discussed in a following issue.



## Asian Trucker, Interview **Mansoor Ahmed**

*Recently, Mansoor Ahmed has taken over as the Managing Director for Volvo Malaysia. Bringing with him a wealth of experience, acquired in several other countries, working in the truck industry, he is set to contribute to the Malaysian trucking landscape. Having barely arrived, the launch of the FMX and the multibrand dealership in Singapore have already been highlights in his career, he is looking forward to give clients more of what they need to run profitable businesses.*



***AT: Selamat Datang ke Malaysia! You have worked in other countries for Volvo Group. What is your first impression of Malaysia from a Trucking point of view?***

I have been very impressed with the diversity that one sees here and the harmonious way of working amongst people of different races. It is just like what they say about the Malaysian food: It is an amazing fusion that one sees here. Given the enormous interlink in terms of diversity, you get the best of all. It is just there for you. Since Malaysia is such a melting pot, you get the best from each group, different ideas, evaluation from all angles that simply bring the best out and give you amazing results. This gives you true synergies that we can utilise for the industry.

Compared to other countries in the neighborhood, you find a strong infrastructure in Malaysia which makes it possible to transport goods with relatively high average speeds. The overall goods transported are also a barometer of the industrial pulse of a nation which one could also call the wheels of the nation! Naturally this sector needs focus as it contributes to the overall country competitiveness.

However, all that glitters is not gold. There are, of course, room for improvement. One of the things that struck me was the number of older trucks on the roads. In our business, uptime is the most important. If a truck is not running, it costs money, something you want to avoid at all cost. In Europe for instance one would sell a truck after 3 – 5 years, ensuring that the fleet is up to date with the latest

technology, runs fuel efficiently and has an uptime of at least 90%. Older trucks break down more often, repairs may take longer (as one needs to source spare parts) and are less fuel efficient. Therefore it is a bit of a surprise to see an excellent network clogged with old trucks disposed by more advanced countries as this has an adverse impact on the nation's competitiveness.

But it appears that delays and breakdowns are quickly forgiven and forgotten. Here I find a very laid-back atmosphere, where it is "Ok to be late". We at Volvo, however, cannot afford this attitude as we need to ensure our customers' vehicles are back on the road doing what it was meant to do as quickly as possible.

***AT: You have, in your previous post, handled the iconic truck brand Mack. Don't you think there is space for this brand in Malaysia (and Singapore) as well?***

There are two different philosophies in terms of legislation when it comes to trucks. In Europe, the overall length of the truck is what matters whereas in the USA you measure the cab from the back of the cab to its end and it doesn't matter how long the cab is in the front. This is why you can see Mack trucks having a big and long front like a nose as the USA regulations allow this.

It appears that in most Asian countries the European standard dominates. Naturally, this then rules out the Mack truck for use on Asian roads. But the Volvo Group does offer these trucks for off-road applications where the trucks are not utilised on main

roads and highways thus making it less regulated. This is mainly for the Indonesian market. In Malaysia however, we have other brands and models in our current portfolio that fits the role perfectly so I am afraid that we won't see the iconic Mack here anytime soon.

***AT: How important you think is the notion of brand image for customers when they chose a truck?***

Malaysia is a relatively more brand conscious nation with people being attracted to what different brands stand for. You see this manifested in form of various global brands present here with the leading retailers also present here.

It is important to remind ourselves what we are doing, what we are selling. We are not a B2C brand, but a B2B brand. Our product is a machine that delivers "ton-kilometre at a minimal cost". So, the qualifier for a purchasing decision is the ability to generate income, based on the notion of delivering ton-kilometres in the most cost efficient manner. Now look at what a brand stands for. A Volvo truck stands for Safety Quality and Environmental Care. These core values ensure a high uptime, less repairs, less fuel consumption and in turn a tangible output, income and profit.

