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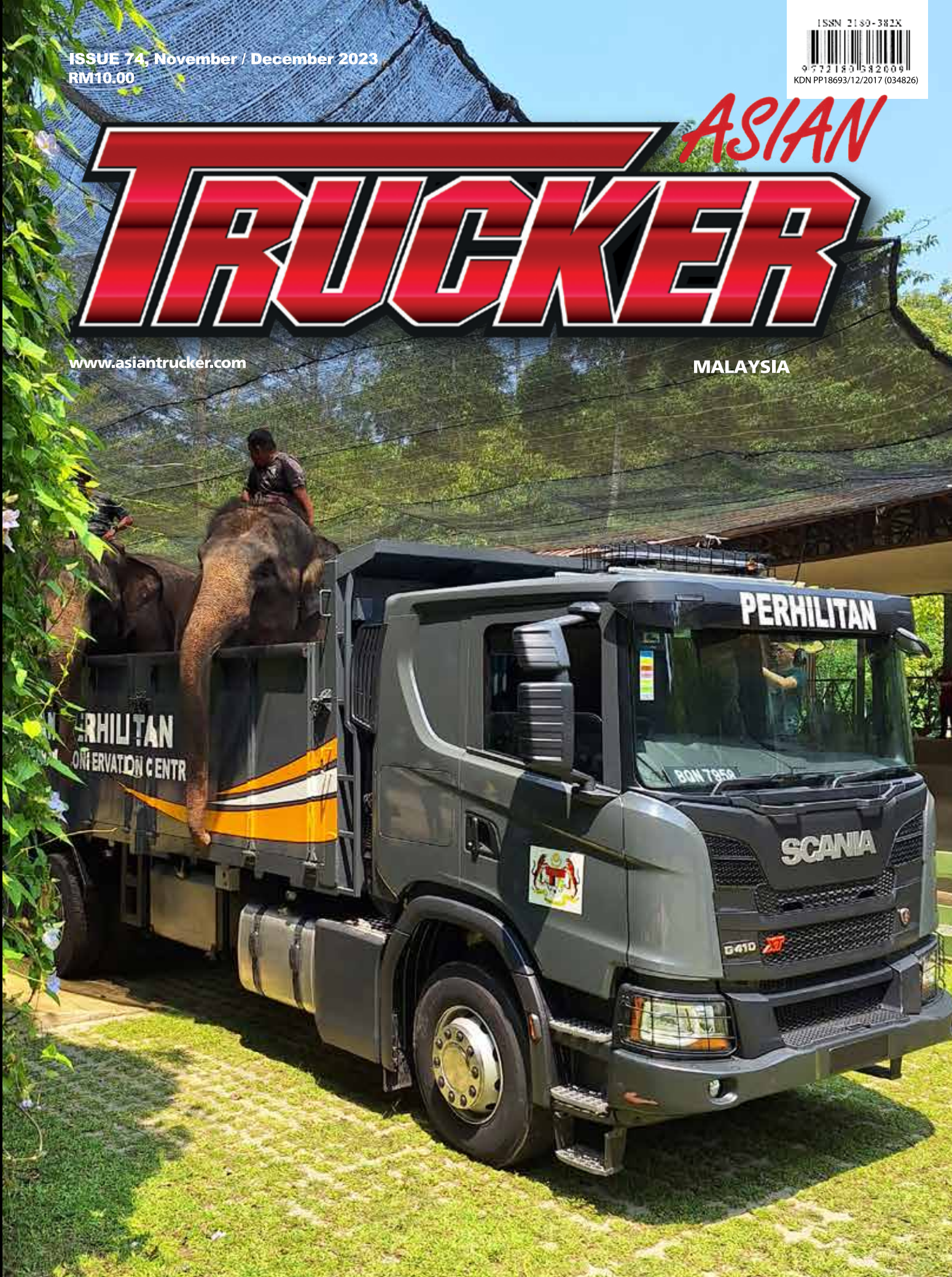
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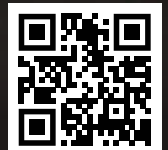
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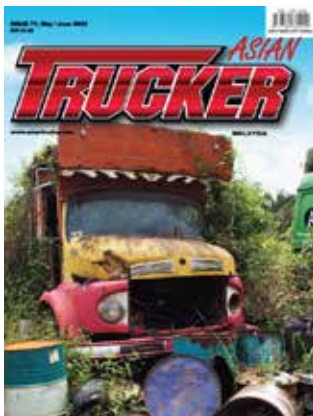
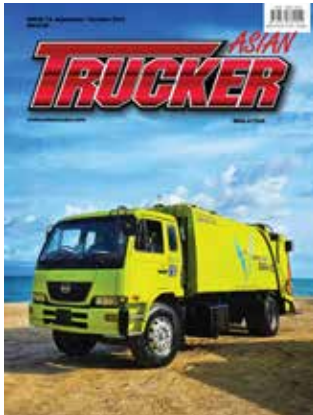
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Looking East

At the end of the year I oftentimes get asked for an editorial calendar for the coming 12 months ahead. The idea of having a focus for each magazine makes sense, of course, however, the transport industry is a very dynamic one. The implementation of new emission norms in Malaysia for instance has shaken up a few things and some of the truck OEMs I have spoken to had to adjust their product strategies to accommodate the government's plan. The current issue of Asian Trucker has shaped up to have a strong focus on the East. In particular, Japan is heavily featured. As material became available, this kind of just happened to be that way.

For our cover story we have visited the Japan Motor Show, which many of us will remember as the Tokyo Motor Show, last held in 2019. With the hiatus during the pandemic also came a name change and a adjustment in their direction to have a focus on Mobility. UD Trucks was one of the exhibitors and along with a contingent of clients from the region I was able to explore the latest innovations UD Trucks has to offer as well as finding out more about their newly found position within the Isuzu Group. An extensive cover story will hopefully be presenting you with valuable information.

Taking a train, I also headed to the Isuzu museum, the Isuzu Plaza. Opened in 2017 in connection with their anniversary, the museum offers insights into the design philosophy and manufacturing processes of the Japanese commercial vehicle maker. Learning about their history obviously makes one understand their current products better. Besides, there are a lot of fun exhibits where one can be creative and playful. In particular, the spray paint booth had a lot of that Gemba Spirit, the idea that one can best learn by being on the ground, where the action is.

Meanwhile, Japanese students came to visit Malaysia to learn about the business. Sendok Group hosted them and I had the privilege to get involved in this activity. I think that, in order to see practices and ideas that could be transferred, one would

have to see both sides. Therefore, such visits, either way, are true eye openers. Knowing about the conditions in Japan is a crucial factor for the success of Kobe Trucks, who almost exclusively deals with Japanese brands. I learned a lot about the second hand market in Japan from this interview.

We also see a number of Japanese brands upgrading their service network. The after sales service is a crucial component for the commercial vehicle market. I like visiting the showrooms when they relaunch. It is always a great atmosphere, a little bit like going on an adventure. With European brands recognising the importance of the Asian market we also see them investing into their services here. Dieseltechnic for example has just enhanced their warehouse in Singapore and one can now expect an even better service being offered.

The last weeks of the year have been really frantic. A lot has happened and hopefully I managed to capture all the events that are important for you to know about. There have been many truck hand-overs recently. A delivery of a truck may not be something extraordinary as such, however, some of the vehicles are rather special, such as the Scania truck that is now moving elephants; or it could be a large order from a new customer. Or a large order from a repeat customer.

A demonstration, set up especially for Asian Trucker, may have been one event that stands out. MIROS has recently trialled a collision avoidance system they developed in-house. Mounted on motorbikes and our beloved capcais, this system is to prevent the almost always fatal rear end collisions between motorbikes and stationary trucks on the emergency lane on the highway. According to MIROS, this is the only such system available globally: for road safety, also look east!

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A New Beginning with Foton Trucks

Taking delivery of their first batch of Foton trucks, Pengangkutan Sekata is adding in-house resources to move heavy goods.

Hextar was established in 1985 with the intention to contribute actively to the development and enhancement of the agriculture industry in Malaysia as well as the lives of the communities involved in the sector. Since then, the group has seen significant growth, now also requiring a significant amount of transport solutions. To address the need for specialised transport, the company is adding their own trucks as an internal service to ensure quality of delivery of their goods.


In October 2023, Mr Chan Kam Mun, Operations Manager, Pengangkutan Sekata Sdn Bhd, went to Telok Gong to collect the first batch of their new Foton trucks. Asian Trucker met with him to find out more about this ambitious expansion into a new business discipline and the motivation behind the purchase of these particular vehicles. "We are no strangers to moving heavy goods. Companies within the group produce fertilizers, gloves and cables for example. Moving these requires solid trucks. It was decided that we will acquire a fleet of trucks in order to provide transportation services at arm's length," Chan told Asian Trucker. Prior to the acquisition of Pengangkutan Sekata, Hextar would depend on third party providers. Following thorough analysis, it was decided to opt for brand new trucks as Hextar's management believes that used trucks would result in higher maintenance cost.

The first batch of Foton 6x4 trucks comes with a 4-year, unlimited mileage warranty. According to Chan, these Chinese trucks are the preferred choice as they are priced below similar continental trucks while offering an extended warranty. He stated that dependability is a key issue and that the company does not want to take risks with breakdowns, and costly repairs, as could occur with used trucks. "We believe that the total cost of running these trucks will be low as we can also fall back on the warranty, just in case a component fails."

Chan estimates that the trucks will run in excess of half a million kilometres during the warranty period. However, the stickers adorning the trucks hint at the built quality as ZF and Cummins are providing the drive train. Equipped with AMT, the trucks are also expected to attract drivers as one can expect the vehicles to be easy to drive while being comfortable. Noticing that these issues are becoming more important for drivers, Chan is pointing out that the trucks may be China-made, but underneath offer a lot of tried and tested European technology. "Nowadays, trucks are expected to be as comfortable as cars."

Acknowledging the change in technology, Chan has also requested Foton to provide driver training, although the drivers assigned to the Foton trucks have many years of experience. He noted that one must drive a truck differently today. The times of

the heavy foot are long gone as modern engine management ensures that a truck is running efficiently at low revs with high torque. Driver training is to familiarise the drivers with the trucks while at the same time reminding them how to be a safe and fuel-efficient operator.

Commenting on the purchase of the vehicles was Vincent Hoo, Chief Operating Officer, Deauto Industries Sdn Bhd by saying that "These vehicles are all very special as they boast 11Litre, 430 HP engines and come with AMT, geared for the heavy duty usage intended by the operator." Hoo stated that Pengangkutan Sekata is a prime example of the type of customer that Deauto Industries is servicing with the Foton trucks. The big advantage of ordering Foton trucks as CBUs is that the Chinese factory can churn them out within a month after receiving the order. 





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Hap Seng Trucks Delivers ADR-spec Trucks to Sunmaju



Adding new trucks to their fleet, Sunmaju Sdn Bhd received a batch of Actros prime movers in early October. Receiving the vehicles was Dato' Ramli, Chairman of Sunmaju Sdn Bhd, Mr Teng, Director, John, Averie (Dr) and special guests from BHP Encik Zubir, General Manager and Encik Hadi, Senior Manager Distribution. These Actros trucks are to be used to haul BHP's products.

"Sunmaju Sdn Bhd is a leading and trusted commercial fuel reseller for most of the major oil companies in Malaysia and we are indeed very fortunate to be given the opportunity supply 10 units Mercedes Actros prime movers of ADR specs for their project with another big oil company, BHP," Ramli said in his address to the invited guests present during the ceremony.

According to him, Sunmaju choose these vehicles as Mercedes-Benz trucks are the world most renowned products known for quality, durability, reliability and fuel economy. The Actros trucks have been voted the "International Truck of the Year" for five times. In addition, Mercedes-Benz trucks have the longest servicing intervals of around 50 000 to 55 000 kilometers depending on operating conditions. This makes them the most economical and efficient trucks in the market. Hap Seng Trucks and its distributor Hap Seng Trucks Distribution (HSTD) also offer very competitive "Repair and Maintenance" contracts to its customers. "Our customers will then be able to manage the cost of their truck maintenance much better. They no longer need to look for extra spaces for workshops, neither do they need to incur additional staffing cost to employ and train mechanics and additional capital outlay to stock spares and workshop tools which are usually very expensive," explained HSTD Business Advisor Mr. Wong Leh Seng.

In view of the wide range of fuels available in Malaysia, Wong pointed out that all Mercedes-Benz trucks are biodiesel compatible. Meeting the stringent requirements of the Oil and Gas industry, the trucks ordered by Sunmaju are in ADR specification. ADR is French for "European Agreement concerning the International Carriage of Dangerous Goods by Road" which is a treaty dating back to 1957

from the United Nations regarding the governance of international transport of Dangerous Goods. The original French name for the 1957 Treaty was: "Accord européen relatif au transport international des marchandises Dangereuses par Route". The most important parts of the regulations are the Annexes – A & B. Annex A with adr definitions covers the packaging and labelling of dangerous goods, and Annex B covers the vehicle, and its construction, equipment and operation of the vehicle.

Wong concluded, saying "Last but not least, I would like to take this opportunity to thank Sunmaju again for signing up another four units Actros 6x2. At the same time, we are at the final stage of confirming the "Repair and Maintenance" contracts for their whole Actros fleet." **T**





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Scania Starts Sales of Super Trucks

Swedish truck maker Scania starts sales of the most fuel efficient powertrain in Malaysia with the Scania Super Trucks.



Finishing the year on a high, Scania starts sales of the revolutionary Super Trucks. This marks a significant milestone in the transportation industry, as Scania introduces a new era of efficiency, sustainability, and performance for transport operators.

The new powertrain – which together with its improved components offers up to eight percent fuel savings for long-haul operations – is the biggest launch since the introduction of Scania’s New Truck Generation in Malaysia in 2019 (Asian Trucker reported). Since that launch, Scania has invested more than two billion euros in research and development to further improve the truck line, focussing its efforts on customer needs while taking the necessary steps towards a sustainable future. “The start of sales for Scania Super Trucks is a defining moment for our industry. This major update gives our customers greater operational efficiency while being sustainable to the environment. The integration of the improved powertrain and components serves to make the world’s most efficient truck even better,” said Heba El Tarifi, Managing Director, Scania Southeast Asia.

The new powertrain offers an all-new engine platform for Euro V vehicles, ranging from 420 to 560 hp, with inherent capability to handle FAME biodiesel alternative fuels. The 13-litre engine will feature the new Scania Twin Selective Catalytic

Reduction System for excellent fuel-saving capability and increased productivity and uptime, with a brake thermal efficiency of up to 50 percent. The launch also includes new chassis, frames, axles and tanks for increased modularity.

Each truck will be fitted with the new Scania Opticruise gearbox for lighter and quieter operations, and the new Scania 756 single reduction rear axles for improved efficiency with reduced internal losses. In addition to the new side-mounted AdBlue tanks in 123 and 150 litres, the new aluminium D-shaped fuel tank is also available from 165 litres to 910 litres in various lengths for greater fuel optimisation and durability. The new fuel tank can be positioned in different parts of the chassis, offering more flexibility and modularity in truck configuration. **T**



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(Crank Case Ventilation) for passenger cars and commercial vehicles. Following the transmission filter launch in 2018, Hengst is now also offering complete oil pans with integrated filters on all products.

The highlight in 2023 for Maergner has been to see the hydraulic filtration segment of Hengst take off. Having acquired the Rexroth business from Bosch three years ago, now the effort bears fruit and the increase in order intake is encouraging. In addition, the off-highway market has shown a steady and healthy growth. Both of these are important observations as it is likely that these two segments will continue with solid growth even when fleets are now being electrified. In both cases, there aren't suitable electric solutions available to replace the common and tested ICE engines with hydraulic applications or vehicles that are running in tough environments away for infrastructure. On the topic of electrification, he pointed out that electric vehicles also require a significant number of filtration solutions. In general, fleets in Asia are still more dependent on older technology, which require traditional filtration solutions.

Discussing the market landscape, Maergner said that the Asian market continuous to grow as the filtration market is more fragmented with more, smaller players plying their trades. The growth of the market is connected to the ability of the brand to penetrate into these smaller distribution chains. Meanwhile, he is confident that the market has realised that alternative products, especially copies or counterfeit products will have a short-lived success when customers are trying to curb cost. He relayed that customers realise that cheaper parts are not able to withstand the working conditions normally found in their operations and thus, they are swiftly to switch back to premium products. "When we talk to serious fleet owners, they will typically stick with quality brands while others may opt for cheap replacement parts."

In recent years, China-made commercial vehicles have seen a surge in demand world-wide. To address the needs for filtration modules, Hengst has set up a plant in China and is servicing their truck and bus OEMs directly from within the country. Maergner opined that "There will be an increased demand for our modules as the Chinese commercial vehicle manufacturers will continue to expand their production volumes."

A Snapshot of the Filtration Market as Seen by Hengst

Utilising the Automechanika Shanghai as a base to gather intelligence, the event marks a pivotal point for Hengst as the market for filtration is shifting.

Filtration is a crucial aspect for commercial vehicles to keep them running. Hengst is a Tier 1 OE supplier to German car makers. Reflecting on the changes that this market has seen during and now post pandemic, speaking exclusively to Asian Trucker was Frank Maergner, Sales Director, Hengst Asia Pacific Pte Ltd, who made it his personal mission to be present during Automechanika Shanghai 2023.

The pandemic brought with it disruptions of the filtration market. While the world ground to a halt, Hengst noticed that the demand for filters in buses was drastically down while the need for filters used in passenger cars and trucks went up. "This has to do with the changed behaviour of commuters and shoppers during the lockdowns," Maergner explained. In parallel, the increase in energy and transportation cost has opened up opportunities. Brands that are offering cost savings could increase their sales. This is where Hengst's strategy paid dividends: producing locally, the brand managed to have an extremely high availability rate around 80 percent, which Maergner rates as still very good considering the circumstances. "Those that depended heavily on production sites in China faced challenges, while our factories in Europe were able to continuously produce our filtration products." Today,

Maergner says, the last supply chain issues have been resolved and part availability is back to pre-pandemic levels of over 95 percent availability.

