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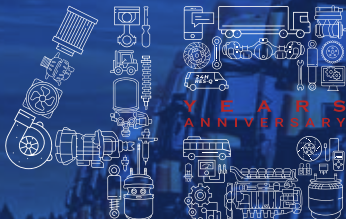
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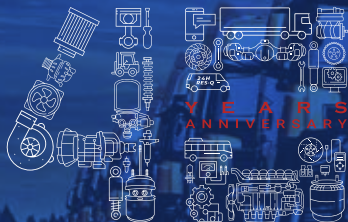


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Chassis
Double Layer

Rear Axle
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Transmission
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Chassis
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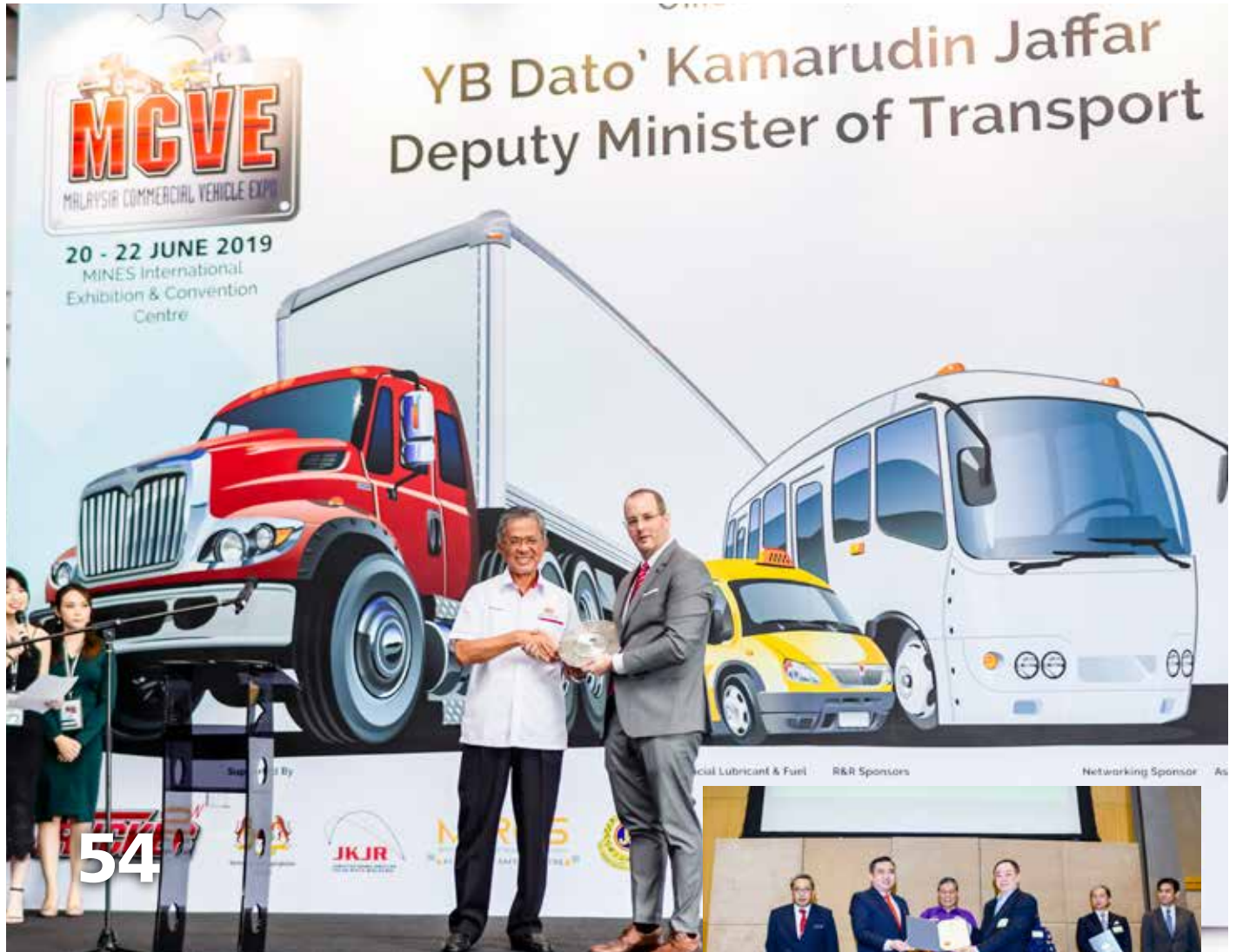
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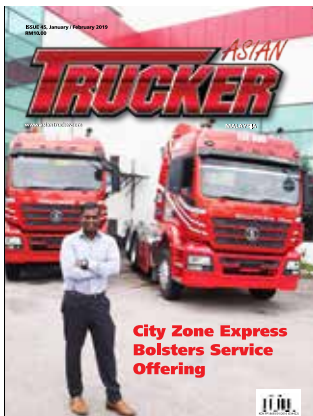
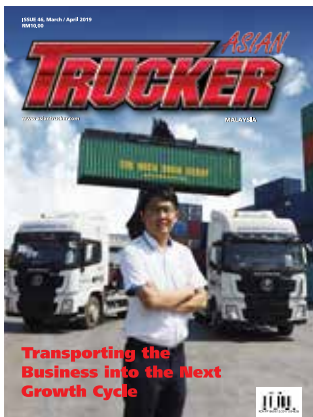
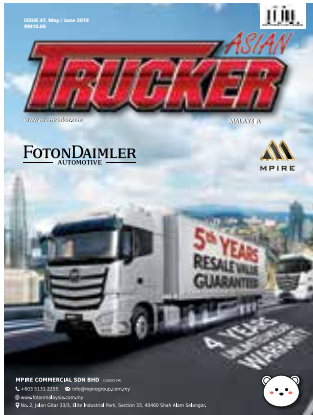
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PUBLISHED BY

Asian Trucker Media Sdn. Bhd. No. 27-1, Block C, Zenith Corporate Park,
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PRINTED IN MALAYSIA

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Remove Packaging to Reveal Sophistication

A long time ago, people simply sold their products. And those products looked pretty much the same. An axe was an axe. When one bought oats they bought from someone they liked or whose shop was the closest to home. Eventually, merchants started branding their wares. Today, a product may not be as good as another, but the brand is stronger. The next step in the evolution was to add sophisticated value-added services to these mostly generic products.

Trucks are Brands

As with any other item that one buys, trucks are also branded. In their simplest form, there

are European, Indian, Chinese and Japanese trucks. Even when produced in Thailand, the truck can still be Japanese, as in the case of the UD Quester. With these brand images come certain sets of expectations. For example, European trucks are expensive. Which brand is for you depends on personal preference, budget and the intended affiliation to a certain image. In June we saw a lot of companies branded together as "Exhibitors at MCVE 2019". All of them had not just trucks, buses and components to show, but also brand images to portray.

Add Sophistication

At the MCVE 2019, one thing became very clear: in order to be successful today, a company selling to the transport industry needs to have sophisticated offers beyond the physical vehicle. Scania demonstrated this with their Ecolution, which several transporters have signed onto. Next to them, Volvo introduced their 12-hour uptime promise, which puts their money where their mouth is. WABCO spoke to me about several new innovative offerings that are adding value to their clients while PETRONAS has seized the day by offering a mobile petrol station that can service clients at their doorstep. This and many more articles on these ideas can be found in this issue of Asian Trucker and I hope they are

beneficial for you.

Exciting Format

With all that, MCVE 2019 was not just a display of products and brands, but a true showcase of what the future of transportation could look like in Malaysia. What delegates came to see was a line-up of the top brands in the industry and many exhibitors could be seen networking and discussing possible collaborations. As always, we have changed the format a little to keep things interesting and exciting. Speaking to many delegates, I learned that this time visitors came from over 20 countries to be part of the event. Some even said that they are already looking forward to the 2021 show. Thanks to everyone involved, our own team, supporters, sponsors, exhibitors and suppliers, the event came together as one of the highlights in our 10-year history.

Next Steps

What makes Asian Trucker so exiting to work for is that we don't see ourselves as a publisher, but a provider of communications channels for the industry. Having successfully concluded MCVE, we are now focusing on the other platforms again, offering our readers and business partners the best information available on the industry. Here we are also getting more and more sophisticated. Just presenting you, the reader, with a story isn't good enough. We are resizing, reformatting and chopping things into bite-sized articles or offering you long reads, simply, as there is no one size fits all. For now, all I can say is that December will have a pleasant surprise for several of you.

Till then, drive safe!


Stefan Pertz
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of the fleet. This also allows for the refuelling process to take place at the customers' convenience on their premises.

"I am pleased with this new offering from PDB. It's not easy for our large trucks to navigate on roads, and some stations set a limitation on large commercial vehicles. With ROVR, we just schedule for fuel deliveries, and ROVR trucks and Rangers will show up for our drivers to refuel without the need to leave the yard or take a detour. This definitely eases logistical planning, reduces costs and improves our time management," said Mr. Sua Hee Yuan, Chief Financial Officer of Landbridge Haulage (M) Sdn Bhd.

ROVR fuel trucks are guaranteed safe and certified for fuel delivery and dispensing, according to the stringent health, safety, security, and environmental (HSSE) requirements stipulated by national authorities and regulatory bodies. All ROVR trucks are equipped with sensors to monitor vital information and maintain operational safety throughout the duration of service, at all times.

ROVR's current fleet includes a 4 000-liter capacity and three 11 000-liter capacity trucks for commercial customers. ROVR's 3 000-liter capacity truck for end-consumers is in its pilot stage. By the end of this year, PDB will expand ROVR services nationwide and set up more refuelling sites. **F**

PETRONAS Introduces ROVR

PetroliaM Nasional Berhad (PETRONAS) keeps Malaysians on the move with ROVR, the first mobile refuelling service offered by PETRONAS Dagangan Berhad (PDB) in the country. ROVR's innovative service allows for a seamless and safe refuelling experience for both commercial and everyday drivers, beyond conventional petrol stations.

ROVR has been serving commercial customers (B2B) since its pilot run in October 2018, and has since delivered over one million litres of fuel. ROVR is now ready to cater to more B2B customers nationwide with the introduction of more ROVR trucks.

End-consumers (B2C) will soon be able to experience this innovative solution as ROVR will be delivering the latest PETRONAS Primax95 with Pro-Drive at high-traffic hotspots, widening PDB's coverage area beyond the extensive network of PETRONAS stations nationwide.

"At PDB, we invest heavily in understanding the customer journey and we address the frictions in their daily lives by offering progressive solutions. ROVR provides a new refuelling experience, and we are excited to have our customers be the first in Malaysia to experience this.

We have received positive feedback from our B2B customers and we are ready to cater to more. We want our customers to move like never before as we continue to deliver a seamless and frictionless customer experience," said Dato' Sri Syed Zainal Abidin, MD/CEO of PDB.

ROVR provides scheduled deliveries of PETRONAS Dynamic Diesel to B2B customers, providing a hassle-free experience in the logistical management



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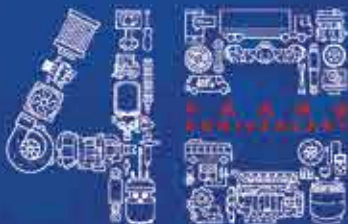
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Volvo Trucks Makes Every Hour Count

Launched at the Malaysia Commercial Vehicle Expo 2019, Volvo Trucks' Uptime Promise is a bold movement that shows strong confidence in the service offered by the Swedish Automaker.

At the Malaysia Commercial Vehicle Expo 2019 Asian Trucker met with Mitch Peden, Managing Director, Volvo Trucks Malaysia, to find out what is behind the golden "12h" that was prominently displayed on their booth. In essence, the promise is that Volvo Trucks will put a truck back on the road within 12 hours from breakdown, and if this time limit is exceeded, Volvo will offer monetary compensation to the customer.

Gold Service

When asked how this novel promise came about, Peden explained that Volvo Trucks feels that the best outcome for their business partners is through a full partnership arrangement. "Obviously, this is achieved by buying our trucks in combination with the Gold Service Agreement. Many professional operators are looking for incremental increases in their uptime and ROI in order to provide better performance for their customer. Within peninsular Malaysia we really wanted to showcase with our dealer network and our highly trained technicians that together with a reliable parts supply and the backing of the Customer Care Centre (CCC) we can have a truck back on the road within 12 hours from when an unplanned breakdown happens."

The twelve hours are counted from the time the call is logged with CCC to the moment that the customer is being informed that the truck is ready to be picked up again from the workshop or the roadside. "If we exceed that time, we will put our hands into our pockets and compensate with money to the customer."

Careful Evaluation

Before the company announced this offer, the performance of the service network was closely monitored for almost a year with the vision to launch it at MCVE. "We obviously tested this as we don't want to be paying out all the time. Hence we are very confident that this will work." Working with stakeholders involved in the Uptime Promise is the next revolutionary step in the service offering that Volvo Trucks uses to back up their customers' decision to buy their vehicles. Following Europe and Australia, Malaysia is the first market in South East Asia where Volvo Trucks is offering this service and the only OEM offering it in Malaysia.

Peden believes that the promise can be kept as the dealer network is substantial and well placed whereas the technicians are highly trained, and genuine parts are readily available. As a basis for this, the Gold Service Agreement ensures that vehicles are always maintained in top condition, thus reducing the risk of breakdowns. "The ultimate goal for us is to not pay out any money and in turn

increase the uptime of our customers." Anyone with an existing Gold Service Agreement automatically qualifies for the Uptime Promise, without any extra cost. The Gold Service Agreement needs to be signed when a new truck is purchased, to ensure the truck is being fully maintained by Volvo, instead of opting for an upgrade from Blue Service Agreement at a later stage. For the Uptime Promise to work, the truck needs to be equipped with the telematics gateway, which has been available since 2016.

Active Safety

In line with Volvo's core value of 'safety', the marque has introduced the Active Safety Package which includes some new safety features. The safety features aim to support drivers in improving steering and control, preventing blind spot accidents and tracking lanes, to create a better awareness of the driver's surroundings.

"We have seen a keen interest to do more in this area from both our clients and the new government. In Europe, full safety packages have been mandatory for some time now, while this is only starting to take hold here." Full safety packages are now included in the FH models and optional for FM model sold in Malaysia. Especially transporters of petrochemical products are asking for better safety features according to Peden. "Safe drivers are happy drivers!" he quipped.

Zero Accidents

Working towards their Zero Accident mission, Volvo Trucks aims at reducing accidents as every accident avoided counts. Feedback from the market indicates that customers understand that an accident is more costly in many ways than having invested more on the truck. The additional functions offered are plug and play as they have been available in other markets for some time.

"As we are a major supplier of heavy-duty trucks on Malaysian roads, in order to reduce risk of fatalities and accidents, we also need to be offering compelling safety solutions although it may not be legally mandated." Among the safety features introduced include the revolutionary Volvo Dynamic Steering with Stability Assist, Adaptive cruise control with forward collision warning and emergency brake and Driver Alert Support. **T**



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Mpire Group Welcomes JAC Chairman to Malaysia

The Chairman of Anhui Jianghui Group Corp Ltd (JAC Group) paid a visit to the Mpire JAC headquarters on the 27th of June 2019.

Mr AnJin, Chairman of Anhui Jianghui Group Corp Ltd (JAC Group) visited the state-of-the-art 3S showroom in Petaling Jaya, Malaysia. On site to receive him was Dato' Billy Goh, Managing Director of Mpire Group, Mr Lau Yit Mun, Chief Executive Officer, Mpire Group, Mr Chai Man Fatt, Chief Operating Officer, Mpire JAC, Mr Albert Wong, Chief Operating Officer, Mpire Commercial, Mr Ng Kok Chin, Head of Sales, Mpire JAC and Mr Adrian Hong, Head of After Sales, Mpire JAC.

The JAC Group was founded in 1964 in Hefei, China. In 2017, the brand ranked 6th amongst other Chinese brands in terms of overall brand value. The company manufactures a wide range of vehicles from passenger cars to heavy commercial vehicles. For the past 20 years, JAC has sold more than 2.68 million units of vehicles. To this date, the company has exported 574 000 vehicles to more than 130 countries. Currently, JAC has three research centres in China with approximately 5 000 engineers working on research and development, of which nine of those engines were awarded the prestigious "China Top Ten Engine" award.

Mr AnJin can be said to be one of the driving force behind the worldwide success of the JAC brand. Under his wings, the company introduced a series of competitive commercial vehicles as well as passenger vehicles that allowed the company to enjoy tremendous growth for 18 consecutive years. In return for his substantial contribution towards the Chinese automotive industry, Mr AnJin was awarded by the Anhui Provincial Government for his contribution

of scientific and technological talents, which allowed the company to enjoy special allowance granted by the State Council. Additionally, Mr AnJin was also awarded as the "Outstanding Entrepreneur of the National Machinery Industry" and the "Outstanding Person of China's Automotive Industry".

Mpire JAC has been appointed as the sole distributor of the JAC light trucks such as the X30, N45, and N75 here in Malaysia. During the visit, both parties agreed on future collaborations that would include technology and knowledge transfer, supply chain migration and research and development processes. These collaborations will ultimately benefit the local automotive industry with high hopes of strengthening bilateral trade between both countries.

Besides highlighting the importance of brand exposure and market for the JAC light trucks in the Malaysian market, Mr AnJin reiterated that after sales support is an indispensable factor in achieving overall brand success. As such, both companies have pledged their full support to provide valuable after sales support to their customers. **F**



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Tata Motors Launches New 'ULTRA' Business Utility Vehicle in Vietnam

Tata Motors products has already been successfully launched in Vietnam and with the introduction of the ULTRA they plan to build on this success.

Tata Motors officially launched its next-generation range of ULTRA Business Utility Vehicles (BUV), specially designed to meet the changing customer needs in the light commercial vehicle segment in Vietnam. It's a BUV offering an SUV like comfort with truck like performance and the profitability of a Light Commercial Vehicle.

Repeat Success

"Having successfully launched Tata Super ace in Vietnam," stated Mr Bui Van Huu Chairman, TMT Group, (pictured shaking hands with Mr Girish Wagh) "we hope to repeat the same success with the Tata ULTRA. We are very excited, and we hope to consolidate our position in the light-duty commercial vehicle space here in Vietnam with the Tata Ultra. TMT Motors aims to become a market leader in Vietnam CV market with Tata Motors products."

Commenting on the launch, Mr Girish Wagh, President – Commercial Vehicles, Tata Motors said, "The Tata Ultra Business Utility vehicle is a result of extensive feedback from customers and an immersive study into the lives of drivers to better understand their expectations, and is thereby designed to fast-track their businesses with superior all-round performance. Tata Motors is committed to shaping the industry here in Vietnam, with the latest global technologies, giving the Vietnamese customer competitive business advantages with the trusted credentials of the Tata Motors brand."

Superior Performance

This range comes with superior performance, a comfortable world-class cabin, heavy-duty aggregates and multiple load-body configurations, offering customers the advantage of increased productivity and longer life. It will cater to payloads ranging from 4 to 11 tonnes with engine capacities from 85 HP to 180 HP.

Be it for large captive users, transporters or owner-drivers, the Tata ULTRA offers the lowest overall cost of ownership, superior safety, unique style and offers multiple features, setting new performance benchmarks in the light commercial vehicle segment.

Ultra Performance

The ULTRA offers faster turnaround time and enhanced profitability for any goods carrying business, making it an ideal workhorse for movement of materials across distances.

The driveline of Tata ULTRA 814 has Tata's proven engine technology – TATA NEW GENERATION 3L COMMON RAIL ENGINE Euro 4, with an output of 140 HP, designed to ensure maximum uptime and reducing maintenance costs. A new-generation transmission with aluminum casing – the G-550 six-speed gear-box comes with overdrive, cable-shift mechanism (a first-of-its-kind in its segment in Vietnam) and axle technology and reduced weight, offering superior performance and greater fuel efficiency for varied payloads. The straight frame modular chassis available in 3920 mm can be customized for multi-purpose loads providing flexibility for businesses and a versatility to adapt to multiple applications. It has a factory fitted heating, ventilation and air conditioning system.

Ultra Comfort & Style

Besides the mechanics of the vehicle, the uniqueness of the Tata ULTRA is that its cockpit is both functional and attractive. Designed by a leading European design house, Bertone, the walkthrough cabin with a width of 2.2m is best in class offering comfort, safety and style. Three way adjustable mechanically suspended seats enhance driver comfort, the ergonomically designed dash mounted gear lever reduces driver fatigue; panoramic windscreen offers better line of sight and the ample storage space, HVAC and music system are additional features.

The smartly designed instrument cluster offers features such as fuel economy indicator, ideal gearshift indicator, water in-Fuel Indicator, etc. The vehicle also offers the provisions for the fitment of various accessories including Global Positioning System (GPS) tracking for tracking vehicles.

Ultra Safety

The Ultra meets Europe's top safety norms and is equipped with a full air brake system, ABS and power steering that facilitates improved driver control and precision. The clear lens headlamps, LED integrated tail lamps offer superior visibility. The trucks get three years or 200 000 kilometers driveline warranty – whichever is earlier.

The TATA Ultra 814 is built for Vietnam conditions, which means it will surpass user expectations. Exceptional total cost of ownership and running costs, unique styling, best in class comfort and versatility makes Ultra the perfect BUV. **T**

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Hino Officially Launches the New HINO 700 Series Heavy-duty trucks with 16-Speed Automated-Manual Transmission (AMT) Technology.

Hino Launches New HINO 700 Series 16 Speed AMT

Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) a subsidiary of Hino Motors, Ltd, has officially launched its new HINO 700 Series heavy-duty trucks with 16-speed Automated-Manual Transmission (AMT) technology. The long-awaited feature for this series was finally introduced due to the high demand from fleet customers.

The launch was an exclusive event, officiated by the Managing Director and Executive Director; Atsushi Uchiyama and Dato’ Johnny Chan. Held at EX8 Venue Subang Jaya, the unveiling of the latest HINO 700 Series AMT models was witnessed by the invited guests; fleet customers, members of the media, authorised dealers and Hino family members.

Focused on the new variation of HINO 700 Series models; 4x2, 6x2 and 6x4 Prime Mover, guests were given the opportunity to feel the comfort of the new truck and got to preview the new HINO 700 Series AMT models up-close, and to join a networking session with the authorised dealers.

