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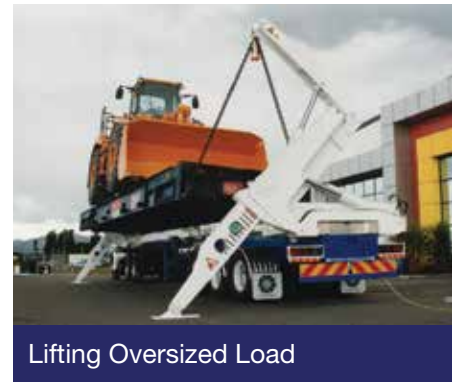
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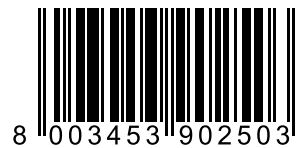
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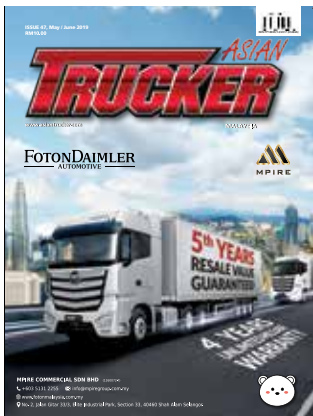
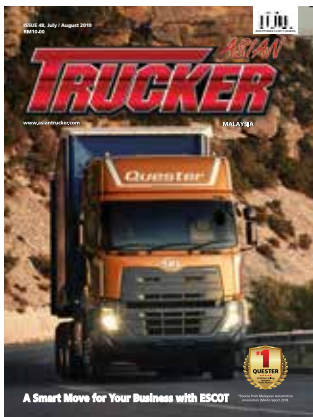
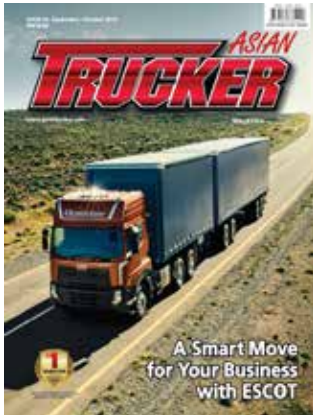
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Celebrating 50 Issues of Asian Trucker Malaysia

It is the same excitement, the same anxiety every time we publish a new issue of Asian Trucker. After weeks of meetings, interviews, first drafts and revisions, the printed magazines are finally delivered, and we can look at the finished product. Every two months, I am just as eager as you are to hold and read the magazine.

The Beginning

When we started this "project" we had no idea where it would take us. At first, I would meet marketing managers with just an idea: We will create south east Asia's leading magazine for

the commercial vehicle industry. I did not have a name card, media kit or magazine to show. Today, while putting this very jubilee issue together, many of the people I met back then have changed careers while others are still working in the industry. Over the years I have met a lot of very interesting characters, learned new things and ways and surely have seen a lot of the region and industry.

More than 50 Road Blocks

At the time I started writing for Asian Trucker, I had seen trucks, but I really didn't know much about their technology or how they are used in a transportation business. In order to succeed, it had to be a very steep learning curve as you would expect this magazine to be a well-written, thoroughly researched and accurate publication.

Neither did we have a mailing list. Not having worked in publishing, this was one more thing I had to learn. A publishing licence was needed, of course, and it took six months to get the approval. All the while the first advertisers were eager to see the first magazine come out. This, and many more issues were thrown at Asian Trucker when it was conceptualised. Thanks to the help of many of you, eventually, these obstacles were overcome.

More than 50 Moments

In this issue of Asian Trucker I am reflecting on the many great moments we have had over the past years (Mind you, this is not even a 10-year celebration!). I have gone through all 50 issues of Asian Trucker Malaysia and looked for one moment that was important to us. Had I wanted to, I could have surely come up with 100, 150 or even 200 as there was a lot I have seen, done and experienced in, around and with trucks and the players in the industry. While some of the brands were more active, this did not mean that I had the most memorable moments with them. The 50 most memorable moments I have put together are a reflection of my memories and the road I have taken during these past 50 issues. Every one of the pictures I am reusing here has a story to it and I am happy to tell it if we meet.

Celebrating the Next 50 with You

These 50 issues of the magazine would absolutely not be possible without your support. First, when you believed in the idea and now with your continued support through advertising and content. I hope that we can have many more such celebrations as this one and that we can continue to work together. It has been a remarkable journey and hopefully, this is just the first bit, the part of the road that takes us to the highway ramp. I invite you to hop on and take part in this journey and let me have some more memorable moments with you and your colleagues.

Enjoy the Moment and drive safe,


Stefan Pertz
Editor, Asian Trucker Malaysia





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Mpire Auto Group Opts for Shell Rimula



Mpire Auto Group, one of the fastest growing automotive groups in Malaysia, has chosen the Shell Rimula range of heavy-duty diesel engine oils as the official service-fill engine oil for its two commercial vehicle brands, Foton and JAC.

Mpire is the distributor for Foton View C2 and CS2 vans as well as the Foton Daimler heavy-duty trucks that are equipped with advanced Cummins engines. It is also the exclusive distributor for JAC light trucks, which are powered by Isuzu engines, in Malaysia.

Shell Rimula R5 LE synthetic technology engine oil is well suited for the high oil drain interval and heavy-duty diesel engine found in Foton Daimler prime movers. Shell Rimula R4 X meets the demand for engine protection from the JAC range of light trucks that are often used as daily workhorses.

Mpire Auto Group Chief Executive Officer Lau Yit Mun said that the combination of a strong reputation and track record in lubricants, reliable products that are compatible with Foton and JAC's advanced diesel engines and excellent technical support led to the decision to choose Shell Rimula as the service-fill engine oil and Shell Malaysia Trading Sdn Bhd as the official lubricants supplier.

"Today's customers demand reliability and performance from engine oils and Shell is able to fulfil them," he said.

Shell Lubricants Marketing Manager - Malaysia & Singapore, May Tan said that as the top lubricants supplier in the world for the past 12 consecutive years, Shell understands the need to achieve lower total cost of ownership in today's challenging business environment.

"Shell Rimula lubricants, especially our premium range, are designed to offer superior engine protection and cleanliness, longer oil drain intervals and better fuel economy while being able to withstand extreme temperatures and loads in tough operating environments," she further added.

Shell Malaysia is delighted to have Mpire Auto Group on board and looks forward to a fruitful collaboration ahead. **F**

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A New Cabless Concept: Revealing Scania AXL

Introducing the latest member of their autonomous family: Scania AXL, a fully autonomous concept truck, without a cab.

In what is another milestone in the development of heavy self-driving vehicles, a group of Scania experts in different fields have teamed up and developed a concept truck, which, even without the cab, has the company's modular system at the heart of the design.

As different industries look to streamline transport assignments and make them more sustainable, self-driving vehicles are increasingly being considered. Mines and large closed construction sites are examples of environments that are favourable for self-driving pilots since they are well-controlled locations.

"With the Scania AXL concept truck, we are taking a significant step towards the smart transport systems of the future, where self-driving vehicles will play a natural part," says Scania's President and CEO Henrik Henriksson. "We continue to build and pilot concepts to demonstrate what we can do with the technology that is available today."


For autonomous vehicles, software is in many ways more important than hardware. Scania AXL is steered and monitored by an intelligent control environment. In mines, for example, the autonomous operations are facilitated by a logistics system that tells the vehicle how it should perform.

"We already have self-driving trucks in customer operations. However so far, they have been with room for a safety driver who can intervene if necessary. Scania AXL does not have a cab and that changes the game significantly," says Claes Erixon, Head of Research and Development at Scania. "The development in self-driving vehicles has made great strides in

the past years. We still do not have all the answers, but through concept vehicles like Scania AXL, we break new ground and continue to learn at great speed."

The combustion engine that powers the concept vehicle is an example of how traditional and new technology is mixed. It is advantageously powered by renewable biofuel.

The robust and powerful features and design behind Scania AXL match the tougher environments in mines and large construction sites. A new intelligent front module replaces the traditional cab, but even without a cab the concept is easily recognisable as a Scania.

The first live demo of Scania AXL took place at TRATON GROUP's Innovation Day, October 2, at Scania's demo centre in Södertälje. 



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economy. The agency's key mandate is to implement development policies and programs to ensure the growth and viability of the smallholder sector of rubber industry and to improve their social and economic well-being.

A vehicle handover ceremony was held recently to mark the official delivery of the new heavy-duty trucks. With these new trucks, RISDA Fleet Sdn Bhd now owns nine units of UD Quester.

According to RISDA Fleet Sdn Bhd, managing fuel cost and ensuring the safety of people and cargo are extremely important for them as a transporter. The company said, based on their previous purchase of four units of UD Quester prime mover, they found that the trucks are very reliable, durable and fuel-efficient, with excellent track record on truck uptime and lifespan. These qualities have helped RISDA Fleet Sdn Bhd to prevent any need for heavy maintenance, thus enabling efficient delivery of cargo.

RISDA Fleet Sdn Bhd also added that its decision to purchase more UD Quester trucks were influenced by factors like affordability and positive feedback from its drivers on the drivability and technological advancements of UD Quester, especially on its safety and fuel-coaching features.

Jaclyn Loy, Chief Operating Officer of TCIE said, "We would like to thank RISDA Fleet Sdn Bhd for choosing UD Quester once again to support its expanding logistics needs. UD Quester is built to provide superior performance and fuel-efficiency to our customers and we are very glad that RISDA Fleet had been able to experience all its benefits. This new trucks handover also highlights our highly valued relationship with RISDA Fleet and our continued commitment to deliver smart logistics."

In Malaysia, customers of UD Trucks are supported by TCIE's extensive network of 43 services centers and dealerships nationwide which provides the UD Extra Mile Support services comprising UD Genuine Service and Parts, UD Driver Training, UD Telematics Services and UD Trust Service Agreements. **T**

More Quester for RISDA

RISDA Fleet Sdn Bhd buys more units of heavy-duty UD Quester for its growing logistics needs.

UD Trucks and its sole distributor partner Tan Chong Industrial Equipment Sdn Bhd (TCIE) recently delivered five units of the heavy-duty UD Quester to RISDA Fleet Sdn Bhd, the fleet management arm of the Rubber Industry Smallholders Development Authority (RISDA). These newly purchased trucks comprised of three units UD Quester 6x4 prime mover with tanker and two units of UD Quester 6x4 prime mover with wooden cargo trailer.

The delivery fulfilled UD Trucks' and TCIE's commitment in helping RISDA Fleet Sdn Bhd with its growing logistical demand, as the trucks will be used for transporting fertilizer and crude palm oil across Malaysia.

RISDA, which is under the Ministry of Economic Affairs, is entrusted to oversee the smallholder sector as an important production sector in the national



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Sphinx Commerce Buys New Hammar Sideloader

Sphinx Commerce (M) Sdn Bhd (“Sphinx”), a haulage service specialist which was founded in 2010, is jointly associated with its strategic partners Pusat Gerak Pamer Sdn Bhd (Public Bonded Warehouse provider) and Trans Jaya Sdn Bhd (Forwarding Agency) to establish integrated logistics solutions and aims to achieve a comprehensive logistical supply chains. With that collaboration, they play a vital role in supporting and contributing to the Malaysian Government’s initiative of raising Port Klang as Malaysia’s logistic gateway to the world.

Sphinx is on a mission sighted to “create the most valuable service to our customers” as they believe that customers’ satisfaction towards their solution is their greatest fulfilment. Despite intensive competition in the industry, Sphinx keeps their eye on their vision - to become the first choice of customers in the logistics industry. To extend their passion and determination, “Always on time; Never delay,” became their team tagline.

Asian Trucker met with Mr Lim Yit Kiat, the founder and chairman of Sphinx to understand about their business philosophy as well as the recent investment on facilities. “To cope with the operations requirement, we rely on Hammar to ensure a swift and efficient process when it comes to loading and unloading containers”. The group has recently bought an additional Hammar 195HS to support the added business workload. “Undoubtedly, the 195HS has increased handling requirements and provides a high lifting capacity without compromising on payload. It is also equipped with stabilisers for safe stacking operations which is perfect for us,” shared by Lim.

On the reason why he opted for Hammar, Lim told that for him and his team, Hammar is synonymous with hardiness, great reliability and durability. “Furthermore, we have another two more units of side-loader that were bought more than five years ago and they have been proven to be good in quality. Due to our previous experiences as an end-user, we naturally relate side-loaders to Hammar.”

On Lim’s perspectives on the future of the company and the industry’s outlook, Lim confidently shared, “Malaysia import / export trading sentiment is still in a state of precariousness, one of the major factors is because of the global trade war between two giant economic bodies, which lead to a significantly low trading volume and has made a huge negative impact on Ringgit Malaysia, it definitely is one of the huge challenges for cross-border trading sectors.”

However, Lim remaining positive, said, “Nevertheless, we are still looking to grow the logistics business as the industry revolution is coming. The technological evolution, especially the emergence of e-commerce will yield overwhelming changes to the market and people. The demand of logistics is getting higher, but one thing worth mentioning here is that the traditional ways of doing business must be reformed.” Lim added, “We must keep learning and be creative to cope with the world”

In conjunction with Lim’s perspectives, Sphinx is planning to develop branches across Peninsular Malaysia to catch up to market demands. Moreover, Sphinx intends to diversify their business profile into the e-commerce business to further extend their road map. **F**



Mr Cheok Tuan Lim
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Fuso Launches New FUSO FJ1828R Truck

Since the last FUSO truck launch in 2016, the Malaysian market is excited to welcome the new 19-tonne vehicle with its impressive range of features.

Hap Seng Trucks Distribution Sdn Bhd (HSTD), the General Distributor of Daimler Trucks in Malaysia, and a wholly owned subsidiary of Hap Seng Consolidated Berhad, has set the new truck standard by officially launching the new FUSO FJ1828R Truck with a GVW of 19 tonnes. Held at the 110-year-old Sentul Depot in Sentul West, the grand launch was officiated by Mr Roland Schneider, Chief Executive of Hap Seng Trucks Distribution, Mr Antonio Randazzo, Vice President of FUSO Sales and Customer Services for South East Asia, and YB Ean Yong Hian Wah, Chairman of Port Klang Authority.

The newly launched medium duty vehicle is manufactured at Daimler India Commercial Vehicles Pvt Ltd (DICV), a wholly-owned subsidiary of the German Daimler AG. "Almost any industry that requires medium duty trucks can be served with this truck," said Schneider, as well as adding that FUSO is confident the FJ1828R will be able to serve a range of industries, from logistics companies and courier services, to waste management companies, plantation, manufacturing and many other industries.

During his speech, Schneider also announced that the new truck fuses technology powered by FUSO and Daimler. The new truck is powered by the 6S20 6-cylinder engine, which is a 6.4L engine packed with a unitized pump



injection system that produces a power output of 280PS, with a torque of 1100Nm from 1200 - 1600rpm. Coupled with a 9-speed transmission, this pair is designed to deliver high performance while remaining fuel-efficient.

Mr. Antonio Randazzo stated that Malaysia is a very vital market and ranks amongst the top 10 within Mitsubishi Fuso Truck and Bus Corporation markets in terms of volume. The market share has increased continuously over the last few years and the brand is looking into new potential areas to increase and widen their product range with the launch of FJ1828R as a start.

As remarked by fleet customers of the event, the fuel economy of the new FJ1828R is outstanding and will set a new benchmark. The vehicle has been developed to ensure increased fuel and brake efficiency with its unique engine brake from FUSO. It is also equipped with an LCD intelligent instrument cluster, displaying information such as trip, mileage, neutral and reverse gear indication, fuel consumption, and range. Drivers of the truck will also be able to gauge the gear and speed of the vehicle with the eco meter indicator to achieve optimum fuel efficiency.

The well-being of the driver is also heavily accounted for, as the FJ1828R comes with a cruise control switch set with a speed limiter that automatically maintains the speed of the truck, thereby not only improving fuel economy but also reducing the driver's fatigue. Additionally, the cabin comes fully suspended with air suspended driver seat for better ride comfort and a foldable bunk bed for rest in the cabin. **F**

Reliable and Safe at Lower Maintenance

The Fuso FJ1828R truck promises to deliver high performance without compromising on safety:

- LED Daytime Running Light (DRL) to improve vehicle visibility on the road
- Front and Rear Stabilisers to ensure vehicle stability at high speeds and during cornering
- Differential Lock Button to enhance tyre traction on muddy and wet roads
- Anti-Lock Braking System (ABS) to prevent wheel lock-up and reduce stopping distance on slippery surfaces

The vehicle is powered by Daimler technology. The truck is made of a heavy duty chassis to provide load bearing ability. The longer service intervals support reduced maintenance costs of the FUSO FJ1828R and uptime of the vehicle is increased.



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across all areas of their business. "Our aim is to help companies focus on the importance of their business, while we automate more and more of the tyre-related supply chain, giving them the ability to take real-time decision making," he said further. The key cornerstone is control. Any increase in control across a fleet, with relevant key information and clearly marked and enforceable standard operating procedures will improve tyre life, with safer operation and cost savings being the desired by-products.

KLCT's sister company, Entire Tyre ID Logic (ETIL), has seen the opportunity to develop tyre-related technology across all areas of fleet business to massively increase control, using our own technology: KLConnect.

From tyre-purchase decision analysis (choosing from an array of complicated multi-brand tyre options can be made easy!) to tracking maintenance and repair, to retreading, through to financial management and business data analysis, KLConnect is a full suite of products that covers every aspect of managing commercial tyres.

The aim of KLConnect is to make the Malaysian tyre market a tech-enabled space within the next three years. We have spent many years developing technical solutions, business intelligence and data analysis tools that are now starting to become more and more crucial to businesses as they face stiff competition in a rapidly evolving market. **F**

Safety = Savings campaign continues at MIROS Vehicle Safety Week 2019

Kit Loong Commercial Tyre Group steps up efforts to educate commercial fleet owners and the industry on how 'Safety = Savings' with sponsorship of MIROS's Vehicle Safety Week (VSW) 2019.