The Automechanika Shanghai is a pivotal point for Hengst. It is the last show to attend and with production facilities in China, it is a meeting point for both, local and international distributors and dealers. Maergner noted that the exhibition has grown, as has Hengst's business in the region and the event offers a platform for networking. "We find that the personal interaction has become very important again in doing business, especially here in Asia," he stated. At the show, Hengst exhibited program extensions including CCV's



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Riding the Lightning: IVECO's New Truck Range

IVECO presented its renewed product range and service offering to more than 1 300 customers, dealers, partners and international media at the "Be the Change" launch event held in Barcelona, Spain.

For the first time in its history, the brand has renewed every single product line in its entire range at the same time with the conclusion of its biggest investment ever: one billion euros. This new chapter in the history of IVECO is the outcome of an ambitious strategy and a sharp focus on the four pillars of business productivity, driver experience, sustainability and connectivity.

The major investment involved key areas of R&D for the new Model Year 2024 (MY24) range: CO2 emission reduction and fuel efficiency for the internal combustion engine vehicles, and a renewed zero-emission vehicle portfolio. The all-new FPT Industrial XCursor 13 multi-fuel engine on the profoundly upgraded MY24 S-Way heavy-duty truck is the latest creation of the Cursor engine since it was first introduced on the market back in the 90's; the new S-Way offers fuel savings of up to ten percent in diesel and gas and, if run on bio-liquefied natural gas, it can completely eliminate CO2 emissions in a well-to-wheel cycle. These powertrains position IVECO heavy-duty trucks in Class 2 for German highway tolls, and some of the models (including all gas trucks) in Class 3, resulting in significant savings for fleet owners.

Developments in the electric versions of IVECO's light and heavy lines also reached new levels. The eDaily, the battery-electric version of the DAILY, now has a range of up to 400 km in urban real-world usage, and 20 minutes of rapid charging delivers 100 km of autonomy. The S-eWay is the first electric-born software distinctive heavy-duty truck engineered and manufactured by IVECO; it offers a range of up to 500 km under full load and normal working conditions, with 80 percent recharging in 90 minutes at 350kW of rapid charging.

Connectivity is a key feature that is now standard on all models and versions in the new range for real-time tracking and fleet management. IVECO offers a comprehensive portfolio of telematic services based on Artificial Intelligence

algorithms – such as predictive functionalities, route optimisation, driving style evaluation, etc. – developed to improve the productivity and profitability of customers' businesses. These services can add an extra four percent efficiency to a vehicle. Today, around 100 000 IVECO vehicles are connected, and the ambition is to reach half a million by 2030.

The new vehicle offer is completed by a rapidly evolving ecosystem of financial solutions. IVECO CAPITAL, whose portfolio has grown by nearly 40 percent over the last three years, provides competitive financing, leasing and insurance services for the whole range, in partnership with primary banks and financial institutions. In addition, through GATE (Green & Advanced Transport Ecosystem), the all-inclusive pay-per-use platform for the long-term rental of "green" commercial vehicles, customers are offered a full suite of services to guarantee their "peace of mind" while entering the electric mobility space. As GATE evolves, it will also include vehicles powered by biomethane, compressed or liquefied, so that customers have access to turnkey mobility solutions for the carbon-neutral vehicles of their choice.

IVECO marked the opening of this new chapter in its history with the unveiling of a refreshed logo that embodies the concept of "pulse of change". The logo stands tall in black to reflect the brand's dynamism and innovation, while maintaining a proud link with its history, and the blue "flash of light" in the centre points to the brand's new energy future. To close the launch event, a special announcement was made about a partnership between IVECO and rock legends Metallica.

IVECO will support Metallica during the European leg of their M72 World Tour, running from May to July 2024, with electric and natural gas trucks accompanying the band across various locations, and IVECO electric and gas minibuses serving as shuttles during the concerts. The IVECO vehicles will help reduce the tour's CO2 emissions, and several other initiatives will be implemented based on the core values of environmental sustainability and social responsibility embraced by both the brand and the band. The theme song for the full MY24 range is "It's Electric" performed by Metallica.^T

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A.M.S. Maju Transport Shifts to Foton Auman

Angka-Tan Motor's recent handover of 40 units of Foton Auman EST Prime Movers to A.M.S. Maju Transport is a significant step forward for the transporter.

A.M.S. Maju Transport Sdn Bhd is a transporter of concrete piles and serving quarries across Peninsular Malaysia. Initially, A.M.S. Maju Transport would only utilized second hand or reconditioned trucks to move the heavy goods for its customers. Since inception, the business has made use of the various trucks available to them from the secondary market. However, A.M.S. Maju Transport has recently decided to change that practice and to opt for new trucks instead.

The choice for the brand new Foton trucks was based on a number of considerations. First and foremost, it is in line with JPJ compliance on the total weight of moving trucks on the road. Further, A.M.S. Maju Transport is expanding their fleet to meet its delivery requirements. In particular, the Foton Auman EST was chosen as it has demonstrated good fuel consumption in a year-long evaluation. Through the field test, it was shown that the Auman EST requires a minimum of maintenance for AMT models and that they offer better adaptability for less experienced drivers. Dato M. Sithambaram, Director of AMS Maju Transport Sdn Bhd told Asian Trucker that "It is the strong and extensive service network provided by Foton's esteemed distributor, Angka-Tan Motor Sdn Bhd (subsidiary of Warisan TC Holdings Bhd) that is a strong point for them. We value the one-stop trucking solution provided by Angka-Tan Motor." He lauded the excellent service provided by the sales advisor handling their business.

The 40 vehicles will be delivered in several batches and will be paired with tipper trailer and open platform cargo. During the handover, the purchase of the trucks was followed by the signing of Foton Service Agreements, cementing the commitment of the two companies to be expanding in the central region on Peninsular Malaysia. "Our initial purchase was for three units of the EST Manual model. Foton has proven its strength and reliability and we decided to expand our fleet with the more premium AMT model."

He further stated that the trucks give all their drivers a comfortable driving experience. The feedback has been that the Foton Auman EST feels like driving a continental truck. "Angka-Tan Motor provides excellent service. They have helped me resolve all my trucking matters! This includes hassle free service and maintenance needed for the trucks, giving me extra time to focus on my business expansion and growth," Sithambaram concluded.

Echoing this, Michael Chew Yoke Tong, Chief of Business Unit of Angka-Tan Motor Sdn Bhd said, "The Foton Auman EST is a technology-laden heavy-duty prime mover which we believe will deliver exceptional values and advantages to A.M.S. Maju Transport. Today, technology has been consistently making its way into trucking solutions to make them intelligent, as the industry landscape continues to evolve and demand for smart transport solutions increases. This is what the Auman EST embodies with its intelligent technology, highly efficient fuel conservation, superb safety features and strong reliability."

Also present during the handover was Tan Keng Meng, CEO of Warisan TC Holdings Bhd, who underlined what his colleagues aid by stating, "With the Auman EST units to AMS Maju Transport and our Group's continuous support on strong aftermarket, I am confident that Angka-Tan Motor will provide an exceptional service to strengthen the business partnership with A.M.S. Maju Transport." 



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The Window Van version comes with versatile features like simplified central control, rear air conditioning units with six roof vents, a wide-opening sliding door, a rear foldable seat for larger storage space, and capacity for 12 people including driver. CAM EA4 incorporates powered side mirrors with an LED turning signal lamp, a reverse camera and sensor, a high-mounted third brake lamp, and a front fog lamp. Safety comes first when it comes to driving this as it offers driver and front passenger airbags, driver seatbelt reminder, low-speed pedestrian alert, speed limiter, reverse radar, ABS & EBD.

Specifications

Rear electric motor: Peak output of 136 PS (134 hp or 100 kW), with regenerative braking
Torque: 320 Nm

Speed: limited to 100 km/h
Battery: 60.1kWh or 86.1 kWh Lithium-Iron-Phosphate (LFP)

Range (NEDC): up to 400 km
AC Charging: 6.6 kW (22kW upgrade available for under 3.5hrs, SOC 20-80 percent)

Fast Charging: 1.5 hours SOC 20-80 percent(subject to battery & environmental conditions, and charger parameters)

Sendok Group Introduces CAM EA4

The launching of CAM EA4, a new all-electric van with range up to 400km, makes the vehicle with the biggest range in its class.

Proudly introduced in November, the CAM EA4, a new all-electric van with a range of up to 400km, is currently the vehicle with the the biggest range in it's class, Officially launched by Senator Tengku Datuk Seri Utama Zafrul Bin Tengku Abdul Aziz at E Mobility Asia, KLCC, the van is now ready to put to the task on the roads in Malaysia.


CAM EV, the Electric Commercial Vehicle Line Up under Sendok Group was first introduced with the CAM EC35 as Malaysia's first electric van in January 2022. CAM EV is now debuting its second fully-electric van, the new CAM EA4. CAM EA4. What makes the vehicle remarkable is the fact that it is larger than the CAM EC35, and essentially a fully electric version of the CAM Placer-X A4, making it an excellent upgrade choice.

In comparison to other electric vans in Malaysian, CAM EA4 offers the longest range (NEDC 400 km) in its class and comes with six years or 200 000 km warranty (whichever comes first). Its price starts from RM215 800 for the all-electric CAM EA4. Customers may opt for a different battery pack with lower range, offered at a lower price. However, Sendok Group's representatives point out that the longer range is really the selling point and that it is this feature that will be used to lead the roll-out strategy.

With a wider body than competitive models, the panel van version of the EA4 has a cargo volume of seven cubic metres and a payload of 1025 kg. The ample cargo size and payload make it a perfect choice for businesses of various industries as it fits more in a single trip and drivers can finish their job earlier or send more in a day.

The two variants, panel and window, are built with the same electric powertrain.


To date, a total of 200 Units CAM EV Vans has been sold in Malaysia. As part of its after-sales support, CAM has established a network of service centres catered to the support and services of its EV fleet. Additionally, it has also rolled out the C-MSU (CAM-Mobile Support Unit) program. It houses service teams capable of carrying out on-site support to meet the daily demands of fleet operators as well as private owners. C-MSU continues to train and expand its scope in all regions of the country, and to support periodic maintenance and powertrain issues.

Sendok Group will be introducing more electric commercial vehicles such as light trucks, special-purpose EVs, and many more to cater to the EV commercial requirements of the Malaysian business in the future. 

Hiroshi Takahashi Appointed as New Managing Director of Hino Motor Sales

Hiroshi Takahashi has been appointed as the new Managing Director of Hino Motor Sales (Malaysia) Sdn Bhd, succeeding Atsushi Uchiyama. Hiroshi Takahashi officially started his role on October 1, 2023. With two decades of experience in Vehicle Sales and After-Sales Services, Takahashi began his career at Hino Motors LTD, Japan, in 2004. During his 16-year tenure there, he has made contributions to the After-Sales Planning and New Vehicle Sales Planning departments.


In between those years, he also supported Kyushu-Hino Motors, one of Japan's largest dealers, for three years. Takahashi was responsible for operational efficiency and optimizing workshop capacity utilization when he was leading the After-Sales Service Planning team. Notably, this included making improvements in the appointment system, recruitment support, and the implementation of Kaizen (improvement) activities to enhance areas with potential for improvement. These initiatives were crucial at that time as Japanese dealers grappled with severe manpower shortages and customer maintenance appointments were limited due to full capacity.

Stepping into his new role at Hino Malaysia, Takahashi aspires to enhance existing operational practices internally and externally, with a strong emphasis on intensifying vehicle sales and after-sales efforts. These efforts are important to ensure the satisfaction and happiness of Hino's customers, dealers, and business partners for long-term success in business. In addition to the commitment to excellence, the welfare and happiness of Hino's employees are to be prioritized, as they serve as the backbone of the company. Takahashi further emphasized Hino's commitment to putting technology and innovation as integral components of their strategy to optimize operational processes. Hino Malaysia aims to ensure increased efficiency and seamless functioning, all aligned with the core mission: 'Maximize Customer Vehicle Uptime and Minimize Vehicle Lifetime Cost'. 



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New and Repeat Customer Take Delivery of Isuzu Trucks



First-time buyer City Zone Express receives new units of Isuzu FVRUU-SD trucks for its regional logistics business. Meanwhile, long-standing Isuzu customer KDEB Waste Management Receives New Units of Isuzu FVR Medium-Duty Trucks



Penang-based regional logistics provider, City Zone Express Sdn Bhd, is now the proud owner of new Isuzu medium-duty trucks following the recent delivery of five units of Isuzu FVR34UU-SD (FVR 240) 4x2 rigid trucks from Isuzu's dealer in the northern region, Indah Utara Sdn Bhd, to the company.

The Isuzu FVR 240 is one of several models in the popular F-series medium-duty trucks that embodies a new generation of hauling power made to fulfil the challenges of demanding tasks, with the benefits of keeping the operations cost-effective.

The FVR 240 is equipped with ISUZU MZW6P 6-Speed Manual Transmission and with a large 400L fuel tank capacity that is ideal among long haulers who are looking for great driving performance and strength at optimised load capacity. According to City Zone Express, the new trucks will be used for both short and long-haul logistics operations with deliveries to as far as Singapore.

The functional versatility that comes with the FVR 240 is offered through the body length which can vary up to 27 feet to allow for a very wide range of body type applications and usage. Meanwhile, reliability and safety are offered through features such as the Anti-Lock Braking System with full air brake which provides safe stopping force and secure parking on slopy roads.

Mr. S. Pirithivaraj A/L Selvarajoo @ Raj – General Manager shared, “As one of the leading regional players in the logistics arena with cross border deliveries, we require trucks that are reliable, efficient and safe. This is important as our goal is to always have a good reputation and to deliver outstanding services to all our customers.

“Previously, we bought several used and reconditioned trucks to run our operations, but we soon realised that it was a wrong move as it affected our productivity. The recurring unwanted breakdowns had led to frequent maintenance and repair works which eventually incurred us more cost than we had expected. As such, it makes more sense to buy new trucks, especially with the ongoing expansion of our business and the need to ensure that our customers are always satisfied with our services,” said Raj.

He further said that City Zone Express currently owns an Isuzu NLR refrigerated truck and based on their usage experience plus other positive feedback they had gathered with regard to fuel consumption, reliability and uptime, the management decided to go with the Isuzu brand again. In addition to all that, dealership professionalism and aftermarket support are important factors in the company's decision.

Indah Utara Auto Sdn Bhd's General Manager, Rodney Lee commented, "We are very delighted that City Zone Express has responded so well to our advice in choosing the FVR 240 truck model which we believe is the suitable truck model to meet their current operational needs and budget. The company has been our customer for the past eight years and we truly value their support and will make sure that they will always receive the best advice and support from us too."

Aside from being cost-effective with competitive pricing, the Isuzu FVR 240 also boasts great interior and body design. The truck interior features ergonomic instrument panel design with ample storage compartments, more flat area for easy access to bed, new digital meter with enhanced visibility on important information and air suspension driver's seat with resting bed. All these features are provided to enhance comfort for the driver and reduce their fatigue, which is beneficial for a cross-border logistics provider such as City Zone Express.

Automotive Corporation (M) Sdn Bhd (ACM), an Isuzu dealer, recently handed over new units of the Isuzu FVR34UU-MD truck to KDEB Waste Management Sdn Bhd (KDEB), a company owned by the Selangor State Government, which manages waste collection and public cleansing or cleaning services for the state.

The newly delivered FVR medium-duty trucks are part of an open tender sale deal which ACM had secured in the first quarter of 2023. KDEB has been a customer of Isuzu brand since 2016 and has a sizeable number of Isuzu vehicles in its fleet.

Isuzu Malaysia's CEO said, "The Isuzu FVR34UU-MD is a robust truck under our medium-duty Forward line that features excellent hauling power, safety aspects, versatility, and fuel-efficiency that customers constantly require today. KDEB is a valued customer of ours and we are committed to providing the best truck model and aftersales support through our dealer partner, ACM. We are fully confident that the Isuzu FVR34UU-MD trucks will significantly contribute to the continued improvement in KDEB's waste collection services."

Mohd Radzi Omar, Chief Operating Officer of ACM commented, "KDEB has been a customer of ours for more than

seven years and we would like to thank them for giving ACM the opportunity to serve them better by providing the top-selling commercial vehicle brand in Malaysia."

The Isuzu FVR34UU-MD is a 4x2 rigid truck that is powered by Isuzu's 6-cylinder in-line engine with six-speed manual transmission for maximum driver engagement, performance and torque. The truck is fitted with Anti-Lock Braking System with full air brake which provides safe stopping force and secure parking, as well as new digital meter with enhanced visibility on important information for the driver.


Dato Haji Ramli Mohd Tahir, Managing Director, KDEB shared, "The new Isuzu FVR34UU-MD trucks are great addition to our expanding fleet and they will be used for waste collection in Klang. We are currently serving 12 municipalities under Selangor covering waste collection from residential areas, public parks and industrial and commercial institutions."

The new Isuzu FVR34UU-MD trucks will be replacing some older trucks in KDEB's fleet as well as being additional new ones needed for Klang especially during high season waste collection, given that this municipality now has more newly-developed and occupied areas that require waste collection and management.

"Due to the high volume of collection tasks, we need trucks that are reliable. The competitive price offer for great products is also a key factor for KDEB. We are no stranger when it comes to owning

and using Isuzu vehicles. We have been very pleased with the reliability and good fuel efficiency which Isuzu vehicles are well-known for. Overall, Isuzu trucks did not give us any major issues and have fulfilled two important criteria of ours which are vehicle quality and uptime, as these factors ensure that our collection services are on schedule and there is no unwanted pile-up of wastes."

