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ASIAN TRUCKER

ISSUE 6, 2011

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Just like the trucking industry, Asian Trucker is expanding in to new markets. In the trucking industry it is the Chinese manufacturers who are travelling south to get a stake in the growing Malaysia market while we at Asian Trucker we are venturing north to Hong Kong where we will be launching the second edition of our popular and rapidly expanding magazine.

China is a huge market for truckers – no matter if they are the drivers, the manufacturers, fleet owners, parts suppliers, or service providers. So that makes it a great market for Asian Trucker to write about. China is rapidly expanding and upgrading its network of roads and highways, and the industry will face challenges that are found nowhere else in the world. We look forward to reporting on these challenges and the success stories that will sure to be the result of hard working people using the best machinery and equipment available to meet their customer's needs. It will be a fascinating time for us to be in the know of what is happening, so we can share that information with our valued readers.

Asian Trucker Hong Kong will be launching in the latter half of 2011.

"We wanted to offer solutions that are currently not present in the market and have a competitive price," said Tan Khai Peng, General Manager of Angka-Tan when Asian Trucker interviewed him for this issue about the new Bison brand. This broadly sums up one area where the trucks from China can find a place in the Malaysia market.

Trucking - A Competitive Industry

The other aspect is by providing quality trucks for specific conditions as Shin Yang will be doing by using the Howo trucks in the jungles of Sarawak for heavy duty, demanding work. Sales have been increasing for Sinotruk and the company have announced they just delivered their 500th truck produced in Malaysia to Shin Yang in Miri, Sarawak. Steven Foster head of Sinotruk in Malaysia stated: "Shin Yang knows a lot about trucks. It is a huge compliment to the ruggedness and reliability of the Howo to be considered for the tough working conditions that these trucks will be used in."

Undoubtedly the market is going to become increasingly competitive as the players who have been here for a long time are going to be fighting not simply to maintain their market share, but to grow it. How do companies expect to expand in a congested landscape?

Service is a major component of retaining the customers you have and showing new customers that the value in a vehicle is not just in the sticker price, but in what happens after the contract is signed. Service goes beyond simply making sure the vehicle has its oil changed and the right amount of air in the tires, as Volvo recently demonstrated.

In the afternoon of May 5, 2011 Asian Trucker was on hand for the launch of Volvo's recently completed Overhaul Room. The Overhaul Room offers fleet owners a new way to improve their bottom line by rejuvenating truck engines. Naturally, engines run more economically and have less of an environmental impact when they are running at peak performance. Economy and environment are two important issues to truck owners.

What an event in Thailand that was. "100 Years Bus in Thailand". When Scania celebrated 100 years of providing buses to Thailand, they pulled out all the stops to make sure it was a memorable celebration for all their guests.

What was also impressive was how far advanced Thailand is in using alternative fuels. They are looking at many options and are far ahead of many countries in the region when it comes to moving away from fossil based fuels. Malaysia could learn a great deal from what they are doing.

We hope you enjoy another great issue of Asian Trucker that has interesting interviews with industry people who have extensive experience, and updates on what is happening in the market.

**Editor,
Floyd Cowan**

Introducing The New Mitsubishi FUSO FM EURO II Series

Economical, Performance & Comfort EURO II



EURO II



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The new FM Series with advanced design and ergonomics ensure an interior environment of total comfort and convenience.

*Actual model may vary from the image shown.

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The Drivers.

ASIAN
TRUCKER

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Testimonials from Satisfied Customers

**YOUR WAY
TO LOWEST OVERALL DRIVING COSTS**



HSR2

HDR2

Goh Yew Joo

Director
Teik Chee (Goh Khoay) Sdn. Bhd.

"Continental tires give us high mileage and have excellent wearing characteristics. It has also improved the handling of our vehicles. We have no doubt about the quality of Continental tires."

With the Continental Truck Tires New Technology Launch roadshow having already completed its sixth stop, and receiving an encouraging response from both existing and potential customers, Continental continues to showcase tires for all applications.

Extreme Solutions

Extreme applications demand extreme solutions when it comes to tires. Continental HSC 1 ED tire offers high load capacity in conjunction with extreme resistance to damages, making these ranges a superlative choice for the difficult conditions found on construction sites and off-road.

Tires designed for heavy duty vehicles in construction site use are subject to very heavy loads. For manufacturers, further development of this type of tire represents a constant challenge. Targeted product improvement in close cooperation with our customers is therefore one of the fundamental approaches pursued by Continental's development department.

Operating parameters change swiftly, particularly in site logistics. This means that tires that have to carry 40 ton multi-axle vehicles out of quarries and along roads or stony terrain need to be built differently from tires used exclusively for long distance operation on asphalt roads. For the latter low rolling resistance, good track holding and low noise generation are prime requisites. Site tires have the difficult task of combining quiet running, high grip and extreme resistance to damage with good traction in muddy soil, on smooth roads and over stony tracks.

Keeping Breaks to a Minimum

This specification was of major relevance when it came to the development of the HSC 1 ED tire series,



Tires to Meet Construction Site Challenges

Continental's construction site tire, the HSC 1 ED, offers high grip and extreme resistance to damage and has been developed to meet the needs of trucks working construction sites.

where long polymer chains are the secret for success. "Longer polymer chains in the tread compound intertwine better, giving the tire greater elastic toughness. Tear damage is contained and cannot extend deeper into the tire. This means tread breaks are kept to a minimum" explained Bernd Korte, Head of Product Development for Commercial Vehicle Tires.

The belt layer on the new site tires has been considerably modified: there are three times as many belt wires in the second and third plies and they have all been coated with special rubber. This design means that even under extreme load, driving over rugged terrain on construction sites, there is less risk of the steel breaking.

And should a sharp stone work its way right through to the belt, this area of damage remains isolated and does not pose a threat to the surrounding wires. This reduces the risk of extended damage to the belt. With these preventive measures, uptime will be increased and cost for maintenance reduced.

Meeting Expectations

Clients in Malaysia already confirmed the findings of the development team. "Continental tires provide good traction on challenging terrains. The high

durability of these tires leads to reduced damage and optimum performance", Tan You Meng, Director of ChipSeng Heng Enterprise Sdn. Bhd. states. The stiffer design of the optimised sidewalls ensures greater resistance to deformation under load.

Thanks to these advances in development, Continental's top performers for construction site use have been improved, not only in terms of mileage performance and durability - as the casing is now perfectly protected, it is even better preserved for remoulding. With the art of delivering the overall lowest driving cost in mind, remoulding and retreading are key considerations for the Continental R & D team when designing new tires.

Continental Tire

Continental's Commercial Vehicle Tires division is one of the world's largest manufacturers of truck, bus and industrial tires with a workforce of 7,200 and a turnover of over €1.4bn. Thanks to an optimized combination of products and services covering the full life of their tires, the division makes a major contribution to the economic and ecological efficiency of transport companies.

www.continental-truck-tyres.com/my



Testimonials from Satisfied Customers

YOUR WAY TO LOWEST OVERALL DRIVING COSTS



HSR2

HD HYBRID

Abdul Rashid Hamid

Director
Syarikat Pengangkutan Bumi

“Compared to the tires we used before, Continental tires are comfortable and quiet. Performance of our vehicles have improved significantly on different road surfaces especially during bad weather conditions.”

Continental Expands in Singapore

It is a new chapter of engineering in Singapore with international automotive supplier Continental investing in and opening a new research and development centre in Singapore.



The leading international automotive supplier, Continental, held the groundbreaking ceremony for its new R&D centre in Singapore. With a total capital investment of about 21 million Euros, the new Continental Singapore building aims to meet the demand of growing engineering capacities caused by its worldwide business expansion and particularly the growth in Asia.

At Home on Boon Keng

The relocation project of Continental Automotive Singapore started in April 2010. The new site will be located at Boon Keng Road with total land coverage of 4,500sqm. According to the project plan, by April 2012 the new site in Boon Keng will have a 7-storey office and R&D building with a total

floor space of 10,170sqm. It is planned to have a seating capacity for 860 employees with the ability to expand to 1000 employees as future development warrants, with a provision for an additional floor.

The new Continental Singapore building serves three major purposes: an office site for R&D and related daily operations; a specialised automotive product verification and validation hub; a reliability test laboratory as well as a test car space for in-vehicle R&D activity. Under the highest level of quality control management, the new centre will drive the product creation process from conception to realization and finally onto the mass production of instrumentation clusters and displays, multimedia and telematic devices,

radio navigation devices, centre stacks, interior modules and control systems. This R&D centre houses management and engineering experts, and it will further on be a major R&D engineering resource and competence pool of Continental.

Continental Automotive Singapore

In December 2007, Siemens VDO Singapore Pte Ltd was acquired by Hanover-based international automotive supplier Continental, and since then it is named Continental Automotive Singapore Pte. Ltd. under the roof of which three Business Units of the Interior Division are active, namely Instrumentation & Driver HMI, Infotainment & Connectivity and Commercial Vehicles & Aftermarket. With two current automotive locations in Singapore, and staff strength of about 580, Continental Automotive Singapore commits to using local knowledge, in collaboration with their international teams, to serve customers globally and aims to offer innovative, intelligent and sustainable solutions.

Lo Kien Foh, Managing Director of Continental Automotive Singapore Pte. Ltd. stated: "What we offer our local employees is a global player with 140 years of history and know-how in the automotive industry, the unique opportunity to help shape automotive technologies as well as a company that honours performance and promotes working in a global network of experts. Employees can take the opportunity to work in an international environment with state-of-the-art technologies and innovations."

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Testimonials from Satisfied Customers

YOUR WAY TO LOWEST OVERALL DRIVING COSTS



HSR2



HSC1 ED

Yew Choo Kein

Managing Director
Syarikat Jasa Selamat Sdn. Bhd.

“The Continental tires we are using have been retreaded thus saving us money. The tires are reliable and have a longer tire lifespan. This means lower operating costs.”

Volvo I Shift

The I-Shift gearbox's functions are optimised by specially adapted software packages that make the gearbox even more practical and economical by adapting the gearshift strategies to the transport conditions at hand.

I-Shift's functionality is enhanced by a series of software packages specially developed to optimise the gearbox's operation in various applications. For I-Shift version D (AT2412D, AT2612D, ATO2612D, AT2812D, ATO3112D), there are software packages specially designed for engines that comply with Euro 5 and EEV emission levels.

I-Shift's software packages can easily be installed and changed with the help of Volvo's analysis and programming tool, VCADS-Pro. This is done by authorised dealers and workshops, where the software packages can be further customised with optional functions and customer parameters.

Four different software packages are available for the I-Shift. The packages contain progressively more functions, and the most advanced package, TP-HD, includes all the functions in TP-BAS, TP-DICON and TP-FUEC. The software packages have several functions that optimise the driver's control of the driving situation. For example, the gearbox adapts quickly to changes in road gradient. Thanks to the short delay of the braking effect, the Brake Cruise function is highly effective.

Basic version (TP-BAS)

TP-BAS is the standard software package supplied with the I-Shift. TP-BAS includes the gearbox's basic functions for all-round driving.

Distribution & Construction (TP-DICON)

TP-DICON adapts the gearbox's function to the specific conditions in the distribution and construction segment. The software package includes functions that aid manoeuvrability when starting off from a standstill, in close-quarter manoeuvring and when driving at low speed.

Long haul & Economy (TP-FUEC)

TP-FUEC includes intelligent functions that minimise fuel consumption. This software package is ideal for long haul operations where strong emphasis is placed on fuel economy. This package includes the I-Roll function.

Heavy duty transport (TP-HD)

TP-HD optimises I-Shift for heavy duty transport with high gross combination weights (>85 tonnes). Regardless of the gross combination weight, the driver can always optimise drivability by selecting or deactivating the heavy duty mode. The functions in the software package also offer benefits for trucks driving with several trailers attached.