Heavy-duty Prime Mover market in Malaysia

Due to land routes and ground transportation being the main distribution mechanism for most logistics companies in Malaysia, the new HINO 700 Series AMT make them ideal delivery and heavy construction vehicles.

The Total Industry Volume (TIV) of heavy-duty Prime Mover trucks in the Malaysian market is approximately 1 200 – 1 700 units yearly, and the demand for heavy-duty trucks with automated-manual transmission is up to 50 percent more than manual transmission as automated-manual offers more advantages in terms of reduction of fuel consumption, improvement of driving comfort, and shifting quality.

“Hino is proud to have a long-standing number one position in the market in various segments, including light and medium-heavy commercial vehicles, as well as buses,” said Atsushi Uchiyama, Managing Director of HMSM.

“We are the only brand that produces a full line-up of commercial vehicles, and our flagship HINO 700 Series is now better than ever before with AMT technology, making them smarter, safer trucks for our customers. This launch marks a milestone in the company’s history as we widen our range and challenge new business areas.”

AMT - Improving Fuel Efficiency and Driver Safety

An ultimate combination of Japanese engineering and build, the three new models are a Complete Built-Up (CBU) truck made in Japan and promises genuine Japanese parts with QDR; Quality, Durability, and Reliability.

The new HINO new 700 Series AMT heavy-duty trucks are fitted to the 16-speed mechanical auto synchromesh ZF16 transmission with power assistance, making it easier to shift gears at higher speeds. It also helps to reduce driver fatigue from constant gear and clutch shifting, allowing for a more comfortable drive. This allows drivers to focus on the road without shifting gears for fuel-efficient driving. Drivers are also given the option to select a sequential manual transmission for on-demand shifting conditions.

Fitted with AMT, customers will also be able to sustain a lower operational cost through lower fuel consumption

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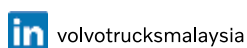
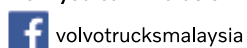
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and clutch replacement cost, as the trucks manoeuvre through heavy traffic roads.

The new AMT function is designed to ensure driver comfort and ease of use with high safety elements. Likewise, the HINO 700 Series AMT is equipped with a powerful EURO 3 common-rail engine with turbo-charged intercooler and features a full-air brake system that improves braking responsiveness.

Hino products are always on the frontline and comply with the standard conditions by the Malaysia Government. Although fully developed and manufactured in Japan, Hino vehicles can run B10 Biodiesel without any changes to components or service intervals, allowing environmentally conscious businesses to reduce greenhouse gas emissions.

Unprecedented Safety and Comfort

In addition to its new AMT technology, the HINO 700 Series comes with safety compliance and comfort features such as an optimised cab space for better visibility and operability; improved cab accessibility with the first step now connected directly to the chassis; antilock braking system (ABS) which controls the braking force of each individual wheel to prevent the wheels from locking; high rigidity door impact beams; new large reflector headlamps to enhance night-time visibility; and front under-run prevention (FUP).

The trucks are also fitted with high-functionality and air suspension seats that provide superior seating comfort. The three-dimensional (3D) seat with a body-cradling form is able to support the driver's back and reduce fatigue on long road trips.

All these and more make the HINO 700 Series more than a truck - they are highly reliable, dependable business partners that customers can count on. **F**



Partnerships to Enhance the Trucks

During the launch of the truck, HINO also showcased smart solutions that help improve the working conditions of the drivers.

Optimum working climate in trucks

Webasto offers a range of air-conditioning solutions based on diverse technologies. Special systems charge the cold accumulators while the vehicle is moving, and these cold temperatures are emitted when the vehicle is parked. Compressor systems are very efficient and provide a comfortable, dehumidified climate. The company fitted one of their systems to the truck on display to demonstrate how easy it is. Using a roof-mounted bracket, inverter and a replacement window for the cabin, the unit offers cool air for the cabin for several hours. Depending on the climate, the system can run for several hours, using battery power. This way, idling will be reduced while offering a cooler inside of the cabin. According to a Webasto representative present, a unit will have paid for itself after about one year.

Atilze is all Things In Life From A to Z

Atilze is a high technology company of G3 Global Berhad with MSC status, a company listed on the Main Market of Bursa Malaysia Securities Berhad, specializes in Internet of Things ("IoT") and Artificial Intelligence("AI") technologies, Atilze provides the end-to-end IoT connected devices, IoT networks and cloud-based data driven applications and services. Besides that, Atilze offers AI algorithms, products and solutions for Government, enterprises and end-consumers. Today, the core focus of Atilze are in Artificial Intelligence, Smart Mobility and Smart IoT solutions.

At the event, Atilze showcased the Mobileye collision avoidance systems they offer. These smart devices can be retrofitted into trucks and will offer an extra layer of protection. Fixed inside the windscreen of the vehicle, the sensors detect objects and warns the driver in time to take measures to avoid a collision. The system also warns the driver if the vehicle is departing its lane without signalling, which is usually a sign of fatigue.





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Gateway Shipping and Ramai Transports & Shipping (SDK) Receive Hammar Sideloader

Two transport companies were eager to receive their Hammar sideloader to keep up with demand.

Gateway Shipping Sdn Bhd (Gateway) is a logistics company of more than 20 years under the Gateway Group of Companies. The company has operations in Port Klang, Johor and Kuantan. It has a huge reputation in the industry as it represents the biggest shipping line in the world, Maersk Line in the East Coast of Peninsula Malaysia.

The company has a team of experienced, dedicated and trained drivers, mechanics and logistic coordinators that are always ready to deliver the best transportation services that suit any business needs. "We can cater to all your logistics solutions. Be it loose cargo or fully containerized cargo, including bonded shipments, we can deliver them within Peninsula Malaysia or even cross border to Thailand and Singapore" said Rishinsa bin Yusoff, Managing Director. He added that all their drivers go through periodic defensive driver training and all their trucks are equipped with GPS monitoring system, enabling the company to track their whereabouts at any time.

Easy Operating Them

Speaking to Asian Trucker, Rishinsa said that he decided to purchase another unit of Hammar sideloader after a satisfactory experience with his previous unit. "We bought a Hammar sideloader about two years ago and the user experience according to the drivers has been fantastic. They commented that it was easy to operate and shorten the time needed to unload the containers. So,

when we needed to purchase another unit of sideloader this time round, I did not hesitate to go for Hammar" he explained.

The company has more than 50 prime movers in their fleet and plans to add more sideloaders next year. Rishinsa further commented that it was easy to deal with Hammar representatives. He said that "We have been using Hammar for the past two years and are very satisfied with the performance and reliability. The team that is handling our company is also very professional which we appreciate."

Addressing the Challenge

Discussing about the challenges of operating in Kuantan, Rishinsa cited demand as the most difficult to

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collaboration with Hammar will give us a major competitive advantage in the market. Through this partnership, Ramai Transports is strengthening its continuing efforts to invest in Malaysia's growth in logistics sector, especially with the advent of the "One Belt One Road" Initiative."

According to him, the sideloaders have helped to increase their container deliveries and shorten the port pick-up process. Within Ramai Transport, Hammar sideloaders are noted to be more durable than the alternatives. They are deemed more reliable and safer to load and unload heavy containers. Ramai Transports provides customer-oriented logistics services. "Business continuity with full participation is what we do best for our customers and partners like Hammar Maskin to encourage mutual growth. We are confident that Hammar Maskin sideloader will bring exceptional performance with modest investment versus cost."

predict as it is irregular. "It was a bit slow last few months, but the economy is picking up. Orders in big volumes are coming in which is what prompted us to place an order for another sideloader. Now with two sideloaders, I hope we will be able to keep up with the workload," he added.

Rishinsa said the company is very realistic with the development in the East Coast region and he is confident that in a few more years, the demand for logistics solutions will increase. And by that time, he hopes that Gateway will be ready to cater for all the transportation needs in the East Coast region.

Established and Innovative

Ramai Transports & Shipping (SDK) Sdn Bhd is another satisfied client of Hammar and they too received a new unit. Founded in 1980, Ramai Transports was established close to 40 years ago specialising in transportation, shipping and freight forwarding business in Sabah. Ramai Transports is the oldest transportation and freight forwarding company in Sandakan, Sabah. In response to the Malaysian government's call for local companies to actively participate in the national development especially in the fast-expanding transport and logistics sector, Ramai Transports has been actively participating in providing multi-disciplined logistics services such as transportation, project cargo handling, and international freight forwarding, just to name a few.

In an exclusive interview with Asian Trucker, Tseu Vun King, Executive Director, told us "We have 15 units truck to service the East Coast of Sabah and we have two units of Hammar sideloaders"

Part of Big Picture

He said further "In the long term, Ramai Transports believes that a

Hungry for More

Upon receipt of the unit, Ramai Transport was also offered training for the operators by Hammar. "Our drivers will learn and share experiences, in addition to the service team at Hammar for knowledge transfer," said Tseu.

Obviously satisfied with the sideloaders, Tseu said that, yes, there are plans to purchase more Hammar sideloaders. **F**



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The Inaugural Green Logistics Partnership Conference

Held in the Hilton Kuala Lumpur, the Inaugural Green Logistics Partnership Conference saw a full house on the 9th of July when Minister of Transport, YB Anthony Loke, officiated the programme. Participants hailed from government bodies from around the region, local transporters as well as learned academics that are experts in the field of sustainable transportation.

Under the Paris Agreement, Malaysia has committed to reducing Greenhouse gas (GHG) emissions by 45 percent by 2030 in relation to the country's 2005 GDP. The transport sector contributes about 21 percent of total carbon emissions and is the second largest source of carbon emissions. Transportation plays a central role in the global economy and therefore the industry can play a crucial part in the way business is done with regard to environmental impact. "More often than not, industry players shy away from embracing green logistics as there is a misconception that it needs substantial investment in costly technology," Loke said in his opening remarks.

In cognisance of the logistics industry's potential, the (Malaysian) government has formulated The Logistics and Trade Facilitation Masterplan from 2015 to 2020 to drive the industry through five strategic shifts: 1) Strengthening the institutional and regulatory framework, 2) enhancing trade facilitation mechanisms, 3) developing infrastructure and freight demand, 4) strengthening technology and human capital, and 5) internationalising logistics services. Loke further explained that "Green logistics is an important component of the Logistics and Trade Facilitation Masterplan under the green strategy initiative. Some of the initiatives taken were: Green ports and green airports and the DFTZ Logistics Hub that is located within KLIA with the idea of minimising transportation, thus contributing to the reduction of carbon emission." The first phase utilising existing cargo facilities is already in operation by Pos Aviation and Lazada. The second phase by MAHB and Cainiao is under construction. When asked about the implementation of Euro 5 and Euro 6 emission norms, Loke stated that the relevant authorities are looking into this and that it requires the collaboration of several ministries and authorities.

Sharing their insights with the audience were Dr Harlina Suzana Jaafar of the Malaysian Institute of Transport (MITRANS) and Mr Masaru Hojo of Logistics Environmental, JILS Research Centre, Japan Institute of Logistics Systems

Biannual conference to mark the commitment of the Malaysian government to bring logistics industry to greater heights. Launched by YB Anthony Loke, Minister of Transport, the event took place on July the 9th.

(JILS). The former spoke about the Green Supply Chain: Awareness of Logistics Industry in Malaysia, while the latter presented on the Green Logistics Implementation & Company Sustainability.

A practical case study was presented by Mr Billy Tee of Nittsu Transport Services Sdn Bhd. Nittsu, as they are commonly referred to, is the first transporter globally that has registered and been approved by the United Nations for the United Nations Framework Convention on Climate Change (UNFCCC). Through the CDM program, Nittsu achieved a reduction of 893 tons of CO₂ by April 2017, which comes with a 6% improvement in fuel efficiency. According to Mr. Billy Tee, Director, Nittsu, a surprising side-effect was the reduction of major accidents from an average of eight per year to almost zero through the program. **T**

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LogiSYM Malaysia 2019

LogiSYM delivers insights on the digital promise for the transportation and logistic industry here in Malaysia.

The region's premier supply chain and logistics conference, LogiSYM was held on the 23rd and 24th of July 2019 at the Hilton Hotel Petaling Jaya, Malaysia. Dr Raymon Krishnan, President of The Logistics & Supply Chain Management Society opened the symposium. He remarked that "Trade wars, Brexit, CPTTP, IMO2020, Industry 4.0, Blockchain are not just words, but issues that concern us. It's a long list and as logisticians, we are being assaulted by these terms, buzzword and developments on a daily basis. The challenge, as always, is what we should pay attention to, what should we react to and what should we simply discard or ignore. This is a constant challenge for our profession and one which we at the Society and LogiSYM take quite seriously in trying to help address. Being at the forefront of the industry and established thought leaders in our profession, we see it as our duty to help keep our readers and symposium participants informed and in the know and this year's Malaysia Symposium is no different. Over the next couple of days, we will be addressing and discussing all these issues and try to address any others that might disrupt your complex and interwoven supply chains."

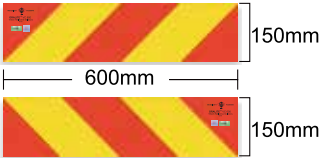
One of the topics discussed during the symposium was titled 'The Silk Road Challenge: E-A-CH Transport Inter-Continental Trucking (Singapore-Suzhou-Frankfurt)' by Axel Herzhaue, Vice President of Business Development at CEVA Logistics. CEVA Logistics is a global logistics and supply chain company in both freight management and contract logistics with seven billion dollars in revenue. Its head office is in Baar, Switzerland and it was founded in 2007, as a merger of TNT Logistics and EGL Eagle Global Logistics. At the symposium, Herzhaue shared that the cost of cross country trucking has become cheaper due to the One Belt One Road (OBOR) initiative. Trucking has a shorter lead time compared to ocean freight whilst being almost 60 percent cheaper than air freight. Amongst the 13 OBOR provinces, Chongqing has the best prerequisites

to become a key logistics hub due to its strong intermodal connection, good road network connectivity to Southeast Asia, coastal ports as well as lower labour costs (1 500RMB as compared to Shenzhen's 2 000RMB). The availability of a TIR Carnet makes it easier for transporters to pass through countries that recognise the TIR Carnet without paying custom duties and taxes and most importantly, without the need to unload/reload at frontier.

Another interesting session was by Jeroen Hendriks, Consultant and Trainer at Art of Supply Chain. His session talked about the advantages and disadvantages of blockchain. According to Jeroen, blockchain started in 2008 but it only became suitable for large scale supply chain operations in 2018. Internet of Things (IoT) and Artificial Intelligence (AI) had a head start over blockchain. The main issue surrounding blockchain was the need for cooperation between parties who hardly worked together before. Costs was a much talked about topic during the session whereby participants questioned whether it was a smart business move to implement blockchain. The panel was joined by Sanjay Desai from Vivantaa Capital, Andy Roy Sian from NEM Malaysia Sdn Bhd, Jazilah Mohsin from Infinity Blockchain Ventures (IBV) Malaysia and Stephanie Krishnan from ICD Asia Pacific. **T**

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Events & Exhibitions

MIMS AUTOMECHANIKA MOSCOW

Date : 26 Aug – 29 Aug 2019
 Venue : Expocentre, Moscow, Russia
 Contact Info: Tel. info@itemf.ru
 Details : The exhibition, organized by ITEMF Expo, a joint venture of ITE Group and Messe Frankfurt international exhibition companies, traditionally presents a wide range of products from the leading Russian and international manufacturers, such as AD Russia, AKOM, BOSCH, BREMBO, BRISK, Carvile, Contitech, DAYCO, GAZ GROUP, GATES, DELPHI, Fenox, Gates, JP Group, KYB, MERCEDES-BENZ RUS, LADA-Image, MANN&HUMMEL, Marcon, Mutlu, OPTIBELT, SCHAEFFLER GROUP, SAIPA, SOGEFI GROUP, TENNECO, TMD Friction, VARTA, VALEO, VolgaAvtoProm, ZF FRIEDRICHSHAFEN, and many others. The exposition covers the following product groups: automotive & spare parts, car washing, workshop and filling-station equipment, IT products and services, accessories and tuning.



INTERNATIONAL COMMERCIAL VEHICLE AUTO SHOW

Date : 2 September – 7 September 2019
 Venue : IEC Crocus Expo, Pavilion 3, Halls 13, 14, 15
 Contact Info: s.ribchak@itemf.ru
 Details : Trucks and vans, buses and minivans, special vehicles, municipal vehicles, trailers and semi-trailers, components, spare parts, tools, maintenance equipment, tires, wheels, lubricants / Commercial transport.

HOME DELIVERY ASIA

Date : 24 September 2019
 Venue : Suntec Convention Centre, Singapore
 Contact Info: aristeo.arcilla@terrapinn.com +65 6322 2731
 Details : E-commerce is booming and growing at an unprecedented rate. Between 2016 and 2017 the number of online customers in Asia grew by 50% to over 200 million across the region.

With this growth has also come a change in customer expectations: same day delivery, efficient returns, the delivery of groceries and perishable goods and omnichannel delivery options. Logistics companies across the ecosystem and across Asia are adapting their business models and processes to meet this rising demand.

New technologies bring greater efficiency, cost savings and sustainable business practices. Asian logistics professionals from retailers and logistics providers are desperate for new solutions. Can you help?

Home Delivery World USA is the leading event for the retail logistics industry in the US and runs annually in Philadelphia, attracting over 2,000 attendees from the American logistics industry. And we're bringing it to Asia.

Held in Singapore, a world logistics and innovation hub, in September 2019, the event will consist of:

- A showcase of the world's best logistics solutions
- 150 presentations from logistics professionals from around Asia
- 1,500 attendees from retailers, logistics providers and technology solutions
- The latest and most innovative local start-ups

The conference programme consists of six stages each featuring twenty four presentations.

SUPPLY CHAIN & LOGISTICS EXHIBITION – GCCSCL

Date : 7 October – 9 October
 Venue : Oman Convention & Exhibition Centre (OCEC)
 Contact Info: <http://www.infraoman.com/>
 Details : Infra Oman - dubbed as one of the largest building and construction expo in the Middle East has been continuously defining the industry's development for the last 8 years. It is considered as the annual meeting place for industry leaders, suppliers and buyers in the Sultanate of Oman. Infra Oman has proved to be an ideal starting point not only for the local companies, but also for foreign entities that are more determined to be part of Oman's growing market.

The 9th five-year development plan (2016-2020) attaches a great importance to construction development by ensuring optimum utilization of resources and investment opportunities in the various governorates in the Sultanate. The private investments shall be in commodities production activities (32.6%), services activities (37%) and in infrastructures (29%)

Infra Oman 2019 will be co-located with Electro Oman – Electricity, Energy & Lighting exhibition which is dedicated solely to energy and clearly partitioned to cover all aspects of the sector, including electricity, water, lighting and HVAC, with a special emphasis on sustainable solutions and renewable energies.

Also, co-located with Infra Oman 2019 will be the GCC Supply Chain Logistics & Conference showcasing logistics services, shipping, maritime services and investment opportunities.

Participate in Infra Oman and showcase the difference that your company can make to the Sultanate's highly impressive infrastructure development plan.



NACV 2019

Date : 29 October 2019 – 31 October 2019
 Venue : Georgia World Congress Centre, Atlanta, Georgia
 Contact Info: ibfox@hfusa.com
 Details : Mark your calendars again for the North American Commercial Vehicle Show (NACV Show) – the new B2B trade show for the commercial vehicle industry will take place October 28-31, 2019 in Atlanta, Georgia.

The NACV Show is a brand new concept for commercial vehicle trade shows, focusing on fleet decision makers and influencers. The inaugural event in 2017, boasted over 440 exhibiting companies covering more than 370,000 square feet of net exhibition space at the Georgia World Congress Center.

Leading truck and trailer manufacturers and commercial vehicle parts and components suppliers will demonstrate their latest product offerings on the show floor. A new feature will be the addition of Class 4-5 lighter-duty vehicles to bolster our bigger Class 6-8 trucks.

KOREA TRUCK SHOW 2019

Date : 7 November – 10 November 2019
 Venue : Songdo Convensia, Incheon
 Contact Info: Tel. +82-51-784-7901 Fax. +82-51-792-6370
 Email. info@ctfairs.kr

Details : -



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MCVE 2019: The Future of Transportation in Asia

The 2019 instalment of the Malaysia Commercial Vehicle Exhibition, held June 20 – 22 in Kuala Lumpur offered trade visitors an insight into the state-of-the-art in the commercial vehicle industry and a glimpse of the future.

With an enhanced fringe programme and an influx of new exhibitors, Malaysia Commercial Vehicle Exhibition 2019 once again wrote history and consolidated its position as the largest exhibition dedicated to the commercial vehicle industry.

Anticipation for the event was palpable whenever industry players gathered. Their expectations were met with an exciting show with many highlights to report. Themed “The Future of Transportation in Malaysia”, the fourth instalment of the exhibition further highlighted the importance of commercial vehicles to move the nation.



Diamond Technique: A Market Leader in Quality Spare Parts

Participating in its fourth Malaysia Commercial Vehicle Exhibition 2019, Diamond Technique is all about creating awareness and customer satisfaction. Diamond Technique’s vision statement is to be one of the leading and well-respected auto spare parts organisations in Southeast Asia. The company has done this by its steady growth over the years by providing cost-effective and quality services to their customers.

Quality Spare Parts

Founded in 1996, Diamond Technique is the market leader in quality commercial vehicles spare parts distribution covering the full range of new spare parts for vehicles ranging from prime movers, heavy duty trucks and machinery. Speaking at MCVE 2019, Diamond Technique General Manager, Law Poh Hang, says product awareness is important in the commercial vehicle industry.

“We started our firm in 1996, and since then our business has grown steadily. We are the market leader in providing quality spare parts in Southeast Asia with reputable brands in our portfolio.

“What I have observed in the local market is that consumers do not like locally assembled goods, and that includes spare parts. That is a shame because they are not aware that even though the packaging is of a local brand, the quality remains the same.

Product Awareness

"Product awareness is important for consumers as this equips them with the right knowledge before making purchases on spare parts and materials. The need to educate customers will not only benefit the buyer but also the industry as well."