He said that KDEB also felt that the bigger rear axle for higher load capacity and the rivetless wider chassis for greater ease of body-building installations as very good features of the Isuzu FVR34UU-MD. On top of these, the elevated position of the vehicle's electrical relay box to prevent damages from flooding is another great benefit to have, especially in the event of an unexpected flash flood.

He further added that KDEB is delighted to have received their new Isuzu FVR34UU-MD trucks which they trust will perform productively in assisting the company to keep the environment of Selangor clean and healthy. 





MAN Delivers Trucks Across the Country

The past weeks have seen a number of customers receiving their new trucks from MAN Truck & Bus Malaysia. Asian Trucker followed the event series that saw customers from the north, central region and to the South taking delivery of their vehicles.

Globonus Takes Delivery of Four New MAN TGS ADR, Signs Five More

The new Euro V-powered MAN TGS prime movers have certainly won over Kedah-based logistics service provider Globonus Sdn Bhd.

At a ceremony at its main logistics headquarters in Gurun, Kedah to take delivery of its latest four units of new MAN TGS ADR 6x2 from MAN Truck & Bus (M) Sdn Bhd (MAN Malaysia), Globonus, already delighted, signed for another five units.

ADR or “Accord Dangereux Routier” is French for “European Agreement concerning the International Carriage of Dangerous Goods by Road” and the standard that governs the transportation of dangerous goods by road.

The new purchase will make MAN the dominant Truck brand in Globonus’ growing fleet. The company currently operates six units of the new MAN TGS and five reconditioned units.

Globonus Executive Director Muhd Jamal Pawanteh said that the company needed a reliable and high-performance truck to handle the transportation of a variety of chemical products safely and sustainably all-over Peninsular Malaysia and across the border to Thailand while minimising impact on the environment.

“Our trucks are on the road six days a week, transporting sensitive products such as urea, diesel exhaust fluids, liquid methanol and ammonia gas among others over long distances from our base in Gurun to as far as Singapore. The new Euro V-powered MAN TGS with ADR specifications has exceeded



our expectations with its fuel efficiency, low emissions and uptime. Our drivers love the MAN TGS's pulling power and superior handling while the aftersales support from the MAN Prai branch has been excellent," said Pawanteh.

In line with Globonus's firm commitment towards sustainability and journey towards carbon neutrality, the MAN TGS's low emission Euro V engine has also enabled the company to lower the carbon footprint of its fleet and meet the strict requirements of some of its multinational clients.

"We are delighted to know that our team in Prai is meeting customers' expectations. We are constantly striving to upgrade our service level by hiring more qualified technicians whilst we enhance their skills with MAN Technical training. We are also in the process of renewing our fleet of MAN Mobile Service vans to ensure faster response if such cases arise," said MAN Malaysia Managing Director Andrew O'Brooks.

MAN-ly Boost for Megalift's Fleet

Megalift Sdn Bhd, the specialist in the transportation of heavy and over-sized cargoes, has added five units of the new Euro V-powered MAN TGS 6x2 prime movers to its fleet.

Having taken delivery of two units of the new MAN TGS earlier this year, Megalift received the remaining three units from MAN Truck & Bus (M) Sdn Bhd at its Shah Alam headquarters recently where O'Brooks officially presented the keys to Megalift's Yeow Kong Sang and Chief Executive Officer Edwin Tan.

"In the past, we were hesitant to invest in MAN Trucks as there were not that many on the roads and parts were not widely available in the market. However, after having tried out some reconditioned units, we were impressed by the MAN Trucks' power and reliability and decided to purchase new units directly from MAN Malaysia. The growing number of new MAN TGS on the road, the new MAN Malaysia HQ at Shah



Alam and the good sales and aftersales service provided to us so far have also inspired confidence," said Yeow.


Johore Transporters Choose Euro V-powered MAN TGS

Euro V-powered MAN Trucks continue to be the choice of Johor-based transporters for their proven performance and low emission engines that enable businesses to fulfil their sustainability commitments and excellent aftersales support.

MAN Truck & Bus (M) Sdn Bhd (MAN Malaysia) recently handed over new MAN TGS 6x2 to two new first-time customers -- Kulai-based Pacific Oils & Fats Industries Sdn Bhd and Pasir Gudang-based Syarikat Wijaya (Masai) Sdn Bhd at the MAN Johor Bahru branch.

Pacific Oils & Fats Industries, which processes about 3 000 metric tonnes of palm oil a day and markets its cooking oil under the Avena brand, will be using their five new MAN TGS to transport palm oil between its refinery in Kulai and tank depot at Pasir Gudang.

Syarikat Wijaya said that the excellent aftersales support from MAN Johor Bahru convinced the company to invest in two new MAN TGS.

"We are extremely pleased with their service. Our trucks ply the entire West Coast of Peninsular Malaysia. In these long haul routes, a comfortable working environment for our drivers is very important. We also decided to buy the new MAN TGS as our drivers like its spacious cabin, power, handling and safety," said Thavarajan Vijya Kumar, Operations Manager. 



Volvo's FH Electric Raneg wins 2024 International Truck of the Year Award



Volvo Trucks's FH Electric range has been elected International Truck of the Year 2024 by a jury of 24 commercial vehicle editors and senior journalists representing 24 major trucking magazines throughout Europe.

Roger Alm, President of Volvo Trucks, was presented with the prestigious award during the press day of Solutrans, the biennial trade fair for haulage and urban transport professionals, in Lyon, France.

With a winning score of 84 votes, the Swedish truck manufacturer's heavy-duty electric range fought off tough challenges from Mercedes-Benz's eActros 300/400, equipped with an electric driveline, and the Scania's 45S battery electric truck (BEV).

Based on the International Truck of the Year (IToY) rules, the annual award goes to the truck introduced into the market in the previous 12 months, making the most significant contribution to road transport efficiency. This judgment relies on several critical criteria, including technological innovation, comfort, safety, driveability, energy efficiency, environmental 'footprint,' and Total Cost of Ownership (TCO).

For the first time in the history of the International Truck of the Year award- whose roots date back to 1977 - an electric truck in series production wins this prize. Moreover, four vehicles out of five on this year's ITOY award shortlist are battery-electric models with zero tailpipe emissions. It's proof that the energy transition is gaining momentum in the transportation sector, even though a suitable enabling ecosystem for BEV is still not in place in the EU.


The IToY journalists praised the performance, the seamless acceleration, the quietness, and the vibration-free behavior of the highly efficient electric powertrain of the FH Electric, based on two or three electric machines of 330 or 490 kW continuous power, coupled with the latest generation I-Shift gearbox. Equally

crucial in the winning score of FH Electric for regional cargo transport was the vast offer of axle configurations for tractors and rigids, the availability of four cab versions, and the modular portfolio of battery packs - from two to six - according to the transport mission requirements.

Summing up the jury vote, International Truck of the Year Chairman Gianenrico Griffini commented: "With the introduction of the FH Electric Volvo Trucks has delivered a state-of-the-art BEV range, suitable for a wide array of transport operations. It's proof that energy transition is gaining strength even in today's challenging business environment".

About the International Truck of the Year The International Truck of the Year (IToY) award was initially launched in 1977 by the British journalist and legendary editor of TRUCK magazine Pat Kennett. Today, the 24 jury members represent leading commercial vehicle magazines throughout Europe. Moreover, in the last few years, the IToY Group has extended its influence by appointing 'associate members in the growing truck markets of China, India, South Africa, Australia, Brazil, Japan, Iran, New Zealand, Israel, and Malaysia. The combined truck operator readership of the 24 IToY full-jury members' magazines and those of its ten associate members exceeds 1 100 000. Asian Trucker is an associate Member.

About Dekra

The IToY group would like to thank Dekra for independently collating all the IToY jury members' votes and certifying the final result. Dekra's history begins with the automobile. In 1925, the Deutsche Kraftfahrzeug-Überwachungs-Verein e.V was founded in Berlin to ensure the road safety of rapidly developing mobility. Today, Dekra's eight Service Divisions - Vehicle Inspection, Claims and expertise, Product Testing, Industrial Inspection, Consulting, Audits, Training, and Temp Work - offer a broad service portfolio. This portfolio focuses on safety on the road, at work, and at home on five continents and 60 countries worldwide. Dekra has around 44 000 employees and generates a turnover of about 3.4 billion euros. 

Events & Exhibitions

Taipei Smart City Summit & Expo 2024

Date : 19 – 23 March 2024

Venue : Taipei, Taiwan, Nangang Exhibition Center

Smart City Summit & Expo (SCSE) will be addressing the growing demand for sustainable development and solving urban issues, we bring the industry and public sectors together in the most comprehensive intelligent solution event in Asia-Pacific. As artificial intelligence technology develops, the applications begin to play a key role in government delivery of citizen services. Smart cities are entering a new phase of Smart City 2.0 by integrating AI as well as IoT technologies into services.

The exhibitors gathering here in the event will showcase a wide range of products and services like cutting edge information technologies services, energy management services, transportation services and many more related products and services

Tyrexpo Asia Bangkok

Date : 15 – 17 March 2024

Venue : BiTEC | Bangkok International Trade & Exhibition Centre, Bangkok, Thailand

Contact : <https://www.tyrexpoasia.com/>

Meet the global tyre industry in one place. Increase sales. Beat the competition. Expand your business. Accelerate your career. More than 250 Brands: In May 2024, the international tyre industry meets in Bangkok, Thailand. Source new suppliers, see new products and expand your network all in one go.

Malaysia Commercial Vehicle Expo 2024

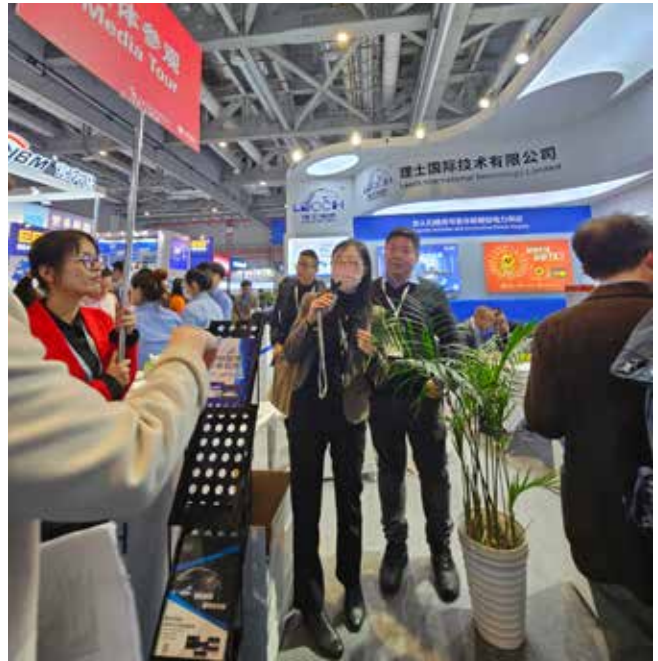
Date : 9 – 11 May 2024

Venue : Malaysia International Exhibition & Convention Centre

Contact : www.mcve.com.my

Malaysia International Exhibition & Convention Centre (MIECC) in Kuala Lumpur. Over 8 000+ square meters of exhibition space: MCVE is the largest exhibition dedicated to commercial vehicles in South-East Asia.

During the show, relevant government agencies, professional societies, and associations will join the organizer to provide updates on their products, services and the latest in trucking, bus business and public transport.



IAA Transportation

Date : 17 – 22 September 2024

Venue : Deutsche Messe, Hannover, Germany

Contact : <https://www.iaa-transportation.com/en>

The IAA TRANSPORTATION 2024, the leading international platform for logistics and transport and the most important global forum for the most important topics of the future in the industry, is devoted to the main topics of infrastructure and charging infrastructure for transport and commercial vehicles.

The event theme will be kept as per the event's motto "People and Goods on the Move" and are pleased to once again give you the opportunity to meet decision-makers and multipliers from industry, media, politics, potential customers and the entire value chain of commercial vehicles including buses, logistics, transport or infrastructure to meet.





The UD Innovation Show

This year, UD Trucks was participating for the first time in the Japan Motor Show under the umbrella of the Isuzu Group. Innovation for You was their theme and UD Trucks pulled all stops to impress with ground breaking novelties.

Japan Mobility Show (previously Tokyo Motor Show) is back at Tokyo Big Sight after four years. UD Trucks was participating at this year's Japan Mobility Show 2023 (JMS), in a joint booth with Isuzu Group. Asian Trucker joined a group of customers from Malaysia and Singapore to visit the UD Trucks Booth to find out about the highlights the truck maker is presenting. Beyond the exhibition, the select group of customers went on to learn more about the brand's philosophy and approach in the Customer Experience Centre in Ageo, the UD Trucks Headquarters.

Under the motto "Innovation for You" as theme for this year's participation, visitors to the UD booth at the JMS could learn how the brand is aiming to accelerating the future of transport. On display was the heavy-duty Quester for first time in Japan along with a truck equipped with autonomous driving technology. Supporting the exhibits were also various activities inside the booth during the show. These were to highlight that logistic is the life blood of society and how UD Trucks will do their part to accelerate the future of transport for a better world.

Trucks on Display

The flagship model from UD Trucks, Quon GW, redefines the standard for hauling heavy loads. It is a dependable truck that drivers can take pride in, putting people and cargo first.



Heavy-duty truck Quester is designed exclusively for emerging markets, compliant with Euro V emission regulations set by the European Union. (Quester is not available in Japan). It has been 10 years since the launch of Quester. It is currently supporting transport in approximately 50 countries.

Autonomous driving technology showcase Fujin(風神) makes logistics more efficient by operating along pre-determined routes within worksites. With this solution, UD Trucks aims to overcome the challenges facing transport by improving efficiency and mitigating driver shortages.

In 2018, UD Trucks announced the launch of “Fujin & Raijin. Vision 2030.”— an Innovation Roadmap which aims to deliver a variety of solutions for Smart Logistics, including fully-electric and autonomous trucks towards 2030. This initiative also bolsters UD Trucks’ Better Life purpose: Better Life purpose: to be better for planet, people and growth by integrating sustainability across the company and its customers’ operations and processes.

As a use-case client, Kobe Steel is embracing a digital transformation strategy that seeks to utilize an array of technical and business assets unique to the Group to maximize businesses opportunities and promote initiatives that address social issues while creating new value. Through this collaboration, UD Trucks and Kobe Steel are pursuing innovative solutions for a changing world, helping make logistics and society better as a whole.

Understanding Japanese Approach to Quality

Vital for economic growth, infrastructure projects require cement. This dry-bulk product is moved across Malaysia with the help of trucks. One would have seen the cement tankers of Bintang Bulk Movers Sdn Bhd, recognisable through the big bright star painted onto the back of their tankers. Besides that, Bintang Bulk Movers also moves dry chemicals. Among their fleet of over 300 trucks, one will also find car carriers.

Having used Nissan trucks before the name change, Mr Yap, Bintang Bulk Movers Sdn Bhd Director, is depending on UD Trucks for certain applications for his fleet. “We are using the UD Trucks for our car carriers.” Although the UD Trucks make



up only a small portion of his fleet, he is giving the brand a big thumbs up. Having visited the UD factory in Ageo for the first time, he said that he was very impressed with the way the trucks are assembled. “Now I know why these trucks are of such high quality!” Yap was impressed with the new, upgraded Quon, a more efficient and environmentally sustainable heavy-duty truck that puts people first, a truck he would like to see more often.

Now I know why these trucks are of such high quality!



In particular, Yap was impressed with the Active Steering, which UD introduced to the group during a test drive at the Ageo Experience Centre. Although Yap does not drive trucks himself, he recognizes that the Active Steering is going to be a big improvement of working conditions for the drivers. He, as many others in the industry, lament that it is becoming increasingly tougher to hire drivers and he hopes that with each of such improvement, as made by UD Trucks, he will be able to recruit drivers as the working conditions are improving.

Backbone of Development: The Innovation Roadmap

A new truck, add-ons or improvements of features of a truck do not happen at random. In order to produce the sophisticated vehicles we see today, a structured, well executed plan is required. In UD Trucks, research and development is guided by an Innovation

Roadmap. With the brand now being part of the Isuzu Group, this has become even more important as creation of innovations would ripple effects across several brands and applications.

While UD's Innovation Roadmap is centrally developed in the HQ in Ageo, Japan, there are many streams of input that contribute to it. We found out from Mr Nohubiko Kishi, Vice President, Key-Account Management, Technology what this entails. Firstly, Kishi points out that R&D and Innovation are not the same. "Simply put, a truck is not an innovative product at its core. Trucks already exist. Hence, Research & Development is, in a simplistic way, working along a timeline," he explained. Innovations, however, are based on a different process. For instance, here customer feedback is being heard and analysed. From such feedback, new technology may be created, whereby it could be unclear how this new technology could be incorporated.

There would be nothing worse than not being able to have repeat business because there isn't a suitable solution.



Kishi used the example of trucks not being able to operate inside buildings, due to the emissions they produce. However, once you have a propulsion system that does not emit any harmful pollutants, one can think of new ways of using a truck that is able to enter a building. While the idea of a truck is not an innovation, the use of it can be innovative: trucks may then operate in cities at nights, inside confined spaces. In other words, technology may give way to innovative uses of the vehicles. "This does not happen very often though. This takes place every now and then only."

Being part of a group that allows for active knowledge sharing allows for faster ideation and implementation of innovations. Ultimately, while the ideas may be shared among several brands, in this case UD and Isuzu, the customer benefits as the innovations can achieve economies of scale faster. An advantage of being part of a group is that resources can be shared. Should a part be found to cause problems, it would be easier to source alternative components from other suppliers. Experience shared can lead to the implementation of new practices that can be transferred, benefitting customers. Innovative approaches that have proven successful in one brand can be adapted by others without compromising the brand integrity of either participating entity.

