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MOVER**



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Cummins ISMe  
420-30 -420Hp

**Transmission**  
ZF Friedrichshafen  
AG. 9/16 speed

**Chassis**  
Double Layer

**Rear Axle**  
Hub Reduction

6x4  
8x4

**MIXER  
TRUCK**



**Engine**  
Hino P11C- 350Hp  
Hino P11C- 380Hp

**Transmission**  
ZF Friedrichshafen  
AG.

**Chassis**  
Double Layer

**Rear Axle**  
Hub Reduction

4x2  
6x2  
6x4  
8x2  
8x4

**RIGID  
TRUCK**



**Engine**  
Hino P11C- 350Hp  
Hino P11C- 380Hp  
Cummins ISMe  
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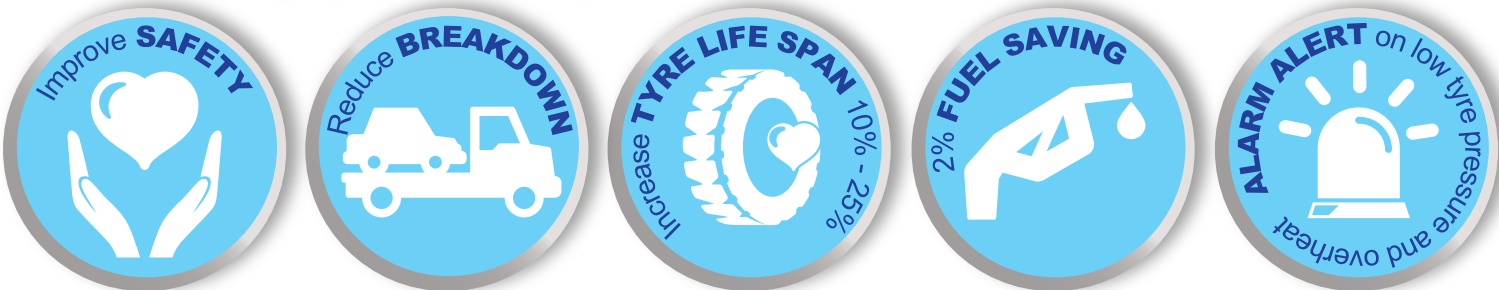
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  - ECO4

- Chassis**
- Double Layer 8mm + 8mm
  - 320mm \* 90mm

- Rear Axle**
- 16 tons + 16 tons
  - Hub Reduction

## MIXER TRUCK

6x4  
8x4



- Engine**
- FAW -CA6DM2 - 39  
390Hp ; 11045 cc

- Transmission**
- American Eaton
  - ET - 20109A

- Chassis**
- 320mm \* 90mm  
(8mm + 8mm)

- Rear Axle**
- 16 tons + 16 tons
  - Hub Reduction

## RIGID TRUCK

4x2  
6x4  
8x4



- Engine**
- FAW -CA6DM2 - 39  
390Hp ; 11045 cc
  - FAW -CA6DM2 - 42  
420Hp ; 11045 cc

- Transmission**
- American Eaton
  - ET - 20109A

- Chassis**
- Double layer  
320mm \* 90mm  
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- Rear Axle**
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# SCHAEFFLER

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# FUELLING BUSINESS FURTHER

Sin Hock Soon takes Shell FuelSave Diesel for a test drive. It delivered.

Since young, Tony Yew has been ambitious. He never settled for what he had, and that determination made Sin Hock Soon Transport Sdn Bhd, industrial transport and logistics provider, into the success it is today. So when it came to his business' fuel partner, he expected no less. In 2015, Sin Hock Soon started to use Shell FuelSave Diesel as their main fuel supply, right after Yew tested its claims of better fuel efficiency and cleaner engines.

## TAKING MATTERS INTO HIS OWN HANDS

Yew had been looking for more ways to further his business, and found that his operations were suffering due to vehicle performance.

"More than ten units were breaking down every month or so. The injectors were badly burnt and jammed with deposits." Investigating the issue, Yew discovered an alarming difference when his vehicles used Shell FuelSave Diesel and when they did not.

**"We have saved up to 6% on our maintenance costs since switching to Shell FuelSave Diesel."**

That difference greatly affects the business' bottom line.

## IN THE DRIVER'S SEAT OF FUEL EFFICIENCY

The result of 100 years of fuel research, Shell created a powerful detergent formula that helps prevent deposit build-up contributing to improved fuel economy over the lifetime of the vehicle. This same formula is used in Shell FuelSave Diesel, supplied in both skid tanks and retail stations.



Unlike the rest, the injector on the far right used only Shell FuelSave Diesel and stayed clean from deposits.

Wanting further evidence, Yew put Shell FuelSave Diesel to trial. He monitored the engine parts of trucks that were either filled with Shell FuelSave Diesel or alternatives, and the results were clear.

**"The injectors we used with Shell diesel had no problems. In fact, it still looked like new. From experience, the injectors would have darkened with residue in a short period of three months."**

## THE FAMILY BUSINESS JOINS SHELL'S FAMILY

All this solidified Yew's decision to work with Shell moving forward. With plans to expand his transnational business across Vietnam, China and Singapore, Yew is confident that this collaboration will optimise their efforts.

Sin Hock Soon stands as one of the largest service providers in Malaysia today, and has over 250 trucks of various capacities in their fleet.

Taking over the family business when they only had 40 trucks, Yew is now training the third generation, including the children of his siblings, so that all of them can be independent and carve their own successes.

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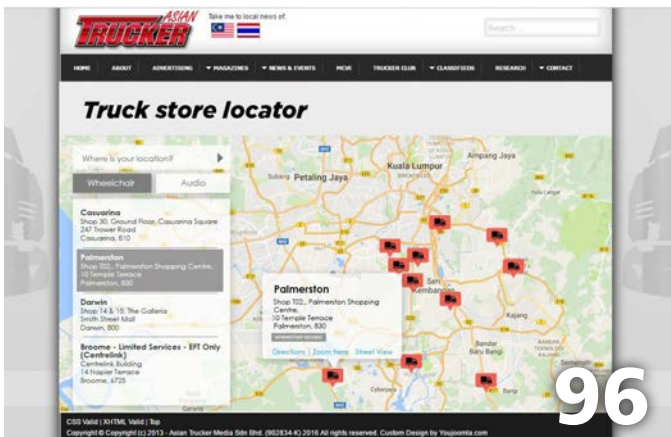
**- Tony Yew, Director of Sin Hock Soon Group**

**125**  
**YEARS SHELL MALAYSIA**  
1891\*2016



The above views are those of a real Shell customer who has used Shell FuelSave and may have been edited for brevity or clarity. The customer was not paid for his/her testimonial. Results were self-reported by the customer and have not been individually verified. Results are not indicative future performance; individual savings may vary.

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# The **ASIAN TRUCKER** Drivers.

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# Data for Transporters



Usually I am confident about what lies ahead. This time however, at the IAA we heard it from many: connectivity and big data, the Internet of Things are crucial now to the industry. Isn't it amazing what you can do with modern technology nowadays? At peak performance, you can have two trucks following each other, driverless, at no less than 0.8 seconds! This fascinates me as these things are traditionally the material of science fiction books, which I have been reading since I was only six years young. Not being that sophisticated, but still pretty savvy is the Transport4U website that finally takes care of your empty trailer when you move goods. Our own research department has, after many weeks of collecting and verifying data, finally come up with our own tool: the interactive service network. Also in this issue you will find event listings and insights into a fleet we picked to look at what drives this particular company. Flip to Market Intelligence for this. On several occasions now, I have been told that our magazine serves as a reference guide for market data. Of course that gives me some sense of achievement.

Data is what truck manufacturers also base their development on. I had the pleasure to interview key people involved in the development of trucks. Here, we see that it is not only data that is going into the truck design, but that at the end of the process buyers will be given a declaration, stating how much Co2 their trucks will produce over the span of their total usage period. Using a lot of numbers, we also understand better how we can

make cities smarter. Did you know that there are 21 people born into or migrating to Kuala Lumpur per hour? Just imagine all the goods they need to have transported into town for their daily living. And again, modern technology may come and help us to reduce the need for transportation if we apply disruptive technologies. Some years ago I was involved in a project dealing with vertical farming. I wouldn't have thought that this would be a subject for an article in a truck magazine. The world has become smaller. Not only in terms of distance, but also in terms of accessibility of information.

Perhaps the best market intelligence can be gathered over a drink or during lunch. Having had chats with people from the industry while attending the AMH Gala Dinner in Prai or having a drink with a neighbour who happens to be in the industry, I learned a lot about staff movements, plans to expand fleets or to replace trucks. Some of the information typically finds its way into the magazine, but not all can be told again. The issue here is that we cannot simply divulge trade secrets. I guess you wouldn't want to let your competition know exactly what you have planned. So, when you talk to us and tell us that things are "off the record", then they simply are.

Looking back, this year has been very exciting. Knowing what I know, I can promise that there will be a lot more excitement coming up in 2017. One event I can, and do, talk about a lot is our exhibition, which is set to be another resounding success. If you want to see who will be exhibiting, this is also not a secret as the full listing is available on the expo's website.

Seeing you all soon,

**Stefan Pertz**  
Editor, Asian Trucker Malaysia 





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# DONGFENG COMMERCIAL VEHICLE (MALAYSIA)



## No Monday Blues for Dongfeng!

*We attend the handover Ceremony by Dongfeng Commercial Vehicle Malaysia to Precious Concrete Sdn Bhd.*

**P**recious Concrete Sdn Bhd, a “one stop” concrete solution company, received three units of new Dongfeng T-Lift 375 Concrete Mixer trucks at Dongfeng Malaysia’s head office in Batu Caves on Monday 24th October 2016.

Mr Chua Chong Ee, Managing Director of Precious Concrete received the mock key from Mr Lim Khoo Yee, the Managing Director of Dongfeng CV Malaysia while the event was witnessed by their respective team members.

“Our company started its operation in the year 2005 and our first project was in Westport. I was in the industry for 20 years. Back then as I was a civil engineer back then,” said Mr Chuah, who was clearly elated to have received the trucks.

Mr Chuah revealed that Precious Concrete is committed in being a leading and reputable concrete producer. “It is therefore important to choose the right vehicles and partners to achieve our organizational effectiveness and efficiency in concrete delivery so as to maintain our competitiveness,” said Mr Chuah.

“I own 50 concrete trucks, and these are my first three of Dongfeng trucks. Based on the strong record and reputation, I decided to give it a try,” he added.

Mr Lim added that the event was a significant moment as it saw Precious Concrete’s trust and belief in Dongfeng trucks. He is confident that the product can satisfy their needs through Dongfeng’s commitment to quality, safety, comfort and environmental protection.

Pecious Concrete is currently undertaking concrete supply to housing projects in Melaka and Sungai Buloh, hospital and condominium projects in Kota Bharu, highway and factory projects in Westport and Rawang Bypass project in Rawang. **T**



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RUBBER



# Shacman Trucks Show European Temperament

*As yet another transporter opts for Shacman trucks, Shaanxi Trucks and Infinity Logistics hosted an Oktoberfest-themed hand-over ceremony that also had passers-by excited.*

**W**ith the latest hand-over of some 12 trucks to Infinity Logistics, the total sales of Shacman trucks by Shaanxi Trucks is now exceeding 100 units. In conjunction with the recent Infinity Oktoberfest event on October 11, a truck hand over took place on the same day, in a co-hosted event with Shaanxi Trucks. With the purchase of these trucks, Infinity is now owner of 22 Shacman trucks! Having received the trucks, Infinity said a big "thank you" to YonMing and Shacman for being the co-sponsors of this event.

The Senior Branch Manager of Shaanxi Trucks Sdn Bhd (a member of YonMing Group), Mr. Kau Chez Ching handed over a die-cast truck as a token of appreciation to the Managing Director of Infinity Logistics & Transport Sdn Bhd Dato Chan Kong Yew.

The current Shacman X3000 series is the latest series available in Malaysia; it's assembled from the world's top components and assemblies with the quality of European trucks by a Chinese truck manufacturer. **✚**

Eng Soon Huat, General Manager of Infinity listed a number of reasons as to why the company is trusting Shacman trucks. According to him, YonMing Group is the Leader of Innovation Solution for Heavy Commercial Vehicles and has 37 years of trustworthy history and is carrying worldwide OE brand. Besides that, seven of YonMing's 4S service center and nine of their 3S service centers are equipped with Vteq braking test machines, Capelec smoke meter diagnostics and Jaltest Diagnostic together with 20 units of rescue vehicles offering 24/7, 365days, the ample support system ensures that the trucks can be suitably maintained anywhere along the transport routes of the company. YonMing also prides themselves with a commitment to 100% of no imitation policy with an ISO 9001-2008 accreditation to back them up.





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# The Revolution of FOTON and Angka-Tan Motor Sdn Bhd



**B**eiqi Foton Motor Co., Ltd. (also referred to as Foton) is a company which manufactures a full series of commercial vehicles, including heavy-duty and light-duty truck, was founded in August 28, 1996 in Beijing, China. With year-on-year growth of 27.7%, Foton's brand value have ranked first among China's commercial vehicle enterprises as the top brand for 12 consecutive years since 2004; and have held the first rank globally in the global commercial vehicles sales for seven consecutive years since 2009.

Additionally, Foton as a leading Commercial vehicle manufacturer globally, continues to invest heavily in research, development and state-of-the-art manufacturing facilities in offering the global automotive markets with high quality vehicles powered by latest technologies. It has the largest scale of commercial vehicle manufacturing plants in Asia, with its 11 KD factories around the world, which includes Iran, Pakistan, Thailand, Vietnam, India and Malaysia to name a few.

At present, the Foton brand continues to strengthen their position in the market with the mindset to become a global brand. It links with world-renowned companies such as AVL, Lotus, Bosch, Siemens and many more for mutual development. The most significant of all are the international joint venture in 2008 with America Cummins to form the Beijing Foton Cummins Engines Co.Ltd to produce two types of Cummins light-duty, high-performance diesel engines in Beijing, and further expanded to produce heavy-duty diesel engine up to the 11.8 litres; and the subsequent Beijing Foton Daimler Automotive Co., Ltd. Joint venture in 2012 with Foton and Daimler each holding a 50% ownership. The Beijing Foton

Daimler Automotive Co Ltd manufactures Foton's Auman series of medium and heavy-duty trucks and Daimler-licensed 490hp Euro V Mercedes-Benz OM457 heavy-duty engines.

By 2020, Foton aims to become a comprehensive international automaker integrating modern and advanced technology, humanity and environmental protection into its design and product. This further enhances and constitutes a business system with a sustainable development capacity, thus becoming a world's mainstream auto brand.



## FOTON and Angka-Tan Motor Sdn Bhd

In Malaysia, FOTON is distributed and represented by Angka-Tan Motor Sdn Bhd (ATM), a subsidiary of Warisan TC Holdings and a member of Tan Chong Group, with the signing of the franchise and distribution agreement in 2010 and start of sales which begins in 2011. This partnership was sealed with the bringing initially of three models, the 4.8 to 8.3 ton light commercial vehicles - BJ1039, BJ1049 and BJ1069. The model range was later expanded with the introduction of BJ1039HD and BJ1059 series. ATM later launched the Foton Pickup in Malaysia under the Savanna Pickup range.

With further support and encouragement from Foton, ATM completed its line-up of commercial vehicle with the introduction of Foton heavy commercial vehicle needs. Under the Auman series comprising the 6x4 trucks for the dump and mixer sector BJ3253 and BJ5253, as well as the BJ4187, a 4x2 prime mover with 375 horsepower and the BJ4253, a 6x4 prime mover with 420 horsepower.

According to Danny Ng Kiat Seng, Senior General Manager of Angka-Tan Motor Sdn Bhd, the collaboration with Foton Motor continues to strive well, with strong support from the latter in the effort to build up the Foton brand in Malaysia. "We are pleased that our collaboration with Beiqi Foton Motor Co. Ltd., has continue to grow strongly and enable us to provide customers with an alternative to their trucking needs. Together with Foton support, and our experience, we aim to achieve our vision to become one of the leading China brand commercial vehicle distributors in Malaysia".

Leveraging on the Tan Chong Group's vast resources and network, ATM has set up sales and aftersales services through its dealers network to support the brand. The rigid trucks are locally assembled in Tan Chong Motor Assemblies Sdn Bhd, a leading automotive assembler in Segambut, Kuala Lumpur.