Customer parameters

I-Shift also has many options for setting customer parameters that optimise the vehicle's driving properties in special applications and special transport segments. For instance, the starting gear can be optimised according to the transport conditions. The power take-off operation can also be customised.

Customised settings and reprogramming of I-Shift are carried out at authorised workshops using the VCADS Pro tool.

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Sidhu Brothers Launch Malaysia's First Dry Bulk Super Tanker

Sidhu Brothers launched Malaysia's first Cement Super Tanker using the super single tyre technology. The company is making efforts to curb escalating operating costs by increasing the payload while reducing tyre and diesel costs. This is one more milestone by Sidhu Brothers for the cement industry.

The Super Tanker is a new concept which uses the new generation super single-wide tyre technology, which was first used in the Oil & Gas Industry. In 2008 Sidhu Brothers launched the first Palm Oil Super Tanker pioneering the Super Single tyre technology. This single-wide tyre concept has been approved for Malaysian roads and Sidhu Brothers have 20 Palm Oil Super Tankers already serving their customers nationwide.

Sidhu Brothers has also just taken delivery of five purpose-built dry bulk cement super tankers and there are more in the pipeline. The Bulk Cement Super Tankers are coupled to the top-of-the-line Scania 380 HP.



Super Single

Apart from looking to reduce costs per tonne mile, there are also huge benefits to customers who are always looking for ways to deliver their products fast and in the most efficient way possible. The Super Tanker will reduce the number of tankers required to deliver their products, therefore reducing the man hours required during loading and unloading of cement. Each Super Tanker has a payload weight of 40m/t as compared to conventional tankers which are in the range of 25 to 30m/t due to heavier tare weight.

Find out more information about SB Cement Super Tanker, contact Jimmy at 012 391 0040 or email info@sidhubrothers.com

Super Benefits

The Super Single technology is the New Generation Single-wide tyre or super single tyre replacing the traditional dual tyres with one single-wide tyre and aluminum wheel. This technology saves fuel by reducing the weight of the tanker and rolling resistance of the tyres and wheels, thereby reducing load on the engine. It only requires eight tyres to propel a quad axle super tanker while the traditional tanker requires 16 tyres for the same payload. There is a slight aerodynamic benefit to this technology as well. This technology has been in the US and the UK for more than a decade, but it only hit Malaysian roads in 2007.

The Super Tanker gives far better productivity and efficiency, and is quite easy to maneuver. It gives better fuel efficiency due to reduced engine stress by having single tyres with the same number of axles, and this contributes to better operating cost. The super benefit is to Mother Nature through lower emission levels due to fewer vehicles needed for the same amount of payload.



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Sinotruk Howos ready to go

Tan Sri Dato' Ling Chiong Ho receiving the key to the 500th Sinotruk from Mr. Loo Lian Khing.

Sinotruk's 500th truck finds a new home in Miri, Sarawak

Shin Yang, one of Malaysia's largest companies, trusts the ruggedness and reliability of Sinotruk's Howo 6X4 tippers for the challenging jobs in Sarawak's tropical rain forest and has ordered a total of 100 trucks.

Sales seem to be accelerating for Sinotruk and the hard working team behind this brand. After announcements of record sales and the expansion of the service network, the company just delivered their 500th truck produced in Malaysia to Shin Yang in Miri, Sarawak in East Malaysia. "We are thrilled" says Steven Foster who heads Sinotruk in Malaysia. "Shin Yang knows a lot about trucks. It is a huge compliment to the ruggedness and reliability of the Howo to be considered for the tough working conditions that these trucks will be used in."

Shin Yang will be using the Howo trucks in the jungles of Sarawak for road construction work and other tasks. After the trucks have been handed over, Shin Yang will fit the trucks with special protective bars around the cab, giving the driver an extra layer of safety. In addition, these bars also protect the truck, which represents a substantial value to any owner or operator. Mr. Loo, Sales Director of Sinotruk, was on site to hand over a symbolic key after making a final inspection of the trucks. "Shin Yang takes very good care of their trucks. These vehicles are being used in the jungle, some six hours away from the workshop. In such conditions, you cannot be sloppy with maintenance. As a consequence, Shin Yang is extremely diligent when it comes to repairs and preventive maintenance."

Sinotruk not only delivered the trucks, but also provides six months on-site support to Shin Yang as part of this contract.



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After looking back during Scania's "100 Years Bus in Thailand" event, the company then looked to the future as it launched Thailand's first Bio-Ethanol bus, Asian Trucker reports from Bangkok.

Scania and PTT launch Thailand's first Bio-Ethanol Bus

The growing need for energy forces the transportation industry to look for sustainable and renewable energy sources. Together with local partner PTT, (Petroleum Authority of Thailand), Scania is launching a pilot project to introduce Bio-Ethanol powered busses and trucks in Thailand.

Many identify our current era as the end of cheap oil and local energy security. This calls for new approaches to address the growing demand for energy in the transportation sector. Both freight and passenger transport are affected by global developments.

In developing nations 73 percent of oil is used in the transportation sector. To reduce the consumption of oil, the combination of technology and trained drivers can make a difference. Technology, such as biofuel development, can help to regain energy security as many countries are able to produce bio gas or bio Ethanol. Bio Ethanol has seen a growth by a factor of four in the past 10 years. This growth mainly happened in Asia. Bio Ethanol brings with it a lot of benefits. In addition to being renewable its thermal efficiency is 43 percent (Diesel = 44 percent) and it is more stable than

diesel.

Ethanol is nothing new to the automotive industry. The first engines were developed in 1880. Scania has been developing ethanol engines for quite some time. The company is currently providing vehicles using this technology in several markets.

In Thailand the plan is to build up to 47 plants that will produce Bio Ethanol. The country can look back to a long history of ethanol production. Sugar cane was used for this purpose as early as 1985. Today, the country is also exporting Bio Ethanol to other countries. Launched officially on June

14, 2011, in connection with Scania's 100th bus anniversary, the test phase officially began on June 28, 2011 and will end in September 2011. PTT and Scania are confident that Bio Ethanol will find its way into the transportation industry in this country.

According to Jonas Strömberg, Director of Sustainable Solutions, Scania, there will be no one single solution for the growing demand for energy. His view is that there will be many new technologies. In addition, countries should work on smarter ways of managing traffic. Buses for instance offer efficient traffic at low cost.



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KIT LOONG
1931 TYRE

Held for the second consecutive year the Volvo Fuelwatch 2011 driving competition focused on fuel efficient driving as well as the provision of training the drivers in techniques to improve fuel efficient and safe driving skills.

Improving Profitability

Eric Leblanc, Volvo Malaysia Sdn Bhd managing director, said the Fuelwatch 2011 campaign comprised not only the driving competition, but also a seminar, a driver development programme and after-market services offered by Volvo Trucks in Malaysia.

Fuel efficient driving, said Leblanc, would not only actively improve the truck owner's profitability, but also helps the environment. "The driving style of a driver determines how fuel efficient a vehicle is being run. It may be a small difference, but it can have a big impact on fuel cost over the year."

Adnan, who turned 36 a day after winning the Volvo Fuelwatch 2011 championship, could not believe that his lucky stars were shinning when the results were announced at the end of the competition. Although his birthday wish was granted, Adnan was shocked to learn he would be representing Malaysia at the Asian level of the Volvo Fuelwatch 2011 in Sweden in October.

Excellent Prizes

His only thought at the moment of being crowned champion was that the savings gift voucher would come in handy for his engagement ceremony due in September. As the champion driver of Fuelwatch 2011, he was rewarded with a saving certificate worth RM3,000, a trophy and Volvo merchandise. He also won an all-expense-paid five-day trip to Gothenburg, Sweden to represent Malaysia at the Asia Volvo Fuelwatch 2011. In addition, his employer, Fuller Logistics (JB) Sdn Bhd will be rewarded with RM8,000 worth of Volvo parts.

The first runner-up spot was won

Adnan Crowned Champion of Volvo Fuelwatch 2011

For Johorean trucker, Adnan Laili, his birthday wish to win the coveted Volvo Fuelwatch 2011 competition held at Shah Alam, Selangor, in July was fulfilled when he was crowned this year's champion.



The jubilant winners of the Volvo Fuelwatch 2011 competition proudly showing off their trophies with champion Adnan Laili (centre) who had his birthday wish fulfilled, Azrul Haiza (left) and Merzuki Jusoh.

by Azrul Haiza Bin Abdul Aziz from Selangor who represented Vertex Mission Sdn Bhd. His winnings included a trophy and RM2,000 saving certificate, while his employer received RM5,000 worth of Volvo parts.

The second runner-up position went to Merzuki Bin Jusoh from Kuantan who represented Prifaria Sdn Bhd and received a RM1,000 saving certificate, a trophy and RM2,000 parts voucher for his employer.

Adnan, who has 15 year of driving experience as a truck driver, attributed his defensive driving skills and knowledge to the three invaluable training sessions he received from Volvo Malaysia since joining his present company nine years ago.

Meaningful for Drivers

"I personally feel that this Volvo Fuelwatch competition means alot to all truck drivers as it not only helps us to improve our driving skills to achieve higher fuel efficiency, but also to appreciate the importance of safety in accordance to international standards and the preservation of the

environment.

"It also provides an opportunity for us to better understand and assist our employers to help improve their profitability, which will enhance employer-employee relationships. I hope Volvo Malaysia will make this competition an annual event to help truck drivers hone their skills and continuously improve their knowledge," he said.

The Volvo Fuelwatch 2011 preliminary rounds were held nationwide throughout eight Volvo dealer locations. It attracted 311 truck drivers from Volvo Malaysia's customers, which was an increased participation of 27 percent compared to the previous year.

On the Road Tests

A total of 36 finalists were selected from the five regional offices, including participants from Kota Kinabalu and Sandakan who were making their debut representing its Sabah private dealer, Dai Lieng Machinery Sdn Bhd. Their skills testings included on-the-road driving test, L-parking and reverse



Volvo Fuelwatch 2011 Champion Adnan Laili from Johor proudly posing with his trophy.



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Dongfeng Commercial Vehicle Delivers More than a Change in Name

Its more than a simple change of name for the Malaysian company Quasar Industrial Vehicles Sdn. Bhd as the change in moniker represents the company's new commitments and highlights its expanding products and services for its customers across the nation.



DONGFENG is the number one brand for heavy duty trucks and prime movers in China. In Malaysia, it is represented by Quasar Industrial Vehicles Sdn. Bhd. To symbolically and publicly declare their commitment and alignment to the Dongfeng brand, the Malaysia company has changed its name to DONGFENG COMMERCIAL VEHICLE (MALAYSIA) SDN. BHD.

Network

The company is headquartered at Batu Caves, Kuala Lumpur and operates branches in Penang and Johor Bahru. Other key strategic markets are supported through its network of service dealers.

Customers' vehicles are cared for via the company's branches as well as the service dealer network. Support is augmented by 24-hour assistance teams operated by Dongfeng and dealers. Genuine Dongfeng spare parts are also available exclusively via Dongfeng branches and the service dealer network.

By mid-2011, there will be 10 new service dealers supporting Dongfeng vehicles in their respective territories.

Product Range

Dongfeng vehicles available locally are split into the Bison and Kinland ranges. The Bisons include 260hp rigid trucks in 4x2 and 6x2 configurations and a 280hp 4x2 prime mover for the medium duty sector. The Kinland series includes a 420hp 6x4 prime mover in hypoid and hub reduction versions for heavy duty customers.

More models will be introduced in phases to eventually cover the entire gamut of heavy commercial vehicle uses in Malaysia.