Sustainability can take on a number of definitions. In the context of businesses being in business for business, product continuity is a crucial aspect. Once a customer has been convinced that UD Trucks is the right fit for them, it is paramount that said customer is able to purchase the most up to date and law-compliant vehicle. There would be nothing worse than not being able to have repeat business because there isn't a suitable solution available.

Most often, it is legal requirements that initiate the process of developing new trucks. The need to adhere to new, specific legislation triggers the process as the vehicles sold in any given market would have to comply with the law. This could





be emission norms, safety regulations or other changes in the legal framework. Another impetus is coming from within the group, now that UD is part of the Isuzu group. Customer voice is typically a highly important channel for the technical departments to identify components to improve. For instance, the Quester has seen the addition of an AMT option after customers demanded it. The offer for ESCOT to be added to UD Trucks in Australia was motivated by the demand from the Australian market for chassis with lower weight. “Our customers have given us feedback that they prefer the ESCOT transmission. Obviously, the idea to use this is a simple statement, however, actually changing the transmission requires changes to a lot of other components build into the truck. Sounds easy, but it is not.” According to Kishi, it is important to be able to commercialise innovations and not just innovate as vanity projects.

When evaluating innovations, the key question is how to connect to the real world, how to make a difference, Kishi explained. If it fits these criteria, it can enter a schedule, the Innovation Roadmap. Using the example of electric trucks, one cannot just simply switch to a new propulsion system; procurement, production, distribution and after sales all need to be prepared in parallel and deriving from the roadmap, all the steps needed to get the new truck into the hands of transporters is derived. The example of electric trucks represents an extreme example though. Upon identification of a market opportunity, UD Trucks may apply the same approach for less drastic changes, as mentioned in the case of the replacement of a gearbox as a door-opener to an untapped market segment.

Oftentimes, innovations are spin-offs from projects that aim to address future transportation needs. For instance, the Fujin is conceptualised as an autonomous vehicle. As such, it is already equipped with ABS, automated transmission and other automated systems needed to manoeuvre the truck without a driver. However, what UD Trucks was lacking was an automated steering system. When the team developed the system needed for the Fujin, they realised that the same steering system could be adapted to trucks that are driven by a human pilot. “We lacked such a system and through the Fujin project we found a solution we can also transfer to other trucks.” Instead of using it for future trucks, it is now built into the current truck range.



UD Active Steering features an electric motor mounted above the hydraulic steering gear to provide additional torque when necessary. The electronic control unit (ECU) mounted on the electric motor receives input 2 000 times per second from sensors throughout the truck, monitoring the driving environment and the driver’s own actions. This system control adds appropriate torque to the weight of the steering wheel, providing precise and stable steering irrespective of speed, cargo, and road conditions. The ease and precision of steering helps reduce driver fatigue and make roads safer.

Five benefits brought by UD Active Steering

1. **Low Speed Agility**
When turning at low speeds and reversing in tight spaces, additional steering torque automatically feeds into the system to allow the driver to maneuver with a light touch.
2. **High Speed Stability**
When driving at higher speeds, the weight of the steering wheel adjusts to provide superior stability.
3. **Rough Road Dampening**
Dampens vibrations from rough roads. Minute directional adjustments keeps the driver on a course.
4. **Cross Wind Correction**
Virtually eliminates steering corrections needed in crosswinds, keeping the driver on a straight course.
5. **Return to Center**
Whether turning or reversing, the steering wheel will return to center when released, saving driving effort and bringing the vehicle into a straight line quickly and easily.

While it is the fleet owners and operators that would make the decisions for or against a truck, it is ultimately the drivers that need to enjoy driving the trucks. Owning the retail channels is advantageous for the brand. Workshop staff is in frequent contact with the drivers when they come in for handovers or services. It is there when the voice of the user is being heard and how UD Trucks harvests vital information on how to improve the product. Through internal channels such feedback will be funnelled into the innovation roadmap. Kishi said that, "Being open and approachable as a brand is in our DNA and that is why these drivers happily share their insights with us." With customers now in over 50 countries, the consolidated feedback is a perfect representation of the needs of a global market. A practical example of this is the service agreement which has evolved over time and with the help of customers. Ultimately, the aim is to keep trucks running at the highest ROI over the lifespan of well to wheel, whereby customers may experience the same issues, regardless where they are.

The difficulty is to fathom how an innovation may benefit a customer. Taking the business of transporting fuels as an example, an innovation may allow an operator to utilise trucks that would previously not be considered suitable. On the ground, seeing how an innovation would be suitable for their market can be difficult. Depending on the market situation, an innovation may be seen as a tough proposition or an easy sell: an electric truck in a market like Singapore might be easy to grasp as a concept while in countries like Malaysia the implementation of this new technology may require a bit more time and lobbying.

When asked what area UD Trucks excels in when it comes to innovation, Kishi named "Quality" as their biggest asset. In his view, it is the Gemba Spirit (Gemba – being on the ground, where the action is) that drives the mindset, not process, of providing the best possible quality. Knowing what issues the user is facing allows for steps to be taken to enhance and improve the product. Finding innovative suppliers and addressing customer needs with new methods and approaches is the hallmark of quality in Kishi's view. "Quality leads to reliability. Reliability means uptime and that means profitability."

Upgraded Quon

"At UD Trucks, our mission is to use innovation to be more environmentally conscious while also putting people first," said Jacques Michel, Senior Vice President, UD Trucks International Sales. "With our new, upgraded Quon, we are leveraging advanced and smart technologies to actively support the needs of our drivers and customers, for today and tomorrow."

The Quon's upgraded features make significant strides in better environmental performance while delivering reliability and improved cost efficiency. UD Trucks supports Japan's climate change mitigation commitment to become carbon neutral by 2050. The upgraded Quon exceeds Japan's current fuel economy standards for heavy-duty vehicles by 10 percent (Applicable to Quon with GH11 engine and ESCOT) and complies with upcoming Japanese fuel economy standards.

The upgraded Quon's ESCOT-VI 12-speed automated manual transmission also provides improved gear shifting and suppresses fluctuations in fuel efficiency to enhance fuel economy. Owners of the upgraded Quon will see better environmental performance, which is good for their business and the society-at-large.

The Quon's newest upgrades will allow owners to enjoy a boost in overall productivity, through increased fuel efficiency and optimized operations that delivers a lower cost of ownership. They can also gain enhanced performance with the Quon's redesigned engine and rear axle that provides higher power and torque at lower engine speeds, allowing for faster acceleration. The upgraded Quon is also equipped with a lighter chassis designed for maximum payload of up to +200kg depending on the model, contributing to increased uptime.

Additionally, enhancements to safety features such as the Traffic Eye Cruise Control with new Stop and Driver Initiate Go function, helps to reduce the probability of potential accidents and associated repair costs. The Traffic Eye Brake System provides assistance for safe driving but does not guarantee that all collisions will be avoided. It might not be possible to use this system on some roads and in



some weather conditions. Drivers are to take care to drive safely without total reliance on this system

On top of exceptional anti-wear, deposit, and soot control that protects the engine's cylinders, pistons, rings and valve train components, the Quon's new engine also requires one less oil filter to be replaced during servicing and uses up to 6 per cent less engine oil. This result is based on the usage of VDS-5 5W-30 engine oil on the new improved GH11 Engine. Tests conducted by UD Trucks and dependent on application and road usage have shown that engine oil replacement intervals have also been extended by up to 35 per cent, which reduces maintenance costs and increases uptime.

The upgrades to Quon's engine are also complemented by UD Extra Mile Support – the full suite of vehicle support solutions that takes advantage of the entire UD Network to provide owners with prompt support throughout the life of the vehicle. This includes UD Trust Service Agreements covering optimal preventive maintenance and



controlling speed and reducing driver stress and fatigue. The upgraded Quon is also equipped with more active safety technologies, such as the Traffic Eye Brake System [LDWS], Lane Departure Warning System (LDWS) that triggers an alarm to alert drivers when they unintentionally leave the lane and UD Stability Control that automatically detects and adjusts engine output and braking to retain truck stability.

The Quon has several unique features that maximize performance. Drivers of the upgraded Quon can benefit from its attention to enhanced drivability and safety, through its innovative features, such as more accurate fuel readings, redesigned fuel tank that provides higher ground clearance, stainless steel muffler covers that minimize susceptibility to rust and an additional, second front axle park brake for increased safety.

Drivability and comfort are also elevated with the intuitively designed ESCOT-VI automated manual transmission that is simple and easy-to-use, making gear shifting easier and faster, as well as the redesigned four-spoke steering wheel for a more ergonomic and comfortable grip. Alongside dedicated driver development tools and fuel coaching feature, the Quon delivers operational efficiency and productivity.

reliable servicing and inspections by qualified technicians, alongside the use of genuine and reliable parts.

Maintenance costs and uptime are also managed efficiently with the Quon's connectivity to UD Trucks workshops, where an alerts monitoring system allows for dynamic service planning and preventative maintenance, resulting in fewer breakdowns.

UD Trucks is committed to safety and contributing to the automotive industry's Vision Zero goal of preventing injuries or fatalities from road collisions, while increasing safe and equitable mobility for drivers, communities, and other road users. The upgraded Quon delivers in this regard, where it puts the highest priority on the safety, well-being, and productivity of drivers.

New, advanced safety features introduced on the Quon include the improved Traffic Eye Cruise Control with new Stop & Driver Initiate Go function, that makes the vehicle safer and easier to drive by automatically



UD Trucks continues to use technology to make its better trucks, in line with its Better Life purpose to make life better for people and the planet.

Sunmaju Sdn Bhd is a leading and trusted commercial fuel reseller. Not all of their transportation missions require ADR specs, as Mr Teng Thiam Foo, Director, Sunmaju Sdn Bhd, explained. "The requirements for trucks differ from the industries and customers we serve." Foo appreciated the visit to Japan with UD Trucks to learn more about the brand as he believes that their trucks offer a cost-effective option when there isn't an emphasis on the highest possible specs. Having trialed a number of UD trucks, Foo is already pleased with the performance.

Having seen the Active Steering" in the video is one thing, but having had a go at experiencing it in a fully laden truck was something else. Now I understand what a difference it makes for the driver!

One of the reasons why Sunmaju is using UD Trucks is the after sales service provided. "It is this kind of visits that are important as they further strengthen the relationship between the OEM and their customers. In 2017, we have been here for the first time, but today we were able to also see the assembly." Foo stated that he likes such trips as there is sharing of knowledge that goes both ways.

Having had the opportunity to drive both, the Quon and the latest version of the Quester, Foo praised the newly introduced active steering. "Having seen the Active Steering" in the video is one thing, but having had a go at experiencing it in a fully laden truck was something else. Now I understand what a difference it makes for the driver!"

For Ms Teng Li Chi, Business Development Manager, Sunmaju Sdn Bhd, the purpose of the visit to UD Trucks in Japan was to get a better understanding of the vehicles and how they operate in order to help her improve the services provided by Sunmaju. "I see the job as a passion and when we all work as a team, we can overcome any kind of obstacle that is put in front of us. The right type of truck used is of course part of the solution to any challenge." At the Ageo plant she was able to drive a truck for the first time herself and was pleasantly surprised: the steering felt good, and it was an experience to be able to finally drive a truck as in real-live situations. "Whenever there is a problem, I would be called to assist and resolve the problem. Sometimes that means I am climbing in and out of trucks too, and I have seen the inside of various cabs, but that is not the same as driving them." Apart from that, Teng lauded the ability to experience first-hand how UD Trucks applies its philosophy to the creation and assembly of the vehicles.



Foo makes a case for investing in new trucks as he has seen the difference between using second hand vehicles and brand-new ones. "The ROI is definitely higher if you invest in new trucks. We have tried and were surprised by how much of a difference it makes." That said, Foo also said that it is important to pick a truck OEM that offers a wide service network as a breakdown, which cannot be ruled out completely, is always an unpleasant experience; a brand with a wide service network offers peace of mind in his view.

Euro V Heavy-Duty Quester and Medium-Duty Croner in Malaysia

UD Trucks and its sole distributor partner in Malaysia, Tan Chong Industrial Equipment Sdn Bhd (TCIE), unveiled the new Euro V range for the well-established Quester (heavy-duty) and Croner (medium-duty) trucks just ahead of JMS. The upgrade also boasts features that will improve uptime, efficiency, and optimize Total Cost of Ownership (TCO) for truck owners, all while lowering the vehicle's environmental impact.

The new Euro V Quester and Croner are UD Trucks' first models designed specifically for markets outside of Japan. The range has recently been introduced in fast-growing and emerging regions around the world, as many countries are moving to adopt more stringent international emission standards in a bid to curb pollution and improve air quality.

This latest launch bolsters UD Trucks' Better Life purpose – to be better for the planet, people, and growth. Better Life drives the integration of sustainability across all of the company's operations and processes to realize lower environmental impact, higher customer satisfaction, higher profitability, and a better place for people to work and live.

Steve Hedouin, Managing Director Hub Malaysia, UD Trucks said, "The introduction of our new Euro V Quester and Croner is a significant evolution driven by UD Trucks' corporate purpose of creating Better Life through more efficient and cleaner emission trucks that the world needs today, for a sustainable future."

"With air pollution being one of the biggest health threats and the transport sector facing increasing environmental

pressure and business challenges, this is an era where sustainable logistics has become even more critical than ever before. As industry players, we need to embrace and make positive changes to reduce emissions and future-proof our business operations. The new Euro V Quester and Croner give customers the leverage they can depend on for furthering their business productivity, all while minimizing their environmental impact and helping them stay competitive."

The new Euro V range features the Selective Catalytic Reduction (SCR) technology to significantly boost environmental protection and fuel economy. With it, nitrogen oxides are now 60 percent less and particulate matter emissions 80 percent less, than current Euro III levels. Compared with Euro IV levels, nitrogen oxides are 43 percent less. Moreover, Euro V engines also have a lower fuel consumption and CO² emissions than an equivalent Euro III truck.

UD Trucks is the first truck manufacturer to introduce the Selective Catalytic Reduction (SCR) technology back in 2004, and this technology is proven to be more reliable when compared to other emission control technologies for reducing nitrogen oxides emission.

The SCR technology also delivers improved fuel efficiency and total cost of ownership with lower maintenance

requirements, compared to other available emission control technologies, as well as higher power and torque through optimized combustion without increasing the size of the engine.

Business uptime is also enhanced with improved service intervals and less time required for maintenance. This is further supported by the availability of AdBlue, a safe-to-use diesel exhaust fluid used in vehicles with SCR technology to reduce harmful gases from being released into the atmosphere, at all TCIE's 26 branches and dealers throughout Malaysia.

With cleaner and more robust engine configuration and lower sensitivity to sulfur content in fuel, the SCR technology contributes to longer engine life and reduced environmental pollution.

Aside from featuring a Euro V system with SCR technology, the new range of Quester and Croner also features a new instrument cluster with real-time fuel coaching. This enhancement provides drivers with immediate and specific feedback on driving techniques that are more fuel efficient.

Say Teck Ming, Chief Operating Officer of TCIE shared, "The offering of the new Euro V range reflects TCIE's and UD Trucks' shared commitment in supporting Malaysia's environmental, social and governance agenda and in meeting the needs of modern transport operators in a changing world environment. Leveraging on TCIE's strengths, the new Euro V Quester and Croner trucks will be produced as CKD under our manufacturing facility. With TCIE's wide dealership and service network nationwide, we are excited and ready to help our customers transition their fleet to the cleaner emission and more efficient Euro V Quester and Croner.

"The new Euro V range offers all of the additional advantages to help our customers go the extra mile efficiently and responsibly whilst retaining all other existing benefits that Quester and Croner have been delivering."

Quester is said to combine excellent fuel efficiency with durability, connectedness and business-ready with the innovative UD Connected Services, and good fuel efficiency and safety with numerous features including the ESCOT automated manual transmission. Meanwhile with Croner, it offers reliability and versatility through a wide and customizable model offering to suit specific applications, fuel efficiency with its aerodynamic cab design that reduces the drag coefficient, drivability with the Allison automatic transmission, and superior ergonomics, cab space and comfort for the driver. **F**



ASIAN TRUCKER DRIVERS CLUB

UPDATE



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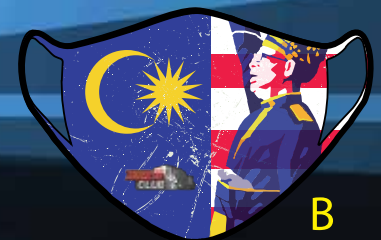


Rekaan Pilihan :



A

or



B



Can't Stop Driving Trucks

Transporting dangerous goods requires a cool head and a steady hand on the wheel. Our Trucker of the Month has decades of experience as a truck driver, which he puts to good use as he drives past his retirement age.

Kamaruddin bin Kiran served as a soldier for 21 years. Always having had an interest for trucks, he managed to be assigned to serve as a truck driver. During his time in the military he would gain a lot of experience as a trucker, driving both on-road and off-road.

His experience served him well as he continued to drive trucks after his first retirement from the military. Hiring on with Esso back in the days, he now adds another 24 years of driving experience. Today Kamarudin is based out of Shaziman's Seremban depot. "I like this spot as it is close to my home. All my family is living nearby too," he told Asian Trucker.

Initially, he retired at the age of 60. However, he has a lot of experience, and the interest to continue driving. His supervisor also praised his work ethics and according to Kamarudin, it was this trust in his abilities that convinced him to stay on with Shaziman Transport. "Besides, I have nothing much to do at home," said the now 63 years old.



Although deliveries much be made on time, driving dangerous goods, as cargo is not about being fast. There is a lot of pressure driving DG cargo as Kamarudin, like his colleagues, is aware of the dangers around their loads. He said that, "Although there is pressure and stress, I have gone through a lot of training to manage my job. I have loads of patience." As with many former military personnel, he too said that his training in the armed forces has helped him in the corporate world as he has learned that procedures and protocols are highly important when it comes to dealing with potentially dangerous goods.

