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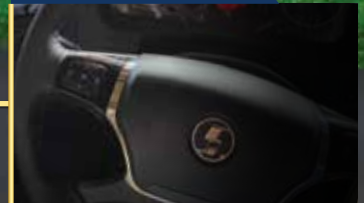


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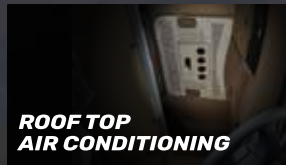
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**Rear Axle**  
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**Chassis**  
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**Rear Axle**  
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## Volvo Dynamic Steering

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The *Stability Assist* helps the drivers to keep control of the vehicle when the truck starts to skid. Set your preferred steering wheel settings and enjoy the freedom of controlling your steering remotely for a relaxed driving experience.



## 1. Prevent blind spot accidents

When the turn signal is activated, our *Lane Changing Support* uses radar technology to scan the blind spot on your passenger side for other road users. You will be alerted with a buzzer and a flashing icon next to the passenger mirror if it's not safe to change lanes.



## 2. Alert drivers

Our *Driver Alert Support* is an intelligent system that monitors driving behaviour and detects driving characteristics of drowsy or inattentive drivers. If it differs from normal and indicates tiredness, you will be alerted by a signal and a message in the display, advising you to take a break.

## 3. Track lanes

Drifting out of lane is a common cause of serious accidents. Our *Lane Keeping Support system* tracks road markings with a camera, and alerts you if you unintentionally cross them. This way, you will never go over the driving lane again.

With *Lane Keeping Assist*, the truck will alert the driver and automatically make necessary correction if the truck continues to deviate from the driving lane and there is no reaction from driver.

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stefan@asiantrucker.com

On another note, please meet three new industry leaders that have just taken up their new posts here in Malaysia. Hap Seng, Scania and Volvo welcome new "bosses" to their operations. I am excited to see what flavours they are going to bring from their previous assignments to be injected into the local market. Recently, there has been a lot of movement in the trucking community. Perhaps we should have a separate page here about these movements? Please let me know your thoughts about that, ya?

I have made an observation. Not sure if it is a trend, but a few of the company leaders I have met recently told me that they have integrated forwards in order to improve their own service. In business studies one would learn that it is wise to focus on one thing and everything that is not part of that offering should be outsourced to people that make that particular offer their focus. However, I hear that some companies have done exactly that and have not had the results they were hoping for. As a result, they have added onto their initial offering, concretely, trucks to move their goods. Workshops where trucks are being overhauled and fixed are another area which companies have a choice to use third parties, which are supposed to offer better solutions than in-house operations. Some transporters have also told me that they prefer to have everything under one roof. There is one transporter that now even operates a petrol station....



## Of Horses and Power

I learn a bit every day. And on some days, I learn a lot. One of these days were I learned a lot was when I was going to get the details on a truck that was specially constructed to move horses. You may think that such a truck is just like any other truck: cab in front, box in the back. It could not be any further from the truth. As I probed and prodded, the people behind this amazing vehicle kept piling on the details.

Horses like to travel facing against the traffic. They also like to be squuuueeeezed. More space per horse isn't the issue. Why you may ask. Try standing in a bus with your hands in the pockets and you will know how a horse feels when it is being moved. Unlike many other items, horses don't travel in multiples of two when being sent on a plane. They are typically three to a shipment. A horse trailer should therefore be accommodating three, six, nine or twelve horses. And then there are ventilators, beams that allow for air circulation while keeping the rain out... Who would have thought that moving horses is such a delicate and intricate affair?

And just like that, I have learned a lot more in the process of putting the first issue of Asian Trucker for this year together. The blue light that is being emitted from your phone is keeping you from falling asleep. While this may be something you want to avoid at home, in a truck it can help to keep drivers alert (Warning: this is not to replace fatigue management!). Did you also know that

And speaking about learning in general, what better time than now to train or coach your staff. I admit that it is bad for business to lock down a country and to reduce economic activity. However, if there is a twenty percent decrease in business, that is a day a week where one could overhaul the business, look at new approaches and to get staff ready for what is next. I am confident, by the way, that what we may call new normal will be very much like the old normal in terms of demand from consumers. And with that, the demand on the transport industry will bounce back to what it used to be before this particular virus ruined all the fun for a year for many of us.

Stay safe, drive safe!

Stefan Pertz  
Editor, Asian Trucker Malaysia

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Cevat Kont – Director – is based in Rotterdam and speaks, English, Dutch, Turkish, German & French – [cevat@truck-refrigeration.com](mailto:cevat@truck-refrigeration.com)

Paul McMahon – Director – is based in Scotland and speaks English (quite well for a Scottish guy) & Spanish – [paul@truck-refrigeration.com](mailto:paul@truck-refrigeration.com)

We normally prefer customers to visit the warehouse to inspect units before buying – especially for the first deal – but under the current circumstances we can send photos and videos of any units of interest – but you are of course welcome to visit subject to Covid 19 protocols





# Tony O'Connell Takes the Helm at Volvo Trucks Malaysia

*Tony O'Connell assumes this role taking on the baton from Mitch Peden, who last served as MD of Volvo Trucks Malaysia from 2018 - 2020.*

Volvo Trucks is pleased to announce the appointment of Tony O'Connell, previously Vice President Sales for Volvo Trucks in Australia, as its new Managing Director for Volvo Trucks Malaysia.

O'Connell will be entrusted to manage the entire business operations for Volvo Trucks in both Peninsular and East Malaysia. The new appointment from the 1st of February 2021 marks the beginning of a new chapter after a challenging year for the company and the industry caused by the global pandemic. O'Connell will inherit and continue to lead the dedicated and competent Volvo Trucks team in the region to further cement its position as the market leader in providing excellent products with unparalleled quality and services in the premium commercial vehicle sector.

O'Connell joined the Volvo Group in 2005 and has held several stints in project management and business development. He took on the role as VP Aftersales and Services for Volvo Trucks, Mack and UD in Australia from 2012-2018. Since 2018, O'Connell assumed the position of VP Sales for Volvo Trucks in Australia. Building on his competent and successful track record, having hands on managed the commercial vehicle business from diverse perspectives, O'Connell will bring unprecedented value to the table and empower trusted leadership at Volvo Trucks Malaysia. O'Connell holds an MBA from the University of Southern Queensland.

Senior Vice President Volvo Trucks International Lindstrom Per-Erik, mentioned, "O'Connell brings a wealth of experience in the products

and services of the commercial vehicle industry. His leadership skills and expertise will help drive the growth of Volvo Trucks in the region and take the customer experience to the next level."

O'Connell commenting on his new role, "I am thrilled to join the Volvo Trucks Malaysia team and look forward to working with the local team to build on our strengths and also elevate our customers and partners to achieve greater levels of success together."

Volvo Trucks first entered the Malaysian market in 1969 under the flag of Federal Auto Industrial Sdn Bhd and a year after the Swedish Motor Assemblies plant had begun operations in the country. For the past five decades, Volvo Trucks expanded its footprint through the launching of new truck models, and opening of more dealerships across Malaysia, thus, gaining more new segments of customers and introduction of many key aftermarket services and activities to meet the needs of its growing customer base. Currently, the company offers heavy duty trucks under the Volvo umbrella; mainly made up of Volvo FM, Volvo FMX and the Volvo FH in various specifications. **T**



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## TRATON GROUP to Expand Presence in China

The TRATON GROUP plans to further expand its presence in China, the world’s largest commercial-vehicle market. As the next step in this effort, Scania is making investments in its own new commercial-vehicle production site in Rugao, a city in Jiangsu province that is located about 150 kilometers northwest of Shanghai. Series production is scheduled to start at the beginning of 2022. Scania’s substantial investments in China over time will also include local research and development.

“The TRATON GROUP intends to be a global champion in all key markets. The construction of a Scania plant in China will move the entire Group one step closer to reaching this goal,” said Matthias Gründler, CEO of the TRATON GROUP. China is the world’s largest single market for commercial vehicles and generates about 40 percent of global sales. The market is dominated by national manufacturers. But demand for modern vehicles equipped with advanced technology is rising, the result of growing needs for efficient logistics and sustainable transports. “The technological demands being placed on commercial vehicles are growing around the world and are increasingly converging in international markets,” Gründler said. “This trend is creating new opportunities for our brands and their state-of-the-art products.”

Henrik Henriksson, the President and CEO of Scania, added “Increasing the presence in the Chinese market is crucial for Scania and the TRATON GROUP’s global growth.” The new location in Rugao will be expanded step by step and will become a fully-fledged unit in Scania’s global production and supplier structure. “The goal is not only to make China our third industrial leg but also to create a regional center for sales to other Asian markets,” Henriksson said. Scania is aiming for sales in China at the end of the 2020s of at least the same volume as that of Scania’s currently single largest market, Brazil. The development of Scania’s own production and sales operation in China is an outgrowth of the company’s acquisition of the Nantong Gaokai Auto Manufacturing Ltd a Chinese company that meets the necessary local license requirements. The acquisition is creating new opportunities for the TRATON GROUP’s brands in the important Chinese market.

MAN Truck & Bus has maintained a strategic partnership with Sinotruk, one of the largest manufacturers of commercial vehicles on the Chinese market, since 2009. MAN also holds a stake of 25 percent plus one share in Sinotruk, an investment that enables MAN to participate in the Chinese market. In addition to the collaboration with Sinotruk in the volume segment, TRATON serves

the small, yet growing market of premium trucks through the export of MAN vehicles to China.

Despite the market slump caused by the COVID-19 pandemic, the TRATON GROUP ended fiscal year 2020 with a preliminary adjusted operating result of EUR135 million (previous year: EUR 1 871 million) and recorded an improved order situation in the second half of the year. The preliminary adjusted operating return on sales for 2020 was therefore at the top end of the corridor forecast at the end of October 2020 (between –1 percent and 1 percent). At approximately EUR650 million, the preliminary net cash flow in the Industrial Business segment was considerably better than expected.

In each of the six months of the second half of the year, the Group’s incoming orders were above the respective prior-year month, resulting in a 21 percent year-on-year increase in incoming orders in the second half of the year. For the year as a whole, incoming orders were only 5 percent lower than in the previous year, at 216 300 orders received. The decline in unit sales also slowed significantly in the second half of 2020. While unit sales were down 5 percent in the period from July to December 2020, the number of MAN, Scania, and Volkswagen Caminhões e Ônibus (VWCO) brand vehicles sold in the year as a whole declined by 21 percent to 190,200. The TRATON GROUP’s preliminary sales revenue amounted to EUR22.6 billion (previous year: EUR26.9 billion), a year-on-year decline of 16 percent. **F**

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## Volvo Trucks Malaysia To Handover 31 Units Of Volvo FM Heavy Duty Trucks to Konsortium PD Sdn Bhd

*Volvo Trucks Malaysia recently handed over 10 brand new Volvo trucks to Konsortium PD Sdn Bhd in an official ceremony hosted at Konsortium PD Sdn Bhd’s HQ in Lukut, Port Dickson.*

The entire delivery order consisted of a total of 31 units Volvo FM370 and 440 heavy duty trucks to be delivered to Konsortium PD Sdn Bhd in stages from 2020 to 2021. The senior leadership teams of both Konsortium PD Sdn Bhd (KPD) and Volvo Trucks graced the ceremony.

Konsortium PD Sdn Bhd stands as one of the most reputable road transportation logistics companies in Malaysia. Having established and grown an empire of a large fleet over the past two decades, Konsortium PD Sdn Bhd mainly operates in Port Dickson, Westport, KVDT/Puchong, Kapar, Kempas/Johor and HICOM/ Shah Alam. Their operation covers and extends services to the majority of all Oil and Gas corporations in the country. The recent addition of Petron Malaysia to the service of their fleet further consolidates their leadership position in their Malaysian roadmap ambition.


Richard Tee Chu Wong, Managing Director of Konsortium PD Sdn Bhd said, “This year is a challenging year for all of us, in KPD, we warrior on together with our trusted employees, customers and business partners like Volvo Trucks to brace through these uncertain times. The purchase of 31 new Volvo trucks is essential in order to provide the top-notch services and deliveries to our customers to help them run a seamless operation, excel in performance and push to become the industry best role model.”

Volvo Trucks Malaysia has been a true partner to Konsortium PD Sdn Bhd since 2015 with the relationship built on a solid bedrock of trust over the years based on mutual ambition and the delivery of the highest calibre of products and services and customer satisfaction. Konsortium PD Sdn Bhd expects a very high standard of safety and product quality as well as aftermarket services and Volvo Trucks has successfully met this ambition by continuing to deliver this promise and lived up to their expectations. Moreover, Volvo Trucks Driver Development

Programme has been developed as an essential value added service to train the ‘captains’ (experienced truck drivers) of Konsortium PD Sdn Bhd to acquire and sustain a team of high quality ‘captains’, which forms the most important asset and value to the company.

“Despite all the challenges we have been facing this year, we, at Volvo Trucks Malaysia, have continued to strive to uphold our product philosophy to offer quality, safety and vehicle productivity in line with market needs. I have complete faith in our team’s unwavering dedication to always be here for our customers. We have managed to stay on course with the highest quality of service and unparalleled value to our customers and we will continue to compromise on nothing to ensure that our customers will have the very best of Volvo Truck’s quality and that is the global standard.” said Law Ah Tiong, Vice President of Sales and Logistics Volvo Trucks Malaysia.

“Konsortium PD Sdn Bhd is a prestigious customer in the oil and gas segment and they have high expectations on safety and product quality when it comes to their selection and choice of transportation partners. We are honored to be Konsortium PD Sdn Bhd’s choice and we are truly humbled and grateful for your continued trust in adding 31 units of Volvo Trucks to your fleet. I strongly believe that our new Volvo Trucks will help you overcome foreseeable operation challenges and accelerate growth for your business that can only be the perfect complementary partner to match your ambition,” said Law.

With the combined experience and expertise in the Oil & Gas industry in Malaysia, Konsortium PD Sdn Bhd continues to further cement their position as one of the leading providers of total customer solutions in the energy sector and related businesses. There is no doubt Konsortium PD Sdn Bhd will continue its dedication and passion about their vision to expand their business to a greater height and Volvo Trucks is here to stay and ride a joint ambition for dominance together into the future. Together, the future is a win-win partnership for all. 



