

ISSUE 9, 2012

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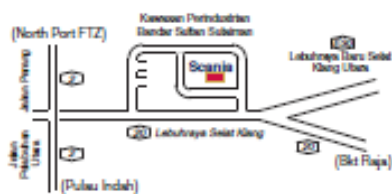
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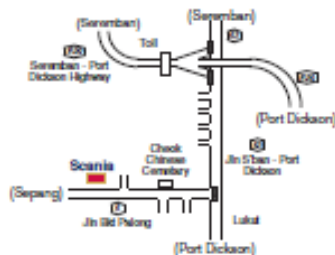
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Light Truck with Extra-long Wheelbase

AD3 TURBO

SPECIFICATIONS	ITEM			
MODEL CODE			HD 5000 AD3 TURBO	
WHEEL BASE			3570	
WEIGHT (KG)	Kerb Weight		2290	
	Gross Vehicle Weight		5000	
DIMENSION (MM)	Overall	Length (OL)	6225	
		Width	2030	
		Height	2195	
	Wheel Tread	Front	1665	
		Rear	1495	
	Overhang	Front	1075	
Rear (ROH)		1580		
ENGINE	Min. Ground Clearance		200	
	Model		D4DB (E)	
	Number of Cylinder & Arrangement		4 IN-LINE	
	Bore & Stroke (mm)		104 x 115	
	Capacity (c.c)		3907	
	Max. Output (PS / RPM)		130 / 2900	
	Max. Torque (KG.M / RPM)		38 / 1600	
TRANSMISSION	Model		MO3555	
	Type		5-Speed Manual, Fully Synchronized	
	Gear Ratio	1		5.380
		2		3.028
		3		1.700
		4		1.000
5			0.722	
Reverse		5.380		
CLUTCH	Size mm		300	
STEERING	Telescopic & Tiltable Column and Power Assisted with Recirculating Balls			
AXLE	Load Capacity	Front	2300	
		Rear	4200	
		Final Gear Ratio ↓	5.000	
BRAKE	Service Brake	Dual Circuit Hydraulic Brake with Vacuum Servo Assistance		
	Parking Brake	Internal Expanding Type at Rear of Transmission		
	Exhaust Brake	Vacuum Operated: Butterfly Valve Type		
SUSPENSION	Front & Rear	Semi-Elliptical, Laminated Leaf Springs with Double Acting Telescopic Shock Absorbers		
ELECTRICAL	Alternator	24V - 40A		
	Starter	24V - 5.0KW		
	Battery	24V - Negative Earth (Chassis Frame)		
FUEL	Tank Capacity	100L		
CALPERFORMANCE	Max. Speed (km/hr)	109		
	Max. Gradeability (1%)	34.4		
	Min. Turning Radius (m)	6.5		
OTHERS	Rim Type	5.5D F-16		
	Tyre Size	7.00 x 16,10 PR		

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WU720ECO



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Perception? Or reality?

We just received an e-mail from Mark Gabel, General Manager Volvo Group - Asia Sales - Singapore that read: "Hi Stefan, Just read the first Asian Trucker Singapore edition. Well done! Fabulous job from you and your team!" Naturally, we are really happy to receive such feedback and to be part of this industry - an industry that plays a crucial role in any economy. You know that, of course, as you are involved with trucks every day. But what is the perception of the general public? Is the trucking industry getting the attention and respect it deserves? And if not, collectively are we doing enough to portray a positive image of our businesses?

Recently we asked a radio station if they would be interested in running a regular programme on the trucking industry. They answered that they thought the topic was too narrow and not of interest to listeners. How could that be? There are great success stories of new players entering the market, fuel savings through the use of technology. Logistics companies are fighting theft and there are female drivers that apparently are more careful with the equipment than their male counterparts. This is just a small list of topics that I can create without giving it much thought. So, is the topic of trucking really too narrow? Are we all talking enough about what we are doing and how our businesses benefits the nation and the economy?

In a recent study it was found that PR professionals are the most unhappy people in business, but why is it that so many graduates want to work in such a profession? It may be the perception, and the reputation that comes with the job. Teachers, lawyers and doctors typically enjoy good standing in society. However, truck drivers in Malaysia may not be seen as professionals or as having a reputable job. Your company may also face the issue of labour shortages, while the jobs on offer actually provide a good remuneration. So why is it that there aren't more people taking up jobs in trucking?

In an interview a few months back, Michal Lubertzki said that drivers in Europe are seen as reputable business people and sometimes are "heroes". It is also a demanding job as Ir.Hj.Mohamad from JPJ will explain in our interview with him.

This issue is again packed with exciting stories around trucks and trucking, another tribute to an important industry. We hope to see you at one of our upcoming Asian Trucker events and if you have any exciting news, we would love to hear from you. We encourage you to use our platforms to change the image that our industry seemingly has.

Stefan Pertz,
Editor, Asian Trucker Malaysia

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The **ASIAN TRUCKER** Drivers.

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MAN
[Logo]

MAN 480



New HINO 300 Series with 6 new models launched

HINO Motors (M) Sdn Bhd has introduced an all new HINO 300 Series.

The new HINO 300 Series (Light Commercial Vehicle), launched on April 13th 2012, features the first full automatic transmission gearbox to be installed in a light commercial vehicle. This reflects HINO's commitment in developing world-class solutions for the new generation of light commercial vehicles with priorities on safety and comfortable driving, quality, reliability and durability of the vehicles.

Speaking at the launch, Mr. Nobuyuki Tanaka, Managing Director of Hino Motors (M) Sdn Bhd, said, "We are indeed very proud to introduce this new 300 Series, following its successful launch in Japan in June 2011. We are also pleased to announce that Hino is the first to introduce a fully automatic transmission model in the light commercial vehicle category in Malaysia. This makes HINO the first and only Japanese truck company to install automatic transmission in its trucks.

"The new HINO 300 series reflects the unique development concept based on "to pursue the Perfect Fit" which caters to the needs of businesses, drivers and transporters. It has been designed for Perfect Fit in line with HINO's adherent QDR (quality, durability and reliability) concept encompassing total reliability, fuel efficiency, powerful engine performance, safety and comfort driving," said Tanaka.

The new HINO 300 series consists of 6 new basic models and are available in three different cabin variations: the wide cabin that is ideally designed to meet the needs of city driving, a crew cabin which is suitable for additional four passengers and the standard cabin.



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The XZU720 AUTO, a 6-Wheeler, is a wide cabin variant and is equipped for the very first time with a six-speed automatic transmission. It offers customers the taste of perfect driving comfort in both congested traffic condition and highway traveling. The five-speed manual transmission is also available in all the other models including the 4-Wheelers. Models with Gross Vehicle Weight (GVW) of 8.3tons are fitted with the six-speed manual transmission.

The 6 basic models are equipped with either EURO-2 or EURO-3 engines for more power yet efficient engine performance. They offer excellent fuel efficiency while decreasing the emission of harmful gases.

The GVW of the 300 Series models range from 4800kg to 8300kg to meet the different capacity requirements of customers.

"We want our customers' businesses to be more profitable, while providing them with a vehicle that is more durable and, most importantly, safer to drive. We believe that whichever truck our customers choose, they will be able to experience the safest, most powerful, most efficient and comfortable truck in this segment," added Mr. Tanaka.

Designed for maximum comfort and effective use of cabin space, the all new HINO 300 series features a substantially larger cabin space for seating and storage. The large footstep with the all-new foldable gear shift level provides easier and more convenient way to access the cabin.

As safety is prime importance at HINO, the trucks are installed with a collapsible steering column and a crushable steering wheel to minimize driver body injury during any frontal collision. Another safety feature is that the doors are reinforced with side impact beam to increase protection for



the driver and the assistant. All new designed cabins have narrower pillars to reduce blind spots, while still being strong enough.

The New HINO 300 Series was launched by Mr. Nobuyuki Tanaka, Managing Director of Hino Motors Malaysia, Mr. Johnny Chan, Executive Director of Hino Motors Malaysia, Mr. Masakazu Ichikawa, Executive Vice President, Member of the Board of Hino Motors Limited, Japan; Mr. Hideyuki Kakizawa, Managing Officer R&D Operations & Chief Engineer of Hino Motors Limited, Japan and Mr. Hiroo Kayanoki, Managing Officer of Overseas Operations, Hino Motors Limited, Japan.

"Our customers have strong confidence and trust in HINO trucks because of the reliability, innovative solutions and customer service commitment of our HINO team. We are confident that this new 300 Series will

be well accepted", added Mr. Tanaka.

In year 2011, HINO light commercial vehicle enjoyed a 35% market share making HINO the top brand. The total performance of HINO trucks and buses also commanded a 35% market share, retaining the top position, with an improvement of 7% from the year 2010.

With this launch, HINO expects to improve their market share by capturing 43% at the end of 2012. The target is to put 8000 units of Hino vehicles on roads throughout the country following the introduction of the New 300 Series including Eco Turbo (WU302) and Tough Plus (WU342), which were launched last December.

Following the launch event, HINO Family Appreciation Event was held with the presence of a large numbers of customers, dealers, business associates and other HINO family members from throughout the country.

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New Isuzu Trucks A Boon For Business Operators

Isuzu Malaysia introduced a new range of light-duty and medium-duty trucks on Monday 23rd April 2012. These are aimed at enhancing the load handling capability and efficiency of business operators in the country.

The trucks introduced included the enhanced turbocharged Isuzu N-Series Road King Hi-Power and the all-new 6th Generation medium-duty Isuzu F-Series FVR that offer numerous class-leading features in the areas of safety, efficiency and comfort.

This mega mile-eating truck is expected to penetrate the long-haul market with all-improved features. These make it one of the most fuel efficient and durable trucks in the 18-ton segment. Significant improvements to driver ergonomics ensure full satisfaction and approval from drivers who have to spend long hours behind the wheel.

Speaking at the launch, CEO of Isuzu Malaysia Kimitoshi Kurokawa said that the new and improved Isuzu trucks will prove a boon to business operators as the performance and efficiency

of these vehicles could significantly reduce the operating cost of customers' businesses.

"As with all Isuzu vehicles, these new trucks feature an extraordinary balance between performance, efficiency and durability. Truck users will see greater savings in terms of running costs with these new models that feature high torque engines," said Kurokawa.

The 6th-generation 700P FVR will now be available in two variants with different load-capabilities. They feature the latest cab and chassis design with improved ergonomics, rigidity and comfort, making it the ideal choice for long-range haulage. The new Isuzu F-Series FVR range joins the current FTR range that continues to appeal to the short-haul and medium-haul business owners.

The Isuzu N-Series truck range is now expanded with the introduction of the Road King Hi-Power NKR and NPR models. These Euro 2-compliant trucks offer significantly-improved performance, making them ideal for tackling challenging terrain and for improved load-carrying capability.

Since the introduction of Isuzu-branded trucks by Isuzu Malaysia at the end of 2010, the company has recorded a healthy demand for its vehicles with sales of 3,268 units in its first full year of sales, commanding a market share of 25% of the light-duty truck segment.

With the introduction of the new expanded Isuzu N-Series range and the new Isuzu F-Series FVR, Isuzu Malaysia expects to sell 6,350 units of Isuzu commercial vehicles this year, 45% of which will be made up of the versatile Isuzu N-Series trucks through its network of 30 outlets throughout the country.

What is remarkable is that the F-Series has been in the market since 1966. In 1970 direct injection was added, while in 1975 power steering and exhaust brakes were added. A turbo with intercooler was fitted to the 5th generation, launched in 1985.

Isuzu is the oldest automobile manufacturer in Japan, currently employing over 24 000 staff and having 128 consolidated businesses around the world.



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Angka-Tan Motor Launches Auman Heavy Duty Trucks, Expects To Garner 8% Market Share



Angka-Tan Motor Sdn Bhd (ATMSB), a wholly-owned subsidiary of Warisan TC Holdings Berhad, has today launched the AUMAN Heavy Duty Trucks in Malaysia and expects to garner about eight per cent market share of the local heavy duty trucks segment.

The company is anticipating sales of about 260 units AUMAN Heavy Duty Trucks over the next 12 months with an estimated sales contribution of RM 50 million. It is also targeting to achieve an average sales growth of 20 per cent over the next three years.

AUMAN Heavy Duty Trucks are manufactured by Beiqi Foton Motor Co. Ltd of China, which is the world's largest maker of commercial vehicles. In Malaysia, ATMSB is the exclusive distributor of the wide range of AUMAN Trucks and Buses.

In Feb 2012, Beiqi Foton and Daimler AG inked a joint-venture agreement that involved a total investment of about 6 billion yuan or USD 886 million, with the basic objective of utilizing Daimler's world-class technology, especially that of diesel engines, to build Foton AUMAN Heavy Duty Trucks. The company also inked a joint-venture with Cummins Engine Co. Ltd of USA in 2008.

Speaking at a Press conference in Kuala Lumpur today, Warisan TC Holdings Berhad Executive Director Mr Ngu Ew Look said ATMSB is confident of penetrating about eight per cent of the heavy duty trucks market in

Malaysia.

He said that over the last three years, China-made heavy duty trucks have gradually gained market acceptance in our local market and captured about 25 per cent of the heavy duty trucks segment in 2011.

"This is a clear indication of the strong potential for AUMAN Heavy Duty Trucks to penetrate into the market.