Law goes on to add that Diamond Technique does not take any shortcuts on quality and its products are on par with the popular brands in the industry.

"We don't compromise on quality when it comes to spare parts. Our products are sourced from around the world. For instance, some of the less important parts are from China, brake chambers are sourced from Turkey, exhaust systems from France and head lamps from Taiwan.

"I hope the local market matures in time with every customer understanding about the quality spare parts that we sell. Apart from quality, our prices are affordable, and we can assure that customers will know the difference when they purchase spare parts from us."

CPC Tyre Takes On MCVE 2019

As a relatively young company, CPC Tyre has seen tremendous growth in the past ten years. CPC Tyre first started its business in 2009 as a tyre supplier but as demand for other tyre parts grew, they took that into consideration and took in wheel rims as well. Now, the company mainly focuses on tyres and trailer parts for example air brakes, air springs and axles. The company is divided into two divisions: CPC Tyre like its name is all about tyres whilst CPC Marketing, which was established in 2017, deals with spare parts.



Tyres for the Tropics

The company caters to a wide range of users in various industries such as heavy machinery, commercial vehicles and agricultural machines. The company's in-house brand named CTM has its tyres made in China. Prior to establishing its own brand, the company spent two years researching the local climate and condition to ensure that its products were suitable to be used in our tropical climate. "Due to our tropical weather, we have to ensure that our products are able to withstand the local temperature. Besides that, we also experience rainy seasons and therefore, we must ensure that our tyres are made to perform under such conditions and keep its users safe" said Desmond Lim Kian Boon, General Manager of CPC Tyre Sdn Bhd. The company sells about 10 000 units of tyres annually.

Market Research at MCVE

On why the company chose to exhibit at the Malaysia Commercial Vehicle Expo 2019, Henry Woo, Business Development Manager of CPC Marketing Sdn Bhd

shared that "there are various reasons why we are here today. Firstly, it is to meet old friends. Most of our peers in the commercial vehicle industry are here so we wanted to join in on the fun and see what others have to offer. Secondly, it is to increase our brand awareness to end users. As most of our products are sold by bulk, we usually do not get to meet the end users who actually use our products. It is a great opportunity to obtain some feedback on our users and perhaps see how we can improve our products and offerings. In addition to that, our dealers use this as a prime marketing platform where they can bring their customers to see for themselves the quality of our products. I believe the customers will have more confidence in our products once they have seen the products. Essentially, we are helping our dealers market their products."

Advocating Retreads

On the topic of consumer acceptance towards retread tyres, Desmond said that whilst customers are generally receptive to the idea of using retread tyres, it is the price that is holding them back. "Most customers are shocked to learn of the prices of retread tyres. Comparatively, prices between retread tyres and brand-new tyres do not differ by a substantial amount. Therefore, most people would opt for brand new tyres instead unless a large volume is involved, then the price difference adds up. I would not say that a retread tyre is of a lesser quality than a brand-new tyre, but a majority of the users seem to buy into the assurance that a brand new tyre is safer than a retreaded tyre," he concluded.

One Stop Solution for Trucking Needs

Since its inception in 1985, Syarikat Selayang Muhibbah has grown to be one of the leading distributors of European truck and trailer parts here in Malaysia. Speaking to AsianTrucker during the Malaysia Commercial Vehicle Expo 2019 was Mr Ong Boon Wah, Managing Director of Syarikat Selayang Muhibbah (hereinafter known as SSM) located in Batu Caves, Selangor. During the initial stages, SSM mainly sold Mercedes truck parts and some Japanese truck parts. After 1990, they started importing used trucks and used truck parts from the

United Kingdom. As demand grew for European trucks and parts, SSM then reorganized the focus of the company to specialise in European, especially the likes of Volvo and Scania, trucks and its parts.

At the same time, SSM receives huge support from major Original Equipment Manufacturers. SSM is an authorised dealer for brands such as MAHLE and Elring and Italian companies such as CEI and LEMA. A quick look at the company's website will unveil all these brand partners that SSM works with. Spare parts trading takes up the lion's share of SSM's operation whilst some used trucks are sold here and there.

Out in Force

According to Ong, the company sells RM30 million worth of products annually. Ong plans to be more aggressive to focus on his customer service. He is planning on increasing manpower from his current 30 to further enhance customer experience. Ong is looking forward to doing better in the third and fourth quarter this year. He said that "the cancellation of mega projects has affected the industry," and business was somehow affected by it.

Associated

Ong is also the Vice Chairman of the Selangor and Federal Territory Engineering and Motor Parts Traders' Association, Malaysia (EMPTA). The association has about 1 100 members and consists of heavy machinery traders, commercial vehicle traders and passenger vehicle traders. The association serves as a platform to enhance communication with local authorities.

The association organises many activities to assist its members such as scholarship for the children of its members as well as welfare of the community such as contributing to school funds and donation. Each year, RM 50 000 will be donated to schools in need as part of its initiative to give back to the society.

WABCO is Mobilizing Vehicle Intelligence

WABCO once again booked their space at the MCVE. Showcasing their latest innovations, the booth was busy with delegates wanting to know



what is the latest from the technology innovator. Taking time for an exclusive interview with Asian Trucker, Teoh Chee How, Business Leader, Fleet Solutions, Trailer Systems, & Connectivity, Asia Pacific explained the direction WABCO is moving in. Teoh, based in Shanghai, has been with WABCO for over 11 years. He is now heading the business for the Asia Pacific region which includes trailers, fleet solutions, and aftermarket plus fleet management system.

From WABCO's perspective, the entire industry is moving towards automation, connectivity and electrification, which the company calls ACE in WABCO terms. During last year's IAA in Hannover, the company launched a new tagline to reflect this. "Mobilizing Vehicle Intelligence" is its new motto. Under this, there are four pillars anchored around it. "The first one is to advance vehicle autonomy," Teoh said. "The second one is to enhance road safety while the third is to empower future fleets. The last one is to build greener transportation."

Advance Vehicle Autonomy

This is linked to the concept of autonomous driving. "We have our active braking and active steering systems. Bundled, this will allow us to offer a lot of ingredients to the OEMs as a solid package that they can implement." Last September, at IAA, WABCO also launched APOPT, which stands for Autonomous Driving Open Platform Technology. Teoh elaborated that this is



a platform open to established industry players as well as start-ups to design their solutions for autonomous driving. Part of WABCO's roadmap to take technology from Level 1 to Level 5 autonomous driving is with various global partnerships.

Enhanced Road Safety

Teoh explained that road safety is one of WABCO's core businesses. Incorporated 150 years ago, the origins of the business trace back to the Westinghouse airbrake system. "We have many industry-firsts that we can lay claim to. For example, ABS and EBS," he said. Furthermore, the ESC (Electronic Stability Control) also originated from WABCO and Teoh said the company will continue to innovate in this area of technology. "We need to innovate products around braking in order to improve road safety with more advanced commercial vehicles." In the pipeline is an A-EBS, which is linked to the ADAS (Advanced Driver Assistance System), that enables autonomous driving within the Level 2 technologies.

Empowering Future Fleets

More and more intelligent connected vehicles are entering the market. "Within WABCO, we have substantial data on this. Data taken from onboard systems, combined with industry-leading fleet management applications can help fleets optimize their vehicles for safety, fuel efficiency, cargo loading, security and maintenance, in addition to enhancing their assets performance through real-time access to performance data."

Build Green Transportation

Teoh sees it as a responsibility of the company to work on improving the industry so that there is less pollution. Through this, WABCO is also helping fleet owners to improve on their fuel consumption and fuel efficiency. For example, WABCO also offers solutions to improve the aerodynamics of trucks and trailers, thus improving fuel efficiency. Within this realm, Teoh also cites the efforts of WABCO in the area of e-mobility. The "E-Trailer" was launched at IAA in 2018.

Talking about the overall performance, Teoh provided further detail on sales figures. In total, the business has a turnover of USD 3.8 Billion, of which 18 percent is contributed by the Asia Pacific region. He is proud to report that

in recent years the growth of Asia Pacific has been double digits. Out of this, Teoh noted that the growth of business in Southeast Asia has also been a remarkable double digit, contributing more and more to the growth of WABCO Asia Pacific and global business.

Sustainable Growth

The Southeast Asia market is important for WABCO's long-term sustainable growth. Although he sees a lot more potential, he said: "From a commercial vehicle perspective, we don't have local OEMs. There are only imported ones. However, the trailers are mainly made locally. If you compare them with the ones made in Europe, North America, or even China, we can see that the trailers made here (In Southeast Asia) are not as advanced yet." In Europe, for instance, ABS on trailers already has a 100 percent penetration rate and EBS penetration over 80 percent already. Also, brake systems have long moved from drums to disc brakes. However, here in Southeast Asia, we mainly see airbrakes.

Leading the change are petrochemical companies as safety is paramount for them and the strict regulations demand for systems that not only prevent trucks from jack-knifing in emergency braking situations but

offer RSS (Roll-Over Stability). "From a road safety perspective, there is an issue if the truck has all the latest features, but the trailer is still running on airbrakes!"

Costs Reduced

Teoh observed that the cost of advanced technology has come down drastically, however, as the law does not demand for these to be used, transporters may shy away from the additional investments. "We need to start in segments that are critical and then move across all sectors of the industry." In total, there are some 40 intelligent trailer programme options that WABCO offers to enhance the performance of commercial vehicles.

Leveraging on cloud computing, WABCO offers fleet management systems and cargo management solutions. Utilising the EBS platform, the algorithms help optimising the load. In addition, cameras inside the trailer can monitor the capacity inside the trailer. Paired with this, the driver management system can further enhance the fleet's performance. Through the data gathered, fuel management is also offered. When bundled, all this raw data is a lot to comprehend and fleet owners may neither have the expertise nor the time to interpret it to make sense of it. "It is our role to bring this data to the cloud and convert it into valuable data that the fleet operator can take action on." Given the huge potential for improvements in vehicle technology, Teoh is confident that the region under his stewardship will continue to yield double-digit growth for the company.

For Here

At MCVE, WABCO displayed locally adapted technology. On display were WABCO's new FCW (Front Collision Warning) and LDW (Lane Departure Warning). The camera-based system is facing the road and will give warning sounds and lights whenever there is a departure from the lane or a distance too close for comfort to the vehicle in front. "Later on, this will be linked to an automated braking system. If you wish, what we show here is the entry level system."

Also on display were tyre pressure monitoring systems by WABCO. Shown was the solution that uses the

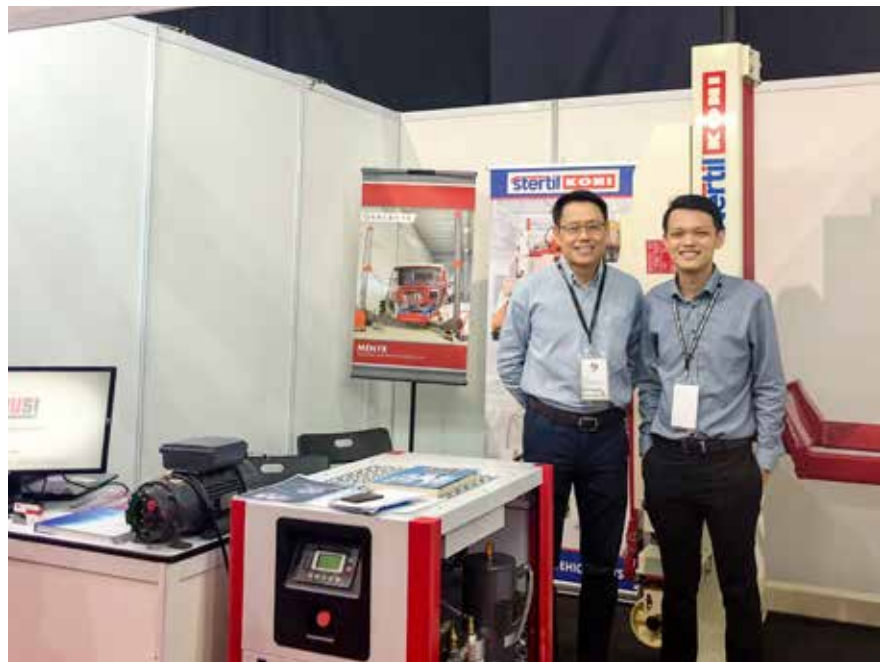
sensors installed inside the wheel. Teoh hinted at an introduction of a system that can easily be strapped onto the rim in order to allow for ease of use and swift installation. Furthermore, WABCO was showing a fleet management system that gives fleet owners a health check of their trailers in real time via a SIM card that is installed within the systems in a trailer. The data included braking alerts among others.

Joining Forces

As announced in March 2019, WABCO is being acquired by German firm ZF. On 26 June, a shareholder meeting was held to approve the take-over. Following that, the legal proceeding of approving this acquisition will initiated. "For us, this is very exciting as it brings together two great firms that work on the same vision," Teoh said.

ITE Takes Steps Forward

Industrial Tools & Equipment keeps developing to keep itself relevant. Industrial Tools & Equipment was established in 1989 some 30 years ago. The company started its journey as a premium hand tools company. It was one of the only few players in the market at that time. Asian Trucker met with Dato' Gary Ng, Managing Director of Industrial Tools & Equipment Sdn Bhd at the Malaysian Commercial Vehicle Expo 2019.



"We started with selling premium hand tools. I went into the company to help out the family business. We prided ourselves with selling premium hand tools. These tools did not come cheap as they were imported from Europe so only those who seek the finest quality would look for us. After about 10 years or so, we decided that there were too many players in the hand tools market. It became a red sea. So we had to choose a new course for the company," shared Ng.

Equipped to Meet Demands

The company moved on to equipment such as lifts as there were not that many suppliers in the market. Unfortunately, as demand grew, so did the number of suppliers. Many opted to purchase these equipment from China due to the price factor. Ng commented that "these equipment from China were being sold for half the price so no doubt, customers who were on a tight budget would settle with those. For us, safety is an aspect that we prioritise therefore, we insist on selling products that have been guaranteed to be safe. It is not so much about damage to the vehicle but the mechanics working on the vehicle. They trusted us to deliver quality products and we are obliged to do so."



Faced with an obstacle, ITE had to overcome the hurdle. They decided to add more services into their repertoire. The company provided workshop designing services to their customers. In line with the company's mission to provide a safe workshop, they designed safe workshops. "You might not think much of workshop designing. But there are many accidents waiting to happen if a workshop is not kept clean and tidy. Workshops in the older days have column lifts that lift up the vehicle in order for the mechanic to service a vehicle. You don't want to imagine the tragedy that will occur if one of these lifts malfunction. To steer clear from these misfortune, workshops these days have opted for lifts without posts. Workshops have evolved from having column lifts to column-less lifts. It also makes the overall look of the workshop more tidy, clean and free from obstruction. More sophisticated workshops are flat and organized; they give a better impression to customers too," he explained.

Proper Maintenance Means Safety

ITE has a team of workshop designers and Ng shared that few factors that the company takes into consideration are space optimisation, vehicle flow and general safety of those in the

workshop. In Ng's words, "safety is paramount. There is no way around it". He is content that no accidents have occurred in workshops designed and built by the company.

Whilst selling good quality equipment is a core mission for ITE, Ng shared that a good equipment without proper maintenance is of no value. "It is like buying an expensive vehicle but not servicing it. The vehicle will not last long, and so will your lifts. In order to counter that problem, we have trained a team of professionals that will service your equipment to ensure they stay in tip-top condition for many years to come. These lifts usually last a long time with regular servicing as they are quite hardy. Most of our customers come back to us looking to upgrade their lifts to more sophisticated ones instead of wear and tear. That is a testament to the quality of our products."

"We do not supply to external workshops. We only supply to franchise holder workshops. This is because of the quantity that allows us to facilitate servicing. Our service team will arrive at a customers' workshop to service all their lifts in a day. The short amount of time allows our customers to proceed with their daily operation more efficiently."

Deauto Brings in the Trucks at MCVE 2019

Deauto Industries Sdn Bhd (DISB) is the company behind the CAMC trucks you see on Malaysian roads. DISB was incorporated on 1 December 2009 with the main purpose of manufacturing and assembling heavy commercial vehicles such as prime movers, coaches and special purpose vehicles to cater for the local as well as export market in the ASEAN region.

DISB was established in-line with the National Automotive Policy to build a heavy commercial vehicle manufacturing base in Malaysia. The company thus entered into a technical collaboration agreement with China's An Hui Hualing Automobile Group Co Ltd (CAMC) to ensure that it possessed the necessary technical expertise to be the leading heavy commercial vehicle manufacturer in the region.

As a result of the collaboration with CAMC, DISB's seven acres manufacturing and assembly plant in Westport, Klang is equipped with state-of-the-art equipment to ensure compliance with the demanding specifications of CAMC and the Malaysian Road Transport Department.

About An Hui Hualing Automobile Group Co Ltd (CAMC)

CAMC is one of the leading heavy commercial vehicles manufacturers in China, located in the Economic and Technological Development Zone of Ma'anshan in East China's Anhui Province, about 45km from the ancient city of Nanjing.

The company has established a long-term technological cooperation with Japan's Mitsubishi Fuso and Isuzu Auto Stock Company. It signed a 10-year technology introduction agreement with Mitsubishi Fuso. Using the know-how from Mitsubishi and integrating some European styles and technology into their trucks, CAMC has succeeded in developing models that represent state-of-the-art trends in China's heavy-duty commercial vehicles that are of high quality and reliability.

The company's trucks are sold to over 20 countries such as Russia, Australia, Algeria, the United Arab Emirates, Kazakhstan and Vietnam. In August 2006, CAMC was included in the first group of "national whole vehicle export bases" by China's Ministry of Commerce and National Development and Reform Commission.

Their production plant utilises a high level of mechanization and automation and is one of the most advanced heavy-duty truck production plant in China, built with the technology and assembly techniques of Mitsubishi.

The company has won numerous awards including "the most promising self-developed brands in China" as well as a "Automobile Self-development and Innovation" award for its contribution towards China's Automobile Industry.

Asian Trucker caught up with Vincent Hoo, Chief Operating Officer of DISB at the MCVE 2019. When asked why they chose CAMC as their truck of choice, Hoo said that CAMC has been proven to produce reliable products and a trustworthy business partner. "CAMC is extremely responsive to our suggestions and the market demand. I think these qualities show that they are serious about the needs of their partners and customers, and we appreciate that."

Wealth of Knowledge

As the sole distributor for the Malaysian market, it was not an easy process during the initial stages. Representatives of DISB had to pitch their company to CAMC officers to prove that they had the capability and resources to provide equal levels of quality and precision that was essential to CAMC.

As an associated company of Ederan Perkemas, DISB started off with a wealth of knowledge in the automotive industry. "Although we are a relatively new company of seven years, our customers are confident in the quality of our products after seeing and testing it for themselves. The quality of our products speaks for itself."

After the initial resistance against Chinese-branded trucks faded, Hoo said that most operators now see the advantage of Chinese trucks. "They offer the same quality as other trucks at a cheaper price. This advantage is one of the, if not the main, characteristics most operators look into as it allows them a faster return of investment. For an operator, it is no doubt that profit-generating is a prime issue. Nobody would want to do a business that does not generate profits."

Wide Service Network

DISB provides a wide service network all over Malaysia to ease the operation of their customers. "Our service network covers the northern, southern, eastern and western regions of peninsula Malaysia so that customers can service

their vehicles at the location closest to them. Spare parts availability is abundant. Some spare parts importers are already importing CAMC parts from China itself due to the demand from customers."

DISB handles both rigid bodies and prime movers, therefore they cater to a wide range of customers. Customers can customize their trucks to any configuration to cater to their needs. The company is planning to launch several new products sometime next year.

Daihatsu Redefines Versatility

Daihatsu (Malaysia) Sdn Bhd launched its Daihatsu Business Fleet Program at the Malaysia Commercial Vehicle Expo 2019. The Daihatsu Business Fleet Program allows Daihatsu (Malaysia) Sdn Bhd (hereinafter known as DMSB) to provide innovative solutions and end-to-end aftersales services tailored to small and medium businesses as well as operators with larger fleets. Arman Mahadi, Managing Director of DMSB said that "the program puts a renewed focus on automotive service to better meet the requirements of today's growing fleet. With the explosive growth of transportation network companies and last mile delivery services, our aim



is to drive value through innovation by being the preferred partner of fleet companies to provide them with the service, vehicles and fleet management they need”.

Custom-made for SMEs

The company made its presence known at the Malaysia Commercial Vehicle Expo 2019. On display at the show was Malaysia's first automatic transmission (AT) light commercial vehicle; the Gran Max Panel Van. The vehicle is specifically designed to cater to the requirements of delivery-based businesses, SMEs, fleet businesses and government agencies, all whilst delivering strong performance and economical fuel consumption.

DMSB also partnered with Free Tree Society to create the 'Rewilding Roadshow', a community project sponsored by DMSB to encourage urban conservation and the greening of urban spaces. The Gran Max Green Van was showcased at MCVE 2019. The vehicle was custom built for the roadshow and comes complete with body wrap and additional body kits such as daytime running lights, bull bar, body side molding, side mirror cover, sun visor, scuff plate and sets of 15-inch sport rims.

The third vehicle exhibited at MCVE 2019 was a Gran Max in the pick-up variant transformed into a fully functional mobile clinic, as part of DMSB's support of Columbia Asia Hospital's initiative to continuously engage with the community to create awareness and foster preventative healthcare management. The mobile clinic offered complimentary health screening services throughout the show including a blood donation drive held by the National Blood Centre on the second day of the show.

Arman Mahadi concluded that “the transport industry is changing rapidly and the future of transportation will involve future-proof products and services. With our range of extremely versatile and highly adaptable vehicles as well as our innovative solutions, we are confident that we well-positioned to successfully navigate the future of transportation in Malaysia.”

driving for more than eight hours, they start getting sleepy. Without much movement, communication and activity, it is human nature for drivers to feel sleepy. Guardian is like a friend in the cab; alerting you when you start falling asleep. It's not there to spy at you. It is there to assist the driver retain a certain level of alertness to prevent a tragedy from happening”

Keep Fatigue in Check with Guardian

Guardian South East Asia plays a pivotal role in protecting drivers of commercial vehicles. Guardian South East Asia (SEA) is an authorised distributor of Guardian by Seeing Machines and partner for MiX Telematics in Malaysia and Singapore. Seeing Machines has almost 20 years of research and development, commercial application and proven expertise in intelligent face and eye tracking technology that enables machines to see, understand and assist people.