Dongfeng Commercial Vehicle (Malaysia) Sdn. Bhd. is the sole importer and distributor of Dongfeng medium and heavy commercial vehicles in Malaysia.

New Kinland 375 4X2 Prime Mover

The latest addition to the Kinland range is the 375hp prime mover in the 4x2 configuration. This vehicle caters to the medium duty segment for inter-city and inter-state high-speed logistics and transport fleet users. As a business tool, the Kinland 375 is designed with low maintenance costs, good fuel economy and high productivity via a high payload capacity.

The 375 features a proven and reliable 8.9L Cummins Euro 2 diesel engine and a 9-speed ZF transmission. The engine produces 375 horsepower and 1480Nm of torque at low rpms translating to good performance and fuel consumption. These claims are supported by the Kinland winning fuel economy competitions in China.

The Kinland has been extensively tested over extremes of temperature and humidity in some of the harshest environments all over China to ensure its reliability under working conditions. Malaysian climatic conditions have not posed any problems for the vehicle.

The Kinland features a contemporary cabin design that is the first Chinese truck brand to pass European commercial vehicle passenger protection standards. The external profile reduces drag and helps with fuel economy. Driver and passengers are looked after courtesy of a spacious and comfortable interior. A wrap-round dashboard improves access to controls. Driver fatigue is reduced by lowered noise and harshness plus good interior layout and design.

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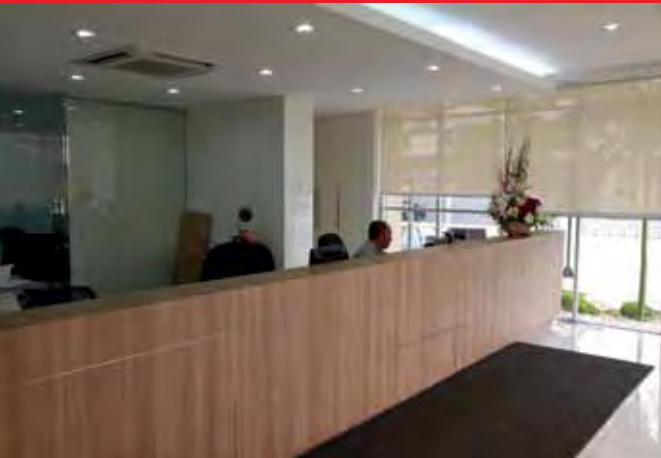


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Delivering against the odds



Mr Wong Chin Wai, PMT Director



In one of the toughest economic environments, Pahang Mail and Transport Sdn Bhd (PMT) has found an investment that pays: dependable assets.

PMT began its services in 1948, the historic year when the Malayan Emergency was declared. It was responsible for mail deliveries to the hazardous interiors of Malaya from its base in Raub and with four trucks. This service endured even the fateful race riots of 13 May in 1969. PMT delivered mail to areas where the government refused to send their own for fear of being attacked or hijacked.

Hardly auspicious beginnings, but armed with audacity, persistence and dedication, business for PMT has flourished. Moving away from its initial business of delivering mail, PMT has now grown to become a major player in the transport industry for general cargo.

Today, PMT transports and delivers in the tough conditions of the Malaysia climate and infrastructure with a fleet of 35 Dong Feng trucks, and with an additional 10 units on order.

Mr Wong Chin Wai, PMT Director, elaborates on how the strengthening of the Dong Feng fleet within PMT has met the challenges faced in this competitive industry, "There are so many things to think and worry about in our industry. From rising operations costs to the safety of our people and of the cargo we transport. We needed a truck that is going to be reliable, efficient and, most of all, cost effective.

Enduring the elements

The ability to synergise technology and the robustness of trucks plays a big part in ensuring PMT's success. Having to run a transport business in Malaysia is never easy



with the combination of high humidity, heat and heavy rain fall. Come rain or shine, deadlines and expectations have to be met. The combination of the extreme elements coupled with time pressures in our business, means that the trucks utilised have to withstand bad road conditions, long driving hours and even flash floods.

The pressure is always on, and PMT needs trucks to meet the challenges. "While most other trucks are filled with electronics such as the Electronic Control Unit, that make life easier for drivers, we found that it is prone to malfunction in our environment of extremes. The Dong Feng trucks have been key to our recent success with their use of minimal electronics, ensuring that essential functions remain free from encumbrance; giving us less downtime and more efficiency."

Maximising cost efficiency

Whilst rising diesel costs and fuel efficiency have been the talk of the industry, Wong elaborates that perhaps, that's not the biggest risk for business owners. While the cost of diesel has been on the rise in recent years, relatively speaking, the cost of diesel in Malaysia is still one of the cheapest globally.

In fact, what worries PMT more as an organisation are the operating costs that stem from long loading and unloading times, which leads to prolonged engine idling time and unforeseen truck maintenance. Furthermore, if you have unreliable equipment, it only exacerbates the problems. Whatever fuel cost saved usually disappears in a blink of an eye when the truck breaks down. "Dong Feng's reliable trucks and lower maintenance costs have allowed PMT to maintain its competitiveness in

an industry built on keeping operating costs and capital expenditures low. The robust nature of the trucks has given us the ability to be out on the roads for much longer."

The fact the Dong Feng built its trucks on improvements made on Nissan technology has also helped to minimise costs for PMT. "Our fleet drivers have found the Dong Feng trucks to be really easy to get used to. The familiarisation period was really short and we didn't even require formal training which allowed our business to proceed without much difficulty during the transition. The Dong Feng trucks have even helped with driver retention. Our drivers experience the superb ride and the power of the engine, coupled with the ease of use of the truck... then they're hooked."

In an industry where time is literally money, the Dong Feng fleet fitted with its low rev, high torque Cummins engines have further boosted PMT's business. "With the increased payloads that we are able to transport through the trucks, we are able to carry more at one go without having to make repeated trips. The technology behind the engine has definitely helped us maximise each trip we make for our clients," added Wong.

The Rise of the Asian Challenger

For some time Chinese made trucks have generally been viewed as inferior to the more established European makes. However, Dong Feng's successful role in the growth of PMT has proven otherwise. Its robust and reliable trucks have allowed PMT to provide reliable service to its clients — a must in today's market. Wong concludes, "Customers want you to do all you can. You'd better have a truck that can do the job!"

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The Importance Sleep &

This article on driver fatigue is part of a regular E-Response contribution to Asian Trucker on matters of Road Transport Safety. It serves to highlight issues on fatigue management and its control measures.



Mr Mohamed Noor Sany

FATIGUE – THE INSIDIOUS THREAT

In recent times shocking images of tragic crashes involving express buses have become increasingly frequent features on the front pages of print media and prime time national TV. The general public and road users may be forgiven for their exasperation and sense of helplessness when faced with such tragic crashes which keep recurring and are seemingly beyond anyone's control, or is it? While much effort has been made by the relevant authorities to investigate, and indeed court action has been taken, but the benefits and results have so far been elusive. In the mean time we all hold our breath and wait for the next one to happen!

While the tragic express bus crashes are well reported and publicised, many other fatigue related crashes involving trucks and light vehicles go unreported.

In Road Safety Consultancy, it is well understood that if a road accident 'is allowed' to happen, the number of injuries and fatalities is anyone's guess and purely a matter of luck.

If a lorry has a high speed tyre blowout and rams into another lorry, the outcome at the very worst could be the fatalities of the two vehicle drivers. However, if the same lorry crashes into a bus full of unrestrained passengers, the result could be catastrophic. The public has become insensitive to road accidents and only cases that involve multiple fatalities tend to get attention and media focus and hence the attention of the authorities. Many of these crashes have been attributed to driver fatigue and drowsy driving. The threat and the risk of fatigue-related crashes remains high.

For most fleet operators and their clients, fatigue continues to be an elusive problem which they have difficulty getting a handle on. Some wish the problem would just go away or



of Managing Eliminating Fatigue

hope it will not happen to them, while they keep their fingers crossed. This is due to general ignorance and lack of understanding of the subject matter, therefore much education is needed.

FATIGUE RELATED CRASHES

In Malaysia there is a lack of systematic investigation, reporting and documentation of the causes of accidents. When an injurious or fatal road accident occurs, the insurance companies are keen to know which party is at fault for claims and compensation. The police and legal system wants to know the culprit that caused the crash so as justice can take its rightful course. What is not normally the practice is to go into a detailed investigation prying out the underlying causes of the accident to prevent reoccurrence. Many of the causes of accidents do not normally lie with the drivers themselves as it is a bigger issue that involves uncommitted organisations; unhealthy corporate cultures and poor operational systems that make drivers behave dangerously. Drivers are seldom the fault and passing judgement and sentencing drivers does

not, as seen time and again, prevent future exposures to road accidents. Currently there is little reliable data on fatigue-related road incidents. However, from anecdotal and individual industry reports, we can safely say that fatigue-related crashes are rampant and occur daily. Studies in the US indicate that fatigue is the direct cause of 10 per cent of fatal crashes, and 20-25 per cent of all crashes.

Typically, fatigue-related road crashes are caused by drivers dozing off or falling asleep while driving. These incidents usually occur at high speeds, involve single vehicles and most of the times there are no tyre marks or signs of braking. In most fatigue related accidents, vehicles collide at their full travel speed, with drivers only realising the impact at collision, with no time for evasive or braking manoeuvres. Most sleep related incidents lead to serious rollovers which result in fatalities or severe injuries.

These incidents tend to occur between midnight and six o'clock in the morning.

When we talk about fatigue we need to distinguish between physical and mental fatigue, although the two are not mutually exclusive. Physical fatigue is due to physical work and exertion resulting in the fatigue of the muscles. And physical fatigue can be relieved by simple and adequate rest time. Mental fatigue, which includes the feeling of sleepiness, is caused by the increasing pressure to sleep as the person stays awake. Mental fatigue is also caused by the lack of sleep. Lack of sleep over an extended period of even a few days can lead to an accumulated sleep deficit and can reach a pathological and dangerous level.

Studies have shown that performance and alertness levels fall and deteriorate as a person remains awake over an extended period of time. After staying awake for up to 19 hours the deterioration of performance is the same as that of a person who is legally drunk with a blood alcohol level of 0.05 to 0.08%. While it is a serious offence to drive under the influence of alcohol or drugs, there is no specific provision under Malaysian laws to prohibit from driving a person who is "mentally intoxicated" due to fatigue. Notwithstanding, the industry Code of Practice (COP 2010) has been gazetted under the Occupational Safety and Health Act (1994), and this COP



specifies the maximum limits to work, driving hours and minimum rest hours.

Mental fatigue is not relieved simply by rest alone, and restorative sleep is the only cure. Restorative sleep means quality, single block sleep most preferably obtained during the night. Splintered sleep, especially if taken during the daytime, has very much reduced restorative value.

CAUSES OF FATIGUE

Sleep is regulated by the internal “body clock” or the circadian rhythm which runs on an approximately 24-hour cycle and is normally synchronised with the natural cycle of day and night. The body clock also regulates many other physiological processes and functions of the body including body temperature, hormonal cycles, digestion and many others.

SLEEP FACTORS

A person requires between six to eight hours of restorative sleep to remain healthy in the long term. The process of sleep goes through five cycles which last between 90 to 150 minutes per cycle. The most restorative sleep is the stage 3, 4 and REM (rapid eye movements) sleep stages. The REM stage is associated with dreaming and the length of REM sleep increases with the length of sleep hours. This is why a

single block of sleep, say of six hours is most beneficial compared to splintered day time sleep of two blocks of three hours each.

The time of day when sleep is obtained is important. Daytime sleep is not as restorative as night time sleep because it is usually splintered and light.