"I believe AUMAN Heavy Duty Trucks can make a strong inroad into the local market with greater acceptance based on the Foton's product quality, high performance specification, innovative design and competitive pricing.

"Furthermore, with the strong after sales service networks and a 24 hour standby RES-Q Team at all service centers across Peninsular Malaysia provided by our Group of companies, it will greatly enhance the confidence to our AUMAN Heavy Duty Truck owners," added Ngu

In addition to the Group's strong after-sales networks, Ngu said his company has also appointed 15 independent service dealers in West Malaysia to provide wider service coverage.

"These service centers and authorized dealers offer quality servicing, repairs and genuine parts for the convenience and peace of mind to the operators and owners of AUMAN Heavy Duty Trucks.

"With the expertise of our nationwide service personnel and authorized dealers, it is our commitment to AUMAN Heavy Duty Truck owners to

provide them with high quality after-sales support to ensure high operational efficiency and productivity," he added.

The latest series of AUMAN Heavy-Duty Trucks making its debut in Malaysia are the AUMAN Dump Truck 6x4 with a GVW of 24,000 Kg; the AUMAN Concrete Mixer with a GVW of 24,000 Kg and, the AUMAN Prime Movers 6x4 and 4x2 with GCW of 65,000 Kg and 55,000 Kg respectively.

The AUMAN Dump Truck comes in Complete Knock-Down (CKD) form and is assembled locally, while the Concrete Mixer and Prime Movers are imported in Complete Built-Up (CBU) Units. While the Dump Truck and Concrete Mixer Truck cater to the construction and infrastructure industry, the Prime Movers are suitable to serve the logistics and haulage sectors.

These robust heavy duty trucks, equipped with high performance turbocharged intercooled engine of Euro 2 standard, offer optimal fuel efficiency and provide the opportunity for increased productivity and profitability to its owners.

Beiqi Foton Motor manufactures wide-range of product which included Light and Heavy-Duty Trucks, Buses, and Light Commercial Vehicles. They sold more than 640,000 vehicles in 2011. The company is targeting to sell 1.5 million units of commercial vehicles in 2015, of which 30% will be for the overseas markets.

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Introducing of The Mercedes-Benz Actros 3340S – Economical, Comfortable, Safe and Environmentally Friendly!



The Mercedes-Benz Actros enters its third generation with a firm focus on economy, comfort, safety and environmentally friendliness. A fresh and powerful design has further enhanced the aesthetic appeal of the new Mercedes-Benz flagship series. Being sold in more than 100 countries, the Actros family is acknowledged to be the world's best-selling heavy-duty truck.

The Actros MP3 is a further improvement on this success story, with 37 individual measures for vehicle operators by virtue of lower fuel costs and increased availability. This is decisively aided by the 16-speed Telligent® Gearshift 2, which is standard equipment in a road going truck for the first time and represents a real milestone in terms of economy, comfort

and safety.

On the basis of the success of the heavy-duty truck Mercedes-Benz Actros in the commercial sector – the vehicle was brought to Malaysia in 2004 and rapidly got recognized by its strength, robustness, resistance and state of the art technology. Mercedes-Benz brings now to the country a new generation model of this product line. Especially up-to-date assistance systems like the Telligent®-Braking System with ABS and ASR provide the driver with effective support for more safety and efficiency.

The Actros has always been a trailblazer when it comes to design. The front of the new Actros exudes eye-catching dynamics and simultaneously projects composure and a commanding

presence. In contrast to its predecessor, the lateral sides of the V of the radiator grille are now curved and continue harmoniously with a slight curvature up to the sun visor. At the same time, the fins of the decorative grid in front of the radiator are more markedly accentuated have been configured more "airily" and have a dynamic contour with their upward pointing "wings" at the tips.

Recently, Mercedes-Benz Malaysia introduced an addition to the Actros family. With this new addition, it has certainly helped boost the existing line of Mercedes-Benz commercial vehicles. Mercedes-Benz was proud to showcase this new model, the Actros 3340S which was made its first appearance in Ipoh on March 20 2012. This newly launched Actros 3340S is suitable for the Malaysian market and boasts of the following strengths. Among the highlights were improvements made on the lower cabin clearance coupled with stronger chassis frame, durable drum brakes which prevents component malfunction. It also has a rear planetary axle with bigger crown wheel which will produce a higher pulling capacity.

The other technical highlights include parabolic spring which enables higher load capacity and reduces risk of bottoming and getting stuck during operation on poor road conditions. Powered with a higher torque gear box plus stronger suspension, it not only has a longer life span but it is able to handle tough conditions on rough uneven terrains.



Brand pledge "Trucks you can trust" creates confidence

The pledge of "Trucks you can trust" is derived from the high quality synonymous with Mercedes-Benz commercial vehicles and is a source of motivation for the more than 40,000 people employed by the Mercedes-Benz Trucks organization worldwide. The accuracy of the claim is demonstrated day after day by the reliability and quality of the approximately 600,000 Mercedes-Benz Actros trucks on the road in more than 100 countries around the world. The pledge is also kept by the many other types of Mercedes-Benz trucks on the road, including the Atego and the Axor, all which continue to uphold the good reputation earned by legendary Mercedes-Benz vehicles during more than 110 years of truck history.

The "Trucks you can trust" pledge is underscored by market research results in Europe, which show, for example, that of all truck models in its competitive field, the Mercedes-Benz Actros is the least likely to break down on the road. Internal assessments also confirm customer statements that Mercedes-Benz trucks also are frontrunners when it comes to vehicle availability.

In the last Commercial Vehicles International Show of Hanover, Germany – IAA - it was elected "The Truck of the year 2009". This title is the result of an election carried out among specialized journalists of the transportation sector that includes 21 countries in Europe that acknowledged the achievements in economy, environmental friendliness, safety and comfort offered by its innovative technology.

Each of the three generations of Actros was, at their launching, appointed as Truck of the Year. "In each generation Actros offers more benefits for the customers, ensuring more productivity in the transport and, mainly, more operational profitability for the fleet owner".

The Prime Mover Actros 3340S 6x4 is equipped with the powerful electronic OM 501 LA V6 engine. This engine has optimum performance with savings in fuel consumption as well as reduced emission rates. The design of the new Actros generation gives to the truck a visual aspect that stresses its strong and robust appearance.

The Prime Mover Actros 3340S 6x4 is equipped with a 16 speed transmission with semi-automated gear shifting system. This system, the Telligent®, makes the shifting operations more rapid, smooth, precise and safe, making the work of the driver easier, because he may keep his hand on the steering wheel for a longer time, he is then able to concentrate in driving the truck.

"Truck of the Year 2009"

The new Mercedes-Benz flagship won against competitors with its outstanding economy, cab comfort, security safety concept and fascinating design. The acknowledgement "Truck of the Year" has been conferred since 1977 by the Association of Commercial Vehicle Editors (ACE) for "the best contribution to the further development of the carriage of goods by road". The award impressively confirms the outstanding status of the Actros: all three generations of this vehicle became "Truck of the Year" in Germany.

Moving forward, the Mercedes-Benz Actros is a picture of beauty, power and supremacy, an image that leads striking emphasis to its inner values of comfort and economy. With its key attributes, this just goes to show that it is perfectly possible to both look good and move economically out on the road.

Autoguard: extended warranty provides peace of mind, software eases burden on dealerships



Autoguard Warranty Services Sdn Bhd are Asia's leading warranty provider, engaged in extended warranty products for PC, LCV, HGV, has recently launched its bespoke software program to manage your warranty claims

Autoguard, with over three decades experience in extended warranty (EW) for passenger cars, commercial vehicles and motorcycles brings with them a wealth of experience and owners and distributors of commercial vehicles can now benefit from their services. Industry research suggests that 50% of customers are lost during the 1st year outside warranty and 20% are retained by year 3. Extended warranties, as they require original parts to be used and the service to be carried out in a Franchised workshop ensures a longer retention of the client. Naturally, this ensures the vehicle is retained longer in the franchised network and to provide a better customer service experience, together with incremental sales of parts, labour, lubricants etc for the distributor / dealer.

Extended warranty packages can be customized in many ways: coverage for the 2nd year only or up to three years, mandatory or voluntary extended warranty and the inclusion or exclusion of specific components are some examples. In addition, you could let Autoguard handle the management of the claims for you, leaving you to concentrate on other areas of your business, with the peace of mind that only valid claims will be approved.

For manufacturers and dealers who wish to extend the manufactures warranty period, Autoguard can design the product and place it with an insurer, then manage the claims on behalf of the insurer and all other administration aspects of the claim. Similar to any other insurance, it is better to have it and not need it than to need it and not have it.

In addition to offering the extended warranty, Autoguard launched a new software system. After two years of development, vehicle distributors can now utilize this tool to manage their claims. According to Autoguard, distributors that manage claims

manually (or with Excel etc) end up approving 20% - 25% of invalid claims. This new software works for all forms of vehicle distribution, including heavy duty vehicles. The system is web based and the workshop upload the claim information into the system, the distributor or Autoguard can then view the claim and approve / reject the claim. The system retains all the back office information for relevant personnel to view, Autoguard also hold manufactures standard repair times for most vehicles, ensuring labour times are not over claimed.

Moving from manual handling to automation, the software allows you to manage claims, generate reports on all your claims, which saves you money and time. Autoguard offers licenses to customers or can manage the claims on behalf of the distributor, taking the entire administrative burden away from their clients.

The system may be especially interesting for those distributors that are subject to warranty audits as the reports allow for a correct assessment of the claims handled, ensuring that a distributor would be compensated correctly.

Your best contact person is Matthew Stuart, Managing Director of Autoguard. He is a British National and, former Operations Director of Cycle & Carriage. He brings with him 28 years Retail Automotive Experience. Matthew is also the appointed representative of the Institute of the Motor Industry (IMI) and an elected Fellow of the IMI.



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Shacman Rescue Service

The YonMing Breakdown Res-Q Team started its operations on 15th May 2005 with 16 - hrs / 365 days service spots. After being in operation for a few years YonMing realised that customers need more service providers. As a result, on 2nd December 2010 YonMing launched their Green Concept in conjunction with a improved 24 – hours service for 365 – days inclusive the call centre hotline +603 - 31661515

The YonMing Breakdown Res-Q Team call centre is based in the North Port office and the operation centre have five staff on routine standby to support any customer in need. The Breakdown Res-Q van are based in Butterworth, Ipoh, Batu Caves, Port Klang , Kajang, Melaka, Johor and Pasir Gudang. The plan for the near future is for YonMing to also invest in operation in Kuantan, Kota Bharu, Taiping, Alor Setar and Terengganu to support their existing and potential customers.

In 2011 the group purchased a total

of 9 units Breakdown Res-Q Van which are fully equipped with parts to assist with any break down. With these 9 vehicles, the company currently handles on average between 150 to 180 broken down vehicles per month. YonMing recently initiated to increase the fleet of rescue vehicles by another 5 units. The target for them is to be ready for their duty by 1st September 2012.

For the truck industry, service levels are a major consideration. YonMing realises this and offers fast response times to any vehicle breakdown called in. The response time is 30 minutes. While no one can stock 100% of all parts, the company ensures that the most commonly used spare parts and fast moving items are always in stock and readily available when needed. To supplement this, YonMing is offering service packages to their customers, offering responses under 30 minutes. This has been a practice since 1995 and does not only cover new vehicles, but also used trucks.

Recently, YonMing launched the Shacman truck brand from China into Malaysia. It is noteworthy that YonMing decided to import these trucks with Euro 3 engine. According to YonMing, customers would enjoy more power from the Euro 3 engines compared with the Euro 2 variants. Most European trucks and other Euro 3 engines use complete fuel injections systems from Bosch, which have proven to be highly reliable and easy to maintain and repair. Shacman trucks are also equipped with these proven systems from the German manufacturer.

With the expansion of the Shacman brand in Malaysia, YonMing will continue to build the service network. Response times are to be shortened, new locations and more vehicles to be added in the near future and overall, the service level provided by the company is to be improved.

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TAPA TSR accreditation curbs risks in logistics

According to the European Union, the theft of high-value, high-risk products moving through European supply chains costs business more than 8.2 billion a year. In Hong Kong, Swiss company SGS counters such risk by offering Technology Asset Protection Association (TAPA) TSR accreditation.

Headquartered in Geneva, SGS was established in Hong Kong in 1959. The company said Hong Kong has emerged as one of the world's most competitive logistics hubs, spearheading a recent growth spurt that has seen its local employee numbers swell from 300 in 2005 to 1,200 today.

Special Cargo

Hong Kong remains the preferred hub for management of a wide range of critically important cargo. China's economic boost in recent years draws in increasing volumes of luxury consumer goods and high-price value goods. Hong Kong is uniquely placed to channel these growing import flows.

High-value products need top security and, as the only certification body that issues TAPA TSR in Hong Kong, SGS Hong Kong has helped various logistics companies enhance their supply chain security, and their competitiveness, since 2009, according to Mr Ha. He said that the TAPA TSR standard was established to ensure the secure transportation of assets throughout the supply chain. Accreditation, he added, enhances security during cargo transportation, reduces insurance liability exposure and allows organisations to be more marketable. Mr Ha described TAPA TSR as an "indispensable accreditation" to combat organised

crime in the logistics process. Since 2009, SGS has accredited more than 50 logistics companies in Hong Kong and southern China with TAPA TSR certification.