“Guardian by Seeing Machines is an after-market product that helps detect fatigue and distraction in drivers and alerts them in real-time. Whenever drivers are drowsy or have fallen asleep behind the wheel, a seat vibration motor jolts them awake,” said Dev Naren, Business Development Manager at Seeing Machines.



What Machines See

On how the system works, Naren shared that footage is sent to Seeing Machines' cloud server where data can be viewed by fleet managers so they can take action and manage potential driving related situations and keep their drivers safe, in near real time.

The core technology for Seeing Machines is the smart algorithm that allows the company to detect the slightest fatigue and distraction from drivers. "We have a driver-facing sensor that sits on the dash of the vehicle, which is actually monitoring the head and eyes of the driver. Any eye closure that lasts more than 1.5 seconds will be regarded as fatigue. A four-second duration of eyes off the forward roadway will be classified as distraction."

Naren further explained that driver fatigue has long affected the industry. "A lot of drivers are not even aware they had a microsleep event, even if they have been driving professionally for years. This is where the true value of Guardian comes on board - it is like having a friend in the cab; alerting you when you start falling asleep. It is there to make sure the driver retains a certain level of alertness to prevent a tragedy from happening."

Overcoming Resistance

Naren also shared that there has been some resistance by some drivers who are not willing to have a 'camera' in their face. "Firstly, what drivers need to know is that Guardian is not a CCTV. We have worked with many clients to help them explain and educate drivers on the purpose of Guardian; that is, it is there to monitor and alert on driver inattention to protect them in real time. It is important to understand that only footage which detects fatigue or distraction will be made available to fleet managers to enable them to provide an instantaneous response and have a clearer understanding of driver behaviour. The system is not designed to spy on drivers, and simply put, even if they wanted, supervisors cannot access the system to see what a driver is doing," he concluded.

Integrated Solution

Guardian is now being offered as an integrated solution and commercial standard offer in the MiX Telematics portfolio. This new offering is the result of the global distribution partnership agreement Seeing Machines signed with MiX Telematics back in December 2016. Both companies have agreed to collaborate on a co-branded integrated solution which will be distributed globally by MiX Telematics.

MiX Telematics is a leading global provider of fleet management, driver safety and vehicle tracking solutions. Designed for commercial fleet operators, their products and services enable users to actively manage their mobile assets. Solutions from MiX Telematics are delivered as a Software-as-a-Service (SaaS) to customers in over 120 countries.

"We are very excited to be expanding our footprint in South East Asia and to be working with Guardian. MiX Telematics is a fleet management provider where we focus on monitoring and improving driver behaviour. Apart from that, we also have other objectives in terms of fuel management and overall improvement of fleet safety and we do that by using on-board computers where we can retrieve the data and monitor driver behaviour. We have various mechanisms and platforms to improve driver behaviour either via classroom based training or online training" explained Niels Kirn, Head of Sales & Marketing (Middle East) at MiX Telematics.

Global Track Record

On what makes MiX Telematics a cut above other telematics systems, Steven Fletcher, Head of Sales (Australasia) said that they "have a very large global footprint so we have a proven track record of delivering a consistent and reliable service across multiple countries especially to MNCs. We also have a broad product portfolio so it's not just tracking the vehicle and driver behaviour but assets as well. Our customers have all these data at their fingertips."

Kirn further added that their customers appreciate the company's global coverage so that the support remains handy across different regions and countries. The company works closely with their local partners to ensure all requirements are met.

"Seeing Machines' Guardian works very closely with telematics and we complement each other so this partnership makes sense to both parties to try and deliver better solutions for our customers as a one-stop shop. Together, we cover a wide range of safety-driven solutions through the Guardian system and MiX Telematics to drive that. We are very excited to have expanded our footprint with a well-established partner like Seeing Machines and cannot wait to see what the region has in store for us," he concluded.

Shell Shows End-to-End Solutions for Transport Industry

Shell Malaysia showcased its complete end-to-end fleet solutions for the transport and logistics industry at the MCVE. The solution comprising the Shell Rimula range of premium low viscosity synthetic lubricants, Shell FuelSave Diesel with Dynaflex Technology and Shell Card will benefit fleet operators by helping them achieve optimum efficiency, productivity and reduce total cost of ownership.

Most Advanced Lubricants

Equipped with the most advanced API CK-4 specifications, Shell Rimula's premium lubricants are designed to not only achieve greater fuel economy and longer oil drain intervals but are also able to withstand extreme temperatures and loads in tough operating environments, while having a positive impact on lowering emissions.

Shell Lubricants Marketing General Manager May Tan said that customers in Malaysia can be rest assured that Shell Rimula lubricants are globally compatible with bio fuels, including B10 bio diesel in Malaysia.

"As a technology leader, Shell has been evaluating bio diesel's impacts and developing lubricants to meet challenges such as increased oxidation, creation of deposits, changes in oil viscosity and engine component



corrosion. Shell Rimula was tested in stringent oxidation, bearing and engine tests and performed above requirements which enhances the value of our end-to-end solutions for the transport and logistics industry," she said.

Rolling out in ASEAN

In the coming months, Malaysia is set to be the first market in ASEAN to launch the all-new Shell Rimula Ultra, one of the most advanced fully synthetic heavy-duty diesel engine oils in the world. The new flagship product complies with the latest European ACEA E6 and ACEA E9 specifications and manufacturers' approvals for use in ultra-modern diesel engines that comply with Euro 4 to Euro 6 emission standards. It offers longer oil life and extended oil-drain intervals of up to 150,000 km, better engine wear protection under all terrains and weather conditions as well as better fuel economy.

Better Together

Benefits from the use of Shell Rimula are amplified when used together with Shell FuelSave Diesel. This high-quality diesel from Shell features Dynaflex Technology and can help keep a vehicle's engine clean and protected for efficient running. With fuel expenses being one of the largest operating expenditures in running a fleet of vehicles, the annual savings from cleaner and more efficient engines can be significant.

The final part of the end-to-end solutions is managing fuel needs and its operating costs with Shell Card. Equipped with more than 50 years of experience and expertise, it provides a simpler, more secure and convenient way for fleet owners to purchase high quality fuels and keep their trucks running by enabling access to more than 900 Shell retail stations nationwide. Shell Card is able to manage fuel expenses efficiently and effectively for companies with a single online invoice coupled with data insights needed for more customised solutions.

Shell was the official fuel and lubricant partner for the MCVE 2019.

Upcoming MCVE 2021

While the exact date has not been confirmed, the next instalment of the Malaysia Commercial Vehicle Exhibition will take place in Q2 of 2021. Companies interested in taking up space or sponsoring the event are encouraged to make their bookings early in order to avoid disappointment. **T**

ASIAN TRUCKER DRIVERS CLUB

UPDATE



PREMIUM SPONSOR:



Shell
RIMULA
Heavy Duty Diesel Engine Oil



ASIAN TRUCKER

2019

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Kelana Jaya, 47301 Selangor



What Zainal Awang says about Shell Rimula products:

Slogan : Dapatkan Performa Terbaik Dari Kenderaan Anda Dengan Menggunakan Minyak Pelincir Dari Shell Rimula Untuk Melindungi Enjin Dari Geseran dan Kehausan Agar Anda Tetap Melaju Menuju Impian Anda.
#SHELL RIMULA PILIHAN NO 1 SAYA

Nama	: Zainal Bin Awang
Umur	: 25 Tahun
Company	: Awg Logistic
Pengalaman Berkerja	: 6 Tahun
Pengalaman Memandu	: 4 Tahun
Tempat Tinggal	: Kampung Melayu Subang.
Status	: Bujang
Hobi	: Badminton
Keluarga	: Anak bongsu dari 3 adik beradik
Tempat Bekerja	: Bekerja sendiri di Syarikat Keluarga

Azrul Fahmi B Abdul Wahab experiences more power with Shell Rimula.

Shell Rimula memberi Enjin Lori saya lebih berkuasa, mantap serta penjimatan Diesel yang lebih berganda.



Nama	: Azrul Fahmi B Abdul Wahab
Umur	: 40 Tahun
Company	: Kulaan Bersaudara Enterprise
Pengalaman Kerja	: 10 Tahun
Pengalaman Memandu	: 9 Tahun
Tmpt Tinggal	: Kg Medan Sijangkang, Klang, Selangor.
Status	: Berkahwin dan mempunyai 1 orang anak.
Hobi	: Memancing
Keluarga	: Anak ke-2 dari 4 adik beradik
Tempat Berkerja	: Di Syarikat Milik Keluarga (Bekerja Sendiri)



Asian Trucker Drivers Club Members Learn First Aid

Exclusive for members, the training at St John Ambulance of Malaysia trained 25 staff from various organisations in first aid.

St. John Ambulance of Malaysia (SJAM) runs ambulance services, event health services, first aid training and community services across the country. SJAM is the leading First Aid training provider in Malaysia. With a long history of First Aid training since 1908, SJAM provides comprehensive, complete and practical First Aid training to the public in the industrial sectors, offices, government departments, schools, and other institutions.

Different courses are designed to suit the requirements of the various sectors. These quality programmes are offered in major cities throughout the country. The training programme that was conducted on July 22 covered the following areas:

- Introduction to First Aid
- Bleeding and Wounds
- Cardio Pulmonary Resuscitation (CPR)
- Choking
- Bandaging and Dressing
- Anatomy
- Fractures, Burns and Scalds

Courses offered by SJAM are also HRDF-claimable and St. John Ambulance of Malaysia is listed as one of the institutions recognized by the Department of Occupational Safety and Health, Ministry of Human Resource, Malaysia for providing training on first aid in the workplace.

Supported by the Industry

Sponsored by Tuck Sun, the 25 strong group to undergo training comprised of drivers, trainers and HR personnel. Judy Chong Hing Pheng, Group Director of Tuck Sun said "Truck driving in defensive driving and safety is the utmost importance aspect and ensures high competence standard on the road. Malaysian drivers need to embrace the high standards in view of technological advancement in the new field of automotive engineering in AI and IOT. These augurs well for drivers learning how to handle new models of trucks with better road infrastructure conditions and road planning management. Thus, Tuck Sun has been embracing the IT transformation since the 1980s in developing talents in all areas of logistics. This training is part of Tuck Sun continuous CSR support for the logistics community to

create awareness and improving truck driving experience to another level of professionalism."

Asian Trucker Drivers Club makes good drivers even better

The focus of this CSR initiative are the key people of the industry - the drivers. Skilful drivers are highly sought after as their driving behaviour has a huge impact on the bottom line of transport companies. Also, they have to master the latest vehicle technology, the most sophisticated fleet management systems, road safety, and with market liberalization, understanding local rules and languages may be a crucial asset for truck drivers as well as for the employers, when carrying goods from country to country.

Therefore, Asian Trucker took the initiative to start a club for the Drivers, which will serve as a platform to help elevate the drivers' profession. "We have worked with St John Ambulances a number of times and their First Aid course is extremely valuable. It is truck drivers that are always on the road and who better to train to be able to assist in case of an emergency?" said Stefan Pertz, founder of the Asian Trucker Drivers Club. "We hope that more companies support us in our bid to improve the skills of our drivers," he said further. **F**





Volvo Trucks Seeking Your Contribution For A Food Distribution Truck

Every year, Volvo Group will distribute the season's charitable gift to the markets for use in various societal projects. The gift is to contribute to resolve the societies' challenges in the local markets, serving to create prosperity in the communities.

In 2018, Volvo Malaysia was awarded the seasonal gift to support Kechara Soup Kitchen's (KSK) charitable work in providing free food and medical services to the people in need, which is very in line with Volvo Trucks core values on quality (improving life of the underprivileged community), safety (on the road with Volvo Trucks) and environmental care (donation of excess food to reduce food wastage).

Volvo Trucks Malaysia intends to donate a multi-function truck which could be used as a food distribution truck, mobile clinic, and to conduct classes to the people in rural areas. This bigger truck will enable KSK to extend its charitable services to more people in need.

"Our contribution to Kechara Soup Kitchen is part of Volvo Group's annual 'Seasonal Gift' corporate social responsibility programme. We are very delighted to be able to donate a Volvo truck to KSK and to provide the much needed transportation solution towards this noble cause. We hope to create long-term sustainability for the communities to alleviate hunger for low-income families and the homeless. I also look forward to encourage the participation of our employees and customers to make this a "Truck Community Gives Back Initiative" and help bringing positive impact for the society here in Malaysia,"

Truck community gives back initiative. Volvo donates a food distribution truck to Kechara Soup Kitchen.

said Mitch Peden, Managing Director of Volvo Trucks Malaysia

Volvo Trucks Malaysia is one of the seven countries among the Volvo Group worldwide who has been awarded with this seasonal gift.

"This is extremely meaningful for us as this year is also our 50th year of presence in Malaysia, and to have this truck community give back in conjunction with our celebration, to the community," Peden said further.

Being part of the transportation community, Volvo Trucks would like to invite the esteemed organization's participation in this CSR initiative by sharing



Volvo Trucks wish to make this a joint force among the trucking community to be part of the contributor in improving the lives of Malaysian society. Together with Asian Trucker as the media partner, Volvo pledges for more esteemed organisations to join us in this meaningful Truck Community Gives Back Initiative.

Donation to be channeled directly to:
 Kechara Soup Kitchen Society
 Account number : 5122-3133-4874
 Bank : Maybank
 Swift code : MBBEMYKL
 Recipient's reference: Volvo Food Truck (Please write this as description)

*All donations to Kechara Soup Kitchen (KSK) for this initiative is eligible for tax deduction.

The Proposal

In order to be awarded with the Seasonal charitable Gift from Volvo Group, Volvo Malaysia had submitted a comprehensive proposal. The idea was simple: "To donate a Volvo truck with special-made body to KSK,"

Kechara Soup Kitchen (KSK) was founded in 2006 with the motto – "Hunger Knows No Barrier". It is a non-profit organisation to offer food (1 800 packs of food distributed weekly), and basic medical care to the marginalized community regardless of race and religion. They have expanded their services to include food bank and counseling referrals to accommodation and shelter.

KSK receives ~600T of raw food donation per year from 20 organisations including Tesco, AEON etc. They need a truck to distribute raw food (to the registered recipients) and to central kitchen for food preparation (for the homeless). A bigger truck will allow them to collect more food and reduce wastage.

The truck can be transformed into a mobile clinic to offer medical care to the rural community, especially for those who have mobility issues. Currently, KSK can only offer the services by using the municipal council's hall in Klang Valley. The truck will facilitate the supply of medicines for more efficient medical treatment.

the costs of the truck's body fabrication which is estimated at RM150 000. Volvo Trucks will be sponsoring the truck, GDL license, driver training and cover the repair and maintenance cost of the truck.

Types of sponsorship package:

Platinum Package RM15 000	<ul style="list-style-type: none"> • Company logo featured on the donated truck's body • Company logo featured on the plaque displayed in the truck • Company logo featured on all external communication materials related to the CSR programme • Credit mention in all media releases pertaining the CSR programme • Company/Executive quote in Asian Trucker Magazine's special write up on the CSR programme • Invitation to attend the truck handover ceremony to KSK, mock key presentation and group photo session on stage during the handover ceremony
Gold Package RM5 000	<ul style="list-style-type: none"> • Company name listed on the plaque displayed in the truck • Credit mention in all media releases pertaining the CSR programme • Invitation to attend the truck handover ceremony to KSK

KSK also aims to use the truck as a mobile educational centre to offer workshops and classes to children in rural area, and foster better learnings.

How will this be Implemented?

Volvo Trucks Malaysia will work with a body builder to provide a customised solution for this truck. Seri Zenith Engineering Sdn Bhd is engaged to take the fabrication work for the truck body.

Upon the completion of the vehicle preparation, the truck will be handed to KSK by inviting all participating organisations to witness the handover of the truck. Volvo Trucks will organise a session with its employees to participate in one of KSK’s food distribution activities and get a better understanding on how they work, with the aim to garner more volunteers to join KSK voluntary work.

What are the benefits?

KSK food distribution is not just curbing hunger of the underprivileged community but help to prevent bigger social issues such as theft / robbery and to maintain the harmony of the society.

A bigger truck will allow KSK to collect the donated ingredients more efficiently (estimate to reach 1 000 Ton/year) and potentially allow them to service more than 36 000 people/ month (currently 12 000/ month) in need. It also helps to improve the transport efficiency (lower pollution, more fuel-efficient) instead of using van/ 1-ton truck with more trips made currently. KSK can now expand its services to the rural area community for those with logistic or mobility constraint.

It will be very meaningful for trucking industry stakeholders to donate a truck to KSK for transportation purpose as a joint force in this “Truck Community Gives Back Initiative”.

For Platinum sponsors, the participating CSR partners’ company logo will be placed on the donated truck. As the truck travels around, it will help to promote the platinum sponsor’s company branding to the public. Volvo Trucks will also invite all contributing partners to the truck handover session which will increase the media exposure opportunities for their companies.

To learn more about Kechara Soup Kitchen, please visit www.kechara.com/soup-kitchen/.

Who We Are & What We Do



More than just a soup kitchen.



Delivered over 1.5 million meals since 2006

Non-religious, non-partisan society that does not discriminate against race, religion or creed of the clients it serves.



Specific Requirements

Most of Seri Zenith Engineering's fabrication works involve trailer fabrication under stringent conditions to ensure safety and efficiency. This food truck initiative is not something common that they fabricate daily as this is a rigid truck body fabrication with special purpose. The truck body requires some customisations such as shelves, insulated body, storage area for its multi-purpose usage. They also need to look into the durability of the materials for the body and flooring, to offer a long-term solution.

There are not many challenges from a technology standpoint, but it is definitely very different than the trailers that Seri Zenith Engineering produces for commercial purposes. It requires some innovations and thinking to customise the solution according to the need of Kechara Soup Kitchen, a very unique learning opportunity for them as well.

Insights from Developing the KSK truck

"We do customisation on most of the trailers that we fabricate but this is a one of its kind and the very first one that we will be making. Besides food delivery, it can also be used to conduct workshop for learning purpose. The truck will also serve as a mobile clinic for patients who have mobility issue to attend doctors' appointment. I strongly believe that healthcare is a basic human right and with this facility I hope people in need can be better taken care of," Koh elaborated.

"For sure all the thought processes and planning for this project will be taken into consideration as part of our learnings, we are all excited and looking forward to start this fabrication very soon."

Apart from Seri Zenith Engineering, Asian Trucker is on board as the platinum sponsor as well. Asian Trucker is also the media partner to help promoting this fundraising programme. "Asian Trucker also sees it as an obligation to society to give back. Every year we have been raising funds to help others. This initiative by Volvo Trucks is a good cause and we are proud to be involved," said Stefan Pertz, Editor of Asian Trucker. **F**



Motivation to Participate and the Importance of CSR

Contributing to the project as the platinum sponsor, and body builder is Seri Zenith Engineering, which has agreed to build the truck body for a greatly reduced cost. Asian Trucker spoke to Koh Pei Jia, Managing Director, Seri Zenith Engineering Sdn Bhd to find out more about their involvement.

"The key motivation comes from my parents, who constantly remind us the importance of giving back to the community, as much as we can. Hence, when Volvo Trucks approached us on this initiative, without a second thought, we have given our confirmation of participation almost immediately. In doing business, there are always ups and downs, we manage to make it through and grow stronger with the help from the team, business partners and others in the community." He said further that they always believe that the good deed will be blessed so he hopes this good cause can encourage more participation and benefit the community.

"We need to know the importance of giving back to society, sometimes not in monetary form, but also to inculcate the right values to the next generation. When we play a role in CSR, we do not expect a return, it is purely our care for the less-fortunate community, and our willingness to share what we can offer," Koh commented.



The upright exhaust system for four-axle vehicles is now available ex factory. It creates additional installation space for equipment on the side of the chassis, and has a weight advantage over the previous solution.

The New Arocs has Multimedia Cockpit

In keeping with the times, the new Arocs' various body-specific functions can be controlled by the Multimedia Cockpit touchscreen, a tailor-made solution for every vehicle body.

(Stuttgart) The new Arocs remains true to its virtues, and continues to excel with power, robustness and efficiency. At the same time the Mercedes-Benz Trucks flagship for construction operations offers digital applications for the construction sector. Above all, the Arocs's already existing ability to accommodate to bodybuilders has been improved even further. For example, individual body control functions that are not relevant to safety can be integrated into the Multimedia Cockpit of the new Arocs. This brings a number of advantages for bodybuilders, drivers and transport operators.

Virtual Switches act as Supplementary Controls

The Multimedia Cockpit of the new Arocs consisting of two digital displays replaces the classic instrument cluster and supplements the switch control panel in the dashboard. The high-resolution primary colour display behind the steering wheel clearly shows all the vehicle information plus driving and operating statuses. If an implement or mounted body is in operation, this is shown symbolically by indicator lamps in the primary display.

In addition, pop-up windows can give the driver warnings, and up to ten messages can be configured. The pop-ups consist of a symbol and an information text. Potential messages might be "Transmission fault in the vehicle body", "Fault in the trailer coupling", "Body oil temperature too high" or "Body service required".

Every Aspect Covered

The second display of the Multimedia Cockpit with touchscreen operation is located in the dashboard. For the convenient integration of non-safety-related body functions, up to eight individually selectable, virtual switches

can be accommodated here. The corresponding symbols can be chosen from a range of more than 130 templates.

Furthermore, it is still possible to assign functions to the classic switches in the control panel directly below the secondary display. Should the number of connectors provided here be insufficient, an additional control panel in the cup holder can be ordered as special equipment.

Body Indicator Lamps can be Individually Assigned

Another advantage of technical integration into the Multimedia Cockpit of the new Arocs: in order to represent corresponding symbols desired by the bodybuilder, it is now no longer necessary to disassemble the instrument cluster. The symbols can be very easily configured from a vehicle library by a service partner, using so-called XENTRY diagnosis.