HEALTH FACTORS

Personal health and medical conditions are factors which can contribute to fatigue because they may adversely affect a person’s ability to obtain quality sleep. A condition called sleep apnoea is a common cause of fatigue. In this condition the person’s windpipe collapses during sleep leading to breathing difficulties and forces the affected person to wake up repeatedly during sleep. Another condition called narcolepsy, is one in which the person falls asleep during the day at anytime without any apparent reason. Obviously this condition is extremely dangerous if the person is driving. It is recommended that drivers be screened for these medical conditions during the recruitment process.

Personal fitness is important and helps to improve fitness to work and counters the effects of fatigue. Moderate exercise of 30 minutes daily

goes a long way to improve one’s fitness level.

WORK FACTORS

In the past, the management of work-related fatigue has focused largely, if not entirely, on work factors alone. Indeed, for many years the control and limitation of work or “hours of service” has been the sole basis of legislation in many countries. Work factors do indeed contribute to work-related fatigue.

SHIFT WORK PRACTICES

Long and excessive work hours, night work, inappropriate or inflexible start and finish times are among the work factors that contribute to fatigue. Repeated successive long night shifts are particularly hazardous because of the potential to cause accumulated fatigue due to sleep deficit.



ALCOHOL, CAFFEINE AND OTHER DRUGS

Contrary to popular belief, alcohol is actually a sedative and its effects are similar to the effect of fatigue and vice versa. Alcohol use, if combined at the same time with a state of fatigue, is a potentially disastrous mix.

Caffeine, if used strategically and in moderation, is useful in providing effective relief from fatigue, but the effect is only temporary or short lived.

In some countries the hormone melatonin is available “over the counter” and is used to help enhance sleep. However, the long term effects are still not clear and conclusive and its long term use is not recommended.

The use of other sleep or wake enhancing drugs is not recommended because the long term side effects are still not well established.

NAPPING

Power napping can be very effective in relieving fatigue and maintaining alertness levels. However, napping is only effective for mild fatigue and not severe fatigue due to acute lack of sleep or accumulative sleep deficit.

SPECIAL OCCASIONS – DEMANDS DURING THE FASTING MONTH

It is well to note that Muslims, particularly in Malaysia and Indonesia, have religious obligations during the fasting month where there is increased pressure to remain awake to the wee hours of the morning for religious and domestic demands and obligations. It is not uncommon to have drivers having only four hours or less of sleep during these periods. The restriction on intake of food and liquid from sunrise to sunset also impose further strain on the body on top of the lack of sleep, with potentially disastrous consequences. It is therefore useful for fleet operators to give focus in bringing awareness on fatigue concerns during these times.

EFFECTS OF FATIGUE

Loss of alertness

Those who are fatigued due to a lack of sleep are often also very irritable and moody and this may affect their social interaction and relationships at home and work.

As a person continues to stay awake, fatigue accumulates and there is a gradual loss of alertness, leading to slower decision making and reaction times. It is worth to note that at vehicle

speeds of 80 km/hr, a second’s lapse or delay in required action could mean a near-miss or a life threatening collision, a risk which no driver can afford. At the same time memory and judgment quality deteriorates. All these lead to increases risks of errors. Furthermore, the risk of errors increases exponentially as the level of fatigue increases.

Drowsy Driving

Drowsy driving is a major hazard due to fatigue and can lead to drivers falling asleep at the wheel in what is called micro sleep. Micro sleep attacks can last a few seconds, but are long enough to lead to crashes. A large number of truck jack-knives, trailer swings and rollovers are either directly or indirectly attributed to this phenomenon. The best advice to drivers who find themselves repeatedly fighting sleep while driving is for them to stop and call for help and not to attempt to complete the trip or delivery alone because the trip can end up with a permanent and irreversible delay. The only solution for sleepiness due to fatigue is sufficient sleep.

FATIGUE CONTROL

Legal Framework

Driver fatigue related legislation has been traditionally directed at controlling the maximum driving and work hours

or Hours of Service (HOS) and setting the minimum rest hours. Hours of Service rules alone do not adequately address the need for rest and sleep. The provision of rest hours does not necessarily mean the driver will obtain the required sleep. However, recently such legislation, for example in the US and particularly in Australia, has been revised and updated to address the need for sleep in the light of new research findings.

The Hours of Service examples and comparisons are shown in Table 1.

Malaysia

There is no specific legal provision to prohibit a person from driving who is severely fatigued. However, the transport industry code of practice (COP 2010) has been gazetted and commercial fleet operators are required to abide by it. The COP provides specific requirements for maximum driving and work hours and minimum rest hours.

United States

There are specific and extensive Hours of Service (HOS - 2005) regulations aimed at controlling fatigue among commercial vehicle drivers.

Australia

The legal provisions related to driver fatigue (Heavy Vehicle Driver Fatigue Laws 2008), especially for bus and heavy goods vehicle operations, have been very well developed and are very specific and extensive. The provisions make all parties (consignor, consignee, employer, contractor, vehicle operator, scheduler, loading manager, loader and unloader) in the supply chain, responsible for driver fatigue and to take the necessary action to prevent it.

European Union (& UK)

The rules on driver work hours (Rules on Drivers’ Hours and Tachographs 2009 -GV-262-02) also places responsibility on all parties in the supply chain.

HEAVY GOODS VEHICLE DRIVERS - HOURS OF SERVICE						
Item	Criteria	Malaysia		USA	EU (UK)	Australia
		Typical Operator	OCOP COP 2010	49 CFR Parts 395, 396, and 395 (2005)	2009 GV-262-02	"Standing Hour" 2008
1	Maximum Hours on duty during any 24 hour period.	12	12	11.14 ^{hrs}	9	12
2	Maximum total driving hours any 24 hour period.	9	8	11.14 ^{hrs}	9, 10 ^{hrs}	12
3	Maximum period of non-stop driving	4	4	NA	4.5	5.25
4	Minimum rest hours per non-stop driving period.	0.25	0.25	NA	0.75	0.25
5	Maximum weekly (7 days) on duty hours	72	NA	60	56 or 90 ^{hrs}	72
6	Minimum daily rest period between working shifts	10	12	10	11	12
7	Maximum consecutive work days per 7 days.	6	6	7	6	6
8	Rest period (hours) before shift pattern (rotation) change	24	NA	34	45	48

Table 1. Note: Definitions may vary, thus comparisons are approximate only.

In General

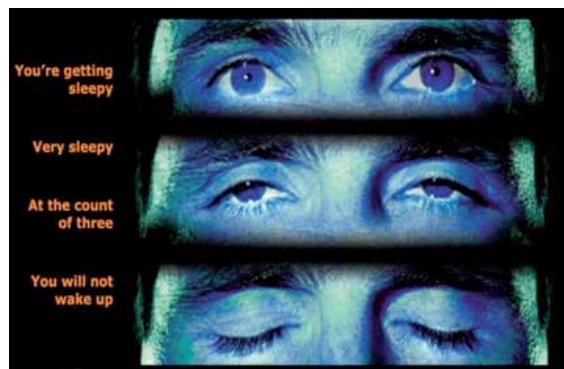
The Hours of Service rules were originally based on the assumption that the control of work hours was sufficient to address fatigue. Furthermore, in many organisations the work hours were drafted simply as an output of labour union negotiations with little if any scientific basis. Fatigue management and control is a lot more than just setting work hour limits. Fortunately, in recent years, in most advanced and developed countries, these HOS rules have mostly been revised and updated to take into account the need for rest and recuperative sleep and the cumulative impact of fatigue in line with the advances in fatigue and sleep research. The implementation of HOS rules entails tracking and logging and analysis of work and rest hours.

COMPREHENSIVE APPROACH TO FATIGUE MANAGEMENT

An effective fatigue management programme requires a systems approach which takes care of all the contributory factors. The University of South Australia Centre for Sleep Research recommends five levels of control.

Providing Sleep Opportunity - Ensure that the work and shift schedules provide adequate rest time and opportunity for sleep and minimise disruption to the body clock or provide adequate opportunity for the body clock to resynchronise. In the aviation industry this can mean very prescriptive operating regulations. Work shift design including – work and rest hours, direction of rotation, length, start and end times - can significantly affect the level of fatigue.

Actual Sleep Obtained - Is the sleep opportunity provided used properly and is sufficient sleep actually obtained? This may require employees to declare their sleep obtained. This requires that workers understand their share of responsibility to manage their rest time appropriately.



Fatigue Related Symptoms - This is the process of looking out or testing for symptoms of fatigue and filtering out workers who report for duty in a state of fatigue. Signs of fatigue include repeated yawning, red eyes, slow reaction and poor mood. Specific psychomotor vigilance tests are also available.

Fatigue Related Errors and Incidents - Examine incidences of fatigue related errors and incidences.

The University of South Australia Centre for Sleep Research has developed a Prior-sleep-wake model (PSWM) that is a useful guide to assessing the risks related to lack of sleep and fatigue. The model states

that the sleep obtained over the previous 48 hours is most important and determines the number of hours a person can safely remain awake during the day. This model appears to be one of the simplest in terms of concept and most useful in terms of practical application and implementation for transport fleet operators.

ROLES AND RESPONSIBILITIES

The responsibility for control and management of the risks associated with fatigue is shared between the employer and the worker or employee. This requires a good understanding and acceptance of the responsibility on the part of the worker or driver.

Driver fatigue is a very unique safety challenge in that its control and resolution crosses or impinges on the boundaries of the rights of the individual to personal privacy and the person's responsibility to the safety of others. The private actions of a driver have a potentially direct and significant impact on the safety of the public and community. It is therefore an extremely important personal and private matter that needs to be handled with care and sensitivity. Drivers need to understand that they have as much, if not much more, to benefit from good fatigue management.

Drivers in general, at least in Malaysia, usually, and understandably, tend to have rather simplistic views of things and may not readily appreciate any imposition which they see as infringements of their personal privacy. As such, fatigue management can be the acid test of the level of maturity of the safety culture of an organisation. An organisation with a truly proactive safety culture and an intrinsically motivated workforce will have fewer problems compared to an organisation with a less mature safety culture.

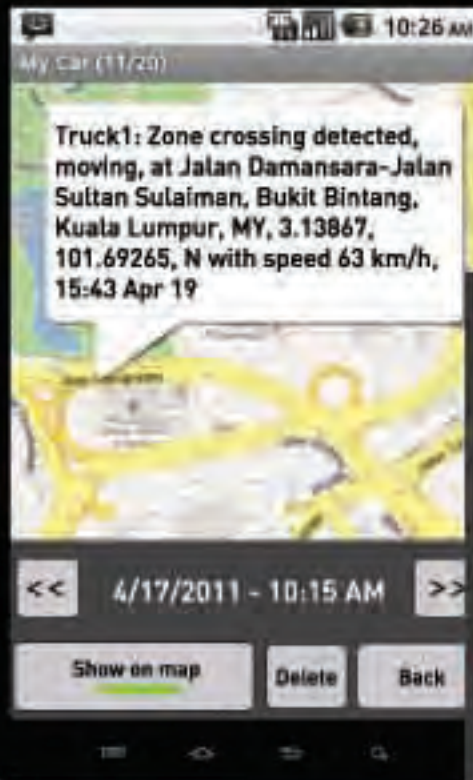
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Teamwork: European Standards at Swedish Motor Assemblies, Malaysia

Trucks are not the only things that are being assembled at the Volvo owned Swedish Motor Assemblies. David Stenström also builds teams that excel and achieve the highest quality standards among all Volvo assembly plants in the region, he tells Asian Trucker.

When Henry Ford introduced the conveyor belt based production he initiated a revolution. However, while this model proved highly effective and cost efficient, it had disadvantages too. Workers did not feel involved with their work, health problems arose and the pressure of the fast paced work left traces. High staff turnover has plagued monotonous assemblies ever since.