Mr. Danny Ng

ATM in ensuring the customers is truly served, offers comprehensive aftersales support. Foton trucks is offering the highest warranty in the market of up to four years or 200,000km (whichever comes first) for the BJ1039HD and the BJ1059 series. As for heavy commercial vehicles BJ3253 and BJ5253, it comes with a two years of unlimited mileage warranty while the prime mover models BJ4187 and BJ4253 are entitled for a three years or 200,000km warranty (whichever comes first). Terms and Condition apply and we recommend you inquire with ATM.

ATM also offers 24 Hours Res-Q Breakdown assistance, mobile service, major repair centres as well as a vast network of service and parts dealers throughout the whole of Malaysia. Not only do these ensure customers peace of mind, but also in support of their truck investment. **T**



# SCHAEFFLER

Inauguration Ceremony  
 Schaeffler Manufacturing (Thailand) Co., Ltd  
 Thursday, October 13, 2016

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 อย่างเป็นทางการ (ประเทศไทย)  
 วันที่ 13 ตุลาคม 2559



## Schaeffler Celebrates Grand Opening of New Plant in Thailand

Schaeffler Group celebrated the inauguration of its first owned plant in South East Asia with a grand opening ceremony in Chonburi province of Thailand on October 13th 2016. Dr. Atchaka Sibunruang, Minister of Industry in the Royal Thai Government joined Mr. Georg Schaeffler, shareholder of Schaeffler Group in the grand event that was marked with traditional Thai customs.

Other dignitaries present on the occasion included the Deputy Governor of Chonburi, Director of the Thailand Board of Investment, Chonburi, Director of the Eastern Seaboard Industrial Estate, customers, consular officials from the Embassy of Germany as well as Schaeffler Group Executive Board members, CEO of Schaeffler Asia Pacific, and the regional management team.

The new facility, located at the Hemaraj Chonburi Industrial Estate II in Chonburi, about 150 kilometers from Bangkok, will produce automotive components for engine and transmission applications in Phase 1. The plant will significantly expand the local production footprint of Schaeffler in Asia Pacific.

### Global footprint - In the region, for the region

"Schaeffler Group is proud to expand its automotive production portfolio with this plant in Thailand. Local production allows us to get closer to our customers and enables us to improve their access to our high-quality products and advanced manufacturing technology," said Norbert Indlekofer, CEO Automotive Schaeffler Group.

The new plant is part of planned strategic investments by Schaeffler to expand its manufacturing as well as research and development footprint in the Asia Pacific region.

### Shaping mobility for tomorrow in Asia Pacific


"This plant is part of our vision to be a leading development partner for our customers in one of the world's most important automotive growth markets. As part of its strategy 'Mobility for Tomorrow', Schaeffler is actively developing products and solutions to optimize current technologies and create innovations that will shape the future," said Andreas Schick, CEO Schaeffler Asia Pacific. "As the automotive market continues to evolve and with the increasing focus of the Asia Pacific region, Schaeffler is gearing up to partner with customers for the next phase of growth," he added.



### Increasing competitiveness of customers in the region

"Opening of this new plant strengthens the operational and engineering competence of Schaeffler in the region and enables us to respond more quickly to changes in the market. Several of our long-term, global customers are based here and Schaeffler is committed to work together with them to boost the automotive sector in the region," said Mr. Junichi Shimada, Managing Director Schaeffler Manufacturing (Thailand) Co. Ltd.

### Preparing for future growth

Product lines introduced in Phase I of the Chonburi plant occupy one part of the total plot area of 55,000 square meters. This includes clutch discs and clutch pressure plates, mechanical and hydraulic belt tensioners, synchronizer rings and clutch release systems. The production facility has been built on a modular concept to add new lines for Schaeffler products and solutions across the automotive value chain. Plans are underway for finalizing products for Phase II. 



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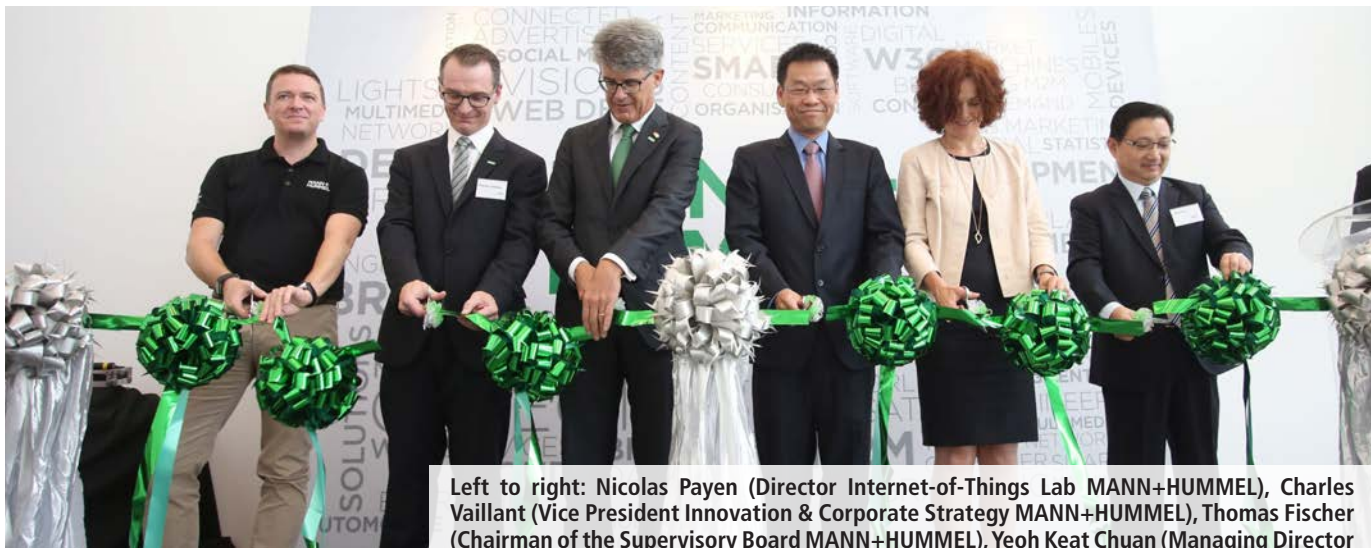
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Left to right: Nicolas Payen (Director Internet-of-Things Lab MANN+HUMMEL), Charles Vaillant (Vice President Innovation & Corporate Strategy MANN+HUMMEL), Thomas Fischer (Chairman of the Supervisory Board MANN+HUMMEL), Yeoh Keat Chuan (Managing Director Singapore Economic Development Board), Emese Weissenbacher (Chief Financial Officer MANN+HUMMEL), Ken Cao (Group Vice President Region Asia Pacific MANN+HUMMEL)



## MANN+HUMMEL Inaugurates Global Industrial Internet of Things (IoT) Lab in Singapore

**M**ANN+HUMMEL announced the launch of its global Internet of Things (IoT) lab at an opening ceremony on October 11th. The ceremony was attended by industry & technology partners. The lab will be an integral part of MANN+HUMMEL’s research and development blueprint in developing and delivering smart technologies in the filtration marketplace.

The MANN+HUMMEL Group is a leading global expert for filtration solutions and development partner and original equipment supplier to the international automotive and mechanical engineering industries. The lab will be one of the few industrial IoT labs in Asia focused on the research and development of creating innovative automotive, industrial and commercial air filters.

“The lab in Singapore will be our new Global Center of Competence for IoT solutions. We will harness our understanding of the filtration industry and the needs of our vast customer base and build optimized smart solutions with advanced sensors and predictive capabilities,” said Mr Thomas Fischer, Chairman of the Supervisory Board at MANN+HUMMEL.

MANN+HUMMEL’s decision to invest in the digitalization of advanced cleantech technologies especially that of an industrial scale comes at an apt time when the region is grappling with the consequences of air and water pollution. “Establishing the lab in Asia especially in Singapore will allow for the acceleration and adoption of these new technologies to take place,” Mr Fischer added.

Yeoh Keat Chuan, Managing Director, Singapore Economic Development Board said, “Singapore is investing heavily in building up Industrial Internet-of-Things capabilities as part of our advanced manufacturing thrust. MANN+HUMMEL’s decision to establish its Global Industrial IoT lab in Singapore is well aligned with Singapore’s ambition to be the world’s first

Smart Nation. We are confident that MANN+HUMMEL will be able to forge many partnerships with other complementary players in the Singapore IoT ecosystem.”

There are practical considerations in developing smart filtration technologies. Countries around the world have started to pass regulations to curb the level of air and water pollution. For example, in Singapore, the levels of air pollution are not constant. In the months of the haze, there is an urgent need for better management of pollution. Smart air filtration systems, by leveraging off IoT can automatically correlate and adjust the level of filtration needed according to the level of pollution. Ultimately, the goal is to optimize performance by using less energy yet ensuring comfort.

Another key application is that of automobiles. MANN+HUMMEL is one of the world’s leading manufacturers of cabin filters for automobiles. Incorporating smart technology into car filters will improve the health of the millions of drivers around the world.

“We will build a business model by putting the customer first and then select the right IoT concepts to bring innovative value propositions to our end users,” said Mr. Nicolas Payen, Director of the IoT lab. The lab will hire system, hardware, firmware and software engineers as well as data scientists. They are actively working simultaneously on more than ten innovation projects with another 30 in the pipeline. MANN+HUMMEL embraces the Open Innovation model by partnering and collaborating with both established technology providers and startups. “Singapore has a lot to offer when it comes to accessing the best of digital technology. The level of productivity that we can achieve is impressive,” Mr Payen added.

In line with Industry 4.0, MANN+HUMMEL aims to improve the productivity of their manufacturing operations by utilizing digital technologies that are more agile and more connected. **➤**

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The image features a 3D model of a yellow truck driving on a winding asphalt road. The road is set against a desert landscape with a sunset sky. Several signs are placed along the road, each with a different benefit and a corresponding icon. On the right side of the road, there is a stack of five tires. The overall scene is presented in a perspective view, making the road appear to curve and lead the eye through the advertisement.

**MORE SAVINGS** (Icon: Dollar sign and hand holding coin)

**MORE DURABILITY** (Icon: Wheat stalks)

**MORE MILES** (Icon: Infinity symbol)

**MORE EASE** (Icon: C3 logo with 'CONTINENTAL C3 WARRANTY' text)

**GEN 3** (Icon: Tire tread pattern)

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# Gethi Supplies ‘Hardox in My Body’ Concrete Mixer Drums to Singapore’s Island Concrete

*Deal sees SSAB’s Hardox concrete mixer drum enters Singapore construction market for the first time.*

**G**ethi Engineering (Gethi), a leading manufacturer of concrete transit mixers, has signed an agreement with Singaporean concrete supplier Island Concrete - a member of Hong Leong group, that will see Gethi supplying Island Concrete with ten of its Hardox cement mixer drums, built using Swedish steel manufacturer SSAB’s market-leading high strength steel – Hardox wear plate.

The deal follows a recent announcement by Island Concrete who intends to replace its large pool of concrete cement drums over the next few years and this goes some way to initiating a shift in market perception regarding the use of high strength steel in the cement industry. With Hardox steel, it can cut down on weight and extend the service life of steel structures in comparison with regular steel.

SSAB’s Hardox wear plate delivers great advantage through the whole production flow. Its superior wear resistance translates into bottom line benefits such as more uptime, higher productivity, longer service life and reduced maintenance. The unique combination of hardness and toughness allows Hardox to perform as a load-carrying part in many applications.

First developed in 1974, Hardox is a highly wear-resistant steel that helps to reduce weight and extend the service life of a wide range of steel products. Hardox In My Body is a trademark sign used on products from manufacturers certified by SSAB and it is a guarantee that the manufacturer has extensive knowledge of the steel production and the signed product is made

with genuine Hardox wear plate which represents a first-class product that delivers superior resistance to wear, dents and cracks even under the harshest conditions.

Commenting on the scope of the deal, SSAB’s regional manager for Malaysia John Kuan said, “The agreement with Island Concrete is modest to begin with as it is something of a trial run, but we hope to see a more encouraging switch to this lightweight design in the not too distant future.”

“SSAB is both proud and excited to be at the beginning of what we consider to be a new chapter for high strength steel mixer trucks.”

## About Gethi Engineering

Gethi Engineering Sdn Bhd is an established company specialising in the manufacturing of transit concrete mixers. The company integrates its products with other value-added components including the supply of concrete mixer trucks and spare parts as well as repair, service and maintenance support, and is progressively taking market leadership and embarking on international market expansion across the Asia Pacific and beyond. Gethi is a certified Hardox In My Body member by SSAB.

## About Island Concrete

One of the longest established concrete suppliers in Singapore, Island Concrete has batching plants strategically located across the island and is capable of producing more than 2 million cubic metres of concrete per year. The plants are fully computerized and productions are automated to ensure high

quality products in the right quantity are delivered to its customers. The company also has a fleet of more than 200 concrete mixer trucks.

## About SSAB

SSAB is a Nordic and US-based steel company. SSAB offers value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has employees in over 50 countries. SSAB has production facilities in Sweden, Finland and the US. SSAB is listed on the NASDAQ OMX Nordic Exchange in Stockholm and has a secondary listing on the NASDAQ OMX in Helsinki. 



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\* Specifications may vary from models illustrated here.



# Foton Launches Super Trucks Globally

*Foton joined hands with members of the “China Intelligent Connected Super Truck Alliance (CICSA)”, which includes companies such as Daimler, Cummins, ZF and Continental AG. Here is a glimpse at what the future holds.*

Present at the launch event were Mr. Gong Yueqiong, EVP of Foton Motor Group; Mr. Zhou Liang, CEO of Foton Daimler Automotive, Mr. Brett Merritt, Executive Director of On-highway Business, Engine Business Unit, Cummins, Mr Joachim Holzner, Senior VP of Commercial Vehicles, ZF, Mr Michael. J. Ruf, President of Commercial Vehicles, Continental AG, and other members of CICSA. In a global launch event, Foton featured their Foton Super Trucks, including AUMANEST heavy-duty truck and AUMARKS medium and light-duty truck.

As global environmental problems have become increasingly prominent, efficient and clean professional logistics have become particularly important. Foton Super Trucks are environmentally-friendly, high-efficiency, energy-conserving, safe and secure super trucks built by Foton in association with Daimler and Cummins with the global wisdom of CICSA. In the future, fuel consumption will be reduced by 30% (or fuel will be replaced by electricity), carbon emission will be reduced by 30% (or to zero) and freight efficiency will be improved by 70%. Foton AUMAN EST will target punctual, high-efficiency, long-distance and high-added-value freight logistics customers across the world, while the Foton Aumark Series will target the global high-end urban logistics market.

In June 2016, Foton Motor Group built an intelligent connected super truck alliance comprising leading companies like Foton, ZF, Cummins, COSCO Logistics, CEVA Logistics, Faurecia, WABCO, Continental Electronics and TUV Rheinland, covering fields such as automotive manufacturing, power system, logistics transportation, electronics & electrical appliances, smart logistics and Internet. Compared to the previous combination of “Foton, Benz Daimler and Cummins”, the alliance further extended in depth and width by absorbing more Internet and smart logistics enterprises”.

CICSA’s representative Mr Michael. J. Ruf, President of Commercial Vehicles, Continental, said, “As a member of CISCAs, Continental has provided professional wisdom for the R&D of Foton Super Trucks in Europe over the past four years in such aspects as safety electronic equipment, intelligent communication equipment, EBS, braking system, chassis system and body electronic system.”

“Foton Super Trucks project is a project of great significance. We are pleased to join world-famous enterprises in contributing our wisdom to this important product. We will deliver professional drivelines and chassis technology to Foton Super Trucks to reduce their fuel consumption and carbon emission,” said Mr Joachim Holzner, Senior VP of Commercial Vehicles, ZF.

Mr Joachim Holzner, Senior VP of Commercial Vehicles, ZF, delivers a speech at Foton Super Trucks Global Launch Ceremony.

“Foton is an important partner of Cummins in the world and Cummins is a major member of the US Super Truck Program. We provided leading engine technology support for Foton Super Trucks, which will be a huge advantage of Foton Motor Group,” said Brett Merritt, Executive Director of On-highway Business, Engine Business Unit, Cummins, in an interview.

Mr Brett Merritt, Executive Director of On-highway Business, Engine Business Unit, Cummins, says in an interview

The launch of Foton Super Trucks indicates that Foton has made a valuable commitment on “delivering Intelligent connected logistics solutions to global customers” to the world. This will speed up the advent of the global era of super trucks. **F**



# OUR VISION ZERO ACCIDENTS

“Vehicles are driven by people. Therefore the guiding principle behind everything we make at Volvo is – and must remain – safety.”