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# Decarbonising Road Freight: Getting into Gear



The “Decarbonising Road Freight: Getting into Gear” report offers a detailed 10-year roadmap with 22 solutions aimed at addressing the economic, technical, regulatory and organisational factors influencing the sector’s ability to decarbonise. The report shows that more than 70% of study participants view hydrogen fuel cell electric vehicles and battery electric vehicles as the most viable long term zero-emission heavy duty truck technology, and many believe these trucks will become commercially viable in the next five to 10 years.

“Trucks move virtually everything modern society depends on for daily life and during the current COVID-19 crisis, society has experienced just how critical road freight is in delivering essential goods,” said Huibert Vigeveno, Downstream Director at Shell. “However, road freight is currently responsible for around nine percent of global CO2 emissions and with demand for road freight services set to double by 2050, urgent action must be taken now to put the sector on a pathway to net zero emissions by then. Fleet companies, truck manufacturers and energy providers have already started investing in low and zero emission solutions, but the sector requires a more robust set of policies and regulations to accelerate change.”

**The key highlights from the industry perspectives report include:**

- To meet the goal of the Paris agreement, absolute emissions from road freight need to decline almost 60 percent by 2050 versus a 2018 baseline, despite an expected doubling of road freight volume over the same period.
- 80 percent of study participants perceive a lack of regulatory incentives and the complexity of infrastructure replacement to be major barriers to decarbonisation, while 70 percent see limited demand from customers as a major barrier.
- Although not yet commercially viable, most study participants agree that the technologies to decarbonise road freight exist, and truck manufacturers are already developing hydrogen fuel cell electric vehicles and battery electric vehicles.
- Companies should begin prioritising the replacement of trucks and buses in viable short-range and urban duty cycles using available zero emission hydrogen fuel cell electric vehicles and battery electric vehicles.

- Through coalitions and partnerships, industry players should increase the deployment of zero-emission trucks and fuels in regional clusters and along high-traffic corridors.
- Low emission fuels such as liquified natural gas (LNG), bioLNG, compressed natural gas and biodiesel should be commercialised quickly around existing points of supply, but not where they could disrupt the deployment of zero-emission solutions.
- Immediate emission reductions can be achieved for fleets with diesel powered trucks by improving truck design, employing digital solutions to optimise fleet management and using higher quality fuels and lubricants.

“The next 10 years will be critically important for the road freight sector to introduce zero emission vehicles into the global fleet, and it is very encouraging that road freight leaders have already begun to align on a technology pathway,” said Carlos Maurer, Executive Vice President of Sectors and Decarbonisation at Shell. “We believe that once produced at scale, hydrogen will likely be the more cost-effective and viable pathway to net zero emissions for heavy duty and long-route medium duty vehicles, and electric mobility will do the same for light duty and short-route medium duty vehicles. Shell has already begun taking steps to make these energy solutions available to customers and we are partnering with others to expand these efforts.”

Shell has also released a companion report named “Decarbonising Road Freight: Shell’s Route Ahead” outlining Shell’s role in helping the sector decarbonise. The report outlines Shell’s climate ambition and plans to reduce the emissions intensity of its fleet of close to 3 000 contracted road haulage tankers by 10 percent by 2025 and by 30 percent by 2030, both compared to 2018 figures. **F**

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## Four Wins: Four 6x4 for the “Melaka Four”

*A hand-over of trucks is usually a very exciting event for suppliers and customers. Amplified times four, the recent delivery of MAN trucks marked several highlights for the brand.*

**H**eld at the production facility of Seri Zenith Engineering Sdn Bhd, the hand-over ceremony saw four customers picking up one truck each as a representation of their recent orders. While the customers were different, the trucks and trailers were identical. The Melaka based transporters operate as a team, sharing resources and growing together. While their core business may be different, they share loads, which is made possible by agreeing on the same configurations of their tools.

Koh Pei Jia, Managing Director, of Seri Zenith Engineering told us that the order of four trailers is representing a mid-sized job. “We can produce up to 80 trailers per month and the models we have handed over here today are standard configurations for us.” However, seeing a trend, he noted that these trailers are not front-tipping trailers, but side-tipping. In his words, side-tipping requires more space where the goods are to be delivered, but this method is faster and safer, with a reduction of accidents of up to 90 percent.

### Upgrading

Having made good experience with reconditioned MAN trucks, Sim Aik Chan Transport is replacing one truck with a new one, complete with warranty and service agreement. When asked why the capital-heavy investment was made, the answer from Mr Ko Chuan Way was simple, yet very loud in the message “A new truck is more reliable, cheaper in terms of maintenance and repair and overall more effective.” One issue identified is the shifting behaviour of drivers, which oftentimes leads to increased wear and tear and the automatic gearbox of the new trucks eradicates this problem. Representative of a total order of four trucks, one MAN was handed over on the day.

### By the Numbers

Adding on capacity, Sai Han Siong of VB Builder signed up for 14 new MAN trucks to be put to work in the tough environment of a quarry. “We see an opportunity now. The market is rather soft and we are able to negotiate better deals right now.” He is expecting extraordinary service, as promised by the after sales team of the marque.

### Depending Upon

Receiving one truck of a total order of six, Mr Huang Chong Huat of Sky Mix Transport says that business has been very good recently. “All of my customers are experiencing increase in demand and that trickles down to us.” Dealing with a wide range of customers, from batching plants to plantations, the trucks will be put to work as versatile tools. The nod was given for the German brand as ABC experiences very few breakdowns with his current MAN trucks. The remaining trucks from the order will also be delivered in the coming weeks.

### Being Integrated

Sia Kok Heong, Director of Heng Hup Holding Limited has been convinced by his friends in the industry to give MAN trucks a try. This is his first order and he is following his esteemed colleagues by opting for the same configuration. In doing so, he can partake in the load-sharing that the group has established. Mainly involved in the recycling industry, the trucks are meant to move steel and other raw materials deemed recyclables. However, as the truck and trailer is a match to the others, he too can move the same products. “All the goods we move are very heavy. We ordered two MAN to compliment our fleet up about 80 trucks, which range from LCV to HDV.”





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# Hap Seng Trucks Distribution Appoints Marc Legeay

**H**ap Seng Trucks Distribution (General Distributor of Daimler Trucks in Malaysia, a wholly owned subsidiary of Hap Seng Consolidated Berhad) is pleased to announce the appointment of Mr Marc Legeay as the new Chief Executive, effective 1st December 2020.

Legeay will succeed the role previously held by Mr Roland Schneider, who has led the successful acquisition of the commercial vehicle wholesale distribution business from Mercedes-Benz Malaysia and the subsequent set up of Hap Seng Trucks Distribution. Schneider will be leaving Malaysia and take over a new role as Chief Executive of Lei Shing Hong Commercial Vehicles in China. Legeay is well equipped to lead Hap Seng Trucks Distribution with his 18 years of international experience within the automotive industry. His most recent role, Legeay was the General Manager for Mercedes-Benz Trucks Middle East & North Africa (MENA), the largest Regional Center for Daimler Truck AG globally.

Legeay had tremendous responsibility there for the steering and management of 18 diverse markets across the MENA region. He spearheaded the regional launch of the New Actros and New Arocs back in 2018, and has subsequently led the region through a transition towards a truck solution provider focused on customer centric solutions to maximize Mercedes-Benz Trucks customers efficiency and profitability. This led to substantial growth in the business in the MENA region, despite regional challenges.

Reflecting on his appointment to Hap Seng, Legeay said: "I am determined to provide holistic solutions focusing on our clients' needs. We at Hap Seng are committed to remain rooted in transforming the business in Malaysia based on long term trustful partnerships with our customers". "We are delighted to have Marc Legeay joining who brings wealth of experience in commercial vehicles and is aligned in our growth ambition for Malaysia" said Mr Harald Behrend, Chief Executive of Hap Seng Automotive Division. **F**



# Isuzu Claims No 1 Truck and Light-Duty Truck Brand for 2020

***Isuzu Malaysia also recorded its highest market share last year since its establishment.***

Isuzu Malaysia is heralding another new year on an upbeat note as the brand has sealed the

No. 1 position in two categories for the year 2020 - as Malaysia's No. 1 truck for the seventh consecutive year and light-duty truck for the 11th consecutive year. These achievements are based on the annual truck sales data by industry authority the Malaysian Automotive Association (MAA).

Contributing to the position of No. 1 truck brand for the 7th consecutive year is Isuzu Malaysia's total combined sales of 4 747 units of trucks in all segments that were sold last year.

Meanwhile, the company's record success as the most preferred light-duty truck brand in Malaysia for the 11th consecutive year was cemented by the brand's flagship ELF truck with the sales of 4 551 units in last year alone.

Koji Nakamura, Chief Executive Officer of Isuzu Malaysia Sdn Bhd, shared, "Isuzu Malaysia is extremely delighted to have wrapped up the

year 2020 with great achievements and to welcome this new year with double celebrations after having secured the top position for both truck and light-duty truck brand categories once again.

"The total number of trucks we have sold last year is the highest market share that we have recorded since Isuzu Malaysia Sdn Bhd was established. Last year was also our company's 40th year anniversary in Malaysia, so this success is definitely a notable milestone for us. It is also a reflection of our teams' unrelenting commitment in making strong progress on our business execution. Our focus is to constantly strengthen the quality of our products and efficiency of our services to serve our customers better."

"The pandemic situation in the past year had posed many extraordinary challenges for many people and companies across all industries. Despite the uphill market environment, I am pleased that we have managed to stay on course and effectively maximized our resources to help our customers move forward with their business operations."

Nakamura also said that some of Isuzu Malaysia's strategic initiatives to sustain truck sales growth, enhance service quality and increase customer satisfaction despite the challenging market situation in the past year include dealership network expansion, introduction of new product innovation and ensuring the timely delivery of new trucks to customers.

One of the significant highlights which had contributed to the continuous success of Isuzu as the most preferred light-duty truck brand last year was the launch of the enhanced Isuzu ELF which offers the Isuzu Safety Plus platform featuring a combination of safety system upgrades, B20 biodiesel compatibility and greater warranty benefits. The enhancements are available in 19 variants of the top-selling ELF, which offers the widest range in light-duty truck market to help truck operators run a safer, more productive and sustainable business.

"Looking ahead in this new year, I believe that Malaysia's economy will slowly but steadily improve, and many industries will further recover too. Although Isuzu is now well-known for offering a wide range of trucks that have become the preferred choice for quality, durability and cost-efficiency, we will continue to remain focused on providing more excellence and value to all our customers. Importantly, Isuzu Malaysia's aim this year is to continue rendering assistance in essential services, ensuring smooth delivery of products and making contribution for people's daily life and business," Nakamura concluded. **■**



# Equipment ROI is Key for Young Haulage Company with Mighty Goals

*Bold, ambitious targets call for a strong vision and focus. CMT Logistics and Warehousing is not yet 10 years old, yet the one stop logistics provider has its sight set high, to be a market leader.*

Thanks to CMT Managing Director, Alex Chua, and his strong team of logistic professionals, the company is on track to achieve its goals.

The Port Klang based company began in 2012 to offer transportation, forwarding, warehousing, customs brokerage services and project logistics management services to its customers. A separate global logistics arm was subsequently incorporated to focus on freight forwarding.

Recent times have seen the company enjoy significant growth. To help them serve the growing needs of its customers, CMT recently took delivery of an SB362 sidelifter from Steelbro, together with a new prime mover to complement its growing fleet.



Chua is clear about what he wants from new fleet equipment. Currently he operates an impressive fleet of 20 prime movers, 100 trailers, five sidelifters and 10 trucks. For Chua it largely comes down to Return on Investment.

“Steelbro sidelifters have a very good market and resale value,” says Chua. “Product longevity, the solid structure and design gives us confidence with the heavy lifting we need to do.”

“The engineering design, and build quality is second to none, and the reliability is extremely important. It was clear that Steelbro was the logical choice when considering our investment decision,” adds Chua.

Steelbro has experienced success with its SB362 sidelifter throughout Europe and Australasia, yet the model is relatively new to the Malaysian market.

Recently launched into Malaysia, it was carefully adapted for Malaysia conditions, and now gives Malaysian transport operators a new choice in sidelifter technology. With its 36-tonne lifting capacity, this sidelifter is quick and stable with an outreach of more than four metres to provide ease of operation.



"We were quite impressed with the latest model," says Chua. "The operators describe it as safe and easy to manoeuvre. It helps to make their job much easier."

CMT already has two of the tried, tested and popular SB450 units and so know what level of quality to expect from a Steelbro unit. "All the Steelbro units are safe and reliable with great build quality," says Chua.

When Steelbro introduced the newer model to the country, it was not expected to replace the SB450, but to offer an alternative option. In some cases, it would supplement haulage operator's existing fleet, supporting operators such as CMT to cater to all requirements.

The existing SB450 units are ideal when conditions are extreme and call for a more rugged sidelifter unit with a stronger lifting capacity. According to Steelbro, The SB450 unit has a massive 45 tonne safe working load rating which safely allows the transport of very heavy containers.

Sidelifters at CMT together with other container haulage equipment enable the Company to offer door-to-port and port-to-door solutions for its Full Container Load (FCL) customers. Chua says that the sidelifter movement is confined to short haul journeys and transfer operations and within the yard. They handle general purpose containers (20', 40') as well as tanktainers.

"We run a 24-hour operation and our sidelifters operate throughout the




night", says Chua. "With Steelbro, we have never worried about breakdowns or service failure because the machines seldom break down while performing a job."

Regardless, CMT's new sidelifter is supported by a maintenance package that provides some confidence in the event of a problem, says Steelbro. It means that if units experience a breakdown, Steelbro will endeavour to minimise the down time for service and repair.

"We have always received the fastest service possible, and it helps that the local service operation is available until 11pm. This helps to make our drivers to feel more comfortable," adds Chua.

"Steelbro have always looked after us and provided us with a quality product that hasn't let us down. That's all you can ask for when investing in such capital equipment," adds Chua.

The team at Steelbro thank CMT for its commitment to Steelbro and investing in its equipment. 



# Heba Eltarifi is the new Managing Director of Scania Southeast Asia

**H**eba Eltarifi is the new Managing Director of Scania Southeast Asia based in Malaysia. She will assume her role on the 1st of January 2021. This is the year Scania Malaysia celebrates their First 50 Years in the country.