Up to five indicator lamps can be freely selected for the primary display of the Multimedia Cockpit. In this case the lamps show the operating status of the vehicle body – for example whether the body-mounted headlamps are switched on, or the support legs for a crane have been extended.

Multimedia Cockpit can Show Images from Four Cameras

If there is no banksman on a construction site, many of the bodies mounted on construction vehicles can only be safely operated from the cab if their radius of action is precisely monitored by cameras. In the new Arocs this does not usually require the installation of additional screens. Instead up to four cameras can transmit their images to the secondary display of the Multimedia Cockpit. The driver can choose between different viewing modes and, for example, only have the full-screen image shown that is currently of interest.

In a nutshell: in the new Arocs, the vehicle body and the Multimedia Cockpit work hand in hand. Pre-installation solutions that can be customised provide the driver with more information than previously. It is possible to continue using the mechanical switches controlling body

functions, or they can be replaced by virtual switches that are conveniently and intuitively controlled. Moreover, this reduces the wiring requirement in the new Arocs, i.e. further wiring to the switch control panel in the dashboard is unnecessary.

More Installation Space

The ability of the new Arocs to accommodate to bodybuilders with regard to "hardware" has also been further improved. For example, a vertical exhaust system is now available ex factory for all four-axle vehicles. This creates additional installation space for equipment mounted on the side of the frame, e.g. for additional fuel tanks or stowage boxes.

Another advantage of these solutions compared to the previous, side-mounted exhaust system, where only the exhaust pipe itself is upright, is reduced weight. With the new, side-mounted exhaust system, it is possible to realise a space-saving solution for the standard exhaust.

Time and Quality Benefits

Mercedes-Benz Trucks also ensures the versatility of the new Arocs in its wide range of applications by taking the needs of bodybuilders into account during the development of the Arocs. So-called "Qualified Partners" in the bodybuilder segment undertake to maintain certain quality standards in keeping with the Mercedes-Benz brand where



The displays in the Multimedia Cockpit show body functions and virtual switches act as supplementary controls.

service is concerned, including the supply of parts and parts documentation. In return they are given access to design data which saves time and improves quality when the desired vehicle body is realised. **F**

SPECIAL OFFER FROM ASIAN TRUCKER!

Books dedicated to wheel alignment, more so on wheel alignment for commercial vehicles, are very rare indeed. You will not find them in bookstores. Wong Thiam Boon has poured decades worth of experience into this book and you can now buy it from Asian Trucker for a special price.

If you want to learn more about how to reduce the cost of operating your fleet through correct wheel alignment, then wait no longer and grab a copy of this practical guide book.

RM 120.00 or SGD 40.00 + Postage

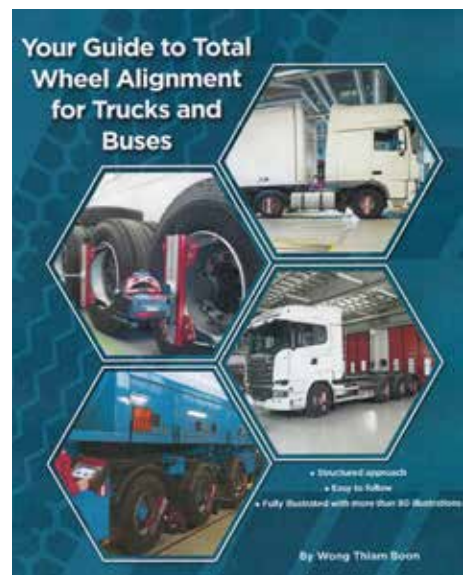
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"This practical and resourceful book will be an asset to any fleet operator or workshop that wants to improve the performance of commercial vehicles. It is TB Wong's experience of decades working with wheel alignment systems that shines through and makes this a must-have item for anyone that is serious about their transportation business. The industry had to wait far too long for a resource like this and I am excited to see TB Wong's knowledge now being available to the market."

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

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IVECO Launches New IVECO S-WAY: The 100% Connected, Driver-centric Long-haul Truck



The on-road IVECO S-WAY is the first vehicle in the new IVECO WAY heavy range, developed to deliver a complete package of features and services focused on the driver, on sustainability and on an advanced level of connectivity-enabling new customised services.

The IVECO S-WAY was launched at a global event held in Madrid, involving global leader partners Amazon, Shell and Microsoft. IVECO presented its new IVECO S-WAY heavy vehicle for on-road missions in a milestone Convention held at the IFEMA exhibition centre in Madrid, Spain, to its dealer network, its sales people, customers and the representatives of the international press in June.

Hubertus Mühlhäuser, Chief Executive Officer of CNH Industrial, presented the strategic outlook and vision of CNH Industrial at the event, which was opened by Gerrit Marx, President Commercial and Specialty Vehicles. Also invited to speak were representatives of the brand's global leader partners Amazon, Shell and Microsoft, companies known for generating 'creative disruption' through their innovations.

With this launch, the brand is introducing its new IVECO WAY heavy range that marks a strong shift towards providing customers with an integrated transport solution, economically and environmentally sustainable, in which the services around the product become more important than the product itself. In his speech, Marx explained: "We want to become the Easiest-to-work-and-innovate-with Truck OEM for our suppliers and customers, while tailoring our vehicles around a Driver's life, which today is more than just the route he travels. Sustainability also entails our responsibility to make this job, which is crucial for our society, a more attractive and enjoyable one... which goes beyond just adding leather and wood applications."

IVECO S-WAY: the IVECO heavy truck for the next decade

The IVECO S-WAY carries over all the advances introduced in the previous generations and adds a new cab entirely redesigned around the driver's and the owner's needs. In the face of fierce competition, logistics operators need top-level uptime, efficiency and productivity from their fleets. The new IVECO S-WAY perfectly meets this requirement, providing a complete package of features and services without equal, developed with focus on driver centricity, sustainability and a new, extended level of connectivity aimed at reducing Total Cost of Ownership. It is more than a product: it offers a business model that covers the vehicle's entire life cycle and helps IVECO's customers to meet their own customers' requirements.

The driver-centric design of the new cab provides first-rate living and working conditions with a spacious environment, outstanding driving ergonomics, and a well-planned layout that combines functionality with comfort. The design also addresses driver safety with the reinforced structure (ECE R29.03 cab crash compliant) and much improved visibility all around and in all conditions. In redesigning the cab from the ground up, IVECO has taken every opportunity to deliver cost savings and productivity gains to the benefit of the owner's profitability. The new design optimises aerodynamic performance, further increasing the vehicle's excellent fuel efficiency by up to 4 percent.

Also contributing to the low Total Cost of Ownership are design features such as the multi-piece bumper that dramatically reduces repair costs, as only the affected part needs to be replaced in the event of damage.

IVECO S-WAY: the 100% connected truck

The new, advanced Connectivity Box in the IVECO S-WAY is a powerful connectivity enabler and true game-changer. It collects, processes and exchanges data in real time. It works off a service platform developed

in partnership with Microsoft that provides safe data storage and management, and many value-added services. Owners and drivers are constantly connected with the vehicle on their mobile device or PC through the user-friendly MyIVECO portal and app.

The IVECO S-WAY uses connectivity to enhance the driver's life on board, providing a superior driving experience with advanced driver assistance and driving style features combined with services developed to help them operate effortlessly and efficiently, accessed through the user-friendly MyIVECO EASY Way App.

The IVECO S-WAY's advanced connectivity has also been developed to help logistics operators to ensure their businesses' profitability by maximising the vehicle's uptime, providing a consistent and predictive service with My IVECO Way Solutions, and delivering low Total Cost of Ownership. It also unlocks a new modular offer of premium personalised services, including professional fuel advising, fleet management and maintenance, to optimise the fleet's performance and efficiency.

IVECO S-WAY: the sustainable truck

The new IVECO S-WAY builds on the outstanding sustainable performance of the brand's heavy line, achieving further reductions in PM, NOx and CO2 emissions. True to its heritage, it combines low TCO with low emissions. This is achieved with the exclusive HI-SCR after-treatment system and through the exceptional fuel efficiency resulting from the advanced engine technology and Hi-Tronix transmission, and the multiple fuel-saving solutions such as the Smart EGR.

For logistics operators wishing to run a 'green' fleet, the IVECO S-WAY Natural Power remains the only LNG truck offering a range of up to 1 600 km for long haul missions with 460 hp. With this vehicle, they will benefit from all the advantages of natural gas, the only immediately available low-emission alternative to diesel in the heavy segment, which delivers Particulate Matter emissions 99% lower than diesel, 90 percent less NO2 and, with biomethane, CO2 is 95 percent lower, near zero.




IVECO WAY Range: the "customer-centric" way

The IVECO WAY range, with its new name, signals the brand's approach that fully exploits the possibilities offered by connectivity – a new way of being 'customer centric' by creating a set of solutions to support the customers every step of the way in their vehicle's lifecycle and beyond. Its focus on the customer extends to the driver, by raising the bar on the quality of life on board. It introduces a new way of operating, where connectivity puts the driver, owner and IVECO on board the truck, working together to build the vehicle's business case and ensure its profitability – as expressed by the range's pay-off: IVECO. DRIVE THE NEW WAY.

The new IVECO WAY range is the culmination of a product innovation cycle that saw the introduction of the IVECO S-WAY's predecessor with its 11 percent fuel efficiency reduction, the first true natural gas long-haul solution in the industry, and the X-WAY family for light off-road missions. It addresses the key trends driving the transport industry: a blurring of the lines separating the vehicle and the services around it, the advanced connectivity, the need to attract and keep highly skilled professional drivers, and increasingly demanding requirements in sustainability.

A milestone event for a ground-breaking launch

IVECO put the spotlight on the driver at the event with the IVECO Relay Race "Our History, your stories", an initiative that followed long-haul drivers on a four-leg journey across Europe with stops at iconic CNH Industrial locations: they started at the CNH Industrial Village in Turin, Italy and stopped at the tractor plant in St Valentin, Austria, IVECO's heavy-duty truck design and testing centre in Ulm, Germany, and the powertrain factory in Bourbon-Lancy, France, before reaching the final destination in Madrid, Spain. During their journey, the drivers provided testimonials of their experience of their IVECO vehicle on the road, which have been shared on social media and shown during the Convention.

IVECO's core value of Sustainability was reflected in the organisation of the event, as the brand took the opportunity to promote an important environmental message, raising awareness about the issue of plastic pollution in the ocean. All participants received a water bottle made of 100 percent recyclable PETG, with the encouragement to refill it at water coolers distributed throughout the event's venues, helping to save the oceans. 



igus E2 hydraulic chain securely guides hydraulic hoses in small spaces

igus has introduced a new E2 hydraulic chain that serves as an energy and media guide even for small installation spaces on support legs. Strong, space-saving and easy-to-install, the igus e-chain guides two hydraulic hoses in addition to power and control cables. The E2 hydraulic chain is an ideal solution for special mechanical engineering, and its use significantly reduces the costs of maintenance and downtime. igus, the Germany-based manufacturer of motion plastics, runs its North American operations out of Providence, R.I.

Support legs on many construction machines, such as concrete pumps or mobile cranes, are characterized by a large variety of models and components. The safe guidance of hydraulic hoses is crucial, because they need to be reliable under high mechanical stress and strong weather conditions. The E2 hydraulic chain from igus provides efficient protection to internal cables and prevents torsion and bending of the hoses through the predefined minimum bend radius.

Proven technology even for heavy construction machinery

For a long time, igus has been using “extender crossbars” to create additional interior space for the guidance of hoses. For the E2/000 series and the E4.1 and E4.1L systems, extender crossbars, in addition to normal crossbars, can be used with high holding power to accommodate additional hoses with larger diameters. The new chain provides energy and media guidance with one system. For the new E2 hydraulic chain, the concept was applied to the installation space-specific conditions of support legs on concrete pumps and mobile cranes. A one-piece, solid extender crossbar design and the heavy-duty pin/bore connection ensure high strength, even for large unsupported lengths. The extender crossbars are injection moulded directly on the side link and thus offer optimal hose guidance and stability.

It is also possible to place two hoses safely, one above the other. Since energy and hydraulics can be guided within a single hydraulic chain, the requirement for installation space is reduced. The hydraulic chain has an external width of just 41.2 millimeters and an external height of 57.5 mm. The predefined minimum bend radius is 75 mm. The total required installation height for the chain is only 255 mm. Thus, the E2 hydraulic chain can be integrated into almost any application, such as close to the base or on the side wall of support legs, a concrete pump or a mobile crane.

Gentle hose guidance for less maintenance

Since hydraulic hoses, which are usually operated at extremely high pressure, need to endure a lot in dynamic applications, they are very maintenance-intensive. The E2 hydraulic chain meets this challenge in two ways: The extender crossbars and e-chain are made of tribologically optimized plastic. This reduces the abrasion and protects the hoses.

Its design also reduces wear to a minimum. Both the extender crossbars and the interior of the chain are designed to protect the hose. Rounded contours and wide and smooth contact surfaces keep abrasion and wear of the hydraulic hoses low.

The segmentation of the cable types also reduces the strain on the cables. Electrical and hydraulic guidance is completely separated by chambers. This follows the principle that cables and hoses with very different diameters should always be run separately. This is important because power or control cables have a maximum thickness of 5 millimeters, while the hydraulic hoses can be up to 20 millimeters. Normally a clearance space of 20 percent is required, since hydraulic hoses expand transversely and lengthwise when pressurized. Designed to the last detail, the E2 hydraulic chain can offer freedom from maintenance. Cables and two hydraulic hoses can be safely guided with the E2 hydraulic chain. This increases the service life and reduces maintenance intervals. **T**



YonMing Celebrates 40th Anniversary Milestone

Having grown from humble beginnings, four decades on, YonMing made history as a home-grown brand that serves the industry.

It was surely a reason to celebrate. Staff and hundreds of invited guests gathered at the 40th anniversary dinner of YonMing. It was held at Mines 2 on Friday, 21 June 2019 in conjunction with the Malaysia Commercial Vehicle Exhibition.

Founder and Group Managing Director Alex Kau kicked-off the celebrations with his opening speech. Following that, the VIP of the event, YB Liew Chin Tong, together with the Yonming Group Management Team and Senior Manager came on stage for the YonMing 40th launching gimmick.

Kau thanked suppliers and business partners that have been part of the journey for the past 40 years. "Without you, this would have not been possible." He said that he thanked everyone on behalf of the entire group and pledged that the company will continue to strive to improve the services provided. Yonming recently launched additional nine units of new rescue vans, equipped with more comprehensive equipment and better solutions for their registered customers nationwide Malaysia, Kau highlighted.

In this connection, he highlighted the YonMing Academy, in which the group is training young people to be able to work in the commercial vehicle industry. Provides them with the required skills, the academy seeks to be a pioneer in



this industry to produce sustainable and competitive workforce.

YonMing's group of managers toasted to their guests while a visibly excited Alex Kau said "Thanks for you support from customers and suppliers, especially those who travelled from outstation or overseas for attending our event!"





More Options from Isuzu

Isuzu Malaysia is poised to retain its position as Malaysia's top truck brand following the showcase of its latest dependable and efficient Elf and Forward truck variants in a recent product launch.

According to Isuzu's spokesperson, the new trucks that will be available for sale from the third quarter of 2019 are expected to further increase the brand's appeal. Particularly so in the light-duty segment where the Isuzu Elf models have enjoyed the title of Malaysia's top-selling truck range for the last nine consecutive years.

The vehicles have seen improvements from previous ELF model to suitable market demand. Once the new 2019 line-up comes on stream, Isuzu Malaysia will offer 19 variants of the Elf covering 4-wheeler, 6-wheeler, 4x4 and Crew-Cab versions, giving it the widest range of light duty truck options in the market.

"With the wider selection of variants available, truck operators will be able to select the most appropriate Isuzu vehicle for their operations rather than to buy a truck that is not perfectly configured to their transportation needs," said Koji Nakamura, CEO of Isuzu Malaysia at the media launch.

Of particular interest to businesses that operate their vehicles in frequent stop-start and congested urban environments will be the availability of selected truck models fitted with "Smoother", a 6-speed Automated Manual Transmissions (AMTs) as factory variants.

Offering the full benefits of an automatic transmission but with the reliability and low running cost akin to manual transmissions, "Smoother" offers a significant advantage as the gears are directly coupled thus do not suffer from energy loss through hydraulic slippage.

Furthermore, Isuzu's "Smoother" selects the most appropriate gear for the given driving condition. This ensures that the engine revolutions remain within its optimal range thus extending the life of the engine and drivetrain. On the "Smoother" models, there is even a secondary ECONO Mode that the driver can select to automatically change gears at lower engine revolutions, providing even greater fuel savings.

Although the initial purchase price of the "Smoother" models is higher, business owners are able to enjoy lower running costs as fluid coupling doesn't cause wear and tear. It will also be easier to employ drivers as the pool of drivers who can handle manual transmissions is shrinking. Drivers too will find the "Smoother" models a boon and less fatiguing, enabling them to better retain concentration throughout their workday.

With the proliferation of E-commerce, the new Isuzu Elf variants offer the perfect solution to the rising demand for dependable and efficient deliveries. The engines for "Smoother" models comply with the Euro 3 emission standards, ensuring the Elf remains efficient and environmentally friendly.



Isuzu Malaysia has chosen to retain the ever-popular FVR240 model in the line-up for those who require the large cargo capacity but haul less weighty bulk such as foodstuff or furniture or perform duties as council vehicles.

To retain a high level of safety, the FVR34 range now comes standard with full air brakes and Anti-Lock Braking System (ABS). Braking performance is significantly improved while the ABS system greatly assists in maintaining braking stability particularly on slippery surfaces.

Further upgrades to the Forward line-up include a larger capacity alternator that is able to better meet the power demands of high-amperage equipment. The new 2019 range of Isuzu trucks will be available at all 43 authorised Isuzu truck outlets nationwide from third quarter of 2019. **F**

Isuzu Malaysia is also introducing three new crew cab variants to its 2019 line-up. With a total of four models in that segment, those in the service industry will find more flexibility to transport their manpower and goods efficiently and safely.

Unlike some retro-fitted after-market crew cabs that are prone to ill-fitment, Isuzu's crew cabs are designed at Isuzu's R&D centre employing the latest technologies, built and outfitted completely in the Isuzu factory thus come with full compliance to the highest ECE safety standards and enjoy the full Isuzu warranty.

Bigger and mightier Forward

The Isuzu Forward range, a favourite among long-haulers for its exemplary low-running cost, impressive manoeuvrability and highly-accommodating cabin will be further improved for 2019 with a beefier chassis and higher performance.

The FVR34 model will now come with a GVW of 19 tons, up from the current 18-ton capacity. This upgraded payload capacity not only allows owners to maximize each load thereby reducing their transportation costs, the manoeuvrability of the Forward range makes it very ideal for intra-city hauling, eliminating the need to break bulk for urban pick-up and deliveries. The front axle capacity too has been significantly increased to 7 500kg contributing to its superior carrying capacity.

As complement to the increased payload, the nimble and flexible 6HK1-TC powerplant has now been tweaked to develop a very respectable 300PS of power with 986Nm of torque for the FVR300 model, giving it superior performance over all Malaysian road conditions, particularly over hilly terrain.

To capitalize on the improved performance of the FVR300 model, the range will now be paired to a new Eaton transmission. Using nine forward speeds including a 'crawler' gear for severe terrain, the new transmission's ratios better match the engine's improved performance characteristics, giving the FVR more flexible performance while the engine revolutions remain more frequently in its optimal zone.

Short Test Drive – Impressions

Taking the upgraded Elf for a short drive, Asian Trucker was able to test this new model. Functionality is key and the cabin is a workspace that will be appreciated by the operator. The cab has sufficient room to become the mobile office while at the same time being comfortable when being on the road all day. This swift and solidly build vehicle will surely be a valuable addition to operators needing this size of truck.

Given the short time for the drive, one would not be able to fully review the vehicle. Two issues stood out though: some instruments were not clearly legible as the sunlight in Malaysia is rather strong and the lighting in the instrument cluster not sufficient to counter this. Secondly, some buttons had no labels and one would have to guess what they are for. These things should not be left to guessing as vehicles may be operated by drivers that are used to other trucks and they may not be able to find the functions they need or use them incorrectly.

The operation modes of the gearbox make this a highly versatile vehicle. Although the new term Automated Manual Transmission may sound overwhelming, it is a rather easy to operate feature. However, as this is a new, advanced system, drivers will have to be trained. Manual Transmissions require skilled drivers. This may require offering special training for drivers of the new ELF / Forward as the Automated Manual transmission needs to be used correctly.

Isuzu dealers will provide drivers training for ELF/ Forward Manual Transmission model for efficient and correct truck driving technics and safety precaution. For normal driving, customers can drive Automated Manual Transmission truck in the same way as a passenger car, but drivers training will provide advanced technique to make full use of the functionality of ISUZU "Smoother" feature.

How Petronas Aims to Move You Like Never Before



On board with PETRONAS Lubricants Marketing Malaysia (PLMM) for just a short while, Hardeep Singh took time out from his busy schedule to discuss lubricants and the future of collaborations with Asian Trucker in this exclusive interview.

Currently, Hardeep Singh holds the position of Chief Executive Officer in PETRONAS Lubricants Marketing Malaysia, a post he recently took. Hardeep has been in the oil and gas industry since he graduated as a mechanical engineer. His career has seen him in various roles before he joined PETRONAS in 2017. He has been in sales, business development and marketing where he handled projects in many countries around the world.

When KLIA and the North South highway were built, he was handling the supply of lubricants into the construction sites as his responsibility with the previous employer. Outside Malaysia, he handled business development projects into China and Saudi Arabia as well as in Indonesia. Indonesia was his longest stay in a country, which resulted in a steadily growing business. Following his last appointment to Singapore he decided to come back to Malaysia and when PETRONAS came knocking some 15 months ago, he pranced on the opportunity.

“Interestingly enough, the only brief time I really practiced engineering was in my very first assignment when I was a technical services engineer. At that time, some 70 percent of the staff in the company were engineers, unless it was highly specialised, like accounting.” Even then, the mantra was always “techno-commercial” hence the view of the management was “best sales-person for oil and gas products must be an engineer. My experience to date reinforces this very important aspect.