Volvo's founders Assar Gabrielsson and Gustaf Larsson

Our strongest commitment to you is our safety vision: zero accidents. As long as there is a risk of accidents occurring, you can rely on Volvo Trucks to continue to lead the way to safety. In fact, you could say that it's our nature. We have been at the forefront in safety innovations since the start of our industry. Today, we're more determined than ever. Since 1969, the Volvo Accident Research Team has been delivering the knowledge and expertise that makes Volvo trucks the safest in the world.





# Hino Introduces BEST-FIT Service Contract

*Buying the truck is just the first step. Maintaining it, keeping it on the road and profitable is the next. To assist operators with that, Hino has created new service and maintenance packages that adapt to the needs of the individual business.*

Your vehicles are likely one of the most important investment that drives your business. That's why it makes so much sense to look after them. Regular services and maintenance are essential for extending their life but the cost could be a significant burden for the company's account.

"At HINO, our customers are above all that matters to us. That's why we created BEST-FIT Service Contract to ease the financial burden of users of Hino trucks," a Hino spokesperson

said. Different businesses operate differently, and hence have different needs. According to Hino, the BEST-FIT Service Contract is designed with this in mind. BEST-FIT Service Contract lets you optimise your operating expenses by offering "best-fit" maintenance packages tailored to your business needs and requirements, vehicle usage, annual mileage, payloads and other factors. Unlike conventional contracts, where maintenance costs grow with the age of the vehicle, this contract offers a consistent price throughout the tenure.



**300 Series\*\***

- ☑ Cost Saving Up To **7%**  
Equivalent To RM1,520 Per Vehicle
- ☑ Reduce Vehicle Downtime Up To 30X Service Interval



**500 Series\***

- ☑ Cost Saving Up To **20%**  
Equivalent To RM7,819 Per Vehicle
- ☑ Reduce Vehicle Downtime Up To 41X Service Interval



**700 Series\***

- ☑ Cost Saving Up To **25%**  
Equivalent To RM14,624.68 Per Vehicle
- ☑ Reduce Vehicle Downtime Up To 41X Service Interval

\*Based on Best-Fit Super Simulation, 5 years contract and total usage 600,000 km  
 \*\*Based on Best-Fit Plus Simulation, 5 years contract and total usage 600,000 km

**BEST - FIT**

- ☑ **10,000 km** service interval
- ☑ Short-haul operation
- ☑ Applicable for construction, mining, logging, etc.
- ☑ All kinds of road condition (Less highway)


**BEST - FIT PLUS**

- ☑ **20,000 km** service interval
- ☑ Medium-haul operation
- ☑ Applicable for general cargo
- ☑ Moderate road condition (Frequent highway)

**BEST - FIT SUPER**

- ☑ **30,000 km** service interval
- ☑ Heavy long-haul operation
- ☑ Applicable for general cargo
- ☑ Good road condition (More highway)

Based on BEST-FIT Plus Simulation, 5 years contract and total usage 600,000 km of a Hino 300 series, operators can save up to 25% or equivalent to RM1,520 per vehicle.

With this program, Hino aims at improving business profitability, maximise vehicle uptime while minimizing the operating cost. Terms and conditions may apply and we recommend you to inquire at your nearest HINO 3S dealer nationwide. 





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# Events & Exhibitions



## INTERNATIONAL COMMERCIAL VEHICLE FAIR

Date : 11 January 2017 – 13 January 2017  
 Venue : Bombay Exhibition Centre, Mumbai  
 Contact Info : +91 44 – 43219666 / info@cvfair.in  
 Details : Annually organized by Nexinno Trade Fairs, the International Commercial Vehicle Fair showcases the most comprehensive range of Commercial Vehicles, Equipments, Components, Accessories and latest trends in Technology.

## LOGISTICS 2017

Date : 02 February 2017 – 04 February 2017  
 Venue : Pragati Maidan, New Delhi  
 Contact Info : +91 44 4244 4555 / cii.logistics@cii.in  
 Details : The Logistics Summit is the flagship event of CII Institute of Logistics where all stakeholders from the logistics industry gather to deliberate in new technologies, solutions, trends and issues of logistics sector over 2 days. Summit is addressed by government officials, top leaders from the industry and experts.

## TIRE TECHNOLOGY EXPO 2017

Date : 14 February 2017 – 16 February 2017  
 Venue : Deutsche Messe Hannover, Germany  
 Contact Info : +44 (0) 1306 743744 / colin.scott@ukipme.com  
 Details : Featuring pretty much every major player in the world of tyre manufacturing machinery and production, plus the full spectrum of chemicals, ingredients and materials suppliers, the 2017 expo is bigger again than last year's record-breaking event.

## INTERNATIONAL CONFERENCE FOR COMMERCIAL VEHICLES ENGINE TECHNOLOGY

Date : 21 February 2017 – 22 February 2017  
 Venue : Baden-Baden, Germany  
 Contact Info : +49 (0) 2116214 – 201 / wissensforum@vdi.de  
 Details : The International Conference for Commercial Vehicle Engines Technology is held annually

to discuss current trends and innovations for further development of combustion engines. A high-ranked program advisory board comprising of experts from Daimler and MAN Truck & Bus supports the congress organizers in offering a technical programmes.

## INTERMODAL 2017

Date : 21 March 2017 – 23 March 2017  
 Venue : Shanghai World Expo Exhibition & Convention, China  
 Contact Info : +44 (0) 870 950 3313 (Emma)  
 Details : The International Asia 2017 exhibition and conference will bring together the global container, transport and logistics industry's most influential decision-makers, providing the most important meeting point of the year, covering all areas of container transport.

## TYREXPO ASIA 2017

Date : 21 March 2017 – 23 March 2017  
 Venue : Singapore EXPO Convention & Exhibition Centre, Singapore  
 Contact Info : +65 6403 2182 / Eileen.hair@singex.com  
 Details : As one of the most established trade platform for tyres, Tyrexpo Asia offers an exclusive platform to explore latest technologies, advances of the market and many other merchandise of the industry.

Asian Trucker Media is a media partner of this event and will be exhibiting.

## INTERNATIONAL VDI-CONFERENCE AUTONOMOUS TRUCKS 2017

Date : 28 March 2017 – 29 March 2017  
 Venue : Hyatt Regency Düsseldorf, Germany  
 Contact Info : +49 (0) 2116214-201 / wissensforum@vdi.de  
 Details : This conference will feature a wide mixture of technical presentations from major OEMs, suppliers, research institutes as well as interested customers to analyze the topic from different perspectives.

“ TRUST AND CONFIDENCE IN DONGFENG TRUCK, IN TANDEM WITH ITS EXCELLENT AFTERSALES SERVICE, ALLOWS US TO FOCUS ON PEOPLE AND BUSINESS DEVELOPMENT ”

**DATO' K.K. ONG**  
**JASA BUMI LOGISTICS SDN BHD**



*Dato' K.K. Ong and En. Azmir Yahya  
 (Directors of Jasa Bumi Logistics)*

# PARTNERSHIP FOR SUCCESS



Trust is the key to successful partnership between Dongfeng and Jasa Bumi Logistics which in turn has position Jasa Bumi Logistics as one of Malaysia's premier quality carriers. The recent '2015 Truck of The Year' award for Dongfeng and '2015 Employer of The Year' for Jasa Bumi Logistics is a testament of our respective reputation as a responsive, reliable and efficient player in the transportation industry. By complementing each other's business forte, this further strenghtens the strategic alliance between both companies to meet the ever-changing market demand while keeping ahead of our competitors.

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# Tyrexpo Asia 2017 Returns

*Themed "Shaping The Future Of The Tyre Industry" the key sourcing platform for Tyres, Automotive Repair & Maintenance is back in Singapore in March 2017.*

The global market for Tyres is projected to reach 2.5 billion units by 2022. In the new market research on Tyres by Global Industry Analysts, Asia-Pacific represents the largest and fastest growing market worldwide. The growth in this region is led by strong demand for automobiles, rising automobile per capital ownership among the growing base of middle-class population; emergence of China, India, Thailand and Indonesia as global hubs for automobile component manufacturing; growing consumer preference for high quality, energy efficient tyres; and increase in R&D investments and innovation in tyre technologies as a result of stringent tyre labelling legislations.

Tyrexpo Asia - the key sourcing platform for Tyres, Automotive Repair & Maintenance, and Tyre accessories market returns to Singapore EXPO Halls 1 & 2 for 3 days of intensive business and networking sessions from 21 - 23 March 2017. Organised by SingEx Exhibitions, Tyrexpo Asia brings together more than 5,000 industry players and close to 300 international exhibitors from around Asia-Pacific, Europe, Middle East & US. Spanning across 13,500 sqm, this is the tradeshow for showcasing the latest products, technology, and equipment with discussions of best practices and solutions to drive operational efficiencies and profits for businesses.

Tapping on the growth momentum of the repair and maintenance industry, GarageXpo Asia will be launching its inaugural edition next year. Held alongside Tyrexpo Asia, GarageXpo Asia brings together the automotive aftermarket communities in Southeast Asia showcasing the latest automotive repair & maintenance equipment, technologies, and trends.

To facilitate greater business and knowledge exchange amongst the participants, Tyrexpo Asia offers the TyreTalk Seminars & Tyrexpo Technical Workshops over 3 days. TyreTalk Seminars provides more than 10 sessions of informative and curated sessions where industry leaders share the latest updates on

the industry regulations, key challenges, opportunities, as well as best practices to tackle the growing competition in the market. Visitors could also participate in the Tyrexpo Technical Workshops – live demonstrations with informative sharing sessions for the Tyre Repair Trade. Another interesting highlight of the show is the Tyrexpo Business Matching service, which has secured business meetings for more than 1,000 participants.

This 11th edition of the Tyrexpo Asia has seen strong participation from International exhibitors such as Accella Tire Fill Systems, AVG mbH, De Klok Banden B.V., DM Tyre International, Membat Tyre, Synergy Tires Inc, Van den Ban Autobanden B.V., Salvadori srl, Starco Europe A/S and many more. In addition, the tyre majors from Asia-Pacific such as BKT Tires <Tyrexpo Asia 2017 - Gold Sponsor>, Stamford Tyres International, YHI Corporation, Aeolus Tyre, Qingdao DoubleStar, Alliance Tire Group (ATG), Linglong Tyre, Shandong Wanda Boto Tyres, Belyre Asia, CUB Elecparts Inc and many more have also confirmed their booth participation.

Come 2017, Tyrexpo Asia will once again partner IE Singapore to be co-located with the World Rubber Week, which also includes the World Rubber Summit and Rubber Exchange Forum - a series of networking events and conferences that is designed to address the needs of the different elements across the entire value-chain in the global rubber industry. It is aimed at bringing together thoughts leadership, experts, and stakeholders for focused discussions to help shape the future of the industry.

Tyrexpo Asia is an event part of the Tyrexpo Series exhibitions held in various parts of the world - Singapore, India (Chennai and New Delhi), South Africa and the United Kingdom. Anchor your company at Tyrexpo Asia 2017 in Singapore to tap into this growth via the various business activities set up during the 3-day which allows you to meet the right customers and new business prospects. **T**

# Peek into the world of MANN-FILTER.



At the 2017 Malaysia Commercial Vehicle Expo (MCVE) in Malaysia, MANN-FILTER will present to you the opportunity to gain insights in the yellow-green world of first-class filtration solutions. When it comes to service, we are also happy to give you a look behind the scenes, or rather in the MANN-FILTER box.

You are cordially invited to visit us on **18 – 20 May 2017**, Malaysia International Exhibition & Convention Centre (MIECC), **Booth A46- A47**.

MANN-FILTER is the manufacturer of air filters, oil filters, fuel filters and cabin air filters in OE quality for many industries, including the commercial vehicles sector.

MANN-FILTER – Perfect parts. Perfect service.

# Association of Malaysian Hauliers North Hosts Gala Dinner

*While addressing pressing issues within the industry, the Association of Malaysian Hauliers' Northern chapter hosts a gala dinner to honour its members and to celebrate successes.*

Speaking with Log. R. Amaippan, Chairman – Northern Region of AMH at the event, Asian Trucker gets an update on the dealings of the association in the northern part of Malaysia. The event was held on 21st October in the Light Hotel, Prai. As guests arrived, they could have a look at a number of trucks that were on display from MAN, Mercedes, Volvo, Scania and Hanvan. “We are very happy with the turn-out tonight. In fact, we are overwhelmed by the support we have received from both, members and non-members,” Amaippan states. Setting aside their competitiveness, everyone chipped in to make the gala dinner happening.

Present during the event were representatives of the Ministry of Transport, which is a crucial partner for the association when it comes to improving the industry. “We have a very good direct connection with the Ministry,” Amaippan explained. One of the issues that is still affecting the hauliers is the fact that the depots are not regulated. Contrary to the port in Klang, there are still a lot of areas that need improvement in order to support the needs of the Hauliers. A committee has been set up, involving the port itself, SPAD, municipal representatives, DOSH and of course the Association of Malaysian Hauliers. The purpose of the committee is to define KPIs for the port.

“Tonight, we will talk about how we can make our industry more efficient. This is important as inefficient operations will add pressure to end-customers through increased prices.” In his

view, the entire supply chain would need to be looked at in order to implement practices that streamline the industry. “It is our duty, as association, to be the voice for the industry and to make the government listen to our comments and to come up with solutions.” Meanwhile, the much lamented driver shortage is not affecting operators in and around Penang, however, the ASEAN Economic Community has yet to show any effect.

One change that Amaippan is seeing is a strong move towards more professionalism. “Hauliers realise that service is important. Therefore, we don't want to have too many breakdowns. We are now looking at the way European operators run their business. What we advocate is that trucks are only to be used some seven years.” Here, the association is asking the government for help by reducing taxes on new trucks. “This way, we hope that more operators will be replacing their trucks faster.” This would also improve safety as older lorries are not featuring the latest equipment, such as ABS, EBS and others.

Speaking at the event was also Dinesh Nair, General Manager, MAN Truck & Bus Malaysia, representing MAN as the platinum sponsor. “In challenging times like these, we urge the market to look at the Total Cost of Ownership, TCO, and not just the price of the truck. It is very clear that it is our customers' business that needs to be successful as we grow only when you grow.”





## Industry Comes Together at ARC to Improve

*Held for the first time, the Asian Retread Conference saw a strong support from the industry. Major companies gathered to discuss the state of affairs and to find ways to sustain in times of increased pressure from low-cost providers.*

Organised by Asia Business Media LLP from India and Epic Fresh, the event immediately saw a good response from companies and delegates. Some 260 people from 16 countries joined to learn about retreading and how the industry can move forward. Besides the speeches and panel discussions, there was a min-expo where companies from Malaysia and abroad showcased their products and technology. Dato' Mohamed Ishak bin Abdul Hamid was the chairman of the inaugural Asian Retread Conference (ARC).

Some were talking about the current state of the industry as "Retrading 4.0" in accordance to the current naming of the industrial revolution happening, pushed by the opportunities made possible by the Internet of Things (IoT). "This is a very good platform. It would only be possible to carry out such an event here in South-East Asia as there are a lot of players, unlike in the USA, where the market is totally dominated by the big tyre companies," one delegate commented. While typically competing fiercely in the market, everyone present agreed that the approach of budget providers isn't good for the industry as it gives retread tyres a bad reputation. Another delegate said "Selling tyres with dumping prices will not be sustainable, we need to address this." In his speech, Chris Bloor of Giti Tire explained in detail how the reduction in cost can be achieved by reducing bead count and using other methods to reduce the raw material needed at the expense of performance and further retreadability. "The term China Tyre isn't fair as it is not about where a product is made, but how. Companies could easily shift their production as there are other countries offering cheap labour too," he further explained.

Looking at the overall global competitive landscape, there are now trade barriers being put up that counter the emergence of cheap retread tyres. However, these are now also being circumnavigated or cause issues. For instance, the USA has

banned certain products, however, this has created a gap of several million tyres that the local industry is having problems to fill as capacities have been fully utilised.

What delegates saw were discussions that touched on the "5Ms" of retreading: Material, Machine, Method, Man and Money. Within this globally inter-connected world, adaptations to working conditions influenced by climate are crucial, so is top precision as fleet owners expect the best performance for their budget. With more and more businesses being present in various markets, there may also be a need for a global standard of testing retread tyres. Currently, there are different rules, regulations and standards applicable for countries around the world.