***AT: What are some of the activities you are planning for 2012?***

We will seamlessly plowing forward with the efforts we have made in 2011. It means we will continue to listen to our customers, who are the best to tell us what they want from us. Our efforts will be focused around further improvement of our service network and building a

better relationship with our customers. As I mentioned earlier, it may be a “forgiving market” but that does not give us any right to take advantage of. On the contrary: We will work hard on improving responsiveness and our service turn around times. To achieve this, we will ensure that parts are readily available, conduct a fast & efficient diagnosis to find the cause of a problem, faster throughput and continuously upgrading our manpower skills. Most importantly, we will be offering new products and services such as the Fast Track System where Pre-Book Service vehicles are given priority thus ensuring the trucks are out of the workshop and back on the roads in the shortest time possible.

Our reliable break down service which we call the 24-Hour Action Service is already very responsive, but we always strive to be better. We also plan to do more under the Driver Development program where we will conduct courses to impart driving and fuel saving skills to the drivers and truck owners. Fuelwatch is a part of this program.

***AT: Tata is another iconic brand. Why did you leave them, opting for a European brand?***

Very simple: it was a challenge. Back then, Volvo was the first European truck brand to enter India. Just imagine, back then our offer was 4 times as much as that of a Tata. It was an opportunity too good to let go of.

This move has opened up new horizons for me and I haven't looked back since. It was the combination of

multibrand and multigeography that attracted me. Tata does a lot of different things, from light commercial vehicles to heavy duty trucks, but also cars. In Volvo you are dealing with one overarching concept of excellence in commercial transportation under an umbrella of brands.

This concept works, as shown by the example of India, where Volvo now dominates the mining industry segment with 70 % of the market.

***AT: How are you planning to apply the vast knowledge you have to the Malaysian Market?***

India and China are huge markets, are the strategies, products and thoughts equally valid here?

It is a great opportunity for applying best practices across the group in Malaysia also and to pick up what we do exceptionally well here for our other markets. We have an ambition to excel in retail. We have a deep rooted desire to deliver our valued customers a superior, differentiated and consistent experience across our network. This we will achieve by streamlining and deploying our common processes.

It is therefore our ambition to utilise our global learnings and execute them with a local flavour.

FuelWatch for instance originated in Korea and have now become global movement for the group. Similarly, we can look at our other brands and adapt their best practices. We can certainly adapt specific processes from UD for example. UD has a strong brand image in Malaysia with a strong focus on

aftermarket and we have taken the lessons from UD to be implemented into other markets

CRM (Customer Relationship Management) is another important aspect that we can localise, using global insights. Through this, we are aiming at creating a superior and excellent experience at every touch point from the point of a phone call being received to the truck being delivered back to the truck owner.

***AT: Attracting talent in our industry is a difficult task. Do you think that the trucking industry is lacking self esteem to go out and promote its players, portraying them as desirable companies to work for?***

Maybe you are right in saying that the industry as a whole is not doing enough to portray a positive image. But naturally, B2C brands are more attractive for people to work in. Other continents also have the same problem, so it is not just something that is localised to Malaysia..

Perhaps there isn't enough done to inform the general public about the importance of the trucking industry. We are, as mentioned, the wheels of the economy, and there is a lack of knowledge about what we are doing here.

In China for example, Volvo through an interaction with leading universities has managed to attract the top student talent. Also here in Malaysia, we have an apprenticeship program which helps young people to enter the truck industry. Personally, I think we are doing our part

in initiating the interest and education, but it may require the entire industry to actively promote this business segment - an endeavour in which we would be very happy to participate and contribute in.

**AT: We met at the opening of the Multi-Brand dealership in Singapore (See Asian Trucker issue 6 and 7). Are you planning to apply a similar concept in Malaysia?**

This is answered quickly: We do have a very strong and good partner here to handle the UD brand. This is not going

to change and therefore there is no need for a multibrand dealership. Our partner actively manages the UD brand and is well set-up.

**AT: How difficult is it to manage various brands under your umbrella with expectations to grow each of them?**

Each of the three brands is well defined and has individual strengths. They complement each other. It is not at all difficult to manage the different brands as they each address various customer requirements and

the clients dictate what is needed. Renault is for off-road, Volvo is perfect for container haulage and UD is a great fit for anything in construction.