In his own words, PETRONAS Lubricants Marketing Malaysia (PLMM) has moved away from just selling oils that keep the engines lubricated “Lubricants are a product, but it is now a part of an entire eco-system. Really, it is about giving the best to the consumers, being it passenger cars or commercial vehicles. We say that we help to fuel and lubricate the nation seamlessly.”

In PLMM, his job is to ensure that the company provides the right solutions (be it lubrication or services) for the industries served. Coverage includes quarries, transportation and other crucial segments that are instrumental to driving Malaysia’s economy. “We have to ensure that the products/services we offer are fit for the purpose. And this is why we don’t just say we sell lubricants. And it is my task to ensure we are able to do so.” The recent advertising campaign using the slogan for fuel PETRONAS Primax 95 with Pro-Drive “Move Like Never Before” and according to Hardeep, this is what the company is aiming to be known for: an enabler and capable business partner.

Hardeep elaborates that lubricants are the hidden heroes of the industry. “This is because there are fewer contact with these products, compared to say fuels. If you are running a truck, the fuel pump is something that you will need to use much more often.” That said, lubricants are something that you don’t come across very often. In many cases, the service is done in a way whereby the oil change is not even being experienced by the driver or owner. Also, other lubricants and fluids are not being viewed as very important. Hardeep however says that these are equally important or even more crucial as it is these fluids that help to achieve environmental protection and delivering




optimum performance at the same time. "It is also a platform that allows us to demonstrate sustainability and superiority." For PETRONAS, it is technology that is the differentiator, while others may simply compete on price.

Many users of lubricants may not be very knowledgeable about how lubricants work and how they are best used. "I would draw a connection here to a fear of science," Hardeep says. Said fear of science may lead to a certain ignorance on the topic. Secondly, Hardeep admits, lubricants might be some of the least glamorous topics to discuss. "What affects you in the daily life is what we talk about. For fleet owners that is the fuel consumption." There is also a disconnect as the service of the vehicle is oftentimes left to the seller of the commercial vehicle (if OEM? Then not the case for distance between technology and purchasing decision) and the owners are no longer involved. While this offers a certain piece of mind, it creates a distance between the technology and the purchasing decision. "What I hope for is that consumers are able to and will make an informed decision, especially on critical fluids like engine, brake fluid and transmission lubricants. Simply, because if you make a wrong choice, then it will become more expensive." Hardeep laments that in reality, purchase decisions are made via tenders, whereby it is the price that drives the decision. In this context, collaborations become more important in his view as buying just the cheapest fluids may result in loss of performance, which can be up to 30 percent. While a lower price may offer instant gratification, a collaboration with the right partners will result in long terms savings and increased profits.

PETRONAS is putting their money where their mouth is. The partnership with racing teams at the Dakar Rally is one such example where the company is generating knowledge and through a long-term relationship learns and also provides enhanced values to the users. "What you want to do is to test your products in the toughest and most stressful environments. That is why we are involved in Formula1, Moto GP and also the Dakar Rally. It is one thing to develop a product in the most sophisticated, cleanest lab with a lot of R&D and PHDs, but it is another issue to test it under real life conditions," he explains. Many customers are demanding to see proof points and for commercial vehicles, it is the Dakar Rally. The environment is covering all the high demand situations, similar to quarries and other off-road situations. "Yes, you can simulate the usages, but it will never be the same as in real life. It is akin to running in a gym and outside, whereby the gym is the lab, a controlled environment." Going forward, PETRONAS is looking for other opportunities to work with OEMs in order to develop and offer new products. The activities

that will result from there will revolve around the joint benefits. "Naturally, we would then need to find methods that allow us to bring the products to the consumers, which has to be done in collaboration with our distribution partners."

When evaluating different markets, Hardeep sees that there are vast differences. For instance, European markets demand different products. "For instance, most European countries are using Euro 5 and Euro 6 engines, whereby other markets are not there yet. And that requires us to address the needs with the products that are a best fit." Hardeep sees a push towards higher specs in Malaysia, which he praises. When asked about the push for higher specs, Hardeep says that it may need more education of both, users and government as there might be a lack of understanding of what benefits a move towards Euro 5 may bring. "In my view, this is where a dialogue is missing. We may have an understanding on the intent, but we may be lacking action."

One of the challenges Hardeep sees is that the purchase of fuels and lubricants is detached from each other. He said that "We develop these to work together and support each other. However, when you then task different people with the purchase of each supply, then you may end up with sub-optimal performance when using products that are not matching." Fleet owners may use different strategies for purchasing decisions. Hardeep advocates that they are being seen as a combo-package in order to provide better value. What he sees is fleet owners get much more involved in the purchase decision for the fuels. "It should not just be the job of the procurement department to buy lubricants, there should be an engineer involved." As engines have changed tremendously, the old purchasing criteria of just getting the cheapest lubricants may no longer be appropriate. Hardeep underlines this by saying that "Price is a situation where $1 + 1 = 2$, whereas value is the proverbial $1 + 1 = 3$ or more." What Hardeep is hoping to achieve is that the value that he brings to the market is cost savings and growth opportunities. He parted with Hardeep emphasising that "PETRONAS is there to help the economy by moving, lubricating the industry seamlessly." 



Steelbro Puts on a Great Show in KL

Sidelifter manufacturer, Steelbro successfully launched its latest innovation at the Malaysia Commercial Vehicle Expo (MCVE) in Kuala Lumpur in June.

The brand new SB362 sidelifter was showcased together with the tried and tested 'favourite' SB450 unit. With this new option in sidelifter technology, Steelbro is now able to cater to all requirements.

The expo was a great opportunity to introduce the SB362 sidelifter to the Malaysian market. This new model adapted for Malaysia conditions, now gives transport operators a new choice in sidelifter technology. With its 36-tonne lifting capacity, the sidelifter is quick and stable with an outreach of more than four metres to provide ease of operation. The new Malaysia model is not expected to replace the SB450 unit, but will offer an alternative option, and in some cases supplement haulage operator's existing fleet.

At the show, Steelbro had both an indoor booth and an outdoor display. Visitors were able to check out the crane, spare parts and see a video presentation at the indoor display. Whilst outside, they were treated to a demo of the new SB362 model and given the chance to test drive the new unit. There was also an opportunity to see the tried and tested SB450 unit in action, double stacking two containers.

Andy Ersalle, Steelbro Regional Manager SE Asia said "Our participation at the exhibition was a great chance for us to connect with some of our customers. We were really excited to be able to introduce them to the latest SB362 model and it was also great for customers to meet our production, sales, service and parts and technical team at Steelbro Malaysia."

Giulio Lombardi, Chairman of Howard Porter (owner of Steelbro) was present for the SB362 product launch presentation and special ceremony to handover keys to brand new sidelifters.





The company recognised various customers' contributions by presenting the 'Steelbro Excellence Awards' at the key handover ceremony. These awards were given to the most valued customers across the territories as an appreciation of their customer loyalty.

Palm oil exporter, Nespalm Logistics (M) Sdn Bhd took out the 'Best customer - Highest unit achiever for the Southern Region award'. Nespalm has been successfully exporting palm oil in bulk quantities and in drums from Malaysia for over 20 years and attributes some of their growth to their investment in Steelbro sidelifers.

Winner of the 'New territory explorer for Northern Region award' went to Tanjong Ixora Logistics Sdn Bhd, a family-run enterprise located down the road from the Penang Port Container Terminal. The company was founded in 2006 by Mohammad Noor and his two older sons. The company prides itself on providing transportation solutions throughout the peninsular and how far they have come as a family run business.

Tro Link Services Sdn Bhd won the third award. Although Tro link was only started as recently as 2017, this haulage, transportation company, based near Port Klang took the award for 'Best customer-highest unit contributor in 2019 for central region.

According to Steelbro, the exhibition was a great success. As a result of the show, many organisations are now in discussion with Steelbro about possible purchases. "The show was a great time for face to face discussions about the two different models. It was also really valuable to have knowledgeable key personnel on hand to answer the more technical enquiries. Staff could easily explain the technical benefits of these units over other products in the market," added Andy Ersalle.

The new SB362 will supplement the SB450 unit, adding to the Steelbro offering and providing more choice. Transport operators are still expected to choose the SB450 model when conditions are extreme and call for a more rugged sidelifter unit with a stronger lifting capacity.

Those who missed seeing the Steelbro sidelifter units at the show can contact Steelbro Malaysia for a special demonstration. **T**

Front Wheel Alignment vs Total Wheel Alignment

TB Wong is sharing with us from his 30 years of experience. In this one chapter of his book on Total Wheel Alignment he highlights why it is important to look at all the tyres of a truck and not just the front wheels.

What is wheel alignment for trucks? As one American tyreman puts it “when a vehicle is in total alignment, all wheels ‘agree’ on one direction – focused on the frame – so there are no lateral forces to create a counter-steering effect”.

The key word here is “all wheels” which includes not only the front wheels but also the wheels on drive and tag axles and wheels on the trailer as well.

Locally however, the practice of wheel alignment for trucks means aligning the front wheels only. This essentially consists of adjusting the track rod to adjust the total toe on the front wheels. This is front wheel alignment, NOT total alignment.

Alignment is often thought to be a front-end problem because the front axle does the steering and has

Figure 1:

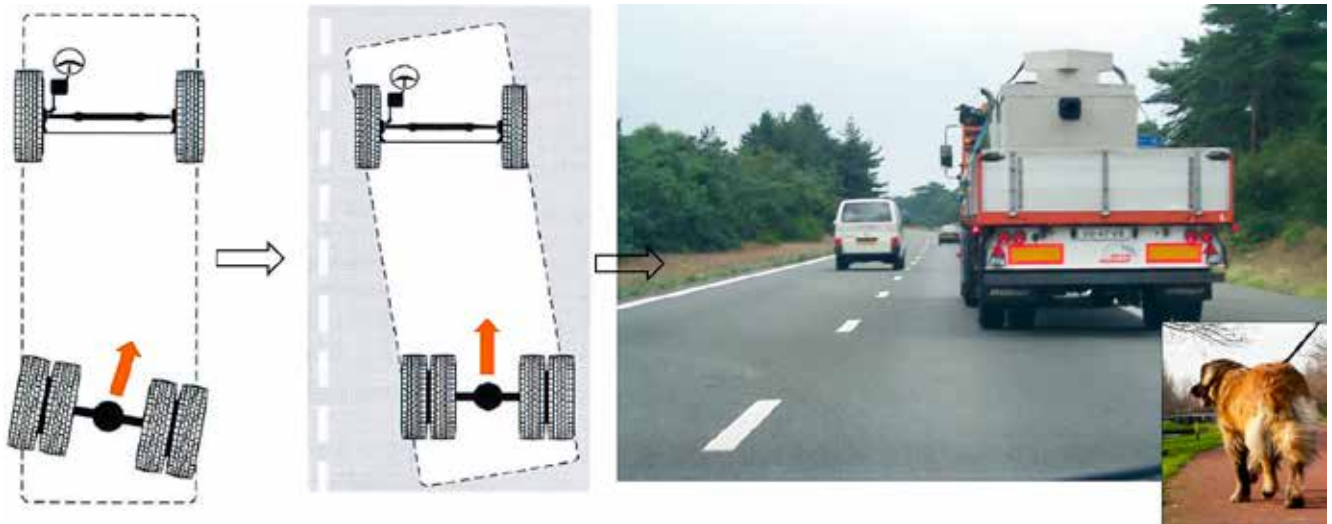
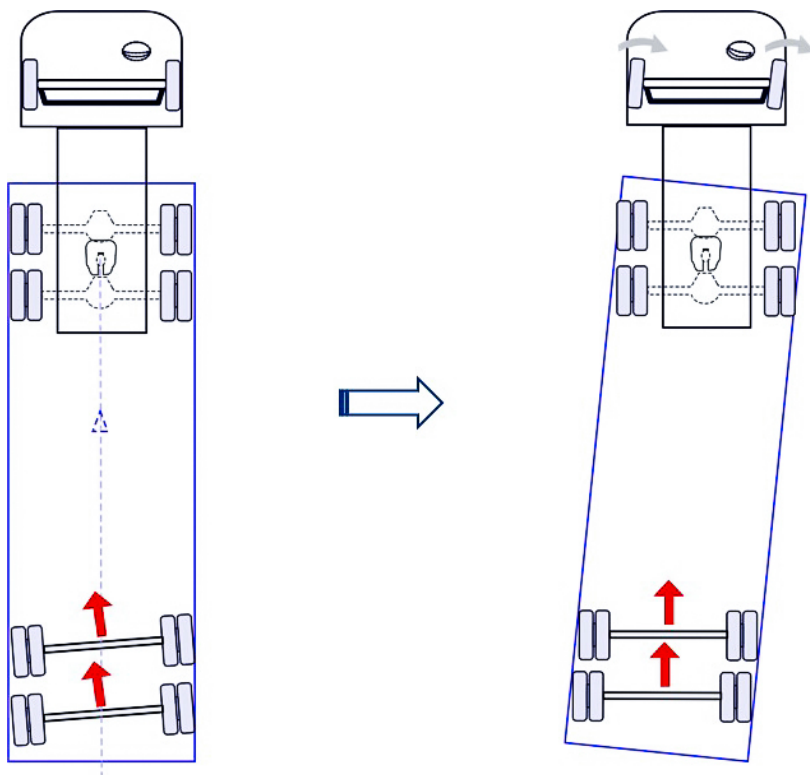


Figure 2:



the most wearing parts. The consensus nowadays is that only total alignment of all wheels and axles can resolve alignment related tyre wear problems.

According to a study in Europe, as much as 80 percent of all trucks on the road are misaligned to some extent. In fact

- The most common truck alignment problem is drive axles misaligned with each other and with the front axle.
- The second most common problem is trailer axle misalignment.

Studies further show that 80 percent of the front tyre wear is caused by the misalignment of the rear axles of the truck or trailer. In other words, front wheel alignment solves only 20 percent of alignment related tyre wear problems.

Consider a 4x2 truck as shown in Figure 01. The drive axle is pointing to the right, instead of straight ahead in line with the truck chassis frame centerline. What is the effect on this truck driving forward?

The best way to understand the effect of a single out-of-square drive axle is to look at a forklift which is steered by its rear wheels. To turn left, the forklift rear wheels are turned to the right. To turn right, the rear wheels are turned to the left.

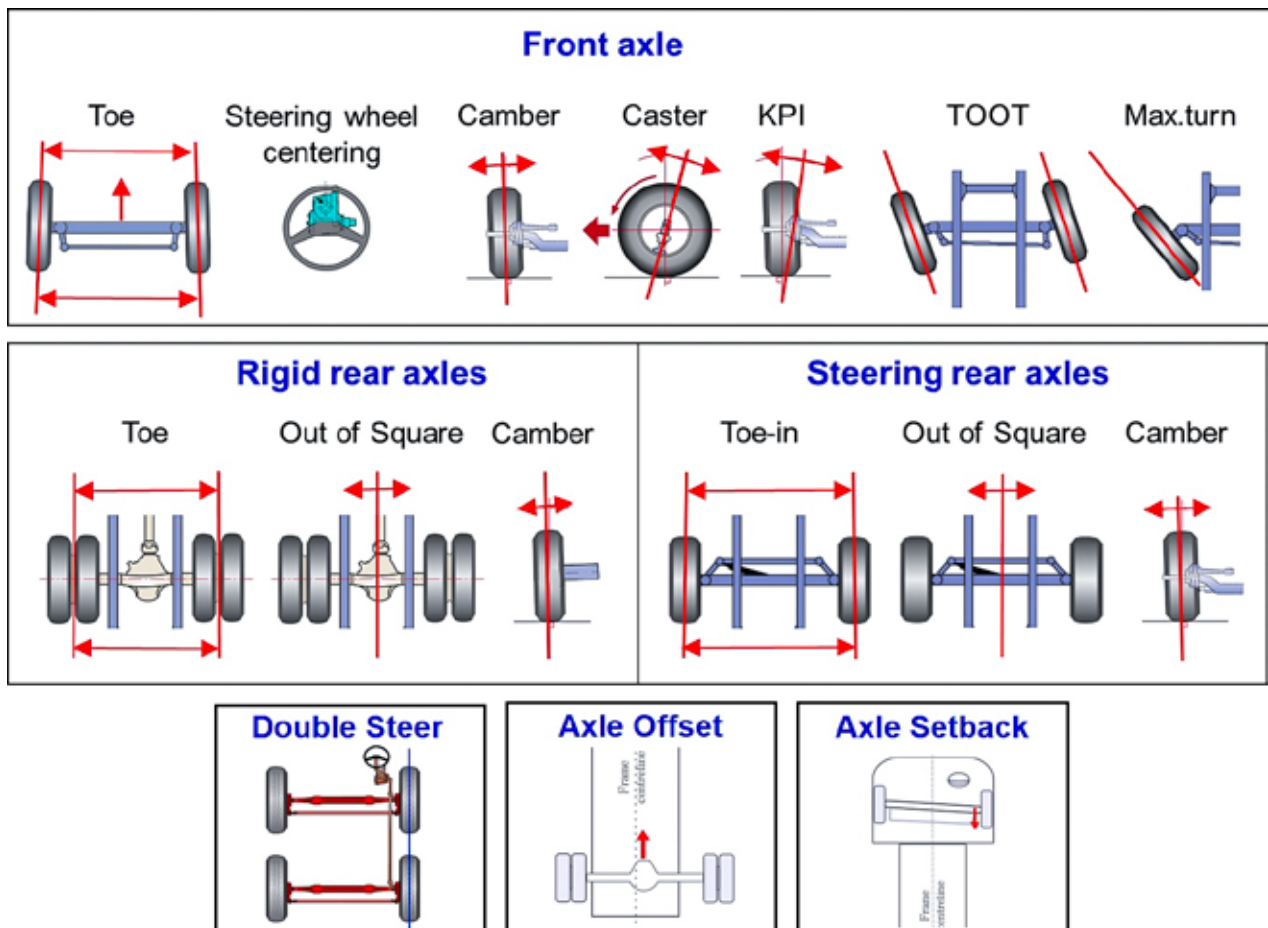
So, for the said truck, the drive axle pointing right tends to push the front end to the left. To go straight ahead, the driver is forced to compensate by turning to point the front wheels to the right.

This truck now dog-tracks i.e. moving ahead at an oblique angle and occupying more width of the road than necessary. The front tyres are scrubbing and will develop feather wear pattern. In more serious cases, high wear occurs on one edge of the tyre. This is a classic case of the front tyres wearing irregularly resulting from a rear axle out-of-square problem. Front wheel alignment will never solve this problem.

Now consider a perfectly aligned 6x4 prime mover pulling a semi-trailer whose axles are misaligned as shown in Figure 02. The semi-trailer dog-tracks to the left and keeps dragging the prime mover to the left too. To go straight, the driver has to turn and keep the front wheels pointed to the right. This causes the front tyres to develop abnormal wear, a direct result of misaligned trailer axles.

In both cases above, front wheel alignment cannot solve the problem.

This highlights the importance of total alignment of all axles and wheels of both the prime mover and the trailer. Note that total alignment also requires checks for signs of suspension and steering problems and making any repairs or adjustment necessary. **F**





LTS Profits from MAN's Long-Term Service

Sometimes, it takes time for benefits to show results. Re-visiting LTS Logistics in Prai, Stefan Pertz learns in an exclusive interview how the MAN Service and Repair Contract has helped the business to become more efficient and more profitable.

This time around, industry veteran Thiagaraj Ramachandran joins us for the visits to the MAN client in the north. Having relocated from Kuala Lumpur, he has made Prai his new home, adopting the local MANs as his flock to look after. As the Branch Manager, he oversees the operation of the station near Penang and he has chosen LTS Logistics as a case study to demonstrate how the trucks, together with scheduled and professional support from the service centre make a difference.

LTS Logistics Sdn Bhd (LTS) took delivery of their first 70 MAN trucks in January 2016 (Asian Trucker reported). Since then, the fleet size of the German brand in the company has grown to 140. The trucks were packaged with the MAN Service and Repair contract. Group CEO Lee Kah Chye of Lee Ting San Group of Companies told us all about their thinking of using the brand to service the needs of their customers.

"Selling a service is just the first step. Making sure that the job is getting done is equally important. We are in the logistics industry and on time deliveries are crucial!" Lee said that it would take two components for his business to run perfectly smooth: engineering and transportation. "However, our job is not to handle the engineering in the workshop. Our business is transportation," he said. Having opted for the MAN Service and Repair contract gives him peace of mind. LTS is aiming at providing reliable service to their clients. At the same

time, the trucks have become more sophisticated. Lee sees a mismatch between the skillset the mechanics have, and the requirements stipulated by the latest technology. In his words, if mechanics are not trained to maintain the trucks, then it will be more costly as own personnel may even make mistakes that can result in damage to the vehicle. The company today only employs one technician, who is handling some older trucks that have not been sold with a service agreement. Upon implementation of service agreements, the company decided to re-train and re-assign their staff that has previously worked in the in-house workshop.

Lee may not share the same sentiment about the overall market situation as he believes that the current slowing



way as it is just one big circle in which the drivers move around. "Besides, it is sometimes hard to re-train drivers on vehicles that they are not used to." Instead, he opted to hire drivers that freshly graduated from JPJ and programs to induct new drivers. Pointing at his charts, he shows that the volume of containers moved by the company has increased by some 25 percent and even more in peak times. Amai traces this back to the improved efficiency of the MAN trucks.

The new trucks were backed with a five-year contract for Service and Repairs. This, for Amai has proved to be a decision that freed up a lot of resources and cash in the business. He explained that having an own workshop is not just about the premises needed to put the workshop in, but one needs to have qualified staff and also spare parts at hand at all times. "We are in the haulage business. Our job is not to run the maintenance." As a side effect, the improved performance of the trucks has also boosted the moral of the drivers. Most of the drivers are paid per trip they make and a well-maintained truck simply means a dependable vehicle to make as many trips as possible while an older, not well maintained truck poses the risk of lost income for the driver as it may break down mid-job. Although service contracts constitute a monthly, fixed outflow of money, Amai's calculation points at the fact that the business is saving money overall. "You see, when you have a truck that breaks down and you have to pay for the repair, the cost is easily more than what you pay per year for a service contract for a truck. As such, we are saving money. It is a win-win situation all around." According to him, the company is more efficient, cash flow is improved as it is smoothed while the drivers are motivated to meet with customers that are confident that LTS can deliver on time.