Attended by both Dato' Seri Dr Wan Azizah binti Wan Ismail, Deputy Prime Minister and YB Anthony Loke, Minister for Transport, MIROS held its 2019 Vehicle Safety Week (VSW) with a focus on both passenger vehicles and commercial vehicles.

The commercial vehicle day had a strong focus on tyre safety and as part of Kit Loong Commercial Tyre Group's (KLCT) drive to help the industry improve safety, KLCT sponsored the event, alongside the likes of Petronas and Bridgestone.

"It was great to see the breadth of the industry that is taking tyre safety seriously," said Kenneth Teh, DIRECTOR of KLCT. KLCT gave a presentation on how they are helping customers improve safety and make savings on their tyre purchases through the use of technology that addresses all aspects of Kit Loong's SC3 Approach (Safety, Competitiveness, Cost-effectiveness, Control)

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Tri-Mode System Receives Five New Actros

The company is a strong supporter with nearly 100 Mercedes-Benz Actros in its fleet.

Hap Seng Trucks Distribution Sdn Bhd handed over five Mercedes-Benz Actros 2644LS to Landbridge Haulage (M) Sdn Bhd, a wholly-owned subsidiary of Tri-Mode System (M) Sdn Bhd on the 19th of November 2019. The ceremony was held at Landbridge Haulage's yard in Pulau Indah Industrial Park, Port Klang.

Incorporated on 19 November 1991, Tri-Mode System is a Malaysian-based integrated logistics service provider with operations in major gateways of Peninsular Malaya namely Port Klang, Penang Port, Pasir Gudang Port, Port of Tanjung Pelepas, Kuala Lumpur International Airport and Penang International Airport. Over the years, they have established an extensive network with agents located in 53 countries across Asia, Europe, North America, South America, Africa and Australasia, enabling them to provide comprehensive coverage to customers worldwide.

Speaking at the ceremony, Dato' Hew Han Seng, Group Managing Director said that "Tri-Mode has always been a supporter of the Mercedes-Benz Actros. We are also the proud owner of the 25 000th unit of Actros in Malaysia which was bought back in 2015. With almost 100 units of Mercedes-Benz trucks in our fleet, we are one of the few companies in Malaysia to have the most Mercedes-Benz trucks. This in itself is a testament to the quality of the trucks".

"We bought our first unit of Actros in April 2009. We will eventually need to refresh the fleet, so we are expecting more purchases in the future and I am confident that we will be purchasing from Hap Seng again. As a container haulage company, one of the aspects that we consider vital is cost-saving. It is an added bonus that we have Hap Seng, a partner that is willing to listen to our requests and provide good after-sales service," added Dato' Hew.

At the event, Dato' Hew also took the opportunity to thank his group of drivers. Most of the senior drivers have been with the company since it established. "Although they were initially reluctant as they were unfamiliar with the Actros, these drivers have now become very well-versed with the Actros. They are so familiar with the vehicle that two of the senior drivers have transitioned to become trainers for other drivers. One of them even represented the company in a competition and won a business class trip to Germany. I am extremely proud of his achievement."

Roland Schneider, Chief Executive of Hap Seng Trucks Distribution said, "I have witnessed many truck handovers in my career but it is not often I see such proud owners. Tri-Mode System is one of our star customers and I appreciate their support over these years. I am glad that we were able to help them grow the company and I look forward to working with them again in the future. As Tri-Mode System soars to greater heights, Hap Seng Trucks Distribution will work hand in hand with them to meet the demands of this efficiency-craved haulage industry." **T**



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Hong Seng Group Updates Product Line-up

The company is committed to bringing in various Chinese brands to cater to market demands.

Established in 1965, Hong Seng Group has made a name for itself through its remanufacturing and rebuilding services here in Malaysia. Since then, the company has grown from being an importer and dealer of old and new engines to a supplier of choice, expanding their portfolio in line with market needs. Today, the Hong Seng group of companies is involved in various fields such as automotive, marine, property and agriculture.

We spoke to Dato' Teoh Hai Hin, Group Managing Director at Hong Seng Group to find out what the company has to offer for its clientele and to provide an outlook of the company for the upcoming year. "My father was a fisherman. He was involved with the repairing and trading of marine engines. Sensing an opportunity, he decided to open a workshop and added agricultural machines and commercial vehicles into his portfolio. That was how Hong Seng started."

Today, the company has evolved although the marine business has been maintained. The company engages in agriculture and construction vehicles, commercial vehicles and property development. Hong Seng has moved leaps and bounds from where it was over fifty years ago. The company is also dipping its feet into plantations. On the diversity of the company, Teoh said "The direction of the company was in a dire need of change. It is no longer a small company like it used to be. We have many more mouths to feed now."

Out of the many businesses under the group, automotive takes the lion share. This includes rebuilt and Chinese trucks. The company started carrying Chinese brands in 2010. "For the past nine years, we have grown this from offering just one brand to



now 14 brands. The first brand we carried was JBC Light Trucks. From the northern region of Penang, we have worked our way across Peninsula Malaysia and East Malaysia. We are also planning to penetrate into the Southeast Asian market."

"It was not an easy feat to introduce Chinese trucks in Malaysia some ten years ago," said Teoh. "Consumer perception was different back then. People were not as receptive as they are now. It was difficult trying to persuade customers to give Chinese trucks a try but eventually we did, and most of our customers come back to us for more so I think that is a testament of the quality of trucks and the after-sales service provided by Hong Seng."


According to Teoh, the quality of Chinese trucks will only get better as evident by their growth in the last decade. As Hong Seng built their relationship with the principals, they were able to bring forward their feedback and request to reciprocate that of their customers. And since Hong Seng has 14 brands under their umbrella, they are able to meet the demands of customers, be it entry-level or high-end Chinese trucks. "There is a Chinese truck for everyone."

As one of the few rebuilt licence holders, Hong Seng worked extra hard to ensure that quality and expectations were met. "There was a prejudice for Chinese-made products a decade or two ago, and we had to disprove that. We had to convince our customers that we were capable of delivering good quality Chinese trucks at a reasonable price. There are also certain limitations for rebuilt license holders in the sense that they do not receive technical support and spare parts availability is limited. Which is why, we constantly communicate with the principals in China to deliver a product of equal quality. I believe that today, we have accomplished that."

In line with the company's effort to update their line-up, Hong Seng recently introduced a new model, the Hohan N7. An affiliated brand to Sinotruck (China's largest heavy-duty truck manufacturer and exporter), Hohan has proved itself to be a powerful workhorse. Since its launch, the truck has received overwhelming response from their customers. Featuring

improved springs and air suspension amongst other things, the N7 comes in various configurations to meet tough working conditions and market needs. Response has been tremendous according to Teoh and he is confident that the numbers will grow next year.

Another exciting product launched by the company is the Shacman H3000. Comfort, efficient and innovative, the H3000 brings about a new standard in trucking. Featuring a new narrow cab, Weichai WP12 engine and a 12/16 speed AMT gearbox, the H3000 reflects robustness.

Teoh said that he is very satisfied with the growth of the company. The company reported increased growth every year despite the slowing economy. As used trucks are bound to be replaced, most customers opt for new Chinese trucks as costs are usually much lower compared to Japanese and European trucks. Teoh foresees a growing demand for Chinese trucks in Malaysia. Depending on customers' choice and preference, they will be able to find them at Hong Seng. Providing A to Z service, the company is able to provide an option for all budgets and needs. 



Aone Logistics is First to Take Delivery of Steelbro's New Model

In just a few short years, the Klang based haulage company, Aone Logistics has gone from strength to strength. Now they boost their operation with the addition of sidelifers.

Still in its infancy, established in 2017, Aone Logistics is taking full advantage of the dramatic changes in Malaysia's transport industry: the growth in cargo volumes, TEU container volumes and increased port capacity.

Today, impressively, Aone logistics has 28 trucks, 104 trailers and two sidelifers. This scale of equipment helps support the dramatic expansion of its trucking and haulage requirements.

It's no surprise that such a young company is tasting success. Owner Mr Palani spent over 25 years as a Haulage Vice President in an earlier role.

Over the years he observed how Steelbro became the pioneer sidelifter brand in Malaysia. "We still get to see sidelifter units from 1995 running in good condition on Malaysian roads," says Mr Palani. "Steelbro units have always seen a great return on Investment even after ten years."

In 2018 Aone Logistics bought its first Steelbro sidelifter, the SB450. According to Steelbro, transport operators often choose the SB450 model when conditions are extreme and call for a more rugged unit with a stronger lifting capacity. With the SB450, transfers of containers weighing up to 45 tonnes can be made easily within a safe working envelope.

When Steelbro launched its SB362 model earlier this year, Mr Palani was quick to show interest. Although new to the Malaysian market, the SB362 has been tried and tested in New Zealand and Australia where it enjoys a strong presence in the commercial road transport market. According to Steelbro, operators

wishing to transport and deliver lighter loads more economically may find this new model becomes their first choice.

Based on an existing successful design, the SB362 unit has been modified for the Malaysian market. Steelbro designers gave the unit a heavy-duty chassis to cater to the Malaysian environment and conditions. The design uses similar running gear to the already popular Steelbro SB450 model for seamless integration with other units in the fleet.

For his next sidelifter purchase, Palani was quick to see the benefits of Steelbro's latest model and chose the new design. His latest investment was a reflection of the confidence he has in Steelbro and in their on-going commitment to quality, safety and performance. The new unit is not as heavy as the SB450, but ideal for lighter loads and with a longer outreach.

Performance, reliability and safety are some of the reasons why Steelbro was the first choice for Aone Logistics. "Steelbro is well known in Malaysia



for its robust cranes and chassis and the importance it places on safety," says Palani. "The cost of parts is also important as well as excellent aftersales and knowing that the units have a good resale value. We have also been treated to the best of service."

According to Palani, his Steelbro sidelifers have completely influenced the way his operation runs, contributing to the growth of his operation and helping him increase the volume of container deliveries.

"We currently use our two Steelbro sidelifers to move 20ft and 40ft general purpose containers plus tanktainers.

"We use them within the yard for staging, transfers from trailer to trailer, and for deliveries over short distance.

"Having these sidelifers have allowed our containers to be staged prior to the next day delivery.

"They also help to shorten the time it takes to return containers."


Equipment operators at Aone Logistics are also huge fans. Their drivers / operators are more confident with the Steelbro sidelifter design when lifting two times 20ft containers, double stacking containers and carrying out other heavy operations. One operator suggesting "The quality can be seen from the design of the product."



The new Malaysia model is not expected to replace the SB450 unit, but will offer an alternative choice, and in some cases supplement the existing fleet.

Operators who include both models in their fleet will benefit from similar running gear on the chassis for ease of maintenance and spare parts. Both the SB362 and the SB450 utilise the same controller, cable and remote which means that no additional operator training is required.

Mr Palani has also been impressed with the Malaysia-based aftersales servicing operation. "We have enjoyed excellent service and given priority for repair and servicing. Servicing has always been extremely fast and efficient."

Although still in its relative infancy, the haulage company says it plans to capitalise on the transport sector growth and hopes to continue its partnership with sidelifter pioneer Steelbro. 



Daihatsu Malaysia Takes on Initiatives Towards Sustainable Growth



Daihatsu Malaysia will be taking initiatives in contributing to the sustainable development of society and the environment through its business activities while staying true to Daihatsu Global principles.

a 33 percent sales growth increase compared to 2018. The steady growth with 60 percent in fleet sales is following the introduction of the Daihatsu Business Fleet Program in June 2019.

Furthermore, Daihatsu Malaysia achieved 87.0 percent of service throughputs as of YTD October 2019. It is a 13 percent intake growth increase from 2018. According to a Daihatsu Malaysia spokesperson, this is due to contributions from implementation of Kaizen practices in selected Daihatsu Service Centres. Encouraged by these results, the organisation is now aiming to ultimately be the number 1 choice of light commercial (LCV) brands in Malaysia.

Guided by Japanese principles, the brand is aiming to further cement their market position and to ensure that the local communities will be served. To enhance brand image and to further grow their market share, Daihatsu Malaysia is applying the principles of

MONDUKURI: The pursuit of even more high-quality vehicles with development of advanced technologies.
and

KOTODUKURI: Involves undertaking activities focused on 'Increasing Points of Contact With Customers & Local Communities' – strengthening people-to-people connections and providing extra services more than ever.

Aiming to be the Best

The current year has been a successful one for Daihatsu in Malaysia. They achieved 87.5 percent of sales volume as of YTD October 2019. This constitutes



Taking on the Future

Daihatsu Malaysia will celebrate its 40th Anniversary come 2020. To underline the long history and the commitment to the future in the country, there are plans to be put in motion to further enhance the market position. Namely, these are:

Monodukuri, which, for Daihatsu in Malaysia comprises of a number of activities with the pursuit of even more high-quality Daihatsu vehicles to be sold in Malaysia. Clients can expect a new model enhancement for the coming year to be announced. What can be said at this point is that the upgraded vehicles will offer better performance and a more fuel efficient engine. Taking into consideration market feedback, the well-built vehicles will enhance basic and produce performants. Having available for some time, the Gran Max is a proven long lasting legacy, giving the vehicle a longer life cycle thus providing durability and reliability in the long run.

Kotodukuri, which pushes for the pursuit for even better service by driving Value Through Innovation will be a focal point for the coming year in Daihatsu Malaysia. Taking into consideration availability, comfort, ease of use, reliability ratings and competitive pricing, clients will enjoy better availability of the vehicles and improved service. At the heart of this lies the idea of providing an overall total ownership experience. This means that buyers of Daihatsu vehicles will enjoy peace-of-mind from pre-sales to the regular services of vehicles.

Contributing to Society

As no company can exist outside the context of the society it is operating in, Daihatsu Malaysia is also putting into action a number of activities that give back to the people. As areas that are to receive contributions, Daihatsu has chosen a number of areas that they focused on in 2019 and that will be further developed going forward.

Contributing to society and educational activities included the organisation of the Drivers Safety Training Program (6th August 2019, Asian Trucker reported). The company will also continue with programs that are aimed at helping to reduce the risk of motor vehicle collisions and traffic violations by educating drivers and by developing a culture of practicing safe and defensive driving behaviour on the road.

Meanwhile, there were several initiatives that were aimed at contribution to social welfare activities through continuously engaging with the community to create awareness and to foster preventive healthcare management. For instance the official collaboration with Columbia Asia Hospital, Puchong in building accustomed Mobile Clinic from the Gran Max pick-up variant during MCVE 2019 was one such activity.

In addition, Daihatsu entered a collaboration with partner Columbia Asia in an initiative under their wellness program to promote successful and healthy well-being. This was done through an outreach program via the Daihatsu x Columbia Asia Mobile Clinic truck for health screening check, blood donation etc.

Equally important to the company are environmental issues. Hence, contributing to environmental activities were run in parallel to the programmes aimed at the society. Here, the brand officially collaborated with Free Tree Society (FTS) in building accustomed Green Van from the Gran Max van variant. The launch of the 'Rewilding Roadshow' took place during MCVE 2019.

Subsequently, the company was undertaking a program with partner Free Tree Society (FTS) to create significant impacts to the environment by promoting planting in the community as well as creating much needed awareness of ecosystems and biodiversity. This was done by displaying the Green Van at various locations and giving out free trees. At the same time, FTS staff were educating the public on preserving and boosting the ecosystem. One location during that campaign that deserves special mention during the displaying of the Green Van was Taman Tugu where the aim was to create a meaningful event space for encouraging urban conservation and the greening of urban spaces.

Daihatsu Malaysia surely seems to have a lot on their plate and Asian Trucker will be sure to follow all their activities to keep you up to date with the progress of these initiatives. **F**



Artist Impression
scale : NTS

Volvo's Truck for Kechara Soup Kitchen's Takes Shape

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, safety and environmental care.

The Truck Body Design

In August 2019, Volvo Trucks Malaysia kicked off this donation drive and shared with the public about this CSR initiative. The truck body is now being finalised with these features:

- Stainless steel and insulated truck body, in which it helps to hold the temperature of the truck body more efficiently
- Checker aluminium plate flooring for durability and easy maintenance
- Extendable 2.4 meter side canopy as a shade during workshop/ educational activities
- Battery-powered air-conditioned c/w/ LED lightings and power supply in the truck
- Dedicated storage area with built-in cabinets to host miscellaneous items and the AC compressor
- Side and rear door opening to facilitate goods loading/ unloading Retractable aluminium stairs for side door and the ingress/ egress of people in/ out the truck
- c/w water tank, removable storage cabinets, examination bed, curtain divider and tables/ chairs to offer set up flexibility and optimized space for food transportation

The estimated lead time to fabricate this special truck body is estimated to be three months. For better durability, the material for the body fabricated by Seri Zenith Engineering will be imported.

Notes from the Engineer

"This is not a conventional truck body we do on a regular basis. But it is how we turn the challenge into opportunity for continuous learning," said PJ Koh, Managing Director of Seri Zenith Engineering. "We will start fabricating the body simultaneously while waiting for the chassis to arrive, that will save some time on the overall duration in getting the truck ready."

Thoughts from the Initiator

"We wanted to offer a practical solution that can support KSK daily operations, which can also offer more on the learning and medical purpose that KSK has been wanting to do for some time. The solution needs to be in good quality, and durable so that they can use (the truck) for many years to come with minimal maintenance required," said Mitch Peden, Managing Director of Volvo Trucks Malaysia.

"When the truck is delivered, we intend to participate in one of the food distribution activities together with KSK to get a deeper understanding on their operations. Hopefully we can help to create interest among our employees who might be keen to join KSK voluntary work."

Apart from Taipanco, Seri Zenith Engineering and Asian Trucker, who have confirmed taking the Platinum sponsorship, Volvo has signed up Linfox as the latest company to become a Platinum Sponsor.