Mr. David Stenstion

Volvo Challenges the System

In the 1970s, Volvo challenged this system, seeking better ways to manufacture vehicles. Their plants started to look different. Work environments that would offer relaxation during breaks and self-organising teams were the new mantra. Workers could decide if they were to do the same task the entire day or work on different tasks. Teams would be 15 – 25 members strong. Here in Malaysia, David Stenström is applying similar principles to Swedish Motor Assemblies to drive the business forward.

Swedish Motor Assemblies has a long standing history. It is the first assembly plant in Malaysia, opened in 1966 it was originally owned by Volvo Cars AB. Currently, the plant has a staff strength of 36 (about 10 percent of the total workforce) working on trucks. It is interesting to note that the teams working on the trucks are more mature. In passenger car assembly, more agility is needed, whereas in the truck assembly, the parts are heavier.

Two things need to be considered when applying a CKD based assembly plant: Logistics and quality control.

The Logic of Logistics

First, there is the logistics. A hub in Maastricht packs the required sets for export to Malaysia. Under the current law, each pack for a truck can only contain the exact number of parts needed. No excess or bulk shipping is allowed. This means, that if a truck needs 24 screws of a certain type, only 24 screws per truck are to be shipped. If parts are missing, they need to be flown in, which will impact profitability and delivery times.

CKD operations are used where the volume is relatively low. This forces the operation to be highly focused on quality control. Workers become perfect when they have reached 2000 cycles of the same process. In Sweden, such cycles are completed within a week as there is a higher volume of trucks to be assembled. In Malaysia volume is much lower, hence the cycles take much longer to complete. In addition, Swedish Motor Assemblies produces in batches. The same team will have to switch from assembling Volvo trucks to Renault trucks, each change requiring them to re-think the work steps.

Getting the Right Team

David Stenström is applying the successful principles used in Sweden to the Malaysian plant. According to him, the path to success begins with the employee. The structure is similar to the one in Europe. Teams are smaller though, with 7 – 15 team members. "Getting the size of the teams right is crucial," explains Stenström. "We need to ensure an equal mix of gender, age and religion," he states. According to him, larger teams are more difficult to manage, while a team that is too small doesn't work efficiently as there is too much to do for the individual. Team leaders have weekly training sessions and a daily reporting structure ensures that problems are addressed immediately. When a problem affects the performance of a team, a "problem solving sheet" is developed by the team. This is to be done within 24 hours after a problem occurs. Key for this sheet is the notion of "5 Whys". One is to ask "Why?" five times and one will arrive at the core of the problem. The difficulty in Malaysia, Stenström reflects, is to receive negative feedback.

"Why do teams not perform? Usually, people are not being given the right tools. This can be either tools in the sense of spanners, hammers or such items, or it is soft-skills that they are lacking," Stenström elaborates. In his view, management's task is to ensure that people are being given the right tools to perform. An open door and understanding of the needs of the people working along the production lines is, therefore, crucial. The results speak volumes. The absentee rate is at a record low of 1.7%. Stenström believes that workers need to rest properly to be able to perform at their best. However, people enjoy the work so much that they seldom take leave.



Structure & Communication

The task at hand is nothing new for Stenström, who has been with Volvo since 1995. Having worked in Germany, he is a fan of clear structure and communications, something that the Germans are very good at according to him. When approached by Volvo, he rejected their offers several times before finally joining the company. "When the senior management of Volvo approached me, I knew that I was being seen as very valuable and I took the next step in my career."

Malaysia has long been on the map for Stenström. As a teenager, he wanted to be a professional badminton player. Competitions took him to South-East Asia and he already knew Malaysia from his travels. When asked upon joining Volvo, where he saw himself in a few years time, his answer came naturally: "I want to be the plant manager in Malaysia." His dream came true when Volvo asked him to transfer to Malaysia one day before Christmas last year. Obviously, this time around, it did not take a lot of convincing. Today, Stenström knows every member of the staff in the plant.

Experience Pays

Stenström draws on years of experience. For three years he set KPIs for plants within the Volvo network. Following this, he was the Head of the Manufacturing Engineering organisation in Sweden. Running large plants like this taught Stenström that clear communication is the key to successfully running any business operation.





MAN Truck & Bus Launches World Truck of the Year

Asian Trucker takes a look at the MAN Trucks that were recently launched in Malaysia.

In a glittering ceremony, attended by 250 select invitees, MAN Truck & Bus (M) Sdn Bhd launched the 'World Truck of The Year' MAN TGS. Outside of Europe, the model carries the acronym TGS WW, with TGS reflecting Trucknology Generation 'S' and WW denoting the WorldWide variant.

New New New

New design, new handling, new mobility. The precision of a Swiss watch is now available in the form of a truck. With the new MAN TGS WW, everything runs like clockwork. Above all, your transportation assignments for local transport and building sites will run better than ever. With its weight-optimized design it offers the biggest payload in its class and it's a top performer with regards to transport capacity. Its safety systems guarantee that the load always arrives safely and its favorable running costs ensure that the operator meets its profit target.

"MAN has selected Malaysia as the first country in South-East Asia to launch the CKD versions of the MAN TGS WW," says Michal Luberadski, Managing Director of MAN Truck & Bus (M) Sdn Bhd. "Market intelligence reveals that with Malaysia's economy growing across all sectors, and transportation being especially vibrant, prudent clients greatly value the 'Total Cost of Ownership' benefits derived from the world's best truck engineering in MAN."



He added that the TGS WW offers industry benchmark plus points in ruggedness, load carrying-hauling capacity, seamless adaptability to variable conditions, along with best-in-class levels of comfort and safety.

Impressive Innovation

Eugene Chooi, General Manager of Sales & Marketing at MAN Truck & Bus (M) Sdn Bhd, noted, "The MAN TGS WW 6X4 is now introduced in Malaysia with the TipMatic Gearbox, an innovation that took Europe by storm and drove customers to attest on how efficient the shifting of gears had become.

"The smoother performance through the TipMatic Gearbox generates greater efficiency, particularly in heavy-duty usage, resulting in more fuel economy and less wear and tear as a result of the automated gear shifting without a clutch pedal.

"In comparison to the engine in the TGA WW 6X4 class," Mr Chooi continued, "the engine in the TGS WW produces more power with more economy, generating 30 more horsepower (430hp / 316kW @1500-1900 rpm) and 200 Nm more torque (2100Nm @1000-1400rpm), added Chooi.

MAN Truck & Bus (M) Sdn. Bhd. launched the TGS WW in Malaysia on July 1, 2011 at the Saujana Hotel Kuala Lumpur. Only three months into his new position as Managing Director, Michal Luberadski took to the task and officially launched the new truck in Malaysia.



Blazing Blue Glory

The blue of YonMing Auto Group is hard to overlook on Jalan Kuching; just as one cannot dismiss the story behind the company's founding and expansion. Founder Alex Kau Yong Ming speaks to Asian Trucker about the guiding values behind its three-decade history and its way forward.

At the age of 15, Kluang-born Alex Kau Yong Ming sought out his fortunes in Klang Valley. He started out as a delivery boy for a spare-parts shop and developed a nascent interest in machinery. The bustling business and industrial environs of the 1970s presented him an opportunity to venture out on his own to distribute and market automotive spare parts. Six years after he first set foot in Kuala Lumpur, Alex pooled in a capital of RM6,000 to start his first business.

Humble beginnings indeed, but Alex's ambitions and business acumen fueled the business forward. The company operated out of borrowed premises in its early years and its first office space in 1979 also doubled as a temporary residence. A few years later, Alex's brother was roped in to manage the company. The family was behind him when the 1983 economic recession hit, and eventually, all six siblings became part of the management, and are still active in the company's everyday business today.

Three decades on, Alex leads a staff of almost 400 in 29 branches and subsidiaries, including offices in Singapore, Indonesia, Thailand, and Hong Kong. YonMing positions itself as a one-stop centre for commercial vehicle parts and servicing. Their distributor list includes Wabco's EBS and ABS safety and brake systems for trucks and buses, Phoenix's air springs for trains and busses, Valeo's clutches, electrical parts and wipers, and Sabo's shock absorbers, among others. YonMing has also been appointed the after sales service agent by the fledgling Chinese manufacturer Yuchai for the fleet of RapidKL busses in Malaysia.

"I made some mistakes but I have learnt from them. (YonMing) has shown growth every year and I am very proud and grateful of my family's trust and support," says Alex. He may demure on the success of the company, but one cannot discount the business acumen and hand he had in directing the company's expansion. As he and the company matured, YonMing weathered the last two economic declines in the decade, making prudent investments and adopting standards and technologies ahead of its time.



As Malaysia's industries and ports expanded, Alex followed closely with providing its services close to the trail of transportation and logistics machinery. It started a 24-hour breakdown support service and expanded its network of distribution and sales of OE parts and maintenance services.

Even in its early years, YonMing employed innovative approaches throughout its business practices: conforming to the ISO standards in management since 1997, the use of air conditioning in its premises, and substantial investments in mainframe servers and computerised system to manage stocks and sales.

Like a well-oiled machine, every part needs to play its role, effortlessly and seamlessly, fine-tuned and maintained consistently. YonMing believes in cultivating an environment and culture that emphasises and rewards loyalty and trust, two values that are hard to



come by in this competitive industry.

One of the first impressions one has of its headquarters in Jalan Kuching is the impeccably uniformed and polite staff, and proud declarations on its wall against imitation products. Loyalty and trust, one gathers, are the core principles in the business.

Recruitment and retaining human resources is among some of the industry's main challenges. Alex shares that there are at least four managers who have been with the company since its founding, an admirable claim for an industry with a reputation of high turnover. Nevertheless, it is still a struggle to seek out young talents for the company.

"It's a very hands-on job, most youths are not interested in the business. We are looking to start an automotive academy very soon to increase the talent pool. Internally, we schedule annual product training for maintenance staff. Our administrative and sales personnel undergo training sessions every two weeks. It is very important to us that we are always up to date to technologies."

Outside of its traditional business, YonMing employees have also contributed to a Group-wide initiative to recycle its scrap paper, which saw savings of up to RM60,000 in a year. This has spurred the company to explore other green approaches in conducting its businesses, such as water conservation and oil recycling.

Moving forward, the Group will be investing in a multi-million ringgit property in its future business expansion to provide its complete range of services in a centralised location. Exciting times ahead, and with the support and confidence by its staff, suppliers and customers, YonMing shall propel forward in a blue blaze of glory.

Tough Men & Equipment Needed in Sarawak's Harsh Environment

Melinau Transport explained to Asian Trucker how a different and difficult environment is pushing trucks to the limit in Sarawak, in east Malaysia



A tip-off Sinotruk's Howo 6x4 tipper

Part of the Shin Yang group of companies, Melinau Transport Sdn Bhd, has the advantage of having a substantial customer base at arm's length. However, theirs is not an easy task when the environment is as tough as it is in the jungle of Sarawak.

With the incorporation of Shin Yang less than three decades ago, came the birth of many sister companies. Shin Yang and its group of companies have grown into a conglomerate with diverse business activities from shipping to real estate, plantations and, most importantly for our readers, transportation. Founded by four brothers, the second generation is now taking over the reigns of the company. Asian Trucker met with Alfred Ling Lu Khiing, Director of Melinau Transport Sdn Bhd, in Miri, Sarawak in the Shin Yang Headquarters to talk about the challenges in the transportation sector in east Malaysia and how the company tackles them.

Delivering to the most demanding customers: own sister companies

While the purpose of the company is quite simply summarised as the transportation of materials, comprising of machinery, steel, sand and stones, the task encompasses more than one may think. Melinau Transport owns an assortment of over 1000 trucks, which are mainly prime movers with various applications for trailers and dump trucks. Machinery and steel is being transported inbound for further processing while, the latter are being used to transport sand and stone for the production of cement and road construction, and to move soil on construction sites. It is noteworthy that, despite having a very impressive 1,000 trucks Melinau Transportation, according to Ling, is not even the largest fleet owner in Sarawak.