Market Leaders

CEVA Logistics, established in August 2007, from the merger of TNT Logistics and EGL, was the first to be awarded the certification, achieving TAPA TSR accreditation in March 2010. Benjamin Karl Scholz, Vice President Operations, Greater China, said it was important for CEVA, which specialises in the technology, industry, consumer, energy and automotive sectors, to develop specific solutions to meet its customers' complex needs.

"With the steadily increasing trend in domestic transportation volumes, we are having more cargo loads of high-end technology, apparel, medicine, raw materials on the road today," he said. "We believe our customers require a highly secure supply chain: safe and secure transportation that complies with global standards; trucks equipped with anti-theft and anti-hijacking devices. Achieving TAPA TSR accreditation helps confirm CEVA's positioning in providing quality transportation service with global standards."

Quality Assured

Crystal Logistics Group Company, established in Hong Kong in 1995, was another early mover, gaining TAPA TSR accreditation for Hong Kong and the Chinese mainland in 2010, and for all ASEAN countries last December. Company Chairman Andy Chau said TAPA's well-designed security policy

ensures documents and goods are managed with utmost confidentiality. Its strict requirements and standards extend from the trucking team and warehousing, encompassing security systems, CCTVs and fire alarms, to scrutiny of staff.

A high level of compliance in safety, management and goods handling is required to reach TAPA's requirements, and Mr Chau said accreditation elevates his company's reputation. "From our customers' viewpoint, whose emphasis is on security and high-quality management, TAPA accreditation helps build a trusting relationship. It also results in safer, smoother-flowing operation."

Meeting Demand

Kerry Logistics, a Hong Kong company with offices in 23 countries, about 16,000 employees and a transportation fleet of 8,000 vehicles, achieved TAPA TSR accreditation last October for KART, its member-company based in Bangkok.

"As the pioneer in creating an ASEAN-wide, cross-border road transportation network, Kerry Logistics has linked Singapore, Thailand, Vietnam, Cambodia, and Laos directly to Kunming in western and Shenzhen in southern China," said Alex Ng, General Manager, Kerry Logistics (Thailand). "TAPA TSR signifies that the freight transportation services we provide to our customers have been assessed to meet a high standard of security," said Mr Ng. "It also helps us raise the standards to meet growing demand from our customers for seamless and secure supply chains for high-value products."



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New Scania Trucks to Expand Nexus Mega Carriers' Automotive Haulage Network in Malaysia

Scania Malaysia Sdn Bhd, a leading manufacturer of heavy trucks, buses and coaches, industrial and marine engines, today announced its delivery of 10 Scania P340 LA 4X2 MSZ prime movers to Nexus Mega Carriers Sdn Bhd. A subsidiary of Giga Maritime Group, Nexus Mega Carriers is a total logistic company specializing in the automotive industry as well as custom agents for the automotive importers and exporters in Malaysia.

Scania's latest delivery, to be completed by May 2012, forms part of a 23-trucks contract deal worth RM7.9 million signed with Nexus Mega Carriers. The expanded fleet is set to increase Nexus Mega Carriers' capacity for automotive haulage in Malaysia. Nexus Mega Carriers is currently Malaysia's largest car carrier company, helping leading local and foreign car companies distribute their cars from assembly plants or ports to showrooms and dealers. Scania has been supporting the Malaysian logistics industry with its superior engines and advanced safety features that are reliable and ergonomic for over 40 years.

Nexus Mega Carriers' prime mover fleet now stands at 92. Up until last year, Nexus Mega Carriers have deployed mainly Asian brand models for its haulage division. This latest customer acquisition heralds a significant breakthrough for Scania as a European marque. "I am pleased to note that Malaysian logistics companies and increasingly across other industries in this region, are now evaluating fleet renewal options based on best long term profitability rather than total acquisition cost. This certainly bodes well with Scania's approach in maximizing each

truck's life cycle income which ultimately leads to maximum profitability for our customers." said James Armstrong, Managing Director of Scania (Malaysia) Sdn Bhd during the official handover ceremony of the new trucks to Nexus Mega Carriers at Scania's South East Asia head office in Shah Alam. The new Scania prime movers will be used across Nexus' fleet in all of the company's operations.

"Scania Malaysia is proud to be a trusted partner of Nexus Mega Carriers. We are committed to delivering the best customer profitability through providing total transportation solutions. Scania trucks are synonymous with reliability, safety, robustness and comfort through superior technology. At Scania, we manage each vehicle's life cycle revenue and cost by ensuring highest vehicle up time and low environmental impact, combined with lowest fuel consumption, constant driver training, longer service interval, scheduled preventive maintenance, 24 by 7 roadside assistance and prompt on-site repair; through our nine Scania-owned and operated after sales branches nationwide and mobile workshops " added Armstrong.

Scania's commitment to Nexus Mega Carriers includes a full comprehensive Repair & Maintenance package which comprises regular preventive maintenance and 24/7 road side assistance. As a value-added service, Scania will also provide training to Mega Nexus Carriers' drivers who will operate the state-of-the-art P340 LA 4x2 MSZ prime mover. The training course will include economical and safe driving techniques that will help reduce both fuel consumption and vehicle wear. Driver training is an

investment since drivers can improve fuel economy by driving with the correct technique.

"Nexus Mega Carriers has always been confident with Scania. Combined with its comprehensive network of professional service workshops, we look forward to higher productivity and operation efficiency with Scania vehicles to match our anticipated growth forecast in vehicle haulage this year," said Capt. Cheong Yut Seng, Chief Executive Officer of Nexus Mega Carriers Sdn Bhd.

Scania's P340 LA 4x2 MSZ prime mover is powered by a 340 hp engine which is Euro 3 compliant for lower emission levels. In addition to the standard Anti-lock Blocking System (ABS) as well as Traction Control (TC) - which are now standard across the range for all Scania trucks - the new trucks are also equipped with other advanced features such as steering wheel mounted cruise control and a speed limiter, ensuring a safer and more comfortable driving experience.

Scania Malaysia's total sales volume of heavy vehicles amounted to 590 units last year: 240 prime movers, 200 coaches and 150 city buses. For 2012, Scania is on track to achieve nearly 30% growth for prime movers, driven largely by customer fleet renewals such as Nexus Mega Carriers and new domestic market requirement as a result of increased growth activities in key industries.

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

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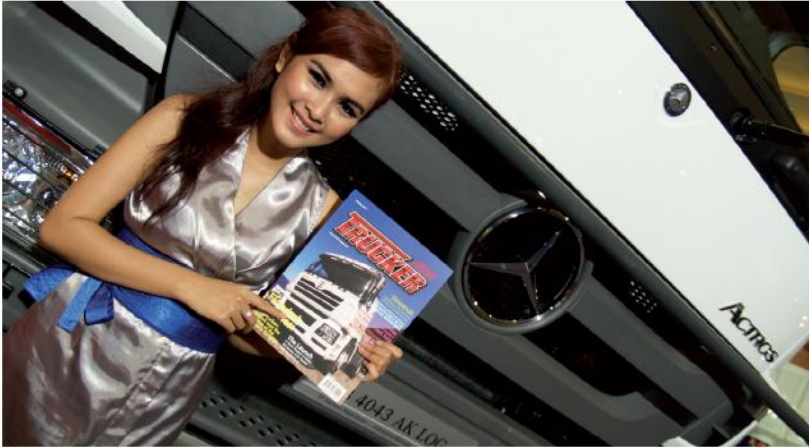
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- » Total Tyre Management Solution
- » Training & Consultancy



KIT LOONG
1931 TYRE



Industry positive about 2012: Impressions from the 3rd International Truck, Bus & Components Exhibition in Jakarta, Indonesia

Among many that attended the exhibition for the first time was a small team from Dayco, the premier brand of automotive power transmission and cooling system components for the Australian, New Zealand and Asian Pacific region automotive aftermarket. Their visit served the purpose of understanding local customers and markets better. They were met with very positive response and have a lot of follow-up work to do. "We are addressing the questions of whether a premium product with a higher price can be sold here. Dayco is planning to expand into this region and we are here to gather market intelligence. After only a few days here, we think the time is right for us" says Dominique Adrien, Product Engineering Manager. According to Adrien, Dayco is estimating a growth from currently 10 % exports into SEA to 20 % within the next 24 – 36 months. "We have something very interesting to offer as our aftermarket products derive from the OEM items and are therefore meeting the same high quality requirements" he elaborates.

Richard Colman, Director of Vendigital, is on a mission in Jakarta and visited the exhibition with a clear purpose. According to him, many players are now looking at Indonesia as an alternative to sourcing from China as labour cost in China have risen tremendously.

We also met Mr. Clement Lee of Exorin again, who is planning to penetrate the market with his Engine Rejuvenation System. During the expo, demonstrations took place as the government was announcing a 60% price hike for fuel. Exorin may just be the right solution as it helps to reduce fuel consumption by up to 15%.

Having just sold his demonstration item, Alfred Kooi of steril KONI has all the reason to be happy. Just very recently, SBS in Singapore bought 5 new sets of the Skylift. Also attending for the first time, the representatives are happy with the response and see a lot of potential for their vehicle lifts. On display is a system that can lift trucks of up to 28 tons and all four columns operate wireless, reducing trip hazards. Since all columns are identical, it is easy for users to have multiple workstations and

quickly reconfigure them. All that is needed is a solid surface, but here again the system offers benefits as there is no torsion from wheels moving on the ground and it is easier for mechanics to work under the truck as opposed to having climb into a pit. The truck used for demonstration is a MAN TGS, 6x4, borrowed from the local distributor.

Shinn Fu Machinery from Taiwan is a veteran of the exhibition, having been here 3 times in a row now. Their objective is to find new customers for their products (hydraulic jacks for trucks). The company already exports to Japan, Thailand, Philippines and Indonesia and is expecting to double sales within the next 5 years. "We manufacture according to Japanese standards and are ISO certified. Our products offer durability and come with warranty, something others don't offer" said Tseng Po-Chiao.

While at the exhibition, we also met a lot of our readers from Malaysia, who came to have a look at the latest in trucking from Indonesia or other parts of the region.

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A Brief History Of JPJ

The Road Transport Department was established in 1937 under the Traffic Enactment 1937, a British military law in the Federated Malay States. Known then as the Road Transport Board, it governed and licensed public industries. However, with the creation of the administration of Malaya in April 1946, the powers of the board were taken over by the Motor Vehicles Registry and Inspection Office, covering all of Malaya.

Prior to 1937, motor vehicles were under the control of 4 Federated Malay States, i.e. the Perak and Selangor Police, Negeri Sembilan Chief Inspector and 6 district officers in Pahang. Motor vehicles were not regulated in the Unfederated Malay States until the Traffic Enactment 1937 was passed. With the establishment of the department, the Road Traffic Ordinance 1953 was passed to replace the Traffic Enactment 1937. Realising the importance of enforcing the new law, especially against commercial vehicles, an Enforcement Division was set up.

On 1 April 1946, the Road Transport Department was set up to co-ordinate all aspects relating to transport for the entire country. Various laws relating to road transport were also formulated such as the Road Traffic Ordinance 1958 and Road Transport Act 1987. These were aimed at streamlining the country's transport laws besides serving as platforms for the RTD to carry out its responsibilities. As the national transport system progressed rapidly in the 1980s, the RTD became increasingly burdened with numerous responsibilities. Thus, a restructuring of the department was undertaken to enhance its efficiency in line with the needs of the time. Several new divisions with their respective functions were created, and various innovations were introduced to enhance the quality of service. The 1990s saw tremendous progress in the department as it responded positively to the demands of the transport system.

Integrated Services

The Road Transport Department is one

of departments under the Ministry of Transport's Land Division. It is responsible for the provision of counter services for the licensing of vehicles and drivers and the enforcement of the Road Transport Act 1987 in order to ensure safe drivers and vehicles. It is an organisation which provides quality services, manages the collection of revenues, and enforces the road transport act in a transparent and effective manner.

Putting Your Truck On The Road

Ir.Hj. Mohamad, Director of the Automotive Engineering Division shares with us some insights into his work and views on road safety. Being responsible for the licences needed to register any vehicle in Malaysia, he holds all drivers licences available in Malaysia, plus a Formula 3000 driver's licence. Since Ir.Hj. Mohamad is responsible for the licensing of all vehicles, he has driven everything with wheels on Malaysia's roads. Naturally, trucks are somewhat special for him as they form the backbone of the economy.



How Do You Manage The Wheel?

In Ir.Hj.Mohamad view a very valid question: as driver of a truck, how do you manage your (steering) wheel? Taking all trucks for a test drive, he knows about handling of trucks and in his view, the Malaysian truck drivers may still lack in the area of technical knowledge. Needless to say, that such a lack of knowledge could be a safety risk when trucks move on the roads.

As an example, Ir.Hj.Mohamad explains the different driving characteristics of empty and loaded trucks. Depending on the load, a truck may be subject to understeering or oversteering. From his experience, Ir.Hj. Mohamad says that many Malaysian truck drivers do not have the technical knowledge that it take to safely manage the wheels of their vehicle. In many cases, accidents happen as drivers panic, not knowing how manage a situation in which the truck behaves different from the expected characteristics. Speeding is of course an issue and given the climatic conditions, floating in heavy rains also contributes to a large number

of accidents. In the case of floating it is best to simply ease off the throttle and simple keep the truck going straight, without steering into any direction. Once the tires have grip again, the truck will continue to go straight. If a driver steers before making road contact again, the vehicle may even overturn from the sudden change of direction.