"These are rather interesting trips I take. My driving speed is only 80kmh, so I can also enjoy the landscape somewhat. One of my favorite routes is to go up to Gua Musang and then the Kelantan area." Typically, his East coast trips will see him make only one stop for bulk delivery. Deliveries to Kuala Lumpur or Selangor will require him to do multiple stops (4 – 5) for product drops. "I prefer the tours with only stop. When I drive, I am alone with the radio for company when I get bored. Though we have to ensure the delivery is made on time, we


are at liberty to stop at rest areas to take breaks when we feel like it. As long as we manage the trips, of course!"

"I find that the food at rest areas is pretty much the same everywhere. That is why I would but to go to other road side stalls for my meals, especially around Kuala Lipis," Kamaruddin said. His preferred routes these days though tend to be shorter and around Melakka. During his time in the military, he was based in Senawang and drove all over the Peninsular. Originally from Johor Baru, he has now settled in Negeri Sembilan because of his family ties. In his free time, he spends time with his grand kids. Having seen much of Peninsular Malaysia he would want to travel to nearby counties like Thailand or Vietnam. "Would I go the same career path if I was 18 years old again? Absolutely!"

"Having done this for so long, I don't even need GPS!"

Road transportation can be a hectic business. Deliveries are from Melakka, which is centrally located, to the North and South whereby the schedule is given to driver only the day before so

that driver can make plans for the next day. Drivers do not have fixed routes and may find themselves on a different tour every day they come to work. "This is part of the job. But we have a very good management here and the company looks after the drivers." His favorite truck is the Mercedes Benz he currently drives. It has been a journey of Innovations for him as trucks were nothing like our modern vehicles today. He, naturally, prefers new trucks as they are more comfortable, easier to control as they all are equipped with automatic gearboxes and offer a better view of the road. In particular, he praised the seats of his Actros.

He opined that there are many careless drivers that don't understand how trucks work. He said that because he is trained, simply will apply his training on the road and be patient with other drivers. As a military man self-discipline already instilled. His most memorable event is a minor accident though. "It was an accident a long time ago. Why I remember it so vividly is because we managed to analyse it and learned from the mistake. I think this is much more important than just to whack a driver when a mistake was made." 





HINO Total Support Contest 2023: “Best in Town”

HINO Total Support (TS) Contest is an annual contest for the authorized dealers of Hino Malaysia to showcase their knowledge and skills in Total Support for commercial vehicles, covering sales, services, spare parts, and Customer Success Operations Aspects.



Hino Motors Sales (Malaysia) Sdn Bhd (Hino Malaysia), a distinguished subsidiary of Hino Motors, Ltd, Japan, conducted its 9th annual Hino Total Support (TS) Contest. This exciting event took place at their Petaling Jaya headquarters, attracting a total of 95 skilled contestants hailing from 15 Hino authorized dealers’ companies. As Hino celebrates the contest’s robust participation, it highlights their commitment to achieving excellence.

The theme for this year’s contest was “Best in Town”. It represents a series of business activities aimed at being genuine business partners with customers by focusing on two core values, “Maximize Vehicle Up-Time” and “Minimize Vehicle Lifetime Cost”. During the contest, contestants showcased their skills across five contest categories: Sales, Services, Spare Parts, Customer Success Operation (CSO), and the “Best in Town” contest, a new category this year. Each category serves as a platform to exemplify Hino’s mission, “To be Malaysia’s most Customer-Centric and reliable Commercial Vehicle Company, and make our country a better place to live by providing ‘Best-fit Products’ and ‘Total Support.’”



The grand prize, the overall 3S Champion, takes home the prestigious Challenge Trophy, RM3 000 cash prize as well as a trip to Thailand for the six participating members. The 1st runner-up and 2nd runner-up receives RM2 000 and RM1 000 cash prize respectively. The champion of each of the four categories (Sales, Service, spare parts, and CSO) receives a RM1,000 cash prize and a reward trip to Thailand in 2024. Each category’s 1st and 2nd runners-up win RM500 and RM200 cash prizes each. Together with the “Best in Town” prizes, the total winning for the participants in this contest is worth up to nearly RM100 000.

The Hino TS Contest not only upholds industry excellence but also serves as a platform to recognize and appreciate dealers. These dealers contribute consistent support and excel in customer-related programs, extending beyond vehicle sales to include all products, parts, and after-sales activities. This contest emphasizes the holistic commitment to Total Support within the Hino community.

Sales

In alignment with its Product Sales philosophy, centered on providing the Best-fit Product to customers, contestants in the Sales Category underwent evaluation through theory and practical based on their comprehension of Hino products and familiarity with the TS program.

As an embodiment of Hino's fundamental commitment to Total Support, contestants in the Sales Category were tasked with explaining the Hino Total Support concept to customers. This includes explaining components such as maintenance contracts, the Free Service Programme (FSP), Hino Connect, Hino Membership Program, and Selling and Closing skills for New Hino Vehicles.

This year had a different simulation than last year where contestants engaged in a new role play on the New Vehicle Handover Process. This required providing the customers who recently purchased new vehicles with a seamless handover experience, ensuring they fully comprehend Hino products and the TS program, going beyond customer expectations.

Service

Hino's reputation relies heavily on its service quality, directly impacting its after-sales standing. Customer satisfaction plays a crucial role in shaping a positive image for Hino. The goal is to cultivate top-notch technicians under the Service Category, which is divided into Service Technician and Service Advisor, aiming for the title of "Best in Town."

This year, contestants in the Service Technician category worked on a medium commercial vehicle (MCV) size lorry, different from the Light Commercial Vehicle (LCV) used last year. This provides its own sets of challenges and tests our technicians on a different level. The interesting part is on rectification of simulated issues. This showcases their repair and diagnostic abilities and also the ability to troubleshoot.

For the Service Advisors category, there was a role play where customers will question the technical issues of their trucks, and Service Advisors will demonstrate their ability to clearly explain to the customers. The evaluation is based on the fluency of Service Advisors' interactions with customers.



Parts

In the commercial vehicle industry, Parts Advisors play an important role in customer's trust and confidence. The parts category includes a theory test covering HINO Product Knowledge, 5S & 7 Storage techniques, and Hino Basic Parts Identification. This test employs both objective and subjective methods to assess contestants.

The practical test for the parts advisor category involves a role play of warehouse activities like Selection, Binning, Packing, and Receiving Shipment. Contestants were put to the challenge and evaluated on their proficiency in using the HIECHO-X, a system used to find HINO parts numbers.

Customer Success Operation (CSO)

Customer Success Operation (CSO) at Hino is a pivotal role dedicated to establishing a deep connection with both Hino and its customers. A successful CSO team member possesses crucial soft skills like effective communication and empathy. The primary objective of the CSO team is to furnish information about products, services, and the company. In addition to providing


information, they actively listen to customers, gathering their insights to understand our product strengths and identify areas of improvement.

In the contest's CSO category, contestants engaged in a theory test and a role play where they handle customer inquiries about Hino products. In essence, their role simplifies in ensuring customer satisfaction, creating a sense of security and comfort with purchased products. This approach aims to encourage ongoing purchases and future servicing from satisfied customers.

"Best in Town"

This year, Hino introduced an addition to the contest line-up which is the "Best in Town" contest. This contest is specifically crafted for second-generation Hino dealership owners. This prestigious competition centres around recognizing and celebrating the most exceptional "Best in Town" activities undertaken by 3S Dealerships.

Contestants in this exclusive contest had the opportunity to deliver compelling presentations before all dealer owners, sharing their dealership's standout activities and success stories throughout the year and how they 'think out of the box' to keep attracting and maintaining their customers. This contest serves as a grand platform to showcase their unwavering dedication and relentless efforts in their pursuit of being recognized as the indisputable "Best in Town."

The new "Best in Town" contest offers unique prizes: the Champion gets the champion trophy and a RM 5 000 cash incentive; the 1st runner-up receives an exclusive trophy and a RM 3 000 cash incentive; and the 2nd runner-up gets an exclusive trophy and a RM 2 000 cash incentive. 





Hengst Filtration Opens its New TechCenter Filtration

With its new headquarters for all filtration topics, Hengst is driving forward its transformation and researching important challenges for our society.



The TechCenter Filtration, headed by Group Director Dr. Rolf Gausepohl, encompasses the development of new products as well as the corresponding processes in one single location, starting from the first product sample up to pre-serial production.

In the new co-working space, all developers benefit from the proximity to each other and the rapid exchange of ideas. In addition, the TechCenter is designed as an open space to welcome colleagues and cooperation partners to jointly work on the current challenges. "Based on the conviction that current challenges are best tackled together, Hengst invites everyone to join in the search for solutions," says Gausepohl.

At the TechCenter Filtration, Hengst is developing medical products for optimized surgeries and products in cabin air filtration that reach new levels of purification. The team also works on

Hengst Filtration has opened its new TechCenter Filtration at its headquarters in Münster, Germany, after about a year of construction. The building, where Walter Hengst founded the company in 1958, is home to a new headquarter for every aspect of filtration. "In our TechCenter Filtration, we are focusing our innovation efforts more fundamental investigations as well as on advanced development. Here we develop product solutions that are new to Hengst or new to the world: Transformation of mobility and energy, air pollution, microplastic filtration and much more," says CEO Christopher Heine.



products inevitable for the go-life of fuel cell drives and tackles the question of carbon dioxide capture and utilization.

Hengst Filtration expects sales of around €750 million in 2023, an increase of around €100 million on the previous year. Above all, the company continues to vigorously drive forward its transformation from an automotive supplier to a filtration specialist in many areas. An exciting step in this direction this year was the investment in artemis control AG, a Swiss company in the field of trace gas filtration for semiconductor manufacturing.



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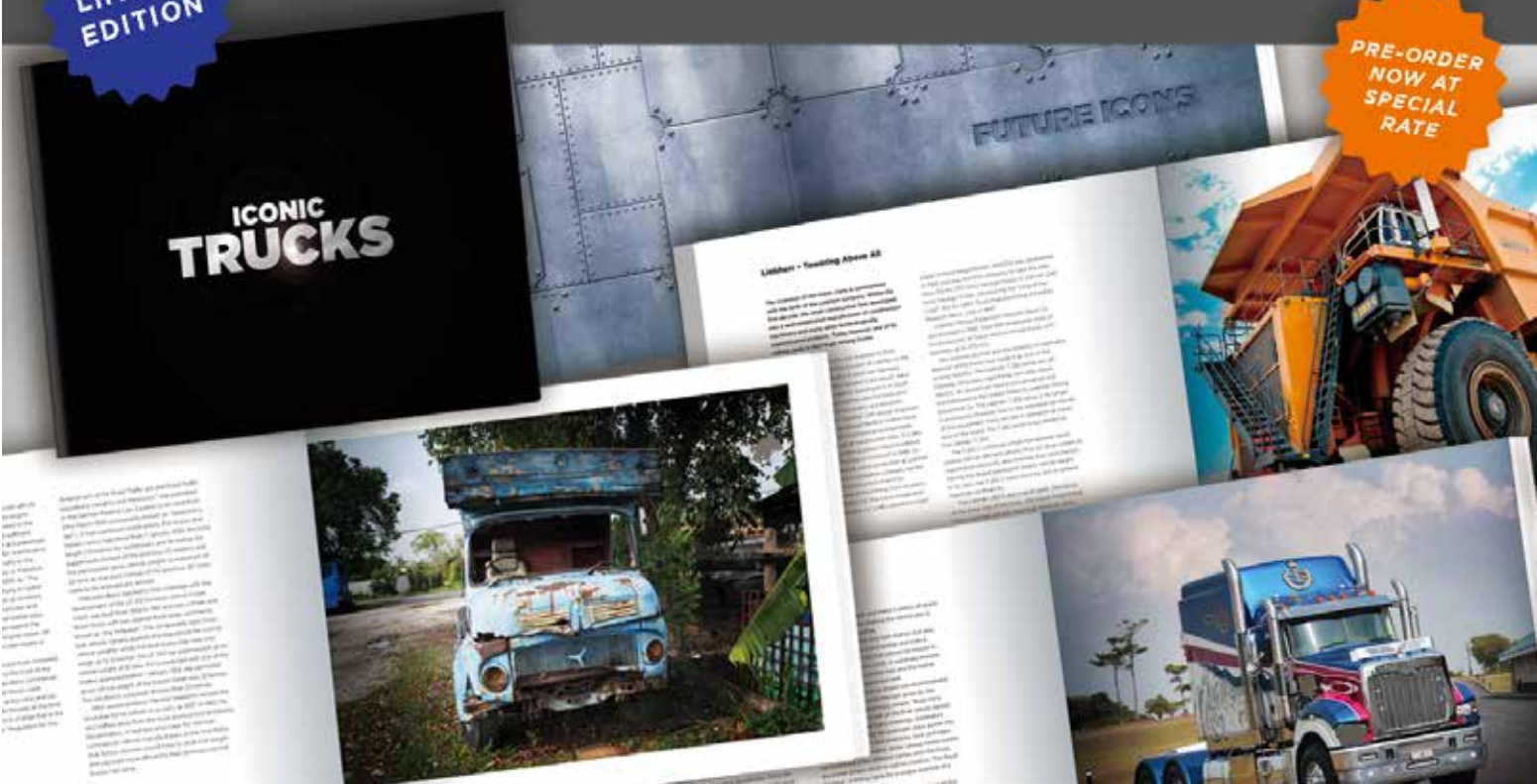
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Diesel Technic Asia Pacific Pte. Ltd. Opens New Warehouse

State-of-the-art facility offers various advantages



“Luck in misfortune” seems to be the motto this year for Diesel Technic Asia Pacific Pte Ltd. After an energy-sapping move, the parts supplier’s team can continue to hit the ground running. Although the not entirely voluntary relocation of the Singapore-based subsidiary initially demanded a lot of human and financial resources, it ultimately turned out to be a real stroke of luck, with all kinds of benefits for all parties.


The official opening ceremony of the new, state-of-the-art facility took place on 20 October 2023. But back to the beginnings: In April of this year, Diesel Technic Asia Pacific was informed that a move was imminent as the then current building will get demolished and so the search was on for a new, suitable warehouse and office complex. After thorough research, the choice fell on a building that was located in the immediate vicinity and fully met or even exceeded all requirements. In short: The new location for Diesel Technic Asia Pacific harbours great potential. First of all, the new site has a larger area of storage space thanks to a larger floor area and higher ceiling. In this way, it is possible to store more products. Thus, the product range is expanded and a larger number of products is quickly available for the customers on the Asian market. In general, the team can report a higher degree of efficiency as a result of the move. This is partly due to the fact that the new building has only one floor and not two as before, so there are no more cross-floor processes but time savings in relation to all processes and workflows. Moreover, a cargo lift is no longer required; instead, a ramp allows direct warehouse access. Besides, the new

site has eight dedicated own loading bays, and the shared loading bays are a thing of the past.

Furthermore, when searching for a new warehouse, it was particularly important to Diesel Technic to include the factor of environmental protection. This is why the new location is an environmentally friendly Singapore Green Mark building, which means that special attention is paid on energy efficiency.

As the location is only 200 meters away from the previous building, employees and customers continue to benefit from the convenient location.

With the strong support of the Diesel Technic Asia Pacific team and the colleagues from the German headquarter another milestone – a successful move in just six months – was achieved.

The new address of Diesel Technic Singapore is: 5B Toh Guan Road East #05-03, Singapore 608829 





雪隆罗里公会

SELANGOR & KUALA LUMPUR TRUCKING ASSOCIATION



9TH

- ANNIVERSARY CELEBRATION EVENT**
- 1. GALA DINNER**
 - 2. TRUCK AND SUPPLIES EXHIBITION**
 - 3. 9TH ANNIVERSARY CELEBRATION BULLETIN**

雪隆罗里公会9周年会庆

- 1. 会庆纪念晚宴**
- 2. 卡车及供应展**
- 3. 9周年纪念特刊**

Date : 2nd March 2024 (Saturday)

Time : 2:00 p.m. onwards (Exhibition)

6:00 p.m. - 11:00 p.m. (Dinner)

Venue: Wisma Hua Zong, Seri Kembangan

For enquiry, please contact Mr.Jeff @0122223080 / Mr. Darren @0123658822



A Scania XT for XL Animals

PERHILITAN takes delivery of their first Scania XT truck for the transport of endangered elephants in tough and challenging environments.



Scania marks a momentous occasion by handing over a Scania XT truck to The Department of Wildlife and National Parks of Peninsular Malaysia (PERHILITAN). PERHILITAN's first Scania XT truck will support their mission of safely transporting wild elephants in their conservation efforts. Paulo Leite, Chief Financial Officer of Scania Southeast Asia, handed over the keys to the XT truck to Dato' Abdul Kadir Abu Hashim, Director General of the Department of Wildlife Protection and National Parks.

"PERHILITAN is a governmental organisation that is responsible for the protection, management and conservation of wildlife and national parks in Peninsular Malaysia. With the robustness, power, and reliability of the Scania XT, PERHILITAN sets a new standard for transporting the endangered species 'Elephas Maximus' in tough and challenging environments," said Dato' Abdul Kadir Abu Hashim.

The "Elephas Maximus" species or known as the Asian elephant inhabits north-eastern Borneo, Indonesia and Malaysia. Since 1986, the Asian elephant has been listed as Endangered on the IUCN Red List as the population has declined by at least 50 percent over the last three generations, estimated to be 60–75 years. The elephants are pre-eminently threatened by loss, degradation, and fragmentation of habitat. PERHILITAN through National Elephant Conservation Centre Kuala Gandah protects the wild elephants by translocating those that were involved in Human-Wildlife Conflict back to their suitable habitat.