**AT: Final comments?**

It is great to be in Malaysia, there are great people living in this country. I look forward to enriching my learning here!



# Knorr-Bremse Commercial Vehicle Systems in South East Asia

**K**norr-Bremse Group is the world's leading manufacturer of braking systems for rail and commercial vehicles. For more than 100 years, now the company has pioneered the development, production, marketing and servicing of state-of-the-art braking systems. Knorr-Bremse has more than 90 sites in 29 countries.

The Commercial Vehicle Systems Division in Knorr-Bremse Hong Kong (KBHK) is responsible for the sales, service as well as development and support to the independent aftermarket (IAM) of Knorr-Bremse products in Korea and South East Asia.

The spare parts supplied are genuine Knorr-Bremse replacement parts for most major European, Japanese, Korean and American trucks, buses and trailers.

Since the start of 2010, KBHK has been pursuing a 3-year strategy which aims to increase the footprint in the

region. The strategy includes the formal appointment of business partners in each market and to provide quality service and support to the customers. Currently, Knorr-Bremse Hong Kong has IAM distributors appointed in 9 countries/areas in South East Asia. The distributors are responsible for the front-line retail business and support. And they, in turn, are supported and trained by the regional office in Hong Kong which is supported by the global Knorr-Bremse sites and the head office in Munich. The spare parts supplied to South East Asia are mainly from the Knorr-Bremse sites in Germany, UK, Brazil, Australia and China. All the parts sold and distributed are quality assured from Knorr-Bremse locations and covered by a comprehensive warranty.

## Braking Systems for Trailers

Heavy vehicles such as buses, trucks



*Mr. Kevin Bullock – General Manager,  
Commercial Vehicle Systems  
Sales and Business Development*

or tractors with trailer(s) loaded with cargoes or dangerous goods not only require good, experienced and careful drivers to control the vehicles, but also a reliable and effective braking system.

Apart from the air braking systems for commercial vehicles such as trucks and buses, Knorr-Bremse also produces conventional trailer brake kits as well as state-of-the-art Trailer Anti-lock Braking System (TABS KB4TA) and Trailer Electronics Braking System (TEBS G2.1) for different trailer applications.

## Conventional Trailer Brake Kit

The conventional trailer brake kits are suitable for multi-axle semi trailer, centre-axle trailer and full trailer applications. They are supplied with high quality brake parts and also fully complied with ADR requirement suitable for road train and non-road train; on-road and mining applications.



*Typical 7-axle side tipping trailer-tractor combination with Knorr-Bremse conventional trailer brake kit for the mining application in Kalimantan, Indonesia*



*Tractor and trailer without RSP function when making a sharp unplanned turn*

### **Trailer Anti-lock Braking System TABS KB4TA**

While the Trailer Anti-lock Braking system (TABS KB4TA) is specially developed for semi trailer, centre-axle trailer and full trailer utilizing the available engineering and production experience gained over many years. Anti-lock configurations include 2S/2M, 4S/2M and 4S/3M to fulfill the anti-lock braking requirements of different trailers with mechanical suspension or air suspension. It may also be retrofitted to existing trailers to provide an upgrade.

### **Trailer Electronics Braking System TEBS G2.1**

The Knorr-Bremse Trailer Electronics Braking System (TEBS G2.1) has been built upon the strong foundations for quality, reliability and innovation set by the TEBS system.

The braking functions of anti-lock, load sensing and roll stability programme are electronically managed within the module as integrated features. This provides more accurate and consistent control of the generated brake force, including reduced hysteresis, when compared to a conventional braking system, thereby improving tractor trailer compatibility, optimizing brake wear and helping to reduce the overall operating costs of

the trailer.