Be Part of the Activity

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. Together with Asian Trucker as the media partner, we pledge for more esteemed organisations to join us in this meaningful Truck Community Gives Back Initiative. **T**

Donations 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)

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Events & Exhibitions

ROADS & TRAFFIC EXPO THAILAND 2020

Date : 12 February – 13 February 2020

Venue : BITEC, Bangna, Thailand

Contact Info: Valerie Lim at +65 6322 2766 / valerie.lim@terrapinn.com
 Details : Supporting the sustainable development of the nation's transport infrastructure is a key focus of Thailand's Ministry of Transport. In line with the Thailand 4.0 vision, the 20-year National Transport Infrastructure Investment Plan 2017-2036 is geared towards achieving transport efficiency, and creating green, safe, inclusive and innovative transport. By harnessing the power of digital technologies, and building out and renewing transport networks and systems, the government is making unprecedented acceleration in making Thailand a hub for connectivity.

To drive greater public infrastructure investment and increase investor confidence, the government has also rolled out its Transport Infrastructure Investment Plan, which is linked to the 20-year National Strategy and the 12th National Economic and Social Development Plan, and emphasises transport modality shifts, increased connectivity, and enhanced mobility.

EVM ASIA 2020

Date : 24 March – 26 March 2020

Venue : MITEC, Kuala Lumpur

Contact Info: support@ambtarsus.com

Details : Malaysia will host the region's first international exhibition dedicated to the manufacturing of electric, hybrid and autonomous vehicles – EVM ASIA 2020, from 24-26 March 2020 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur. It is the RIGHT PLACE and TIME for suppliers of machinery, equipment, parts and components, software, systems, applications and e-mobility solutions to showcase their products and services as automotive manufacturers are gearing up their facilities for electric and hybrid vehicles.

EVM ASIA 2020 is the event to unveil the Future of Mobility Technology



THE 8TH INTERNATIONAL EXHIBITION AND CONFERENCE ON RUBBER INDUSTRY AND TYRE MANUFACTURING

Date : 17 June – 19 June 2020

Venue : Saigon Exhibition and Convention Center (SECC)

Contact Info: +84 28 3848 8561 Fax: +84 28 3848 8564

Email: info@veas.com.vn

Details : Rubber & Tyre Vietnam 2020 is one of the most attractive annual international events in Vietnam. This will be a chance to all the coating enterprises for not only meeting and exchanging valuable experiences but also finding opportunities to co-operate with a lot of both local and abroad companies reliably.

Rubber & Tyre Vietnam 2020 will focus on these main areas: Rubber Raw Material, Machinery Technology for Rubber Processing and Rubber related products - especially Tyre. Beside, Rubber & Tyre Vietnam 2020 will establish application of new technology, new product and materials which meet the demand of improving production from advanced countries to Vietnam market.

MALAYSIA COMMERCIAL VEHICLE EXPO 2021 (MCVE)

Date : 17 June – 19 June 2021

Venue : Mines Exhibition and Convention Centre

Contact Info: info@asiantrucker.com

Details : Back for the fifth time, Asian Trucker invites you to be part of the largest dedicated exhibition for commercial vehicles in Southeast Asia. Following the success of the past events, we are returning with the show in June 2021 with plans to expand the space.

Buyers, purchasers and operators have the opportunity to review the latest offers in terms of trucks, busses, services and components. During the show, relevant government agencies, professional societies, and associations will join the organizer to hold seminars and updates on their products, services and the latest in trucking.

IAA COMMERCIAL VEHICLES 2020

Date : 24 Sept – 30 Sept 2020

Venue : Deutsche Messe, Hannover, Germany

Contact Info: iaa@vda.de

Details : Vans, buses and trucks – commercial vehicles are a major part of our lives. Today we can choose from an extensive range of goods worldwide that are delivered right to our doors. This would not be possible without freight transport and logistics. And it is the commercial vehicles that cover that last mile. They carry over 70 percent of transported goods and therefore form the backbone of transport and the economy. They are also service providers and chauffeurs. They dispose of our waste, help us to move house, assist the rescue services, take our children to school and drive us to work. So commercial vehicles actually keep our everyday lives "on the go."

The IAA Commercial Vehicles in 2020 will address the question of what the future of commercial vehicles will be like. The IAA takes place in Hannover and is the world's leading trade show for transport, logistics and mobility. And in fact the whole commercial vehicle sector is on a path of innovation. As in many other branches of industry, the particularly important topics here are automation and connectivity, safety and security, environmental protection, electric mobility, new logistics and traffic concepts for the towns of the future. It offers a unique cross section of the entire value chain in the industry, from vehicles to transport and logistics, and from manufacturers to the many medium-sized suppliers.





Bullock Cart to ISO



The transportation business during early 20th century Malaya was dominated by the Sikhs who used bullock carts to convey goods from the tin mines and plantations to the ports and trading centres, significantly contributing to the early economic development of the Straits Settlements and the Malay states.

In 1979, the late Mahindar Singh Sidhu propelled this industry to new heights by establishing a palm oil tanker haulage business, which drove further into extensive routes around the peninsular, venturing into Kuantan in the early 1980s.

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Under the helm of three dedicated and dynamic scions and the family of Mahindar, Sidhu Brothers is leveraging on its reputation as the most trusted name in Palm Oil logistics for over 30 years, now backed with an international recognition for its best practices,

This achievement is the result of great teamwork from dedicated employees, strong partnership with customers, suppliers, sub-contractors and the rakyat over the last three decades.

"We would like to thank all our employees, customers, suppliers, sub-contractors and the rakyat for their support over the last 30 years."

- The Sidhu Brothers Family

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Hino Smart Driving Contest 2019

Back for the second time, Hino puts drivers to the test and through a tough course.

Hino Motors Sales (Malaysia) Sdn Bhd (hereafter known as HMSM) recently held the Hino Smart Driving Contest 2019 at the Hino Total Support Customer Centre (HTSCC) in Sendayan, Negeri Sembilan. The two-day event which took place on the 9th and 10th of October 2019 saw 25 truck drivers battling it out to see who was the best driver of them all.

Before the competition took place, a safety briefing was done to ensure accidents were avoided. This is in line with HMSM's aim to develop smart drivers who are safe yet fuel-efficient, all whilst contributing to a "zero-accident" and cleaner Malaysia.

In his speech, Managing Director of HMSM reiterated that truckers are the drivers of the economy. "We must not forget that without esteemed drivers, goods will not be delivered. Truck drivers are the 'heroes of transportation'. Without them, we cannot enjoy shopping online or offline, if it was not for them to deliver the items to us. Therefore, we would like to honour them today as professional truck drivers."

Participants were evaluated in four main areas i.e; theory, practical driving skills, driver familiarisation including a daily vehicle inspection and lastly fuel-efficient economy driving. Participants were to answer a range of questions on

general safety and driving knowledge. The driving skills sector tested the drivers on seven different obstacle courses which include s-junction, garage parking, crank course, parallel parking, turn-back course, uphill/downhill and emergency braking on wet road conditions. All these were only possible as HTSCC is the first and only training centre outside of Japan, made to train drivers and enhance their skills.

A participant of the competition, Mohd Hazli from Ikkhas Resources Sdn Bhd said that he is nervous as it is his first time participating in such a competition. Being a driver of nine years, he has driven various models and makes of vehicles including Fuso, Scania and of course, Hino. At his workplace, he usually drives a Hino 700 whilst the vehicle used during the competition was a Hino 300. "The smaller size does take some getting used to but all is good. The performance of the vehicle is still top-notch and it was a great overall experience to come and meet drivers of different companies to exchange tips and tricks. These skills are essential as they will be useful in our daily life as a driver. I like that Hino has constantly reminded us to be safe on the roads throughout this competition."

Mohd Zul Amali bin Razali from GD Express Sdn Bhd took home the trophy for the night whilst Mohd Faizal Samsaini from Indah Water Konsortium took home the second place. Second runner up went to Mohd Zaidi Ibrahim from Radifleet Sdn Bhd. Congratulations to all winners and be safe on the roads! 🏆





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Social Media

Steering into its fourth edition, Automechanika Ho Chi Minh City (AMHCMC) will rally a comprehensive automotive supply chain community for the OE (original equipment) and aftermarket by introducing the new automotive manufacturing & automation segment. The community will help drive the Vietnam automotive industry towards localisation, industrialisation and modernisation by promoting made-in-Vietnam brands. 390 international and domestic exhibitors will gather across 10,200 sqm of the exhibition floor at the Saigon Exhibition and Convention Center (SECC) from 5 to 7 March 2020.

According to a recent report, the Vietnamese economy is expected to grow 6.7 percent this year, the fastest growth rate among Southeast Asia countries. This robust economic strength is crucial to the sustainable development of Vietnam's automotive industry. In order to support its development, the Vietnamese government has deployed a number of favourable policies to attract foreign direct investment (FDI) into the local automotive manufacturing sector for sustainable growth.

As a result, Automechanika Ho Chi Minh City 2020 will play a leading role in rallying international and domestic cooperation among carmakers, dealers, distributors, exporters, importers, manufacturers, OEMs, retailers and more. In the effort to drive Vietnam's status as an important manufacturing hub, the show will offer comprehensive product coverage of the entire supply chain from materials tools, precision tools and testing machines, product finishing, robotics and automation, to parts and components for vehicles.

Once again, there will be 10 different product groups for the passenger, commercial vehicle and motorcycle segments on display at the fair. These include Accessories & Customising, Parts & Components, Electronics & Connectivity, Diagnostics & Maintenance and Alternative Drive Systems & Fuel to name a few. In addition, there will be six product groups tailored for the new automotive manufacturing & automation segment like Manufacturing of Automotive Parts

Automechanika Ho Chi Minh City 2020 embraces the rising made-in-Vietnam automotive market



& Components, Automation, Automotive Production Equipment and System, Automotive Inspection and Quality Control, Automotive Design and R&D and Automotive Material.

Meanwhile, the passenger and commercial vehicle segments will also remain a fair focus. With local consumers now having increased purchasing power and a better standard of living, the Accessories & Customising product group will highlight the thriving personalised and auto lifestyle market in Vietnam. Based on statistic revealing that more than 90 percent of the accessories and parts in Vietnam are imported, the product group will feature a wider variety of auto part products from a line-up of overseas brands to fulfil the consumer needs.

The upcoming edition of Automechanika Ho Chi Minh City 2020 captures the theme of "Business, Workshops and Experiences", and will offer fairgoers an all-round show experience to allow business and pleasure to co-exist at the fair. For example, the Business Matching programme returns as an effective and efficient platform, bridging local and international players and helping to foster new business relationships.

Elsewhere, a host of training workshops, seminars and conferences will also enhance knowledge sharing. Built upon theoretical discussions, international experts and industry professionals will come together to perform workshops with practical and live demonstrations. They will discuss diagnostics, maintenance, fleet management and many more other focused topics.

Speakers will also share their views on Industry 4.0, automation, smart factories, assembly and productivity in the local automotive industry. Attendees will, therefore, be able to learn about the latest local industry developments and related policies. The sessions offer insight into how local players can overcome the challenges arising from industry transformation, which will help them stand out from other ASEAN countries. **F**

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Lots of News in the East

The 46th Tokyo Motor Show opened from 24th October to 4th November. Hosted by Japan Automobile Manufacturers Association, Inc (JAMA), it was held at the Big Sight venue. Located in a separate hall were the commercial vehicles. Although Japan has a huge commercial vehicle industry, only four brands participated, showing exciting concepts.



UD

At the UD booth one could try a lot of functions that the Quon Concept 202X featured. Asian Trucker spoke to Toshio Shiratori, Design Director, Product Design UD Trucks Complete Vehicle and he told us that in his view automation and alternative fuels are the most important aspects of new developments. That said, for him, automation is even more important as driver shortages are common around the world and the drive train is a part of the entire concept. Visitors could try five modes of the truck, for instance platooning, emergency and pre-inspection. Shiratori designed the front grille in a way that it would communicate with the outside via sound and displays.



Isuzu

At this motor show, Isuzu was all set to reveal their brand new GIGA, which is now being developed to address some of the challenges society is facing. It's equipped with new systems designed with the safety of the driver in mind, such as Blind Spot Monitor (BSM) which uses a millimeter-wave radar to monitor the front and side areas of the vehicle to assist safe turning at intersections and safe lane changes, and pre-crash brake system capable of detecting pedestrians and bicycles. In addition to enhancing the existing safety systems, GIGA is renewed to achieve more comfortable driving profiles with a newly-designed high roof cabin and new interior layout which extensively increases cabin comfort. All these directly contribute to the improvement of working conditions for drivers.



Mitsubishi Fuso

Mitsubishi Fuso Truck and Bus Corporation (MFTBC), under the umbrella of Daimler Trucks Asia (DTA), was exhibiting five vehicles at the 46th Tokyo Motor Show 2019. MFTBC's booth featured the world premieres of the "Vision F-CELL", a concept fuel cell-powered light duty truck, and the model year 2019 Super Great heavy-duty truck, Japan's first series-produced commercial vehicle equipped with SAE (Society of Automotive Engineers) Level 2 automated driving technology.

The Vision F-Cell is Fuso's concept of an electric truck that uses the power of a Fuel Cell as one option to extend the range of an electric vehicle. Fuso is a leader in electric trucks and was the first brand to launch an all-electric truck in small series production in 2017, the eCanter. Since then, more than 140 eCanters have been delivered to customers in Japan, Europe and the United States. With the Vision F-Cell, a fully drivable concept model, the brand is to explore the benefits of fuel cell technology for use in their vehicles.



Hino

FlatFormer will change the concept of mobility forever. Not only will it bring greater efficiency to the mobility of people and goods, but it will evolve mobility into a space where value is provided to people through services. While there is a diverse range of services that enrich our lives, mobility, the provider of these services must also be "super-versatile." The elements that bring super-versatility into reality are mobility platforms that maximize usable space, and service platforms that ensure the optimal use of these spaces. With FlatFormer, services themselves become mobile. By sparking metabolism of old and new in our lives and communities, FlatFormer can dynamically vitalize our urban areas and create prosperous and sustainable societies where people can connect with each other and each individual is able to achieve happiness. **F**



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In 1958 Walter Hengst established Ing. Walter Hengst KG in Münster. In doing so he laid the foundation for the successful development of an enterprise that is managed today by Jens Röttgering in the third generation as Hengst SE. Hengst employs a staff of about 3 000 at 19 locations worldwide.

Recognized worldwide as a filtration specialist, Hengst combines product quality that is on par with the services provided by the original manufacturers with excellent service - tailored to the specific needs of the aftermarket.

Unmatched economy, prompt availability, personal service and marketing as partners set Hengst apart as "The SMART Alternative". Compatible with all common engine types, the filter selection comprises 2 600 products for passenger cars, utility vehicles, farming and construction machinery as well as the navy.

With Asian Trucker we found a strong media partner in today's complex and competitive marketplace. Hengst Asia Pacific is based in Asia since 2014 and things do not always go as planned in Asia. Considering that and that we just had our big anniversary ourselves, we are delighted to be part of Asian Trucker's jubilee of edition number 50 and their journey. We congratulate Mr. Stefan Pertz and his team for this great achievement and are looking forward to working together for many years to come.

Hengst – Team Singapore. 

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We strongly believe our unique tire blowout preventive solution can greatly benefit all fleets owners.



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TireCare



Tire temperature after apply
TireCare





ASIAN TRUCKER

Asian Trucker Does it 50 Times!

This is our 50th Issue of Asian Trucker Malaysia and it has been a truly remarkable journey. From the inception, starting with a simple idea, to being recognised by our peers in award shows, there has been one group of people with us at all times: You! Without our readers, advertisers, partners, and contributors, our success would not have been possible. To put together these 50 magazines, we have been involved in some very interesting events, meetings and discussions. As you will recognise, it was not an easy task, but we put together some of our most memorable moments here for you to re-live the excitement we have gone through. We hope that you will allow us many, many more such memories to be added!











**Daimler Trucks Asia
Electrifies, Automates**





Trucks, test drives, Typhoons and the Tokyo Motor Show were among the highlights of an exclusive visit to FUSO in Japan where Stefan Pertz was also allowed into the innermost sanctum of the brand: their R & D Center.

The atmosphere was eclectic when we arrived in Kawasaki, Japan, which is home to the FUSO brand. After our visit to their India plant (We reported in Asian Trucker Malaysia issue 49), we were not just welcomed to what the organisers themed “Meeting FUSO”, but ushered into the innermost sanctum of any truck brand: their Research and Development centre.

Meeting FUSO

Although the brand is well known, a general introduction to discuss the history and structure was a welcome start into the three-day program, which was led by the top management of the Japanese make.

Mitsubishi-Fuso is part of the Daimler conglomerate. Their ambition, as a group, is to be the undisputed leader in the truck industry. This is to be achieved through a push in innovation leadership, global market presence with platforms that meet market demands and a strong customer focus. Currently, Daimler products are available in over 170 countries, which is made possible also through the use of shared platforms, utilising a network of global resources. “This means that we can deliver the best and newest products to our customers and be the first to do so,” said Mr Hartmut Schick, President & CEO of Mitsubishi Fuso and the Head of Daimler Trucks Asia. Recently, the brand has shifted its focus for the vehicles to electrification and to connectivity.

Being a leader means different things. For instance, as a listed company, the company is being judged by its financial performance. Profitability is important for the shareholders. With that comes also sustainability, which is an important aspect for business partners, such as the distributors and dealers, who have also invested in the brand. In terms of new technology innovation, Daimler aims to set the pace when it comes to future features, safety, reliability, efficiency and comfort. This also includes emission issues, which means that minimum requirements are to be met, or even exceeded. Profitability and technology are closely linked in the view of the FUSO management. If the company manages to incorporate better features, higher technology, also the profitability of the customer, the user increases.



Heavily Invested

While the brand has not yet written off the Diesel engine, as it is still one of the best suited means of propulsion for trucks, major investments are being made to push for innovations in the area of alternative fuels. In specific markets, there is still growth potential to be realised with trucks running on Diesel and FUSO is eager to further increase their market share there. Schick cited UAE and South East Asia as some of the markets that are in that cluster. In the coming years, 1.5 Billion Euro will be allocated to research and development annually. Of that, 500 Million Euro will be secured for the development of Level 4 Automated driving. According to Schick, this is required to ensure that customers will be offered the best possible solution.