Given the size of the market and the business opportunities, there is plenty to do in Sarawak. The company was formed to address the needs of Shin Yang's many sister companies. It was also a late-comer as it was only established in 2001. Currently, the company's customers are 90 percent in-house and only 10 percent outsiders that require the support of Melinau. To provide the best possible support, the company has developed their own proprietary tracking and fleet management system. According to Ling, it matches the capabilities of other commercially available systems, but is customised to meet the requirements within the group.

In a different state

Typically, the 10 percent of remaining clients outside the group are other shipping companies that draw on the resources of Melinau. "Here in Sarawak we have, of course, issues to address," says Ling. "Sarawak is different and we have different problems. For some sectors, we may have to compete on price, in other areas we have to address the conditions of the location. We also transport a lot of oil palm

*Jungle ready**Close relationship with staff*

(Seedlings). This is a seasonal business and the task is to ensure enough capacities in the short period of time when it is needed.

Like any other company, Shin Yang is seeking growth. However, their motto is very simple: New customers will only be acquired when internal customers are entirely and totally satisfied.

Human resources are another issue the company has to address. Working in a camp, where the only "luxury" may be a mobile phone, is not for everyone. Working in the remote areas of Sarawak is not for the weak, machine and man alike. It seems that working in Kuala Lumpur may be perceived as more glamorous, and therefore more attractive.

The tough truck will prevail

Ling says, "In an environment as rugged and demanding as this, you need machinery that is even tougher. We have high temperature and humidity here, plus very rough terrain. The roads into camp are not the German Autobahn where you ride along smoothly. This all puts a lot of stress on the material." To compensate for this, Shin Yang has set up workshops and a rigorous maintenance plan. It is unforgiving if a truck breaks down several hours away from the workshop, requiring tow trucks to come from far or maintenance crews to be shuttled back and forth. To protect both, driver and vehicle, the trucks operating in the jungle are fitted with a cage like structure to prevent trees smashing the cabin. Lots of torque is required in the hilly environment of Sarawak.

Recently, the company ordered 100 vehicles from Sinotruk. The first 21 6 x 4 tippers have been in use for a month and according to Ling, "These are up to the task and perform as expected." The Sinotrucks are an alternative to the machines the company already uses. Dependability is a pre-requisite if you are running the trucks for 16 hours a day, seven days a week. Sinotruk has set up an outpost with mechanics to assist with any issues arising.

A tough environment worth protecting

The tough conditions found in this part of Malaysia may deter some, but it is also the base for many companies. Protecting the environment is paramount for companies like Shin Yang. Reforestation programmes are now in place and Ling states: "We are looking forward to moving on to Euro 3 norms." Better aerodynamics help reduce fuel consumption, while active driver training works hand in hand with the notion of sustaining the business.

The company is the family

Alfred Ling Lu Khiing is a Director of the firm and his father is a mentor to him. The environment is described as being one big family.

He entered the business three years ago, aged 20, and is now fully involved in the business. The diversity of the group allows him to constantly grow and learn, not only from the founders, but from other members of the staff as well.

In his free time Alfred Ling Lu Khiing does cycling and generally keeps fit.

"Open communication is a must and in my personal view, this is one of the factors contributing to the rapid growth and success of the group. We still have a lot to do. As a group, we don't stand still, there is always room for improvement. "





ANGKA-TAN MOTOR management team

Bison Light Commercial Vehicles set to Stampede into Malaysia

Introducing a new vehicle brand to Malaysia is fraught with unexpected difficulties, hard work, meeting government requirements, and building new relationships between manufacturer, importer and end user as Asian Trucker discovered when it talked with Angka-Tan Motor the importer of the dynamic new Bison brand.

While a Bison usually appears peaceful, unconcerned, even lazy, it is also strong, can move at high speeds and cover long distances. Angka-Tan Motor Sdn Bhd is poised to do the same as it builds the brand of the light commercial vehicle in Malaysia.

Angka-Tan Motor introduced the Bison trucks to Malaysia a few months ago (see Asian Trucker Issue 5, 2011) and is now prepared to take the market by storm. Being a member of Tan Chong Group, the company can rely on an extensive support network, a fully equipped assembly plant and skilled labour. The company has worked tirelessly establishing the brand in Malaysia and is now ready to put the vehicles on the road. The first contact was made in 2006, at a time when Malaysia was still closed for new franchises. With the fall of this restriction, Angka-Tan Motor did not hesitate and soon started importing the Chinese trucks. Since all the European and Japanese trucks were already well represented in Malaysia, the company went east to seek new products.

While European truck manufacturers may still enjoy a better reputation, more and more local companies recognise the value of trucks made in China. Just the sheer production volume in China allows companies like FOTON to offer high quality vehicles at competitive prices without compromising comfort or safety. Angka-Tan Motor estimates that within the next 10 – 15 years the perception of Chinese trucks will have a reputation on par with their European counterparts.

Iveco and DAF trucks are competing in the premium segment. However, Angka-Tan Motor wanted to offer solutions that are currently not present in the market and have a competitive price. The Bison light commercial vehicles are specifically designed and positioned for the owner-operator, for the small company that handles in-city deliveries. With their 4.8, 5 and 8.3 tonne models, Bison trucks address the needs of this market segment. Through this initial product line-up, Bison trucks will be answering the call of SMEs for small and economical vehicles.

Originally Foton trucks, the vehicles have seen a rebranding for Malaysia. According to Angka- Tan Motor's management, there are two reasons for this. Firstly, Tan Chong Group already has a brand for the spare parts called Bison. Already a reputable and well-known name in the industry, the company is building on the existing reputation and brand equity to extend the product portfolio. The name is also a good one as it is associated with strength and power.

Having the right solution for a growing market is an advantage. However, where there are opportunities there are also challenges. The initial launch of the truck was planned for Q1 2011, but delays in getting the required approvals forced the company to delay its introduction to the market. Eventually, Angka-Tan Motor decided to launch the initial line up to show it to the public. As of June, all approvals have been completed and it is now time to fulfil the orders of buyers that have been patiently waiting. Drawing on over 40 years of experience, Tan Chong Group's assembly plant is now producing up to five vehicles a day and the first 100 trucks will soon be handed to their new owners.

"Quality control is key," says Mr. Ngu Ew Look, Executive Director. One major obstacle is the still prevailing perception of Chinese trucks. While the product itself may be up to the expectations of the buyers, usually, the after sales service is not. Here again, the solution lies within the group. Tan Chong Group has an extensive network of service centres and Res-Q vehicles. Mr. Ngu is confident that they can excel here too, "The service network is ready. We have gathered decades of experience and have taken every step to ensure that the service is second to none."



The task at hand is to sell the vehicles. Here again, Angka-Tan Motor is using a very effective and simple approach: Try and see for yourself. Roadshows are planned, allowing users and buyers to try the vehicles and to get a feel for the quality of the trucks. Being a new (truck) brand in the market, people need to try it first before committing to it. "We are very confident. In China, Foton is the leader, the number 1. Couple that with the excellent service that we have already established and you have a very powerful offer," Mr. Ngu Ew Look explains. Chinese trucks are nothing new to the Malaysian market; hence the management of Angka-Tan Motor is certain that there will be a good response to their new brand of trucks.

The Malaysian-Chinese axis is a very powerful combination. While the required approvals were processed, Foton and Angka-Tan Motor have been streamlining their operation, synchronising themselves. With low volumes being ordered initially, the two companies could slowly start the ordering and shipping. This allowed both parties to identify problems and to address them in the initial phases of their relationship. Now that the processes have been defined and optimised, production and deliveries can be scaled up instantaneously. Over the past months, several visits from each party have taken place, ensuring a perfect understanding of their respective counterpart. A lot of work has been done in the background, showing everyone the peaceful and composed demeanour of the Bison that is poised to gallop ahead when the reigns have been released.

In addition to gearing up for the production of the LCVs, Angka-Tan Motor has also been taking care of other aspects of the operation. Staff has been trained to provide excellent service. Excellent service, as the company understands it, is to offer the right solution to meet the needs of the customer. A fantastic truck will not be satisfactory if it is used in the wrong application or environment. There is a pattern that was identified and it has been translated into the way forward: It is the delivery of service over the life span of the product that is most important, not simply the purchase of the vehicle. Closing the deal is only the beginning of a long relationship with a client. In brief, it is about the right recommendation, not the price.



Initially, the vehicles offered will conform with EURO 2 standards. However, the brand is ready to address the coming standards. Futon already offers EURO 4 and 5 emission compliant engines. In China, the company is in partnership with Daimler AG. As a result, the trucks will be up to the highest standard and quality requirements. With such a line-up, the principal is ready to meet any new legislation in Malaysia instantaneously.

Angka-Tan Motor is working on the introduction of heavy trucks. Prime movers are currently being tested and the launch of this range is slated for September / October 2011. Competition will be other Chinese trucks. Having done their homework, Angka-Tan Motor is certain that the market is big enough for all the players. Brand loyalty may play a role and not everyone may change from their current favourite, but the expectation is that the need for trucks is growing and buyers will give the Chinese trucks a try.

The current vehicle line up deserves a closer look. Though being developed and designed in China, it seems to be perfect for the Malaysian market. The 8.3 tonne model sports a 6-Speed transmission where a 5-Speed is the standard. It offers high torque at low revs and brings a lot of stopping power with its airbrake system. This will be very useful on Malaysian roads where good brakes are vital. . This particular vehicle comes with load sensing proportioning valve for precise brake force distribution according to load, making it highly efficient. Again, this is a very unusual feature for a vehicle in this class. A Turbo charger with intercooler will get the new owner easily off the grid.

For more information please email to : tankp@angkatanmotor.com.my



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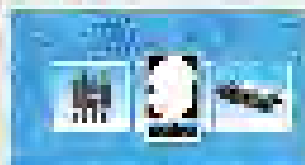
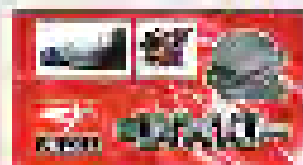
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Scania Celebrates Centenary of the Bus in Thailand

Invited guests to the “100 Years Bus in Thailand” event found a “passport” in their hotel room. It was a license to celebrate a very special occasion for Scania in Thailand: 100 years of Scania bringing buses to Thailand, and Asian Trucker was there to join in the festivities.

The introduction of the first ethanol fueled bus in Thailand marks a very auspicious date for Scania, the Swedish Bus and Truck Manufacturer. On June 15, 2011 the company celebrated its one hundredth year of providing busses to Thailand by hosting the “100 Years Bus in Thailand” extravaganza.

Over 130 guests were invited, some coming from as far as New Zealand, for the celebration. Presentations were given by Scania staff from Sweden to update the audience on the company’s latest developments. The unveiling of four new products was the highlight.

Guests arrived in Bangkok the evening before the event and were greeted by Scania staff who made sure that all arrived safely and were made comfortable in their respective hotels. In the morning, three Scania double-decker busses transferred everyone to the venue. The history of Scania in Thailand was relived through a picture presentation that showed the milestones of the company over the past 100 years in this country. The excitement peaked when the lights were dimmed, and fog and the music rose beckoning everyone to take their seats.

James Armstrong, Managing Director of Scania South East Asia, welcomed the guests in his opening speech. Quickly, Scania satisfied the curiosity of its guests by unveiling their latest products. Enthusiastic customers did not hold back and immediately rushed to the busses to inspect the interior and have a first look at the technical specifications.