The Roll Stability Programme (RSP) function of TEBS G2.1 helps the trailers to avoid unstable and roll over by automatically applying the brakes of selected trailer wheels. By monitoring lateral acceleration, load and speed, the system is able to determine when an unstable condition is imminent. Should this condition arise, the brakes are automatically applied to reduce vehicle speed and hence lateral acceleration, thereby enhancing vehicle stability. When the threat of instability is no longer present, the brakes are automatically released and the system reverts to normal operation.



*Tractor and trailer equipped with TEBS and RSP function when making a sharp unplanned turn*



# Streamlined aerodynamics and more European look for Sinotruk's Howo

Sinotruk ended the year 2011 on a high note with the launch of the remodelled Howo. After a facelift, the truck now looks more European and offers better aerodynamics.

While sporting new looks on the outside, giving the Howo now a very distinct "face" the inside has also seen some revisions. The workstation of the driver has been updated, offering better comfort and ergonomics. In addition, the cabin is now full floating, making it a smooth and easy ride.

What makes the Howo an interesting truck to consider is the modern technology applied. Looking at the specifications, the truck actually turns out to be a truck made in China with European technology.

**SINOTRUK-H7****TRACTOR**

Driving Type 4×2 GCW5000kg

Model	ZZ4187S3511W	
Engine	<p>Engine model: WD615.47, Euro II emission standard          4 stroke direct injection diesel engine          6 cylinder in-line with water cooling, turbo-charging &amp; intercooling          Maximum output: 371hp(273Kw)at 2200 rpm according to DIN          Maximum torque: 1470Nm at 1300~1800 rpm          Bore: 126mm; Stroke: 130mm; Displacement: 9.726L; Compression ratio:17:1          Specific fuel consumption: 198g/kWh; Engine oil filling quantity: 19L          Cooling system filling quantity (long-term filling): 40L          Thermostat opening temperature: 71°C          Twin cylinder air compressor                      Visco fan</p>	
Clutch	Single-plate dry diaphragm spring clutch, diameter 430mm, hydraulically operating with air assistance	
Transmission	<p>Model HW19710T air assisted, synchromesh, 10 forward and 2 reverse.          Ratio:14.36 10.66 7.88 5.82 4.38 3.28 2.44 1.80 1.33 1.00 14.01(R1) 3.20(R2)</p>	
Propeller Shaft	Double universal joint propeller shaft with gear-shaped coupling flange	
Front Axle	Steering with double T-cross section	
Rear Axles	Pressed axle housing, single reduction gear and differential locks. Ratio: 4.22	
Chassis	<p>Frame: U-profile parallel ladder frame with section of 300×80×8mm and reinforced subframe, all riveted cross members          Front suspension: 9 semi-elliptic leaf springs with hydraulic telescopic double-action shock absorbers and stabilizer          Rear suspension: 15 semi-elliptic leaf springs with bogie spring          Aluminium fuel tank: 400 L capacity with locking fuel cap, fitted to the off side of the chassis.          Fifth wheel size: 2 inch    Option:3.5 inch</p>	
Steering	ZF power steering, model:ZF8098, hydraulic steering with power assistance Ratio: 26.2	
Brakes	<p>Service brake: dual circuit compressed air brake          Parking Brake: spring energy, compressed air operating on rear wheels          Auxiliary brake: engine exhaust brake                      Option: ABS</p>	
Wheel & Types	<p>Rims: 9.00×22.5,10 hole-steel          Tyres: 295/80R-22.5 or 12R22.5</p>	
Driver's cab	Long cab, all steel forward control, 55° hydraulic tilting to the front, 2-arm windscreen wiper system with 3 speeds, laminate windscreen, with casted-in radio aerial, hydraulically damped adjustable driver's seat and rigid adjustable co-driver's seat, heating & ventilation system, adjustable roof flap, with stereo radio/cassette recorder, sun visor, single bunk with 4-point support full floating suspension + shock absorbers with transverse stabilizer.	
Electrics	<p>Operating voltage:24V, negative grounded; Starter: 24V, 5.4KW          Alternator: 3-phase, 28V, 1500W; Batteries: 2×12, 165Ah          Cigar-lighter, horn, headlamp, fog light, brake lights, indicators and reverse lamp</p>	
Dimensions in mm	<p>Wheel base          Front wheel track          Rear wheel track          Front overhang          Rear overhang          Approach angle(°)          Departure angle(°)          Overall Dimension</p>	<p>3500          2022          1830          1500          1110          16          42          6110×2496×2958</p>
Weight in kg	<p>Dead weight          Rated loading capacity at fifth wheel          Gross vehicle weight          Gross combination weight          Front axle loading capacity          Rear axle loading capacity</p>	<p>7210          10690          18000          50000          7000          13000</p>
Performance	<p>Maximum driving speed(km/h)          Maximum gradability (%)          Minimum ground clearance(mm)          Minimum turning circle(m)          Fuel consumption(L/100km)</p>	<p>102          34          280          14.2          32</p>