The global network of design and development centres works both ways. For instance, the new Super Great, FUSO’s market-first Level 2 driver assisted truck that has been



on sales for a few months, borrows from Daimler technology. This allows for faster developments and focus on certain components by individual centres. At the same time, the technology developed for the Super Great can be shared across the brands and can be used to get other trucks ready for autonomous driving. Currently, the E-Actros and E-Citaro are also undergoing trials with customers.

Uniformly Connected

Besides electrification, Daimler is also leveraging on connectivity. Utilising one common piece of hardware, all new vehicles are connected, and data can be gathered for further enhancements and improvements of the vehicles. During the presentation, Schick said that Daimler Trucks now has over 300 000 connected vehicles in its system that are connected via their various systems. "The benefits are clear: this will lead to less downtime through predictive maintenance."

Connectivity also enables autonomous driving. FUSO was showing a Level 2 driver assisted Super Great at the Tokyo Motor Show. Currently, FUSO is waiting for legislation to be amended and implemented to regulate this new type of vehicles. One aspect that is likely forgotten by many though is the data security. The systems used need to be able to withstand hacker attacks that could result in harm to drivers and other participants in traffic. This, according to Schick, is one aspect that needs to be taken into consideration during the design process as well.



Holy Centre of Operations

It was the first time that a group of media representatives were allowed into the actual room in which the new trucks are being developed and one could feel the pride in the new centre. Having heavily invested in upgrading production



facilities, to the tune of 11.8 Billion Yen for the production line and another five Billion Yen have been earmarked for the refurbishment and relocation of the own retail network. Thus, as a result, the new centre brings together planning and production with increased efficiency. High tech allows for 3-D printing of models and parts, transfer of shapes from clay models to CAD programs and live designing of trucks on a big screen. Aiding the development process is virtual reality, which allows to get an impression of what a vehicle would look like in real life when on the road.

The starting point for any design development is the customer. In regular engagements with clients Daimler analyses the requirements that users are having. The question asked is "What is important for the individual customer?" When it comes to individual solutions, the direction is clear: as a global player, Daimler offers products that are suitable fits for any market, however, prides itself with the ability to create individual solutions. Keeping the driver safe and offering a comfortable environment are major considerations for the design. These are the values of the company and highly important to adhere to when developing new designs. As a Japanese brand, the exteriors FUSO's vehicles are inspired by the local culture, such as Anime. Perhaps the most interesting approach to the new vehicle design is that the designers try to break new ground. The mantra is that the designs need to be thought-provoking and that if a design is liked right away, then something is wrong. As Schick said "A design may need to take two years before it grows on the audience and is liked after in-depth discussion and discourse."



Vehicle with a Very Special Purpose: the ATHENA

Just like any other special purpose vehicle, the FUSO ATHENA addresses a very specific need for a very narrow range of missions. In this case, however, it is a mission that nobody hopes will ever arise and where the truck may see a lot of idle time.

It is a concept vehicle, so the makers do not provide detailed specs, but Asian Trucker managed to secure some more information about the ATHENA. It was recently on display at the 46th Tokyo Motor Show.

ATHENA is FUSO's response to the growing number of natural disasters in Japan and the rest of the world. Seeing the need for a rapid response rescue vehicle adapted for a wide array of tough emergency situations, the OEM took the already versatile and durable Canter to create ATHENA. In designing ATHENA, FUSO collaborated with Kokushikan University, an institution that has long-established expertise in the field of disaster prevention and emergency rescue. More specifically, Professor Ken Tshako and his Rescue Lab seminar team provided valuable insight during the joint development of the concept vehicle.

The compact size and mobility of the ATHENA enables it to be quickly dispatched to disaster-stricken areas. It is equipped with military-grade high-standard wheels, allowing it to be operated both on and off-road with heavy loads. In special instances, a motorcycle installed at the back end of the vehicle could be used to reach narrow, impassable, or mountainous locations. The front side of the ATHENA features a shovel that can be used to clear debris, while the cabin is equipped with microphones to warn of dangers ahead.

"ATHENA is still an in-progress project, but we are working on turning it into a tool that can be used in real-life situations in Japan. At MFTBC, we are committed to advancing technology that not only has a purpose for business, but also contributes to solving the challenges faced by societies around the world," a FUSO spokesperson commented.



Sales, Sales, Sales!

Daimler Trucks Asia is part of Daimler Trucks. In 2018, Daimler Trucks and Buses sold approximately half a million vehicles all over the world. Daimler Trucks Asia is present in Japan and India with production facilities and is able to offer a total of over 1 200 product variants when including the Bharat-Benz branded trucks in the portfolio. The offering, as clearly defined, is two-part: one is the hardware, the actual truck, and the second part is the customer service, the after sales. On top of that, Daimler offers customised financing for customers. Looking at the global footprint, Daimler maintains regional centres, production partners, distributors and dealers to ensure the widest possible reach. Almost 60 percent of vehicles sold are configured in EURO 3 or above, thereby mostly exceeding the requirements of the markets. The challenge, as FUSO's top management sees it is to satisfy the market with products that meet the demand for more sophisticated transport solutions.

Efficiency, safety and comfort are the focal points when developing products to meet those demands. Efficiency means that the company is sharing platforms and knowledge in order to bring the best solution to a specific region or even customer. Safety features play a big role, especially now, where the company is pushing for autonomous driving. Functions to ensure safety are not just limited to protecting the driver, but also people and property outside the truck, for instance with sensors that detect and track cyclists and pedestrians. Lastly, the comfort of the truck directly impacts the performance of the driver and emphasis is given to making the cab as comfortable as possible.

Top Quality: Proven!

Connectivity is a key driver of developments, as evident in the vehicles of FUSO. However, the data gathered is not just used for platooning or to let the owner know where the vehicle is currently located, it also allows for insights in the area of quality management. Letting us in on the work done in his department was Michael Moebius, Head of Quality Management Daimler Trucks Asia. "If we cannot demonstrate our approach, then we are not transparent. And if we are not transparent, we are not credible," he said as he invited a group of visitors to see how his team is working on ensuring how the brand maintains top quality levels. What sets Daimler Trucks apart from other manufacturers, according to Moebius, is the fact that the quality management team is involved in the entire process of producing the vehicles, including the design process. Thus, staff working in his department can react extra-fast in case of any issues as they are fully involved in every aspect of the manufacturing of the vehicles.

Within a short span of five years, the quality management has made tremendous changes when it comes to data analysis. What was once done on Excel sheets has long since moved to Big Data Analysis and further to Big Data Telematics today. The objective was to create a system for the early detection of failures with the tangible benefits of reduction in warranty cost and improved customer satisfaction as a result of reduced downtime. This is achieved by using warranty claims, service history and product quality reports and running it through a set of analytical techniques. The output is many fold: real time diagnosis, batch prediction, statistical analysis and trend visualisation. "One relatively simple example these days is the battery discharge trend. We know what the battery charging and discharging behaviour is like when it comes to the end of its lifespan. We can then take measures to bring the truck in and to replace the battery before it fails," Moebius said. This, in his words, has moved his department from being reactive to being proactive.

Monitoring thousands of connected trucks, via a multitude of sensors, the quality management team of Daimler Trucks Asia can effectively anticipate



any issues that may arise in the trucks that are out on the road. And not only that: if a part shows problems, the systems used can show every truck that is using the exact same part. Probabilities and extrapolations indicate the severity of the issue and guide the team in their following actions. Knowing where each truck is has helped them find stolen trucks and also to prevent severe damage to vehicles. In one instance an alarm went off, showing dangerous levels of oil pressure in one particular truck. The team called the driver, asking him to stop immediately. As it turned out, the owner had decided to service the vehicle in-house, using an oil filter with the wrong specification. A major engine damage could be averted.

Testing! Testing! More Than One-Two

True to his word, Moebius took visitors through the entire process of quality testing. “We are no different from Apple, say. We have a product that is designed in one place, manufactured in another and used in a third. While in theory, this all sounds easy, quality assurance is not!” In their test lab, parts are being artificially corroded for some time to simulate aging of parts, microscopic structures are being evaluated to ensure that the quality is as per specification and many parts are being examined to ascertain their worthiness for use. The team pulls out parts from the production at random and also asks for parts that have been in use for some time to be brought in for examination.

One of the things that makes this test lab unique (refer to Asian Trucker Malaysia, Issue 49 where we discussed the equivalent in the India Daimler Factory), is that Japan constantly has earthquakes. While one may not feel it, but the ground in Japan is shaking all the time. According to Moebius, this may affect the test results. To demonstrate this, a giant pendulum hangs in the lab, showing visitors that this is not just made up, but a constant problem for the quality management group. In case of more forceful tremors, test results may be distorted. By monitoring the earths’ movement using a seismograph, a cross reference to any test result is possible should any issue arise later on, thus linking any botched test to the impact that the moving earth may have had.



Testing on Track

As testing a lab does only allow for scrutinising parts and assemblies, the complete vehicle needs to be tested on the road. Daimler Trucks Asia maintains a proving ground just two hours outside Tokyo, where in a dedicated area, a team of 300 staff performs tests on finished vehicles. With all track combinations connected, the total length of the track is 14.4 kilometres. The facilities were set up in 1980 and now feature all the facilities to simulate real life driving conditions and beyond. Besides the track, some 170 test benches are housed in the proving ground to support the rigorous evaluation of the vehicles. The track has a six-lane high-speed track and a 5.3 kilometre long rough terrain track. Within Daimler Trucks Asia there are two test tracks, whereby the second one is in Chennai, India. Previously, each track would be used to test the vehicles made in the local market: the track in Japan for Mitsubishi Fuso and the one in India for Bharat Benz. However, recently, this has been changed and now both tracks are used to test any vehicle.



As the testing is taken to an extreme, the stress on the vehicle is increased, thus accelerating the aging of the vehicle. Within a short period of time, the entire lifespan of the vehicle can be simulated. However, as that would also result in the full load of stress over decades unloaded onto the driver, here a robot is used to drive the test vehicle. "We want to subject the vehicle to the stress test, not some poor human," said Hironobu Ando, Director, Head of Testing Asia, Product Engineering Trucks Asia, Head of Kitsuregawa Proving Ground.

His favourite test is the EMP chamber, where vehicles are tested in terms of their reaction to electromagnetic impulses and radiowaves. Further, the test is to show that the vehicles do not emit any harmful radiation. While this test has been introduced 10 years ago, only recently other manufacturers have started to use this method as well. Besides such extreme conditions, the proving ground has all the possibilities to simulate any conditions that the vehicles may be subjected to. "That said, while we can go to extreme conditions, we usually simulate what our customers are doing. Yes, things break in extreme conditions, but such conditions are the exception, not the norm. We need to test in real-life conditions." He explained that a test with a truck being driven for five million kilometres revealed some 700 failures that were not detected in the truncated tests in the extreme conditions of the



proving grounds. In addition, the facilities offer the "Flying Doctor". In case a dealership cannot rectify a problem, the vehicle will be brought in for examination by experts.

Electrifying Drive

While at the proving grounds, we had the opportunity to test drive a few vehicles. First up was the Canter, with a GVW of 7.5 tonnes. Still powered by a diesel engine, this variant came with an automated manual transmission (AMT). The first impression is that of a practical and pragmatically designed vehicle. While the dashboard is rich with indicators for the driver, it is neatly designed and arranged in an orderly fashion. It is a flat, straight panel, that does not encroach into the space for the driver. Giving the accelerator a slight push, the small, but powerful engine gets the vehicle going like a rocket! With this experience, one can see how this is an ideal vehicle to operate in cities where a delivery vehicle has to be nimble while taking away the distractions (like shifting) from the driver.




The e-Canter, which is one of FUSO's pride, had to be the next subject of inspection as it is the next logical step in vehicle evolution and the first time we got our hands on an electric truck. Having driven the "regular" Canter before, it is amazing to see how the electric version of this vehicle behaves almost identical. Except for light whirr instead of the humming of the Diesel, the drive is pretty much the same. Careful driving will be rewarded immediately as coasting will generate power, which is translated into longer range. The transition from fossil fuel to a fully electric vehicle should not be too difficult for most people as the functionality is very much identical. For instance, there is still a key and a start / stop button, very much just like in any other truck.



Moving on from the small trucks, we hopped into a Super Great to experience firsthand what it means when the truck takes over the controls. On the oval test track, we sped up, picked a lane and engaged the "auto pilot". With precise movements the truck piloted itself around the track, using the lane markers to guide itself. Hands in his lap, the driver explained to us how the technology works while the truck goes around the track like a second hand on a watch. When it comes to curves, the steering is still a tiny bit jerky, but one can forgive the vehicle that, seeing how it just learned how to drive. While on normal test drives one would hope for a free track, here another vehicle joining is a welcome addition to the experience as the Super Great demonstrates how it automatically slows down to keep a safe distance and how it follows the vehicle at reduced speed in order to keep everyone safe.

Hydrogen-based Drives

Daimler has been working on drive technologies based on hydrogen for more than 30 years. To date the company's fuel cell vehicles have traveled many millions of kilometers, demonstrating the marketability of this drive concept. Still, there are very specific challenges in the commercial vehicle sector, such as service life and payload availability. Battery-electric and hydrogen-drive technologies offer different benefits depending on the purpose and therefore complement each other. The decisive criterion for truck and bus customers is the total cost of ownership.

With the "Vision F-Cell", Daimler Trucks & Buses is further strengthening its activity in the hydrogen field. The FUSO brand is using this prototype to test the possibilities of fuel-cell technology for various commercial vehicles. The 7.5-tonner has a drive with a maximum output of 135kW. The range is up to 300 kilometres. The "Vision F-Cell" electric powertrain architecture is basically comparable to that of a battery-powered truck - apart from significantly reduced battery power and additional hydrogen tanks. 

ASIAN TRUCKER DRIVERS CLUB

UPDATE



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Apa kata Ummul tentang produk Shell Rimula:

Slogan : Pecutan tanpa batas bersama Shell Rimula.

Nama	: Ummul Masakeen bt Sazubir
Umur	: 27 Tahun
Syarikat Berkerja	: Seagull Logistic Sdn Bhd
Pengalaman Berkerja	: 9 Tahun
Pengalaman Memandu	: 3 tahun, mempunyai Lesen E bersendi
Tempat Tinggal	: Sungai Buloh, Selangor
Status	: Berkahwin dan mempunyai 3 orang anak
Hobi	: Beriadah bersama keluarga

Pengalaman baru Jasmi Bin Ani sejak menggunakan produk Shell Rimula.

Slogan : minyak enjin shell yang begitu boleh di percayai untuk semua jenis enjin bagi kelancaran dan penjimatan

Nama	: Jasmi Bin Ani
Umur	: 43 Tahun
Syarikat Berkerja	: Vertex Mission
Pengalaman Kerja	: 5 Tahun
Pengalaman Memandu	: 17 Tahun
Tempat Tinggal	: Kampung Baru Hicom Shah Alam
Status	: Berkahwin dan mempunyai 6 orang anak
Hobi	: Snooker & Badminton



The collaboration between Asian Trucker Drivers Club and Hino Motors Sales Malaysia (Hino Malaysia) brought out its second driving skill competition. Named "Behind the Wheel" it was open for members of the club, irrespective of the truck brand the contestants would normally use in their daily operations. A total of 38 drivers signed up to find their champion.

Utilising Hino's first training center built outside Japan, Hino Total Support Customer Center (HTSCC), a 39 600 square-meter area was chosen as the arena to run the competition. Seeing the competition as one of the opportunities to measure their driving skills, the participants from the Asian Trucker Club were in this competition and also had the opportunity to experience Hino's QDR, which stands for Quality, Durability, and Reliability, of their trucks.

Using an accumulative point system, each participant was evaluated based on the skill to handle Hino prime mover truck. The HINO 700 Series model used in the competition was the SH1E (4x2), SR1E (6x2) and SS1E (6x4). Drivers underwent three (3) challenges which were Reverse Parking, S-Junction, and Crank.

All prime mover trucks of HINO 700 Series come with 16-speed Automated-Manual Transmission (AMT). This is to improve the fuel-economy, compared to the other prime movers in the market which are generally operating with a maximum of 12-speed transmission.

While the trucks are designed to be as user-friendly as possible, the fact that only three of the drivers use a Hino as their regular vehicle added an extra layer of challenges to the competition. "We acknowledge that normally, one would have a familiarisation training, but since most drivers do not use this brand, it is a level playing field. And ultimately, this is a real-life challenge as a driver might be given a vehicle that he or she is not used to for a day," said Stefan Pertz, Editor of Asian Trucker.

Besides providing an experience and to enhance driving skills among the participants, the competition was also aiming to support the idea of




Behind the Wheel: Asian Trucker Drivers Club Members Find Their Champion

Members of the Asian Trucker Drivers Club grabbed the opportunity of experiencing the QDR (Quality, Durability, and Reliability) of HINO 700 Series with its Automated-Manual Transmission (AMT) technology in this year's competition by Hino.

truck drivers paying an important role in the economy. Hino Malaysia deems that truckers as the backbone for the transportation industry, especially those under logistics and distribution.

"We, Hino, view truck drivers as 'Heroes of Transportation'. Now our world is getting more and more convenient and we can obtain necessary products with much shorter lead-time than before by using the power of Information and Technology," said Mr. Atsushi Uchiyama, the Managing Director of Hino Malaysia.

"No matter how much technology makes progress, we must not forget the fact that without these esteemed drivers, we cannot deliver goods anywhere. Without skilful truck drivers, we cannot enjoy shopping at those department stores or E-commerce shopping which everyone enjoys without thinking of who delivers the goods," he added.

Keeping in tune with the local commercial vehicle market, Hino Malaysia plans to open its training center; HTSCC, for the use of government and public agencies to ensure their training projects for professional drivers is successful while Human Resource Development Fund (HRDF) claimable. 