*Scania meets Tron*

After lunch, Jonas Strömberg, Director, Sustainable Solutions, Scania CV AB, gave a detailed presentation about ethanol technology. Scania is currently running a practical test with the first ethanol powered bus in Thailand's capital. Scania is confident that the market will accept this new technology as the market has always been very open to innovations. Currently only gas powered trucks are allowed into the city centre. The notion of using ethanol is to help meet the rising demand for energy in the country.

"Clearly, my stints in Brazil and Malaysia are the highlight of my 43-year career with Scania," said Hans Bergman, Scania Senior Technical Manager. "The recent orders for 1100 busses for Singapore and 350 for Malaysia are two events that I will always remember. To finish my career here in Thailand at the '100 Years Bus in Thailand' event is a wonderful finish to the amazing time I have had in Scania."

"Sombat Tour aims to be a leader, this (the long bus) is an innovation that will help us be at the forefront," stated Tawesak Tantalea, Manager, Sombat Tours. "We are an innovator, previously we used double-deckers, but stability is a concern for us as the roads in Thailand are not always very good. The Scania Long Bus solves this issue."

Johan Ekberg, Pre-Sales Manager, noted: "Dependability and high uptime are key issues for bus owners and operators. The fact that we have been in Thailand for so long proves that Scania delivers on that promise. Today's event is a milestone that shows our commitment to Thailand and the region in general."

*Scania staff from the region with clients**Bus loads of smiles*

Scania Long Bus

At 15 meters, clearly the Scania Long Bus is a masterpiece of engineering. Based on a 6x2-three axle bus, it comes with a centre driven axle and steering tag axle. This allows for a tight turning radius of this vehicle. The engine is a Scania DC12 06 Euro 3 with 420 HP at 1,900 r/min. Among the features are a speed limiter, instrument cluster with trip computer and cruise control.

Scania Ethanol Bus

The centre-piece of this truck is the engine. It is a 5-cylinder-in-line with 270 HP, running on ethanol fuel. Coming complete with a PDE injection system EMS, this engine complies with ERO 5 EEV. The bus unveiled at the event is the one that will be tested on Bangkok's roads.



Double Deck City Bus

Where space is valuable and scarce, a double-decker bus is the ultimate answer to the utilisation of resources. Not only can you transport more people, but you also need less parking space. Electronic level control, anti-roll bars and plenty of shock absorbers give your passengers a smooth ride in style. The 400 litre tanks give the range you need, while the torque of 1,550 Nm at 1,100 – 1,350 r/min allows a quick get away from the traffic light. A special feature of this vehicle is full double deck city bus passenger capacity in a standard longitudinal engine chassis layout. This does away with the usual transverse engine setup with complicated and expensive angle-drive drivetrain arrangements.

Scania Touring

This Scania bus is a complete package offered by Scania, inclusive of the interior and body. This bus is designed with the user in mind; there are no obstructions to the driver’s view, the driving position is perfect and the design follows the function of each component. Complete with Scania Retarder, ABS and adjustable steering column, this bus is based on a 4x2 rear axle driven platform. The engine is a DC13 05 EGR EURO 5, 6-Cylinder in-line with turbocharger and XPI injection system EMS.



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www.sinotruk.com.my

A man with short hair, smiling, wearing a white dress shirt and a yellow patterned tie. He is standing in front of a blue wall with the word "VOLVO" in large white letters. Below the wall is a wooden slatted railing.

VOLVO

**Volvo Singapore –
New GM,
New Team,
New multi-brand
dealership**

Mark Gabel is at a crossroads with Volvo as he is responsible for the successful opening of Volvo's first multi-brand dealership in Singapore. The country may be small, but the competition packs a punch.

"This is a task made for me," says Mark Gabel, newly appointed MD for Volvo Singapore. While he is new to Volvo, he brings with him a wealth of experience in running dealerships and automotive distribution. His last assignment saw him working in Mongolia where he was a Vice President of an automotive company, supplying parts for several car brands. Prior to that, he was with Mercedes Benz for several years, setting up dealerships in Asia. Eleven years doing that have taught him what it takes to enter new markets and to make them successful.

First Multi-Brand Dealership

His work started the day he joined Volvo Singapore. The location for the new dealership had already been selected, but nothing else was in place. This meant that the recruitment of staff was the first major task at hand. Currently, the new entity has 32 staff with a total of 41 approved. Drawing on support from Regional headquarters, certain functions will be provided, giving Mark Gabel the space needed to develop the market. This is the first multi-brand dealership for Volvo in Asia. The closest place where one can find a similar set-up is Australia. The brands represented will be Volvo, Renault and UD.

According to Mark Gabel, it is: "The team, the service offer and the product in combination that will make or break a brand in a new market." He was delighted when he was appointed as GM for Volvo Singapore as this is a rare opportunity to set up a business from scratch in such a developed & competitive market. Having worked in Sales and After Sales, he believes to be competitive it is not just about the price tag. Relationships play a major role. A UD specialist is already on board offering expert knowledge when it comes to the sales and service of this range. The idea is to provide the best possible solution for the client. "It is all about the brand experience, to serve our customers in the best possible manner," he states.

An Experienced Team

Mark Gabel has a lot of confidence in his team. His colleagues bring over 30 years of experience in sales to the table. Even before the opening of the multi-brand dealership the first orders have already been secured. Nine Volvo trucks, three with I-Shift gearboxes, have already been ordered by clients. All these are being sold in conjunction with after sales service agreements, something that is crucial in Mark's view. All nine trucks are FM Models.

While the initial challenge was staffing, now the shift of focus is towards building customer trust & confidence in our products and services. Mark Gabel's assessment is that the Singapore market is a very competitive one. All the Japanese brands are present, so are the Europeans. However, with the brands & customer focus the company represents, Mark Gabel is confident that we will become No 1 in terms of customer satisfaction. Volvo & UD are positioned as a premium brand. While price may be an important criteria, the trust in a brand is very important too.

A Well-Rounded Range

Together with the other brands, the product offer will be a well rounded one. With the UD brand, the medium & heavy duty range will be covered, starting from 11 tonnes. Renault will be offering mainly special vehicles, for example for the military and fire fighting. Volvo's vehicles will be topping the range with heavy vehicles. The largest truck offered will be the FH 16, which can have a 250 tonne gross conjunction weight. Being part of the legal entity Volvo East Asia, the company has access to Volvo Penta, Volvo Bus, Volvo Parts, Volvo Finance, Treasury & Volvo Construction. Cross selling and offering a complete solution package will be easy, given these pre-conditions.

Having lived in Asia for over 9 years, Mark Gabel is fully Asianised. He has been married to a Singaporean wife for three and a half years now. They both share a passion for Sweden as she works for a Swedish industrial company. Asian Trucker learned it is not another truck manufacturer.

Currently handling sales and parts, the dealership will see its soft opening on 15 August 2011, when it will become fully operational. The grand opening is scheduled for the 24 October. The significance of this event is obvious as the board of directors of Volvo Group – Trucks Asia will be attending this event.

No truck is complete without a trailer to be pulled. As the truck and trailer form a unit, the trailer will have an impact on the performance. Plastics may be the answer to the search for better trailers.

It has been almost 20 years since the trailer industry was introduced to designs that revolutionised the hauling of bulk products. A pioneer in this field, Jim Wink delivered one of the first half round aluminium end dumps to the market over 20 years ago. This unique design brought change to the way trailers were built. The weight-saving design gave every end user a financial advantage by increasing their revenue for the same effort and cost.

Reduce Trailer Repair Costs in a

Wink's new plastic aluminium composite design can save truck owners time and money when it comes to repairing trailers.

Wink



Continuous improvement of design leading to record savings in material used

Two decades later, The Wink Trailer Corporation is excited to introduce the newest, most efficient plastic and aluminium composite design ever built. This patent-pending design has once again taken approximately 1,000 to 4,000 additional pounds out of the empty weight by eliminating the need for side and floor sheets by replacing them with UHMW plastic. Traditionally, these walls and floors are made of aluminium. UHMW plastic is a proven product that is used as a liner in most aluminium trailers. UHMW will reduce sticking and wear, while adding some impact protection.

Clever initial design reduces cost for repairs

The Wink design eliminates the need to support the plastic with a solid aluminium sheet by using innovative shapes for support. The Wink design allows extremely easy repairs by reducing the replacement cost of aluminium sheets, saving up to 50 percent or more in material cost. Traditional designs require that the sheets be cut off and replaced in most tip overs, with the estimated hours to remove and replace the sheets to be between 40 to 60 hours per side. With the Wink design there are no sheets to be cut off and welded back. The circumferential supports can be cut off and replaced in sections, reducing the labour by 40 to 50 hours per tip over. The Wink design can save days of down time with a one piece plastic sheet that makes replacing the worn out floor or section much quicker compared to conventional designs. The estimated cost to replace the entire UHMW liner in the Wink design would be about the same cost or less to replace a floor section in a traditional aluminium sheet design.



Why insurances love plastic based trailers

Another benefit of the Wink design is reduced insurance cost. As a fleet owner, one of your biggest costs is insurance. The Wink design can help prevent the Current Market Values (CMV) from totalling out the trailer. Unlike traditional designs, the CMV often determines whether or not your used trailer is worth fixing. This design will reduce the cost of repairs in a tip over to the point that it will be hard to have a trailer that is not worth the effort and cost to repair it. Wink estimates that the repair cost to replace a section of the top rail, side supports, draft arms, hoist and tarp should be between \$10,000 to \$12,000 in most cases, compared to traditional trailer tip over repairs, estimated to be between \$16,000 to \$25,000.



For more information:
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 Fax: (812) 649-2776
 Email: jimmyw@winktrailercorp.com
 www.winktrailercorp.com



From logistics and shipping, to productivity and office procedures, technology has saturated every aspect of the business world. Even now, organisations with vehicle fleets have an additional tool at their fingertips to gain further benefits from this technological revolution. In a day and age where there is an increased access to the global positioning system (GPS), organisations have been given a way to directly monitor and manage their most important assets – their vehicle fleets, the cargo they are carrying and people. While the GPS provides the latitude/longitude information of the mobile asset at a given time, this information can be transmitted to any place using the GSM link. Mr Markku Ranin, Country Manager, TramiGO, details the importance of keeping track.

Keeping tabs on your business

Gaining Control

In the past, fleet owners had no idea what went on outside their office when their employees drove off the premises. Organisations had no clear or accurate way to measure job performance and accountability. There was no way to verify a driver's location at any given time or ensure that employees only used vehicles for authorised uses or if they were involved in "sideline" businesses.

If any of your staff members has delays in product delivery or in serving customers, then, with the vehicle tracking system, you can keep a regular check on their performance. With the advances in technology and with GSM integration, fleet owners can even simply check in on their assets via a text message.





Tackling Issues of Running a Fleet

Lack of control over mobile assets creates many financial burdens. Speeding uses more fuel than maintaining lower speeds. Excessive idling also adds tremendously to the cost of doing business. When drivers use their vehicles as climate control, it costs businesses money. Inefficient use of fuel can increase the costs to your business and hit you where it hurts – right on the bottom line.

Inefficient dispatching can also lead to considerable cost leakage. Without knowing the real location of every vehicle, dispatchers may not have the information to send the closest vehicle to a job site or provide direct routing information. Placing excessive phone calls to drivers to gain location and job status also adds to wasted time and cost.

In addition, driver behaviour has grown to become an issue to fleet owners. Unsafe and aggressive driving techniques, as we see on the roads nowadays, are not only dangerous but cost fleet owners money. By highlighting risky driving behaviour, vehicle tracking allows fleet owners to identify, and correct, unsafe driving practices.