Encouraged by the huge success, organisers at the conference announced the dates for the second ARC to be in October 2018. 





# Automechanika Shanghai Showcases Leading Companies

*Promising Chinese market attracted Japanese companies to expand their manufacturing capacity, giving strong support for Automechanika.*

**A**utomechanika Shanghai 2016 is expected to continue its success and hit another milestone due to the Chinese market's continued growth. Many overseas companies, especially Japanese manufacturers, are investing more on research to identify business development opportunities in the country. Due to their reputation for precise manufacturing and quality control, Japanese cars are increasingly popular in China. In 2015, Japan was the largest importer of passenger cars into the country. According to research by Japan External Trade Organisation (JETRO), more Japanese car manufacturers are planning to increase their production quantity in China.


Japanese companies in particular have shown their enthusiasm towards Automechanika Shanghai 2016, doubling their exhibiting space compared to last edition. Many prominent Japanese companies have already confirmed their attendance. Brands include the Top 100 global OEM parts suppliers or ones that are famous for exquisite quality, including AISIN, DENSO, Hitachi, J-WORKS, NGK, Olympus and Panasonic. Among the distinguished Japanese exhibitors, Aisin Seiki Co Ltd will be sharing the latest in their aftermarket and automotive parts for a multitude of major OEMs while at Automechanika Shanghai. DENSO, which is a leading supplier of advanced automotive technology, systems and components for major automakers, has a favourable reputation among automotive companies and has been a key OEM supplier at Automechanika Shanghai since last year.

Hitachi will also introduce aftermarket products such as engine oil, brake blocks, etc. to the show this year. NGK is a leading company in the global spark plug market and its NTK oxygen sensor is making its debut in the aftermarket at Automechanika Shanghai 2016. The new product will be announced to the world through the show's marketing channels.

Joining the show for the first time includes shock absorber brands KYB and Excel-G, the vehicle engine manufacturer. NIDEC, the renowned supplier of control valve bodies, solenoid valves and more, as well as ADVICS-brand brake pads, are among those who have already secured their booths. Japanese exhibitors display a wide range of their products within the sectors of Parts & Components, Electronics & Systems, Repair & Maintenance and Accessories & Customising.

Strong support not only comes from exhibitors, but also from Japan's industrial organisations. Besides the current supporter Japan Auto Parts Industries Association (JAPIA), Nippon Auto Parts Aftermarket Committee (NAPAC), which is focused on the accessories and customising sector, just confirmed their participation as a new fair supporter this year. Automechanika Shanghai 2016 is an influential and visible platform which will assist both organisations' members in venturing into the Chinese automotive market. In return, Automechanika Shanghai will also experience an expanded network and international development of the show.

In addition to many of the top companies in the Japanese automotive market, several leading global brands will be exhibiting their latest products at Automechanika Shanghai this year. The following worldwide notable names will also be exhibiting at the show: AC Delco, BASF, Bilstein, Bosch, Brembo, Continental, Dayco, DuPont, Elring, Federal Mogul, Hella, Hengst, Launch, Liqui Moly, Magneti Marelli, Mahle, NTN, RAV, Ravaglioli, SAIC, SATA, Schaeffler, SK Networks, Sonax, UFI, Valvoline and ZF.

This year marks the 12th edition of Automechanika Shanghai, which has developed into an important one-stop platform for information exchange, marketing, trading and education. The fair is returning to the National Exhibition and Convention Center, Puxi, Shanghai from 30 November – 3 December 2016 and is expected to welcome 5,700 exhibitors and 120,000 visitors. It is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Automotive Industry International Corporation (CNAICO). 



# SPAD Recognizes Industry Effort During Symposium

*Malaysia's Government's move to prioritise the improvement of land public transport under the national transformation agenda yields increase in public transport usage as demonstrated by the rise of modal share for public transport to 21% in 2015 compared to 11% in 2009.*

"Over RM70 billion in investments have been made by the Government into high impact infrastructure project to drive significant LPT improvements," Prime Minister Dato' Sri Mohd Najib Bin Tun Abdul Razak said in his keynote address at SPAD's Land Public Transport Symposium 2016, where he also launched a book published by SPAD titled 'Touching Lives, Connecting Communities: Land Public Transport Transformation Journey 2010-2015'.

Meanwhile, SPAD Chairman Tan Sri Dato' Seri Dr. Syed Hamid Syed Jaafar Albar said, "The modal share increase is an early result from the comprehensive planning and disciplined implementation of various initiatives including policy reforms, new infrastructure projects and upgrades as well as regulatory actions aimed at improving service delivery."

In an exclusive statement, Tan Sri Dato' Seri Dr. Syed Hamid shared with Asian Trucker insights on autonomous driving. "Countries like Singapore are testing autonomous vehicles at the moment. We will monitor these developments. I will not exclude that we will also move towards autonomous driving in the future, but for now it is not viable for Malaysia."

Held in conjunction with the Symposium was the Land Public Transport Industry Award and Gala Dinner 2016 during which outstanding drivers and companies were honoured. Asian Trucker is a judge on the panel for the selection of the award winners. This year's winners were:

Lorry (KA) Container Operators

- 1) Best Operator: Century Total Logistics Sdn Bhd
- 2) Best Safety Practice: Taipanco Sdn Bhd
- 3) Best Complaints Management: MISC Integrated Logistics Sdn Bhd

Lorry (LA) General Cargo Operators

- 1) Best Operator: NITTSU Transport Service (M) Sdn Bhd
- 2) Best Safety Practices: Sin-kung Logistics Sdn Bhd
- 3) Best Complaints Management: Tasco Berhad

SPAD also celebrates its fifth anniversary this year. The Commission gained its full authority on 31 January 2011 with the gazetting of the Land Public Transport Act 2010. Historically, the public transport system in the country began as a private sector initiative, predicated on the rules of demand and supply. However, with economic progress and shift in population patterns, new complexities emerged requiring the government to step in and manage some of these problems.

For freight services, SPAD develops all mechanisms required to process applications for licences as well as the Freight Policy. IN addition, SPAD is responsible for driving the Freight Transformation Strategy. As at the end of December 2015, SPAD has issued 40 555 Operators Licences and 246 890 vehicle permits. In improving the regulatory framework for freight services, the Commission will focus on the following actions in



Prime Minister Dato' Sri Mohd Najib Bin Tun Abdul Razak at SPAD's Land Public Transport Symposium 2016



SPAD Chairman Tan Sri Dato' Seri Dr. Syed Hamid Syed Jaafar Albar (middle)



the short term: 1) drafting regulations for decontrolled vehicles, e.g. for lorries weighing less than five tonnes, 2) drafting regulations for tow trucks and 3) establishing licensing conditions for freight operators. **T**

# MAN on Foresight, Environment and Design

*In an exclusive interview, Stefan Pertz meets with some of MAN's key people responsible for environmental issues and the design of trucks to learn more about the ins and outs of the development of transport solutions.*



**W**e may all have different views on what makes something look good, stylish and attractive. For something as complex as a truck (or Bus), there is more to be considered than just good looks. What we do know for sure is that buyers of trucks want the best possible solution for their money, aesthetically as well as economically.

## More Trade – More Transport

The background for the development and design of new vehicles are the trends that govern the industry. Here, Ben Kraaijenhagen, Vice President, Foresight & Environment, provides the backdrop.

When asked about the current mega trends in the industry, he responds by saying that at the moment, there are four main trends. "The first one is the phenomenon of globalisation, the world constantly getting smaller," Kraaijenhagen starts. As a result, international trade is increasing rapidly. By the year 2035 to 2040, international trade will be four times as much as it is today. This being a serious development, one needs to respond with the right solutions. Secondly, urbanisation takes place at an increased rate too. While cities are growing together and people are migrating, it is important to create places that are suitable to live in. Just building big cities is not going to address



the needs of people, as entire ghost towns in China have shown. When the environment you live in makes you sick, you will leave.

Thirdly, there is a shift in the behaviour of people. Yesterday's society was about owning things while nowadays businesses and private users start to move towards a society in which they rent or lease the items they are using. It is now "Use instead of possess". If you are using car-sharing, you don't use the car, but someone else does it. As a result, the user is no longer the owner. With this paradigm shift also comes a change in attitude towards lifestyle. Lastly, the question everyone is now asking is how can we counter climate change and better utilize resources. In the 1970s humans already used more than what the planet could give per year. Today, we are using about 1.6 planets per year. "Given this, it is only logical that these crazy climate patterns happen," he underlines these facts. Should we continue to use resources as we do now, by 2060, we will use two planets per year. What this has triggered in MAN is the search for completely new supply chains and materials to be used in the future. "These are, in my view the most important trends. We need to ask sometimes if specific activities are just a hype or a trend. For instance truck platooning." The idea of platooning may not be a trend as it is a sub-discipline in the search for more sustainable solutions.

### New Paradigm

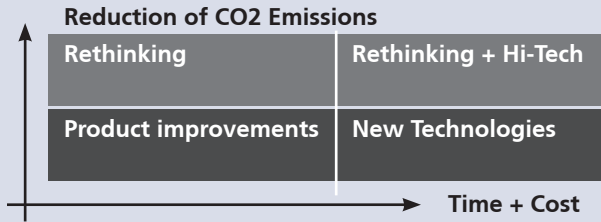
Previously, economic growth was coupled to the growth of transportation needs. Taking a global view, currently, there is a tremendous amount of growth (apart from some specific areas that are faced by crisis). What MAN is advocating is to decouple the growth from transportation. This however requires mind-set changes and re-thinking of how goods are moved. Kraaijenhagen uses the example of delivery of consumer goods. Nowadays you can order something online and within a few hours, the goods will arrive at your door-step. However, that may not be of any use as the receiver of the goods may not be at home and will have to go and get the goods from another collection point. One approach is to examine behavioural patterns and seek where there are synergies. For instance, many of us do their shopping after work. It would be a relatively easy system to set up to have the collection point in the supermarket. And if a neighbour has a "mailbox" there, one could share. However, he cautioned that "Changing mindsets is the most difficult thing to do."

### Reduce and Re-think

When thinking about reduction of use of resources, then one can think about how to improve the entire logistics process. Firstly, one can integrate production and logistics while using

disruptive technologies. Vertical farming for example is one of these ideas that would reduce the need for transportation while using the resources we have in a smarter way. This would shorten the supply chains and logistics processes and reduce the need for transportation. Coming back to the fact that the growth will be quadruple in the next couple of years, this approach is urgently required as the current infrastructures found in mega cities and between countries will not be able to support this. No matter how many trucks we will put onto the road. Secondly, "One may not even need hi-tech to become more efficient," he continues. Not needing technology, one may improve efficiencies by looking at where to produce and where to transport. For instance, if one buys locally made products, there is less of a need to move these items. Given that we have only one infrastructure to support all our activities for work, leisure and living, one can look at how best to use what we have available. With the limit of 24 hours usage of infrastructure per day, certain activities only need to be shifted to other times in order to make best use of the resources. This may result in certain professions having to work during the night, at a higher cost, however, it would mean a better utilisation.

Having explained this, it is obvious to Kraaijenhagen that it is cheaper to change the way things are done and how resources (time, cost and security of achieving the goal at a given time) are used. However, the easier way, as usually advocated by politicians and policy makers, would be to request the manufacturers of trucks to "make their product better, i.e. more efficient". Kraaijenhagen though asks why we can't go for the low-hanging fruits by using different thinking and ways to reduce cost and resources needed.



While many hail the arrival of new technologies, Kraaijenhagen would want to dampen the euphoria. Looking at the current way of fuelling commercial vehicles, especially trucks, Diesel is still the most common form of propellant. While a truck may need 22 – 25 litres of Diesel, the vehicle is not dependant on additional infrastructure. If one would, for instance, want to change all vehicles within a city to electric vehicles, then supporting facilities must be built. This would also require the integration of city planners in order to ensure that all needs are met. Naturally, the truck makers are ready, but the question posed is if the infrastructure is ready.

**Driven**

When it comes to autonomous driving, Kraaijenhagen also asks some very critical questions. Seeing the current state of the industry at the crossroads between driver-assisted and driverless vehicles, he is saying "Why should we take the driver out of the loop?" Autonomous driving doesn't make vehicles more fuel efficient or safer automatically. Right now, the algorithms are still being developed and with platooning for instance, there is still the issue that there might be communications break-downs between the vehicles in the convoy. At 10 meters distance, or

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0.8 seconds, any failure for the following vehicles to break when the lead vehicle breaks will be fatal. The first discussion one will have is about the responsibility for the truck when the driver is not in control. Next, when are the customers be prepared to pay the higher price for autonomous vehicles as the savings in fuel will not compensate for the added cost? Where one needs to go is to end up in a stage where the driver can be given another, a different job. Ultimately, Unions will not agree with lesser pay for the driver when the driver would just monitor that the truck is moving correctly.

Automation of driving makes sense if one can connect the truck into the logistics process with the driver becoming the store manager of the warehouse that he is driving in. That way, the driver would have a new job, one that he gets compensated for. That achieved, one would still need to provide the infrastructure to support this. "For instance, when you enter a city, your camera may take a snapshot, the system realising that it is a city and slow to the speed limit for inner city movements. However, what is the speed limit when you exit the city? There might be a sign board that you leave the city, but that doesn't necessarily stipulate the speed limit. Besides infrastructure, there also needs to be clear and stringent protocols. For instance, humans automatically know who will be first to go when a two-lane road narrows to a single lane. Typically the one with the bigger vehicle (This had is smile a bit during the session). In a more practical way, commercial vehicles need to learn how to drive on wet roads, on ice and in many other situations. Technology might be ready, but there is still a lot of work needed to make this happen. "In short: we aren't ready yet."

### Styled for Success

Next, Holger Koos, Dipl.-Ing. (FH), Vice President, Styling, let's us have a glimpse into how trucks are developed in terms of design and styling first. There are of course a number of challenges in designing a truck, apart from having to adhere to rules and regulations which may differ across the globe. One of the biggest challenges is that the buyer, the customer, is not always the driver. The customer's requirements are different to the one that a user, driving the truck. "It is not always easy to combine these two, as you can imagine" Koos opens the discussion. This issue for example is fundamentally different from passenger cars, where typically the customer is the user at the same time.

In terms of operating a truck, a customer typically looks at fuel consumption, residual values, minimum down time and Total Cost of Ownership (TCO). Contrary to that, a driver would look for comfort, an attractive design and maximum cabin space. "We have to solve this problem by creating a design that fulfils both needs. This may require going down a very narrow path." Essentially, one has to make a compromise between the two, the customer who pays and the diver who is the user. Unlike the passenger car market, truck companies like MAN don't use so called "leaked images" to gather feedback. There are departments, using market intelligence tools, to do so. At various stages, customers are involved, being shown models to ask if the proposed designs make sense and would be



Holger Koos, Dipl.-Ing. (FH), Vice President, Styling



practically useable. As we don't know what is possible, it is very hard to work with the question "what do you expect from a new truck?" Customers have problems now and these need to be solved. A simple illustration would be the steps to the cab, which are not lit up, however a customer operating at night would need that step to be lit. "The problem is to have light on the steps, now."

### Integrated Approach

Adding to this, Kraaijenhagen elaborates that, following MAN's strategy, commercial vehicles have to comply with four main criteria: they need to be environmentally friendly, the users' health is not to be impacted, it needs to be safe to use and socially accepted. Along those streams, MAN is defining processes and KPIs to achieve this. Again, an integrated approach is what is needed. "We are only producing half of the truck as we don't provide the trailer. In addition, we need to work with people from the logistics industry to get their input and to find ways to reduce wastage and to increase efficiency." We come back to the diagram we have seen earlier on. Looking at individual aspects of a truck, one may shave off a percent in fuel consumption here or there, but the big leap, in Kraaijenhagen's view will be through collaborations with all stakeholders involved in the transportation industry, from tyre makers to logistics companies.

Using a tool (VECTO - Vehicle Energy Consumption calculation TOol), truck makers are able to predict the Co2 Emission of commercial vehicles over its total life-span, including the impact through the trailer, the different missions and usages all the way until the recycling stage. Naturally, one would need to get input from the suppliers that provide the components in order to make the entire truck as best as possible. Currently, trucks are



**Ben Kraaijenhagen, Vice President, Foresight & Environment**

used as data-loggers whereby MAN is collecting information. Eventually, with the help of the VECTO, MAN will be able to give customers binding declarations of how much Co2 the truck will produce.