The winners of the "Behind the Wheel" competition 2019:

PLACE	PARTICIPANT NAME
1	SHAHARUL B AHMAD
2	RUBEN BALAN A/L NAGARAJA
3	MOHD NOOR B TURMAN



Preliminary rounds of UDEMC 2019 kicks-off.

In white shirt in the middle four are (8th from left):

1. Justin Liew, Regional Sales Manager, Tan Chong Industrial Equipment Sdn Bhd
2. Lum Chee Leong, Head of National Sales, Tan Chong Industrial Equipment Sdn Bhd
3. Jaelyn Loy, Chief Operating Officer, Tan Chong Industrial Equipment Sdn Bhd
4. Patrick Leong, Sales Manager, Tan Chong Industrial Equipment Sdn Bhd

UD Extra Mile Challenge

UD Trucks Extra Mile Challenge begins its search for Malaysia's ultimate driver as it returns for the fourth time; helps to increase drivers' competency and retain talent for logistics companies

UD Trucks and its sole distributor partner in Malaysia, Tan Chong Industrial Equipment Sdn Bhd (TCIE), have recently kicked off the annual UD Trucks Extra Mile Challenge (UDEMC) to identify and recognise the ultimate Malaysian truck driver who will be most capable in embodying smart logistics for today's trucking world.

The UDEMC, organised for the fourth consecutive year in Malaysia, is a friendly, educational and motivational truck drivers' competition that aims to increase skills and competency through training, theory and practical tests. All drivers who take part are required to go through UD Trucks' comprehensive driver training programme which is embedded into the competition structure.

At the same time, the competition targets to retain good drivers and help them progress and adapt to changes in the industry. When UDEMC started in Malaysia in 2016, it was the first such drivers' competition that was organized by a Japanese truck brand in this market.

"UDEMC is carved out as our response to meet the growing need for smart logistics, by focusing on the drivers of our trucks," said Steve Hedouin, Managing Director, UD Trucks Hub Malaysia.

"Smart logistics, supported by smart transportation means there is efficiency, profitability, sustainability and safety in the moving of goods and these should co-exist in harmony with the environment and society. Central to this is the ultimate truck driver who is the enabler and who can best symbolise the spirit of this competition."



"UDEMC is an extension of our brand promise to constantly go the extra mile for our customers. One of the key challenges logistics companies are often faced with today is the shortage of skilled drivers. This competition complements what we do in terms of building smarter trucks the world needs today. Through it, our goal is to also help our customers attract and retain good drivers, and



key test areas are pre-drive inspection on truck condition, fuel efficiency and safety driving, and manoeuvring and parking skills.

The key purpose of the competition structure is to simulate a general transportation cycle and to visualize profitable operation through avoiding downtime, maintaining low-cost operation, preventing accidents and ensuring shorter trip time through efficient driving. All these will link the driver's skills to business reality.

In this regard Jaelyn Loy, Chief Operating Officer of TCIE shared, "The UDEMC is more than just about technical driving ability. It also encourages the drivers to think commercially and how their competency can deliver actual productivity and benefits everyone through fuel efficiency and safety."

"At the end, each driver will be able to find out how they've performed as their test results are monetised into clear and understandable transport cost and revenue calculations."

"Truck drivers are absolutely essential to the entire smart logistics process. They are the unsung heroes in the economy, moving goods and cargo every single day, rain or shine. Participating in UDEMC will allow them to see their own positive impact as well as instil a sense of pride in their jobs and inspire them to be exceptional smart logistics drivers. This is what the industry needs for its future growth," added Loy.

make each one of them an ultimate driver who is adept on saving fuel and operation cost, the truck, the cargo and the environment, and who always puts safety first," Hedouin commented.

Throughout the competition, each driver has a chance to demonstrate his skills, knowledge and professionalism through a series of tests. The three

Participation in UDEMC is open to all qualified Malaysian Quester truck drivers employed with UD Trucks' customers, as they will be tested using the heavy-duty UD Quester truck. The competition is being held in stages comprising firstly, the local market qualification rounds taking place across Malaysia.

From these rounds which are held in Batu Caves, Johor Bahru, Bukit Mertajam and Kuantan, 10 drivers with the best scores will proceed to compete in the Malaysia final competition to be held in TCIE, Ipoh in November. The best amongst the best from Malaysia will get to represent the country and pit against other foreign truck drivers in the global finals in Japan in April next year. **T**



through well-planned activities such as driving, dining, exploring science and networking," she said.

"I was impressed by the technology sessions as they were very informative and useful. I found the eight steps to lower emissions as suggested by Dr Wolfgang Warnecke, Shell's Chief Mobility Scientist, relevant and practical as they help reduce fuel consumption," said one of the Malaysian participants, Steven Wong.

Victor Ting, a workshop owner from Miri, Sarawak, never thought he would be among the Shell Rimula customers chosen for the trip. "I never thought I could compete with the many established Shell Rimula customers in the B2B segment. My service centre caters to mainly passenger cars. However, I have been recommending the new Shell Rimula Light Duty range to customers who own 4X4 vehicles. User feedback has been extremely positive, and I plan to introduce this new lubricant to more customers," he said.

Participants at Shell Rimula Ultimate Barcelona learned that the development of new powertrains and the growing adoption of new technologies such as data-analytics, Internet of Things (IoT) and telematics would also change the way vehicles are maintained.

In the past, maintenance was carried out according to schedules determined by average meantime between failures. Vehicles were taken off the road while all sub-systems were checked and repaired as necessary.

Today, with connected sensors on each of the vehicle's key components, fleet systems provide continuous monitoring and notify engineers when a component needs attention. Access to the latest data allows preventive maintenance to be tailored to each component. Nevertheless, fleet managers would still be required to update their knowledge, especially on the right lubricant for each powertrain, operating environment and use.

The 2020 Shell Rimula Ultimate Stopover Promotion will feature a trip to Tokyo in 2021. **F**

CELEBRATE ASIAN TRUCKER

Shell Rimula Celebrates Customers at Ultimate Stopover

A group of 14 lucky Shell Rimula customers from Malaysia joined 180 others across 18 countries at the 2019 Shell Rimula Ultimate Stopover in Barcelona, Spain recently.

The all-expense paid 5-day 4-night trip gave the participants a deep insight into the innovation-driven world of Shell Rimula, coupled with the sights and sounds of the vibrant Spanish city renowned for its arts, culture, cuisine and football.

Shell Lubricants Marketing General Manager, May Tan said the event enabled the company to showcase its technology leadership in heavy duty diesel engine oils in a unique, relaxed and fun environment which included experiential activities.

"There is an incredible amount of work being done behind the scenes at our Shell laboratories and it is not always possible to show them to our customers. The annual Shell Rimula Ultimate Stopover provides the perfect setting for our customers to get direct access to our panel of Shell experts and scientists. Our customers are given the opportunity to take a break from their busy daily routines and immerse themselves into the world of Shell Rimula



Independent and Global: Keltruck Limited

Established in 1983, Keltruck Limited is the largest independently owned Scania distributor in Europe and serves the UK from its 18 operating locations, in the Midlands and South Wales. The company's head office is based in West Bromwich, which is situated in the heart of the Midlands, and contains the majority of the company's comprehensive range of used Scania vehicles. It also hosts the company's recycled parts department with the largest stock of Scania used truck parts in the UK.

From sourcing the right product for your bespoke operation to preparing the truck to be ready for shipping, Keltruck has the expertise you are looking for. With the widest range of Scania used trucks all in one location, you can be sure to find the right truck for your operation.

Keltruck also has over 35 years' experience dealing with recycled Scania parts, delivering to customers throughout the UK and the world. This is handled by a team of eight members of staff with over 125 years of collective experience. The team is committed to sourcing the right Scania part for you, with most of the trucks recycled having been on full contract maintenance packages within the Scania network. With the push of a button they can precisely locate the history of any part to identify exactly what it has been through, giving you peace of mind. "We pride ourselves on the quality of our recycled parts," a Keltruck spokesperson said when interviewed by Asian Trucker.

All components are inspected in detail before they are sold as recycled parts and main components such as engines, gearboxes and differentials are reconditioned where necessary. Careful measures are taken for



shipping these parts which can be palatalised, containerised or shrink-wrapped thoroughly to prevent any damage, depending on the size of the order and type of parts in question. Keltruck also provides regular updates on purchased parts with pictures sent via platforms such as WhatsApp to provide the customer with peace of mind before they leave the Keltruck site. According to them, it is this unrivalled, personal customer service that helps them build and retain strong relationships with their customers.

Keltruck exports to over 50 countries worldwide including Malaysia, Australia, Greece, Tanzania and Hong Kong along with some more remote areas like Mauritius and New Zealand, demonstrating a desire to meet customers' needs on a global scale, regardless of how remote they may be.

"All this, combined with easy secure payment options and bespoke logistics to customer needs and destination, makes us a supplier of choice for Scania export." **F**



The European Truck Specialist - Diesel Truck

Diesel Truck Sdn Bhd was founded by its managing director Jerry Teoh in 2008. The Penang-born, Deakin University Australia graduate, saw an opportunity and started to venture into the distribution business mainly as a result of the countless motivation from his uncle.

In 2009, co-partner, Chan Jian Wei hopped on board and two years later, Diesel Truck started to grow its business by setting up a workshop that specialises in European prime movers, especially the Scania and Volvo Trucks. "We want to provide a one-stop service for customers," Jerry Teoh told Asian Trucker.

As its manpower started to increase, Jerry Teoh was able to further expand its business and bring it to new heights. "In 2012, we started our own 40-footer transportation service to help customers move their products throughout Malaysia," said Jerry Teoh.

The year 2015 marks the opening of its Singapore distribution centre - Truck Solution Pte Ltd. "Our expansion in Singapore gave us the opportunity to purchase directly from the manufacturer and venture into the wholesale business. Therefore, we were able to provide customers with more competitive pricing and quality," Jerry Teoh elaborated.

Jerry Teoh mentioned that the company has obtained the ISO 9001:2015 quality management system (QMS) certification and expanded its distribution centre to Ayer Hitam, Johor. "Just like our company's motto 'Your Safety and Reliability Is Our Priority. Customer Satisfaction Is Our Goal.' and to satisfy customers, we need to serve them fast and effective, make sure it is customer service oriented. That is why we expanded to Ayer Hitam, to give our customers around that area peace-of-mind."

According to its Ayer Hitam distribution centre's sales manager Ben Lim, the outlet has been in operations since the 1st of September 2019. "This outlet is to serve our customers around this area, which includes Yong Peng, Batu Pahat, Kluang, Parit Sulong and Renggam. Most of the common parts are available in this outlet, and if there is any request from customers on the parts that are not available here, it will only consume about two hours for the headquarters to pack and deliver any parts."

Services, Plans, and Goals

Diesel Truck is now a 2S outlet progressing towards being upgraded to a 3S outlet. "Now we have spare parts and service centre under one roof. We are looking at selling prime movers. We want to have everything in our services," said Jerry Teoh.

Jerry Teoh shared the difference between Diesel Truck and other service outlets is that the company carries its own spare parts and they have the latest computer aided diagnostic devices for European trucks. "As technology gets more advanced, we need the latest technologies to service our customers."



We are well equipped to service any European prime movers that are Euro 4, 5, and 6 compliant. We have what it needs to do ECU (Electronic Control programming), to check the wiring system, to track and diagnose the engine problem, as well as to identify the error codes from the ECU and engine."

The company also provides on-site breakdown services for customers. "We have a mobile team, and business partners to attend to any customers that face breakdown from Malacca onwards," he said.

Jerry Teoh emphasised that the spare parts that Diesel Truck carries are popular and good in quality. "The parts we carry are high quality, reliable and well-known brands. Diesel Truck is the distributor for four brands - UFI, Sustech, 5Star, and Pega."

Brand and Quality

UFI Filters is the latest addition to Diesel Truck's distribution list. The company started in 1971 and today, they are a leading global manufacturer of filtration systems and thermal management. UFI Filters is present in 16 countries across four continents. In 2018, the company registered Euro 424 million in turnover with more than 70 million filters produced. The former doubled its turnover from 2009 and the products are available for passenger vehicles, commercial vehicles, construction vehicles, racing, and aerospace.

Its senior regional business development manager for North and south east Asia Johnny Lim said "UFI Filters have a long history that linked to racing and it started in 1976. This year, seven out of 10 Formula 1 teams use UFI Filters. Diesel filters are the company's bread and butter which contributed 38 percent of its overall products sold last year, followed by oil filters which recorded 30 percent."

Lim mentioned that the technology behind the products puts the company in one of the world's top 10 for automotive filtration suppliers. "Every year, UFI Filters will invest 5 percent or more of the company's turnover into their research and development (R&D) to create new products on the innovation side. We deal with niche high-tech vehicle performance of Formula 1; it means that the filter is of good quality. The group is now focusing on Asia as they see there's an opportunity to grow and putting a lot of resources in China and India, as well as expanding to south east Asia region."


Sustech is a brand manufactured by Rota. The suspension parts original equipment manufacturer (OEM) is from Turkey and it produces reliable and long-lasting products. "After customers installed Sustech parts, there were fewer complaints," Jerry Teoh said.

5Star is a brand from Taiwan. The company manufactures a lot of parts for German brands and is specialised in European and US air valves. Diesel Truck has been the distributor for 5Star products for more than two years. "This is a highly recommended brand; however, the price is a little higher compared to parts sourced from China, but its reliability and consistency is way better. Customers have realised that there was less downtime and break down after using this product, it gives the users peace-of-mind," said Jerry Teoh.

Pega is an air suspension parts manufacturer from Turkey and Diesel Truck has been distributing its products for about three years. Jerry Teoh said, "Its quality is much better as Pega uses four layers of the convoluted bellow, compared to the cheaper pricing competitors which use only three layers. It is more lasting and durable."

Moving Forward

Jerry Teoh reveals that the company is setting up its e-commerce website. There are also plans for expansion to support the growth of our customers by providing close vicinity and timely aid whenever they are needed. "People can see that there's an improvement, there's a growth in Diesel Truck. The company is not stagnant and there's always a plan for future development and expansion. The growth is mainly due to the customers, and to grow together with the customers. Customers give us strength and it becomes a responsibility, due to the trust given by customers. We will surely bring in more reliable parts to serve each and every customer better."

All these achievements wouldn't be possible without the support of the team and customers. "I'm really thankful for all the hard work and the dedication the team in Diesel Truck has put up, as well as the long-term customers that joined us through this long journey," Teoh expressed. 



MPSI Held its Innovation and Safety Day

Transportation system is important for a country's development, as it is the arteries and veins of the economy that connects every single industries' muscles, to support business transactions and growth to the economy.

MPSI Steel Industries Sdn Bhd has held the MPSI Innovation and Safety Day recently, to promote the transportation system and attract young talents. The event was officiated by Minister of Transport Anthony Loke. "We are glad to get the recognition, and to get YB Anthony Loke to attend our session during the opening of the Innovation day," its Managing Director Dato' Sean Chan told Asian Trucker.

Chan mentioned that in his recent reading of the new national transport policy, the ministry of transport has established five policy thrusts for the industry. The policy includes:-

- To strengthen the governance to create a conducive environment.
- To optimise, build and maintain transport infrastructure.
- To enhance safety, integration, connectivity and accessibility.
- To develop a green transport ecosystem.
- To expand the global footprint.

"In my opinion, the policy thrusts could be our core values and business direction guidance, as well as to grow the transport industry value chain towards a more sustainable ecosystem," Chan said.

Chan said that logistics companies are saving about RM 25 million a year, with the abolishment of AVRF (Ad Valorem Registration Fee). "I would like to thank you, Minister of Transport, YB Anthony's leadership and his team for the determination and effort. This gives us a better business environment to grow and more even ground to compete."

He added that to continue the momentum, 'communication with trust' and 'commitment with action' are crucial for every stakeholder in the industry, which includes the authorities, manufacturers, logistics business owners, drivers, and goods owners.

"MPSI shares the same vision with the national interest and global road transport direction. For the last two and a half years, we've been focusing on market study and research to identify suitable partners, who are willing to help us to innovate with better design, and to increase the safety content of semi-trailers and road tankers," said Chan.

Work Together

Chan expressed that policymakers and the industry players need to work hand-in-hand to overcome the obstacles. Obstacles such as:-

- Regulate the lateral protection bar and rear protection bumper according to industry standards, so it would protect more motorists and pedestrians from injury and losing their life.
- Standardise commercial vehicle lighting compliance to automotive standard, such as ECE standard.
- Require anti-lock braking system (ABS) equipped on the trailers, to avoid vehicles skidding on emergency braking and reduce aquaplaning risk while raining.
- Prevent overloading practice to enable the driver to stop the vehicle within a short braking distance.



and fast discharge operation. At the same time, the company became the distributor for the aluminium barrel from Focal International Thailand. The barrels were designed to comply with UN/ADR and its tanker's accessories complied to ECE standard. In 2018, the company also became the distributor for ShinMaywa (Japan/China) and Valart (Portugal).

Over the years, MPSI has supplied aviation refuelling module for Formosa Petrochemical in Taiwan, hydrant dispenser for Petron Malaysia Refining & Marketing (formerly known as ESSO Malaysia), aluminium aircraft refueller for Royal Brunei Armed Forces and Royal Malaysia Police, as well as repaired refueller for Shell Timur Sdn Bhd. Currently, there are more than 23 000 MPSI products available in Malaysia, Singapore, Brunei and Taiwan. The company plans to expand to Thailand, Indonesia, Australia, Japan and Hong Kong in the years to come. The company has about 25 percent of the market share in Malaysia.

Safety and Quality Assured

MPSI displayed its ALX Series Petroleum tanker, Z Series Dry Bulk tanker, its bread and butter SKEL series Skeleton ISO container trailer, P6 series curtainsider trailer, and the MV45 series side loader trailer at the event.

He indicated that all MPSI trailers are equipped with side protection bars, LED lighting, Domar mudguard that is able to tolerate a trailer running past it and still able to maintain its shape, Lokhen wheel chock, as well as the waterproof and impact-tested Daken toolbox. It is the axles configuration and anti-lock braking system (ABS) which are optional for the trailers. "For the ABS, we are still in the midst to find the right partners. To work with an OEM, we have to find a long-term partnership in order to sustain the pricing and the after-sales service."