Perhaps the biggest threat to a fleet owner is vehicle theft. It often takes weeks or months to recover lost vehicles and most are returned with significant damage. In addition, any equipment and tools on board the vehicle are usually lost. Quick retrieval of a vehicle greatly increases the chance of reducing damage caused by thieves. Providing protection against fleet theft activities through the tracking and even the ability to immobilise the vehicle, fleet owners can have peace of mind in the midst of escalating concerns within the region.

Putting You in the Passenger Seat

Would your employees change their unproductive and inefficient work habits if you were to sit next to them through their day?

As a fleet owner, driver accountability is crucial. GPS tracks vehicles 24x7, which means that you have the ability to investigate, analyze, prove or disprove suspect driver behaviour. Essentially, GPS tracking gives fleet owners the ability to “ride along” with their employees without leaving the office. When employees know that their driving habits are observed, they are more willing to conform with cost-effective driving policies and increase productivity.

Conclusions

GPS tracking has initiated a complete paradigm shift in the way fleet owners manage their business. GPS fleet tracking technology is not the wave of the future – it is already here and being used effectively by organisations looking to increase revenues while decreasing costs. The benefits and uses of GPS tracking filter throughout an entire organisation, to all employees from dispatching, to customer service and accounting. By not installing a reputable GPS tracking system, owners are allowing their vehicles, employees and businesses to face unneeded risk.

Initially used by soldiers, vehicle tracking is the technology that is now readily leveraged to ensure huge benefits in your business as well as to provide due security to your valuable assets.



About Tramigo

Originating in Finland in 2002, Tramigo has since become one of the best selling GPS/GSM trackers globally. Considered the world’s first truly plug and play portable GPS tracking device available for GSM markets in more than 220 countries and areas, Tramigo’s reliable, cost effective and accurate solutions are easy to use with any mobile phone to manage your vehicle – without any requirement of a special handset, web site, customer help desk, or 3rd party service.

Since entering the Malaysian market in 2004, Tramigo has built a glowing reputation of its systems based on its Tramigo Landmark Directory Data (TLD) technology and its ability to track assets across borders through GSM networks. Plans are underway to have Tramigo’s products made in Malaysia in 2011.



Lubricating it!

This is a story of a man who, against all odds, prospered by hard work and determination. Ole Bardahl was a Norwegian immigrant who arrived in the United States in 1922 with a total of \$32.00 in his pocket. When he arrived in Seattle, he was a complete stranger and couldn't speak a word of English.

In 1939, sales amounted to a mere \$188 and WWII kept growth to a minimum due to wartime shortages. By 1947, Ole Bardahl's oil product was an established top seller. Bardahl saw sales rise to \$200,000 and by 1952, Bardahl sales were ranked third among its competitors. Soon after, the results of an effective television advertising campaign established Bardahl as the top seller in the United States.

Bardahl lubricants and oils are being used as OEM material by Sinotruk, which is having its assembly plant in Klang. Sinotruk uses oils that are specially formulated for the local climatic conditions to ensure the best performance and protection of their trucks. Bardahl products are available in Malaysia through Cycar Sdn Bhd.

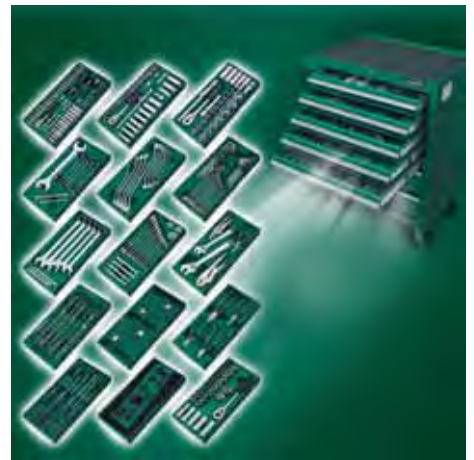
Tooling with it!

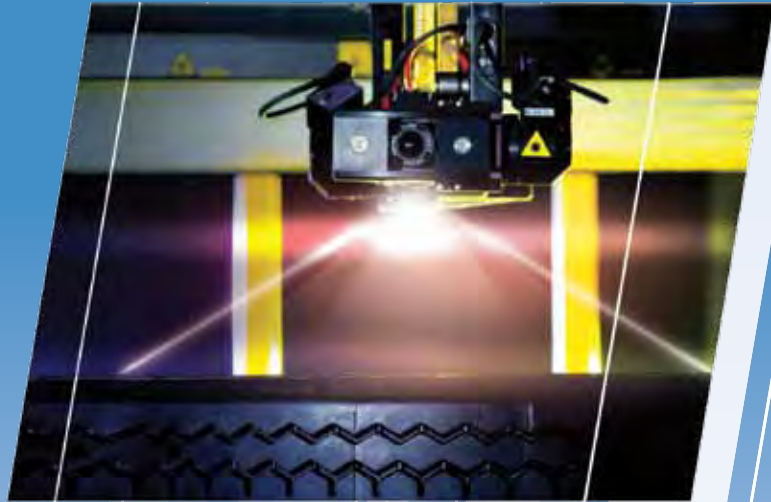
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Headquarters at Sparks (North of Baltimore), Maryland USA, Apex Tool Group operates in more than 30 countries around the world, employees total 7,600 with annual revenues at approximately USD1.2billion.

SATA tools are being used by Isuzu and MAN in Malaysia and are available from PNT Marketing:

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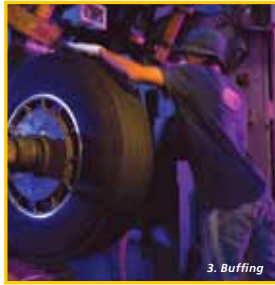
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For more information please contact

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6. Cushion Gum



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8. Double Enveloping



9. Curing





Safety First – says Mr. Abdul Malek at Fuelwatch Competition

Name: Abdul Malek Abdul Bakar

Age: 46

Years of experience as a truck driver: 27 years

Years with Misc Integrated Logistics Sdn Bhd: 27

Based in: Kertih

AT: What is your delivery route?

A: To and fro from the the ports and warehouses in Kertih and Kelantan.

AT: What is most important for a truck driver on the road?

A: It's always about safety. Sure, costs are rising, and the service one provides is to make a delivery, on a scheduled time, but all things considered, it's never a competition.

It is very stressful to be on the road. The bulk and the presence of a truck can be intimidating to other vehicles, but we are always mindful about our attitudes to others. Patience is always key.

The next is the truck. One has to be gentle with the truck, it is a machine, but it doesn't mean it should be handled roughly. If you treat it right, it will serve you well.

AT: It's fascinating how truckers always find such camaraderie when they get together.

A: Of course! We are always on the road. Although we have fellow colleagues in the company fleet, when there is an emergency it is our fellow truckers on the road who will come to our aid. When we get together, we become friends almost immediately.

AT: Is it true that the industry is facing a lack of young truckers?

A: Yes. Practically speaking, a young graduate can be in the working force after spending three years obtaining a diploma. It takes much longer to qualify and to get a job with a trucking company. There are also other costs in obtaining license.

Keselamatan Diutamakan – kata En. Abdul Malek di Pertandingan Menjimatkan Minyak

Nama: Abdul Malek Abdul Bakar

Usia: 46 tahun

Pengalaman sebagai pemandu trak: 27 tahun

Tahun bekerja dengan Misc Integrated Logistics Sdn Bhd: 27 tahun

Berpangkalan di: Kertih

AT: Di manakah laluan penghantaran anda?

A: TPergi balik dari pelabuhan ke gudang di Kertih dan Kelantan.

AT: Apa yang paling penting bagi pemandu trak di jalan raya?

A: Semuanya tentang keselamatan. Memanglah kos semakin meningkat dan perkhidmatan yang diberikan oleh seorang pemandu itu adalah membuat penghantaran dalam masa yang dijadualkan. Namun apabila mengambil kira segala-galanya, ia bukanlah satu pertandingan.

Berada di jalan raya amat menekankan. Saiz trak yang besar dan kehadirannya di jalan menakutkan kenderaan lain, tapi kami sentiasa menjaga sikap kami terhadap orang lain. Kesabaran adalah kunci segala-galanya.

Kedua, trak itu sendiri. Kita kena berlemah lembut dengan trak itu. Memang ia cuma jentera, tapi itu tak bermakna ia perlu ditangani dengan kasar. Jika anda menggunakannya dengan betul, ia akan memberi khidmat terbaik untuk anda.

AT: Ia sesuatu yang mengagumkan bila para pemandu trak sentiasa ada semangat keakraban bila mereka bertemu.

A: Tentulah! Kami sentiasa berada di jalan raya. Walaupun kami ada rakan sekerja dalam armada syarikat, bila berlaku kecemasan, para pemandu trak lain di jalan raya yang akan datang membantu kami. Bila kami berjumpa, kami akan terus menjadi kawan.

AT: Betulkah bahawa industri ini kini menghadapi kekurangan pemandu trak muda?

A: Ya. Secara praktikal, mahasiswa muda boleh menyertai dunia pekerjaan selepas menghabiskan masa selama tiga tahun untuk mendapatkan diploma. Untuk bekerja dengan syarikat pengangkutan trak, kelayakannya mengambil masa yang lebih lama. Bagi mendapatkan lesen pula, banyak kos lain yang perlu dijelaskan. force after spending three years obtaining a diploma. It takes much longer to qualify and to get a job with a trucking company. There are also other costs in obtaining license.



En. Abdul Malek



Volvo launches Overhaul Room



In the afternoon of the 5th May, 2011, Volvo launched its recently completed Overhaul Room. A good crowd gathered to witness the official launch of this new service. Immediately operational, the Overhaul Room offers fleet owners a new way to improve their bottom line by rejuvenating truck engines. Naturally, engines that run more efficiently have less of an environmental impact.

Over time, residue builds up in engines and gear-boxes, affecting the truck's overall performance. Such residue impedes the smooth flow of coolants and lubricants and lowers the engine output.

In today's trucks, hydraulic systems operate the gearbox. If a gearbox fails to engage properly, performance drops and can result in breakdowns while creating additional costs and lost profits.

In the Overhaul Room, engines and gearboxes are dismantled and refreshed by removing residue from all parts. The result is a cleaner engine and gearbox that will give you peace of mind. Volvo's Overhaul Room is specially designed to ensure a dust-free environment, which ensures quality, cleanliness and longevity of the rebuilt engine.

A reconditioned engine gives these benefits:

- Clean parts work better together: The engine's performance is restored, providing the drive you have known from the day you bought your truck.
- A clean engine gives peace of mind: Having checked all parts, those that need replacing will be replaced, thus reducing the risk of breakdowns.
- Downtime will be reduced: An overhauled engine needs less attention during the next regular service interval. This improves your uptime significantly.
- Fuel economy is improved: an engine free of residue runs more fuel efficiently, thus positively contributing to your profitability.
- The environment gets a breather as the truck uses less fuel and waste is reduced. A well maintained engine needs fewer spare parts, which also reduces its environmental impact.





ICLC 2012

International Cargo & Logistics Conference 2012

Transcend Economic Growth Through Integration & Collaboration

10th, 11th & 12th April 2012
Kuala Lumpur, Malaysia

Conference, Masterclass & Exhibition

KEY BENEFITS

- Exploring the potential of International Logistic Hubs
- Overcoming the issue of Cargo Capacity and Market Demand
- Researching into ways of Reducing Cost and sustaining Competitive Pricing
- Analysing the prospect of the Shipping, Airline and Logistic industry
- Grasping the strategies of effective Crisis Management
- Examining methods to enhance Container and Intermodal Facilities
- Understanding the key factors of successful Supply Chain Management
- Learning the skills of competent Warehouse Management
- Discovering technologies to improve Service Efficiency & Quality
- Understanding the benefits of Environmental Initiatives

Conference Date: 10th & 11th April 2012
Exhibition Date : 10th & 11th April 2012
Masterclass Date: 12th April 2012



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