### Different Needs


Many trucks here in South-East Asia look very similar, if not identical to the ones that operate in Europe. The question may arise if there is really a "one size fits all" approach that is possible to address the needs of customers in different regions. "This is extremely difficult to achieve if you try to achieve that with exactly one product, with no deviations or variations. That has been tried before, but obviously doesn't work," says Koos

In Europe, visible quality is what buyers look for with narrow gap dimensions between panels and there shouldn't be any colour deviations between panels. In Africa, for example, this is not so much of an issue as reparability is crucial. Steel can be hammered back into shape if need be, while high-tech plastics may not be fixable on the road. Asian countries may expect highly sophisticated devices in order to help them with running the trucks. What we still see is that the majority of cabs in India for instance is still made of wood. If one were to try to sell trucks with European quality, operators may not be able to make a profit because Indian customers are not yet willing to pay the price for that. Just by looking at this, it becomes apparent that it is impossible to develop just one product for all markets. The question is how to overcome this. In summary, Koos doesn't think that the idea of a "world truck" can be successful. What is done within MAN is to gather feedback from individual markets and to create specification sheets, listing all the requirements towards a truck and then to develop a transport vehicle considering other inputs. What the design departments have to do is to then evaluate which requirements make sense and can be implemented as there are sometimes contradicting requirements. Other times, extra styling may be possible, but then again, the question is if a customer would pay for it. When a panel could be in different colours and materials, in design, one has to seek the answer as to whether or not this add-on is worth it.

### Branded Vehicles

One of the aspects of designing a truck is the aerodynamics. Here Koos believes that the industry has reached a stage whereby it is no longer possible to further reduce the wind resistance by a lot. "One reason is that the speed at which the trucks move isn't really that high. We are talking about some 80 to 85 Km/h. At some point it simply doesn't pay off anymore to invest in aerodynamic optimization. There are other areas we can focus



on," he explains. Citing friction in the power-train is another area that has yet to see its full potential in terms of savings. Another area that is gaining more importance now is styling. "As most trucks are technically within a close range of levels, being compatible, and reliable, therefore the differentiation between the brands gets more and more difficult." This is, according to him, a very important task as design would transport the content of a brand. Typically, when we see a new truck, we will first evaluate it based on the appearance, the styling of the interior. Although this may be considered a hygienic factor, something that you have to have where people expect that your product is designed in an appealing way, it is difficult to get this right and to ensure that the final product is well liked visually. And with years of development needed, it is difficult to quickly rectify any design flaws once the truck is in production as parts are connected to each other and components need to work in tandem. Subconsciously, we would pick up on styling issues. If a brand is progressive, the styling needs to be progressive. And if we see a loud and noisy truck, a dirty one, then we would associate the brand with that image too. 



ASIAN TRUCKER DRIVERS CLUB

# UPDATE



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## The Second Bowling Tournament of Asian Trucker Driver Club

Following the encouraging response that we received last year for our first bowling tournament, Asian Trucker Drivers Club has decided to organize this second tournament; while in a different place, it was the same turnout. Truck drivers are just so excited when it comes to sport activities! The Asian Trucker Driver Club will be a key platform for our local truck drivers to gather, have fun with activities and celebration as well as educational training. During the tournament, Asian Trucker also signed up drivers for online driver training, which is sponsored by NITTSU

Transport Services (M) Sdn Bhd. In a bid to improve road safety, NITTSU has decided to sponsor licences to a platform that will evaluate and train drivers on alertness.

The second tournament was held at Ole-Ole shopping mall, Shah Alam. Six groups consisting of three drivers each were battling with their hidden skill to win special trophy from Asian Trucker Driver Club.

After three games, eliminating teams with the lowest score, the winners were announced, however, the entire group celebrated a good day out.

"As a driver, you don't always get to see your friends or to hang out, because you will be on the road most of the time. Therefore, this is a good chance to gather with friends and update each other," said Roslan, a truck driver and member of our club.

"This activity is part of a good therapy after a long day at work. We truckers do need this from time to time and I'm glad I have joined the Asian Trucker Driver Club," said Mohamad Noor, also truck driver. The club is open to anyone who would like to contribute in the shaping of the industry, not just drivers. **T**





# MCVE is For Truck Drivers Too

*As an inclusive event, not only fleet owners and operators are invited to the largest commercial vehicle expo in South-East Asia, but also the drivers of the industry: our truckers*



**O**rganizers of MCVE 2017 are pleased to announce an inclusive fringe program that will also offer activities for drivers and members of the Asian Trucker Drivers Club.

## Scania Driver Competition MCVE Edition

The biannual Scania Driver Competition (SDC) is now officially on and as with each edition, it is now even more challenging than before with tougher rules and scenarios that are designed to make Scania truck and bus drivers better equipped with skills to match the demands of the commercial vehicle industry.

Just like in the previous editions, a mini SDC will be held and this time it will be at the Malaysia Commercial Vehicle Expo 2017, Mines Exhibition and Convention Centre, 18 – 20 May 2017. Open to the public, anyone with a standard car driving

license can experience what it is like to face the challenge of a bus or truck driver in a secured and enclosed environment. The purpose of this test & drive is to generate public appreciation of the challenging environment that truck and bus driver faces everyday. Participants of the SDC-SEA can also test and practice their skills before the main event to win prizes!

## Gathering of Asian Trucker Drivers Club

Offering a platform to meet other drivers, exchange ideas and to connect with other industry players, the Asian Trucker Drivers Club will host a lunch for its members. The lunch is scheduled for Saturday, 20th May and will take place inside the Exhibition Centre. This is an exclusive event for members only. Those wanting to join but haven't registered as members may sign up for the club during the day itself. **F**



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# They Need to Keep the Chicken Alive!

*This month, we are having a chat with drivers that take care of a special kind of cargo: live chickens.*

**M**alaysia is hot and we, Malaysians know it well. The hot weather is an extraordinary challenge for a truck driver that carries live chickens. Our trucker of the month, Mr Siva, 31, has been carrying some 3300 chickens a day for seven years now.

While his working hours are not fixed per se, they are governed by the requirements posed by the cargo transported. The first order of the day, late in the day that is, is to pick up the chickens from the farm before they are being delivered to customers all over Malaysia. And that usually happens in the evening. "Chickens will die if the weather is too hot, therefore, we need to constantly make them wet with water, spraying them and night time is the best time to take the chickens on the long ride," explained Siva.

Siva's career requires him to drive day and night, which necessitates him to not just focus on the safety of the vehicle and the load, but also his own health. He did mention that he will join the neighbours to play football during his days off and that it is how he maintains his stamina.

"I do not have vision problem at night, but feeling sleepy is possible and whenever that feeling comes, I always stop and take a power nap instead of forcing myself to continue driving. Adding to that, my helper, Mr Reana, keeps me awake by being talkative and it works," said Mr Siva.

"I did not choose the job, but the job choose me and there is nothing wrong with that because I get to travel all around Malaysia, my working time is flexible. It is easy to get a day off and I hate the idea of wearing a tie and suit. With what I am doing, I earn enough to make a living for my family and most importantly, I am enjoying doing what I do now," he smiled. **T**



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# He ain't heavy? Thoughts on Overloading

*“Overloading” – One of the scariest words in the industry, it seems. However, for years now, this seems to be an issue that concerns the industry, government and even the general public. We spoke to a number of transporters to get an idea as to what is really happening.*

**W**hen we talk to business owners or the authorities, overloading seems to be a problem that is plaguing the Malaysian transport industry. Even the general public has taken an interest, posting images of heavily overladen trucks on social media, shaming the drivers and asking the authorities to take action. Here are some thoughts and hopefully we can spark a discussion, improving the road safety on our highways, trunk roads and in the cities.

## Legal Framework

In Malaysia, the permissible axle load also depends on the trailer configuration. In view of a large ASEAN Economic Community (AEC), this will be interesting to see what will be the common denominator. Eventually, trucks will be able to move freely between the member countries of the AEC. At the moment, there are varying permissible axle loads. This means that a truck that is perfectly legally loaded, may be risking a summons if it moves to another country with different permissible axle loads. The question would be if the countries with the lower permissible loads would have to increase the weight allowed or should it be the other way around, asking countries to lower the load limit.

The fact that there can only be one designated trailer for one prime mover is another issue to be looked into. Imagine you have a load too heavy for one legal run and two trucks, but one cannot move the goods you have to haul as the trailer doesn't fit the purpose. This is where transporters may just risk it and use that one trailer that can haul the entire lot as the other one isn't fit for the purpose.

We also learned that it may not be that easy to enforce current rules and regulations. For one, you cannot see with the naked eye if a truck is overloaded. You would need to have facilities in place that are easy to access to check. Also, there is the issue of assigning the fine. Currently, it is typically just the transporter that ends up paying the fine. Wouldn't it be easier for the government to tackle these perennial overloading problems at source? And that is to ensure that cargo owners ensure no overloaded lorries leave their premises or be held accountable for any arising consequences? After all, cargo owners have weighbridges of their own and every load is weighed before leaving their premises.

## Technical Aspects

Nowadays, axles are real marvels of technology. Country level legislation may stipulate that an axle load has to be way lower than what the axle can carry. While not overloaded technically, an axle may be overloaded legally. Certainly, they can carry



more than what their older brothers managed to move some 30 years ago. However much redundancy and safety is built in, there is certainly a limit to the weight they can carry. It is obvious that a truck meant to carry 30 tonnes could possibly carry much more, but at what cost?

With heavier weight comes more wear and tear. Brakes need to work harder, the suspension of truck and trailer are taxed more heavily and the engine has to put in more effort. We have heard from various parties that one may be able to make more money by overloading the truck, but at the same time, the lifespan of the truck may be cut in half. And if you are calculating on using the truck for some 10 years, this means you cannot recuperate the investment. And one thing is for sure: the banks want their money and the operators have to deliver the monthly instalments. More wear and tear also means more downtime during scheduled and unscheduled maintenance. While talking about cost, we also need to factor in the social cost that is caused by vehicles that have been taking on board too much. Breaking distances will be longer and accidents, which could have been avoided with the right load, occur.

Some may say that there are industries that cannot overload. If you are moving certain goods, say household items such as toilet paper, food stuffs, electric appliances or furniture, the weight / volume ratio would almost certainly make it impossible to overload. One bulk good transporter stated that there are operators out there that go to the extent of having one legally compliant trailer which they use to get the approvals by swapping number plates and chassis numbers. Meanwhile, the rest of the fleet is designed to carry more than allowed.

One way of addressing this is to look into different trailer configurations. B-Doubles and other solutions are aimed at distributing the weight, thus reducing the stress on each axle. Today's trucks are well capable of pulling these, but there might be adjustments needed from the legal side.

Some have even commented that certain truck brands are not "up to the job" and the reputation of these vehicles has suffered. However, it is hardly surprising that a vehicle may not perform if it is abused in ways that the design has ever anticipated.

**The Drivers**

When a driver takes on a load, he is responsible for it. However, he is also responsible for the safety of other participants in traffic. Most importantly, s/he is responsible for bringing home money so that the family has food on the table. There are different models of compensating drivers and one is to pay a commission on the amount invoiced by the transporter. That means, the driver would earn more if there is more cargo on board. Staying within the legal limit may result in lower pay. Surely, nobody wants that? To compensate, the transporter may have to pay a higher commission or basic salary, thus reducing his margin and ability to repay the loan on the vehicle.

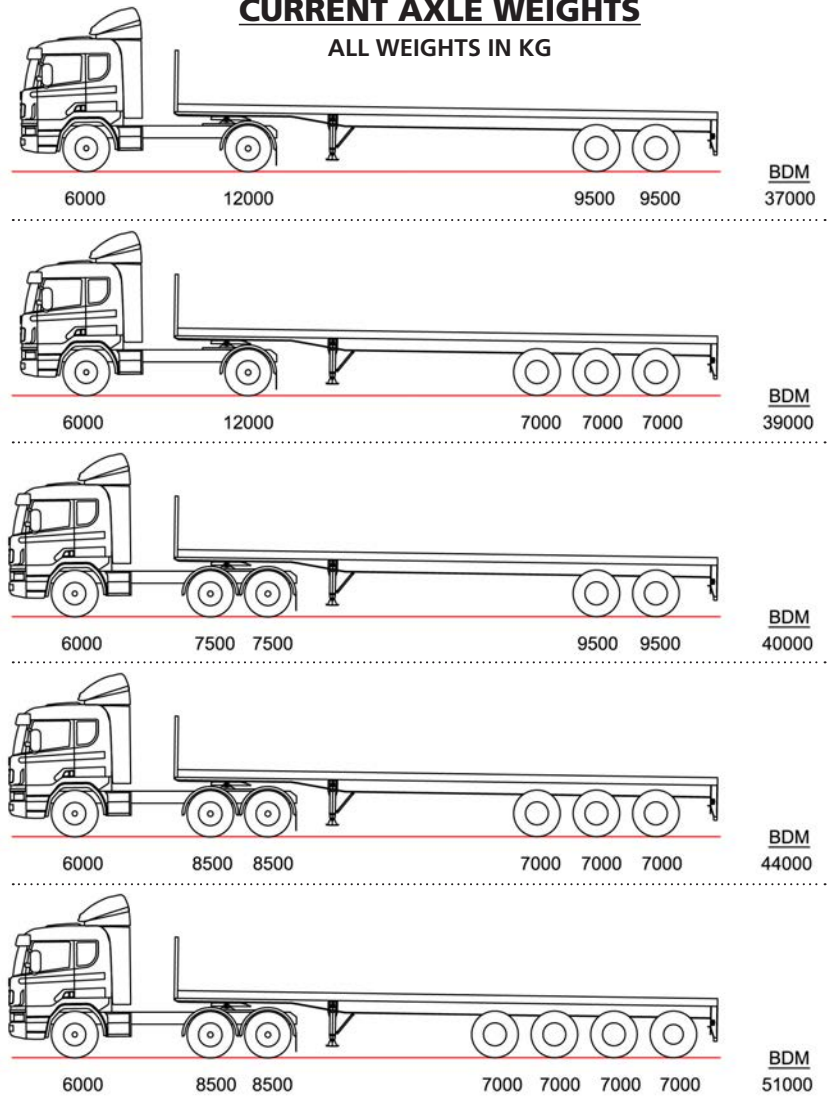
At one time in the 1980s, the government came down hard on truckers overloading. The industry responded by adhering to the limits. This, however, backfired. The result was that there was a lot of cargo that couldn't be moved as there weren't enough (most importantly) truck drivers and vehicles available. Depots filled and consumers did not get their goods. At that time, there was a severe driver shortage and even if that could have been solved, it would have taken too long to put new trucks and trailers onto the roads. As consequence, it was agreed that one would turn a blind eye, but only up to a certain limit. Today, with more powerful trucks and apps that allow to plot routes more efficiently, this could be avoided.

**Where next?**

Clearly, there is no easy answer to the issue of overloading. Given the complexities of technology, law and international trade, there may not be a simple answer to this issue. However, in order to make our roads safer, over time, this topic will have to be touched upon again and again. **T**

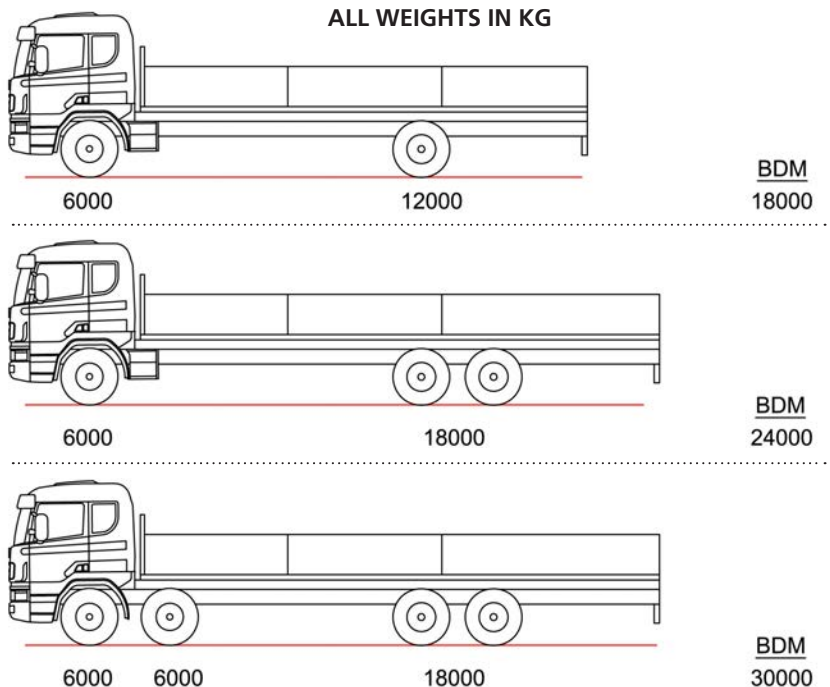
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# Nippon Express' Push for CO2 Reduction Repays Big



**W**ith some 42% of the world having signed the Paris Agreement already, Nittsu Transport Services (M) Sdn Bhd might just be way ahead of everyone else when it comes to the reduction of their carbon footprint.