Chan revealed that customers and clients can expect safer trailers from MPSI moving forward. "This is our direction. We are constantly looking for other products that are good and good in value, that we are able to bring back to share with the customers in Malaysia," Chan said. **T**

"Manufacturers on the other hand, need to continue to innovate towards efficient vehicle design such as low self-weight vehicles with optimum volume or payload and data-driven solution. For the change and improvement process, the longer it takes, the more painful it will be, due to uncertainty." Chan said.

Petroleum Transportation Segment As A Role Model

Chan added that there is a suitable model in the petroleum transportation segment. The characteristics of the segment include:-

- Practice good industry safety standards and having a low accident rate.
- Embrace the value of engineering and technologies.
- Self-accountable and self-disciplined industry.
- Provide a more sustainable transport rate for businesses and drivers.
- Practice zero overloading.

"The nature of petroleum products is flammable and hazardous. The stakeholders including manufacturers, logistic business operators, drivers and good owners have come together to practice good operation standards, to ensure no compromise on safety and compliance to road regulation.

"Petroleum transportation segment has demonstrated, a more sustainable industry value chain, can be achievable through collective efforts and commitments to stakeholders' safety, without taking chances," said Chan.

A Little History of MPSI

MPSI started in 1991, with the foundation and structure in place to manufacture the container trailers, skeleton cargo trailer, curtain sider and many more. From 2001 to 2008, the company's business surfed through the recession storm and its management was determined to keep development in the commercial vehicles automotive industry.

During that time, the company manufactured a vast range of products which include simple skeleton container semi-trailer, multi-cargo semi-trailer, curtain sider, box semi-trailer, car carrier, tipping semi-trailer, low bed semi-trailer, customized trailer and others. The company extended its engineering and production capabilities in 2009 to 2016, by venturing into pressure/vacuum tanker, food-grade tanker, petrochemical tanker semi-trailer, dry bulk tanker, industrial chemical tanker semi-trailer, special purposes equipment vehicle and others.

Two years ago, MPSI developed and introduced Malaysia's first 3 cone type mild steel dry bulk tanker semi-trailer. It achieved better load distribution



Mekar Angkut Sdn Bhd, part of the Konsortium E-Mutiara group of companies, purchased 5 units of G360A4X2NA Scania New Truck Generation as their first time purchase.



Marie Sjödin Enström, Managing Director of Scania Southeast Asia was driving a guest during the Test and Drive event



Idris Talib of SGCarMart drove Scania G410A6X2 New Truck Generation at the Test and Drive 2019 event

Scania New Truck Generation is more than just the truck

Scania Malaysia Sdn Bhd, the official distributor of Scania vehicles in Malaysia, has organised a test drive and Asian Trucker's Goh Thean Howe took up the opportunity to try The New Truck Generation.

The organiser had arranged five units of Scania G410 A6X2 NZ with semi-trailers - two units of containers, two units of tippers and a unit of curtain sider, for the media and guests to get their hands on. Scania Malaysia also set up an exhibition area to go into details, how the services help to maximise profit.

Scania's New Truck Generation started development about 10 years ago, with an investment of SEK 20 billion (about RM 10 billion). It allows businesses to increase payload and improve productivity at an average of 3 percent less diesel fuel consumption, attributed to its advanced powertrains and aerodynamic solutions. The New Truck Generation was launched in Malaysia, in March 2019. "It is not just the truck that is important, but also the preferable services that support the truck, the system that supports the truck, that makes the truck very fuel-efficient and also very powerful," its Business Development Director Ian Tan said during his presentation at the event.

The G410 is powered by the 13-litre vertical six-cylinder in-line turbocharged intercooled direct injection diesel engine with Scania XPI, mated to the Scania GRS905 14-speed with synchromesh on all except two crawler gears. It produces a maximum power of 410 hp at 1 900 rpm and a maximum torque of 2 150 Nm between 1 000 and 1 300 rpm.

Some of the equipment list includes the large instrument cluster, infotainment screen, LED daytime running lights, storage compartment that can be accessed

from both the inside and the outside of the cab. With Scania's modular system, there are about eight million ways to equip the vehicle, with the combination of a different frame, different axles, different gearboxes, different engines and different cabs.

"The advantage is that as a company you need to carry fewer parts. This is positive for spare-part pricing and the availability of the spare parts. If you order a unique vehicle, the chances of having the exact same vehicle with the rest of the world is very small," said pre-sales director Tom Kuiphuis.

After a short and precise presentation and safety briefing, some participants make their way to the exhibition while waiting for their turn to test drive. Before we got into the cabin, we found that the door was quite light and easy to open and close. There were two smartly placed handle bars to make it easy for the driver to get in and out of the truck.

First Impression

Once we got into the cabin, the driving instructor guided us on how to adjust the driver's seat. The air-suspension seat felt comfortable and less bouncy. The cabin is well designed, spacious and cosy. The switches, buttons, panels are driver-centric and within the reach of the



proceeded quietly. We could hear the engine roaring, but it wasn't loud enough to interrupt a conversation with the driving instructor.

At the sharp corners, we can clearly see how close the trailer is to the road divider simply just by looking at the well-placed side mirrors and the steering was light and easy to manoeuvre. Cruising down and climbing up the undulating hill was a walk in the park - smooth and steady. When we encountered the steep hill climb or downhill, the brakes bite firmly. As for the gear change and its tuning, it might take a little time for a driver to find the accelerator's sweet spot. After the test drive, we went to visit the exhibition to find out how the services may help to save costs and stretch the profit for customers.

Customised Services

It is interesting to learn that, Scania uses the fleet management system for more than analysing the drivers' driving behaviour, and how efficient they drive. The company actually uses the fleet management system to study the behaviour of that particular prime mover, in terms of its daily routes. The system will study in a span of up to two weeks, to get the average route behaviour and find out how stressful it is to the prime mover's engine, gearbox, brakes and many more.

The system will then customise an estimation on when the prime mover should visit the workshop for its servicing and how long it takes. This way, the customers can maximise its uptime and save on servicing time and cost, instead of sending it to service every 30 000km or six months.

Apart from that, there are more services that help Scania's customers on cost-saving and maximise profitability. Therefore, whenever a customer purchases a prime mover from Scania, the company will sit down with the customer to understand their business, before introducing the perfect solution to the customer.

The Scania New Truck Generation has won the International Truck Of The Year 2017. "This is the most prestigious award a truck manufacturer can get," said Kuiphuis. **F**

driver. The Scania Opticruise gear switch is located on the right lever behind the steering wheel. To switch the gears from Neutral to Drive is like how one would either turn on a wiper or the headlamps in most of the cars available in the 80s and 90s, by twisting or turning the lever behind the steering wheel.

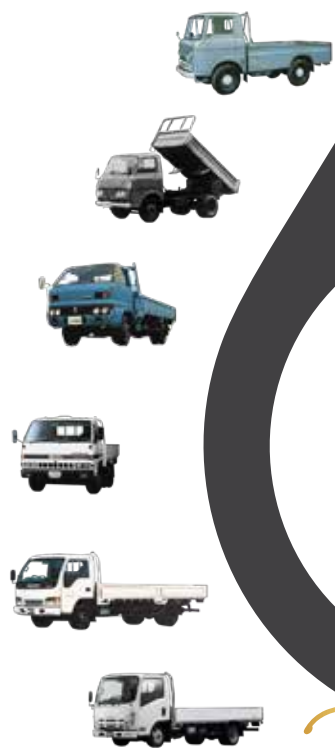
The placement of the mirrors gave the driver near-maximum visibility with minimal blind spot. More importantly, the side mirrors are electrically power-adjusted, simply by adjusting the switch located on top of the door panel. This is where the power window switches are located.

What is amazing was that the engineers and designers of the New Truck Generation had moved the seats slightly to the side, the front axle 50 millimetres forward, the A-pillar moved backward and lowered the dashboard, which drastically improved the driver's visibility in the cab. The roof height was increased by 100 mm as well.

"For most people, 100 mm doesn't seem to be a lot, but for the drivers that spent a lot of time in the cab, it meant a lot to them. "Port drivers spent close to 16 hours in the cab and this extra space is very welcomed," Tom said.

After the driving instructor stepped in, we buckled up, started the engine, engaged gear to Drive and released the parking brake. Once we gently applied the accelerator, the G410 moved forward smoothly and we started the 1.8km test drive.

The 1.8km test drive route was designed to go through a few sharp corners, some undulating downhill and uphill, as well as a steep downhill and uphill road conditions. On the straight road, the G410 switches gears smoothly and



Celebrating the 60th Anniversary of Isuzu's Elf Truck

August 26th 2019 marks the 60th anniversary of Isuzu's best-selling Light Duty Truck, the ELF. First introduced by Isuzu Motors Japan in August 1959, it has steadily become a firm favourite internationally in the light-duty truck segment. The ELF truck is known for its durability, continuous innovation and superior quality.

The ELF has gone through massive changes and notable milestones throughout the years. The first generation introduced in 1959 was a two-tonne, cab-over design with a 1.5 litre petrol engine. A 2-litre diesel engine was only introduced in 1960, making it a first for its class. It was then later preceded by the second generation in 1967, when the 'Isuzu Light ELF' model was added to the existing line-up, with upgraded engine capacity and performance.

Meanwhile, in 1975, the third generation was introduced featuring various facelifts, and later in 1978, Isuzu sold their millionth ELF. The third generation ELF also went through a number of enhancements that by 1980, it met Japan's 1979 emissions standards, while the exterior was redesigned to accommodate a tilting cab.



In 1984, Isuzu hit a new milestone when the newly introduced fourth generation ELF began to be exported and manufactured internationally in several different countries, including the United

States, Australia and China. Aside from exterior updates, the fourth generation also featured engine technology innovations, from the direct injection diesel engine, to the turbo diesel engine, in addition to the debut of the four-wheel drive version of the ELF 250.

The fifth generation, rolled out in 1993, introduced various enhancements, including an upgraded, cleaner diesel engine, aside from distinguished exterior styling. In the span of the 60 years of enhancements and technological improvements that the ELF has undergone, the current sixth generation of the series now boasts improved styling, a sturdy yet lightweight cabin, smoother engine transmission, and clean yet powerful turbo diesel engine.

Isuzu first introduced its line-up of trucks to the Malaysian market in 1979. Since then, the ELF light-duty truck quickly became a transport staple for businesses in search of high quality and reliable trucks that also offered great fuel efficiency. Isuzu trucks are assembled locally at the Isuzu HICOM Malaysia manufacturing plant in Pekan, Pahang.

Over the years, the ELF Series continues to dominate the light-duty segment in Malaysia. Sales of the series have greatly contributed to Isuzu Malaysia, maintaining its position as Malaysia's Overall Top Selling CV for five years in a row, and the ELF range as the 'Top-Selling Truck in Light-Duty Segment' for its ninth consecutive year.

Internationally, total production of the ELF Series has exceeded a massive 6.5 million units and is currently available in 146 countries worldwide. Aside from its remarkable sales performance in Malaysia, the ELF Series have successfully retained No.1 in 25 countries across the region.

In addition to the ELF's reliability, continuous enhancement and advancement in diesel preference for the light-duty trucks



largely due to Isuzu's commitment in ensuring great customer satisfaction. Through its wide network of dealers and service centres, Isuzu Malaysia takes pride in providing the best after-sales experience, in order to ensure business partners and commercial customers have the necessary support needed to keep their businesses running smoothly and efficiently.

Locally, Isuzu Malaysia offers a wide range of options for the ELF light-duty truck, with 19 variants available, ranging from the 4-wheeler, 6-wheeler, 4x4 and Crew-Cab, in addition to its impressive engine output and performance, interior functionality and comfort, and safety features. **F**



Sendok Group of Companies: From a Used Parts Seller to a Business Conglomerate

Sendok Group of Companies was founded by its group chief executive officer Gwee Bok Wee in 1980. It started in the used parts segment for cars and trucks in Kuala Terengganu.

The Muar-born gentleman saw an opportunity in the used parts business when he was travelling around Malaysia. As he has a special interest in cars, he realised many old cars were abandoned after they have broken down. “When I asked around, the villagers told me that the spare parts were very difficult to source,” Gwee told Asian Trucker.

The Beginnings

At that time, Gwee was working and learning in a spare parts company in Singapore. After a few discussions with his bosses, and some sourced funds, mainly from savings and borrowings from parents, Gwee and his cousin started their first used auto parts outlet and also the first spare parts shop in Kuala Terengganu. “My boss from the Singapore company supplied us with a 40 foot container filled with spare parts to start our business,” said Gwee.

Gwee recalled that they had to work very hard, the day started as early as 6am and finished by midnight most of the time. “Most of our customers and friends around Kuala Terengganu did not believe we can wake up early the next day, but nevertheless, by 6am the next day we were up automatically.”

With endless hard work, Gwee has managed to secure some capital to travel to Japan and source the spare parts from there. “We imported a container from

Japan and during that time it was very cheap to import a 40-foot container. That is how and when we started to sell used Japanese autoparts,” Gwee said.

After that Gwee and the cousin went to Europe and sourced more spare parts. “It was during that time we started our wholesale business and opened our first branch in Klang because we felt the transportation cost was very high, as all the parts came from Port Klang,” said Gwee.

Moving Into Commercial Vehicle

In 1991, Sendok Group went into import-export and wholesales of all kinds of used engines and automobile spare parts, establishing a sales and marketing network in more than 30 countries. Four years later, the group moved into the commercial vehicle segment.




"With China's support, our sales increased every year. To date, we managed to sell close to 10 000 units. We are the market leader in the heavy-duty commercial truck," Gwee said. Currently, the group has seven 3S / 4S centres nationwide, located in Johor, Kuantan, Terengganu, Bintulu, Kuching, Klang and Kota Kinabalu.

Future Projects and Aims

For the East Coast Rail Link (ECRL) project, Sendok Group will deliver 500 units of SinoTruk in stages. "Initially they wanted to buy more than 1 000 units of trucks, but after the government restarted the project, they only ordered 500 units. The company has used SinoTruk before, and they trust the product based on their past experience, that is why they purchased from us. We will be providing maintenance and spare parts for the project. There are also orders from Bintulu, for the Sinohydro project," said Gwee.

Gwee disclosed one of the visions of Sendok Group is to make sure everyone can afford to buy a truck. "Sinotruck is about 25 percent cheaper than the Japanese trucks and its about 40 percent cheaper than European trucks, so it's very affordable. We work together with China, and with more Chinese companies establishing their businesses in Malaysia, they might choose the Chinese product as well. SinoTruk is assembled in Malaysia, so it also helps the country's economy because some of the parts are localised."

He informed that the group has purchased a piece of 10 acre land and plans to build a manufacturing plant that will increase its annual production volume to 5 000 units from the current 1 000 units. "We actually plan to assemble the trucks here and export to ASEAN countries," Gwee said.

Gwee expressed that all these achievements will not be possible without the support of his friends, customers and the team in Sendok Group. "I would like to thank all the supporters, friends, customers and the team in the group that supported us over the years. The company wouldn't be where we are today, without all their support." 

"In 1995, we started to import refurbished used trucks from Japan, using AP license. We started in small volume, after some time only we ventured into the European truck market," Gwee expressed.

Gwee shared that the group managed to secure the rebuilt manufacturing license in 2000, and two years later the first manufacturing and assembly plant in Klang was set up where it started in the rebuilt industry. "At that time, we commanded at least 30 percent of the total rebuilt industry market share. In 2006, we managed to get the ISO 9001:2000 Certification for Quality Management Systems under its manufacturing and rebuilt segment."

Partnership With Sinotruck

It was in 2008, Gwee and his team travelled to China to explore the truck industry, and after going through a few Chinese companies, Sendok Group decided to partner with Sinotruck. "We were the pioneer to bring Chinese trucks to Malaysia. At that time, most of the Japanese and European trucks already had their own partners," said Gwee.

Gwee revealed that for almost two years, the group had zero sales on SinoTruk, as it was very difficult to sell, mainly due to no spare parts and no aftersales services support. "The industry players were scared and had no confidence in Chinese products. It all started from one of our friend, where he started to support us and bought a few units from us. He found out that the trucks were reliable and value for money. Through word of mouth, we started to build our network and sell more trucks."

Sendok Group of Companies

Today, Sendok Group, the local business conglomerate, has about 500 staff and a wide range of services and products under one roof. The group provides import and export business, wholesale and retail, manufacturing and rebuilt, marketing, sales and aftersales, as well as finance and insurance.

The group also has a few manufacturing plants, and three commercial vehicle brands under it, which include SINOTRUK, CAM, KING LONG and JMC.



“The manager or operator can look at the automated planning done by the route optimiser and arrange it based on his experience. If he wishes, he can move a job to another driver. Once the operator is satisfied with the planning of the routes, they can dispatch the jobs to the driver’s mobile application.”

Streamlines Processes

Shamir explains that this process replaces the DO and does away with printing as well. “The drivers don’t need to come into the office half an hour early just to collect the DO. The mobile application saves time and drivers know in advance what the jobs are that have been assigned to them, even before the day of delivery (once the operator assigns the job).”

He reveals that the route optimiser takes into account the real-time traffic situation based on google maps. “It takes in real-time traffic at the moment and the system plans out the delivery points for the drivers. Drivers will receive the delivery jobs in sequence.”

VersaFleet works in two platforms, one is the web-based core engine backend software, which is used by the planners or operators, and the other is the mobile application - VersaDrive, which can be downloaded for free from Google Play Store or Apple App Store. The second is used by the drivers. “Both the web-based software and the mobile app work together to make sure that everybody in the supply chain gets the real-time updates or information.”

Functions

Shamir noted that VersaFleet software functions include route optimiser, automated planning, automated generation of electronic proof-of-delivery (E-POD), while mobile phone functionality includes the photo-taking function, tracking of different delivery milestone and real-time tracking and notification.