Skilled in strategic business planning and execution, internal and external stakeholder management, operational management, and business and process transformation, she has built high-performing teams and driven a culture of achievement in her previous senior management role as Chief Financial Officer at Scania Australia. Responsible for the Finance, IT Procurement departments in Australia, as well as for commercial operations such as Used Truck Sales and Truck Rental, Eltarifi has enjoyed a wide range of experiences within the business over the past two decades. She holds a Bachelor of Commerce degree, Diploma of FEM Executive Management Program from Stockholm School of Economics and is a Certified Practising Accountant.

Eltarifi brings enthusiasm, proficiency and commitment to the Managing Director role at Scania Southeast Asia. She is married with one child and, in her spare time, enjoys travelling, reading, listening to music and exercising.

"Scania will continue to support the logistics, construction and public service sectors, commuting people and goods every day throughout the region and in this country. We will continue to help our customers achieve the best profitability while reaching their sustainability goals," said Eltarifi. "The timing cannot be any more challenging than the economic impact that our customers

are facing throughout the region due to the pandemic. I am confident that my team and I will continue to pull through and come out stronger than ever for them."

Scania Southeast Asia is a business unit with its head office in Malaysia. It supports Malaysia and Singapore markets with dedicated captive sales and services centres and for the markets in Vietnam, Myanmar, Philippines, Brunei and Cambodia; the support is channelled through authorised private dealers.

In Malaysia, Scania started back in 1971 with the first Scania LB110 truck's arrival at Port Klang, delivered to Kontena Nasional. The first locally assembled truck, and the first low-floor city bus were delivered in 1994. Then in 2006, Scania delivered the first PGR-series. The first B-Double in Malaysia arrived in 2012. Scania Credit Malaysia provided the first financial solutions in 2013. Scania Assistance started the first 24/7 roadside assistance in 2014 and Fleet Management Systems were first introduced in the same year. Scania then got recognised for all its efforts by winning the Sustainable Urban Transport Award in 2017. A record year of vehicle sales, signing the first Scania Ecolution customer, the first school to be spearheaded by "Master Sustainability by Scania" – all in the same year of 2018. Then delivered the first International Truck of the Year, the New Truck Generation in 2019 and the first Scania XT truck in Sarawak in 2020. Recently, Scania Malaysia also announced that its Ecolution partnership customers yielded a significant CO2 reduction equivalent to planting 10 000 trees flourishing for the past one year.

"I will continue Scania's leadership in driving the shift towards a sustainable transport system in the region and also in Malaysia. All of this by continuously putting our customers' profitability and sustainability in the centre of our concern," said Eltarifi. "I am also honoured to be in Malaysia at such a momentous time. I have no doubt that Scania and our customers have built a great foundation in the first 50 years for us to continue to leap forward into the next 50 and beyond." **F**



## YonMing Auto opens Westport Outlet, Shaanxi Trucks Showroom and 4S Centre in Telok Gong

*Being close to customers allows YonMing to offer convenience and ready access to parts and services. Their latest outlet in Telok Gong is now ready to serve transporters in the area.*



The truck population in and around Westport, Shah Alam and Telok Gong has seen some impressive growth. This was realised by YonMing and the decision was made to relocate from an old premise closer to their customers. The brand new YonMing Westport outlet is now ready to sell, service, train and sell spare parts.

The move was motivated by an increased truck population and the need for a bigger space. As Kau Chez Ching, Area Manager, YonMing Group, explains, "We want to offer convenience to our customers and that meant we had to increase the space and move here to be closer to the market." YonMing's motto is to be a "Partner for Transportation" and therefore it should be as easy as possible to deal with the aftermarket chain. Long waits or distances to drive are not in line with this motto and YonMing tries to be as close to the action as possible.

Focused on the sales of spare parts for European commercial vehicles, the outlet is well stocked with over a million Ringgit worth of parts. "We only carry top quality parts. Others may offer cheaper parts, but our approach is to offer solutions and products that are a worthy investment that will bring value over a longer period of time as less costly options," Kau explained. It is not surprising that the adjacent workshop is boasting the latest and best possible equipment. According to Kau, YonMing deploys the latest diagnostics and even has a brake tester available in the Westport outlet, which is matching the equipment used by PUSPAKOM.

The workshop and spare parts team is 30-strong while the colleagues dealing with the sales and service of the Shacman trucks are another 10 staff, co-located in the same premises. Customers can be classified by either walk-ins or regulars. YonMing Westport already manages a number of fleet customers' needs when it comes to regular services of vehicles. The reason for outsourcing the delicate works on the trucks is that transporters realise that their business is not the maintenance of trucks and they consequently appoint third parties so that they can focus in what matters most: moving goods.

With the equipment, staff and tools on hand the workshop has a capacity of up to 20 trucks per day. "We also carry parts for trailers and the workshop is also well equipped to deal with that." YonMing is a partner for Wabco and EBS and ABS for trailers are some of the components that are being serviced, sold and promoted by the group. "We are very focused on European vehicles and the sales of just that one brand of China-made trucks", Kau further said.

On the occasion Kau said "We could like to thank all our business partners. We appreciate your long terms support, and giving us a chance to grow with you together. This year 2021, we will start our new 4S centre to provide better solutions. It is our aim to provide a higher level in terms of services for Shacman trucks, spare parts components and after sales maintenance service. We have also developed our new 24 Hours Breakdown team. It is on standby to provide assistance for your needs. Lastly, we hope and believe that our new set-up will benefit our business partners to improve their fleets' operation, reduce vehicle services time and spare part delivery, while saving fuel when sending trucks for service."

While fully equipped and operational, there will be no official opening ceremony at the moment. "YonMing is grateful for the support we are being given by the industry and we hope that we can soon have a small gathering to celebrate this milestone. For now we will have to skip this however, as we comply with the SOPs currently in place," he concluded. **T**



## Hino Hosts 7th Total Support Contest to Deliver Dealer's Skill in Digital Technology



*In a bid to transforming virtual and digital technology to enhance business and dealer's skill', Hino takes technology challenges in skilled work to seek innovative solutions to complex business challenges during the pandemic.*

**H**ino Motors Sales (Malaysia) Sdn Bhd (HMSM), a subsidiary of Hino Motors Limited Japan, organized another round of its annual event, the Hino 'Total Support Contest' (TS Contest) for the 7th time.

Practicing the new normal, the event was held virtually and witnessed the participation of 60 final contestants from 10 companies hailing from Hino authorised dealers nationwide. HMSM took the initiative to adopt information and communication technologies to enhance the services via this contest.

Commenting on the post COVID-19 situation, HMSM Managing Director, Atsushi Uchiyama said: "We are now moving towards the new normal practices and I can say that technology in online or virtual platforms is approaching. We take this advantage to keep in touch with our customers virtually, whenever it does not take place in an in-person physical environment."

"We can never be left behind and thus, today's theme is 'Transforming Virtual & Digital Technology to Enhance Hino Business and dealer's skill', where we aim to level-up our dealers' skill to face global challenges with the passion of our customer-centric value," he added.

The one-day battleground ended in giving out prizes for the champion, 1st Runner-up, and 2nd runner-up for each category, Sales, Services, and Parts. The contest challenged the skills of all the contestants in working their way toward bringing back the Challenge Trophy and cash incentive of RM 3 000 grand prize.

### **Sales**

Under the Sales Category, the contestants were evaluated based on their skill of handing-over purchased vehicles to a customer. In Hino's philosophy, it is important to remember that the vehicle handover represents the peak of the brand experience and as the last touch-point before a customer leaves the premise and it can make a lasting impression. Hence, excellence in every respect is vital.

Receiving a new product is quite literally an excitement and HMSM aims to recognize that all processes





are in place to ensure that the handover experience leaves a lasting, positive impression that reinforces the pleasure and feel-good factor of having a new vehicle.

The contestants were given a three week period to prepare a 15 minute role-playing video, simulating vehicle handover procedures.

The video was evaluated based on how the contestants presented the procedure involving the explanation of Hino Total Support to customers. The components to be included were the Hino nationwide authorised dealer network, Hino Breakdown Assistance, Hino Connect Installation, Hino Total Support Customer Center (HTSCC) Training Programmes, Hino Warranty Terms, Hino Services Programmes. In addition, the participants also had to explain rules and regulations of road transport in Malaysia.

### **Service**

The integrity of Hino is closely related to its service which is directly portraying its after-sales reputation. Customers' satisfaction with the service provided is one of the imperative elements that the company links to bringing up a good image of Hino. The Contestants under the service category are required to complete the technical task to fulfil customers' requests to their satisfaction.

HMSM always practises 'Genchi-Genbutsu', which means 'Go and see the site, then think there'. This is driving HMSM forward and achieves its customer-centric value. Despite the current limitations on face-to-face consultation with customers, HMSM takes the challenge to find alternative ways to deliver the spirit of "Genchi-Genbutsu".

Identified by Hino as one of the best ways to adapting the situation is through virtual communication medium such as Microsoft Team, Webinar, Zoom and other applications. This enables customers to communicate with the Hino professional team for follow-up or consultations about their vehicle condition.

Contestants under Service Advisor category were required to execute a role play to serve the customer via video communication platforms such as Microsoft Teams. The evaluation was also tallied on communication and interpersonal skills of how contestants identified the problem faced by the customer, handling complaints, recommending the right services and parts, follow-up call for next service, and advising the customer on vehicle care and maintenance. Besides, they were also evaluated based on their skill of utilizing the Hino Dealer Management System (HDMS).

In the Senior Service Technician category, the contest ran via Zoom and the contestants were evaluated based on their skill and knowledge of vehicle maintenance, mechanical parts problem solving and utilizing the electrical troubleshooting by using Hino Diagnosis Tools Explorer (DX II). The contestants had to present an engine system test which includes fuel leak test and air intake test, while for Fault Code Diagnosis, the contestants were to diagnose and rectify the problem by using web-manual Global Service Portal Site (GSPS) diagnosis work flow.

### **Parts**

HMSM identified that the parts department in the commercial vehicle industry plays an important role in customers' trust and confidence. Therefore, HMSM designed a test for the contestants in the Parts Category based on the knowledge to identify and to distinguish Hino Genuine Parts from counterfeit parts in the market.

All the contestants needed to complete the test via online assessment to evaluate their skill of using the Electronic Parts Catalogues (EPC), to improve the management of technical documentation, spare parts services and after-sales and accuracy in determining correct parts to the right vehicle based on their model and chassis number.

"Pushing towards upholding excellence within the industry and the concept of Total Support, Hino TS Contest is also a platform that grants due recognition to all dealers as they are contributing constant support and performing excellently in engaging customer-related programs, which not only focuses on vehicle sales but also includes all activities related to products, parts and after-sales," Uchiyama concluded.

### **The Winners:**

- Champion – Lu & Sons Engineering Sdn Bhd, Sarawak
- Challenge Trophy
- Trophy
- RM 3 000 Cash Incentive
- 1 st Runner-up – Edaran Riz Sdn Bhd, Pahang
- Trophy
- RM 2 000 Cash Incentive
- 2 nd Runner-up – Soon Seng Enterprise (1988) Sdn Bhd, Kelantan
- Trophy
- RM 1 000 Cash Incentive



# Horses for Courses – Or how to Build a Perfect Transporter

*Fit for purpose is a notion that applies to any transport operation. When moving horses, a lot more needs to be considered than just the horsepower of the truck. Here is everything you never knew about this business.*

**T**rucks are meant to move materials, goods and even animals. The shape of the build-up vehicle is very much determined by the items that a vehicle is to carry. While those moving general cargo might be concerned about maximising space, niche applications require a different approach. In their pursuit to create the most advanced and perfect truck to move horses, this group of people have put a lot of thinking and engineering into their answer to the problem of how to best move precious cargo. As a special purpose vehicle it packs a lot of technology and displays a never-seen-before level of integration of decades of experience. So much so, that it is worth a lengthy story like this to peel back all the layers needed for this expertly made truck.

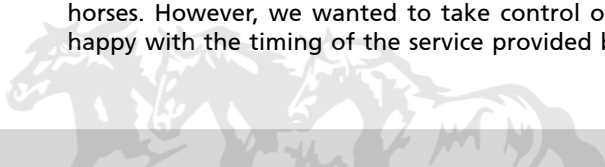
## Owners Perspective

The truck presented is based on a solid business case. Without it, it would naturally just be a folly; investigating this vehicle will reveal that there is good reason to invest in the project. Ms Beverly Whittel has been in the industry for a long time. She is also a well-known figure here in Malaysia, having lived here for many years. It comes to no surprise that her business has been growing and she has been thinking about how to best move her services up and position the company in a better way. To do so, her business called Equestrian Support Services formed a joint venture with Purple Ventures Sdn Bhd, which already had a chassis from a previous local build, which didn't stand the test of time.

The answer lies in the way horse transports were done previously. "We would subcontract this aspect to people that have trucks or trailers that can move horses. However, we wanted to take control of this as we were not always happy with the timing of the service provided by others," she explained. For

instance, the availability of such trucks or trailers can impact the schedule. In many cases, the horses would be ready to leave quarantine but would have to wait for trucks to become available, and every day delay means additional charges. Horses travel all over Malaysia. Therefore, various trucks may be needed at any one time. Whittel commissioned a truck that can hold nine horses as that is usually the optimal number for what they require. This number is also interesting as horses travel in "sets of three" when being sent internationally in planes and this configuration helps when delivering or collecting horses at airports. "The list of complications we face goes on and on. With this truck, we are able to get rid of a lot of headaches."

Remember air travel? Already being stressed out by the process, turbulences don't make anyone feel any better. And it is the same issue with horses when they travel. The more comfortable the ride, the better they perform and recover at their destination. "For us, there are two aspects. One is the actual vehicle in which the animals travel. It





### Brimming with Experience

Intrigued by the opportunity, Kevin Blake nipped over to Malaysia. The idea was to supervise the project and then return. However, we can all imagine what it was like once he arrived and movement restrictions were imposed. However, this was not a setback for him, on the contrary. Having been able to work with local partners, an opportunity was identified and the one-off project turned into a business venture.

Experience is what makes for a good delivery of a project. In this case, it may not be the experience in transportation or in technical aspects pertaining trucks, but in dealing with horses. This is where Blake derives his insights to create vehicles with the cargo and their comfort in mind.