Having taken home the SPAD award for being the Best Freight Operator in this year's Land Public Transport Gala Dinner on 16th October was just the icing on the cake, a well deserved reason for the company to celebrate their outstanding efforts. While the award clearly means a lot of attention and publicity, the actual reason for winning may hold a lot more than that. Currently, Nittsu, as they are commonly referred to, is the only transporter globally that has registered and been approved by the United Nations for the United Nations Framework Convention on Climate Change (UNFCCC). Through the CDM program, Nittsu achieved a reduction of 685 tons of CO2 which comes with a 6% improvement in fuel efficiency. According to Mr. Billy Tee, Director, Nittsu, a surprising side-effect was the reduction of major accidents from an average of eight per year to almost zero through the program.

## Project Kick-Off

The entire project started in 2010, when a feasibility study was carried out. There were several audit stages in between and the project has undergone SIRIM QAS and KBS India certification. Nittsu introduced the Digital Tachograph System in addition to a Safety and Eco Driving training, which is conducted twice a year. While the initial goal was to reduce CO2, there have been many more benefits for the company. The CDM program has since drawn the attention of the Ministry of Natural Resources and Environment, the Ministry of Transport, The Malaysian Green Technology Corporation, MIROS and last but not least SPAD.

## Using Resources

"What we did was not exactly very complicated. All we have done is to look at the tools on hand and to use them in a clever way," Tee said. "If you take your average fleet management system, you get hundreds of reports per driver and truck. Such reports were deemed very tedious to analyse or even impossible to interpret by Nittsu. Together with Fujitsu Japan we created a Tachograph that gives us a monthly summary of a driver, broken down into only five key areas." These five areas are displayed in a radarchart and give drivers and managers an easy and quick way to evaluate the driver's behaviour. There are two main sections: safety and economy. Speeding, right RPM, deceleration and acceleration, idling and working hours are monitored. Those drivers that perform well are being incentivised while the worst five will be receiving counselling. This is what Tee calls a "workable system".







**Kengo Sato, Assistant Group Manager,  
Corporate Social Responsibility Division,  
Environment & Social Contributions Group**

## Results

There wouldn't be any way to talk oneself out of the evaluation as the trucks are all equipped with tools that highlight bad driving to the driver as and when they are not driving safe or economical. Older drivers seem to be more receptive to this new way of thinking while younger drivers don't seem to subscribe to the thoughts behind the system. During our conversation, Tee points out that others may offer similar systems, but the one that has been developed for them is self-sustainable with some five staff handling it. While the increased headcount is to be taken into consideration, the reduction in fuel cost far outweighs that. "And we are not even factoring in the reduced tyre wear, lower downtime and maintenance cost," Tee added.

## Japan's Pride


The Nippon Express Group is expanding the safe Eco-Driving initiative not only in Japan, but in other countries as well, working to enhance truck fuel economy and reducing greenhouse gas emissions. Meeting with Kengo Sato, Assistant Group Manager, Corporate Social Responsibility Division, Environment & Social Contributions Group, we learn more about the project and how it impacted the business. "Initially, this was an initiative handled by the Sales Promotion Division. The idea was to improve the bottom line by obtaining CO2 credits," he explains. However, having seen the other positive side-effects, the CSR division took over. "We started with a feasibility study into the use of digital tachographs. What it showed was a significant reduction on CO2 emissions." As the company is active in many countries around the world, the Headquarters will provide the support needed to implement projects such as this as the local entities may not have the resources to carry out such activities. The CSR division typically focuses on one project, which, as in this case, results in giant steps forward.

The project in Malaysia was based on the Kyoto Protocol. Meanwhile, Japan and some 16 other countries are also working closely together on the new Joint Crediting Mechanism. Assisting with the progress of countries, sophisticated equipment will be installed in countries that are developing. Such activities are supported with subsidies by the Japanese government. Meanwhile, Nippon Express has started working on a new project in Vietnam, while at the same time drawing on the experience from Malaysia to implement Halal transportation. "Yes, we are very proud of this achievement. It really means something to be the first transport company to be listed in the United Nations Framework Convention on Climate Change," Sato said visibly satisfied with the results of their work.

## What Next?

Not resting, Nippon Express is already onto the next projects to propel them forward. While the company is already ISO 9001 certified since 2001, it is also implementing a 5S Framework. This is to be completed in the first quarter of 2017.

In addition, KISS, which stands for "Keep It Stable and Safe", is a collaboration with an Australian consultant in order to improve the aerodynamics of the trucks. Both parties hope for a further reduction of fuel consumption of between five and ten percent. Although there is a cost involved in this, the recovery of the investment through the reduced fuel cost should be speedy and is factored into the project.

In closing, Tee said "In retrospect to winning the award, it is not just our sole effort that brought us the recognition; it is the continuous support from all our valued customers and business partners, which is the foundation of our success." 



## Lima A Logistik Off to a Promising Start

*Transport haulage can be a tough business for the start-up. Entering an industry brimming with well-established players can be difficult to get a foothold. Heavy investment in capital equipment needed in this space is also a huge commitment.*

In a brave move, Mr Allan set out to establish a new logistics company in Westport. With twenty years experience in the haulage services industry, he saw a niche and in December 2015 Lima A Logistik Sdn. Bhd was born.

This enterprising nature is not too surprising as Malaysia races up the annual ranking of the world's 45 leading emerging markets to fourth position. According to the 2016 Agility Emerging Markets Logistics Index, Malaysia has surged past Saudi Arabia, Brazil and Indonesia in an index that offers a snapshot of the logistics industry. The index ranks emerging markets based on their size, business conditions, infrastructure and other factors that make them attractive to logistics providers, freight forwarders, shipping lines, air-cargo carriers and distributors.

Almost twelve months have passed since Lima A Logistik found its place in Malaysian logistics and haulage. The company primarily handles the transhipment of containers within the Westport port zone. Its fleet of 15 prime movers, 30 trailers and 10 tippers has recently been bolstered with the addition of some key assets: two Steelbro sidelifers. The two new SB450 units help the company enjoy even greater efficiencies in their operation and continued steady growth. Most of the work is within the port environment where volumes have grown massively. The company is currently handling 2 000 containers per month.

The SB450 sidelifter is a rugged unit with a strong lifting capacity. Transfers of containers weighing up to 45 tonnes can be made easily within a safe working envelope. Tough and



durable, the SB450 has been built to work under the most extreme of conditions. Lima A Logistik are using the sidelifters to shift all types of container loads from 20', 40' as well as tanktainers on mainly short journeys (less than 2 km). Without the sidelifter, an operator would need to wait for a fork lift truck or other equipment to become available. Now the operator is self-sufficient and can load and unload the container and drive away on his own.

When asked what they like about the sidelifters, the operators describe them as "safe to work with and reliable to carry heavy containers."

The units have improved the efficiency for the business as well as changing the operation. "They help with the speed of operation and our rate of production – helping with shunting and staging," says Mr Allan.

"They've also changed the types of work we do. We've started staging containers at our own spacious yard before being shipped out.

"We picked the Steelbro brand because we saw that it was cost effective, stronger and seemed more reliable than others. It's also known for maintaining a good resale value.

"We've used the Steelbro service centre and the team were very quick to respond to our needs and provide good advice. We'd particularly like to thank the sales team throughout the purchase process. They did a good job of following up the production process and then delivering the sidelifters within the expected timeframe."

Looking ahead, Mr Allan is planning for continued growth and expects to purchase another two sidelifters in the next year. **T**





# Innate Synergy Sdn Bhd Moves Bitumen with Volvo Trucks

*Meeting with Innate Synergy, we find out why a more powerful truck is better for a business that moves Bitumen, a product that sounds simple, but needs a lot of consideration.*

The story of this company is interesting as the founder managed to build it from scratch, using his experience he gathered over decades in the industry. It is fascinating to see the depot working, knowing that the founder has worked his way up from just being a labourer. ISSB is a key player in the petroleum trading industry that caters to commercial and industrial use. Founded in 1999, the company is strategically located in Penang with access to major ports and cities all around the world, via sea and air. The first thing one notices is that the depot is very clean. And so are the trucks. Bitumen is an oil based product and anyone having had to deal with it knows how easily things get dirty around this product. "Bitumen is difficult to handle, it is a Class 3 product. However, we are audited by oil majors such as Exxon and Petronas, who have the highest standards in the industry. We take great pride in our work and the confidence these clients put in us supports our effort," said Abdul Malik Samat, ISSB Managing Director.

Volvo trucks are doing their part to maintain Malaysia's solid reputation as a preferred solutions hub in the petrochemical industry as Innate Synergy Sdn Bhd (ISSB) is poised to further expand their business. Having evaluated some three or four brands, the choice was for Volvo. "We looked beyond discounts.



Everyone in business wants the best price. That isn't something that we need to talk about. Safety and reliability are what matter much more when you stake the success of a business like ours onto the vehicles that move the goods," Samat said. One such important criteria was the power of the engine, whereby Volvo's trucks had some 30 Hp more than the next closest competitor in the line-up. According to Samat, that makes the truck more reliable, as a bigger, more powerful engine will last longer, putting less stress on the parts. In his view, it is the combination of technology and service of truck makers that is needed to support the client's business.

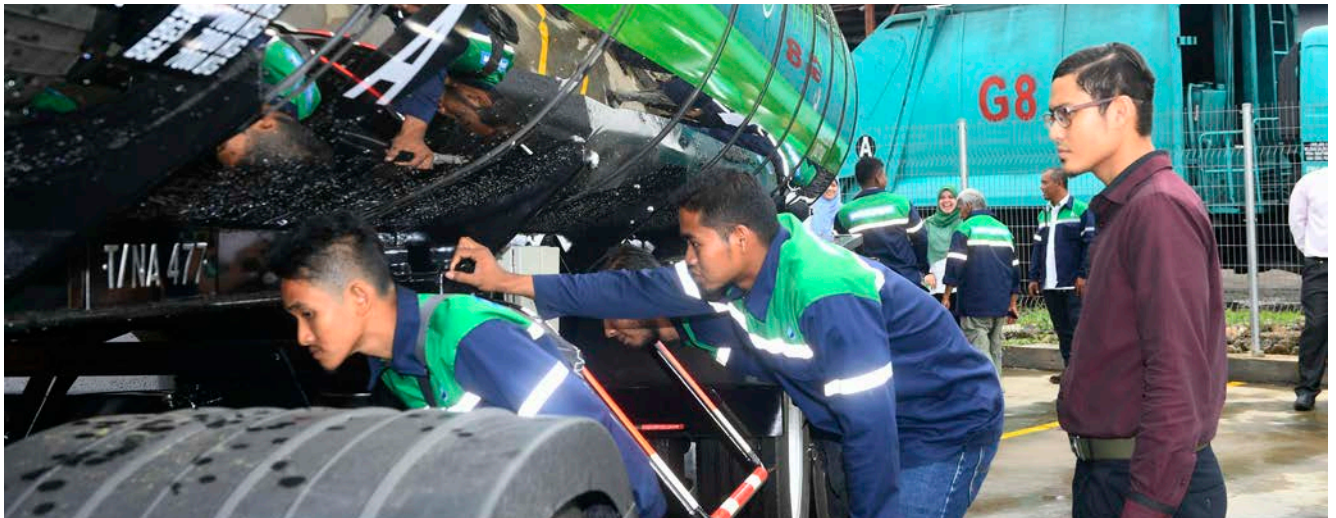
Volvo Trucks Malaysia and Innate Synergy recently signed a Memorandum of Understanding (MoU) that sees ISSB take delivery of 10 units of Volvo FM440 trucks to complement their fleet. The MoU also aims to consolidate their partnership and cement stronger ties.

The partnership sees Volvo Malaysia providing driver training, aftermarket services and other essential components that are in line with the company's commitment and strong reputation in providing total transportation solutions to its customers.

ISSB currently owns a fleet of 30 Bitumen tankers and five units of ADO tankers for operational purposes. Mats Nilsson, Managing Director of Volvo Malaysia and Malik, signed the MoU for their respective companies. "Innate Synergy places high importance on safety and reliability to ensure our products reach our customers on time and intact," said Abdul Malik. "Our company's ultimate goal is to exceed our customers' expectations, and we are happy to partner with Volvo Malaysia as they are known for reliable and top-notch products and services, which are in line with our requirements. We hope that this partnership will continue to prosper in the future and look forward to a long lasting relationship with Volvo Malaysia." Elaborating on this, he explained that ISSB not only has internal driver training, but also a lab in which they analyse and keep samples of the bitumen transported. Samples are being taken at the depot and at the client's place. That means that the driver plays a crucial role in quality assurance as s/he has to bring back a sample. "This actually makes us the only provider with an own lab!" Malik proudly states.

"Despite facing some recent headwinds, Malaysia remains a preferred destination for the petrochemical industry, and we are partnering with Innate Synergy to ensure further opportunities for growth in the industry and also, to maintain its current solid reputation," said Mr. Nilsson. "I believe that the Volvo FM440 trucks will support ISSB in their commitment towards excellent service, cargo integrity and safety." He added that Volvo Trucks will aim at building a smooth and successful relationship with ISSB by providing Innate Synergy with Volvo's renowned reliability in quality, safety and strong aftermarket support.

Coming back to the subject of safety, Malik stresses this point. "Trucks on the road are our advertisement. Besides that, we cannot afford any accidents. Although the trucks themselves represent a significant value, the damage done to people and the environment in case of an accident is much more severe." Being a self-made man, he traces his success to the hard work and desire to succeed. "Yes, there are challenges, but Malaysia has a lot of potential. For instance, you don't see poor people in the streets like in some European or American countries. With the resources we have, we are hoping to expand, maybe even abroad. We have to look mostly forward, with the occasional glimpse into the rear-view mirror to succeed. I am blessed with a good team that shares my passion and views and I am grateful for that," he closes before heading into a meeting with a delegation that has come to inspect the facilities. **T**





*The Road Transport Department (JPJ) has announced that all commercial vehicles will be required to have light reflectors installed by next year. Here is what you need to know when purchasing your reflectors to avoid any issues at your next PUSPAKOM inspection.*

## Retroreflective Stickers on Your Truck


It may sound simple to put some reflective stickers onto your truck, but there are specifics that you need to look out for. We met with Andrew Lee, Managing Director, Trittech Sdn Bhd and V.J. Tan, Sales Manager, ORAFOL, to understand the intricacies of this important addition to your truck.

For the exact specifications one has to refer to the MS 828:2011 guidelines, which are a revised version of the one issued in the year 2003. Said standard is based largely on the European Regulation EC 104, whereby some amendments for the Malaysian market have been made. Any sticker that is to be used legally, has to be approved by SIRIM and a label with matching references is to prove that what you have is the correct one. To ensure the effectiveness of the sticker, SIRIM subjects the product to no less than 16 different tests. The toughest and most crucial one among them is the accelerated weathering test for 2,200 hours in laboratory followed by natural exposure in a vertical position facing south for three years. "We are very proud that ORAFOL has been fully certified and comply with the standard as required by SIRIM and JPJ," said Tan, who is supplying the product to Trittech which is the distributor. The product is made in USA.

To prepare the market for this crucial step, Andrew Lee of Trittech has participated in exhibitions hold by Asian Truckers in MIECC and JBTC in Johor Bahru. Trittech also took part in road shows organized by JPJ to educate the public about the regulations in Putrajaya, Kuala Terengganu, Penang and Johor. PUSPAKOM will check the proper use and installation of the stickers. The purpose of these stickers is to prevent accidents when trucks are parked on the side of the road at night. "Research has shown that the use of these stickers can result in some 29% fewer accidents with up to 44%

less fatalities and injuries. In the US, some 67% of accidents involving cars and trucks are caused by low visibility," he added.