The manufacture reserves the right of technical alteration/change for better improvement without prior notice



Mr Kimitoshi Kurokawa

*ISUZU Malaysia gearing up to challenge the status quo, aiming at becoming the number 1*

**K**imitoshi Kurokawa invited us to hear first-hand about ISUZU’s ambitious goals, perceptions of diesel engines and the notion of providing suitable solutions for each market.

**AT: Isuzu’s N series light-trucks are some of the best-sellers in almost all markets. How many have you sold in Malaysia so far, and what do you think is the reason for the success of this model?**

KK: We have only started selling this model under the ISUZU name in 2011, before that it was marketed under Hicom. Essentially the same model, a series that has been in the market since 1979 and very successful ever since. Given the change in the brand name, we don’t have the exact figures yet, but we typically sell between 3000 – 4000 vehicles of the N-Series per year. What makes the N-Series so successful is the approach of being “suitable” for a market. There is no point having a huge engine if that isn’t suitable. When it comes to the engine, for a change, size doesn’t matter, it is torque.

This year we will introduce the next evolution of the N-Series with a smaller, yet more powerful engine which will be even better suited for Malaysia. It will

be a high-powered, 2.8 liter version.

**AT: Aside from fuel-efficiency (one of the most lauded features of Isuzu’s trucks), could you share with our readers the innovations Isuzu has made for the end user, the driver?**

KK: Currently, we are studying the market very carefully to ensure we introduce models that the market needs, again it is about suitability. Providing an economical vehicle is obviously the most important.

Last year we introduced our Hybrid trucks at the Tokyo Motor Show. However, we don’t think the Malaysian market is ready for that yet.

**AT: Is care for the environment an important consideration for Malaysian buyers, and in the industry as a whole? Or, in your view, would that be topped first by cost and fuel efficiency?**

KK: To a certain extent it is the cost of the vehicle that is most important. It appears that Malaysian companies and drivers are favoring bigger engines as they are associated with more power. Smaller engines or environmentally friendly engines are still frowned upon and not very popular. There is a need to work on the perception of the smaller

engines and the new technologies. Again, the question one has to ask is if these larger engines are suitable for the use in the city for example.

Take for example Thailand: CNG is widely used. However, it requires a solid network of service centers and filling stations. To introduce CNG in Malaysia as a viable option to diesel, the government would have to push forward and put the infrastructure in place. ISUZU has, of course, the full range of CNG vehicles and should this energy source become an alternative in Malaysia, we can easily supply the required products.

A change in perception may be required first. It is a fact that CNG for example doesn’t have the same energy load, but is more environmentally friendly. It is a trade-off that one could make if protection of nature takes a more important place in the agenda.

**AT: What are your plans for the heavy-duty truck segment in Malaysia?**

KK: We have done some investigation. Essentially, East Malaysia and Peninsular Malaysia have their own characteristics. ISUZU has come to the conclusion that a 4 x 2 prime mover is what is needed in Peninsular Malaysia, whereas the 6 x 4 trucks are suitable for East Malaysia.





This year we will be introducing the 18 tonne 4 x 2 and a 24 tonne 6 x 4. ISUZU will be competing with these models with the currently present European, Japanese and Chinese trucks. We will do so by first building the service network and setting up the spare parts warehouses, then launching the trucks.