Wanting to be a jockey as a kid, Blake first made a living by breeding race horses. This has laid a foundation for his future endeavours as he was able to learn how horses behave, how they react and what their needs are. "This career has taken me around the world and essentially I would say I am primarily a horseman, but with an interest in trucks and a fascination about how horses are transported." To supplement his breeding business, he identified a sideline opportunity to sell French-built compact rear-facing horse trucks, introducing a new concept to the UK and Irish markets, that had long been dominated by Jeep and trailer configurations or by large commercial trucks. Initially only equipped with a folder of photos and a mobile phone he went on to sell 17 units in the first year. Understanding what horses really want has helped him sell these vehicles as he claims that he "Knew what I would want from such truck and it was one horse man talking to another, not a truck sales person."



has to be practical, yet comfortable. The other is the driver and the way he is handling the truck. No matter how sophisticated the truck, if the driver is rough on the road, the horses will suffer."

With the commissioning of the truck, Whittel has not only solved some of her issues, but also turned the situation around whereby she is now able to offer the service she used to contract to others. In the pursuit of this ambition, she needed competent and experienced partners to execute the idea of this truck. "Kevin Blake came up as an expert in this field and there was little hesitation that I wanted him to be in charge of this." What started as a project that should only last a few months has turned into the ambition of Blake thinking about relocating from Australia to Malaysia after he was stuck here for a year during the pandemic.

Eventually, Blake joined the R&D department of said French company, where he injected his knowledge into the design of new models. Reflecting on this, he said that what he contributed was the understanding of what horses need when they are being transported. The paradigm at the time was that the trailers and trucks would look like the maker would build them, rather than what the user (i.e. horse) needs. The market reacted and within a decade concepts derived from this collaboration



were being replicated and sold by over 50 companies just in the UK and even more in mainland Europe. "I should think that we really changed the way horse transport was done."

**"Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it." - Sir Henry Royce.**

An opportunity presented itself when a UK company headhunted him to evolve their horseboxes, as such transport is called in Britain. Now equipped with knowledge about vehicle manufacturing, he put everything into his new design that he thought was right and ditched everything that he deemed wrong. During this time the ramp for the horsebox was perfected to allow a low angle of loading while also eliminating the step on to the horse floor, while also being easy and safe for anyone to lift and close after loading. Further details included a sliding horse partition that, while remaining strong enough to separate the horses, could be moved into a new position with just one hand.

Contracted by further companies, in both Ireland and Germany, for more customised iterations of this development, horseboxes were tweaked further. These were then produced for export to both the United States and Australia before a move to the latter country led Blake through another learning curve of construction principles. These were vastly different to what he was used to. The need for sturdiness in that tough environment meant traditional steel construction rather than the use of insulated composites and aluminium profiles. Heat and long distances required re-thinking of ventilation. Acknowledging that there is way to combine the best of the two worlds, and embracing the engineering merits from both hemispheres, he took this on when Equestrian Support Services contacted him to create a truck to fit the Malaysian environment. After initial deliberations considering to build the vehicle in either China or Australia and then ship it, he honed in on the idea of using local expertise instead. And made the move to Malaysia.

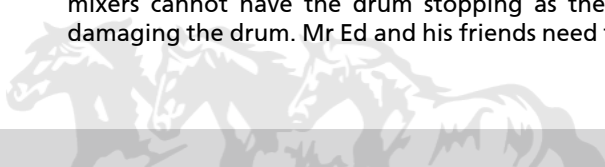
#### **What Horses Really Need**

As with any other consignment, there are issues to be considered. Cement mixers cannot have the drum stopping as the cement would harden, thus damaging the drum. Mr Ed and his friends need to be looked after accordingly

too when on a tour. Immediately, Blake mentions the driver, which has been long since identified as a crucial component for any transport operation. The other issue is the construction of the vehicle, which is not simply a box on the back of a truck.

Travelling is not a natural thing for horses. "It is not natural for us either, but we have the ability to communicate. For instance, we can point out what makes us feel uncomfortable," he explains. As one example, Blake's insights are used for the structure of the inside of the truck. While some of us may feel uncomfortable travelling backwards, horses can deal with movements of a vehicle much better when facing backwards as that allows them to redistribute their weight over the hindquarters more naturally.

Horses get bored. If they are standing still all day they can start to kick, simply to "entertain" themselves. These zones are the ones that need to be reinforced and dampened to reduce the noise. "People find this out the hard way when their horse transport falls apart after a few years from the relentless kicking." Obviously, these constructs were not built fit to purpose. Safety is also paramount and to the extent of





this, Blake recommends doing what he calls the “knuckle test”: making a fist and running your knuckles over each of the surfaces. If you don’t injure yourself, then the horse would also be safe.

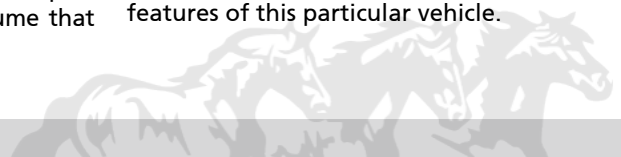
Ventilation is a crucial issue. As a hot animal, they should not be subjected to significant temperature increases while en route. Inspecting goods you may be able to tell if there is something wrong when a box is damaged. Horses on the other hand will only show symptoms of sickness later on, sometimes long after the journey has been completed. Animals get stressed by noise. As

temperamental beings, they may completely lose their cool and bolt. The discipline is that there needs to be ventilation without a draft and the temperature controlled so that the horses do not sweat. Ventilation by way of having louvre windows with metal bars is cleverly designed as the bars are slanted in a way that allows for airflow without allowing rain and foreign objects to enter the box.

Space is another issue. As Blake recounts, one company was selling their horseboxes with the USP of having the widest space per animal. However, that is anthropomorphic thinking, where humans assume that

a horse wants the same comforts as we would. To demonstrate, hop on an empty bus, stand in the middle and put your hands into your pockets. As soon as the bus breaks or takes the first corner, one will quickly realise how a horse would feel as it does not have any way to stabilise itself. Therefore, the horse stalls inside the truck need to be of optimal size, just encasing the horse enough to make it feel secure, but not cramped. “In actual fact, animals are reassured by being gently touched, the right amount of contact against a horses’ body releases naturally calming endorphins, so they will gain more sense of security by feeling the boundary of a stall than by too much open space.” To this end, this “horsebox” has stalls which are fully adjustable in width, angle and length to optimise that comfort.

Other details incorporated include safety doors, opening to the side of the loading ramp with gently curved panels that neither intimidate nor pose danger to a horse nervous about walking up the ramp. Flaps covering the entire ramp when loading and folding back to open vents besides drainage on all four corners of the roof, undercarriage canisters to collect urine from the animals in transit add to the long list of smart features of this particular vehicle.



Having further refined the overall concept of the horse truck, attuned to this part of the world, Blake and the management of Ji-Auto (Jithra) have proceeded to set up Asia Horse Power, a joint venture completely focused on offering professional horse transport solutions, not just in Malaysia, but throughout Asia.

**Realising the Concept**

In order to realise the concept, Blake turned to Jithra in Seremban. Having researched suitable body builders, his vote was cast for Jithra as they have a long standing history in creating trailers that are somewhat special, even within this segment.

Founded in 1979 by three founders, the partnership from first day remain until today. What started with service and repair of petroleum tanker was born out of opportunities. "The business was near to refineries. From servicing, the business expanded into tanker and trailer fabrications. Our company is consistently growing every year and keeps innovating and come out with new products," said Michael Lim Wen Ji, General Manager, Ji-Auto Sdn Bhd.

Blake got in touch with Michael through his network and he arrived with the plan for a revolutionary special purpose vehicle in hand. "He said he wanted to build a horse truck. I said I am interested," Michael recounts the introduction meeting. As Ji-Auto's management likes to try new thinking and challenges, they took on the task put before them. Even without knowing the cost of the build, Michael already promised Blake that they would carry out this project. "We produce tankers for all the oil companies in Malaysia. Besides, we also produce aircraft refuelers. With such expertise, we were confident that we could create this truck."

**COMPANY FOCUS**



Ji-Auto knows that the secret behind structural integrity lies in the design, fitting and weld quality. Aluminium tankers can be as strong as steel when designed and manufactured correctly. Ji-Auto manufactures aluminium tankers with the technology meeting ADR rules on hazardous cargo tankers applicable in Malaysia. ADR designed aluminium tank barrels are stronger and don't rupture as a result of deformation after an accident, which can happen with other designs. Ji-Auto also offers many features, such as EBS and ABS, improving the drivers' safety and GPS monitoring systems for better logistic management.

Apart from tanks, Ji-Auto also manufactures many others product such as curtain siders, water tanks and storage tanks.

What Michael found was that Blake has a lot of experience in the design and development of horse trucks. "You could tell that he dealt with a lot of European design before!" Michael summed up the blueprint. The design, even at this stage was highly detailed and very nicely done; Michael realised that such a highly specific and fit-for-purpose truck is something you cannot find in Malaysia. Nothing came close. Due to the high level of detailing and specifications, it took a lot of time to think and do especially since Ji-Auto has never done this before.

Restrained by the lockdown and difficulties arising from it, the build might have taken longer that it normally would. However, Michael and Blake are satisfied that it is definitely the most advanced and technically thought-through horse truck in Malaysia right now. The duo believes it can be the truck of the year too.

Although the vehicle serves a specific purpose, one that some might argue does not need to consider aesthetics, both are saying that the interior design is crucial. It may even seem like we treat the horse better in this truck than humans on a bus. During the construction, Ji-Auto's solid experience enabled Blake to incorporate even the most unusual design aspects. His ability to guide the crew has been cited as a factor in the success of this development.

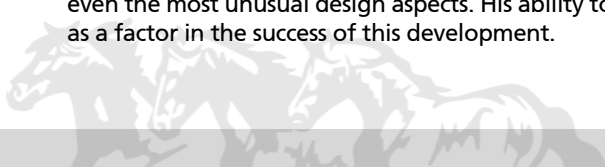


Not only has the creation of this particular truck been a success, but it has been an inspiration for the two partners to join forces and to set up their new company with the specific purpose of building and marketing horse trucks throughout Asia. Asia Horsepower (AHP) is a joint venture that will consolidate the experiences of the teams to create uniquely excellent horse trucks, each addressing the specific needs of clients. Confidently, Michael concluded that "I hope we both can make AHP and Malaysia the best horse truck builder in Asia."



**Safety is in the Details**

Looking for ways to further enhance the safety for the living cargo, one will eventually come across tyre pressure monitors and YonMing had just the right application to be added. A punctured tyre would be trouble enough for any transporter, but in this case, the delicate nature of the passengers commands that extra steps would be taken. In many cases, a failing tyre announces itself in advance and





this allows for action to be taken before disaster strikes. When transporting horses, a blow out would mean that the animals would be stressed, experience additional fatigue and if the blow out is severe and leading to a crash, the animals could even be injured or killed.

Representing Quality Trailer Parts Sdn Bhd, a subsidiary of YonMing, Lee Chin How, Senior Branch Manager, got involved in the planning of the features of the truck and he suggested the Seetron tyre pressure monitor to be added for an extra layer of safety. "We can confidently say that we are offering one of the best systems for such application," he said.

In modern cars, tyre pressure warnings will be displayed in the dashboard. The Seetron system works the same way whereby the solution for commercial vehicles can measure up to 30 tyres, which is suitable for low-loaders. Earlier, such systems were prone to failures, which were linked to the high humidity. "However, the system that we are offering now is identical to the ones build into passenger cars and the problems have been solved." According to him, the Seetron system can be used for LCV, MCV and prime movers including trailers.

In the case of the horse trailer, the rationale is simple: considering the overall cost of the truck, the investment

is small, yet if it can avoid any problems, the savings are immense. Even if a tyre blows, the driver still has a chance to prepare for it as the system is likely to give an advance warning. Seetron's application is going a step further as it also measures the temperature of the tyres. A underinflated tyre will generate more heat. "This may even come to a point wher the wheelhub explodes as a result of overheating or brakes may be severely impacted." Beyond that, avoiding tyre blow outs also reduces the chance of other vehicles being impacted by the incident.

## SEETRON INC.

### PRODUCT FOCUS

- The monitor can be a display, hand-held tool and RF receiver.
- The display is 5.0 inches TFT-LCD with touch panel.
- The portable LF hand-held tool can read and write the location number of tires.
- The wireless RF receiver can eliminate the difficulty of installation.
- No need of cable connection from under-frame to cabin inside.


2013: OEM supply of CV TPMS to HUNDAI Motors (Model: Heavy truck XCIENT)

2008: Development of CV TPMS for HYUNDAI Motors

2007: ISO2002/TS16949 certification

2006: The PC TPMS for aftermarket

2003: The first development of TPMS in Korea

Furthermore, regular maintenance of the tyres is made easy. Instead of relying on drivers and service staff to check the pressure on a regular basis, the system informs about the status of all tyres at all times. For best results, Lee recommends to use the monitor to be fixed inside the truck. "We note that drivers may use a lot of excuses when they are to use apps on their own phone. Also, not having a phone is a safer way of operating it as there is less distraction." 

ASIAN TRUCKER DRIVERS CLUB

# UPDATE



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# Ups and Downs in the Life of a Trucker

*Our Trucker of the Month has done it all: dared to set up an own business, helping others in the industry and using his passion to support a family. However, sometimes it is not just smooth driving.*

## 1) Please tell us your name, age, hobbies and a bit about your family.

I am Mohd Zaidi bin Abdul Samad, aged 48 years and my hobbies are driving, gardening and farming, which is related to my work. I am married and we have six kids. We have four girls and two boys.

## 2) Please tell us about your past experience.

After leaving school in the year 1988 (SPMV - Sijil Pelajaran Malaysia Vokasional), I first worked as a part timer in a hotel in Shah Alam. Wanting to work full time, I found a job advertised from MAS, so I applied and got the offer from MAS. From 1989 till 1998 I have been working with MAS as an aircraft mechanic.

## 3) What made you decide to be your own boss?

While working in MAS, I took a chance drive trucks during weekends. In a year 1998, during the economy downturn, I decided to take VSS and start driving trucks full time. I then wanted to set up a family business. Initially, I started by buying my first truck, an Isuzu 1-ton. My fleet grew until I now

own about 12 trucks. It is a mixed fleet with trucks from two brands: Hino and Daihatsu (From 1 ton up to 10 tons).

## 4) Why small trucks?

Because I started with a small truck, and most of my clients are sending goods or smaller items that require trucks of 1-3 tons in size.

## 5) What is a typical job?

I handle both, the driving and repairing the truck. At the same time, I am teaching people how to plant durian and now collaborate with the MOA (Ministry of Agriculture). This is to help and teach farmers on how to grow vegetables and fruit as well as grafting saplings.