Truckers: A Calling For Those Who Are Responsible Drivers

It is not a secret that there is a shortage of truck drivers in Malaysia. In view of Ir.Hj.Mohamad, the profession of the truck drivers is a very good one as it requires not only skills, but also a mindset that is asking to be responsible and careful. Many drivers lose their license when they are caught driving reckless or violating laws. Drivers also must be undergoing regular tests to proof that they are healthy and capable of driving their trucks. "Yes, we need good truck drivers and we encourage young people to take this career up" he states.

Understeer and oversteer are vehicle dynamics terms. They are used to describe the sensitivity of a vehicle to steering. Simply put, oversteer is what occurs when a truck turns (steers) by more than (over) the amount commanded by the driver. Conversely, understeer is what occurs when a vehicle steers less than, or 'under' the amount commanded by the driver.

Automotive engineers define understeer and oversteer based on changes in steering angle associated with changes in lateral acceleration over a sequence of steady-state circular turning tests. Car and motorsport enthusiasts often use the terminology more generally in magazines and blogs to describe vehicle response to steering in all kinds of maneuvers.

In the case of trucks, under / oversteering may have serious consequences as it may endanger other participants on the roads.





HerrMAN – On Continental HCS tires around the world

Some journeys take a little longer. After 840 days, this MAN KAT1 custom built 6x6 arrives in Malaysia. Here the Continental HCS tyres are replaced after having travelled gruelling 40 000KM in the harshest conditions imaginable.

Hartwig Kuehn, Marketing Manager APAC at Continental Sime Tyres, has been following the trip of this truck closely. While still working in Germany some three years ago, he was approached by Stefan Sigl, who wanted to know about the best options for the tyres for his truck. After some e-mail exchanges, Sigl opted for Hanover's finest for off-road applications: the Continental HCS. Used by the Bundeswehr (German Army) these tyres have already proved their value in tough conditions, but also offering quit running on tarred roads. Having never met before, it is an amazing coincidence that Sigl and Kuehn finally meet in Kuala Lumpur in the regional HQ of Continental. Both travelled from Germany to Malaysia, just that the truck's journey took a little bit longer.

Petra Sigl, a former social education worker and her husband Stefan have been travelling for over two years

by now. Self funded, they need about 1000 Euro a month, which is what you end up paying in rent alone these days in Germany. Previously running a production company, Stefan managed to set aside enough money to purchase the vehicle, convert it and be on the road for an indefinite time. Their idea to go on "the big journey" came up around Christmas 2004. Having used smaller vehicles to travel Africa and Europe earlier, something larger and more comfortable had to be found. After a lot of investigation and testing Stefan Sigl decided to purchase a former German army truck, a KAT 6x6 model, equipped with cabin and platform. The main reason for the decision was "the simplicity and practicability of the given technology", Stefan Sigl states. The truck, being an MAN was named HerrMAN, which can be translated into Mr. MAN, but is also a common German name.





Having gained tremendous experience through previous journeys, the truck was bound to see a complete transformation. The planning of these modifications to convert the existing vehicle into a driving home took roughly one year. Following that, over the next five years Stefan Sigl completely rebuilt the truck, 90% with his own hands. "If I have a problem on the journey I cannot afford to fly in an expensive technician from Europe. Therefore I made myself familiar with all technical details" explains Sigl. Except the chassis, more or less everything else was changed: Additional fuel and water tanks have been installed. Instead of the platform a residential container has been built onto the chassis. Two independent air conditioning systems provide comfortable air temperature for the cabin and the living area. Solar panels

deliver energy for all electric devices. With the combination of all the installations HerrMAN can carry its drivers self-sufficient over long distances and time. The theoretical range is around 4500 – 5000km and food and water would last for up to 4 weeks. The whole system now stands on Continental tires, 6 x 14.00R20. HCS, carrying the total weight of 18 tons.

The "big journey" started in November 2009 and has taken the couple through a number of countries: Switzerland, Italy, Greece, Turkey, Syria, Jordan, Saudi Arabia, UAE 2x, Oman, Iran, Pakistan, India 2x (total of 6 months) Nepal (2x, total of 5 months), Tibet / China, Yunnan/ China, Lao, Thailand, Cambodia and finally Malaysia. A third passenger on board the truck was Husky Justin, which passed away in India at the

famous mausoleum Taj Mahal. Since Nepal, a stray dog is guarding the truck at night. According to Petra, the dog just came to them one day and would not leave. Since they were in Kathmandu, his name was quickly derived from the current location and since then he listens to "Mandu".

Over the past 2 years, the couple has seen a lot of things. However, they never felt in danger or threatened. According to them, people are always happy to see people enjoying the local sights. Having helped other truckers to conquer difficult terrain and crossing some fear-inducing bridges, the couple has made friends along the way, seen national treasures and learned to be patient in horrendous traffic conditions. "We are amazed by the variation in diesel prices. In some countries you may as well not charge anything, it is that cheap" Stefan

says. Petra went back to Germany once to attend the wedding of one of their kids. Another such short visit will come up shortly for the wedding of their other child. Other than that, the two have no plans, are in no rush to be "someplace at a certain time" and enjoy the trip to the fullest.

Tires are crucial for such a journey. The HCS is an all axle fitment tire, especially made for rough and severe applications. Its steel casing with reinforced bead, sidewalls and belt package make it very durable in off road applications where rocky, muddy and unpaved surfaces prevail and sudden dynamic load changes are common. A special off road tread compound guarantees minimal stone drilling or block tearing. The HCS pattern combines excellent traction and self-cleaning capabilities, especially on sandy or muddy undergrounds. The highest temperatures, up to 60 degrees Celsius, the tires had to withstand in the deserts of Jordan, the United Arab Emirates and Oman. The roughest and coldest conditions they had to face were on their journey through Ladakh, North India, climbing up to 5.360 above sea level. "Narrow, steep one-way tracks with rock overhangs on the one side, 300 meter deep canyons on the other side,

accompanied by rocky undergrounds demanded maximum performance from tires, equipment and drivers.

Now after 40.000 km Petra & Stefan Sigl arrived in Malaysia. Stefan Sigl is enthusiastic about the tires: "I would have never expected that the tires could stand all these applications and would provide this amount of mileage. Our spear wheel is has been kept untouched. Its tractions is excellent and even on paved road or asphalt it keeps directional stability and amazingly quiet. Again: No other tire."

Finally, HerrMAN had a pit stop at the Continental Best Drive in Klang, near Kuala Lumpur. A team of professional tire technicians and fitters took care of the rims, tires, tubes and flaps. While here, HerrMAN was also given an oil change. "We will make HerrMAN fit for the next stint of this long journey around the worlds" says Tan Saw Cheng, from H2O.

By now, Petra & Stefan Sigl have continued their trip. They plan to travel via Indonesia to Australia and New Zealand. Continental will follow their journey and wished the all the best with the new set of 14.00R20 HCS





MAN KAT1 in detail__ Powered by: air cooled Deutz V8 12.700ccm, approx. 380HP

Gearbox: 6 Speed ZF torque converter clutch

Length: 9,5m

Height: 3,7m

Width: 2,55m

Curb weight: ~16to

Weight, fully loaded: ~18to

Tires: 7x14.00R20 TT Continental HCS

Water: 1.200 liters in 5 tanks, wash water and potable water in separate systems

Diesel: 1.400 liters in 4 tanks

Batteries: Livingarea 4 x 180Ah Exide India, Cab: 4x

100Ah Exide Nato Block

Windows: KCT (Krumm Caravan Technik)

Generator: Honda 30is

Solar system: Solarfabrik Freiburg 1.4 kWp

Air-conditioning: Cab and living arealsotherm 130l fridge and 80l freezer

Kitchen: Smev 3Fl.Gas, Panasonic

Microwave with hot air oven,

induction cooker Inverter: Victron Multi Plus 3kw

Heating: Cab: Eberspächer D4L, Living area: Eberspächer Hydronik D10

Building the Volvo Brand on Core Values

Over a cup of coffee Joachim Rosenberg, newly appointed Executive Vice President of Volvo Group Trucks Sales & Marketing APAC, discussed with Asian Trucker the task he is now charged with - managing the Volvo brand in Asia.



Sometimes things may seem to be very obvious. While growing up in Gothenburg, where Volvo Group is headquartered, it may seem that the company would be the obvious choice for employment, but there is more to Joachim Rosenberg than meets the eye.

Born and raised in Gothenburg, Joachim Rosenberg would have been exposed to the Volvo brand on a daily basis. As Volvo sponsored activities at the University of Technology in Gothenburg where Rosenberg studied this would have been another touch-point for him. However, it wasn't until 2005, when he was 34, before he joined the company and now he has quickly risen to the position of Executive Vice President of Volvo Group Trucks Sales & Marketing APAC.

AT: What is the attraction of the Volvo brand for you?

JR: Volvo is quite prominent and not an unusual choice as an employer in Gothenburg, however it is the association with the core values of the Volvo Group that has drawn me to the brand. Although these core values have been incremental for the brand since the inception of the company, I firmly believe it is what is needed in Asia: Safety, quality and environment.

Safety has been a core value of the company since its inception and there are many examples of how Volvo has shaped the automotive industry in this regard. Quality (1927) and the protection of the environment (1970) compliment the aspect of creating a safer workplace, a safer vehicle. Initially, quality was something attributed to the tangible product only, but naturally, in today's world it also includes any process, procedure and service we provide too.

As an example of how we live and breathe our core values, let's elaborate a bit more on the protection of the environment, as it always needs improving.

From well to wheel

AT: Other companies, and not only in our industry, may also state that environmental protection is a very important aspect of their business, but are they living it as Volvo does?

JR: During the first UN environment congress in 1972, the then Volvo CEO stated that "Transportation is part of the problem of emissions, so you need to be part of the solution." Obviously, to reduce emissions, one needs to start with the product development phase. Volvo has black lists of materials that

we don't use as their impact on the environment is too strong. Following the development phase, we go through the sourcing phase where a strict code of conduct applies to control the supply chain. In order to achieve real results, one needs to get involved with the suppliers.

Volvo is actually the first manufacturer to have a CO2 neutral manufacturing plant. This was as early as 2007 and we are not talking about a small plant, but one of the biggest we have. Today we have three CO2 neutral plants and plan to be completely CO2 neutral in the near future.

There are some other firsts as well. Volvo is the first company to commercialise hybrid trucks and we are also the only automotive company that is being audited by the WWF.

Needless to say that the use of our vehicles is really where the emissions are coming from as trucks are on the road all the time and for a long lifespan. Volvo currently has seven different biofuel trucks for every fuel. While we can provide the technology, it cannot be our job to put the infrastructure in place. This is something that needs to be demand driven. It is the commercial businesses and government that need to ensure that the infrastructure is being put in place.

Fuel efficiency is something that needs to be built into the truck from the get-go. Trucks are used in very specific applications and the overall package must match the requirements. For Volvo this is achieved by keeping the development of the entire assembly of the powertrain in-house. This makes it the most powerful powertrain in the industry. Obviously, this ties in perfectly with the development phase where we

can address the needs of our clients with a complete and thought-through solution.

Our holistic approach also includes the distribution and after sales service. We need to look into the waste disposal and behaviour of our employees. Recycling of parts or the entire truck at the end of the lifecycle needs to be built into the product, so it needs to be done in the beginning when we do the specifications. It is common that we separate waste in offices, re-use paper etc. All these are manifestations of our core values.

Now, this behaviour has been in our genes for 40 years. It cannot be instilled in culture within a few years, no matter how committed you are. (Laughs) And I could give you the same run down on the other core values. But maybe we will save this for the next interview.

A moment to treasure

AT: What is your most memorable moment (in trucking)?

JR: There are several besides the birth of my four children. I will give you a few.

We have a customer in Thailand, who is very active in mining. Because of the reliability of the vehicles, he likes Volvo very much. According to him they are safe and reliable. He wanted to have his son to have the same attitude and values, so he named his son "Volvo".

Two weeks ago; I attended an Indonesian mining expo. One would expect this to be a very male dominated industry, so I was surprised to meet a lady at a key customer event. She commented that she is very happy with our trucks. She chose 20 Volvo trucks many years ago for a mining application. Today, four out of these 20 are still running. This is remarkable as mining is



very demanding on the material.

Unified diversification

AT: What are the challenges in the regional trucking industry?

JR: There are of course challenges in the region with its diverse cultures and legislations. However, Volvo operates in over 140 countries in the world and we have gathered a wealth of knowledge. One year after Volvo was formed, exports started. Managing complexity is something we knew from early on. We are now represented on all six continents, making it the only truly global company, and the only remaining Swedish owned automotive brand.

Given this vast experience, we simply seem to be very well equipped to handle the diversity that we are facing in the region. What it comes down to is working with passion and respect for individuals. Again, look at our core values. These are values that apply, no matter which country you are in. And if you are guided by these core values, then managing individual

countries or entire regions is not that difficult.