When PERHILITAN finds / captures any wild elephant, they will transport those elephants to the Kuala Gandah Elephant Conservatory Centre. Malaysian tropical forest is getting thinner by the day, and wild animals can be spotted moving nearer to civilization. These wild elephants sometimes do pose a threat to villagers when they move as a herd. Therefore, PERHILITAN serves to translocate these elephants to the elephant sanctuary.

"With the purchase of their first Scania XT G410B6x4HZ truck, the National Elephant Conservation Centre ensures that all elephants being transported are cared for before releasing to their natural habitat. The XT's powerful and fuel-efficient 410hp engine can carry up to 32 tonnes of payload while its chassis is FAME-prepared for biodiesel up to B100 to future-proof PERHILITAN's

purchase and help protect the environment,” said Leite. Beyond these features, one will find some additional items added to this truck, such as: Heavy duty tailgate – 3ton capacity with four supporting legs, reverse camera, three CCTV cameras, one heavy-duty spotlight and a lightbar with speaker.

Their new XT truck is complemented with 5-years Maintenance contract, 5-years 24/7 Scania Assistance and 10-years Scania Fleet Management System Monitoring Package to provide the best support in managing PERHILITAN's operational uptime and efficiency. The body looks like a tipper bucket that doesn't tip. It is tailor-made to meet PERHILITAN's requirement. It is a special combination of two main materials: Steel and Wood. The body is designed with a very robust structure, whereby the side doors can be opened, depending on PERHILITAN's operation requirement. The side doors are normally used as bridge to allow the elephants to simply walk into the cargo body. The body is constructed by a very experienced body-builder with some 40 years' experience. The main concern when designing this body were the special wood required for the flooring and the design of the body's foundation base. This XT truck is also equipped with a suit of four cameras at the front, rear, and inside open cargo to monitor the elephants during transportation. The truck is also fitted with a 300L water tank with pump to wash or cool the elephants.

Evaluating the vehicle, PERHILITAN's staff praised the vehicle for the ease it can be operated with. No special skill is required to handle the Scania XT truck. The drivers are only required to understand the truck's features like differential lock, retarder, and Scania Opticruise gearbox to ensure a smooth and efficient operation. The operator's experience going off-road should be their most important skill set. The elephants weigh approximate four to five tonnes each, and PERHILITAN usually transports two to three elephants at one time (depending on the adult/infant sizes). In addition, PERHILITAN needs a higher capacity truck to perform their job as it sometimes involves going into thick jungles, driving off-road. Those transporting the animals, called “Elephant whisperers” may be required to stay in the jungle for few days while waiting for the wild elephants come out. To accommodate this, the Scania truck used is sporting a sleeper cab. In this condition this makes it a very safe and comfortable cabin. It is a must for those elephant whisperers to rest in comfort as their trips can take them all over the country.

Scania's XT range stands ready to take on the toughest challenges. The XT's signature steel bumper provides excellent protection for the components at the front of the vehicle, reducing unwanted downtime and costly cab and chassis repairs while improving mobility with its larger attack angle. The XT is also fitted with headlamp protection and integrated fog lamps in the bumper for driving in rough surroundings. The towing pin at the front provides a 40-tonne towing capacity and the robust side mirrors have a rugged, patterned surface that is scratch-resistant, helping the mirrors retain their high quality over time.



Safety comes as standard with the Scania XT with features such as Electronic Braking System (EBS) with Anti-Lock Braking System (ABS) and Traction Control, and additional safety such as Hill Hold to avoid the XT from moving when stopping on hilly roads and Daytime Running Light (DRL) for better visibility. PERHILITAN's XT truck also comes with a retarder to provide additional braking force for safety, and it reduces wear and tear of the disc brake pads.

Considering the mission, which is very different from most commercial transportation jobs, fuel consumption was not PERHILITAN's main concern. The useability of the truck to suit their operational needs was most important. However, Scania's trucks are well-known for their fuel efficiency, safety, driver comfort and performance. Testament to this seemed to be the willingness and speed with which the elephants hopped onto the truck during the hand-over. It looked like they too were enjoying their new ride. **T**





With more than 13 years of experience in DC fast charging ABB E-Mobility has an unparalleled reach with sales of more than one million electric vehicle chargers across more than 85 markets, over 50 000 DC fast chargers and more than one million AC chargers.

Before any such charging infrastructure can be installed, it needs to be developed to meet the marketing needs. The starting point is the question about what does it take to develop the charging infrastructure for trucks? Lee Jin Lee, Asia-Pacific Region Lead explained that the process, encompassing R&D, product development, as well as testing and validation of the solutions, may span a timeframe of approximately two years. Electric vehicles are fundamentally different from ICE-powered ones, and this is reflected in how different a E-Truck workshop and yards from the traditional ones for instance.

Besides the workshop being different, Fleet Management Solutions will be different. ABB E-Mobility have the possibility to bring a transformative element with its remote diagnostic capabilities for EV chargers, supporting better operational planning. Additionally, the company also introduced sequential overnight charging solution, redefining traditional approaches. This shift also prompts a holistic review of energy infrastructure, integrating considerations for grid capacity with solar and battery energy storage system – an aspect often neglected in conventional depots. As ABB E-Mobility is not the only

Putting the Infrastructure into Electric Fleets

Going hand in hand, electric trucks require a new type of workshop and yard. ABB E-Mobility shares insights on what it takes to prepare operations for the electrification of fleets.

With the advent of electric drivetrain solutions comes the need to also have a network of charging stations. Similarly, to the common petrol stations, these need to have sufficient coverage throughout a country to ensure that fleets have access to the energy to keep them going. To find out what it takes to put the infrastructure for electric commercial vehicles in place, Asian Trucker spoke to ABB E-Mobility. ABB E-Mobility is a global leader in electric vehicle charging solutions, with the highest uptime and largest installed base of DC fast chargers in the market. ABB E-Mobility's vertically integrated offering includes the widest portfolio of AC and DC charging hardware, a range of digital services and advanced energy and fleet management solutions. Using critical cloud-based connectivity, ABB E-Mobility can provide 24/7 remote monitoring and diagnostics.

supplier of charging infrastructure one should also analyse the offerings from the other players as there are significant differences in the quality and performance of chargers. “Several low-cost competitors have entered the market with their charging hardware. However, the reliability and after-sales service of these offerings are yet to be proven. In mission-critical operations, uptime is paramount,” Lee pointed out. The market features numerous players from the European Union and China, making it challenging for fleet operators to discern the extent of serious contenders, with only a handful standing out.


Many transporters wonder if they need twice the space for now in their yards. Lee said “No, not exactly. Our system features a split design with an overhead cable management system designed to maximise space efficiency. The power cabinets can be situated up to 100 meters away from the dispensing guns, with each cabinet strategically mapped to serve four dispensing guns.”

The optimal solution varies based on factors such as the battery size of the truck fleet, fleet size, operational schedule, grid capacity, and the power output of the chargers. These factors need thorough examination in relation to the grid capacity. It's important to note that there is no one-size-fits-all standard solution.”

In order for workshops to prepare for the electrification of truck and bus fleets, there are several considerations. Implementing a successful E-truck/bus fleet management strategy requires a nuanced understanding of the fleet's model and make, tailoring solutions to specific needs. Simultaneously, ensuring grid capacity and establishing an organized operational schedule are crucial for seamless integration and efficiency. Equally significant is assessing scalability for future growth, creating a comprehensive and adaptable system. Lee believes that this approach would position for both current success and future growth in E-truck/bus fleet management.

To reduce dependability on the grid and to become more sustainable, companies are increasingly installing solar panels. These can be part of an integrated solution for a workshop or yard when it comes to the overall set-up. The solar energy can be harnessed from the panels and stored on the Battery Energy Storage System, effectively mitigating grid limitations and enhancing the charging infrastructure. When specifying chargers for the depot/workshop, it's crucial to consider the fleet's battery size, the number of vehicles, and grid limitations. Tailoring the chargers

to the operational schedule ensures efficient charging during peak times and downtime.

When assessing costs, it is crucial to consider various aspects such as M&E, civil works, charging infrastructure, and maintenance including spare parts. Additionally, if applicable, factoring in the costs associated with service level agreement is essential for a comprehensive financial evaluation. Although early adopters are already adding electric vehicles to their fleet, others may be reluctant. The development of BEV trucks for instance has been accelerating. One could be debating if it is better wait for now as technology will rapidly evolve and what is being added to the workshop now will be obsolete very quickly. Lee has a solution for this conundrum “In navigating the evolving realm of EVs, a symbiotic relationship between automotive OEMs and charging infrastructure emerges as a key determinant of market success. Being proactive in acquiring a comprehensive understanding of EV technology positions operators advantageously, ensuring preparedness for the widespread adoption of electric vehicles.” With a product life cycle lasting a decade, this underscores the significance of staying technically adept to thrive in the dynamic landscape of the EV industry. 



Mercedes-Benz Trucks Battery Electric Long-haul eActros 600





Mercedes-Benz Trucks has unveiled the series version of the first battery-electric long-haul truck with the three-pointed star. With this heavy-duty electric truck, the manufacturer plans to define the new standard in road freight transport – in terms of technology, sustainability, design and profitability for e-fleet operators.

The high battery capacity of more than 600 kilowatt hours – hence the model designation 600 – and a new, particularly efficient electric drive axle developed in-house, enable the e-truck to achieve a range of 500 kilometres 1 without intermediate charging. Therefore, the eActros 600 will be able to travel significantly more than 1 000 kilometres per day. This is made possible by intermediate charging during the legally prescribed driver breaks – even without megawatt-charging. Around 60 percent of long distance journeys of Mercedes-Benz Trucks s customers in Europe are shorter than 500 kilometres anyway, which means charging infrastructure at the depot and at the loading and unloading points is sufficient in such cases.

The eActros is packed with innovative drive technology, including Predictive Powertrain Control. Mercedes-Benz Trucks has developed a new 800-volt electric axle with two electric motors and a fourspeed transmission specifically for use in heavy-duty long-haul transport. The electric motors generate a continuous output of 400 kW as well as a peak output of 600 kW and ensure powerful acceleration, high driving comfort and high driving dynamics. The full motor output is available most of the time with almost no interruption in torque.

The eActros 600 features the tried-and-tested Predictive Powertrain Control (PPC) cruise and transmission control, which is specially tuned to the electric drive system. The anticipatory drivetrain control automatically takes into account the topography, course of the road and traffic signs for the most efficient style of driving. Route information from the navigation system is now included to facilitate better recognition of the situation on the road ahead. This allows the driver to avoid unnecessary braking, accelerating and shifting and to exploit the battery energy as efficiently as possible. **T**

MIROS' Collision Prevention System



instances of SCE (Safety Critical Event) and SBE (Sudden Braking Event) and found that both had significantly dropped. The number of SCE dropped by 57.2 percent while SBEs dropped 67.3 percent. The number of potential crashes avoided was recorded at 899 instances in the three months the units were installed on the vehicles.

A promising level of operational capacity of MCAS was observed. Based on the preliminary data collected and analyzed to date, MCAS appears to demonstrate strong safety benefits to warrant larger-scale deployment both within Malaysia and beyond. A surprising side-effect could be observed as the MCAS can help riders to develop safe riding skills, such as being more aware of their surroundings and anticipating potential hazards. MCAS helps riders to gauge safe gap, to maneuver around sharp bends, and to apply safe speed management. Riders reported that MCAS increases risk appreciation and reduces likelihood of risk taking (e.g. lane filtering, etc.). The immediate and prompt warnings provide feedback on riding behavior, such as tailgating or speeding. **T**

Through the analysis of road crashes, we know that road crashes between motorbikes and heavy duty commercial vehicles are the most severe, most likely to end with a fatality. Although such instances do not make the bulk of the accidents reported, this situation deserves special attention because this scenario is so deadly. One of the common instances is when a biker slams into the back of a truck parked on the emergency lane on the highway. Conditions are usually stacked against the biker: it is night, there is not enough light to make the truck visible from afar and the biker is travelling at high speed.

To address this particular issue, MIROS (Malaysian Institute of Road Safety Research) started a project in 2019, which is coming to bear fruits now. Purposefully named, the MIROS Motorcycle Collision Alert System (MCAS) has exceeded expectations. The idea was to use LIDAR (Light Detection and Ranging) to detect stationary objects in the path of the biker. The creation of a cost-effective system was possible due to the drop in prices for LIDAR systems in recent years. After the lab test by MIROS, the team around Mohd Khairul Hapiz Ibrahim, MCAS Project Lead, MIROS, involved 32 volunteers who would test the system in their daily lives.

How it Works

MCAS is a pre-collision warning system based on LiDAR and it can be retrofitted to a wide range of motorcycle models. The MCAS system is designed to detect a vehicle/object in the forward direction within 200 m range. It will activate automatic audio and visual alert to alert the rider should there be an obstacle in the way. The intensity of alert activation is based on the time to collision (speed and distance to hazards). There are two alerts: one visual via LED lights and one buzzer. The LIDAR sensor will have to be installed forward-facing on the front of the bike, whereas it has to be perpendicular to the ground. It has been reported that some bikers managed to recalibrate the LiDAR when it was not working properly (e.g., change in mounting angle, etc), making it work perfectly.

Field Test Results

Putting the MCAS system to the test, 32 bikers trialled it. There were 18 different bike models, from 100 to 600 cc, going a total of 78 000 Km on the road, clocking over 7 500 hours driven with the MCAS. MIROS evaluated the data looking for



VISUAL SIGNAL OF IMPENDING IMPACT



HEART OF THE MCAS - FRONT-FACING LIDAR



COLLISION AVOIDED (CAR TO SIMULATE A STATIONARY TRUCK)

Shell, KPD and Scania Driving the Shift in Reducing CO2 Emissions with B100 Biodiesel

Shell Malaysia Trading Sdn. Bhd. (Shell Malaysia) today launched the pilot test of the first pair of Scania road tankers, operated by Konsortium Port- Dickson Sdn Bhd (KPD), which will operate using B100 Biodiesel. The ceremony was officiated by Mr. Shairan Huzani Husain, Managing Director of Shell Malaysia Trading and witnessed by Ms. Heba Eltarifi, Managing Director of Scania Southeast Asia, Mr. David Lantz, Driving The Shift Director of Scania Southeast Asia and Mr. Richard Tee Chu Wong, Managing Director of Konsortium Port Dickson Sdn Bhd.


Supported by the Malaysian Palm Oil Board (MPOB) and the Ministry of Plantation Industries and Commodities (MPIC), Shell Malaysia is collaborating with Scania and Konsortium Port Dickson Sdn Bhd (KPD) to pilot test the road tankers in an effort to lower carbon emissions. "Long-term decarbonisation of transportation depends on electrification. Alternatively, switching to renewable fuels from fossil fuels can drastically lower carbon emissions in vehicles with internal combustion engines to help companies achieve Environmental, Social and Governance (ESG) goals. All Scania diesel vehicles that are sold in Malaysia are FAME-prepared to operate on any blend of biodiesel, ranging from B10 to B100," stated Eltarifi.

Scania is the first to make it a standard for all their vehicles to be FAME-prepared up to B100 since 2019. The purpose is to drive the shift towards a sustainable transport system as part of the Science Based Targets initiative (SBTi). With over 25 years of development, Scania offers the broadest range of engines available on the market that are suitable for running on both renewable and fossil fuels to help achieve carbon reduction, as set in SBTi, and Biodiesel100 is one of them.

"The pilot test represents a major advancement in Shell Malaysia's history as we introduce two KPD Scania road tankers, each with a capacity of carrying 35 000 and 47 000 liters of fuel, powered solely by B100 Biodiesel. We see its potential



scalability in contributing towards achieving our net-zero ambition targets in Malaysia," stated Mr. Shairan.

"Reducing emissions across our whole value chain, notably from our vehicles, is essential to managing Konsortium Port Dickson's climate impact and risk mitigation as a leading bulk petroleum carrier. With our Scania trucks, we can define the areas that need to be prioritized in order to reach our carbon reduction goals," said Tee. 



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Protecting the Heart of the Operation

The selection of the right parts and components can make a big difference for a transporter as learn from a veteran of the industry

Arriving at their yard, one can feel a sense of urgency. It is a busy yard with trucks coming and going and staff going about their business with focus and dedication. With a fleet of 130 trucks, Chan Pak Keong, Executive Director L.T.S. Haulage Sdn Bhd, handles fast moving consumer goods (FMCG), which explains why there is such a hive of activity: These goods have to be moved on time. Transporting these goods all across the peninsula, L.T.S. Haulage has built itself a reputation of being dependable. Chan spoke to Asian Trucker about how this reputation was earned by being a service provider that their customers can trust.

The operations started in the 1970s. It was Chan's most memorable moment when his father handed him a number of trucks to start his own business. Back then, the business was called Lorry Transport Services, which was later shortened. "With these trucks came the obligation to ensure that the business is successful, as it was passed to me by my father and I can't let him down." From there stems Chan's ambition to ensure a high uptime of his fleet. Typically, goods will need to be moved with short notices of around 24 hours; oftentimes clients require their goods to be moved on the same day. Chan said that it is not unusual to be needing to outsource some jobs as his own trucks are fully booked.

"We found that filters are really important parts in trucks. For example, we are now running on Diesel with ten percent content of Biofuel. This means that there is always water contained in the fuel and we need to separate that before the Diesel is being injected into the combustion chamber," Chan explained. Thus, all of L.T.S. Haulage's trucks are equipped with Hengst's Blue.maxx. When Biodiesel was introduced, Chan, together with Allegiance Malaysia, researched this topic to understand how this will impact the operations. Based on the recommendation of Allegiance Malaysia, Chan then went to use the Blue.maxx for all his trucks.

What Chan found out is that the Blue.maxx has a more effective filter medium compared to others. The investment is worth it as a damaged fuel injector is expensive while such a damage also results in significant downtime of the truck. Together with the use of other higher quality filters and lubricants, Chan is servicing his trucks every 30 000 kilometres, which means that the vehicles will come in less often for service. "What we found is that the fleet overall has fewer injector problems," he summarised.