## 6) What do you like about driving a truck?

Driving long distances and enjoying the views.

## 7) What do you NOT like about driving a truck?

Some truck drivers are speeding and drive dangerously without consideration for other drivers on the road. Not only that, when the traffic jams up, small cars or motorbike stop in blind spot areas, so I cannot see them. I will have to move aside and see if there is any motorbike stopped near my vehicle.



**8) Which are some good places to eat while driving around?**

Whenever I have a job trip to the East coast, I stop at Genting Sempah first, having breakfast and buy some titbits. I then start driving and it is nonstop from there until reaching the RnR in Gua Musang, Kelantan. Typically, I spend at least 1-2 hours there.

**9) Has the business changed during the pandemic?**

Yes, it started with an economy downturn because of the implementation of GST. Since then, I had to sell 11 of my trucks and I managed to maintain only one truck till now. To earn some extra, I am also a parttime contractor to support my family business financially. During the 2020 pandemic I offered his services as parttime contractor for electrical works and I deliver goods with my truck when needed.

**10) What are the challenges a truck driver faces?**

Crime is one issue. When I was delivering construction tools to Mersing in Johor, diamond cutters, the consignment was valued about RM 24 million. Someone tried to stop and hijack my truck. But I did not stop and continued to drive until I arrived at the final destination.

**11) Which is your favourite route and why?**

I prefer to drive on East coast routes, because when driving I can also enjoy the view. On my way I can drop by to buy keropok lekor and Siamese rice to bring back home for the family.

**12) What is the daily routine before driving?**

Before any trip, I will be checking the truck (tyres, fuel, etc) to make sure the truck is in good working condition, clean and safe to drive.




**13) Have you participated in any driving competitions?**

Never had a chance to participate in one! I missed out a few times when the Asian Trucker Drivers Club held competitions. Hopefully, I can join next time.

**14) Do you think first aid should be compulsory to learn for motorists?**

Yes, for additional knowledge and to make sure that in any emergency or when people get injured in accidents, we as a truck drivers know how to handle the situation and stay calm while waiting for help. I have been attending courses by St John Ambulance since my school days until now and have valid certificate.

**15) What is your favourite truck?**

I wish to have a MAN truck one day. I tried one before to compare with other brands and MAN is more compatible and comfortable. 



# Daihatsu Stands Tall Amid Challenges

*The year 2020 has been a most interesting one. While it forced the industry to re-think a lot, there are also some clear winners, one of which is Daihatsu, which had the right product to tackle a new set of issues.*

In this exclusive interview, we had the chance to speak to Daihatsu (Malaysia) Sdn Bhd's Managing Director, Mr. Arman Mahadi

**AT:** Without having to elaborate too much on the pandemic, let's have a recap of the past year: What was the overall result for Daihatsu in Malaysia in terms of a) sales, b) activities and c) new initiatives that you have done.

**AM:** The year 2020 has been a real eye-opener. I think we can say that we have made the most of it and that we have been placed right to address the challenges arising from the Covid-19 outbreak. Despite the pandemic, 2020 has been a favourable year for Daihatsu Malaysia as we managed to excel in several ways:

Our full year sales performance resulted in a total of registered 1 410 units. With that, we exceeded the original budget set for 2020 by five percent. Addressing the emerging situation, we revised the 2020 revised budget which we topped by 31 percent.

In particular, we noted an increase of 26 percent for the Panel Van variant of the Gran Max compared to 2019. Our Gran Max proven to be the No. 1 Pick-up & Panel Van model for Light Commercial Vehicle (below 2.0L) in Malaysia (Source: Malaysian Automotive Association Report 2020).

**AT:** Despite all the problems, I am sure that there were some positive events too. What was the highlight of 2020 for Daihatsu?

**AM:** Absolutely, a special highlight was to achieve the milestone of "40 Years Anniversary" for Daihatsu in Malaysia. Regrettably, the anniversary celebration could not happen for dealers, partners and media as planned due to the pandemic. Daihatsu Malaysia is going to make a point of having presences close to you for 40 years, from offering top quality and offering a reliable product range to network distribution for better coverage to customized programs and services for comprehensive overall ownership. I promise that there is much more to come.

To also give kudos to the aftersales team – for their dedication while operating as essential services during MCO - pushed through and achieved the best month's sales in both, July and September, right after the respective recovery periods.

Finally, the 'Rewilding Roadshow' Free Tree Society CSR Collaboration has a special place in our history of the year. With it, we enabled extensive scale of light up sustainable environmental conservation with the support from our Japanese principal Daihatsu Motors Co. (DMC). Through its "Light You Up Action", which is one of Daihatsu's global initiatives to promote value creation, aiming to broaden contact with customers and the local community, we accomplished something remarkable in the face of adversity.

**AT:** Generally, the market for commercial vehicles has contracted in 2020, however, there surely were microtrends. For example, which models, variations or customer behaviours stood out?

**AM:** One of the responses to the pandemic was the pivoting of a lot of businesses. We benefited from a surge in e-Commerce delivery and courier transport with booming online purchasing activities as part of the new norm. We trace this development to be the exceptional demand for our panel van variant, as mentioned.

We regard this phenomenal result as proof of Daihatsu Gran Max being preferred by many as mode of transport, especially for last mile carrier services.

During this time we also noticed a trend to switch of vehicle ownership from non-Daihatsu brands to Gran Max . Based on new discussions and surveys among such new owners, the reasons for switching brands mainly attributed to our network coverage: peace of mind by having availability of aftersales service and parts replacement nationwide and supported by customized service plans and processes derived from the Daihatsu Business Fleet Program. These benefits were clearly aligned with the needs of our customers.

**AT:** Some initiatives we have seen in 2020 were a response to a never-before-seen situation. Which are the activities that you have started as response to the pandemic, but would keep going forward as they have proven supportive to the business?

**AM:** One can always learn from challenges. Good examples are the strategic initiatives including the introduction of Daihatsu e-Showroom to improve the customer purchasing journey While unconventional for the commercial vehicle industry it did receive a handful of sales enquiries and we registered a number of prospects.

We ran an aggressive campaign targeted at e-Commerce, delivery and logistics industries and will continue with it.

Additionally, we placed great emphasis on utilization of the Daihatsu Mobile Service specifically to reach out and cater to our customers under stricter movement control orders .

**AT:** Business is business, but we also have to talk about the human aspects: did you have to make changes to the teams?

**AM:** Some minor changes made in terms of job function rotation within departments to accommodate our Work From Home order. At the same time we had to ensure bottom line operations are running as business as usual.

Sales canvassing was pretty much put on halt. In reaction to that, our Sales Advisors practically made to adjust towards digitalisation for customer sales processes and transactions.

**AT:** How did you deal with anybody suffering mental issues as a consequence of the pandemic?

**AM:** I have to say, thankfully no such cases to-date. However, for employees who contracted Covid-19 or having had close contact, a company Special Task Force Unit was formed to further safeguard these affected employees for their safety and well-being. Through this, the objective was to also reduce risk of spreading the virus within workplace.

**AT:** Looking forward: Recovery is on the cards. How do you plan to go about the year 2021?

**AM:** There are five core areas. Overall, we will be focusing will on the extension of what has worked well last year: Digital Transformation to enhance customer experience and smoothen processes/transactions by means of an improved B2B eCommerce platform.

The enhancement of the Sales & Aftersales Program is to capture more new business from fleets and to retain current customers. Here we are looking forward to activating Daihatsu Business Fleet Program activities again.

The upcoming model enhancement will boast more improvement on our Gran Max for better performance and sustainability.

Finally, the Daihatsu Business Transformation Plan: Working closely with our branches and dealer partners in strengthening the existing network and gradual enhancement of facilities.

**AT:** What do you expect to be the biggest challenges, and opportunities in 2021?

**AM:** The first thing that comes to mind is reconnecting with Customers/Prospects: As distributors we need to identify an approach that will coincide with present technologies rather than being a challenge. We have seen that the concept of the e-Showroom and online shopping is trending and is spreading fast. However, users and buyers in the commercial vehicle segment still want to touch and feel the Gan Max . They want to evaluate the physical cargo load dimensions, body fabrication, experience the consultation and everything that comes with the purchase of an asset. The writing is on the wall, yet we have to find the balance.

Sustainability regulations and environmental Impact: Daihatsu Malaysia is among the earliest to comply to Euro IV emission standards from former Euro II by introducing Gran Max's new enhanced model in Q1 2021, with key improvements in performance and safety features while being able to reduce carbon footprints with lower gas emissions is enough to capture market interest.

**AT:** What is your outlook for 2021? Could you share about plans, strategies, initiatives and ideas?

**AM:** 2021 will be another challenging year and for the industry

Reaffirmed by our success last year, we shall continue our momentum from 2020 towards 2021. I am confident that Daihatsu is more resilient than ever with its Sales & Aftersales Program and aggressive media strategy and we vow to continuously strengthen customer confidence, awareness and purchase consideration towards Gran Max to be the trusted brand among our customers. **F**



# 80 Years of Unwavering Commitment: MANN+HUMMEL Celebrates Round Anniversary

*The path to becoming the world's leading expert in filtration - on its anniversary, the Group proudly looks back on a long history of success, and, at the same time, with great confidence into the future.*

**F**iltration specialist MANN+HUMMEL celebrates its 80th anniversary in 2021. Since its founding in 1941, the family-owned company has now developed into the world's leading filtration expert, providing employment for around 22,000 people at more than 80 locations. "We owe our continued success mainly to our reliability, continuity and identification as a family-owned company. As Chairman of the Supervisory Board and grandson of one of the founders, Adolf Mann, I am very proud to be able to continue the legacy that he and Dr. Erich Hummel started in 1941, along with dedicated employees," said Thomas Fischer, Chairman of the Supervisory Board.

The planned festivities for the big event had to be rescheduled due to the Corona pandemic. Instead, there will be individual and partly digital activities for employees at the sites worldwide. The company has also designed a brochure documenting the milestones in the company's history.


## Filtration in the early years: A brave step

When company founders Adolf Mann and Dr. Erich Hummel established the "Filterwerk Mann + Hummel" in 1941, both could already look back on successful careers. One was a mathematics teacher, the other a lawyer, and in the 1920s they had both made careers at the traditional Stuttgart textile manufacturer Bleyle. In the 1940s, the dedicated businessmen took a brave step to enter filter production in order to save the jobs of their employees: Taking over the production of oil and air filters from the Stuttgart-based piston manufacturer Mahle, initially in contract manufacturing and later completely, they founded the filter plant in 1941. Thus MANN+HUMMEL was born. A characteristic feature of the founders' ambitions was the intensive research

and testing activity that began immediately after the purchase. With foresight, Adolf Mann wrote in 1942 in the company newspaper "Der Herold" that the filter product had a future in a field "in which there will be no lack of tasks in war and in peace."

## 80 years later: MANN+HUMMEL purposefully pursues its vision of "Leadership in Filtration"

Adolf Mann was to be proven right with his statement. In 2019, almost eight decades after its founding, the globally active filtration specialist announced the highest sales revenue in the company's history at EUR 4.2 billion - despite increasingly challenging conditions resulting from, among other things, mobility change, environmental and climate awareness, digitalization and political shifts. "In the course of my 20 years with the company, I have become familiar with all areas of MANN+HUMMEL. What impresses me most are the people who, even under challenging circumstances, work every day with great commitment to our common goals", said Kurk Wilks, President and CEO.

With the development of antiviral air purifiers, MANN+HUMMEL is currently helping to contain the spread of the coronavirus with its filtration technology. The devices filter the SARS-CoV-2 virus, flu and cold viruses, as well as free allergens from the air. "We see our core competence of filtration as a key technology that can make a lasting and decisive contribution to cleaner mobility, cleaner water and cleaner air. The primary goal here is to secure the company's future viability while at the same time expanding our market leadership in filtration," explained Fischer. With various acquisitions such as Hardy Filtration (2019), a Canadian air filtration company, and the takeover of parts of Seccua Holding AG (2019), which specializes in the development and production of ultrafiltration systems for drinking water treatment, as well as the acquisition of helisa Functional Coating last year, through which the portfolio was supplemented mainly in molecular filtration and elastomer and activated carbon technology for special industrial applications, the company is expanding its expertise in growth markets worldwide. 



# Sparrow Express takes Flight with HAMMAR Sideloaders

*"In this world of ours, the sparrow must live like a hawk if he is to fly at all." - Hayao Miyazaki.*

Running a business is never easy, but when faced with pressures that could impact the own bottom line, tough decisions will have to be made. One such decisive moment for Sparrow Express was the realisation that the subcontracted transporters could not keep up with demand and oftentimes were unreliable. Originally focused on freight forwarding, Dato' Eric Chia, Managing Director of Sparrow Express, tells us how the business grew by integrating transport services that are heavily relying on sideloaders.

As the transportation arm of the business, Sparrow Express has been established in 2017. Very quickly, Chia added HAMMAR sideloaders. "In 2018 I purchased three units and the year after another two," he said. In 2020, another two units were added, bringing the total number of sideloaders to seven. The total fleet comprises of 25 Volvo trucks. Asked about the choice of equipment, Chia said that the trucks and sideloaders are easy to handle. HAMMAR's sideloaders are also said to be very rugged and tough.

Transporting raw materials and recyclables, Chia found that there is a disproportional need for sideloaders compared to standard trailers. Recyclable material is usually loose cargo and leaving a container on the ground makes the unstuffing an easier task. The need for the use of sideloaders arises from the fact that the customers would usually use fork lifts for easy access when it comes to raw materials. "Overall, using sideloaders makes it easy for our customers to handle the goods as we can just leave the container with them." The move to have own transportation on hand stems from the experience made in the freight forwarding business. "We depended on third party providers, but were not really happy with that." Chia recalled how shipments

were not done right and such instances have impacted his business. In order to address this problem, he decided to integrate transportation into his business. HAMMAR was known to Chia even before setting up the transportation arm and their sales team has been feeding information to Sparrow Express right from the start. Today, he is the one that also offers transportation to others as sideloaders are in demand.