“When the drivers make the delivery, they can swipe the arrive button to complete the job, or get the customer to sign on the mobile device. Those can be configured based on the company’s SOP. The drivers can, if they wish, take multiple photos of the items that were delivered in good

VersaFleet Improves Solutions for Logistics

VersaFleet Solutions started off as a technology start-up and has evolved into a logistics solution for more than 150 companies that has helped more than 1500 drivers across ASEAN.

When Sypher Labs Pte Ltd was founded in 2012, it was set up as a technology company and, at that time, the company was working on a prototype jacket for babies and kids who suffer from Jaundice. That is a long way from where they are now.

Self-Taught

Before establishing the company, its founder and Chief Executive Officer, Shamir Rahim, was working in his father’s logistics company, where he saw some logistical gaps in operations. He put his self-learned computer skills to use to write a system for the company. He realised then that there was an opportunity and a demand for a transport solution software in the market and that was how VersaFleet was born. At first called Sypher Labs, the company later officially changed its name to VersaFleet Pte Ltd - the transport management software provider.

VersaFleet hits the sweet spot of logistic companies’ B2B, last-mile. “Last-mile for instance for a distribution centre (DC) to the warehouse, to the retail stores or from warehouse to warehouse, or even from one main DC to different transfer DC. That is our main focus,” Shamir told Asian Trucker.

Route Optimisation

VersaFleet is a SaaS transport management solution that helps logistics players and brand owners with route optimisation, electronic proof-of-delivery, instant notifications, and real-time job tracking. Shamir mentioned that previously a typical logistic player would normally have a logistics manager complete a planner then print out the delivery orders (DO), which would then be handed over to the drivers to complete the task.

“This is where the transport management software comes into play,” Shamir explained. “The logistics manager can actually use a transport management software to do the first round planning, based on certain constraints. Constraints such as the customers’ preferred timing, any urgent jobs, and drivers’ working hours. All these can be done in the first round planning.

condition. These will be captured in real-time and sent back to the backend office, so the office will immediately know what is happening on the ground."

Smartphone Action

The CEO said that all the logistic company needs to do is to provide a smartphone with a data plan to the drivers. "In rural areas where phone connections are weak, the information will be captured digitally and those details will be transmitted later where the connection is stronger."

However, all these trackings are done via smartphone and not with a GPS device. "VersaFleet is only involved with software, we don't use hardware at all. We usually don't see fleet management solution providers as our competitors because, in the market, fleet management solution players are usually associated with a GPS hardware installed in the vehicle, to track the vehicle's assets," Shamir pointed out.

Integration Can Be Done

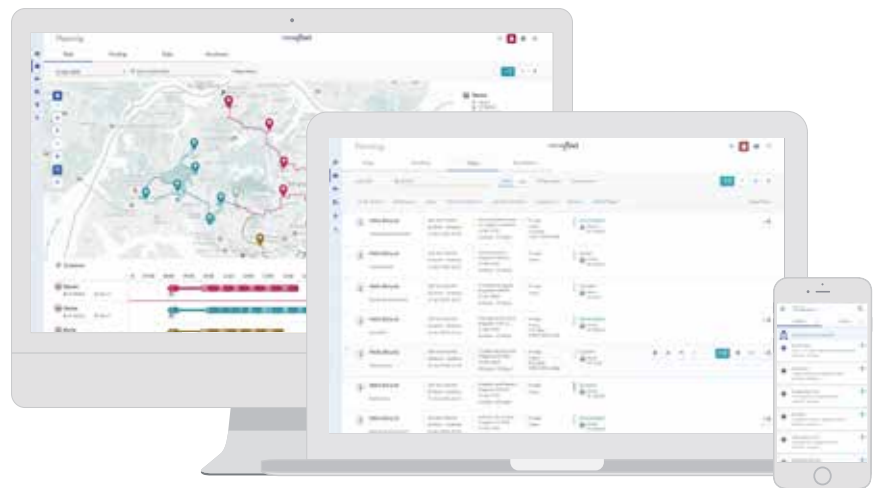
Shamir noted that the company has GPS partners and VersaFleet often runs campaigns like BYOG (Bring Your Own GPS). "Because we don't deal with GPS hardware, we always invite our customers to bring their own GPS and then we can do the EPI Integration so that customers don't have to log into two different applications to track their vehicles and then log into VersaFleet to track the delivery job.

"We will integrate with the GPS partner and all the customers need to do is to log into VersaFleet, to look at exactly where the vehicle is. For customers that have a fleet management software, they can integrate with VersaFleet to get all their desired information on Versafleet."

Notable Achievements

To date, VersaFleet has automated more than two million tasks spread across ASEAN countries. "We are hosted on Amazon Web Solutions and we have 99.99 percent system uptime," Shamir declared.

He shared that the company was awarded a quarter million grant by AI



Singapore to do research on the machine learning portion. "We are exploring how we can improve the route optimiser functionality," Shamir said.

VersaFleet has raised a total of SGD\$3.5 million in funding over three rounds. Their latest funding was raised on May 14, 2018 which amounted to SGD\$2.8 million.

Future Growth

Shamir disclosed that the company will further expand its product to a few ASEAN countries and will include AI functionality in VersaFleet. "We want to go into Indonesia, Vietnam, Philippines and Thailand. The next step forward is where the machine learning kicks in. We want to put in the AI functionality where it will learn these patterns from the companies or operators. We want to learn from them so that in the future these operators do not need to make these changes. Once the operator makes these changes on our platform, we are able to know this is the pattern, so the next time they route optimise, it will be an optimised route based on that pattern."

Shamir concluded that on top of that, customers can expect more features from VersaFleet. "We want to make sure our technology behind the software is up-to-date. We don't just do the software and maintain it. We want to continue improving and putting in more technologies at the backend to help users have a better user interface, a better user experience, and that will be in line with the mission of our company, where we want to automate logistics operation." **T**



King of the Road, Scania V8 drives on strongly 50 years later

Every legend has its beginning. And every legend starts out with a humble beginning. In the trucking world, there is a legend that started out as an answer to the ever-growing demand of power, performance, and reliability. That legend, is the Scania V8, dubbed as the King of the road. And fifty years later, the King is still ruling the roads.

How it all began

Understanding the need for trucks with higher engine output to cater for future demands, in 1962, Bengt Gadefelt, Head of Design of Scania led his team into developing a more powerful engine as they realised that Scania's then 8 and 11-litre inline six engine with an output of 250 hp would not be sufficient in the future.

"We realised that about 350 hp was needed to achieve good 'driveability.' That meant approximately 100 hp more than our other engines," said Gadefelt later, as he looked back at the project. So Gadefelt and his colleagues went to the drawing board to design an engine that would also tackle the challenge of fitting a bigger and more powerful inline eight engine underneath a more compact and forward-controlled trucks, that was the trend back then.

After meticulous work and experimentation, Gadefelt and his colleagues came up with a ground-breaking concept that covers all of their expectations when it comes to having a powerful engine but with the ability to be driven at low revs and compact enough to fit Scania's trucks; a 90-degree V8 featuring a 14.2-litre swept volume engine. The V8 engine came with a V-shaped valve covers on its individual cylinder heads and was able to produce high 350 hp output that combined with a torque curve that encouraged the usage of low engine speeds, creating a robust high performance engine that can tackle very long and demanding tasks while maintaining great fuel economy. It also came with a distinctive rumble that Scania's V8 engine would be identified by – the King's voice as some may call it.

The V8 journey

1969 – Scania unveiled the LB140 truck to the world, the first V8 engine from Scania with a 350hp that was heralded as Europe's most powerful diesel truck engine.

1991 – Scania launched the Scania Streamline truck that reduced fuel consumption by 4-5 percent and cut the drag factor by 12-15 percent. The Scania R143 500 with its V8 engine rapidly became popular among truck fans all over Europe.

1991 – Scania introduced two V8 range of Euro 1 engines in conjunction with Scania's 100th anniversary: a mechanically governed 450 hp engine and a 500 hp EDC engine, the first Scania engine to break the 500 hp barrier.



2000 – the V8 received a facelift by introducing a more powerful 16-litre V8 Euro 3 engine to replace the legendary 14-litre V8. The new engine was also incorporated with Scania's modular concept whereby many components, including the cylinder, were the same as the ones used for inline engines. This provided customer with better uptime with faster service handling period.

2005 – The Euro 4 and Euro 5 V8 engines were introduced with the broadest range of engine outputs: 500, 560 and 620 hp and up to 3 000 Nm of torque.

2010 – V8 engine received an increase of the swept volume from 15.6 to 16.4 litres and introduction of a new and lighter yet stronger cylinder block in CGI (compacted graphite iron).

2010 – A new V8 legend was born with Scania R730, a 730 hp V8 with a maximum torque of 3,500 Nm. It is Scania's most powerful truck engine to date.



2016 – Scania launched the New Truck Generation coinciding with its 125th anniversary with the V8 range presented the following year featuring a reinforced cylinder block, 80 kilograms lighter, and 200 new components out of 650 engine components.

The King of the road today

Today, Scania's V8 is at the forefront of the heavy haulage industry as it is the perfect vehicle providing high initial power and torque than the normal inline engine and capable of transporting heavy load while maintaining good fuel economy. The eight cylinder engine ensures that load is spread for smoother running and fewer torque thus providing drivers with excellent performance, longer engine life, increased uptime and increased productivity.

Amongst the components that also contributed to the increased uptime is Scania's Hydraulic Retarder, which is designed to handle all or the majority

of the braking work and provides better control of the vehicle when driving on downhill gradients with heavier load. This provides for a safer driving environment as well as increased service life in particular for the wheel brakes. Scania's modular system also ensured that the trucks performance can be customise to suit the driving needs as well as increased uptime.


With the introduction of the New Truck Generation, the V8 variation has four areas of focus: increasing fuel efficiency by five to eight percent to improve customers' profitability, improving serviceability to increase the vehicles' uptime, improving production processes to increase quality, and a contemporary design – all of which are key components of success within the heavy haulage industry such as mining and timber. And coupled with Scania's Total Solutions, the V8 is ever ready to maintain its position as the King of the road.

Closer to home, The King of the road can be seen hauling up heavy loads for Malaysian companies since it was first introduced more than five years ago. Aside from heavy haulage, low loader is another common application of the Scania V8 in Malaysia. Logistics, haulage, and freight forwarding companies such as Tiong Nam Logistics Holdings and Harbour-Link Group Berhad rely on Scania's V8 trucks to accomplish their tasks.

"Scania's latest V8 trucks are made for drivers and operators who demand high average speeds, enduring value and power. The latest improvements to the V8 engine has created a more robust engine to reduce the time spent in workshop thus allowing vehicle owners to concentrate more on achieving higher profitability," Tom Kuiphuis, Pre-Sales Director, Scania Southeast Asia.

The future for V8

With a superb track record for performance, fuel efficiency, and great prospect in heavy haulage, the King of the road is not ready to settle down just yet. Scania envisions that the V8 will be in greater demand in the future as heavy haulage industries such as timber and mining, that still require the need of high performance, robust trucks to transport heavy loads.

"At Scania, we are always working towards improving our vehicles such as the V8 trucks and fine tuning them to perform even better whilst further minimising the impact we have to the environment. Our goal is to provide for the best uptime for the business that matters most – our customers," added Tom. 



MAN Truck & Bus Asia Pacific to execute their vision “MAN-Simply#1”

MAN Truck & Bus, one of Europe’s strong brands has decided to cement its commitment to the Thai Market. As of 1st November 2019, MAN SE will appoint MAN Truck & Bus Asia Pacific – the head office of AREA APAC to be the sole distributor for Thailand to represent the company in the region. MAN SE is to work closely with local business partners to promote high quality products and fully efficient performance to support Thailand as a growth market.

Mr Thilo Halter has many years of international experience in leading positions in various functions and industries. He has been in Asia Pacific for MAN since 2007, starting here as CFO Asia Pacific, then as Managing Director of MAN Truck & Bus Korea, and since 2015 as Managing Director of MAN Truck & Bus China.

With the ambitious targets of MAN-Simply#1 globally, Halter takes the new challenge, as Head of Sales Area Asia Pacific starting from July 1, 2019. In an exclusive interview, Halter told Asian Trucker about their ambitions.

AT: What is the sales area handled by MAN APAC?

TH: It is, of course Asian Pacific, comprising of actually all of Asia as well as the Pacific Rim area with Australia and New Zealand in it.

Of course, the most important countries in terms of size, but not politically, are China, Korea, Malaysia, Indonesia, Australia and New Zealand with Singapore and Hong Kong also being important. Cambodia and Japan for example have not been really developed by us as markets, but that might change in the near future too.

AT: Why is it needed to have a dedicated hub to handle this region?

TH: This is a good question. We used to have a regional set-up, it was the time when I started in Asia Pacific, back in 2007. It was the regional operational headquarters for Asia Pacific. About four years ago it was decided that the regions will be dissolved. There were no regions anymore. There were our subsidiaries, the NSCs (National Sales Companies) and importer companies that are handled directly from Germany. The idea was that the headquarters in Germany could deal directly with the markets, addressing their needs. That is why we took out the regional centres.

However, we realised that it doesn’t work that way. The management and decision-making power need to be close to the customer. That is why we have decided as of 1 July 2019 to establish the area. In essence, it is a regional centre, but with a different



With “steering” also comes the support of the partners. There is a strong after-sales team that helps importers as well as our own sales offices to act fast.

AT: What are the expectations you have after this restructuring?

TH: Firstly, we expect to contribute to the growth of the brand. This area, the markets within are growing. If you look at the world however, you will notice that Europe is not growing. There are ups and downs, but it is more or less the same number of trucks sold. In APAC however, we have a huge growth potential. And of course, we want to take part in that. However, if a market is just growing, you can grow with it by just doing things the way you have always done.

That is, for us, though, not satisfying. We want to outperform the market. We want to outgrow the market and increase our market share. This is also reflected in the strategy that we coined “MAN - Simply #1”, which I will explain later.

What does the MAN – Simply #1 mean? We want to become the number one in Asia Pacific, which does not mean that we are always the market leader. However, it is an ambition, just like a soccer coach is telling the team they are going to a match to win and not to lose. The ultimate goal is to be number one in customer satisfaction. MAN wants to be number one in terms of reputation and image in the market. Also, we would want to be the number one in employee happiness. Happy employers lead to happy customers, and that IS important.

The result of all of that is hopefully that we will become the number one in market share as well, but as I said, that is not the intention of the strategy as the main goal. There is more to this, actually. As you see, the “S” in the slogan is red. This represents the sales organisation. Plus, the word “Simply” comes from our internal ambition to simplify business.

content. What is different now is that the decision making is with the region and that the regional centre is fully responsible for the P/L and the steering of the business.

There is also now a strong team, with some staff located here and some in China, plus others in Germany. This is to ensure that we can implement best practices, for instance from China, in an effective way. In addition, we have people on the ground in Germany, who report directly report to us and ensure that we get things done quickly and efficiently. This has never been done this way.

AT: What is the responsibility of the area office, which is based in Thailand?

TH: As the area headquarters, this is the place where all of us work on regional tasks. That means, this team here, plus the teams in China and Germany are steering the NSCs and the importers in all the countries in the area. “Steering” means that our targets are met and that the customers are taken care of. This is to be done in a fast manner and we have to ensure that we have the right products for each market, as indicated through our marketing.

We have competitors that each have their own brand claims. They have theirs and ours is to simplify business. This, for me, is the holy grail of customer focus as it puts the customer in the first position. Our goal is to simplify the business of our customers. It needs to be made easy to deal with us, to have an easy sales process, after sales which is easy to deal with, the best uptime and ultimately, doing business with us is the easiest and therefore the most value-creating way. At the end of it, I believe, if you are the most supportive brand, the result will be success. And that is done through putting the customer at the number one. Which also aligns the organisation.

AT: That said, is the area APAC any different from other areas in MAN?

TH: Within MAN, we have five areas, whereas there are three in Europe, where our main business is. Besides that, we have one area for middle East and Latin America and the other one is APAC. I have to say that the APAC region is very different. There are different climates, different product requirements and also different products. We have different customer needs and markets are in various development stages. For instance, we have everything from EURO II to EURO VI homologation.

The first thing I have learned when I moved here (to Bangkok), is that there is no one Asia and that there are more differences between the Asian countries than there are between European countries. There are big differences in terms of habit, religion, local customs and other aspects. Thus, we need to handle each market individually. Frankly, this was not fully comprehended in our German headquarters previously. The question how you deal with each market as they are vastly different requires deep insights into each market. And these differences create a lot of complexity. Just as one example, our service staff needs to be knowledgeable in EURO II as well as in EURO VI technology. We have left hand drive and right-hand drive. Remember, in Europe, we have one legislation only while we have different legislation in each Chinese province. In summary: highly complex!



To address these challenges, we need to have a good team, comprised of a mix of diverse people from the various countries. And we need to get the Germans back home to understand this and we need this diverse team to understand the local markets. That said, we see a lot of similarities as well and that is why we have the best practice-sharing initiatives in place. The basic needs of a customer are the same everywhere. And isolating this also gives us a chance to simplify our processes and what we have to change. Once I know what is important, we can copy and paste it to other countries. That is why, I am still the Managing Director of the China operations for instance.

AT: How does the implementation of the best practices work then?

TH: In China, we have tripled the business in the past three years. That means we have done the right things to push forward. These ideas and concepts we have developed there are now being presented to other markets as an offer. It is a proposal, a best practice and each NSC is to work with the local sales organisation to see if these concepts make sense. There is no point just bulldozing them through in a market where it doesn't make sense. But if we have a good way how to organise our sales in China, then maybe we can tweak it a bit and implement it in Thailand, correct?

Another example would be the excellent vehicle hand-over process we have in South Korea. It is almost as if that is a specialty for Korea. It works so well as all customers would come to one particular place in Korea. Clients do not collect their vehicle from the dealers, but in that one space. As a result, this has become a centre of excellence for hand-over. And now we can use this as a learning hub for other countries as to how to do hand-overs. We can look at these issues and roll them out in the region.