Asked about the choice of oil and air filters also being Hengst, Chan said that "To us, the engine is the heart of our business and we cannot afford to put that at risk." Through this, the service intervals have been stretched, meaning



that the vehicles only need to come in for service every two months. Another aspect of the high uptime is that Chan is able to attract good drivers as well maintained and dependable trucks mean that drivers can earn a good salary since they are paid per trip. According to him, the trucks are also replaced before they start to become more prone to breakdowns.

Just as his clients trust L.T.S. Haulage as a reputable provider, Chan himself urges only buy from reputable parts suppliers and to insist on originals. Although price pressure and increasing cost are challenges he and others are facing, in his view the alternative is more costly when cheap or even counterfeit parts fail. An aspect he pointed out is that L.T.S. Haulage is focusing on safety, having trailer EBS and cameras installed on their trailers. Chan is convinced that higher-quality parts add an additional layer of safety as there is less chances of failures resulting in potentially dangerous situations. **F**



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Better Still: Awesome Trucks



lead the way in Rawang's commercial vehicle landscape. "We anticipate that this dealership will not only meet but exceed the expectations of our valued customers, Sim added.

The inauguration of the Fuso 3S dealership in Rawang is a testament to the collective efforts, foresight, and dedication of Hap Seng Trucks Distribution and Awesome Trucks Enterprise. "Together, we embark on a journey of excellence, aiming to elevate the commercial vehicle industry in this dynamic region," Chiam stated. He told Asian Trucker that the clientele is comprised of the factories surrounding the dealership as well as small traders, both of which depend on reliable and cost-effective transport solutions.

In conclusion, on behalf of Hap Seng Trucks Distribution and Awesome Trucks Enterprise, Chiam thanked all attendees for their presence, hoping to continue to earn the trust and support for their business trucking needs.

Sim thanked Awesome Trucks for their trust in HSTD and the Fuso brand and is hoping that the two partners can now move forward with confidence and determination as they mark the beginning of a prosperous partnership. 



The sun was just coming up on the 27th October 2023. The crew of this Fuso dealership putting on the final touches, Awesome Trucks Enterprise readying the recently upgraded facilities to celebrate the grand opening of the new Fuso 3S dealership in the vibrant township of Rawang, Selangor. This moment marked a significant milestone for both, Hap Seng Trucks Distribution (HSTD) and their esteemed dealer.

The choice of Rawang as the location for this dealership is strategic and forward-thinking. This township, nestled in the heart of Selangor, boasts a thriving economy and a growing industrial sector. Its accessibility and proximity to major transportation hubs position it perfectly for the distribution and servicing of high-quality commercial vehicles.

Derrick Sim, Chief Executive of Hap Seng Trucks Distribution Sdn Bhd said, "Awesome Trucks's unwavering commitment to deliver exceptional service and premium vehicles aligns seamlessly with the values that Fuso stands for. This partnership represents a union of shared vision and mutual respect. This is to ensure that our customers in Rawang and its surrounding areas receive nothing short of excellent customer experience." The upgrade to a 3S facility is in line with future strategic plans. One of which is the expected upgrade of Fuso's vehicles to a higher emission standard in the first half of the year 2024.

Success in this venture hinges on several critical factors. First and foremost, a deep understanding of the local market dynamics and the needs of our customers is paramount. Awesome Trucks has demonstrated exceptional market intelligence and a keen insight into the demands of businesses in this region. This foresight positions Awesome Trucks to provide tailored solutions that will propel both their dealership and Fuso to new heights.

Furthermore, effective business development is essential for sustainable growth. Through innovative marketing strategies, strong customer service, and a relentless pursuit of customer satisfaction, Fuso Trucks through Awesome Trucks is poised to

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Modern Isuzu 3S Facility Opens in Kluang



Featuring the latest and most complete range of facilities, a modern and refreshing retail experience, and a comprehensive inventory of spare parts, the latest Isuzu 3S facility opened on 25 November 2023 in Kluang and ready to receive its maiden customers.

The outlet operated by Jumbo Arena Sdn Bhd showcases Isuzu Malaysia's latest corporate identity while providing a complete spectrum of sales and after-sales facilities to support the increasing population of Isuzu owners in the Kluang area.

The new Isuzu 3S Centre was officially opened by the Chief Executive Officer of Isuzu Malaysia Shunsuke Okazoe who commended the management of Jumbo Arena for their foresight and commitment towards growing the Isuzu business in Johor.


"Having started operations here from a shop lot just four short years ago, the opening of this momentarily comprehensive Isuzu 3S Centre here today is testimony to the hard work and dedication that the Jumbo Arena team has put into developing the Isuzu business here in Kluang," said Mr Okazoe.

The Isuzu Kluang 3S Centre levels-up the retail experience by offering the latest array of hardware and software under one roof. The spacious showroom can hold two display vehicles and environmentally-friendly digital information panels offer quick and easy referencing to the various Isuzu models available, be it for lorries or pick-up trucks.

Customers waiting for their vehicles to be cared for can enjoy the relaxing space of the customer lounge where charging stations and refreshments are available. With five service bays available, vehicle turn-around time is kept to the minimum.

Speaking on behalf of Jumbo Arena, Managing Director Mr Yeo Ann Seong acknowledged the support of the folks in Johor and the dedication of his team for the success of his business there.

"We are very fortunate to have built an early network of customers who supported us when we made our humble start here in Kluang. Today, I am glad that our team is able to offer our customers with a more complete Isuzu experience, helping them stay mobile whether it is for business or pleasure," said Mr Yeo.

The Isuzu Kluang 3S Centre is located at 16, Jalan Bintang 1 86000 and operates between the hours of 9am and 6pm daily. 





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marks the time when costly and extensive repair and maintenance will come into play.” His estimation shows that the new trucks can generate more sales as the uptime can be expected to be significantly higher than with the perceived cheaper vehicles. A service and maintenance contract is to be added, whereby Vissnu is currently still in discussions regarding the extend of the coverage. However, “you have to add this. Otherwise, it makes no sense to invest in such a sophisticated machinery,” he added.

Another issue that Vissnu addressed is the fact that the trucks he purchased from MAN now are specifically designed for the local climate and conditions. Used trucks may be European makes, but they are oftentimes specified for duty in colder, less humid climates. Vissnu acknowledges that the purchase of a new vehicle is a bigger up-front investment; however, the estimates that the return on the investment will kick in within two to three years. At that time, the vehicle will still not have reached the 500 000 Kilometer mark and thus still delight the owner with high uptime. In addition, L&R Haulage wishes to set an example by using the most environmentally friendly trucks, thus the decision for the EURO V engine, and with it, MAN, was made.

To gain first-hand experience, Vissnu will typically drive a new truck for a couple of days himself. This way, he will develop an understanding of the truck’s performance, fuel consumption and handling. Currently, he has his drivers arguing over who should be allocated the vehicle as everyone would want to have a new truck to drive. In his view, the fact that the sleeper cab is extremely comfortable adds to the safety on the road. “Our drivers are out stationed most of the time and they have to get sufficient and quality rest.” A well-rested driver is one that is more alert; the comfort on board plays a significant role in fatigue management. Vissnu laments that the facilities along the highways are not always sufficient and thus, operators would have to compensate for this by offering a comfortable workspace in the vehicle. “Imagine, if you cannot find a space in one R&R, you have to continue driving and that is when fatigue can set in as they have already driven for a long time.” **F**

Picking the Right Asset for the Job

Any time a new truck is commissioned and passed to the new owner is a special moment. However, in some cases, the collection of a vehicle also ushers in a new era for the owner. Using the colours found in the Malaysian flag, Operator and truck stand gleaming, ready for the first trip. In the case of a recently collected MAN truck, Mr Vissnu A/L Rengasamy, Director, L&R Haulage Sdn Bhd, has a few insights to share on how he came about ordering this truck.

“Although this is only one of two trucks we have ordered, it is special. It is a milestone as this is the first truck we ever buy brand-new,” he told Asian Trucker. Previously, L&R Haulage would depend on rebuild and reconditioned vehicles. Having analysed the performance of the such trucks, Vissnu has decided to make a change. Through the addition of new trucks, he is trying to make a case for this decision as he is expecting the productivity of the company to increase while at the same time reducing maintenance cost. “Overall, I hope to be able to serve our customers better.”

From his experience, the number to keep an eye on is the 500 000 kilometre mark for a truck to have driven. “With rebuild or recon trucks it is a little bit like lottery as these vehicles may have seen a lot more milage already. This distance typically

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Kobe Trucks offers Quality Japanese Rebuilds

Rebuild trucks offer an alternative for operators that are starting out or require urgent additions to their fleets.

Hinting at the nature of business, Kobe Trucks Sdn Bhd is a Taman City-based company that has been principally engaged in the importation and re-building of trucks sourced from Japan. At the helm of the business is Mr James Ong, who made his mark in the industry by first selling remanufactured spare parts imported from Japan. In 2010, he decided to take the next step by advancing to sell rebuild and reconditioned trucks. Back then, there were fewer players offering this kind of products, which he saw as an opportunity that could be exploited. This coincided with the abolishing of a ban of rebuild trucks in the country.

“The name stems from where we mainly source the trucks. There is a concentration of businesses in Kobe, Japan, where we can purchase trucks through auctions. We are dealing mostly with Japanese trucks,” he said. Ong focuses mainly on Japanese trucks as he is most familiar with the market and the vehicles. Nowadays, spare parts needed for the refurbishment of the trucks are sourced from various sources in Malaysia. “Typically, the engine and gearbox are still in very good condition when we purchase the vehicles. There are a number of limitations imposed by the Malaysian government as to what is permitted to be imported. What we mainly have to worry about is the other components.”

Ong is capitalising on the Japanese culture and practices when it comes to maintaining the vehicles. The trucks he sources come with impeccable service records. “The conditions of the trucks from Japan is always top notch.” During auctions, the entire service history is presented, including the smallest repairs of tiny knocks. However, Kobe Trucks offers a three-months warranty on their vehicles.

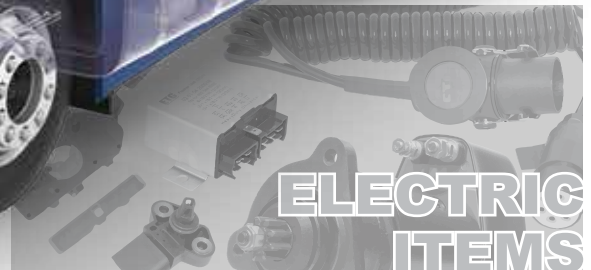
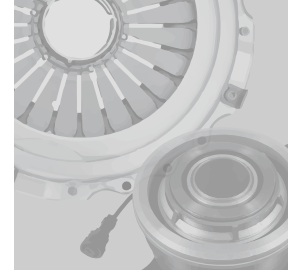
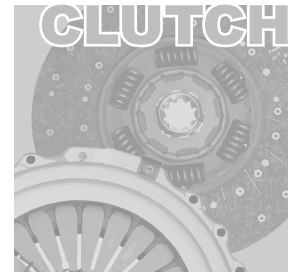
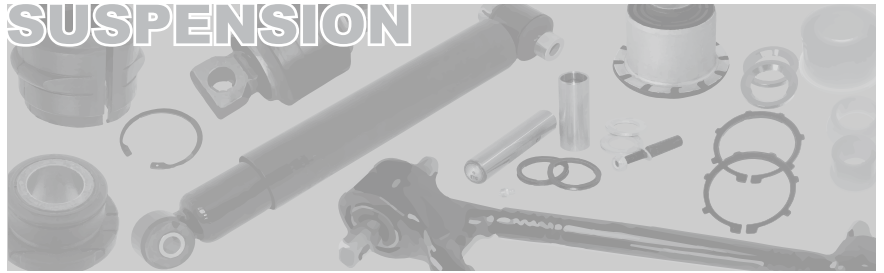
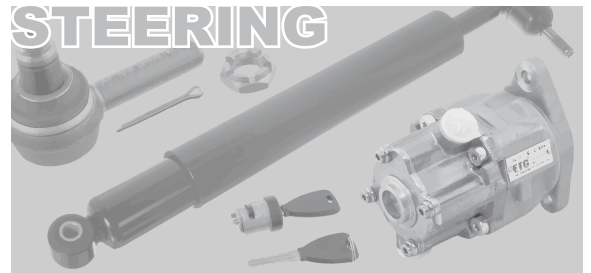
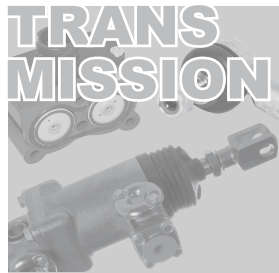
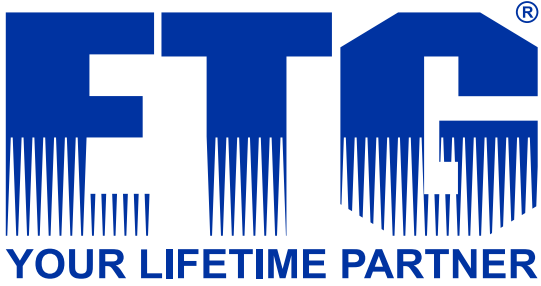
The process of bringing the trucks is quite stringent. The importation of the vehicles is then carried out in compliance with the rules and regulations set out by the Malaysian government. Every year, a quota is set for how many

such vehicles can be imported into Malaysia. One difficulty that Ong is identifying is that he cannot always source according to customer's orders. Oftentimes, it works the other way in the sense that a customer can only purchase stock on hand.

“This is can be a difficult business, as we don't know much in advance what trucks there will be available at the auctions and what the local demand here might be. It can be tricky to match the supply with demand,” Ong said. He relays how his trucks, purchased in Japan, could take up to a year to reach the client if there are difficulties getting them out of the port. As others may have the same problem, suddenly, the market could be flooded with used vehicles as everyone receives their containers simultaneously. Ong opined that it is not the actual re-assembly that is difficult as everything is clearly labelled, and the technical principles behind all trucks is similar. In case technical information is needed, the partners in Japan are able to access workshop manuals.

Many of Ong's customers are repeat customers. Typically, it is young companies that are looking for a cost-effective asset to get the business started or the sudden urgent need for a specific type of trucks. As Kobe Trucks will have ready-stock of certain trucks, one can deploy them quickly. Besides these rebuild vehicles being cheaper, being Japanese brands, there is ample supply of spare parts. According to Ong, these are the two main advantages of purchasing a rebuild truck. **T**





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Automechanika Shanghai 2023: A Glimpse into the Future



With a significant increase of exhibitors, the event welcomed crowds back and offered a snapshot of what the future of mobility will have in store.

Conflicting Views: Clear Direction

With the rapid adaptation of electric drivetrain technology, one view expressed is that traditional mechanics might soon be finding themselves in search for a new profession. It has been argued that the way electric vehicles are being maintained will be resulting in less work for the technicians to be carried out during scheduled services. However, as became clear through the seminars and presentations held during the Automechanika Shanghai, there will be an increased need for highly trained and specialised (new) jobs. The highly sophisticated technology already found in electric vehicles will need to be serviced by specialised personnel. Having spoken to Olaf Mußhoff, Director Automechanika at Messe Frankfurt, Asian Trucker learned that the event series is going to reflect this going forward. Speaking on behalf of the entire management team involved in Automechanika, Mußhoff relayed that upcoming events will highlight more on technology and service providers for technology than parts as an acknowledgement of the current shift in mobility.

Picking representative brands to demonstrate the current market development, a number of exhibitors stood out.

Exhibitor Focus: BASF

As a global leader in the industry, BASF is committed to delivering cutting-edge chemistry-powered solutions that drive the future of mobility. From advanced materials, fluids and coatings to sustainable technologies and solutions,



From 29 November to 2 December 2023, Automechanika Shanghai opened its doors for the 18th edition, housing more than 5,300 exhibitors in over 300 000 sqm of the National Exhibition and Convention Center (Shanghai). Globally recognised as one of the most influential platforms for the automotive industry, the exhibition remains steadfast in its commitment to supporting business growth and navigating market transformation. Amongst some 60 fringe events, the debuting International Automotive Industry Conference 2023 Presented by Automechanika Shanghai, was a major highlight; it included a series of events that zero in on the developments and advancements within specific sectors.

Shifting Focus

Arriving in Shanghai, one thing is very obvious: electric vehicles are taking over. Battery Electric Vehicles are dominant in the streets of the metropolis. Citizens of Shanghai are also ditching the bicycle in favour of electric scooters. This trend is reflected in what Automechanika Shanghai 2023 had to offer with large numbers of exhibitors now shifting their attention to this new technology. As the drivetrain is changing, it is widely accepted that there are fewer components in an electric vehicle. However, at the same time, there is more complicated and sophisticated technology on board.



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our comprehensive portfolio is designed to empower automotive manufacturers and suppliers to create the next generation of vehicles that are safer, more efficient, and more environmentally friendly. Representing BASF as Director, Business Management Formulation, Fuel and Lubricant Solutions, Performance Chemicals, Mr Krzysztof Patryk Stolarzewics spoke to Asian Trucker about their offering as shown at Automechanika Shanghai.

“We are addressing the needs for coolants, brake fluids and coolants. Especially when it comes to electric vehicles, coolants are highly important and that is what we showcase here at the show,” he said. With the boom of this drivetrain technology, BASF has also recognised that there needs to be a new type of coolants that is suitable for BEV. Stolarzewics explained that a key aspect of coolants for BEV is that they need to be of low conductivity. In fact, as he demonstrated, there is an increased need for coolants for BEV, contrary to the common believe that BEV will do without fluids altogether. Systems are bigger and there are more components requiring specialised fluids present in BEV.