Drivers value the HAMMAR sideloaders as the operation of the equipment is easy and straight forward. Hiring drivers with experience using the Swedish brand, Sparrow Express is able to handle over 1 000 shipments in a month. As the sideloaders allow for fast turn-around, drivers are able to earn more in a day as they are paid per completed delivery. Since the HAMMAR sideloaders enable the drivers to make more money, they are taken to the task to look after the equipment. Any issue will be reported by the drivers directly to HAMMAR, which is based not far from the yard. Within the Port Klang area, the deliveries are done swiftly using HAMMAR sideloaders. "Interestingly, we also get a lot of requests for our sideloader services from outside the port area." Having seen a drop in volume of about 20 percent, Chia hopes that this year will be a better one and that his plan to buy additional sideloaders will materialise. **T**



# Angka-Tan Motor Sdn Bhd Unveils the All-new Foton Aumark S Series

*Built with the joint efforts of global leading automobile supply chain, the Foton Aumark S Series pushes the boundaries in light-duty truck; promises safety, utilitarian, power, efficiency and reliability*

The sole and exclusive distributor of Foton trucks in Malaysia, Angka-Tan Motor Sdn Bhd (ATM) - a subsidiary of Warisan TC Holdings and member of Tan Chong Group - has officially launched and unveiled today the all-new Foton Aumark S Series light-duty super truck for the Malaysian market.

The all-new Foton Aumark S series of light-duty trucks were developed under the Foton Super Truck program, and is one of the culmination of Foton's collaboration with members of the "Super Truck Global Innovation Alliance". The alliance was established with world leading truck technology players including Cummins, ZF Friedrichshafen (ZF), WABCO, Bosch and more.

"Working with Foton, the global brands combined science and technology for the production of optimized powertrain system and vehicle integration, fuel-saving technologies for supporting environmental protection, and intelligently interconnected high-end commercial vehicles that are competent in leading the trend for efficient logistics. As a result, we are able to produce and introduce the all-new Aumark S series which has become a highly accepted light-duty super truck by markets globally," said Wang Jianjun, Executive Vice President of Foton International Trade Co, Ltd Beijing.

Tan Keng Meng, CEO of Warisan TC Holdings Bhd shared, "Angka-Tan Motor Sdn Bhd is very proud to be introducing one of the most technologically-advanced light-duty truck that is set to raise the benchmark in the industry. The all-new Foton Aumark S series is developed with the globally renowned high-performance Cummins ISF powertrain, ZF transmission, WABCO brake solutions and other leading global innovations. It is a light-duty super truck that will deliver on its pledge as a Foton SUPER truck offering Safety, Utilitarian, Power, Efficiency and Reliability! And it has undeniably pushed the boundaries of what a light-duty truck should be," said Tan.

Powered by the latest generation Cummins ISF 3.8L engine, the Foton Aumark S BJ1088 model is capable of serving 115kW of power and 500Nm of torque. Turbocharged and intercooled with a Bosch fuel injection system, the Cummins ISF engine provides the truck with a premium powertrain that's not found on any other light-duty trucks.

Perfectly optimizing the Cummins engine is the 6-speed manual transmission by ZF, which has smooth shifting and high transmission efficiency. The light-weight aluminum alloy casing and optimized gear ratio also effectively reduce fuel consumption, while the optimized turbine gear design can effectively reduce noise.

Built with European safety standards through, the Aumark S series is designed and equipped with both active and passive safety features that have been tested in full compliance with ECE's automotive safety regulations.

Danny Ng, Senior General Manager, Angka-Tan Motor Sdn Bhd shared, "Safety stands as a highly important hallmark of the all-new Foton Aumark S series light-duty super



truck. The truck is built with the most stringent manufacturing processes and had undergone and passed all the required crash tests that were necessary to attain the ECE R29 global regulatory standards."

"The 1.6 million km road test through different road, weather and altitude conditions had demonstrated the technological breakthrough in intelligent control, safety, fuel saving and smooth driving experience in the Foton Aumark S series," he added.

The truck's active safety features include the braking system, lighting, driving view and more. Its high-performance braking system is generated by the main braking valve which adopted WABCO's brake control solutions for enhanced safety and braking efficiency levels, even in extreme conditions.

The Foton Aumark S is also equipped with electric adjustable headlight which has a low beam for the lens structure, with luminous intensity of the single high beam at 50 000 candela or 25 times more than the brightness of daytime sunlight.

An additional feature that further maximizes safety is the intelligent reversing radar with four sensors for a comprehensive detection of any obstacle within 1.8 meters of the rear of the Foton Aumark S when the driver is reversing.

The all-new Foton Aumark S series also boasts updated chassis design that is built with high strength steel, two-piece driveshaft and leaf springs which are more stable and more load-bearing.

Built based on the European standards for vehicle body structure, the cab is stamped and formed, where more than 80 percent of the cab is welded with high precision by double-sided galvanized sheet for high strength against frontal impact and top crushing. The cab doors and frames have hinge reinforcement plate and high-strength tensile for maximum protection against side impacts.



"Angka-Tan Motor will be offering two models of the Aumark S, which are BJ1078 7.5T and BJ1088 7.5T and 9T vehicles. Both models offer improved intelligence with multi-function display for easy operation and handling, ergonomically designed and spacious cab space for extra comfort, and easy refit to suit various logistical needs," said Danny Ng.

"Whether it is for customers who are logistics experts demanding intelligent high-efficiency arrival or cold chain experts requiring on-time arrival or urban delivery experts looking for agility and smooth arrival, the all-new Foton Aumark S series is the ultimate light-duty super truck for business safety, efficiency and productivity," he added.

"We are confident that the arrival of this light-duty super truck will help to lay a more solid foundation for Angka-Tan Motor's and Foton's cooperation as well as our brand expansion in Malaysia," added Tan. **F**





# Bluewake Technologies Helps You Through the Night

*Bluewake Technologies pushes back the limits of fatigue management performance by exploiting the benefits of light on alertness, promoting increased productivity without compromising the safety of individuals.*

This patented solution stimulates alertness at night and facilitates rest during day by promoting improved alertness, energy and attention levels, thereby contributing to lower risk of accidents. It is particularly aimed at night workers and anyone who needs to be alert at night, against the natural sleep cycle. Bluewake Technologies' solutions are the result of the research work of Dr. Marc Hébert, Ph. D. at the neuroscience CERVO research centre of Laval University, in Quebec City, CANADA.

In North America, reduced alertness associated with fatigue on the road is annually responsible for:

- 100 000 accidents;
- 35 000 deaths;
- 71 000 injured and
- 12.5 billion dollars in monetary losses.

In a recent survey, the National Sleep Foundation found that 60 percent of adult drivers (about 168 million people) say they have driven a vehicle despite feeling drowsy in the 12 months preceding the survey.

More than a third of people (around 103 million people) report having fallen asleep while driving.

- 7.4 percent of the North American workforce are assigned to night shifts;
- Night work involves 60 percent more risk of an accident;
- 32 percent to 36 percent of night workers report falling asleep at work;
- 30-40 percent lower level of productivity at night.

Bluewake can help alleviate some of the burdens experienced by night workers and contributing to more productive individuals and their well-being.

### How science can help

The science of neurophotronics teaches us that the natural variation of the light composition throughout the day, specifically the presence/absence of blue light, affects the state of the biological clock, the main driver of our level of alertness. It has been demonstrated that the smart modulation of artificial exposure to blue light can induce improvement in the level of alertness at night similarly to natural light.

Research shows that night shifts is a significant burden on the worker's health. The night worker lives in reverse of the natural cycle known as the circadian cycle, which causes significant issues in terms of fatigue accumulation, stress and overall wellness.


The benefits of the proposed solutions include improved alertness and energy levels at night, contributing to reducing stress and improving sleep during day. We believe that these improvements will impact the number of sick leave and workplace accidents, two factors that offer significant economic, social and operational benefits for both employers and employees.

The Bluewake is designed to produce wavelengths of light known to stimulate alertness. The Bluewake is easy to install and fully automated after activation.

Although the level of alertness at night is strongly influenced by natural fatigue factors (quality / duration of sleep, illnesses, physical condition, etc.), the night shift worker, even when well rested, continues to be faced with a higher risk of reduced alertness induced by the natural sleep cycle, which slows down the body at night and circumstantial factors (reduced light levels and the nature of the activity performed).

The Bluewake is designed for people who are active at night, whether for leisure or for work. It reproduces the natural signal required to stimulate alertness and, as a result, contributing to lower risk of errors and accidents.

### Warning

Bluewake Technologies does not aim to replace sound fatigue management practices and a balanced lifestyle, but rather offers complementary solutions that contribute to lowering the risk of accidents associated with reduced alertness, particularly in absence of natural light, while driving and/or at work. Individuals using this solutions retain the full responsibility of staying abreast of their level of drowsiness, the state of their faculties and their abilities to perform any activity while using the Bluewake and refrain from any activity when those capacities are found insufficient. 

## 24 Hours Breakdown Service Team



LST TYRE CENTRE SDN BHD

## Message from Eric Lau

**LST Tyre Centre S/B, a Puchong-based company is a 1stop truck centre solution specialised in fleet tyres.**

**W**e have over 20 years of experience; the company was founded by my late father in 1995. Over the years, our customer was initially served by four employees providing light truck tyre service and it has since expanded to cover heavy truck fleets from logistic/transportation companies.

In order to meet the rapidly rising market demand and increase in our customer base, we have relocated our workshop to a bigger space in 2017. Our premises of 10,000 sq feet feature truck service bays to service up to four trucks at one time. Our current workforce of 12 employees stands ready to provide the best services to all our customers.

Our main strength is the 24x7 tyre breakdown service team, which can be deployed throughout West Malaysia. We understand the importance of minimizing the customer breakdown waiting time. For this reason, we have implemented a standard operation procedure to expedite the speed and quality of our breakdown service and aim to solve our customers' problems within 60 minutes after receiving a service call.

Besides, we have four mobile service trucks on standby 24x7 in Klang Valley as well as working with other business partners all around West Malaysia. As a result, we are able to provide a prompt breakdown response, solve customer's problem and getting them back on the road again in no time.

We are committed to providing the highest service quality to all our customers and we believe we are one of the strongest breakdown service networks in Klang Valley.

### Other related services available in our workshop :-

1. Computerised Wheel Alignment
2. Computerised Wheel Balancing
3. Mechanic related repair work
4. Aircon Service



### LST Tyre Centre Snd Bhd

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# Success doesn't Reward a Lack of Effort

*It is the little details that make or break a company. Adam Gosling of Tyresafe in Australia shares his thoughts on how to improve ones business by looking after tyres and their alignment.*

**B**ear with me here a little, if a leader is heading in a particular direction then the followers that dogmatically keep on following the leader's example(s) and direction will they (the followers) actually arrive at the most appropriate or best destination?

When we consider the examples provided by various leaders around the globe where COVID-19 is considered the outcomes can be binary, either the decision has worked out well or the disaster is still arising.

So in considering a truck pulling a trailer the trailer has to follow the lead of the prime mover BUT in this case the trailer bears substantial influence upon the direction the prime mover is travelling.

In order to stay on course, the driver of a truck and trailer combination is usually required to provide continuous inputs to the steering. The question of why such inputs are required is not easily answered if the trailing units are actually aligned properly. More often than not this is not the case. Trailing unit misalignment is the greatest cause of rapid drive and steer tyre wear, increased fuel burn and decreased wheel end life, ergo increased operating costs.

If the axles of the trailing unit are not "aligned" to the appropriate settings, then it will pull the tractor off course. The tyres, instead of rolling over the pavement are actually scuffing and being dragged over the running surface. Appropriate settings are usually a lot tighter than the broad specification manufacturers suggest (and truck OEMs don't really care much about trailers). One transport company displeased with the tyre performance they were achieving were looking for efficiencies in their operations so engaged TyreSafe Australia to assist.

After inspecting the scrap tyre heaps, it was determined that there was a good prospect of improving the bottom line by a good number of percentage points.

The process of having all the tyres rolling in exactly the same direction was paramount. Once inflation pressures were brought under control using real time tyre monitoring systems (TPMS) broadcasting tyre pressure data back to base several issues were identified by examining the manner in which the tyres were reacting during the operations.

Topics such as axle camber, wheel bearing pre load are all under the old bogey of "wheel alignment" and so were examined along with the actual axle alignment and wheel (tyre assembly) balance. Adjustments were made tuning the trailers sometimes fraction by fraction.

The first noticeable effect were comments from the drivers such as "we don't know we've got three trailers, this thing steers like a car", "I can relax and just monitor the drive I'm no longer fighting the steering wheel trying to keep the rig on the road" and "at the end of my 12 hour shift I'm feeling fresh, my arms aren't sore from constantly working the wheel to keep heading where I want to go not where the truck wanted to go," where indications the project was bearing fruit.



Image Courtesy of PIN-365 and Asian Business Media

All the tyres from the pilot rig were now evidencing evenly shared workloads, the operating pressures were within the acceptable range for all tyres on each axle group. The end of life tyres no longer exhibited strange wear patterns, they all were wearing evenly and smoothly, tread consumption was impressive. The projected tyre life increased by a double digit number with the according change out frequency reducing.

The most impressive return was from fuel burn rates. Being a triple trailer unit (triple A, a lead trailer followed by two dolly/trailer tri-axle combinations) the fuel burn rate was always going to be high. Starting from a base of 1.45 km/litre the pressures/alignment project presented figures of 1.85 km/litre, a 27 percent improvement. Considering the annual travel was some 250 000 kms the savings were substantial to say the least.

Add extended wheel end life, reduction of driver fatigue and tyre life being extended by 10 percent + the return on the investment were remarkable.

The alignment of the trailing units directly influences the performance of the entire rig. Having tyres wearing evenly means tyre rotations over different axles became a matter of routine periodic maintenance, not a desperate attempt to salvage a few more millimetres of tread before throwing a large percentage of usable rubber away.

Quite often operators only care about the tractor. For some pulling client trailers there is little option. They have to pass the costs on to the client when the contract is signed knowing full well that tyre wear is going to be higher than it should be, fuel burn is going to be higher than it needs to be, the potential for a loss of control event is higher than it needs to be.

Having the ability to observe tyre pressures in real time now provides opportunities to examine the underlying reasons of why the tyres are reacting the way they are. Agreed road conditions are always a challenge but all tyres on the rig suffer those consequences one way or the other. It is why the tyres react the way they do is what we are interested in.

Having a software database system that is able to compare real time inflation pressures from different axles and positions will reveal insights that are usually just dismissed in the scrap yard as "that's life". Sorry, I am not going

to accept observing tread packages that are not evenly worn across the face and around the circumference as being normal. If the leadership provided does not yield success then question the status quo, is this actual leadership or just profit burning?