It is no secret that Asia is 60 percent of the world with huge expected economic growth, three of the five largest economies... For Volvo, it is the second largest market; a quarter of our sales come from Asia. Our main footprint in Asia is growing and we have to have adequate coverage and service delivery. There are still some white spots, this is why we are here [today] in Singapore. Selling trucks is one thing, but the service network needs to be in place too. In return, a service network needs to have enough volume to sustain it. So you see, it is a complex matter that one is dealing with.

As an outlook, we announced and opened an importer in Taiwan where we will be working with local partners. In 2012 we will be reinforcing our position in Indonesia. We want to be closer to the customer as we need knowledge from the market, need to be able to understand the needs of the market. In these diverse markets the

challenge will be to be able to offer the right solution for the customers.

The shape of things to come

AT: What are some trends that you see developing?

JR: The need for alternative fuels or energy sources will only increase. We are already working on several tracks. Diesel is still commonly used and we are making efforts to reduce the use of this fossil fuel. Over the past 40 years, we reduced the consumption by 1 percent per year, meaning that our engines consume 40 percent less diesel than 40 years ago.

The mindset is there for using alternative methods of powering vehicles. But such fuels need to be widely available and at a reasonable price level. This is something that is in the hands of local governments, but we see that this is taking a top priority on the agendas of many countries. In Thailand, 25 percent of vehicles are gas powered when they are being delivered and a large number are being retrofitted with gas before



the first trip. So, there are already a lot of trucks that operate with gas.

Most markets in Asia are growth markets and trucking is linked to overall economic development. There are three things you need to take an economy to become developed: access to energy, infrastructure and [educated] people. Many countries are putting this in place, but in some places, the infrastructure is missing. You can use these three assets to evaluate which are the countries that will go forward.

Each market will be approached differently in terms of brand configuration, manufacturing and commercial strategy. We have been in Asia for 80 years and unlike others that exited markets in downturns, we don't leave. On the contrary, we have grown sales in Asia 13 times in 13 years. We have done so through organic growth, adapting to the environment and by acquisitions of companies related to our industry.

The China Syndrome

AT: What are the challenges for European truck makers now that the Chinese are pushing into the global scene?

JR: This is a new kind of competition. It will be the most adaptable that will come out tops. Currently 1.3 million out of 1.9 million trucks originate from Asia, which is 70 percent of all trucks globally. Out of that 93 percent are Chinese or Indian. This actually means we need to adapt to Asia, not the Asians to European ways.

Price is one way of competing. But we make huge investments and can therefore not compete on prices. We compete on the notion of values. It is not our ambition to beat Chinese truck manufacturers on price. Volvo sells on TPOL (Total price of lifecycle).

How do we do that? We focus on the customer's profitability and how that is best served with our products. Core values are appreciated by customers.

AT: Any final comments?

JR: We have made the right strategic investments in Asia. The challenge now is to cover the network in appropriate ways with increased sales. This will be made possible through re-organising the Group which is taking place now. Olof Persson was appointed as our new CEO in September 2011. In October he announced the re-organisation of the Group, providing a stronger utilisation of brand, increased effectiveness and efficiency. We are now in the middle of the creation of a functional organisation with a much stronger focus on trucks. Bus and marine are also getting a lot of attention, but under separate heads.

This interview was conducted in Q4, 2011 in Singapore

300 Companies Expected at ASEAN LOGISTICS & RETAIL SHOWS IN SEPTEMBER 2012 (ALRS 2012)

KUALA LUMPUR, May 2012 – Some three hundred local and international companies from over 20 countries are expected to participate in Malaysia's first ever stand alone Logistic Transport and Retail event in 2012.

Organized by Fairs & Events Management Sdn Bhd (FEMSB), the ALRS 2012 exhibition will be held at the Malaysia International Exhibition & Convention Centre (MINES), Kuala Lumpur from 26 – 28 September 2012.

Announced by the CEO of FEMSB, Mr Jonathan Kan said ALRS 2012 would incorporate 6 key sub-sectors events: Logistics, Transport and Telematics, Warehousing, Storage and Material Handling, Retail and Franchising, Digital Commerce, Couriertec and RFIDtec & Cardtec.

Kan said that each of these key sectors would showcase the latest available technology offering greater

cost efficiency and productivity, and at the same time their capabilities to go green.

Kan expressed confidence that one of the objectives is to encourage more Malaysian manufacturers to adopt green logistics and utilize the services of logistics consultant who specialize in helping companies convert and streamline their existing logistics system which involve supply chain management, warehousing, retailing, manufacturing, safety and security are all a part of logistics requirement.

We are proud that this exhibition is the first ever stand alone showcase organized in Malaysia. In complementing the Government effort in the economic transformation programme, we believe ALRS 2012 offers an ideal platform to help transforming Malaysia as a logistics hub, at the same time, it assist all SME to be ICT enablers thus

profiting in the New Economy.

The three-day exhibition is endorsed by the Federation of Freight Forwarder Association Malaysia (FMFF). And supported by PassAgeNow & CardsNow magazine (exclusive official media), Asian Shipper magazine (official shipping media) together with other media: Asian Trucker Magazine, The Tyreman, Truck & Bus, Asia Success and BusinessLink Directory.

Issued by Fairs & Events Management Sdn Bhd

For further information, kindly contact Mr. Jonathan Kan

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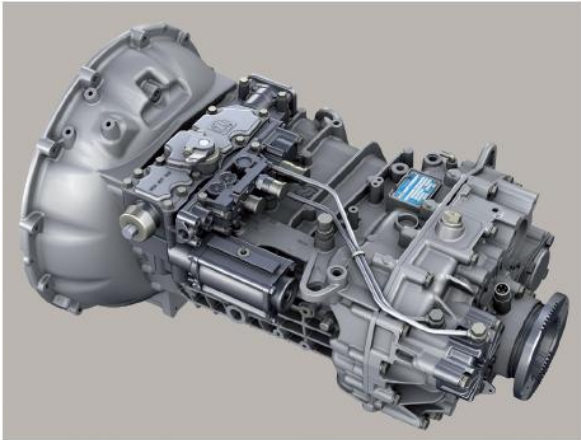


Joseph McCorry, Managing Director ZF Asia Pacific Pte. Ltd

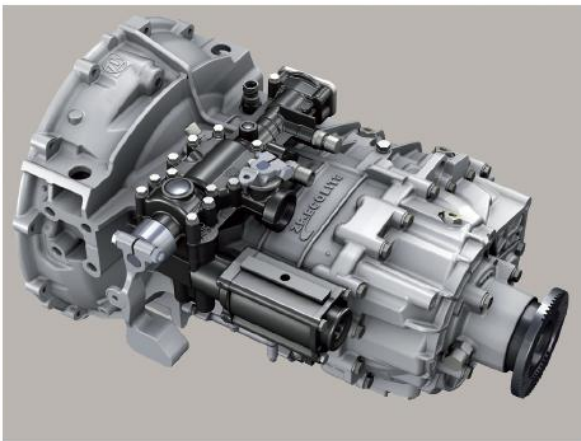
Always on the go

ZF Friedrichshafen AG is well known for tapping promising markets early. As a result, this supplier to the automotive and commercial vehicle industry is very successful in the emerging markets China and India. Also the commercial vehicle business in the countries of Southeast Asia seems to have a big potential. ZF's Commercial Vehicle Technology Division as well as the Services offices have the edge here.

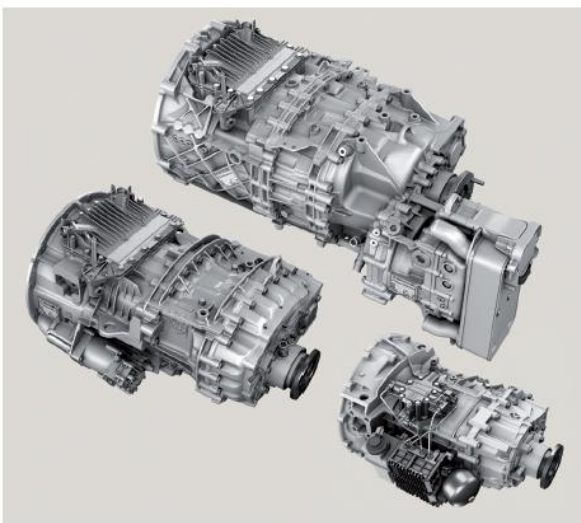
Dynamic markets, good infrastructure, high degree of industrialization and high growth rates: These were the characteristics influencing European companies in the past years to be present in the Asian markets. When it comes to globalization and the establishment of local production locations and supplier networks, the automotive industry assumes a leading role. The industry, however, does not only focus on passenger cars, but also on commercial vehicles. After the world financial and sales crisis of 2009, the focus of the global automotive and commercial vehicle market has shifted towards the emerging countries: according to a survey of the Boston Consulting Group, 60 percent of the world market for commercial vehicles



Good position in OEM business in Southeast Asia: The robust manual commercial vehicle transmission ZF Ecomid with high shifting comfort.



Manufacturers in Southeast Asia, especially the Japanese commercial vehicle manufacturers Hino and Isuzu, are equipping their vehicles with ZF Ecolite transmissions.



The AS Tronic transmission family. The automatic commercial vehicle transmission system AS Tronic mid is used in 600 Kalmar terminal tractors at the port which are serviced by ZF Asia Pacific.

are in the so-called BRIC countries Brazil, Russia, India, and China today. These countries have also a share of the world passenger car market of about 40 percent.

The Region of Asia-Pacific is especially in focus in this respect. In 2011, the ZF Group achieved a turnover of EUR 2.63 billion; all in all, around 7,200 ZF employees are working in this region (as of December 2011). The ZF Group coordinates all regional activities from its business hub in Singapore, where the headquarters of ZF Asia Pacific Pte. Ltd. are located. The only exception is the business for China which is organized by another ZF holding in Shanghai.

So far, China dominated the Asian-Pacific market since many automotive and commercial vehicle manufacturers are already present - and are producing on-site for the local market. This also provides opportunities for the supplier corporations, as proven by the example of ZF in China: ZF Friedrichshafen AG has been active in the Chinese market for 30 years - in 1980, the first sales and service agreement was signed, in 1981, the first license was granted in the People's Republic of China. In 1987, ZF's first Chinese subsidiary followed in Beijing, and since 1994, ZF has had its own production locations in China. Today, ZF has 22 production locations in China and employs 5,500 people there. In 2011, ZF's sales on the Chinese market amounted to EUR 1.55 billion, which is ten percent of ZF's worldwide corporate sales of EUR 15.5 billion. In China, the ZF Group is represented in almost all product segments; apart from the passenger car business, the commercial vehicle technology is of great importance. Furthermore, ZF also manufactures technology for construction machinery and wind turbine gearboxes in China.



Service competence - represented by competent ZF employees - is an important prerequisite for a good market position in Southeast Asia.

Serving Tomorrow's Growth Markets Today

“When tapping China as a market, the early representation on-site was a main advantage”, says ZF’s CEO Dr. Stefan Sommer. As a company owned mainly by a foundation, ZF has the possibility to plan such a long-term commitment and to gain access to seminal regions like this. The market tapping strategies are based on two factors in this respect: On the one hand, the business with local manufacturers should be established continuously and consistently. Thereby, the products are firstly imported into the country, depending on the volumes - either from the home location or from other foreign plants nearby. The establishment of local production locations is only worthwhile in case of high volume orders - or is an essential condition for being able to handle them. On the other hand it is the service. Especially in the commercial vehicle business, this is a main prerequisite for being able to convince OEM customers at all. In the case of marketing transmissions for

commercial vehicles and buses, the complex maintenance and repair works as well as the supply of spare parts have to be guaranteed by competent partner workshops throughout the region.

ZF: OEM business in Southeast Asia

From ZF’s point of view, one market region with a lot of potential is Southeast Asia, and here especially Malaysia, Indonesia, the Philippines, and Thailand. In these countries, ZF is represented by own subsidiaries and sales and service offices of the regional company ZF Asia Pacific Pte. Ltd. The office in Singapore is the “regional hub” for this region.

In this region, ZF has European and Asian customers in the OEM business. Apart from Renault, Iveco, and MAN, ZF also delivers to Hino and Isuzu. The two Japanese manufacturers order manual and automatic transmissions for heavy, medium, and light-duty commercial vehicles. For Isuzu, ZF produces manual transmissions of the Ecomid type for trucks and Ecolite for Vans which are mainly used in Thailand and Indonesia.

While the volumes for vans are still low, ZF is strongly represented in the Region of Southeast Asia in the medium-duty truck segment of Isuzu. At the moment, both transmission types are produced at European ZF locations and imported into the Southeast Asian market: the ZF-Ecolite comes from Eger, Hungary, the ZF-Ecomid from Bouthéon, France.

The fully synchronized 9-speed transmission Ecomid for medium and heavy-duty trucks is characterized by simple handling and low noise emissions - thanks to helical gearing. For truck manufacturers, the compact design and the high power-to-weight ratio is especially attractive. Numerous additional options - like, for instance, the retarder which can be integrated on demand or the shifting support Servoshift - increase the operating comfort and reduce the likeliness of wear of the driveline.

The ZF-Ecolite, which is also easy to operate and has low noise emissions, is available with 5 or 6 gears and covers a wide torque range of 580 to 1250 newton meter.



In Singapore, ZF has a 24/7 maintenance and service agreement with Port of Singapore Authority International.