The fluids on board a BEV itself also need to be engineered to specific needs. Especially when it comes to the batteries, the quality of fluids used in and around it can impact the longevity of the battery pack and the capacity of it. A direct connection can be established between the fluids and the performance of the BEV. “It can be noted that the Chinese brands related to BEV have made big strides forward in tandem with China booming when it comes to electrification of mobility.” However, Stolarzewics is confident that German brands will remain strong as they enjoy being reputable for high quality products.

While BEV are becoming more and more popular, the ICE will remain a mainstay of the transport industry. Here, BASF is offering fuel additive to enhance the performance of heavy-duty trucks. “This is required as in many countries in the Asian continent the Diesel quality is not of a quality as needed for modern engines.” Echoing others, he also opined that many applications may not be suitable for electrification and that therefore we will still need Diesel and additives for a long time.

With autonomous vehicles on the horizon, fluids are slipping into the limelight. Being able to transmit impulses faster than copper, they are better suited to be used where fast reactions are needed. Corrosion protection is another aspect that BASF is placing emphasis on as the ability to protect the systems from corrosion and thus failure is critical. Although Stolarzewics admitted that such technology may not be available for all types of vehicles, it is one area that has tremendous potential.

Exhibitor Focus: Rheinmetall

Presenting a new brand structure, Rheinmetall was well positioned in the Automechanika Shanghai to promote the individual pillars of the business, namely Rheinmetall, Pierburg and Kolbenschmidt. Dr Oliver Lazar, Managing Director MS Motorservice Trading (Asia) Pte. Ltd met with Asian Trucker to explain how the separation of the piston business, under the Kolbenschmidt brand, is supporting the overall direction of Rheinmetall in view of electrifying mobility. “Within the Rheinmetall conglomerate, we are now positioned in the material and trade division. This

allows us to better push for technology development for example for new propulsion technology.”

With the push for electrification, it may be the dawn of the piston for combustion engines. “Therefore, we are splitting off the piston business. Pistons will still remain an important item for the aftermarket however.” Exhibitions, like Automechanika Shanghai, play an important role for Rheinmetall as these platforms allow for an effective and coherent way to communicate with the market. In particular, Lazar was happy to have physical events again after the pandemic as nurturing business relationships is crucial and there is no better way than having a look and feel. “We are glad that we can have events again as these are the occasions where we meet our partners from all over the world, not just one market.”



Automechanika Shanghai 2023 hailed as a resounding success with a 16 percent increase in visitor numbers breaking all-time record

Shanghai, 5 December 2023. The 18th edition of Automechanika Shanghai, which took place from 29 November to 2 December 2023, recorded an overwhelming surge of participation in its return to the host city. Attendees praised the show’s emphasis on innovation, not just in terms of breakthrough developments, but also upgrades to traditional solutions, which have an ongoing foothold in the market.

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Study Visit to Sendok Group – Introduction to the Industry

Making the industry accessible to young students, Sendok Group hopes to attract more talent to the industry. A recent visit by a Japanese group of Student shows that there is a need to promote the commercial vehicle industry.



Sendok Group, through its network of affiliates and subsidiary companies has dealings with the Japanese market. Primarily, Sendok Group liaises a lot with Japanese companies especially the refurbished auto parts and ELV technology through its entities, such as Sungai Sendok Holdings Sdn Bhd, Eco-R (Malaysia) Sdn Bhd, BV Tradings, and S Companies. Recently, a group of Japanese students visited Sendok Group as part of their curriculum.

As the industry is lamenting that there is a lack of talent and youngsters may look at other career options, this initiative is part of an on-going push for the industry to be made accessible by the Kapar-based business.

“We have a long business history with our Japanese counterparts and thus our company was nominated to be one of the visiting companies by the Japanese Lecturer and Students,” said Wesley Gwee, Commercial Vehicle Manager, ECO-R (Malaysia) Sdn Bhd. The visit was part of a tour of several companies the students visited while in Malaysia. Faculty members and students were visiting to understand the importance of business relationships between international companies. It was to be one of their practical experiences. “They

came to understand our company and our business relationship with Japanese companies; to have an overall idea of how the business world look like,” Gwee continued.

In particular, the visiting group got to understand the real business world with a focus on the used auto parts and automotive industry. During the visit, they had the opportunity to interview the stakeholders and representative of the company to get an insight of how the company functions. Practical business tips were also imparted during the session.

Students are enrolled in International Studies, English, Business and through the university have ties to Nippon Express Malaysia. A number of students will be interning at Nippon Express, which is an annual programme for exchange students to gain experience in the field.

As part of their CSR initiatives, Sendok Group regularly welcomes students and researchers from local universities. However, this was the the first time Sendok Group received overseas students. Among the management of Sendok Group it was concluded that there should definitely be more such opportunities to share practical knowledge and to instil automotive interest among students and youngsters.

“We also welcome students from automotive schools to apply for practical training or interning with us. We do have a number of vacancies and would be gladly welcoming newcomers to the industry as we can train them according to our needs and strategic planning, Gwee concluded.”

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Visiting ISUZU Plaza



Take-away

Besides knowledge and understanding gained from the visit to the ISUZU Plaza, one can take home souvenirs and practical items from the merchandise shop. An assortment of toys, tools and quirky items can be obtained. Collectors may find interesting model trucks and buses to add to their inventory.

THE highlights of the visit could well be the miniature diorama and the fact that guides speaking impeccable English make the visit a memorable one. **F**



Opened in 2017 as part of the celebrations of the 80th anniversary of the establishment of ISUZU Motors, ISUZU Plaza opened next to the Fujisawa plant as a museum and showcase of the brand's philosophy and future plans. It is obviously a must-visit for any truck enthusiast visiting Tokyo.

History

To understand the current philosophy of the brand, one would need to understand the heritage of the product and the surrounding area. Having left an imprint on the vehicles, the history of the city of Fujisawa is equally important. The entrance area of the ISUZU Plaza offers educational exhibits to provide the background to the brand behind the trucks and buses.

ISUZU Vintage Collection

Stepping back in time, visitors will be able to get up close to the iconic trucks that ISUZU has produced in the past. Among the collection of vintage vehicles is a Wolseley CP, the first ever truck manufactured by ISUZU. Scattered throughout the museum are other vintage vehicles, engines and other artefacts telling the story of the brand.

Truck Manufacturing

A strong emphasis is placed on the production capability of ISUZU. A highlight is a miniature model of the production line, which allows visitors to see what an assembly line for commercial vehicles looks like. Together with the miniature diorama and interactive booths, like the spray paint station, let the visitor gain an understanding of how the parts come together and make transportation work.

Getting there

IMPORTANT: A reservation two days in advance may be required. Check website <https://www.isuzu.co.jp/world/plaza/> before you go.

You can get to the ISUZU Plaza by train. Get off at the Shonandai station on Odakyu Enoshima Line, Sotetsu Izumino Line or Yokohama Municipal Subway Blue Line. A free shuttle bus is available from Shonandai station. On foot, it is an easy walk of about 900 meters.

Who Gets to Drive the New Truck?

A new truck is delivered to the new owners. The question about the assigned driver for the vehicle arises. Should it be the younger, less experienced trucker that is going to be using the latest addition to the fleet or should seniority be the deciding factor? There are two different schools of thought here; I have my personal preference, but that may not be the correct answer in all cases either.

Essentially, a modern truck is designed to allow the driver to focus on driving. The latest developments in truck technology are meant to take away the stress from the driver and to channel the driver's energy into ensuring that the vehicle is driven in a safe manner. A lot of functions are automated and happen in a behind the scenes manner. For example, one truck maker measures vibrations in the steering column to counter them unless it is a deliberate action from the driver. Through the elimination of such micro vibrations, the driver experiences a lot less stress on the joints and muscles in the arms and shoulders.

Assigning the younger driver to the new trucks would mean that the driver can focus more on the road while letting the truck handle a lot of the work. Thus, with the increased attention on the road, the younger, less experienced driver would hopefully be less accident-prone. Perhaps, anxiety of driving the latest, most expensive truck also translates into a more defensive driving behaviour. I could see how someone would not want to be the one putting a dent into the new vehicle on one of its first trips as that would be very embarrassing. The other fraction could be to say that a younger driver should be given an older truck. Already used for many years, it may not be such a big deal if there is a dent more. For others, the key argument could be that an older truck teaches a younger driver better on how things are interconnected. Without the latest gizmos, an older truck requires more driving, more work from its driver. Some of us may remember when we had to double-clutch and there were splitter gears. Now, with all that taken over by modern engine management and smart drivetrains, a driver may not fully understand how each part plays a role and how driving behaviour affects each component.

One thing that we can observe is that modern trucks are much more comfortable. The latest cabin designs are clearly developed to be ergonomic and comfy. They have become rolling living rooms with a lot of amenities. Such a luxurious work station may be the reward for



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a long-serving member of staff. It may also be to compensate for the effects of aging: the stiffer joints, fatigue setting in faster and other ailments that may plague someone that has been working for decades. A new truck may be the pat on the back, the acknowledgement that one is a good driver, one that can be trusted with the latest investment.

Young entrants have choices and they, naturally, would also opt for comfortable working conditions. A new truck, with all the comfort added on, could be a deciding factor for a youngster to decide to join the truck driving workforce. Being given the latest truck might be a motivational factor; something to be proud of, something that shows the appreciation for the driver. This would, however, also mean that one has to assume that older drivers are content with what they have and that there is no jealousy.

In my time, I have heard arguments being made for either of these options. I also hear that drivers oftentimes have a say in the purchase of new trucks as they would want to have the latest and best there is available to them. However, I have also heard from drivers that they don't believe in all the new technology and that they prefer to be the ones that actively drive the truck. **F**

AkzoNobel Accelerates Carbon Reduction in the Vehicle Repair Industry

Collectively reduce our carbon footprint



The 24-hour event took place in Amsterdam from November 21-22. It's the latest collaborative innovation challenge launched as part of AkzoNobel's Paint the Future program, which aims to develop a shared approach to tackling climate change.

The company's aim is that, by going beyond linear thinking with its partners, transparency is created across the value chain. This will help pinpoint barriers and define possible solutions to accelerate carbon footprint reduction in the vehicle repair industry.

Launched in 2019, Paint the Future has established a strong collaborative innovation ecosystem with startups, suppliers, customers and other value chain partners. Its challenges and wide variety of programs have revolutionized sustainable innovation in the paints and coatings industry. **F**

A revolutionary initiative by AkzoNobel to reduce the collective carbon footprint of the vehicle repair industry was recently hosted. The Vehicle Repair (VR) Sustainability Challenge brings together strategic partners from across the entire vehicle repair value chain, including insurance companies, fleet and lease companies, body shops and original equipment manufacturers (OEMs).

DHL Express Expands EV fleet in Malaysia with Electric Bikes and Vans



With this, the number of e-vans in operation jump from 10 to 54, extending coverage to other states nationwide beyond Selangor, Kuala Lumpur, Penang, and Johor. It is expected that the further roll-out of the CAM EA4 and Foton iBlue to complement the existing group of CAM EC35 will lead to a 74 percent reduction in total fuel costs and 63.5 percent increase in carbon efficiency compared to the internal combustion engine (ICE) vans being replaced.

Plans are in place to transition 23 percent of all last-mile delivery vehicles in Malaysia to electric by end 2024. This would position DHL Express Malaysia squarely on track to achieve the Groupwide target of a 60 percent electric fleet by 2030. Fleet electrification is a key carbon reduction measure of DHL Group's Sustainability Roadmap as it invests EUR 7 billion in the current decade on the path to net-zero carbon emissions. The company has 29 200 EVs operating across its international network, of which 27 800 are involved in pick-up and delivery. **F**

DHL Express reaffirmed its commitment to clean mobility by adding 44 electric vans and seven electric scooters in Malaysia. This latest investment builds on the company's milestone of being the first in the country to deploy electric vehicles for logistics use in October 2022.

Intelligent iC Plus Running Gear Generation from BPW also monitors Tyres Pressure



Experience has shown that new regulations in the transport industry often mean more bureaucracy and increased costs. BPW is now turning the tables, using the new UN ECE R 141 regulation to provide vehicle operators with significantly more value and efficiency. The secret lies in the intelligent iC Plus running gear generation.

Anyone that is thinking about buying a new trailer should be aware of the UN ECE R 141 regulation: from July 2024, this stipulates tyre pressure monitoring systems or tyre pressure control systems for all newly registered trailers. As a leading specialist in running gear systems, BPW offers vehicle operators a wide range of legally compliant solutions – from simple to smart.

In its simplest configuration, the telematics box can trigger a warning signal in the driver's cab and send an email to the control centre. More informative is networking

with the market-leading transport telematics system Cargofleet3 from idem telematics: this displays tyre pressures in real time on the driver's smartphone and on the fleet manager's screen.

The savings in fuel and tyre wear with AirSave are so significant that the investment is recouped in less than a year. On average, a three-axle vehicle can save around 700 euros a year and 655 kilos of CO₂ – vehicle operators can calculate their own savings in euros and cents in a matter of seconds: The Online amortisation calculator from BPW takes into account individual factors such as vehicle type, mileage, number of tyres and much more. Not included in the calculation is the increase in driving and load safety, as punctures can have serious consequences.

The ability to measure and control tyre pressures is just one of the many cost-reducing features of BPW's new iC Plus running gear generation: the real-time detection of axle loads and analysis of vehicle utilisation offers vehicle operators a real leap in efficiency. As with tyre pressure control, the safety and efficiency benefits of axle load detection go hand in hand: the risk of overloading is reduced, which also eliminates any worry associated with official inspections.

Furthermore, iC Plus allows brake pad and performance analyses and digital maintenance management. **F**

“Talk to Us”: Asian Trucker adds AI-backed ChatBot to Website

You will notice our little animated “Guy” on the landing page of our website. This is an AI-Backed avatar, named “Stefan”. This is a unique ChatBot, using Speech-to-Speech technology. For now, this works on laptops only; the mobile version is in preparation. You can talk to it by activating your microphone (clicking on the Avatar), then you click on the microphone icon again, hold it and talk to Stefan. Release the mouse button to get your answer.

How does it work? Our AI uses a knowledge bank. We have uploaded a number of years' worth of our magazines and Stefan draws on the information stored in the knowledge bank. We are currently uploading all the material we have created in the past



13 years to form the source material for the bot. Current answers will draw on limited material, however, we are adding content as fast as we can.

In short: we are utilising our accumulated content to feed and train our bot to be a source of information for you, our readers. This way, you can obtain information about the industry without having to scour through volumes of our magazines.

What makes this ChatBot different is the speech-to-speech function. While you can also toggle to the written script, the main function is to use spoken language.

Conversations will be “recorded” and we will generate transcripts. If you have specific requests for us at Asian Trucker, we can then identify your notes and act upon them too. **F**

DAF XF 450 wins 'European Transport Award for Sustainability'

DAF Trucks has received the important 'European Transport Award for Sustainability' (ETPN) for its New Generation DAF XF long-haul series. The recognition adds to the impressive list of prestigious titles the XF series has collected, including the 'International Truck of the Year', 'Green Truck' and 'European Truck Challenge' awards. The ETPN, presented by the German newspaper Transport, is another confirmation of the outstanding qualities of the XF series.

The purpose of the European Transport Award for Sustainability is to acknowledge companies in the commercial vehicle sector that display and support commitment to sustainable practices. The newspaper Transport aims to demonstrate that responsible and sustainable initiatives can go very well together with efficiency and the competitiveness of a vehicle. With its elongated and highly aerodynamic cab, the New Generation

DAF trucks have set new industry standards in the areas of efficiency and sustainability, resulting in class-leading low fuel and AdBlue consumption.

Adding to the efficiency, are also long service intervals of up to 200 000 kilometres, the ultra-low oil levels in the axle bodies for minimum internal friction losses, the low vehicle weights and the intelligent Advanced Driver Assistant Systems like Predictive Cruise Control. Furthermore, the New Generation DAF truck series offers unrivalled direct and indirect view in their segments, guaranteeing the highest safety for driver and other road users. The driver comfort of the vehicles also sets new standards with the most spacious and luxurious cabs in the industry.

Christine Hartmann, Editor-in-Chief of Transport and a member of the jury, highlighted the significance of DAF's efficiency achievements, stating: "Diesel trucks remain at the forefront

in purchasing decisions. Therefore, it is important and right that manufacturers continue to enhance the efficiency of internal combustion engines. The numerous strong entries in the 'Conventional Drive Trucks' category demonstrated the commitment of all manufacturers in this respect. In the end, however, DAF's New Generation truck design concept, embodied by the DAF XF 450, was clearly the most convincing candidate for winning the award." **T**



JOST Wins I-nnovation Awards 2023 with Future-oriented KKS System



At the Solutrans, the biennial trade fair for haulage and urban transport professionals taking place in Lyon, the French Bodywork Federation (FFC) honors the industry's dynamism and vitality with the I-nnovation Awards. The award reflects the innovative projects from bodybuilders, equipment suppliers or providers of digital solutions,

whose goal is to drive change in the sector. The awards ceremony on 21 November revealed: JOST wins the I-nnovation Awards 2023 (Gold) with its future-oriented KKS System in the Equipment Suppliers category.

The KKS is a remote-control trailer hitching solution that automates the entire coupling and uncoupling process,

including air, electrics, and brakes. JOST's KKS combines efficiency, comfort, and safety on the road and for the drivers. It enables them to couple and uncouple semi-trailers via remote control without leaving the driver's cabin, automatically, safely and quickly. The driver is guided through the entire coupling process, with sensor technology providing live information on the KKS remote control throughout every step of the process. For example, the support plate sensor indicates that the trailer plate is touching, and the position of the king pin is also monitored by sensors. Climbing out of the cabin to manually open the fifth wheel, cranking down the landing gear and manually connecting the spiral cable, air and brake connections are all a thing of the past. With 50 per cent less time for the trailer change over, effectively halving costs per journey leg and truck, the KKS radically reduces the risk of accidents while also reducing the physically demanding aspects of coupling. **T**

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