**AT: Since Isuzu is the Diesel engine expert, this must be a question that goes straight to the heart of your business: There are a lot of developments underway, from fuelcells to bio ethanol. What is Isuzu's take on this? Are we seeing the dawn of the Diesel engine?"**

KK: Now, this is a VERY important question. For the time being, I would say "no". Although oil is limited, there needs to be a lot more to be done before we can switch completely to alternative energy sources.

Also, looking at this issue again from the "suitability" aspect, Diesel is a good fuel for Malaysia. The market isn't ready yet for Hybrids for example. Companies don't have the financial means to switch to this new technology. As manufacturers we have the obligation to support the local industry. And if that means we need to provide with alternatives that are not translating into huge financial commitments, then we have to do that.

After all, Diesel isn't so bad and we

all have done a lot to reduce emissions.

**AT: A year on, could you share with our readers how Isuzu is coping from the lost output (if any) from the unfortunate Tsunami / earthquake in 2011? Has it (a) affected business in Malaysia at any point, (b) affected the supply of trucks, parts and accessories to Isuzu's dealer networks in Malaysia?**

KK: Yes, to a certain extent we were affected in the CKD side of operations. Material wasn't shipped, causing delays in handing over the vehicles to the customers. It is safe to assume that some customers might have switched brands because of this. This is understandable as they (truck users) have to run their businesses too and if they need trucks, they sometimes cannot wait.

The service network managed well through this phase as we had enough parts in the stores to cope with the works required.

Naturally, for any global supply chain, this was a very painful case study of a worst case scenario. We have learned a lot from this and there are plans to outsource more parts to manufacturing plants outside Japan to spread the risks. Quality control is an issue for such measures, but that can be managed too.

**AT: What are the plans / activities you are planning to conduct in 2012**

**for the Malaysian market?**

KK: There will be a lot! We have new products that we are launching, spare parts warehouses that are being opened and with a complete range, we are hoping to increase sales and our market share. It is my personal dream to make ISUZU the number 1 in Malaysia. Now, that will be a challenge and we are currently gearing up for this.

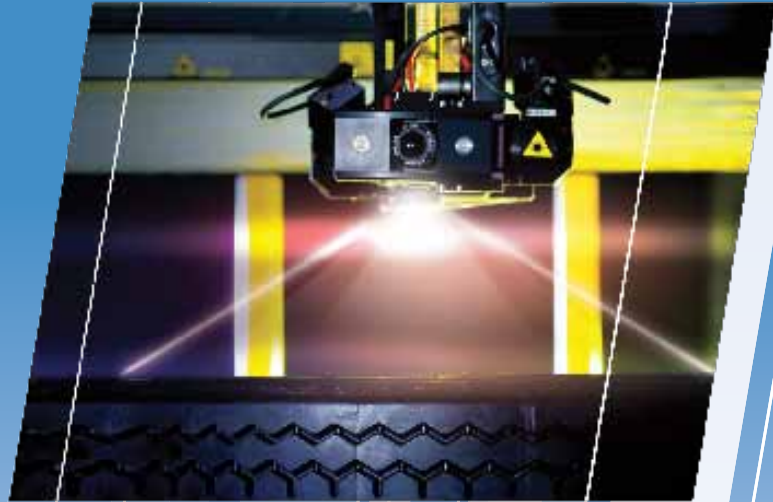
Some say that the ISUZU truck brand is not as well known as other Japanese truck manufacturers. We are poised to change this perception in 2012, so there will be a lot to look forward to in terms of activities!

**AT: About yourself: Hobbies, favorite truck and final comments?**

KK: I read a lot. My family is coming to visit me and I will certainly take some time to show them Malaysia. My wife is already looking forward to a shopping tour in town.

I like big trucks, heavy duty trucks. They are very comfortable, you have a great view of the road as you are sitting high up. Actually, today's trucks make for a very comfortable work environment.