Apparently, there are stickers of varying quality available. The key issue is that the stickers have to have a high percentage of light being reflected. The exact numbers are available in the MS 828:2011, but here it will suffice to say that some stickers may only reflect some 1% of what is required. Andrew Lee also pointed out that there are cheaper alternatives, but they are not durable and the colour would fade very fast, requiring the operators to replace them frequently. His calculation shows that his stickers cost less than a pack of cigarettes per year on a five-year usage while others will have to be replaced every six months. "People should also consider the cost involved in the replacements, such as downtime. We offer a three year warranty, covering the time SIRIM requires the stickers to be exposed and the reflective index must meet the specifications after the three years outdoor exposure. However, we are confident that our products last much longer and are therefore more cost effective" Andrew Lee explained. Making it easy for operators to buy the stickers, Trittech has set up sales booths at several PUSPAKOM sites. This way, buyers know they will get an approved and genuine article, besides being able to buy them on the spot if the inspection results show that the stickers need to be replaced.

Andrew Lee also pointed out that there are counterfeit stickers. Some manufacturers are bold enough to copy the certified companies brand. SIRIM logo and label which are awarded to these certified companies are also being counterfeited. Andrew Lee and Tan are happy to meet with any interested party to discuss the features and benefits of their genuine product further. 

### ORALITE Product Features

- Highest night time visibility
- Does not crack or lift easily
- Single layer prismatic construction with adhesive backing
- Resistant to power washing
- No edge sealing required
- Easy to handle and apply
- Durability - 5 years (kindly follow Care Instructions)
- 3 years warranty on photometrics and colour





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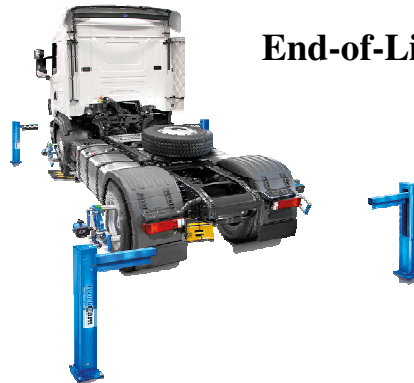
**AFTERMARKET**



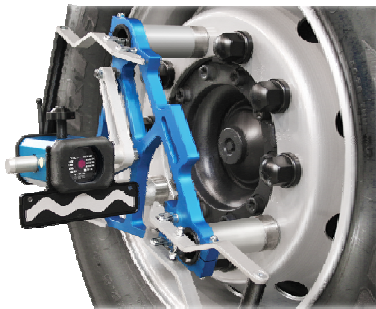
**Lane  
departure**

**FACTORY SOLUTIONS**

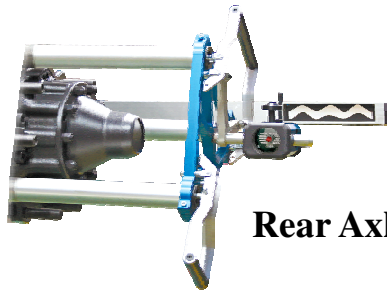
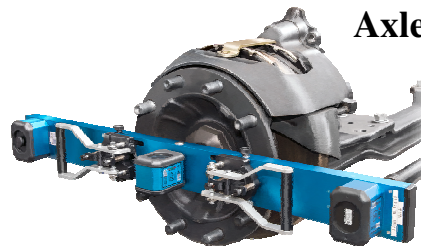
**End-of-Line**



**Axle Parallelity**



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# Truck Drivers, Please Start Your Engines!

*While we typically caution truckers to go slow, in truck racing everything is about speed. We take a look at the European Truck Racing Championship, a race series that draws huge crowds.*

The European Truck Racing Championship (ETRC) is organised by the Fédération Internationale de l'Automobile (F.I.A.) who organises all European and World championships including the Formula One Championship. The biggest, most imposing racing series in the world, the FIA European Truck Racing Championship is a truly unique motor sport spectacle. Founded in 1985, the current format has been in operation since 2006 thrilling fans across Europe with the world's most advanced racing trucks.

There is nowhere like an ETRC event for companies and individuals in the truck and its related industries to interact with and showcase their product. The thousands of truck enthusiasts that flock to ETRC events are treated not only to four flat-out championship races, but also get fantastic access to the teams and drivers and plenty of off-track entertainment too.

The eligible vehicles are series production two-axle road tractor units weighing at least 5300kg. The size and weights of the vehicles means speeds are limited to 160km/h, with engines limited to a maximum cubic capacity of 13000cm<sup>3</sup>.

Since this year ETRC has a promoter who is set-in by the F.I.A., this is E.T.R.A. (European truck Racing Association) and has the most spectators on the circuits of all F.I.A. series after Formula 1.



## Rules and Regulations

The FIA imposes strict rules for this series. While everyone will acknowledge that motorsports are always dangerous, safety of drivers and spectators is of utmost importance. Looking at the complete rule book, the following sticks out as a very comprehensive guide on the use of seat belts. Many of these principles actually also apply to the everyday use of these safety devices on road-going trucks. Here just an excerpt:

All seat belts must be securely attached to the vehicle's cab structure or safety cage, but not to the seats or their supports. Anchorage points on the cab structure must be reinforced to ensure adequate strength.

The use of safety belts in compliance with 8853/98 FIA standard is compulsory.



## Race Calendar

The ETRC contained 9 races in 2016:

30.04 - 01.05		Red Bull Ring, Asutria
28.05 - 29.05		Misano, Italy
11.06 - 12.06		Nogaro, France
02.07 - 03.07		Nürburgring, Germany
27.08 - 28.08		Budapest, Hungary
03.09 - 04.09		Most, Czech Republic
17.09 - 18.09		Zolder, Belgium
01.10 - 02.10		Jarama, Spain
08.10 - 09.10		Le Mans, France



A safety harness equipped with a turn buckle release system and having a minimum of five (5) Anchorage points, homologated by the FIA in accordance with Article 253-6 of appendix J, is compulsory.

Belts used in circuit competitions must be equipped with a turn buckle release system. The lap strap must be attached to the cab by two mounting points. The shoulder straps must be parallel and must also be attached by two mounting points, situated behind the seat.

Seat belts which have been involved in a serious accident, or which are showing signs of wear, should be discarded. Combinations of parts from different seat belts are not allowed. Only complete sets, as supplied by the manufacturer, may be used.

## Sponsorship

Many top tier suppliers also use this truck racing series in order to get their names out via sponsorship. German trailer maker Kögel is one of them. One may assume that it is cash that is the item of choice when it comes to supporting a truck racing team. In the case of this team however, Kögel is supporting the racing driver with the trailers needed. An anecdote has it that another sponsor, producing energy drinks, supplies the driver with a contingent of canned drinks. There has to be a minimum number of drinks on board the motorhome and it has to be chilled at all times as stipulated in the sponsorship agreement.


Excitement almost palpable, the trucks thundered around the track. It may still be some time, but surely, eventually, there will be an Asian truck racing series as well.

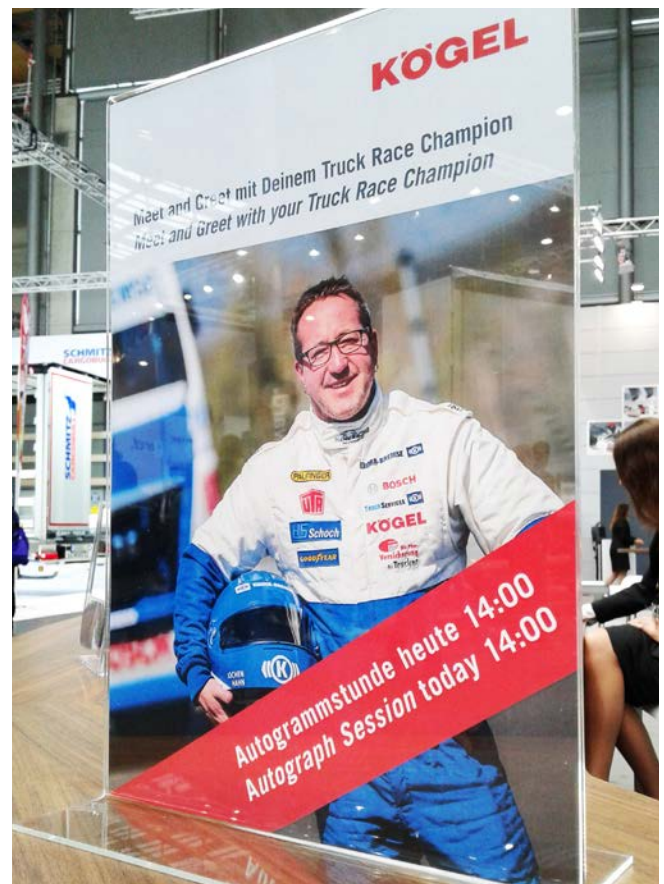
## At the Race

The actual races are just as exciting as any Formula 1 race. There are rituals to be observed, time schedules to be adhered to and things go wrong, providing for action and surprises. In the race in Zolder, a faulty injector was the part that did cost the leader his almost guaranteed 20 points.

On the official page for the truck races we get to read that „Some of the teams had stayed at work till late in the night, swapping engines out, changing gearboxes, and installing new

clutches - in total peace. All done, there was still a birthday to celebrate. When the paddock awoke today somewhat later than usual, the sky was overcast. At the start of warm-up on this final day of the 7th round of the FIA European Truck Racing Championship on Circuit Zolder in the Belgian province of Limburg, the first rays of the sun shone through, but it was still a chilly 17°C...”

Excitement almost palpable, the trucks thundered around the track. It may still be some time, but surely, eventually, there will be an Asian truck racing series as well. 





# Tony Trusts the Torrent

*Optimizing the operations of running a truck fleet extends into all aspects of a transportation business. Sin Hock Soon, running their own workshop, is benefitting from using a NCH Torrent machine to clean parts. Here is why.*

Out of the entire fleet of Sin Hock Soon Group, some 140 trucks are outside the warranty and are being maintained by an in-house team of mechanics. Works carried out includes breakdowns as well as preventive maintenance of the vehicles. In the workshop, adjacent to the office, we also find the NCH Torrent, which the company has been using for the past four years.

Tony Yew, Director of Sin Hock Soon Group, tells us that “The machine is very good; it cleans the parts very effectively.” This is echoed by his Workshop Executive, Lee Chin Yang, who told us that the Torrent Machine cleans the parts in much less than half the time one would previously need using other detergents or Diesel. When fixing trucks, Sin Hock Soon’s mechanics put the machine to use to clean mainly gearbox and engine parts, down to valves and washers. Here the machine runs every day, full day.

The Torrent machines are supplied by NCH under rental contracts, as Raimi, Senior Sales Executive, tells us. This is a typical arrangement for NCH Torrent products, which are from

the UK. In order to set up the machine, one would only need about two square meters of space, compressed air and single phase electricity. As for the latter two components, these would be standard in any workshop. Once the parts are placed onto the tray in the machine, the lid is being closed and the operator would handle the parts and the spraying nozzle by placing his hands through the build-in gloves. All the cleaning takes part in a sealed off compartment of the machine, preventing any of the cleaning solutions to be spilled. This also means that the workers using the machine does not have to use any safety goggles as the cleaning takes place behind a transparent screen. Compared to other solvents, the Torrent is highly effective as it uses both, pressure and warm water with cleaning solutions to clean the parts.

Once a month, NCH will service the machine. All functions are being thoroughly checked and if need be, parts are being replaced. During this service, the cleaning solution will be topped up, the sludge collected from the container holding the water is being drained and finally, the machine is being given a proper cleaning. Handling the cleaning solution is simple as

it is water based. "Every six months we need to change the liquids. In case of heavy usages, we do it every three months." Raimi says. In case of any breakdowns, NCH offers a 24-Hour response to address any issues with their equipment.

Not only is the machine much more efficient, but it is also easy to use and much healthier. Using Diesel or other solvents, one would have to brush the parts in painstaking procedures. This would also expose the operators to the fumes from the solvent. "Any type of chemical would irritate your skin. Also, if you can smell it, it can harm you," Raimi said further.

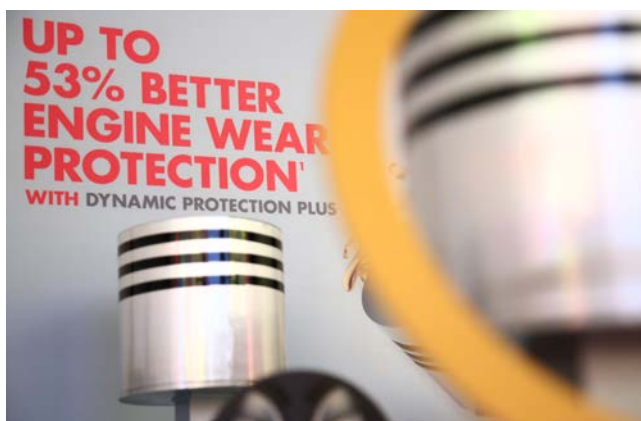
"I was aware that such machines exist and we decided to buy such machine some four or five years ago," said Yew. This made Sin Hock Soon the first user of the NCH Torrent in the northern

region. Following this, others came to have a look at the machine in the Sin Hock Soon workshop, also acquiring NCH's Torrent. In terms of training, there is not much needed as the machine is more or less self explaining and easy to use. Right now, there are some 15 machines under Raimi's supervision and he is confident that there will be more companies looking into the use of one in a bid to improve their operations.

Meanwhile, as Sin Hock Soon is expanding further, there will be an increased need for workshop time and Yew is planning to add another Torrent to be able to cope with the repairs having to be carried out. "These are challenging times, but together with partners like NCH, we can improve and remain competitive," he said before heading out to check on things going on in the freight yard. **F**



# Doubling of Oil Drain Interval with Shell Rimula Helps Keep Fleet Operator's Cost Down



*Operating a fleet of long haul trucks is never an easy business. Rising maintenance costs and downtime from trucks going into the workshop for service and repair can easily wipe out thinning profits from this increasingly competitive business.*

**S**wan Haulier Sdn Bhd operates a mix fleet of Japanese and Chinese long-haul trucks that ply the roads of Sarawak. Although the trucks operate for long hours due to the vast distances in Sarawak, and often in hilly terrains and dusty conditions that tax the engines to the maximum, the company needed every truck on the road as much as possible.

The company was looking for a way to shorten the time in workshop for each truck without compromising their engine reliability and performance in any way. Swan Haulier decided to consult Shell distributor, Syarikat Sri Minyak Tenaga Sdn Bhd. After a thorough study of the situation, a quick solution was found. Syarikat Sri Minyak Tenaga recommended that Swan Haulier use the fully synthetic Shell Rimula R6 LM 10W40 to help optimise the trucks engine oil drain interval. In addition, the company could also use the Shell LubeAnalyst service to monitor the oil condition, which reflects the engine condition of each truck.

Shell Rimula R6 LM 10W40, with its low-SAPS additive technology and unique low-wear and low-deposit formulation, more than met the latest requirements by original equipment manufacturers. It was able to offer extended oil drain intervals by keeping higher levels of piston cleanliness which resulted in better fuel efficiency.


Swan Haulier's decision to switch to Shell Rimula R6 LM 10W quickly paid dividends. The company was able to more than double the oil drain interval of its trucks to 36,000 km. This drastically reduced downtime of the fleet, making them available to take on more business.

As a result, the company was able to save more than RM40,000 annually in lower operating costs. While the tangible benefits were already significant with the previous generation of the

product, a fleet operator like Swan Haulier could look forward to even better returns with the new improved Shell Rimula R6 LM 10W-40 which now features Dynamic Protection Plus Technology.

Dynamic Protection Plus Technology combines Shell's proprietary PurePlus Technology, which produces an ultra-clean base oil made from natural gas, and Adaptive Additive Technology to deliver excellent all-weather protection, longer engine life, extended oil drain intervals, and reduced fuel consumption, all of which ultimately helps customers to lower the total cost of ownership.

This latest innovation by Shell enables the new Rimula R6 LM to offer up to 53% better protection (Compared with the revised more stringent MB 228.51 limit, as measured in the MB OM 646 LA engine test.) against engine wear and deposits, especially cam wear and up to 45% lower oil consumption (Compared with the Volvo VDS-4 limit, as measured in the Mack T12 300 h engine test.).

The oil's upgraded CJ-4 specification now exceeds ACEA, MAN and Mercedes-Benz specifications for engine wear and cleanliness to ensure extended oil drain intervals and lower emissions. Its low SAPs formulation also significantly reduces downtime from clogging of diesel particulate filters by ash. This means that the new Rimula R6 LM is especially recommended for highly rated engines meeting Euro 5 to 6 emission requirements while being backward compatible to older generation engines. More information can be found on [www.shell.com.my/rimula](http://www.shell.com.my/rimula). 