Dog tracking is not a unique concept, the head end may be pointing in a different direction to the back end, both ends scuffing the surface to achieve the intended direction of travel. I'm sure many of you have followed a trailer going in a different direction than the tractor.

Why are transport operators continuing to consider tyres as consumables when in fact they are diminishing assets? This is not semantics or word play. When tyres are viewed holistically the return from the asset group (the truck and trailers) can be improved substantially.


Any transport organisation is in business to generate a profit, that surely is the reason for the business venture is it not? If the profits are going to be thrown away because of a lack of direction or leadership then is that not akin to a trailer pulling the tractor off line, what I call dog tracking?

Quality tyres wear according to what they experience. Being pulled off line is the fastest way to burn tread rubber, ignoring inflation pressures is the fastest way to burn the casing's potential. Despite what is said around the scrap yard actually maximising the return of your tyre investments is not rocket science, diligence and dedication are required.

Remember, success doesn't reward a lack of effort.

### **About the Autor**

Adam Gosling and the team at TyreSafe Australia provide guidance and direction for all tyre users. Safety is paramount, so is efficiency and sustainability. Tyres are a globally universal product, the requirement for tyre safety is also a global standard.

TyreSafe Australia assists clients around the globe to improve the returns from their tyre investments improving not only profits but safety as well. We never tire talking tyres. 



# Isuzu Tackles the New Year with a New Vision

**AT: Please re-cap your achievements of 2020 for us.**

**KN:** Isuzu Malaysia achieved the No 1 position in two categories for the year 2020: as Malaysia's No. 1 truck for the 7th consecutive year and light-duty truck for the 11th consecutive year, based on the annual truck sales data by the Malaysian Automotive Association (MAA).

These are major milestones for us as these achievements were attained in the year of Isuzu Malaysia's 40th anniversary. Our achievements were largely attributed to Isuzu's dedicated approach of providing reliable and innovative products and quality services to customers, through our teams' unrelenting commitment. Despite the distractions and challenges of the pandemic situation which were tough for everyone, Isuzu Malaysia managed to stay on course in our business execution.

We managed to continue our dealership network expansion which included enhancing the size of Kuantan Isuzu 3S centre, welcoming two new dealers namely GB Motors Sdn Bhd in Taiping, Perak and Truck Venture Sdn Bhd, in Petaling Jaya, Selangor, and opening the first medium and heavy-duty truck dealership for East Malaysia, located in Kuching. Apart from that we also launched new products in the market and this included introducing the enhanced ELF with Isuzu Safety Plus platform. In addition, we also managed to maintain the delivery schedule of more than 270 new trucks to City-Link Express (M) Sdn Bhd.

With the full impact of Covid-19 felt after March, Isuzu Malaysia's team always considered how to contribute essential services and other necessary business support through supplying vehicles. Highly fluid, situations and guidelines changed constantly, but Isuzu Malaysia corresponded with more flexibility and frequent communications between dealers and customers as to what the market required.

**AT: What is your vision for 2021?**

**KN:** Isuzu Malaysia's vision for this year is to further maintain our market position and continue to defend our No.1 truck and light-duty truck brand in Malaysia.

**AT: What is your mission for 2021 and how is it different from last year's?**

**KN:** We endeavour to continue providing the best products and services to meet our customers growing needs, especially in a Covid-19 environment where uncertainties are high and customer interaction dynamics have changed. Our immediate focus will be to manage any recovery from past year therefore ensuring that our customers have continuous, quick responses to their servicing and spare parts needs.

The situation in the past year has forced businesses to adapt to the unpredicted challenges and this year will test our ability to stay strong and re-strategize where it is needed. On this, Isuzu Malaysia's strategy will largely focus on improving

management efficiency, including reducing fixed costs, while ensuring the quality of our products and services remain as good or even better than previously.

**AT: How are these different from the global ambitions as introduced in 2004?**

**KN:** Our Mission and Vision have become more digital-based and adapted to focus on our customers on a remote basis. For example, we cannot use the past approaches to reach out to our customers. With nationwide movement restrictions and uncertain conditions imposed, we have to adapt to our customers in different and creative ways while maintaining our level of professionalism and speedy responses.

**AT: Why is this necessary now and how are the mission and vision adapted to the local market?**

**KN:** They are modified to maintain our digital operations when movement restrictions are in place and interstate travelling is not allowed. It is crucial during this time to maintain connections with our dealers and customers and to ensure continuity of after sales and marketing activities.

For the local market, we are dedicated on growing our presence and meeting customers' needs while managing the country's responses to the growing Covid19 threat. Our customers' safety comes first and we want to ensure we continue to provide them with the very best vehicles and service in a safe, SOP compliant way.

**AT: What is the impact of the acquisition of UD Trucks on this?**

**KN:** The acquisition of UD Trucks is set to build a long-term and strong relationship globally in terms of technological partnership, accelerate growth by leveraging greater volumes and capture more opportunities across geography among others. These will complement Isuzu Malaysia's vision and

mission and will in fact benefit more customers, thus no changes will be required at this stage.

**AT: What are the plans for UD Trucks and how are you going to integrate the brand?**

**KN:** Isuzu Malaysia will be taking guidance from Isuzu Japan on the plans and brand integration once these are ready to be rolled out globally. At the moment, we have not received any updates on this.

**AT: What would be the challenges implementing your mission / vision and how do you plan to overcome these?**

**KN:** With the outbreak of the new coronavirus from the beginning of 2020, and the sustainability of the company since the ASEAN crisis, the company has taken various measures to respond to these threats. In order to keep the company operations running smoothly, we have been working on cost reductions as our top priority in 2020, and if need be this will continue this year but of course without compromising on our efforts to enhance our products and services for customers.



Koji Nakamura, Chief Executive Officer, Isuzu Malaysia Sdn Bhd

We managed to stay on course on these in 2020 and we are more equipped this year. Our vision and mission will remain unchanged and Isuzu Malaysia is committed in maximizing our resources to help our customers move forward with their business operations. Overall, we expect that market conditions will recover in 2021 compared to 2020, so we would like to shift from a defensive stance to an offensive stance to achieve sustainable growth of the company.

**AT: Any comments / thoughts / anything we need to add?**

**KN:** Isuzu Malaysia's strategic initiatives to sustain truck sales growth and maintain our No. 1 market position will be the critical factors for further enhancing service quality and increase customer satisfaction despite the challenging market situation. Although Isuzu is now well-known for offering a wide range of trucks that have become the preferred choice for quality, durability and cost-efficiency, we will continue to remain focused on providing more excellence and value to all our customers. 



## Marie Sjödin Enström Makes History in Malaysia

*After five and a half years it is time to reflect on what has been a turbulent and eventful time before Marie Sjödin Enström hands over the Scania office to her successor.*

The departure and handover of Scania's business in Malaysia and Singapore might have been delayed for Marie, however it only added another layer of excitement and experience as the situation required new thinking in order to stay on top of the game. In this exclusive interview we met with the outgoing Managing Director of Scania Southeast Asia to find out how the past 66 months have shaped perceptions, the industry and experiences.

### Better than Expected

For many, the perception of a new country is formed mainly from afar, with little on the ground local experience. For Marie this was no different. Having only visited Kuala Lumpur once before she took up the position, "Like most new MD's we come with a perception of the country needing more development. Upon arrival, like many MD's we realise that Malaysia is more developed in some areas, more open-minded in other areas compared to where we come from. Of course, there are many gaps to work on but this is where Scania comes in – to help build the country towards a sustainable transport system." What I have seen is a developed nation with solid infrastructure, good legal framework and good quality in many aspects." In addition, she praises the

opportunities available here and in the neighbouring countries. "We have room to grow, room for innovation and personal development. Whereas in Europe, there is perhaps less room to manoeuvre, here we can still develop and see potential."

Marie went on to make her mark on the business and in driving change in the Malaysian market. "When I arrived here, the notion of sustainability was not something that was widely recognized. However, sustainability is something that has been at the heart of Scania for a long time and it became a mission to further enhance the understanding of this concept while being here." Looking back now, Marie is proud to say that she will be leaving Malaysia knowing that sustainability, in many forms and e.g. Scania's Ecolution, has seen a massive increase in support and attention.

### To be Continued

"While I can say that Scania, as a team and brand, have come a long way in the past five plus years, there is still a lot to be done. My successor will have many challenges and opportunities." Noting that Scania is focused a lot on the development of engines powered by alternative fuels, Marie points out that the brand is still not able to deliver the full potential to its customers as Malaysia has yet to move to higher emission standard requirements, such as EURO V or EURO VI. Referring to the same effort of upping the ante





in Australia, she acknowledges that it also took long of lobbying to see change. "There are always ways and we have to find ways of continuously offering value to customers buying our products." Marie reflects that currently the government will have other urgent priorities and that the voice of the industry may not be heard as loud as it should, amidst the efforts to combat a pandemic and to rebuild the economy.

### Local Flavour

Having experienced a transition between countries, Marie is certain that she will be missing the food, the weather and the people. Marie would argue that any brand is driven by the need to sell and that this is something that do not change when transferring to another country "Sales. That is the same everywhere as a fundamental requirement for the business," she states. What makes a new posting exciting are the other factors that one may find present. "For instance, we have an amazing team at the Swedish Embassy and Business Sweden and their passion to bring Swedish culture to Malaysia transcends to our day-to-day operations.

"One of the highlights during my time here was clearly the launch of our New Truck Generation. By that I don't mean just the launch event, but the build-up, the training and preparation which made it a hugely exciting exercise." Although not such a bombastic event, the recent opening

of the Kuching branch was another highlight as was also the opening of a new workshop in Port Klang. "Seeing that such an event would draw the attention of a minister, who came and was clearly excited about the development, was extraordinary." Marie also said that the closeness and access to government departments and important decision makers has been something she surely would not experience back home. With the excitement of driving the truck as part of the opening ceremony of MCVE 2019 and a family like feeling within the business and private community, she sums up her time here as simply "amazing".

### Un-ticked Boxes

While the tour of duty might be an overall success, Marie also critically says that some things have been left hanging, due to several reasons. While admittedly, things don't happen overnight, the fact that there hasn't been a bigger number of women taking up management posts in the industry has been a frustration.

### Putting it Here

When looking back, Marie recognises that she has greatly benefitted from her time in Malaysia and in her own words, there needs to be a continuation. "In a couple of days, I will be handing over to a new Managing Director of Scania South East Asia. The one thing I can advise is that one should not be afraid to try new things." Referring to the many opportunities that the region presents, it would be a mistake if one were not trying to transfer ideas and to continue to drive development".

"Don't hold back, keep on driving change," is her motto. To be successful with this direction, one should understand cultural differences and adjust to the way the local economy is functioning. Only with that in mind, she says, will one be able to move forward.

### Missing Out

Marie says that she has given it her best shot for over five years, and achieving the goals she had set for herself and the team has taken a lot of energy and hard work. Given the hectic schedule, she has however also ensured that she would also look around and get glimpses of the nature of the different countries she has visited: "The pursuit of these goals should not come at any price, even if that means that some will take a bit longer."

Her message to the industry as a whole is one that inspires: "I hope that others also realise how much more we can all accomplish here in Malaysia and in the neighbouring countries. There is so much potential that is yet to be exploited." Much to her regret, Marie will not oversee the 50th Anniversary of Scania in Malaysia, but she vows to continue to make history back home in Sweden. **F**




# Thundertruck – The Mobile Boombbox



What better way to demonstrate your speakers than putting them onto a truck and offering it as a mobile boombox to festivals or private individuals? This is what German maker of speaker systems Teufel did with this 1977 MAN military truck.

Featuring their own speakers, DJ console, fridges and a bar, the top converts into a 13 square meter dancefloor when parked. During transit, the metal panel cover and protect the ten massive ROCKSTER speakers and two subwoofers. The sound system alone boasts 7800 Watts of power. Matching this is the performance of the vehicle: propelled by a 12litre engine, the 17 tonne metal and membrane that make the Thundertruck reach up to 90 Km/h.

Packing a party-punch, the Thundertruck is equipped with strobe lights, LEDs and fog machines to instantaneously create a setting fit for metalheads or EDM. 





## Tested in China, Ready for Malaysia



*Air suspension and disc brakes axle combo kit become industry trend, Huajing axle play leading role by setting up quality benchmark.*

Since the new Chinese national standard 2019 issuing, disc brakes axle have drawn unprecedented attention in Chinese market. As a result, the setup of a combo kit with air suspension and disc brakes has become indispensable for the trailer industry. Huajing, as a leading innovator and developer for air suspension in China, take up a dominant role in air suspension supply in the Chinese market. Its top-quality, lightweight disc brake axles have received positive feedback and lots of compliments from users based on their experience, and become the customer's first choice for their trailer solution in the new area.

Disc brake axles are Huajing core product. They feature light weight components, excellent braking performance, good heat dissipation and stable braking effect, which greatly improves driving safety. Equipped with Huajing air suspension, the trailer will achieve better shock absorption performance, tyre wear reduction, extended service life, ultimately contributing to fuel reduction, and operating costs saving.

The combo kit of air suspension and disc brakes is Huajing's best-selling product in the new segment. For a long time, Huajing persisted in being customer-oriented and market-oriented, responding quickly to cater to customers' demand, and ceaselessly promoting intelligent manufacturing and product upgrades, under the driving force of "building a champion brand and improving customer satisfaction."



Depending on different road conditions and usage environments, disc brake axles and drum brake axles have their own advantages. Disc brakes are superior in heat dissipation, high sensitivity and speedy response, while drum brakes are more suitable for harsh road conditions. Therefore, some users accustomed with disc brakes might have some concern for disc brake axle performance in harsh road condition.

The most complicated road conditions in China will be in the Yunnan-Guizhou-Sichuan area. "Here we specifically demonstrate the performance and user feedback of Huajing air suspension and axle combo kits under the harsh road conditions in the Yun-Gui-Chuan area. This case will provide certain reference for the configuration of trailer part solution," a Huajing spokesperson told us.

Case Study 1: Customer in Chongqing  
Vehicle condition:

Plate No. 渝AW262挂, driving distance: 45718Km, using Huajing German type 10T disc axle with Knorr SC7 brake caliper, driving in mountain area highway from Chongqing to Guizhou.

Trailer component testing result:

Everything normal except for a rubber cap of the torque protector and adjustment mechanism dropped. Huajing after sales analysed and quickly fixed the problem, using their documented methodology to assess such issues.