And while you can be very good, there is always something that you can learn from others. And that keeps you humble, open and attentive.

AT: What are the challenges you anticipate for this area?

TH: To be honest: a lot! There are local issues and overarching challenges we need to tackle. Firstly, it is about the products, which need to be adjusted

to the local markets. That concerns wheelbases, length, height and others. These adjustments need to be made and they actually have a huge impact on the customer's business. This is a difficult task, but we will be able to respond to this with our local product planning team.

The next thing is then the network. We have to improve in about all markets. MAN has to improve in terms of both, quality and quantity, whereby the latter is even more important. It is our duty to ensure that anyone repairing a truck or bus is qualified to do so and we have already started to up the training quantum.

AT: As many countries are connected by land, what is the status of the connectivity for trucks?

TH: MAN is leading in terms of connected vehicles. In Europe we have a fleet of connected trucks, which are in operation every day. They are connected by a specially connected and secured internet and they are operating as a platoon whereby you don't need the drivers in the second or third vehicle. It is not so much a problem of the technology, but one of legislation. But clearly, MAN is the leader in this field.

AT: In your view, what is the single most important thing that the government(s) should do?

TH: It is the creation of a single ASEAN market in terms of logistics. It should be possible to easily drive a truck from Singapore, with Singaporean registration through China or even to Europe, then we have achieved something. There is no problem to drive from the Netherlands to Russia. Everything is clear: registration, insurance and how summons are being enforced. This is what we need here, and it must start in south east Asia.

Also, a very important point for me is to create a "real" ASEAN. There is one, in theory. But if you are now producing goods in one country, you should be able to export this into other countries. However, today there are obstacles, like import quotas or CKD requirements that differ from country to country. In Indonesia you would need a local partner for CKD production as one example. These restrictions impact the truck and bus makers as they are small producers. **T**



Lighting up. Or Switching off.

Trucks have a lot of lights, lamps and signals. Using them correctly makes a difference for the driver and other participants in traffic.

I have seen comments on social media regarding the correct use of lights and signals when on the road. It is a very interesting discussion about who is responsible to teach people on the right use of their lights and lamps on a vehicle. Some say it is the seller of the vehicle, others argue a user needs to immerse her / himself in the user manual. But that is a topic for another column.

Fogged up Lights

One favourite topic on social media is the use of fog lights. Why wouldn't you use them at night? For a simple reason: safety. Fog lights are meant to be very bright and to penetrate thick fog. In a clear night (or even during the day) the lights are too bright and can irritate other motorists. Now, you say "but we DO HAVE fog here." Fog lights are meant to be used when you have fog so thick that you can not see beyond 50 meters. That is just like 10 Myvis lined up bumper to bumper.

Signal La!

I admit it, I don't take people signalling very seriously and don't think that someone actually wants to change lanes. This is because normally people just change lanes without indicating. Or, as I have experienced it many times, the driver is in a delirium and the indicator has been ticking away for the past 10 kilometres without the intention to change lanes...

Some people use their phones while driving. So, you can communicate that you are OTW and TTYL, closing deals, telling your friends that you need to go and see your aunt for her wedding anniversary. You can communicate all that but why can't you communicate that you need to move to another lane?

Stop the White Lighting

We have given meaning to the colours, shapes and frequencies of which the lights are being used. Red, bright lights at the back of the vehicle means that the driver is slowing down. It might look cool, but in fact, replacing this with white (sometimes flashing) white lights is not only dangerous, but also rather stupid. Any modification of the lights might result in the wrong signal being given, communicating the wrong thing. And then it is no wonder that there are accidents that could be avoided.

Fix It!

Fixing broken lights is very important. A broken rear light for instance will make a car look like a motorbike. Following such a vehicle may result in a wrong assumption of the width of the vehicle and thus lead to an accident. Oncoming vehicles with one light may give the same impression – that of being a motorbike. Perhaps switching to high beam makes things worse as it can blind others. Better have it fixed quickly then!

Just as the correct use of anything else in your truck is important, lights play a crucial role for your comfort and safety. Regardless of who should initially teach you what the lights are all for, maybe refresher courses on the use of lights around your truck are important? Whatever measures you take to improve the performance of the driver and truck, please make sure that lights are fixed when broken and users know what all the buttons are for and how the lights impact others. 🔧



New Hino 3S Center Opens in Klang

Hino Malaysia expands its 3S dealership network to support customers and to enable them to reap the benefit of reduced downtime.

Hino Motors Sales (Malaysia) Sdn Bhd (Hino Malaysia) upgraded one of its authorised dealers from being a 1S (Sales) centre to 3S (Sales, Services & Spare Parts) centre.

Eng Kee Commercial Vehicles Sdn Bhd (Eng Kee Commercial Vehicles) was nominated as Hino 3S authorised dealer to offer the best sales, service, and spare parts. This was also done with the aim to reap a multitude of benefits for the esteemed customers of the brand.

The new 3S centre is operating in Klang District and located at No. Lot 230, Persiaran Raja Muda Musa /KS 01. Telok Gadong Kecil, Klang. It is located within the vicinity of Port Klang, the largest port in Malaysia. This is a strategic area as Port Klang is the main trade route and the commercial and industrial hub of the country.

This dealer has been the partnership with Hino Malaysia since 2006. Eng Kee Commercial Vehicles has always been prioritizing the best possible facilities for customers: the 24 000 square-foot area facilitates three service bays at the rear of the building and the front of the new centre offers a lounge with refreshments and free Wi-Fi for waiting customers.

The opening of the new Hino 3S centre was officiated by the Board of Directors from both companies, Hino Malaysia and Eng Kee Commercial Vehicles, witnessed by invited guests that were present to enliven the ceremony.

The new 3S (Sales, Services and Spare Parts) centre will have a new look and feel, as it is upgraded from a 1S centre which previously only served to sell trucks. The new office was not only designed to increase efficiency for all departments, but also reflects Hino's innovative company goals that focus on delivering quality customer service.

Hino Malaysia to date has 37 3S centres throughout the country conforming to the company's new standard and corporate image. Supporting its concept of Total Support, the new Hino 3S centre was deemed to be the best one-stop solution centre from the time the truck is sold and throughout the lifetime of its maintenance.

"We provide Malaysian customers with products optimally suited to their needs, and we help our valued customers make the most of their HINO trucks and busses by providing comprehensive follow-up service in the spirit of Total Support," quote by the Managing Director of Hino Malaysia, Mr. Atsushi Uchiyama.

"Our unique 'Total Support' concept places emphasis on 'Caring for our Customers' Business', aiming to contribute to their business needs and success throughout the lifetime of our products," he added.

In tandem with the Total Support values which emphasising the equal fortitude of after-sales value, Hino Malaysia has now introduced the new warranty of its light-duty truck, HINO 300 Series. The previous warranty which offered three years and 100 000 km is now upgraded to five years and 200 000 km including the power train.

Leveraging its reach for more than 40 years in the country, Hino Malaysia continues to master its performance in sales and after-sales services through various customer engagement programmes to give top-notch experience of Sales, Service, and Spare Parts. **T**

MAARA Holds Annual Dinner

Attended by YB Dr Ong Kian Ming, Deputy Minister of MITI, fellow trade associates and business partners, MAARA President Mr Gwee Bok Wee too to the stage to formally welcome guests to the 11th MAARA Anniversary Dinner.

He took the opportunity to provide everyone with an update on MAARA activities in 2019. The year 2020 will be MAARA's election year, and Gwee thanked Deputy President, the three Vice Presidents and the Executive Committee for their hard work, advice and enthusiasm that has helped strengthen the MAARA over the past year.

"There is much more I could talk about of the work of the MAARA in the year, but I would highlight just three particular successes," he continued.

First, the drive to prepare our Members to meet the requirements of the Malaysia Automotive Authorized Treatment Facilities (AATF) for the impending Malaysian Government policy on ELV recycling and management.

Together with the MARII, MAARA successfully organized the 4R2S training for members, which provided the platform for members to learn and understand the requirements for a AATF. We are very grateful that the MARII and SIRIM supported our efforts.

The second is an initiative started this year to create the MAARA Corporation Berhad, to support the operations of our MAARA Members, especially the SME Members.

The third achievement he mentioned is that MAARA continued to be recognized by international peers. Recently, delegates attended the 12th Asian Automotive Environmental Forum in Kumamoto, Japan. The AAEF continued to be an effective forum where members were able to learn and share on the developments of the latest regulations and technologies of the worldwide automotive recycling businesses.

"I am pleased to announce that the AAEF have unanimously agreed to the setting up of the Asia Pacific Automotive Recycling Association (APARA), where MAARA is accredited as one of the 6 founding Members, which also include Japan, Korea, China, Australia and Mongolia."

"With the challenges of technological advancements and economy uncertainties, many people sometimes ask me, what do you think we should do to sustain the growth of our economy?" Gwee asked.

These are points that can not only be addressed by the industry, they require political will and activity in his opinion. **T**

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.

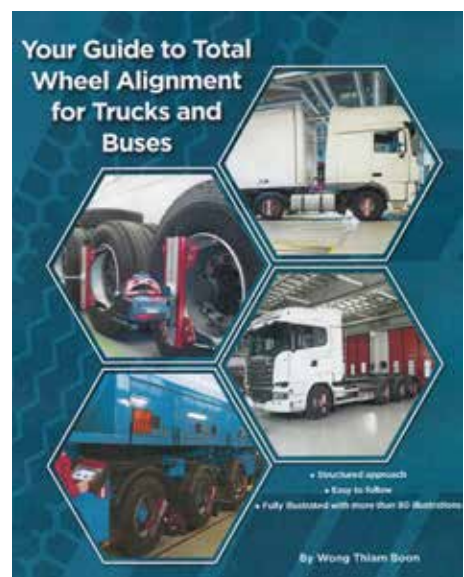
RM 120.00 or SGD 40.00 + Postage
Discounts are applicable for bulk orders of five copies or more.

"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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**ASIAN
TRUCKER**





Information on the status of their vehicles is a valuable asset for the fleet operators of agricultural machines, construction machines and heavy duty commercial vehicles. The smooth operation of their vehicles is only possible if the vehicles are properly maintained.

Previously, operators had to rely on their experience or fixed intervals to determine the right time to service the filters installed in the vehicle. With its comprehensive software solution including sensors, MANN+HUMMEL is the first filter manufacturer worldwide which offers a solution for precise monitoring of the filter status.

This proactive monitoring offers many advantages over common reactive measures. Until now fleet operators have had to determine the filter status by time-consuming visual inspection which could lead to an incorrect assessment or alternatively fixed servicing periods are maintained. With the new solution from MANN+HUMMEL, they can now view the exact status of their fleet at any time and ensures that the filter is always changed at the right time. In addition, maintenance times are precisely matched to the machine schedule, unplanned downtimes are reduced and the risk of exceeding the service life can be eliminated. This has a positive effect on the efficiency of the vehicles and thus reduces the total operating costs.

Filter Status in Real Time with Comprehensive Software Solution

Jiangsu General Science Technology Trial Production Starts this December

Chinese tyre maker Jiangsu General Science Technology Co. Ltd (JGST), has planned to initiate trial production at its cars and commercial vehicles (trucks and buses) tyre plant in Thailand this December.

The company had a groundbreaking ceremony on the USD\$300 million project a year ago. The plant located in Rayong Industrial Zone, Chon Buri, is designed to produce one million trucks and buses tyres and six million passenger car tyres per year.

JGST becomes the fifth Chinese tyre manufacturer to have established manufacturing plant in Thailand. The Chinese tyre makers are Double Coin, Shandong Linglong Tire, Qingdao Century Tire and Zhongce Rubber Group.

The company is also expanding its capacity at its main manufacturing plant in Wuxi, by adding a fully automated system. The 'smart plant' is able to produce 1.2 million trucks and buses tyres annually.



The Big Hyundai Surprise

The North American Commercial Vehicle Show 2019 took place at the Georgia World Congress Center in Atlanta and had some surprising items in store as reported by NACV Show Partnership. Namely, the Hyundai Motor Co. of South Korea. For the United States, they are actually a big force in the commercial vehicles world, buses included. Hyundai manufacturers Class 2-8 trucks and buses at three international plants, with units currently sold in 130 countries around the world.

What visitors saw in Atlanta was the first unveiling of its concept for a hydrogen-powered fuel cell electric truck, to be known as the HDC-6 Neptune. "We have cemented the fuel cell

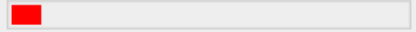
technology leadership position in the passenger vehicle sector with the world's first commercially produced fuel cell EV and the second-generation fuel cell EV, the Nexo," said Edward Lee, head of Hyundai's commercial vehicle business division.

While the rendered image shown offers a limited view, the HDC-6 Neptune clearly draws design cues from the streamliner railway trains of the 1930s with its Art Deco function-driven style. Hyundai says it will feature a unique construction and advanced in-cab technology. The interior is indeed very new and adventuresome. This truck will be added to a portfolio that includes the Xcient truck that also runs on fuel cells. **T**

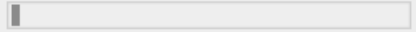
Snap Poll

What are the benefits you offer your drivers?

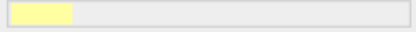
Free Breakfast - 7.7%



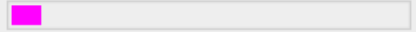
Extra Time Off - 0%



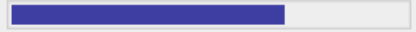
Overtime Pay - 15.4%



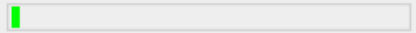
Insurance for Family - 7.7%



Driver Lounge - 69.2%



Family Days - 0%



ProVia Announces Installation of Its One Millionth Spare Part Since Its Launch

ProVia, the reliable commercial vehicle spare parts brand designed by aftermarket specialists, recently announced that its one millionth part has been installed at an independent workshop in Poland. The part, an Air Dryer with cartridge, marks a major milestone in the history of the brand which, three years on from its successful market launch, has quadrupled the number of products in its portfolio in response to growing customer demand globally.

"The installation of the one millionth spare part is an important milestone in what can only be described as a journey of continued growth that we have been on with our customers during the past three years," explains Aleksander Rabinovitch, Global Business Leader Spare Parts and Repair Solutions. "We have built the ProVia brand and its growing portfolio on a solid mix of proactive learning and customer partnerships, rapidly and smartly expanding our



portfolio as well as doubling our distribution network and global reach to deliver significantly enhanced customer proximity and support levels."

Today ProVia is available to customers through 650 independent parts distributors in over 1 000 locations across more than 60 countries worldwide. To meet the variety of market needs, ProVia offers more than 230 parts across 25 separate product lines that are specifically designed to meet aftermarket needs. The brand's extensive reliable product range includes replacement parts for trucks used by the leading original equipment manufacturers (OEM), providing more than 2000 OEM part cross references. ProVia will further extend its product portfolio in 2019 and 2020 adding new product lines which include Hand Brake Valves, Coalescing Cartridge, Air Compressors and Load Sensing Valves, to mention but a few. **T**



UD Trucks and TCIE Deliver First Unit of Light-duty Kuzer to Malaysian Customer

The delivery presents additional opportunities for UD Trucks’ future growth in the light-duty truck segment in Malaysia .

UD Trucks and sole distributor partner Tan Chong Industrial Equipment Sdn Bhd (TCIE) have recently delivered the first ever unit of the all-new light-duty UD Kuzer to local transporter, Jun Hong Trading Sdn Bhd. This delivery marks UD Trucks’ strategic approach to further establish its presence in the light-duty truck segment in Malaysia.

The all-new UD Kuzer was previewed one year ago at the Kuala Lumpur International Motor Show (KLIMS), following which bookings were opened to the market several months later. UD Kuzer is the newest light-duty truck in UD range of trucks currently being offered in Malaysia, complementing the existing heavy-duty UD Quester and medium-duty UD Croner.

Steve Hedouin, Managing Director, UD Trucks Hub Malaysia & Oceania says, “The delivery of our first unit of UD Kuzer signifies the growing partnership between UD Trucks, TCIE and our customer, in addition to heralding promising growth to all our businesses.”

Established more than 20 years ago, Jun Hong Trading Sdn Bhd is a specialist supplier of general merchandise including products for household and garden, car care and accessories and various handy tools and lifestyle products. The company will be using its new UD Kuzer for deliveries to hypermarkets and departmental stores such as Mydin, Aeon/Aeon Big, Giant and TF Value Mart.

Chong Fook Loy, Executive Director of Jun Hong Trading Sdn Bhd shares, “We are honored to be the first in Malaysia to receive the new UD Kuzer. Our decision to buy it was spurred by our good experience with previous UD legacy models and the extensive and responsive aftermarket service coverage. This is important because our trucks deliver goods to all over Peninsula Malaysia. Our drivers’ positive feedback on UD Kuzer’s high horsepower and spacious cabin is also encouraging us to consider buying more units in the future.”

“UD Trucks’ key focus is to achieve greater success for customers by going the extra mile and making the extra effort. We are constantly motivated to continue our rich legacy of building the “truck that the world needs today” because we know that our customers are also constantly expecting trucks that can deliver smart and efficient logistics,” said Hedouin. **F**



PTT will Test EV Market in Thailand for Another Three Years

PTT Public Co. Ltd, a Thai state-owned SET-listed oil and gas company, announced that the company will test the electrical vehicle (EV) market in Thailand for a further three years before deciding on producing EVs that are practical for the country.

The company aims to study the support policies from the government, acceptance among EV buyers, EV charging availability and price competitiveness. “PTT is deciding whether to enter the local EV segment,” said its president and chief executive officer Chansin Treenuchagron in a statement.

Chansin forecasted that the adoption of EVs might take 15 to 20 years for Thailand, as the country evolves from hybrid versions to full EVs. “The largest EV markets are China and the US. PTT projects that a full EV platform cannot replace heavy-duty trucks’ dependence on diesel.”

PTT has been studying about EV’s feasibility and cooperation since 2017. The company built an EV charging station at its head office and imports EVs and electric busses for testing on the road. **F**

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