Apart from the already mentioned Ecomid and Ecolite transmissions, ZF additionally delivers to Hino the manual transmission Ecosplit as well as the automatic commercial vehicle transmission AS Tronic - both are suitable for heavy-duty trucks as of an input torque of 1,600 newton meter. Main markets for the Hino vehicles equipped with ZF transmissions are also Thailand and Indonesia. Mining vehicles offered by Hino in Indonesia are even equipped with ZF transmissions as a standard. In the heavy-duty segment, ZF is clearly of high importance to Hino and is therefore already strongly represented on the main market of Indonesia.

Services Supplement Market Presence

ZF ensures its OEM business by extensive services on-site. In Indonesia alone, ZF has 50 service points through its service partners assuming numerous tasks. In this respect, fixed-price repairs, preventive overhaul, retrofitting, and environmentally friendly remanufacturing

are performed quickly and professionally by ZF.

At ZF Asia Pacific, a wide range of services for various products and customized service packages are available to meet the needs of each customer in the automotive field. Each transmission unit is carefully disassembled into individual components, cleaned, and damaged parts are replaced with new components during servicing. Only after functional tests with ZF professional testing equipment the transmission will be once again roadworthy. ZF employees are kept up to date with the latest technical developments so as to ensure professional diagnostics and performance of service and repair work on modern vehicles.

Many local customers highly appreciate these services: 65 percent of all city buses in Singapore are equipped with ZF transmissions; in case of low-floor technology, ZF covers even 100 percent. All maintenance works are carried out by ZF Asia Pacific. "Without

a strong local service presence, such a coverage would not be possible", says Joseph McCorry, Managing Director of ZF Asia Pacific Pte. Ltd. Apart from the main customers in Singapore - Singapore Bus Services Transit (SBS Transit) and Singapore Mass Rapid Transit (SMRT) - also Rapid KL in Malaysia is relying on driveline and chassis technology by ZF. Johor - Express, a coach operator is also appreciating ZF's local services, just like one of the biggest regional ports, the Ports of Singapore Authority International. They have a 24/7 maintenance agreement with ZF Asia Pacific Pte. Ltd. in order to take care of the numerous Kalmar container trucks which are equipped with AS Tronic mid transmissions.

This customer base and the regional presence prove: ZF has an excellent position in the growth region of Southeast Asia.

Second life for tires – The process of retreating

Manuel Ruiz Ortega, Head of Production and R&D Retreat APAC, shares his knowledge about retreating tires and the art of giving them a second life.

Many of us will have seen a tire-tread on the highway. One may think that such separation of the treat from the casing is something that will happen to retreaded tires only. However this is a misconception as it can happen to new tires as well. Retreaded tires today are literally of the same quality as a brand new one, offering the same performance as we will explore in this article.

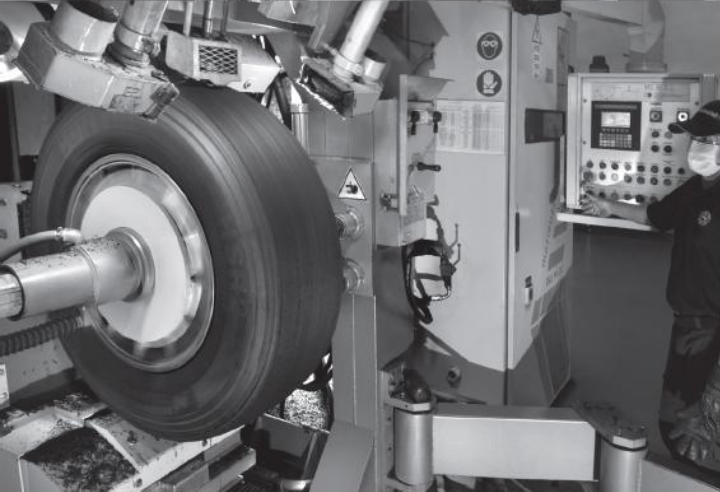
Retreadability depends on two factors. Firstly, any tire that is to be retreaded needs to be designed in a way that allows for the retreating to take place later on. These design features are based on decades of research and feedback gathered in the market and from analysing tires when they are being returned. When developing the casing, not only the ability to retread the tire needs to be build-in, but also the safety that allows for the casing to be used in a "second life". The second aspect is the actual use of the tire. Some heavy duty applications will make it impossible to retread the tires. Even though a tire is designed for retreading and the application would allow for it, sometimes lack of care and maintenance may render specific tires as unsafe for retreading.

When designing a tire, Continental decides early on, based on the knowledge gathered in the R&D departments if a tire is to be retreadable or not. Certain tires will be developed in a way that allow for only one time use with no option for retreading. This is done with the safety of the driver and other participants on the road in mind.

In its plant in Petaling Jaya, Continental offers two options for retreading: stock casings and customer owned casings. For stock casings, Continental actively seeks casings to be purchased back and added to the stock. These stock casings are then being checked (more on that below) and retreaded. After that, these tires are being re-introduced to the market in the Best Drive Centers for example where any customer may pick them up. Customer owned casings are tires that are being returned by a customer and these will be returned to the same client after the retreading process. Via a production planning system, Continental is able to track the exact whereabouts of any customer owned casing in the retreading process in the plant. Should a casing not pass the safety tests required, the casing will be returned to the client. Global standards are being applied in the evaluation of the casings for safe use after retreading.

Before a tire is being retreaded, stringent tests will be carried out to ensure the casing is fit for a second life. The first step is a visual inspection, according to set standards. If a casing passes this test, it will be passed through a "nail-hole detector" which makes holes the human eye may not detect visible. This is important as a hole in the casing may result in loss of air pressure later or may even cause the treat to separate from the casing. Only if these two tests have been passed, the tire will be retreaded. Certain small damages can be repaired by filling holes with rubber that is vulcanised into the hole or dent.

Before the new tread can be applied, the old tread will be ground down. This is required to ensure a certain roughness of the surface, allowing the binding of the new treat to the casing and to create the right buffing radius. When the new tread is applied, the buffing radius needs to be correct to ensure that the contact surface of the new treat is 100% with the casing. Both, the new treat and the casing are already vulcanised, therefore a layer of fresh rubber, the so called cushion gum, is inserted, together with a 2-component glue to ensure perfect binding. During the vulcanisation process the new rubber layer will form strong polymer bonds between the tread and



the casing. This is the exact same process that would apply for the production of a new tire as the treat will need to be applied to the casing as well. In essence, the process of retreading is not inferior to the production of a new tire, but identical.

The vulcanisation of the tire takes place in the "building machine", where a tire is built. Using envelopes, the tire is placed in a vacuum, creating pressure that presses the treat onto the casing. During this process, the cushion gum will vulcanise, establishing the connection between the components of the tire.

After the tire has been build, it will be inspected visually one more time and is placed on the high-pressure test machine. Here 6-7 bar of pressure will be applied to see if there is any leakage. Sidewalls and welts are being inspected one more time before the tire will be released back to the client or into the Best Drive Centres.

Continental is introducing 15 new products under the "ContiTread" brand this year. These are treats that are used for both, new tires and retreaded ones. Being 100% identical, they provide the same performance as those applied to a new tire. In essence, there would not be any difference between a new tire and a retreaded one, since all components used are absolutely identical. Users of retreaded tires can rest assured that the refurbished tires will give them the same driving pleasure as newly purchased ones, given they are taken care of and properly maintained.

Using retreaded tires not only reduces the impact on the environment, but it is also helping operators to reduce cost. A retreaded tire will cost slightly less while still offering the same great performance as the casing does not need to be produced. When considering retreading, companies should not be looking at the cost of a tire in isolation, but have to calculate the overall cost of ownership of their vehicle. A non-premium tire may be cheaper to purchase, but more frequent tire changes may result in reduced uptime.

Continental 

First INOKOM Truck Commercial Vehicle Centre

The first Commercial Vehicle Centre in Malaysia is officially opened this month. Located in the heart of Shah Alam industrial area near the national car company, the new Commercial Vehicle Centre is specially designed and equipped at a cost of more than RM1.5 million. It will cater for the sales and service of all types of INOKOM commercial vehicles.

The Commercial Vehicle Centre is built to cater for heavy, large and high vehicles. Electrical, air and hydraulic supply lines are designed to come from the ceiling instead of using the conventional underground system found in Commercial Vehicle Centres for passenger cars. There is ample space inside and outside the large 15,000sq ft building for easy manoeuvring of commercial vehicles. The hydraulic lifts are super heavy duty to cater for fully laden trucks that need immediate repairs.

Currently, the daily service capacity is up to 30 vehicles.

A lot of genuine spare parts are always at hand to ensure a fast turnover of vehicles serviced. Prices of spare parts are very competitive which is aimed at attracting more fleet operators to switch to the more cost efficient and durable INOKOM commercial vehicles.

For the convenience of drivers waiting for their INOKOM trucks to be serviced and/or repaired, there is a comfortable air-conditioned lounge complete with light refreshments. Large glass areas allow them to watch their vehicles being worked. Mechanics are trained by the INOKOM Automotive Technical College. For added security, the premise is under a 24/7 security guard complete with CCTV.





Despite only two models available in Malaysia – the AU26 (commonly known as 'Lorimas') 1'5-tonner and the AD3 3-tonner - INOKOM trucks are averaging more than 1,500 units sales per annum and increasing steadily. Based on the tough and proven Hyundai mechanicals, the INOKOM commercial vehicles are proving to be the best value for money investments in their respective categories.

In anticipation of the impending Malaysian government's ruling to have all heavy commercial vehicles to comply with the Euro II exhaust emission ruling soon and in conjunction with the official opening of its first commercial vehicle centre, INOKOM Truck introduces the AD3 Turbo (Euro II) today. Moreover every new unit inokom AD3 (Euro II) comes with an industry leading 3-years or 120,000km warranty for the peace of mind of business operators who are extremely sensitive to vehicle operating costs and downtime.

The main difference is the addition of a factory-installed turbocharger to the engine to ensure more complete combustion of fuel in order to reduce exhaust emission. The added benefit is an increase of nearly 40% in torque without affecting the fuel consumption. This variant is an option for fleet operators to own the more advanced Euro II compliant commercial vehicle now.

Equipped with 5 speed manual, fully synchronised transmission, the truck is well suited for a host of applications. The 4-inline engine comes in a standard 3907cc size and puts out 130 HP at 2900 rpm. Stopping power is guaranteed by a dual circuit hydraulic brake with vacuum servo assistance. During driving, the exhaust

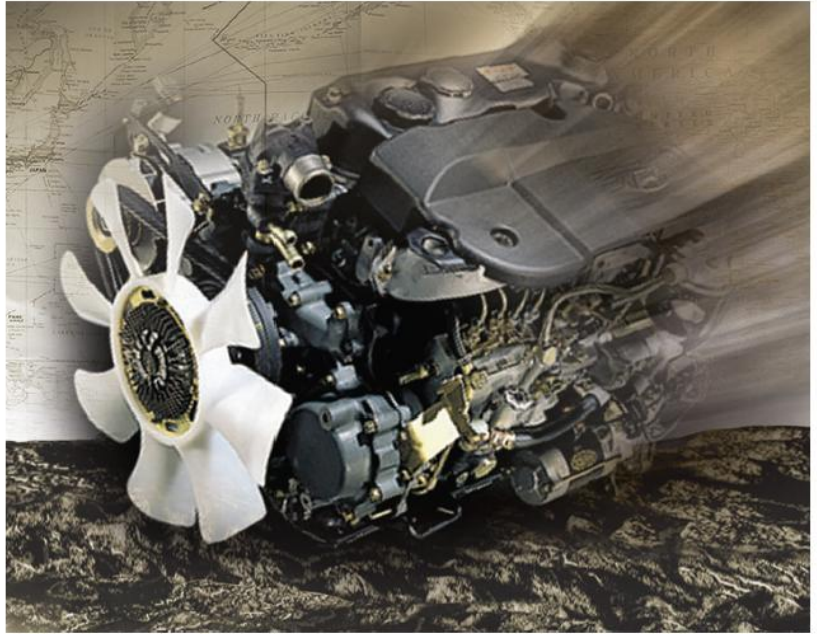
brake, which is a vacuum operated butterfly valve type, ensures swift reduction of speed when needed.

With the introduction of the AD3 Euro II variant, Malaysian commercial vehicle operators now have a choice of the entry level AU26 (Lorimas), AD3 Euro1 and the AD3 Euro II to choose from.

Whatever their choice, they are assured of INOKOM's proven reliability, low operating costs, durability and competitive pricing. Malaysians can call INOKOM Truck hotline 1-800-88-TRUCK (87825) for further information or assistance.



Value for Business





The story of Mitsubishi FUSO in Malaysia began back in 2004 when globally, Daimler acquired the majority of shares in Mitsubishi FUSO Trucks & Bus Corporation. The move made the corporation a fully consolidated business unit of Daimler, the world's largest commercial vehicle manufacturer.

Following the global business shift, Mitsubishi FUSO began operations in Malaysia in 2005. Taking over from USF-Hicom, Mercedes Benz Malaysia became the authorized distributor of a full range of Mitsubishi FUSO vehicles. In a bold move, after introducing the Euro 2 light duty Canter Trucks in 2010, the new Fuso Canter 4 x 4 was introduced to the Malaysian market earlier this year.