Case Study 2: Customer in Yunnan

Vehicle condition:

Plate No. 云L8710挂, driving distance: 19883Km, using Huajing German type 10T disc axle with Knorr SC7 brake caliper, loading asphalt.

Trailer component testing result:


The key components of the disc brake axle have been thoroughly inspected without finding any faults.

After visiting end users in Yunnan, Sichuan, Henan, Shandong, Hebei and other areas, Huajin prioritizes customer feedback and satisfaction management. Their overall comment reflects that Huajing disc brake axles are capable of handling the complex road conditions in Yunnan, Guizhou and Sichuan.

Considering Malaysia's overall road conditions are amongst the most complicated in Southeast Asia, far exceeding those in the Chinese Yunnan-Guizhou region, Huajing's management is confident that the



tested high-quality and lightweight Huajing disc brakes will definitely improve safety and efficiency in the Malaysian transport industry. It is expected that in 2021, a significant breakthrough will come to Malaysia market with disc brake axle substitution of drum brake axle for dangerous transportation trailer.

Axle and suspension are key parts for trailer chassis. It is very important to choose a reliable and reputable brand for trailer configuration upgrade. With 19 years of R&D experience in axle, suspension and landing gear, Huajing has grown to be one of the biggest trailer part solution providers in Asia. "Customer satisfaction is our pursuit and honor, customer satisfaction is the significance of our existence. Hua Jing axle will continuously enhance brand perception, expand its range, strive to provide more durable, more efficient semi-trailer chassis configuration solutions for global customers, and continue to contribute to the global logistics and transportation industry to improve quality development." 





# Kögel Presents the Kögel Trailer Axle NOVUM

**T**he lightweight yet robust axle combines high performance, cost-efficiency and sustainability and is a perfectly engineered bogie for all Kögel trailers of the NOVUM generation

With the Kögel Trailer Axle NOVUM – or KTA NOVUM for short – has revolutionised its in-house bogie design and created an optimised version of the successful Kögel Trailer Axle. The focus of the engineers was on developing a cost-effective and reliable axle unit that is perfectly engineered for the requirements of customers and the trailers in the NOVUM generation.

Kögel represents many years of expertise and outstanding engineering. The Bavarian trailer manufacturer proves this once again with the development of the Kögel Trailer Axle NOVUM. The goal: uncompromising quality, high cost-efficiency and optimal maintenance-friendliness. The weight-optimised components also deliver fuel savings, minimising the environmental footprint of the cargo. This is all in line with Kögel's guiding principle: "Economy meets ecology – because we care" – because at Kögel, the customer and their needs are always the top priority.

The KTA NOVUM is the product of outstanding engineering. It combines the highest-quality, premium components with an innovative overall concept, which forms the backbone of the NOVUM generation and, above all, enables an extremely long service life. The perfect symbiosis between the KTA NOVUM and a trailer of the NOVUM generation has been realised by the development of a new axle support design. The axle support is engineered to optimally transfer force to the side member. Meanwhile, the revised, asymmetrically shaped steel and rubber bushing continues to transfer of force from the wishbone to the axle support while reducing strain on the materials. This interplay of components makes the trailer extremely strong and stable.


## Customer requirements are the top priority

At Kögel, the customer always comes first. Preferences and suggestions from real-life users are incorporated in every product development. The need for long maintenance intervals and short downtimes is particularly pressing. That's why Kögel engineers have opted for a weight-optimised single tappet mechanism combined with cathodic dip-paint-coated brake calliper carriers and extra-robust brake pads and brake discs. The tried-and-tested cathodic dip-paint coating for protection against corrosion and stone impact can be found on almost every part of the lightweight yet robust bogie, and helps ensure a long service life.

## Environmental protection included

"Economy meets ecology – because we care" – this guiding principle represents an obligation towards our environment, too. Kögel has knocked pounds off the KTA: Lighter brakes, direct clamping of the axle pipe by the wishbones, and two instead of four guide bolts have made it possible to omit certain components and thereby noticeably reduce the overall weight of the bogie, compared with the first generation of the Kögel Trailer Axle. This results in lower fuel consumption, which reduces CO2 emissions in turn. This will come as good news to both our customers' wallets and the environment.

## Rapid availability of spare parts across Europe

All spare parts for the KTA NOVUM will be available via Kögel Parts. In addition to convenient online ordering, a large number of Europe-wide service partners and service workshops are equipped with the most popular and essential spare parts. This prevent unnecessary downtime and, in the worst case, ensures the trailer is back on the road in no time. 



# Get the Bosses to Drive

I meet a lot of very successful operators. Some have been in the transportation business for many years or even several decades. They have built businesses and brands that customers associate with quality service, and the fact that they make good money speaks for their acumen. The one thing that irks me though is that many don't have a licence and do not now how to operate a commercial vehicle.

## Why does that matter?

To fully understand a product, I would argue, we have to have tried it. Go to an electronics store and see how people pick up their new laptop. They open and close it, move their fingers over the mouse pad and play around with some of the apps. When transport companies pick their next addition to the fleet however, the most we may see is that a boss climbs into a cab, sits behind the wheel and gives a thumbs up for a friend with a camera. Which does not give a full impression of how the vehicle will operate and function, how it might be better (or not suitable) for a specific mission. There is a philosophy that basically says that the ultimate user of any product should be involved in the decision-making process.

## Understand or Not?

If someone was to come to me to complain that the autocorrect of Word is causing trouble when writing articles, I would know. Because I too am a user of said product. Imagine a driver comes to you and talks about how downshifting at a hill is difficult or how a retarder may not be performing well enough. Would you understand this? I don't mean if you can deconstruct the sentence and hear


what the driver is saying, but if you can comprehend where the problem is, the cause and the effect on the driver and his behaviour on the road. I see YouTube videos of truckers who use manual 18 gearboxes. Frankly, I have no idea how to use one, although I think I have a good comprehension of the technology behind it.

## Don't be Fooled!

Let's just say that you do involve your drivers in a decision when it comes to purchasing their vehicles. Now, seeing how you have no practical experience, how would you know they aren't selling you some nonsense? For all you know, the driver is just fixated on a specific brand and would not know which vehicle is really the best for you. The same applies for your dealings with the sales personnel who are trying hard to get you to sign the line that is dotted. The more you know, the better you understand the actual job, the better your decision will be and the better you can run your business. If a transporter can demonstrate the s/he knows in ins and outs, not just on a spreadsheet, but behind the wheel, respect will be earned along with extra dollars.

## Know the Job, Improve the Business

Besides a better understanding of the requirements, being able to drive a commercial vehicle will give you an edge: with a better understanding of all aspects of the business, it is easier to identify ways to improve it. In addition, I would think that other drivers are going to be more motivated when they see that the boss is "one of us". Imagine the reaction of your customers if you, as the boss of the company, show up. Does that not communicate that you truly care for your clients? Having a valid driving licence can also be a great outlet for stress. Should the office ever be too claustrophobic, you can just deliver some goods and go on a road trip.

Before you ask: yes, I have a licence for trucks up to 7.5 tons and I enjoy taking whenever I can. 



be avoided. Face sheets made of glass fibre-reinforced plastics (GRP) are assisting with this.

The construction material LAMILUX X-treme GRP is used, among other things, as a face sheet for the internal and external walls of vaccine transport containers. This results in a surface that is extremely robust, even at temperatures of minus 80°C, easy to clean, corrosion-free and very light.

An additional option is the AntiBac function, which can be applied optionally to the glass fibre-reinforced plastic. Integrated nano-silver particles disinfect the surface, whereby multi-resistant germs die within just a few hours. The re-formation of critical germs is prevented.

**Additional areas of application for LAMILUX X-treme AntiBac**

This innovative composite material is already being used as a structural face sheet for refrigerated truck bodies, refrigerated warehouses and processing facilities in the food sector as well as in operating theatres in hospitals. This can reduce downtime throughout the food and cold chain. **F**

## Extremely Safe Face Sheets for Vaccine Transport

In order to transport the long-awaited COVID-19 vaccines in a safe, hygienic and refrigerated manner from production to the vaccination centres and store them properly there, special transport vehicles and containers are required. Impacts, impurities and, above all, temperature fluctuations must

# IVECO to Launch Pioneering on-board Vocal Truck Driver Companion Built on Amazon Web Services (AWS) Technology

The cutting-edge project from IVECO, built on Amazon Web Services (AWS), sets new standards in innovative services for drivers by introducing a voice-enabled service through Amazon Alexa.

IVECO, a global manufacturer of light, medium and heavy commercial vehicles and buses, is leading the way in Europe by using AWS's Machine Learning and serverless capabilities and Amazon Alexa to enhance the driver's experience.

The new innovative voice service enables IVECO drivers to vocally manage their route planning, check the vehicle's maintenance and health status, and request driving tips. The voice service can also operate cab controls, allowing drivers to remain focused on the road, increasing traffic safety. It also makes it easy for drivers to remain connected with the IVECO driver community.

The new voice service, designed by IVECO Digital team with the support of AWS Professional Services, has been built following the Amazon Working Backward Innovation methodology taught in AWS's Digital Innovation Program, and uses AWS machine learning, voice, security and serverless technologies.

"We are delighted with the new voice service, which will set a new standard in the automotive industry," said Fabrizio Conicella, Digital lead at IVECO. "By leveraging the breadth of AWS's portfolio, IVECO has been able to innovate and deliver in record time a new service that fundamentally changes the way drivers can interface with our vehicles and our drivers' community. The new voice service from IVECO underpins the company's future digital strategy as it strives to offer a completely new way for drivers to perform their tasks in an interactive way while raising the level of safety and comfort." **F**



# Tata Motors Receives 98 Patents in 2020

Tata Motors, India's leading automobile company, announced that it had accelerated its drive for engineering excellence and innovation in 2020 by filing 80 and receiving 98 patents in 2020. These patents predominantly relate to the megatrend of CESS (connected, electrified, sustainable and safe) automobiles and encompass an eclectic mix of improvements in automotive electronics, noise vibration and harshness, conventional and advanced powertrain systems, and crash safety under various categories of Industrial Designs, Copyrights and Notarizations.

Over the years, Tata Motors dedicated focus on R&D has led to a consistent introduction of new technologies, practices and processes that have since become front runners in the automotive world.

Speaking about Tata Motors' commitment and focus on R&D, Rajendra Petkar, Chief Technology Officer, Tata Motors, said "At Tata Motors, we have a rich history of introducing innovations that develop to become industry benchmarks. We encourage our talented team to think

afresh and challenge the status quo in our consistent pursuit of excellence. A carefully curated solution oriented approach enables us to collectively ideate, innovate and collaborate to evolve new technologies, products and processes to delight customers. Consistently developing intellectual capabilities and properties at an institutional level is key for the advancing India's auto industry's role in building 'Aatmanirbhar Bharat'. At Tata Motors, our objective is to create best in class 'Make in India' products that offer global standards design, safety, comfort and driveability."

Tata Motors' focus and thrust on building intellectual property is regularly acknowledged with prestigious awards and recognitions. Amongst the recent recognitions won are the 6th CII's Industrial IP Award for 'Best Patents Portfolio for a Large (Manufacturing/Engineering) Organization' for 2020; the IP Excellence Recognition award at 2019 Questel Executive IP Summit and being acknowledged amongst India's Top 15 Innovative Companies by Clarivate Analytics in 2019. **F**

## SPECIAL OFFER FROM ASIAN TRUCKER!

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

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

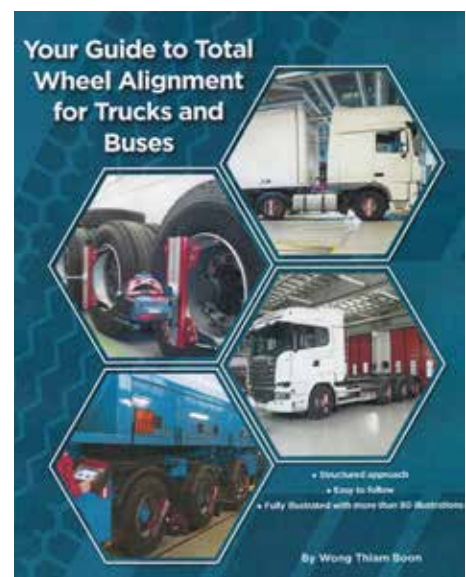
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"This practical and resourceful book will be an asset to any fleet operator or workshop that wants to improve the performance of commercial vehicles. It is TB Wong's experience of decades working with wheel alignment systems that shines through and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

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

Available from Asian Trucker. Order via [info@asiantrucker.com](mailto:info@asiantrucker.com)

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# Liebherr Honoured with the SDEC 2020 Excellent Development Award

Shanghai Diesel, one of the leading engine manufacturers in China, honours Liebherr with an award for the outstanding performance in the development and integration of diesel fuel injection systems.

On January 11, Shanghai Diesel Engine Co., Ltd. (SDEC), one of the leading engine manufacturers in China held the 2021 Supplier Conference in Shanghai. During this event, SDEC honoured his most successful supplier partners for their quality of project implementation, cost reduction support and the comprehensive performance. Liebherr received the award for the development of the injection

system for the 25K engine series of SDEC. The 6-cylinder in-line engines of the series have a maximum output of 780 kW and a displacement of approximately 25 litres.

After two years of close collaboration, Shanghai Diesel was able to start with a series production end of 2019. The quality of the project was reliable throughout and got a high market recognition since the production start. At present, Liebherr's common rail systems are in use in SDEC K-engine platforms for genset and maritime applications. The Excellent Development Award is the affirmation and recognition of the outstanding work of Liebherr in product development. **➤**



## MCVE 2021 has a New Date

In view of the current situation and information on hand regarding the fight against the Covid-19 pandemic, the organizers of the Malaysia Commercial Vehicle Exhibition 2021 (MCVE) have decided to postpone the event.

The new dates will be 21 - 23 October, while the venue remains unchanged. "We have to be concerned about the event being both, successful and safe for everyone involved. Having evaluated the situation, we believe it is best to postpone the event. As organizer we have

a duty to keep everyone safe and we will not take risks," said Stefan Pertz, Organizer of the event. He emphasised that the measure was taken in view of current development in regards to the pandemic, whereby the event as such, is being anticipated by the industry.

Those wanting to participate in the event as exhibitors are encouraged to book their space as interest remains strong. Contact: Nicole Fong, +60 12-207 2344. **➤**



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# HJ AXLE



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