It may have taken some time and a leap of faith for LTS to opt for this package, but both interviewees hinted that there will be more MAN trucks to be added to the fleet. Over time, LTS is now reaping the benefits of the long term service agreement entered with the German brand. **T**

down of the market is just cyclical as he has observed it many times to happen. However, he said that "Pricing is an issue. Everyone wants to buy cheap, but if you don't have enough margin, then you cannot provide good service. It is service that sells." It is his view that a slowdown is also an opportunity to prepare the company for future growth.

Backing these statements of the management is Log. R. Amaiappan, Chief Operating Officer of LTS. Having had the MANs in the fleet now for some three years, he reports that this was the first time that the company used MAN trucks. "Initially, we were anxious. This being the first time we used this brand; we did not have any experience we could draw upon. As always when you use a new product or brand, there is some getting used to needed." He relayed that he had looked at the MAN brand and found that they are used in timber haulage, quarries and other heavy-duty applications. This gave him the confidence that the trucks will perform in his operation as well.

"What we see is that other trucks are very sophisticated. But the question for us is such that we need to address the needs of the drivers and our own requirements. For haulage, one may not need all these tools and technology." Amai said that the MAN trucks are easy to operate and manage. To further improve the performance of the fleet, he paired the new trucks with new drivers. He said that pinching drivers from other companies is not the right

TireCare Seals the Fate of Punctures

A flat tyre will stop your most valuable asset in its tracks and can cause heavy losses to the company. TireCare is now available in Malaysia and the company sets out to improve the performance of transporters.



Known as one of the world’s first tyre repair sealant made for all types of tyres, TireCare Sealant is capable of permanently sealing punctures of up to 16mm in diameter without the need to get it vulcanized. It is also environmentally friendly as it is made from natural materials that are odorless, non-toxic, non-corrosive, and non-hazardous. In addition, TireCare Sealant is ergonomically user-friendly as well. The application takes less than 10 minutes.

TireCare Sealant is engineered to fit each type of tire for utmost puncture repair and protection. With the latest breakthrough in Nano Technology, it has formulated its sealant to perfection, providing users a guaranteed flat free ride. Coming from several generations of sealant, TireCare sealant is currently at its third and latest generation of sealants – making it the first ever permanent Sealant that is applicable for all types of tires.

Terrance Teh, Co-founder of TireCare told Asian Trucker “Back in 2010, while I was on my way back to the office on NKVE, the truck before me had a sudden tire blowout. Fortunately, nothing hit me, but it crashed into the left hand side car, which then got into accident. I was shocked and it was heart-breaking to see this scene right in front of me. Then I started to think how we can prevent these dangerous incidents. I started to research and found out that the most common cause of tire blowout among transportation and heavy vehicles in Malaysia, is caused by undetected tire puncture, overheat and overweight. In fact, each year there are 10 000 trucks accidents caused by tire blowout.

Since then, he has been working closely with his Taiwanese partner to develop their liquid product solution. After nine years of R&D and studying the competitors products, finally, his partner Peter Chang has invented the unique anti-puncture sealant solution using proprietary Nano fiber technology. “Basically, it works as a preventive protection, permanently self-sealing multi-punctures,” explained Teh. It also provides a cooling effect to reduce tyre temperatures in order to avoid tyre blowouts. “We also the first who invented the Nano fiber technology. We aim to create world of commercial vehicles that are accident-free from tyre puncture.” Once applied, the product also stops the slow deflation that is common for all tyres.

Teh of TC Asia is the official distributor in Malaysia. The products are certified by SGS in Switzerland and also TUEV in Germany. TC Asia offers a product liability of up to RM 1 Million per case via Lonpac Insurance Berhad. Teh stated that the cost of the product is reasonable, considering the benefits and the reduced risks of breakdowns. However, he is hoping that the industry will take

up more of the TireCare products so that he can achieve economies of scale and reduce the selling price to the market.

Natural Rubber Latex

Products made from natural rubber latex have many unique properties that make them desirable for a variety of applications. Excellent stretch and recovery is one of the main reasons people use natural rubber latex in their applications. The facts that natural rubber latex is biodegradable and considered eco-friendly are other reasons people choose this material. Natural rubber latex products are considered biodegradable because the liquid latex used to manufacture the products is naturally extracted from the Hevea Brasiliensis, or “The Rubber Tree”.

Plant Extract

A plant extract is a substance or an active with desirable properties that is removed from the tissue of a plant, usually by treating it with a solvent, to be used for a particular purpose, as it is in the case of TireCare Sealant.

Nanofibres

Nanofibers are fibers with diameters in the nanometer range. Nanofibers can be generated from different polymers and hence have different physical properties and application potentials. TireCare Sealant contents over sixteen different Nanofibers to make sure the product works perfect. **F**



A new level of diesel filtration for commercial vehicles

For its customer MAN Truck & Bus, Hengst used the Blue.maxx modular system for diesel filtration as the basis for development of a custom solution: the Fuel Service Center (FSC).

The “new” FSC is a five-stage filtration system with lifetime water separation, in which the single stages are optimally integrated in a pre-filter and main filter. The special feature of this custom application is the mixing valve. At cold temperatures (during winter operation) warm diesel fuel from the return flow of the common rail system is mixed with cold diesel from the fuel tank. This prevents blockage of the filter insert by paraffin crystals. The system also ensures reliable operation during the transition period from summer to winter. This makes it possible to eliminate the electric heater in the pre-filter for normal use. The FSC will first be installed in MAN’s new D15 engine series. The new D15 engine for TGS and TGX according to the Euro 6d standard comes with a compact nine litre displacement.

Information about the Blue.maxx system:

Modern diesel engines put high requirements on the purity of diesel fuel. Differences in fuel qualities around the world necessitate efficient cleaning with modern fuel filtration concepts. That is why Hengst developed Blue.maxx – an innovative fuel filtration system in which the pre-filter and main filter are no longer considered separately. Instead, they form a well-coordinated overall system that combines single components on the basis of customer requirements. Up to five filtration stages achieve significantly better performance with respect to particle filtration, water separation and differential pressure combined with an optimal filter life, while also reducing the space needed for installation.


Hengst: worldwide leader in filtration

Hengst SE supplies products, systems and concepts for all aspects of filtration and fluid management – from development to high-tech production. The company is a development partner and OEM supplier for the international automotive and motor industry. State-of-the-art filtration concepts from Hengst are also used widely in many other every day and not-so-everyday applications. The agricultural sector, the navy, and manufacturers of cleaning equipment and electric tools for private or professional use rely on custom-tailored solutions from Hengst. The company’s filter systems can be found in an ever-growing number of devices – from household vacuum cleaners to professional electric tools to modern robots. Customers around the world value the expertise, brand quality, service and customer orientation of Hengst.

Independent aftermarket: Original equipment quality combined with top-tier service

Hengst is esteemed as an after-market specialist the world over. The company produces spare parts for the global market that satisfy the same stringent quality standards as the company’s original equipment. Hengst sets itself apart by combining superior products with service that is without equal. Providing a high level of product availability and personal consulting, Hengst



delivers exactly what their retail partners need - in a fast and reliable manner. The specialist supplies the Independent Aftermarket (IAM) with an exhaustive range of filters for all common types of engines. The product selection comprises a total of 2 600 filter products for passenger cars, utility vehicles, farming and construction machinery as well as the navy. Oil filters, fuel filters, air filters, cabin air filters and custom-made special filters ranging from hydraulic oil filters to oil filter centrifuges. Dealers around the world value the expertise, brand quality, service and customer orientation of Hengst. 



Tritech Continues to Push for Innovation

Tritech is a regular MCVE participant since the year 2017. It has been in the road safety business since 1992 and is at the forefront when it comes to vehicle safety. Under its three different divisions, Traffic Management Products, Personal Protection Equipment and Vehicle Safety Products, Tritech continues to push for innovation and is particularly interested in promoting vehicle safety products to reduce night-time accidents.

Asian Trucker: What kind of exposure will you get from participating in MCVE?

Andrew M.S. Lee: We are promoting vehicle reflectors and advance warning triangle for road safety. This is a very good venue to promote safety products. MCVE is all about commercial vehicles, and our reflectors and advance warning triangles are specially designed for commercial vehicles.

AT: Can you share with us some of your product updates?

AL: Currently, JPJ is promoting MS 828:2011 on the use of reflectors for commercial vehicles to reduce night-time accidents. There are five types of reflectors for use on commercial vehicles. On top of that, we have two different types of warning triangles for motor vehicles and commercial vehicles respectively.

Asian Trucker spoke with Tritech Sdn Bhd Managing Director Andrew M.S. Lee in an exclusive interview at the Malaysia Commercial Vehicle Exhibition 2019 to get valuable insights on vehicle safety products.

AT: How much can your products help with regards to road safety?

AL: First of all, we have to understand that there are different types of accidents involving commercial vehicles;

i) Accidents caused by human behaviour, e.g. speeding, reckless driving, drunk driving and driving under the influence of drugs.

ii) Accidents caused by poor vehicle maintenance e.g. brake failure, bad suspension and poor conditioned tyres.

iii) Accidents caused by poor road conditions e.g. potholes, uneven road surface, slippery roads and badly designed roads

iv) Accidents caused by poor visibility. The most common ones are during vehicle breakdowns involving a truck/lorry whereby the vehicle is parked by the road shoulder. Very often, an oncoming vehicle crashes into the back of the truck/lorry. This is the most common accident that happens in the dark when visibility is poor, and the drivers are tired. Tritech's safety products can help in these types of accidents. MS 828 reflectors will help to improve visibility of the truck/lorry, thereby reducing this type of accidents.

AT: Are reflectors applied on the trucks in other countries?

AL: Yes, in Europe, regulation EC104 requires all trucks to have reflectors at the back and side of the vehicle. The back of the truck is applied with contour marking to show the profile of the vehicle (see illustration).

For example, If the contour marking is applied at the rear of a petroleum tanker, the shape would be round or oval, if it is a box truck, then it would be square or rectangle. So, a driver at the back and at a distance will be able to recognise whether the truck is a tanker or a box truck.

Furthermore, there are side reflectors which will run from the back to the front on both sides of the vehicles. When the long vehicle is making a turn, it is visible at all angles.

AT: If it improves visibility and helps to prevent accidents, why is it not implemented in Malaysia?

AL: On the contrary: it is adopted in Malaysia in stages. Following many rear-end accidents that happened in the dark and many studies done by MIROS (Malaysian Institute of Road Safety Research), the regulation was introduced on 1 January 2017 by JPJ (Road Transport Department Malaysia).


This ruling stated that all vehicles weighing 3.5 tonnes and above must add on Type 1 or 2 reflectors and Type 3 or 4 reflectors that comply to Malaysian Standard MS 828:2011. Currently, JPJ is implementing Type 5 reflectors for contour and side markings. It will be implemented in stages and will start with Dangerous Goods Vehicles. These vehicles usually carry petroleum, chemicals as well as LPG and then, the implementation process will be followed by other types of commercial vehicles.

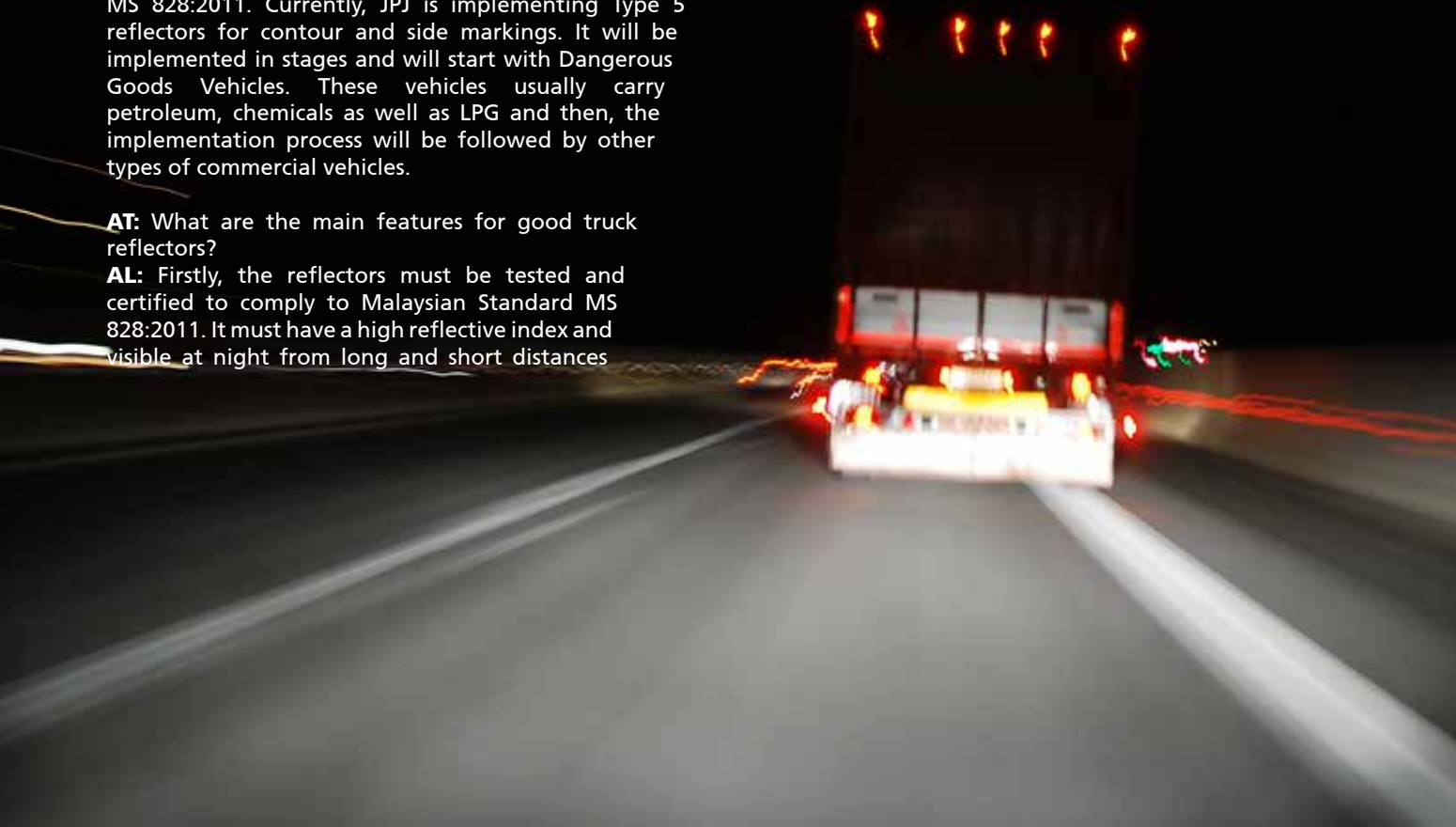
AT: What are the main features for good truck reflectors?

AL: Firstly, the reflectors must be tested and certified to comply to Malaysian Standard MS 828:2011. It must have a high reflective index and visible at night from long and short distances

and at different viewing angles. It must have a five-year warranty and most importantly it should be durable and can withstand power washing.

AT: Is the warning triangle required by all vehicles?

AL: Yes, it is required for all motor vehicles and commercial vehicles. Under Motor Vehicles (Construction and Use) Rule 1959, clause 101A, it is stated that every vehicle shall carry a reflectorised advance warning triangle to signify the vehicle's presence when it is stationary during a breakdown. On the highway, you need ample warning distance for an oncoming vehicle to stop in order to avoid an accident. So, if you have a good warning triangle such as SIRIM-certified MS1409 for motor vehicle and MS2294 for commercial vehicles, you are able to see a breakdown vehicle from a distance. The average braking distance for a vehicle travelling 100 kilometres per hour is about 150 metres. With the help of the warning triangle, you can see the breakdown vehicle 400 metres away even under poor light conditions. 



MEMORANDUM OF UNDERSTANDING
(MOU) SIGNING CEREMONY BETWEEN
MALYSIAN INSTITUTE OF ROAD SAFETY
RESEARCH (MIROS) & VIRGINIA TECH
TRANSPORTATION INSTITUTE (VTTI)
CONJUNCTION WITH
FOR POSTAL,
INDUSTRY


MIROS and Virginia Tech Transportation Institute Sign MOU

Continuing to aspire to collaborate with international partners, MIROS partners with the US-Based institute to conduct research into all areas of road safety.

A Road Safety Symposium for Postal, Courier and Logistics Industry (POSCAL) 2019 was held on the 25th of June at the Palm Garden Putrajaya Hotel. The symposium, which was attended by participants from the postal, courier and logistics industry in Malaysia, was aimed at providing exposure on road safety situations, especially those involving the industry. During the program, the impact of the program Sampai Dengan Selamat (SDS, Arrive Safe Program) was presented. The symposium was also attended by the Chairman of the Board of Directors of MIROS, YBhg. Datuk Suret Singh, Director General of MIROS, YBrs. Dr. Siti Zaharah Binti Ishak, Head of Post and e-Fulfillment, Puan Rafidah Binti Haji Ismail, Director of Bus and Truck Safety Center, Virginia Tech Transportation Institute (VTTI), USA, Dr Richard Hanowski and President of the 'Association of Malaysian Express Carriers', Mr Bernad Yeoh.

The SDS was jointly carried out by Malaysian Communications and Multimedia Commission (MCMC) and MIROS to conduct an assessment on safety driving skills among drivers and motorcyclists in the postal, courier and logistics industry. The SDS program was started in 2015 and continues to this day to address the problem of road accidents involving workers in the industry. The postal, courier and logistics industries are one of the ever-expanding sectors within and outside the country. In Malaysia, reports issued by the MCMC show that there were about 44 million packages handled in 2018. This showed an increase of 24 percent from 2017. Statistics from SKMM also showed some 20 000 workers were involved in the process

These transactions, which uses various modes of transport comprises of trucks, vans and motorcycles. In addition, based on data obtained from the industry, it is found that workers in the industry travel around 7 800 kilometres on average every month. This is four to five times higher than the normal travel distance. This high travel distance can increase their risk of being exposed to road accidents. Accordingly, the SDS program is seen as a positive effort from the authorities and employers to improve road safety and safety among employees. MIROS has developed a framework for implementing a comprehensive assessment that includes elements such as knowledge of safe operation of vehicles, perceived hazards and response skills, defensive driving, and vehicle handling procedures and avoid obstacles. Participants of the program are then judged based on these elements. Through this assessment, they will indirectly acquire the skills and knowledge required to drive and ride safely.

The impact of the SDS program has shown positive results in which participating companies agree that the program is very effective in raising awareness of road safety among their employees. The companies also agreed that the program has successfully influenced drivers and motorcyclists from their company in improving their driving skills and riding safely. In conjunction with this symposium, MIROS has also signed a Memorandum of Understanding (MOU) with the Virginia Tech Transportation Institute (VTTI), the United States of America. VTTI is a US transportation institute with specialized expertise in bus and truck safety research. Proper and proven effective research and intervention capabilities when conducted in the US can be adopted and implemented in Malaysia to enhance the safety of logistics operations especially those involving heavy vehicles. The Memorandum of Understanding was signed by the Director General of MIROS, YBrs. Dr. Siti Zaharah Binti Ishak and Director of Bus and Truck Safety Center, Virginia Tech Transportation Institute (VTTI), USA, Dr. Richard Hanowski, witnessed by Deputy Transport Minister of Malaysia, YBhg. Dato 'Haji Kamarudin Bin Jaffar and MIROS chairman, Datuk Suret Singh. 



Doing Your Part

Stefen Pertz asks whether citizens should be a part of the law enforcement structure or if they should just mind their own business.

Democracies and modern countries are characterised by the separation of legislative, judiciary and the executive. One body will amend and create laws and rules, one is to judge those that have broken them and the last one is to implement and execute the laws. Professionals are working in all three and we trust them that they are capable of handling the responsibilities they have been tasked with. However, many a time, especially the executive branch, looks for help from the public.

Reporting Offences

Governments may ask the public to support the executive in doing their job by means of public service announcements and making channels available for Citizen Khan to report issues. For example, members of the public are encouraged to report vehicles parked illegally or to submit videos of drivers breaking the rules. With modern technology, this is very easy, and these reports can be made without a lot of hassle and may be more importantly, anonymous, which can protect the person reporting an offence.

But should we do so? Shall we, as a member of the general public, really get involved in executing the laws and act as an auxiliary police force? Don't we pay professionals to do this job and are we not trusting governments to carry out their duties as we elect them?

A Duty

Part of me says that we not only could help, but that it is our duty to do so. To me, the issue is about road safety. If you can help make the roads safer, then why not? I adhere to rules as they are meant to facilitate us living together, respecting each other's space and rights. This construct only works if we all play by the rules. Maybe it is that peer pressure and the knowledge that others may report an offence will make more people think twice about breaking the law. The alternative would be that we will have enforcement officers at every corner and all over the place. Naturally, that is a burden for the taxpayer and I frankly don't like the idea of a police state.

At the same time, I am saying it is not my job to police others. That is what the authorities are there for. I am minding my business and I ensure that my behaviour is as expected. What others do is not really my concern and if there are rules being broken, then it is those that get paid for the job to handle it. Interfering may get me into trouble. You never know what sort of people you may meet and before you know it, my family might be in danger too.

Where Do You Stand?

Each of us can, and must decide, which of these two options we want to choose. I for one am very vocal when it comes to people parking where they shouldn't. For instance, people blocking lots reserved for people with disabilities. Whatever their opinion, people should make a choice where they stand on this.

One thing I am "demanding" is that governments support their chosen path. If the government is asking the general public to become auxiliary police, then first and foremost, the reports made must result in action. And these actions need to be communicated. I have reported unsafe working conditions around commercial vehicles to the respective authorities and months later I haven't heard from anyone, nor have the conditions changed. So, why would I make another effort? Should the government decide, however, that this is best left to the professionals, then sufficient staff needs to be deployed and they need to be empowered to act swiftly when it comes to wrong doings.