Asian Trucker spoke to Mr. Albert Yee, General Manager, Sales & Marketing Commercial Vehicles of Mercedes Benz Malaysia Sdn Bhd.

AT: Which are currently your best selling FUSO models?

Yee: Clearly the Fuso Canter range with its light duty models. Especially the FE71PB and FE83PE are the best sellers. Of the FE71PB, we sold 606 units in 2011. In total, we sold 1555 units from the Canter range in various configurations. It shows that this vehicle range is well suited for the Malaysian market and customers. Together with the heavy duty trucks, we sold 1756 FUSO vehicles last year. The FE71PB is a 4.5 tonne truck, with a turbocharged engine, putting out 110 HP @ 2900rpm and 275Nm at 1600rpm.

Why is this range so popular? It is the comfort, safety and fuel economy. Moving around the cab is easy, as the gear shift stick is located on the dashboard and doesn't obstruct the driver or passenger when they have to move inside the cabin.

We must add that the volumes mentioned can be seen as low. This is the impact of the Tsunami in Japan last year. The output from the plant was impaired; we had shortages of parts and CKD kits. Initially, we could cope as we had stock, but eventually, we ran out of kits. The situation is solved now. Our production has caught up with extra working days on Saturday.

AT: What activities can we expect from FUSO in 2012?

Yee: Asian Trucker already reported on the Canter 4x4 launch in February. This was followed up by a series of roadshows, starting in East Malaysia, Cameron Highlands and Ipoh. The concept worked well and we are looking for muddy terrains to have customers do a test-drive. This is the best way to convince people to buy our trucks. No one will buy to try. You have to let them experience the capabilities of the vehicles. Then they know and can make an informed decision. Remember, we are talking about a huge

investment, especially, if you run a small company.

Another roadshow will be on the FM models, a heavy duty truck. This is to generate more awareness for our heavy duty trucks. Again, we will be organising test drives for customers for them to experience the vehicles before they buy. This really was a great success last year and we will continue with this approach.

Also, there will be service campaigns for our 2S dealerships jointly with our 1S dealers. Typically there will be a 24 point inspection check with vouchers and/ or special parts deals. We are scheduling this for Q3 2012.

AT: How do you rate the MITSUBISHI FUSO After Sales Service Campaign 2011?

Yee: It was well executed, received a lot of good feedback. Customers came forward to take up the initiative. It was done in all FUSO dealerships. We offered, for example, filters for RM1. The idea was to encourage the use of genuine parts and to educate customers about the benefit of using genuine parts. The 24 point inspection check can highlight issues with the trucks that the operator may not notice in the daily operation of the vehicle. This helps to improve uptime and road safety

at the same time.

If you are extremely busy, maintenance may become an issue. Sometimes people cannot afford to have the truck stopped. So they may run it until the vehicle breaks down. FUSO's aim is to prevent such breakdowns as they have a heavy impact on the bottom line of our clients.

AT: Please tell us more about the "FUSO Quality Gate".

Yee: FUSO trucks (in Malaysia) are assembled in the same facility as passenger cars. We have adopted certain procedures of the quality control from the passenger car side. You can see these gates as milestones that a vehicle has to pass before the next step of assembly. For example, there is a gate after paint works, there after chassis assembly and so on. The trucks are being checked and if they passed they move on, if not, they have to go back and fixed. This applies to critical safety components, paint, gaps, suspension etc.

This system is self imposed, to ensure quality of the vehicle when produced. As a result, returned vehicles for warranty claims are very low. And just because it is a truck and not a passenger car doesn't mean that the gaps between body parts shouldn't be properly done, right?

AT: What potential do you see for cutting edge technology, such as the light-duty truck powertrain technology, which was launched in Japan 2010, including its newly developed 4P10 engine, the DUONIC transmission and the BlueTec, exhaust aftertreatment system in Malaysia?

Yee: In Japan, we already fit fuel cells on Canter models and have Eco-Hybrid vehicle, lane assist and distance control, plus other safety components. Japan is already going to move up to the Euro 6 equivalent standard. Rumours say that Euro 4 will be introduced to Malaysia in 2016. Until then, it doesn't make sense to bring in vehicles with that advanced



technology. One would invite problems if trucks are being sold right now. The industry will have to wait.

Actually, Euro 2 is no longer volume product, but there are many factors influencing the introduction of a new emission norm, fuel quality among them.

AT: What are the current difficulties the trucking industry is facing? And how are you planning to overcome these?

Yee: The number one issue is driver shortage. Driving trucks may be the first job for those without a degree. So, people look down on them, as a result of them not being educated. But make no mistake, they earn a good salary. Also, it takes skills and knowledge to drive a truck, which is not known by the public. Sadly, this is not an industry that people would want to consider as career path. FUSO is focusing on driver training to familiarise them with the vehicle. This is to avoid misuse. If drivers are responsible and knowledgeable, the perception of the drivers may change.

To me, it also seems that there is a shortage of licensing permits for vehicles with higher tonnage. There are goods to be moved, but not enough licensing permits to get vehicles onto the roads.

What we are hoping to see is that

people take on the idea of "total cost of ownership". In many cases, owners only look at the purchasing price of the vehicle, not the associated cost such as maintenance and downtime. But we also see this changing as some companies only use new trucks to boost their image and also to save in the long run. Total cost of ownership is still a concept that needs to be thought. We hope to get more acceptance for it. Some have started, but it takes everyone to subscribe to this. Downtime is one of the issues many companies don't factor in.

AT: Road safety is an issue everywhere. What are the measures that could be taken in Malaysia to improve the current situation?

Yee: Enforcement should be stricter, it may require more regular checks. Trucks need to be road worthy. The mindset of "safety is only a cost" needs to change.

The right fit: HINO may have just the right solution in their line-up

In March Nobuyuki Tanaka took over as Managing Director of Hino Motors Malaysia. He brought with him a whole new range of HINO 300 series models to address the varied transportation needs of Malaysian businesses.

AT: Last year, the earthquake in Japan seriously affected on Hino Motor, Ltd (HQ in Japan) Japan as well. What was the effect on HINO's global sales, especially HINO sales in Malaysia? And, Did HINO already recover production?

NT: In terms of HINO Global sales, we were affected by the Japan disaster. Since all parts come from Japan, any disturbance of the production in our home market will have an effect on all other markets. HINO sales in Malaysia was affected due to the limited supply of CKD shipments from Japan. In April / May 2011 our sales dropped by some 22%, which is a lot. However, currently the production and supply has been normalized, ahead of many others. This was realized through the approach that HINO Japan has taken with additional shifts and more importantly, helping in the disaster areas.

HINO would like to take the opportunity to thank the people of Malaysia, and the Malaysian Government for helping Japan and Japanese people with the recovery.

AT: What is the idea for the 'Perfect Fit' tagline introduced alongside the new HINO 300?

NT: This 'Product Tagline' was designed to meet each aspect of business

requirements, which offers improved driving performance and comfort. It perfectly addresses all kinds of businesses in Malaysia. QDR or Quality, Durability and Reliability of the vehicles are our main thrust to capture the market trust and confidence towards the new HINO 300 Series. We now have variants from 4.8 tonnes to 8.3 tonnes, different body lengths and cabin sizes, engine options and even the possibility to fit an automatic gearbox. In total, we are now offering 13 models. Within such a wide range, there is something that will suit the needs of each customer. We simply believe the 300 Series is the best choice.

AT: With the introduction of 6 new HINO 300 models, what is the expected sales volume?

NT: It is important to match the business requirement exactly with the right solution. The new 300 series offers a complete model lineup on the LCV category for the Malaysian market. We are the first to introduce the GVW 5-t with a 6-Speed auto transmission. With a wide range of models for customers to choose to suit their operation, we are confident the new 300 series will outperform its predecessor. Obviously, we have studied the market carefully and it has taken some 3-4 years of

development for the new 300 series. There are already enquiries for the model with the auto transmission, which tells us we are on the right path. We expect sales volume to be 6500 units including WU302 and WU342 which we launched last December. You can say that HINO has just recovered from the earthquake in Japan, but we have come out stronger than before.

AT: How do you intend to promote these new variants of light commercial vehicle?

NT: There is a lot of competition in the LCV category. The advantage of New HINO 300series is that our brand is well accepted and when we launch new models, customers trust HINO brand. Our strategy is to explain to users the benefit of using Hino vehicles for their business. At the core of this lies the Hino QDR concept. QDR stands for "Quality, Durability and Reliability". Hino offers better life time value, which is lower fuel consumption, low maintenance cost and keeping higher resale value. We will showcase this in a nation-wide roadshow which is currently well underway.

Other selling points are the features of the new models. They come with higher horsepower ranging from 130ps – 155ps, comfortable cabin, power



window and safety improved features. Users won't have to worry that additional features will add to the maintenance cost. Why? Simple: everything we develop is designed with the QDR principle in mind. This confidence is reflected in our offering of 3 years / 100 000 KM warranty.

We also want to highlight issues that may not be an immediate concern. Here in Malaysia, the fuel price is relatively stable. However, if we manage to reduce the fuel consumption, it will lower the overall operating cost of our customers. This, in turn will help them to improve their business.

AT: Hino launched the Eco Turbo (WU302) and Tough Plus(WU342) last December. Does Hino continue to sell these 2 models after launching new 300 series?

And the new warranty conditions will apply to Eco Turbo & Tough Plus customers?

NT: Yes, we will continue to sell these models. The warranty condition of 3 years or 100,000 km which is the longest warranty offered also entitled for these two models. This is applicable to those who purchase the new HINO 300 Series from today onwards. We already have a customer using these new models, a manufacturer of tube ice.

AT: Some final comments regarding the Malaysian market?

NT: Yes! The Malaysian market is a very unique one for HINO. We have been a later-comer into the LCV segment, which we only started some 9 years ago. Today we are number 1 in this segment though, something we haven't achieved in any other market. We believe this is due to the great work we have done to promote the HINO brand with other vehicles and when we launched the LCVs, the acceptance was already there.



AUMAN Prime Movers

Transportation is tough and fatiguing work. Hence AUMAN's main concern is to develop Heavy Duty Truck that provides safety and comfort for drivers who are on long haul journey.

That is why all the AUMAN Prime Movers and rigid trucks conform to the ECE safety standard. They are equipped with four point full-floating cab, high-resistance steel plates with excellent energy absorbing and buffering capabilities. Application of advanced technology strengthens and enhances anti-deformation of AUMAN's chassis frame. The combination of Full Air Brake, Dual Circuit and ABS braking system is another active-safety feature found in AUMAN's Heavy Duty Trucks.

The luxurious and spacious cabin with ergonomic design provides comfort to the driver. Additionally, superb air ventilation, a double sleeping deck (Prime Mover only), food tray, multiple external mirrors, lighted access steps and many other features are waiting for clients to discover.

In addition, with Angka-Tan Motor's after sales support including its' fleet of 24 hour Res-Q service team support, the AUMAN truck owners are assured of their vehicle always stay on the road with peace of mind.

SPECIFICATIONS

Model	BJ4253 Prime Mover 6x4 GCW 65,000 KG	BJ5253 Concrete Mixer 6x4 GVW 24,000 KG
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PERFORMANCE

GVW		24,000
GCW	65,000	-
Minimum Turning Radius (m)	9	10.5
Maximum Speed (km/hr)	115	100
Maximum Gradeability (%)	26	45

ENGINE

Make and Model	Weichai, WD618.42, EURO II	Weichai, WD615.44, EURO II
Type	Water Cooled, Turbocharged Intercooler	
Number of Cylinders	6 Cylinder Inline	
Bore x Stroke (mm)	125 x 155	126 x 130
Total Piston Displacement (cc)	11,596	9,726
Max. Output (ps)	420 @ 2,200 rpm	330 @ 2,200 rpm
Max. Torque (kg.m)	178 @ 1,300 - 1,500 rpm	127 @ 1,400 - 1,600 rpm
Compression Ratio	16.5 :1	15.5 :1
Lubrication System	Forced Feed by Gear Pump	
Cooling System	Water Cooled	
Fuel System	Direct Injection	
- Fuel Injection Pump	Dry Paper Element Type	
Air Cleaner	Dry Paper Element Type	

TRANSMISSION

Make & Model	FAST, 12JSD180TA	FAST, 9JSD150T-B
Type	12 Forward Speed & 2 Reverse Speed	9 Forward Speed & 1 Reverse Speed
Gear Ratios	1st : 12.1 , 2nd : 9.41 , 3rd : 7.31 , 4th : 5.71 , 5th : 4.46 6th : 3.48 , 7th : 2.71 , 8th : 2.11 , 9th : 1.64 , 10th : 1.28 11th : 1.0 , 12th : 0.78 , Rev 1 : 11.56 , Rev 2 : 2.59	1st : 12.65 , 2nd : 8.38 , 3rd : 6.22 , 4th : 4.57 , 5th : 3.40 6th : 2.46 , 7th : 1.83 , 8th : 1.34 , 9th : 1.00 Rev : 13.22
Gear Shift	Manual Shift	
Final Reduction Ratio	4.8	4.8 (Optional - 5.73)