As I said, my aim is to take ISUZU to be the number, I am confident. Remember, my role is to be the link between the R&D department and the actual market (Malaysia), ensuring a great relationship between the two.



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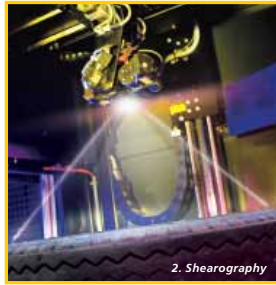
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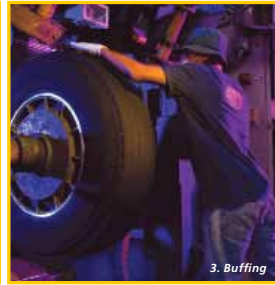
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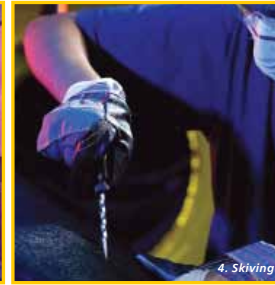
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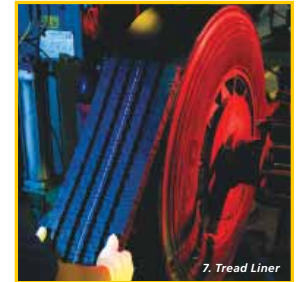
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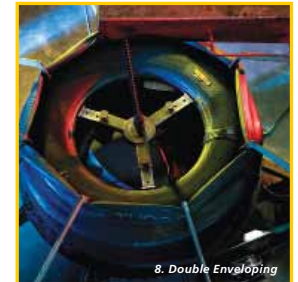
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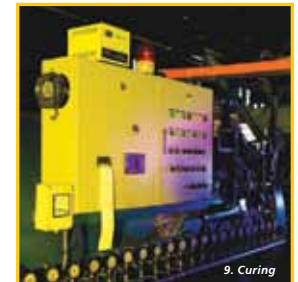
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# Mr. Lau

## steps up to a superhigh cab in his new MAN truck

*During our visit to Regal Motors, Mr Lau dropped by to collect his new MAN truck. We used the opportunity to have a chat with the proud new owner.*



**Name:** Mr. Lau

**Age:** 40

**Company:** Owner and driver

**Experience:** over 10 years

**Route:** Servicing the container ports in Canton province

**AT: What is your favourite route:**

I like to go into Dongguan, in Shenzhen

**AT: You just got yourself a new truck, a MAN with superhigh cabin. Why?**

The cab of the tractor is simply so much sexier than that of my previous Scania. One day, a TGX parked next to me and that's when I decided to buy myself a new truck, despite the Scania I was driving only being 1 year old. The interior is fantastic, it is the best among all trucks. It is user-friendly, roomy and offers a lot of comfort. It makes you proud to own one.

**AT: would you recommend a career in trucking?**

Of course! The current generation of drivers is aging and we need young people to replace those retiring. Otherwise, how can we continue to operate?

**AT: Your most memorable moment in trucking:**

I was driving with my Isuzu into China (Note: before his Scania, Mr. Lau owned a Isuzu) and I had an accident with a passenger car. Nothing serious, no one got hurt. But a crowd was gathering and I did not know what will happen next. However, the police appeared really fast at the scene, managed the incident very professional and swiftly and everything was sorted. China is changing and things are becoming more efficient. Years ago, the same incident would have been a major problem in China.

**AT: Any comments from you?**

I would buy this truck again, although others tried to talk me out of it. We ran our own field tests. We took two trucks. One MAN and one other truck and drove the same route. At the end of the trip we compared the fuel consumption. The MAN scored better.

I hope my new truck will not disappoint me, but I can see that MAN is very confident in their product, offering 2 years warranty. As an owner / driver, I am very concerned about downtime as it would mean loss of my own income. No matter how small, repairs are still a serious interruption of the business.

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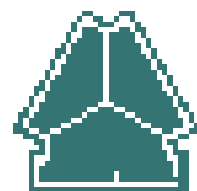
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