Common Sense

Ironically, if we were all to simply adhere to the rules and maybe apply a bit of common sense, then we wouldn't need a discussion about who's job it might be to report an offence. We could simply accept a middle ground that may inconvenience us at times but ensures we all live together in a relatively conflict-free environment whereby we utilise a minimum of the executive branch. **T**



Nikola Tre

Nikola Showcased Five Zero-Emission Products at the recently held Nikola World. During the event, Nikola's Executive Vice President of Hydrogen Jesse Schneider, discussed Nikola's hydrogen fuel cell vision. The vision consists of the world's first purpose-built fuel cell Class 8 truck, enabling more hydrogen storage, optimized placement of the powertrain, and a robust 70MPa hydrogen fuelling network. "We recently opened our first hydrogen station at our Phoenix headquarters. We are leading the way and working with industry and other OEMs to develop hydrogen standards to

enable fuelling in less than 15 minutes. The goal is safety and interoperability, so that anyone can fuel at our station. This is a big deal," he said.

For the European market, Nikola President Mark Russell and Milton unveiled the never-before-seen Nikola Tre with its clean, contemporary design. "With a range between 500 and 750 miles depending upon load, this gorgeous vehicle will have fast hydrogen fuelling in under 15 minutes, even in Europe," said Russell. "Think about Europe with no more diesel trucks," said Milton. "The roads will be clean, quiet and beautiful."

- Up to 2 700 Nm
- Up to 750 kW
- 500-1 200 KM Range
- 15-20 Minutes Refill Time

Advanced Driver Assistance

Nikola trucks come standard with advanced hardware capable of providing active safety and convenience features.

Stop Faster

With regenerative braking and air disk brakes, Nikola trucks begin braking within 10 milliseconds; hundreds of times faster than advanced air-only disc brakes.

Low Centre of Gravity

Removing the diesel engine, transmission, and emissions equipment and installing batteries, electric motors and a fuel cell below the frame rail keeps the center of gravity lower than any other semi truck on the market.

Enhanced Visibility

With no diesel engine Nikola was able to move the driver forward, add a panoramic windshield for better overall visibility. Digital camera mirrors provide additional visibility and reduce blind spots. During turning cameras adjust automatically with trailer movement.

Digital Cockpit

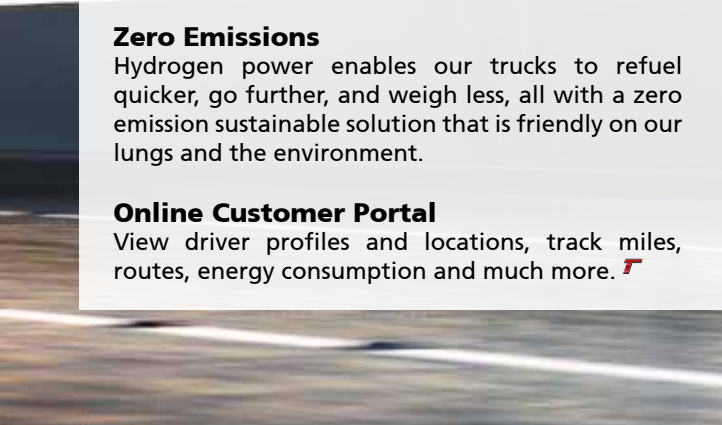
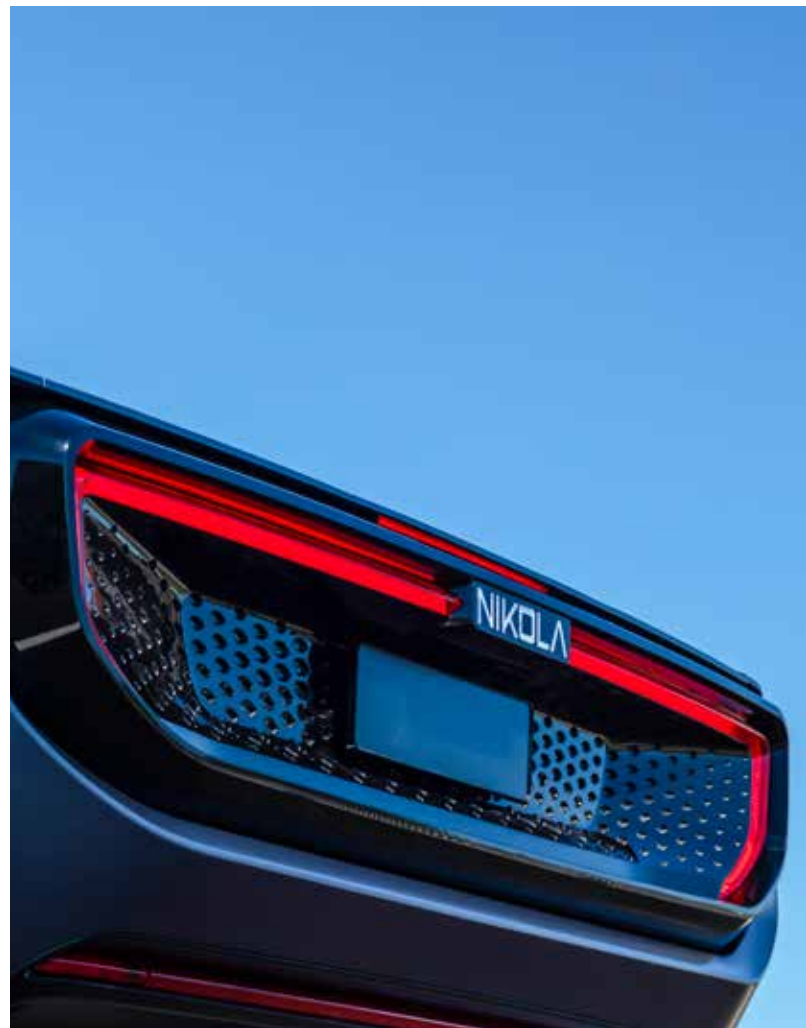
Control most of the vehicle functions and driver controls with the central 17" touchscreen display.

Zero Emissions

Hydrogen power enables our trucks to refuel quicker, go further, and weigh less, all with a zero emission sustainable solution that is friendly on our lungs and the environment.

Online Customer Portal

View driver profiles and locations, track miles, routes, energy consumption and much more. **T**





Mercedes-Benz Truck Driver's League 2019

Aimed at promoting safe and responsible driving amongst commercial vehicle drivers, the Mercedes-Benz Truck Drivers' League is a competition organized amongst Mercedes-Benz Actros drivers as a valuable platform to promote safety and hone responsible driving skills. The league also aims to stimulate interest and support for Mercedes-Benz commercial vehicles as "The Truck you can trust" for its reliability, safety features and economical fuel efficiency.

The Mercedes-Benz Truck Drivers' League is open for participation to all truck drivers who possess a valid truck driving license and have undergone the Mercedes-Benz Commercial Vehicle Driver's Training. This year, a total of 201 enthusiastic truck drivers have signed up from all over the country to participate in the league to sharpen their truck maintenance understanding, upkeep, safety and economical driving skills and knowledge, thus contributing to creating safer roads in Malaysia. The league comprised of a few qualifying rounds, made up from theoretical and practical tests. Through the Mercedes-Benz Truck Drivers' League, the organizer, Hap Seng Trucks Distribution (HSTD) is able to assess Malaysian truck drivers and maintain the drivers' standards.

The qualifying round kicked off from 29th April till 10th May 2019 where the truck drivers were assessed using a theoretical test based on product knowledge, technical and safety questions. Only the top twenty truck drivers were selected and eligible to participate in the semi-final round that ran from 27th till 31st May 2019. This time, the truck drivers were required to do a 7-point truck inspection and identify two points of error during the course of the

inspection. The final round of the league has only 10 finalist drivers who were shortlisted to showcase their mastery of impressive driving techniques and exhibiting vast technical knowledge from 17th till 21st June 2019. Each driver had to undergo a shorty theory exam and was required to drive an Actros truck on public roads. This is to test skills on safety and fuel efficiency over a route that spans nearly 45km to evaluate their ability in manoeuvring a truck at light traffic congestion areas, traffic lights and some minor road obstacles, while planning their route with safety and economical fuel knowledge.

A recent event was held for the prize presentation ceremony of the 2019 Mercedes-Benz Truck Drivers' League, as well as celebrate Hari Raya open house. Al Nazirul Mubin bin Pakri of Swift Haulage Sdn. Bhd. emerged as the Grand Prize winner, showcasing skilled mastery of impressive driving techniques and exhibiting vast technical commercial vehicle knowledge. For his outstanding skills, Al Nazirul won RM10 000 worth of gold, and his employer, Swift Haulage Sdn. Bhd. received Parts and Service vouchers worth RM3 000. Meanwhile, Khairul Azhar bin Samaron of Landbridge Haulage (M) Sdn. Bhd. and Shahrul Nizam bin Murat of Aimtrans Logistic (M) Sdn. Bhd. were named the first and second runner-ups, receiving RM8 000 and RM5 000 worth of gold respectively, while their companies won RM2 000 and RM1 000 each of Parts and Service vouchers.

Seven consolation prizes of Mercedes-Benz merchandises worth more than RM1 000 each were also presented to the Consolation winners while their companies received Parts and Service vouchers worth RM500 each:

Driver	Company
Asis bin Haling	Broadlink Haulage Sdn. Bhd.
Azwari bin Sopian	Shaziman Transport Sdn. Bhd.
Koh Pek Hao	Seri Harmoni Haulage Sdn. Bhd.
Mansur bin Marewagan	Syarikat Pengangkutan Indah Permai
Mohammad Yushafizal bin Yen	Landbridge Haulage (M) Sdn. Bhd.
Rukesh A/L Veerayah	Swift Haulage Sdn. Bhd.
Wong Wei Cheih	Swift Haulage Sdn. Bhd.

The Mercedes-Benz Truck Drivers' League has elevated the truck drivers by nurturing their spirit of continuous self-development on safety skills in line with the highest international standards, and the importance to maintain and upkeep their truck properly to lower the incidence of truck repair and maintenance in the long run for cost saving. It is a platform for Malaysian truck drivers to hone their driving skills and know-how with Mercedes-Benz commercial vehicles to enhance the driving quality of the haulage business. It has been a thrilling journey for the truck drivers putting their skills in a high-pressure situation to compete, and their determination and competitive spirit has ultimately benefited the truck owners to raise their drivers' standards in the promise of driving trucks they can trust. **F**



A Trucker's Haute Couture

To celebrate our drivers we decided to do something out of the ordinary. Encompassing both Scania gear and our trucks, we set out to create a one-of-a-kind trucker jacket. A collaboration between the undisputed king of Scania show trucks: Sven-Erik "Svempa" Bergendahl, and the world renowned haute couture fashion designer: Bea Szenfeld. The result of this collaboration is the Griffin Jacket – a unique piece of trucker haute couture.

The very special jacket – created from 200 metres of reinforced Scania fan belts meticulously cut into feather-like shapes – is to be publicly revealed on the 7th of November 2017 and then auctioned off to benefit the organisation ActionAid and their work providing support to those affected by climate and environmental changes.

Svempa is an authority in the world of custom trucks. Alongside a large number of custom vehicle editions, he has created world famous show trucks like the Chimera, the Blue Griffin and the Red Pearl. Bea Szenfeld is a fashion designer who not only made stage outfits for the Eurovision Song Contest final in 2016 – a show with over 200 million viewers – but has also created unique custom outfits for world stars like Lady Gaga and Björk.

The creative work took place in Svempa's workshop, Bea's office as well as the Scania factory in Södertälje. The work began, starting with creating the fan belt pieces – all 800 of them. Each one requiring three cuts and two holes, before being sewn together using nearly 5000 stitches. All by hand. So while devoting over 250 man-hours to this work of art, Svempa's knowledge of the truck world and Bea's high-fashion know-how came together – feather by feather. **F**

HYVA Awarded Best managed Company Award

Hyva has won a Best Managed Companies Award for companies with headquarters in The Netherlands. The organization was impressed by Hyva's global presence and praises the structural approach and processes in the company.

Best Managed Companies is an initiative of Deloitte, a global consulting and financial advisory group. The programme, which aims to challenge and recognise the overall strength of successful privately-owned companies while guiding and recognising their leadership teams, was introduced in The Netherlands in 2007 and rolled out globally in 2011.

"We are very proud to have won this prestigious award," commented Marco Mazzu, CEO of Hyva. "The award recognises the consistency of our performance based on a sustainable business strategy. Our management team and all of our employees are commended for their efforts."

Evaluation of nominee companies for the award is guided by the Business Maturity Model (BMM) which is based on the premise that organisational balance results in greater efficiency and better performance. The model analyses five company pillars: Strategy &

Policy-making, Organisation & Processes, Operation & Control, Information Technology, and People & Culture. It also considers aspects such as sustainability, competitive pressure, financial performances, client satisfaction and innovative capital.

Catharina Monster, Chief HR Officer and Leader of Sustainability of Hyva added, "This Best Managed Companies designation adds an independent quality label for our organisation. And, it opens up valuable networking opportunities with other exceptional business leaders and strong private companies."

Hyva was also nominated for a second award in the Sustainability category. Hyva's achievements in sustainability were also illustrated by the new Hyva KENNIS e-Power crane which operates on electric power, rather than conventional diesel power. This solution offers improved energy efficiency and lower environmental impact – no exhaust fume emissions and lower noise levels. Hyva's e-Power initiative recognises customer demand for electrically operated vehicles and is responding to increasingly strict environmental regulation on diesel exhaust emissions and noise pollution. **F**



Nokian Heavy Tyres adds R & D Centre

The biggest investment in the history of Nokian Heavy Tyres is taking shape on time: the 3 500-square-meter R&D Center will be ready in 2019 and the factory will reach full capacity in 2021. In 2018, Nokian Heavy Tyres announced a massive undertaking: to increase the production of commercial tires up to 50 percent and more than double the number of new products by investing heavily on production and product development. The total investment will be approximately EUR 70 million. Now, what started as a vision is quickly becoming a concrete reality.

Matti Kaunisto, Development Manager at Nokian Tyres, is satisfied. After months of planning all the details and getting intimate with the Building Information Model on his computer, he can actually see the vast new 3 500-square-meter R&D building taking shape. "Seeing it on a screen is one thing", Kaunisto says, "but being able to walk there is another. The size gets

lost in the computer screen, but once you stand there you really sense the space."

At the moment, the site is busy with installing hollow-core slabs but plans for the installation of machinery are already well underway. "The construction schedule was ambitious, but we have kept it well", says Kaunisto. "Once the building is finished, it will boost our innovation work and speed up the time-to-market."

Another construction project involves expanding the production facilities – and as far as the construction work goes, it's already finished. "The building is erected, and the installing the machinery is in full flight", says Plant Director Pasi Antinmaa. "It's great to move onwards from here."

At first, the implementation was lagging behind what was planned, but the construction caught up with the schedule. "We will reach the full capacity in 2021 as stated", Antinmaa says confidently. "The next milestone will be the highly automated visual inspection and tire buffer storage in August, taking advantage of the scheduled annual maintenance break." **F**



Daimler Commercial Vehicles Thailand Executive Personnel Announcement

Daimler Commercial Vehicles Thailand Ltd. under the umbrella of Daimler Trucks Asia, announces important changes in its management.

Mr. Sascha Ricanek, currently Chief Executive Officer of DCVT, will take a new position at the Daimler Trucks Asia headquarters in Kawasaki, Japan, starting September 1, 2019. As the CEO of DCVT, he has overseen the growth of its local dealership network, the improved availability of customer service solutions, and the expansion of DCVT's product portfolio. His unique expertise in both engineering and business management will support Daimler Trucks Asia's product lineup strategy in crucial international markets, including Thailand.



On September 1, Mr. Ricanek will be succeeded by Mr. Stefano Giordani, currently Managing Director of Mercedes-Benz Financial Services España (Spain). Since joining Daimler in 2005, Mr. Giordani has developed a solid background in business development, and sales and marketing for financial services as well as trucks and buses in various countries from Europe to Asia. He will bring his keen customer focus to DCVT to further strengthen its presence in Thailand's fast-growing commercial vehicles sector. **F**

Coca Cola Mongolia Expands with FUSO Trucks and Mercedes Sprinters from MSM Group

It has been a year since MSM Group in Mongolia celebrated their 20th anniversary. One of the satisfied customers we visited in 2018 was Coca Cola and word reached us that the drinks maker is expanding its operation in Ulaanbaatar. Mark Gabel, CEO of MSM Group is proud to report that the client has opted again for the Mercedes Sprinter and FUSO trucks. The order for the additional went to MSM Group as the company already operates a number of FUSO trucks and Sprinters and was looking to continue their growth with trusted and reliable partners.



Tserenjamts Balijinnyam of Coca Cola Mongolia cited the reliability and quality of the vehicles to be one of the criteria for the purchase. "We have calculated the cost per kilometre and although the initial investment might be higher, overall, these vehicles offer us the best return on investment when we apply this metric," he said. According to him, the Total Cost of

Ownership is the best in the market. This was paired with an extension of the warranty to three years. "Nobody else is offering this," Gabel said.

The 5-Tonne GVW vehicles offer the largest payload and capacity in Mongolia for vans. Truck bodies were fabricated in Korea. The import of the Korean bodies was motivated by the fact that the quality of the boxes was higher outside Mongolia. "We also offer a service and maintenance contract for these vehicles. That way, Coca Cola can fully concentrate on their core business and doesn't have to worry about the upkeep of the assets," Gabel said further. **F**

ReMaTec: Knorr-Bremse TruckServices Receives Remanufacturer of the Year Award 2019

Knorr-Bremse TruckServices, the aftermarket operation of Knorr-Bremse Commercial Vehicle Systems, has won the Remanufacturer of the Year Award 2019 in the category "Best Reman Process Optimisation". The award was presented in the context of the world's largest remanufacturing exhibition, ReMaTec 2019, in Amsterdam.

Remanufacturing is the industrial reconditioning of cores (used products) and thus the highest form of recycling and circular economy. The key to success for a business model of this kind is a customer-friendly process for returning the cores, which are the limiting resource, to the remanufacturing plant. This is normally facilitated through a core surcharge program. At the awards ceremony in Amsterdam, the panel of judges commended the performance of KnorrBremse TruckServices in the field of process optimization. Through its fully digitized return process for cores, the jury said, Knorr-Bremse TruckServices was living up to the high expectations of customers and of the process itself. The jury were particularly impressed by the way in which the Knorr-Bremse process permits the seamless tracking of a core, from collection order and incoming goods, to core identification and surcharge refund accounting. **F**

Snap Poll

Does your company record data on tyres?

No - 42.9%

Yes - 57.1%

The voting for this poll has ended



ForU Trucking CEO Shares How Big Data and AI Have Revolutionized Freight Transportation

quality. To address these, ForU Trucking developed its world-leading online truck logistics platform, which uses intelligent pricing, intelligent service and intelligent dispatch to handle fuel efficiency and customer experience.

China's freight transportation industry is undergoing a radical transformation fuelled by artificial intelligence and big data, according to a keynote speech delivered by Dandan Shan, CEO of ForU Trucking, at RISE 2019 in Hong Kong. Shan, who founded China's leading truckload service provider in 2015, shared her insights during the FullSTK and binate.io tracks, which examine how coding and data analysis are influencing modern businesses and society. During her keynote, Shan highlighted how technology had enabled the optimization of revenue and customer service in one of Asia's fastest-growing industries.

Following the demand for freight transportation as a result of the eCommerce explosion in China, market share of the truckload services are worth over CNY 1.92 trillion. Truckload services currently represent almost two-thirds of China's mammoth freight transportation market and this figure is predicted to reach CNY 2.42 trillion by 2020. Despite its rapid expansion, the industry is hugely fragmented with more than 20 million trucks on the road—70 percent of which are operated by individuals or small and medium-sized enterprises.

According to Shan, there are three pain points plaguing today's industry: a lack of standardized pricing, inefficient dispatching and unreliable service

Historically, the freight transportation industry has suffered from variable pricing and frequent cost fluctuations as a result of seasonal changes in supply and demand. In traditional operating models, it requires an average of ten calls and one hour to obtain and negotiate a quotation in China. To streamline and optimize pricing, ForU Trucking's platform uses an algorithm that harnesses information collected from big data (such as truck capacity, distance, historical pricing, seasonality and existing demand versus supply, etc.) to provide an accurate and standardized quotation in under two minutes.

In addition, traditional dispatch modes are often inefficient, amounting to high operational costs and low-profit margins. Powered by artificial intelligence, ForU Trucking's intelligent dispatch system optimizes routes for drivers, increasing a truck's monthly operating mileage from 6,520 km to over 11 000, and reduced the transportation cost per load by 20%. These savings have also directly benefited drivers with a 12.5 percent increase in monthly revenue.

Finally, the platform's real-time system monitoring delivers consistent service standards for enhanced customer experience. Freight transportation is often subject to significant service issues, including traffic delays, a lack of transparent tracking and damaged goods due to unpredictable road conditions. ForU Trucking harnesses real-time location-based services, big data and GIS, and predictions calculated by AI to automatically detect and report any abnormalities that occur throughout the transportation process. **F**



DAF XF Awarded 'Fleet Truck of the Year 2019'

The panel of judges of 2019 MT Awards, associated with the leading trade publication Motor Transport, praised the DAF XF on its favourable operating costs, excellent cab space and brilliant after sales support by the network. In addition, DAF's top of the range model was elected 'Fleet Truck of the Year 2019' because of its excellent value for money and strong residual values, important factors to fleet buyers.

Richard Zink, Director Marketing & Sales and Member of the Board of Management of DAF Trucks, said: "This is yet another award for our XF range and arguably the crowning glory after receiving an unrivalled number of honors in markets right across Europe, since we introduced our new top-of-the-line truck – featuring no less than 7 percent better fuel efficiency. The MT Awards are particularly valuable as the jury consists of prominent individuals from across the transport sector."

The popular DAF XF series has been elected 'Fleet Truck of the Year 2019' at the prestigious MT Awards in the United Kingdom. This recognition follows a large number of top awards for the market-leading truck series in a number of European countries.

The 2019 recognition of the XF series represents DAF's 18th Fleet Truck of the Year award since the first Motor Transport Awards were introduced back in 1986. **F**

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