CHASSIS

Clutch	Single Disc, Dry type, Diaphragm Spring	
Front Axle	Rigid / Reverse "Elliot", Drop forged "I" Beam	
- Front Spring	Semi-elliptic Leaf Spring with Stabilizer Bar	
- Width x Span x Leaves	90 x 1,800 x 9	
Rear Axle	Full Floating Pressed Steel Banjo Type	
	Housing, Hub Reduction	
- Rear Spring	Trunnion Mounted Semi-elliptic Leaf Springs	Trunnion Mounted Semi-elliptic Leaf Springs with Stabilizer Bar
- Width x Span x Leaves	90 x 1,350 x 12	
Shock Absorbers	Telescopic Double Acting	
Wheels and Tyre		
- Tyres (Front)	295/80R22.5	
(Rear)	295/80R22.5	
- Rim	8.25 x 22.5	
- Spare Wheel	295/80R22.5	
Steering	Hydraulic Power Assistance	
Service Brake	Full Air Brake, Dual Air Line, ABS	
- Front	Drum	
- Rear	Drum	
Parking Brake	Pneumatically Control Brake Acting on Rear Wheel	
Auxiliary Brake	Exhaust Brake	
Frame	Ladder Type	
Fuel Tank (L)	Aluminum / 420 L	Aluminum / 350 L
Electrical Equipment	24 Volt	
- Battery	165AH 12volt x 2	

WEIGHT (KG)

Chassis with Cab	8,940	9,400
- on Front Wheels	4,680	5,000
- on Rear Wheels	4,260	4,400
Designed Gross Vehicle Weight		26,500
- Designed Front Axle Load		7,500
- Designed Rear Axle Load		13,000
- Designed Rear 2nd Axle Load		13,000

DIMENSIONS (MM)

Wheelbase (WB)	3,300 + 1,350	4,100 + 1,350
Overall Length (OL)	7,000	8,870
Overall Width (OW)		2,495
Overall Height (OH)	3,460	3,230
Front Tread (FT)		2,005
Rear Tread (RT)	1,830	1,865
Front Overhang (FOH)	1,555	1,532
Rear Overhang (ROH)	795	1,888

Remark: Specifications are subject to change without notice



Halal Logistics

– A perspective by Marco Tieman

Muslims want the assurance that the products they consume are truly halal. This requires halal to be extended from source to the point of consumer purchase. Logistics service providers play therefore a key role for the halal industry in providing assurance to the Muslim consumer.

Why halal logistics?

Islamic principles teach Muslims to consume halal (lawful), the prohibition of haram (prohibited according to Islamic law) and avoid doubtful things (Al-Qaradawi, 2007). With 26.4% of the world populations are Muslims by 2030 of which 59.2% will live in the Asia Pacific (The Pew Forum, 2011), the Halal industry, a USD multi trillion industry, is a large industry indeed experiencing a strong growth. Further, halal goes through an evolution from a Muslim company, halal product, halal supply chain to a halal value chain (Tieman, 2011). In the first stage, a Muslim company, halal assurance is purely based on trust. A Muslim buys only from another Muslim, as the seller will be responsible for ensuring the food he/she is selling is halal. In the second phase (halal product) the basis for trust is the halal certification of the product, ensuring that an independent Islamic body has verified its halal status. In the third phase (halal supply chain), a halal trust mark provides assurance that the entire supply chain is compliant. In the fourth phase (halal value chain), halal covers the entire value chain, also addressing other aspects such as control of

supply chains and finance (Tieman, 2012). Although the majority of countries are still at phase 1 and 2, Malaysia and Brunei have entered phase 3 as one of the first countries.

The halal requirements have extended from slaughtering to food production, cosmetics, pharmaceuticals, finance, insurance, clothing, hotel, travel and logistics. This development has been supported by local and international halal standards (IHI Alliance). Similar to other promises, such as organic and food safety, the responsibility of the halal integrity in a supply chain still lies with the manufacturer or brand owner. It is therefore important that the manufacturer is pro-active in addressing the logistics in both sourcing and distribution operations in order to protect his brand. Naturally, the requirements to be halal may pose an additional cost that not all transporters are able to absorb.

The International Halal Logistics Standard (IHIAS 0100:2010)

As logistics is cross-border it is important to address the logistics requirements from an international perspective, both for Muslim and non-Muslim countries. Halal logistics has been defined by IHI Alliance (2010) as the procurement, movement, storage and handling of materials, parts, livestock, semi-finished or finished inventory and related information through the organisation and the supply chain in compliance with the general principles of Shariah (Islamic Law). The foundation of halal logistics is based on avoiding direct contact with haram, risk of contamination (based on the product characteristics) and ensure the logistics is in-line with the perception of the Muslim consumer (based on the market requirements) (Tieman, 2011). According to the international halal logistics standard IHIAS 0100:2010 for shipments to Muslim countries it prescribes the use of a dedicated halal warehouse and designated halal transport.

Designated halal transport is achieved through ritual cleansing, better known as samak, before loading or the assurance that the container/transport has been used for halal products in its previous shipment. This includes any tankers and containers used for transportation. For shipments to non-Muslim countries the standard only prohibits mixing of halal and non-halal on a pallet/load-carrier (both ambient and cool chain) and joint storage & transportation of halal and non-halal in cool chain environment. An important component of the halal standard is the coding and marking on freight documents and cargo with the words: "Halal Supply Chain". This allows the supply chain parties to recognize that the cargo has a halal status and handle these halal status products accordingly.

The way forward

Local halal food, cosmetics and pharmaceutical standards require more and more that the transportation and storage of halal products is compliant to Shariah, forcing manufacturers and retailers to address halal logistics in their sourcing and distribution operations. Fortunately more logistics service providers are making the effort in certifying themselves according to local and international halal logistics standard in providing proper facilitation of halal products globally.

Malaysia has been leading the halal logistics requirements in its standards, through incorporating transportation and storage requirements in its halal food standard (MS 1500:2009) already back in 2009 and with the recent introduction of its Halalan-Toyyiban Assurance Pipeline standard (MS 2400:2010) certified by Jakim for transportation, warehousing and retailing operations. It is expected that other countries will follow Malaysia soon.

LBB International

LBB International is a leading consultancy & research firm in logistics design and sup-

ply chain optimisation. LBB has assisted the private sector and governments in halal logistics and halal park development. It has established a halal research centre in Malaysia to facilitate research in halal supply chain management.

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Venture Beijing Foton and Daimler Automotive Embark on Joint Venture

The joint venture Beijing Foton Daimler Automotive Co., Ltd. (BFDA) will enable Daimler's commercial vehicle division to participate extensively in the Chinese market for medium- and heavy-duty trucks and is an integral part of Daimler Trucks' growth strategy:

Daimler and its Chinese partner Beiqi Foton Motor Co. Ltd held a festive ceremony to celebrate the reception of the business license for the joint venture Beijing Foton Daimler Automotive Co., Ltd. To commemorate this event, the partners unveiled a plaque in Beijing bearing the official name of the joint venture, which will operate from the Foton Auman facility in Beijing's Huairou district.

Growing Market

BFDA will enable Daimler's commercial vehicle division to participate extensively in the Chinese market for medium- and heavy-duty trucks. The market's volume has doubled over the last five years, and more than one million trucks are now being sold in this segment in China. Last year, China accounted for around 40 percent of total sales of medium- and heavy-duty trucks worldwide.

The ceremony was followed by the constituent meeting of BFDA's Board of

Directors, chaired by Andreas Renschler, Member of the Board of Management of Daimler AG and Head of Daimler Trucks and Daimler Buses, and Wang Jinyu, President of Beiqi Foton. The BOD appointed BFDA's Board of Management, with Wu Yuejun from Foton as President and Stefan Albrecht from Daimler as Executive Vice President.

Best of Both Worlds

During the first BOD meeting, the two sides finalized the agreed-upon contracts with BFDA and established the organizational structure of the joint venture, the company guidelines, and the next steps for future development. It is the clear aim of both partners to make use of the "best of both worlds."

In addition to making a financial investment, Daimler will share responsibility for the joint venture's Finance, IT, Quality Management, and Development departments. In addition, Daimler will set up the production facility for the OM 457 engine at BFDA's headquarters. The OM 457 engine, which is being successfully used in Mercedes-Benz commercial vehicles in Europe and Latin America, will meet the future China IV emissions standard (corresponds to Euro IV).

Local Know-How

Foton contributes its existing Auman medium- and heavy-duty truck business, including the production sites and the sales and service network. The joint venture will also be able to draw on Foton's market know-how in China and the rest of Asia to facilitate faster business development across the entire region.

Daimler holds 50 percent stake in the medium- and heavy-duty truck business of Auman brand.

BFDA's first jointly developed truck is scheduled to roll off the production line in the third quarter of this year.

Foton has experienced rapid growth since entering the truck business in 1998. Last year it sold over 100,000 medium- and heavy-duty trucks, making it a key player in China's truck market. A second truck plant is currently being ramped up in Beijing's Huairou district to give the BFDA joint venture a total production capacity of 160,000 trucks.



Group photo of the customers from Singapore & Malaysia, accompanied by Volvo employees.

The Volvo Ocean Race Exemplifies 'Fighting Spirit'

Volvo Trucks invited its customers to watch the Volvo Ocean Race, the world's premier offshore sailing race on February 18 - 19 in Sanya, in Hainan, China.

The Volvo Ocean Race, a nine month marathon, is one of the most grueling yachting races in the world. Held every three years it begins in Alicante, Spain, and finishes in Galway, Ireland, sailing 39,270 nautical miles.

In February Sanya was the destination for many of Volvo Trucks' top customers. From eight countries and regions in Asia 500 guests came to see the Volvo Ocean Race. Volvo Trucks treated them to a fun-filled two days at a resort where they mingled with Volvo Trucks executives and were introduced to Volvo Trucks' unique company history and culture.

Volvo Trucks customers got a front row seat to the race in Sanya. They toured the racing village and had the opportunity to go on a yacht from where they had a great view of the Volvo Ocean Race.

The President of Volvo Trucks Asia, Christophe Martin said, "I think this competition is amazing. I am very impressed by the energy and the passion of the people who are racing. You can see the competition and the fighting spirit. We would like to have the same fighting spirit when we take care of our customers."

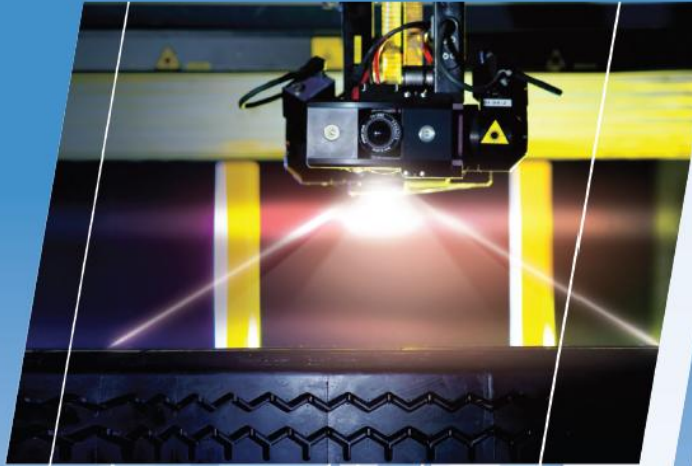
Customers at the event said exceptional service is why they buy Volvo trucks. "We bought our first Volvo trucks 24 years ago in 1988, after we used our first Volvo trucks and now we own more than 200," said Kitiphan Visuddhidham who runs an oil and gas service company in Thailand. "The

most important factor is that Volvo can provide good service. That is the key point and that is the main reason why I buy Volvo trucks."

Volvo truck owners must be able to rely on the truck's performance, engine and transmission. Like the sailing crews in the ocean race Volvo employees work hard to make sure Volvo trucks are safe and reliable.

Donggyun Shin says it's not only reliability that keeps him buying Volvo trucks, "Volvo trucks have powerful capability and fuel efficiency, and this helps me to greatly increase my profits." Shin owns 35 Volvo trucks in South Korea.

For Volvo Trucks executives and employees it the weekend was a wonderful opportunity to celebrate the loyalty of its customers. Volvo Trucks looks forward to partnership with truck owners in Asia for many years to come.



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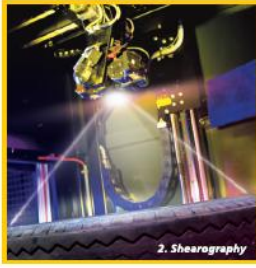
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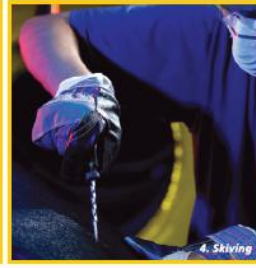
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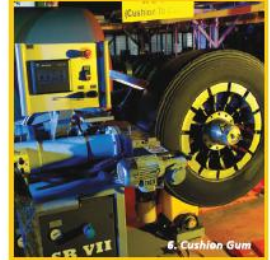
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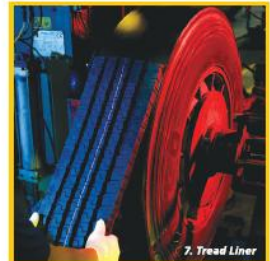
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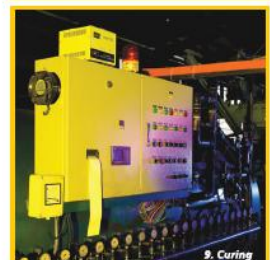
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