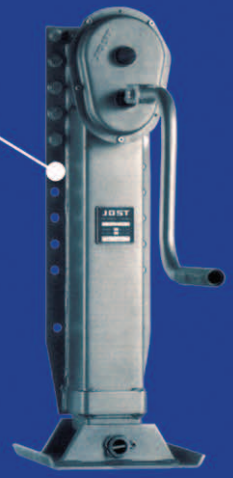
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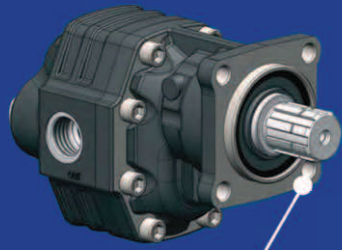


# HYDRAULIC PUMP

Bend-Axis Pump



Iso Gear Pump



Buffulo Mobile Batching Plant Uses JOST Landing Gear & TKK Trailer Component



## U-LI AUTO PARTS & SERVICE SDN.BHD

(350857-M)

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## DeAuto Recycle & Retreading Industry Gives Tyres a New Life

*The early days of retreading may have created some false perception about quality, safety and performance of retreaded tyres. It's about time this perception is corrected says Lim Choon Seng of DeAuto Recycle & Retreading Industry.*

**M**any of us may not be well educated on how safe retreading tyres are and how far they help in terms of cost efficiency. Having been in the industry for more than 18 years, Mr Lim Choon Seng, Managing Director of DeAuto Recycle & Retreading Industry Sdn Bhd is more than happy to share his opinion and experience.

"I worked with Kit Loong for five fine years before I started my own tyre business. The reason why I want to continue being in the industry after I resigned is because I believe I have the expertise in this field and it would be a waste if I don't make use of it," said Seng.

In DeAuto Recycle & Retreading Industry, the core business is retreading and recycling. They have the machinery to carry out both types work. The recycling machine will turn a tyre that is no longer safe to retread into three types of powder. This powder is classified as 1-5 mass, 16-20 mass and 40 mass. This powder can be reused for rubber liners, retread liners and also rubber tiles. Apart from that, it can also be stadium tiles, running tread, playgrounds or in gyms to name just a few.

"I am focusing on recycling as well, simply because I want to be as environmentally friendly as possible. I want my business to contribute to saving earth as well," explained Seng.

### Challenges

It is estimated that there are around 50 factories for retreading in Malaysia. This means a lot of competition. According to Seng, to expand your retreading business into different countries, it needs a local factory as only then it will become cost effective. "We are trying to export to other

countries like Indonesia, but that is not easy because of prices in the retreading industry," he said. But it is not just that: for retreading, Mr Seng explained, that if a skilled worker resigns, it takes quite a long duration to train a new one. This is because, although highly automated, this type of business still requires a lot of knowledge and experience.

### Ensured Safety

A retreaded tyre is as safe as the new tyre if produced correctly. And to guarantee that, according to Mr Seng, he only uses quality and imported materials for his business. "We need a good liner, good casing, and most importantly, skills from the worker. We train them to be more alert throughout the process. "Retreading technology in Malaysia is more advanced compared to other Asian countries such as Cambodia, China or Thailand. Apart from that, our road condition and load index are much better," he added.

### The Market

"The total market has dropped by at least 30% since last year I would say, not just our country, but world wide. I think everyone is also facing the same problem. For my business, there is no other option but to work harder, increase the demand and control the credit terms," said Mr Lim

With 22 workers, they produce up to 1200 -1300 pieces of retreaded tyres a month which typically have a five months lifespan. The price of the retreading tyre would be 50% less than that of a new tyre.

"Cost effective, safety ensured and save the environment are the key considerations here," he ended. **T**

# Keeping Your Tyre Pressure In View

The three magic words when it comes to maintaining tyres are "Correct Tyre Pressure". While deflation can only be detected over time using visual inspection, modern electronics can help with this task. The tyre sensor Seetron TP2 is a tyre safety device which passes on wirelessly the normal/insufficient state of the air pressure of tyres to the driver.

The sensors are fitted onto the centre of the tyre rim. Using a wireless RF receiver eliminates the difficulty of installation. There will be no need of cable connection from under-frame to the cabin's inside. A display unit, the monitor inside the cabin shows the tyre pressure of all tyres. This will give the driver an accurate and immediate overview as to where the pressure has dropped and is not enough. Should the tyre inflation drop by 15 to 20% below the ideal setting, an alarm will sound and be displayed on the monitor. In a field test, the fitting of the TP-2 resulted in a decrease of fuel consumption by up to 2% and tyre life improvement of 10% respectively as a result of the tyre pressure being monitored and kept at the correct level. In Malaysia, the Seetron TP2 is available from YonMing.



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# Designing Smart Cities

*Preparing Malaysian Cities for the future, the second Smart Cities Asia discussed policies, urban design and technologies to create future proof cities. Here the highlights.*

**H**eld for the second time, the Smart Cities Asia 2016 conference offered a glimpse into the future and how we will have to design, shape and re-invent cities in order to make them more liveable while meeting the needs of all stakeholders. According to a world bank study, some 74.5% of Malaysians live in cities. This number is projected to reach 90% by 2050. As the current infrastructure in cities like Kuala Lumpur is already at the breaking point, drastic steps need to be taken in order to prevent a collapse.

During the event, Kiwitech and Unimas, formalizing their collaboration to build the first Smart Cities Industrial Lab in Sarawak, handed over a Memorandum of Agreement to start this project. It is expected that this collaboration will eventually boost the technology that could be implemented in sites identified for smart cities projects.

Migration to cities is one of the key issues for city planners. According to the World Health Organisation, there are some 370 000 people migrating to cities every day. In Kuala Lumpur alone, there are 21 people born into or migrating to Kuala Lumpur per hour. As a result, there is an increased demand for transportation, delivery of goods into the city and extraction of waste to name just a few key areas. During his presentation, Dr Renato De Castro, who is an Advisor, World e-Governments Organisation of Cities & Local Governments, Seoul and

Advisor, Leading Cities, Boston as well as an Advisory Board Member, Smart Cities Asia, said that cities need to smarten up. Using ICT, using a citizen centric approach and embracing the



new economy are the way forward. In his speech he urged policy makers and urban planners to look into the creation of smaller, smarter cities. "People should feel like city-zen first," he said. De Castro further gave impetus to the notion that a budget driven approach to city planning may no longer be viable. "Don't ask





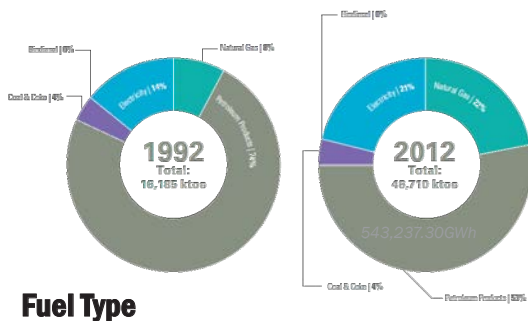
how big is the budget, but what your city can offer back,” was his way of expressing this. In looking at business, there should always be a correlation between spending and what the one spending the money gets in return. “And in some cases, city planning may need to take a completely different approach, as we now have new technologies on hand. Take schooling for example. There are some 57 million people out of school. Is there really a need to bring them into a physical building, using buses, trains and cars? Perhaps, we can use the internet to bring the school home to these students, thus reducing the need for transportation.”

In another presentation, Alissa Raj, Senior Consultant, IEN Consultants Sdn Bhd, Malaysia detailed how Malaysian cities can help archiving the reduction in carbon emissions. At COP 15 in Copenhagen, Prime Minister YAB Dato’ Sri Mohd Najib Tun Abdul Razak announced that Malaysia would voluntarily reduce its emissions intensity of GDP by up to 40% based on 2005 levels by 2020. We have an extended target to 45% by 2030. One of the key areas to do so by looking at the transportation sector where the smart use of resources and infrastructure can make a difference. The next Smart Cities Asia will be held 2<sup>nd</sup> and 3<sup>rd</sup> October 2017. **T**

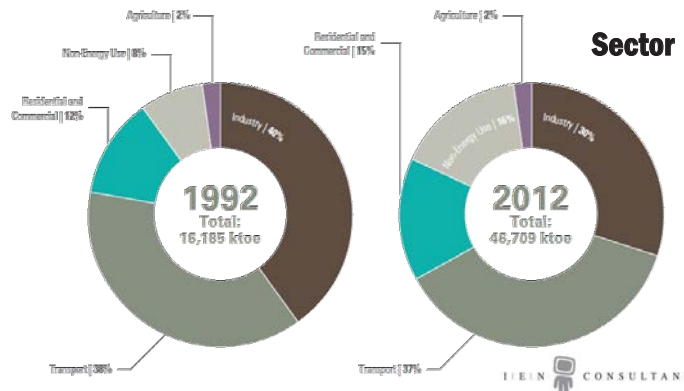
## Final Energy Consumption by Fuel Type & Sector

The total energy consumption has increased, and the pattern of usage has also changed from 1992 to 2012. It can be seen that Malaysia appears to have an increased usage of coal; and are heavily reliant on fossil fuels. Electricity & Natural Gas usage has increased as well.

**ENERGY**



**Fuel Type**



**Sector**

Malaysia Energy Statistics Handbook 2014, Suruhanjaya Tenaga  
<http://meih.st.gov.my/publications>  
 Data Source: National Energy Balance 2012



## FREQUENTLY ASKED QUESTIONS

### 1. Why is Caltex introducing Delo® 400 MGX?

The continual need to meet more stringent emissions legislations requires development of new engine hardware, the introduction of new exhaust after-treatment technologies in diesel engines such as Exhaust Gas Recirculation (EGR), Selective Catalytic Reduction (SCR), Diesel Particulate Filter (DPF), and increasing availability of Ultra-Low Sulfur Diesel (ULSD). These factors in turn drive the need for higher quality lubricants that are also compatible with the exhaust after-treatment technologies. The development of new Caltex technology that provides more effective acids neutralization capability even at lower alkalinity (TBN) provided us with the ideal conditions to evolve to the new Caltex Delo® 400 MGX SAE 15W-40 API CJ-4 product, which offers technological advantages such as better dispersion of soot, significant reduction in wear rates, decrease in deposits on the piston, as well as a better resistance to oxidation.

### 2. What are the impacts of higher sulfur content in diesel fuels?

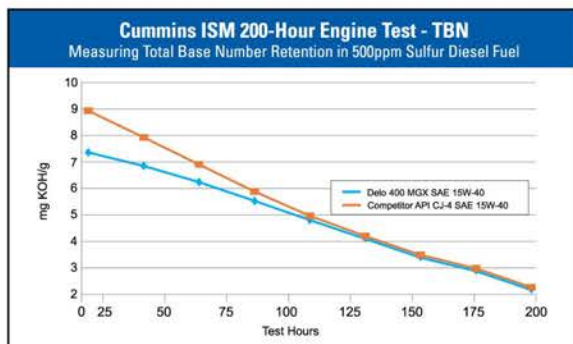
The sulfur in diesel forms undesirable by-products during the combustion process, which results in increased emissions to the atmosphere as well as increased corrosive sulfuric acid in the engine. Globally, the tendency has been towards reducing sulfur levels in diesel to help meet more demanding emissions legislations.

### 3. What are the solutions to neutralize these acids?

The detergent additive technology in heavy-duty engine oil provides the main Total Base Number (TBN) which is critical to neutralize the various corrosive acids, helping to extend drain intervals and keep engine components clean and running smoothly.

### 4. In my country, sulfur content in diesel fuels vary region by region. Can I use one product, Delo® 400 MGX, for diesel fuels with different sulfur levels?

Yes, the new formula of Caltex Delo® 400 MGX SAE 15W-40 is designed to work in diesel engines running on both ultra-low sulfur diesel (<15 ppm) and high sulfur diesel (up to 2000 ppm). This is due to the detergent additives in the formulation, which provide very effective neutralization of acids and retention of Total Base Number (TBN). Delo® 400 MGX has undergone controlled testing in the Cummins ISM engine to show its ability to neutralize acids. Result showed a lower rate of Total Base Number loss (blue line-less steepness of the line) compared to a competitor API CJ-4 product. Furthermore, Delo® 400 MGX has been rigorously field tested to show improved performance in other areas such as wear protection and oxidation control.



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### 5. What happens if I use a standard product designed for ultra-low sulfur diesel (API CJ-4 Oil) in high sulfur diesel?

Standard API CJ-4 oils will perform well when ultra-low sulfur diesel (15 ppm) is used, but if high sulfur fuels are used, oil drain intervals need to be reduced accordingly in order to protect new and expensive hardware. However, Delo® 400 MGX is a premium API CJ-4 product that can be used with both ultra-low sulfur diesel (<15 ppm) and high sulfur diesel (up to 2000 ppm) without compromising on the oil drain interval. We recommend that you conduct in-service oil monitoring such as Caltex Lube Watch® used oil analysis program to determine the appropriate oil drain interval.

### 6. I am using Delo® 400 Multigrade, what are key performance differences of Delo® 400 MGX (API CJ-4) compared to my current Delo® 400 Multigrade (API CI-4 PLUS)?

- API CJ-4 service category is one of the most robust specifications on the market. Delo® 400 MGX is designed to provide higher performance in various areas such as wear protection, engine cleanliness and soot dispersancy.
- API CJ-4 was designed to be backwards compatible, therefore meeting the requirements of API CI-4 PLUS and earlier categories. Delo® 400 MGX can be used for wide range of diesel engines, including newest low-emission engines and in older engines, reducing complexity and chance of misapplication.
- Our formulation expertise allowed us to develop the special TBN retention technology found in Caltex Delo® 400 MGX SAE 15W-40 that provides improved oil drains performance.


### 7. Can I mix Delo® 400 MGX SAE 15W-40 with Delo® 400 Multigrade SAE 15W-40?

Since Delo® 400 MGX SAE 15W-40 is a product with a new formulation, mixing this with other products should be avoided and we recommend complete oil drain of the engine before changing and filling with new oil. However, incidental mixing should not be an issue and if you need to top up the engine oil, you should ensure that the quantity does not exceed 10% of the total volume of the crankcase; for example, if the engine has a 38-litre tank, the new product can be a maximum of 3.8 litres. For storage tanks, it is recommended to drain completely before filling with the new product in order to avoid mixing as much as possible.

### 8. What API standard and OEM approvals do Delo® 400 MGX meet?

Delo® 400 MGX SAE 15W-40 is API CJ-4 licensed and also has extensive OEM approvals such as Cummins CES 20081, Daimler MB-Approval 228.31, MAN M3575, MTU Category 2.1, Volvo VDS-4 and more. Please follow the recommendations of the OEMs and also support your operations with an oil analysis program such as Caltex Lube Watch® to determine the optimum oil change interval for your engine.

### 9. Can Delo® 400 MGX SAE 15W-40 be used for off-highway applications?

Yes, it is suitable for most modern off-highway engines including those adapted for current and future emissions standards in construction, agriculture, marine and mining applications. 



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# Innovation Incredible



The automotive components industry has been following the growth pattern of its mother industry, the vehicles sector. Since a decade, the suppliers have been involved in developing modules and systems for the vehicle manufacturers. A successful industrial evolution of the suppliers in future will be possible by contributing creatively to the emerging and challenging trends in the OEM sector like electrification, connectivity, emissions, electronics, autonomous driving, advanced or alternate material, light weighting and low-cost production process. Only the wheels of disruptive and distinctive innovations will carry each supplier forward.

DENSO, the global supplier of advanced automotive technology, systems and components to the world's major automakers, has entered into a technical advisory contract with the Carnegie Mellon University Professor, Dr Takeo Kanade, a world-famous researcher in computer vision. Through this contract, Denso will expand its engineering expertise in advanced driver assistance systems (ADAS), autonomous drive, and the Internet of Things (IoT). Similar contracts and collaborations can fuel the innovative explorations and adventures of daring suppliers.

Let me list the top trailblazers whom Automechanika has awarded for their innovations under eight categories. In the Electronics & Systems category, Portector won the award for its professionally-installed, tamper-proof device that prevents vehicle theft without a key. It prevents all non-authorized communication with the vehicle's systems using the on board diagnostic (OBD) port.

For Accessories & Customizing, Continental Reifen Deutschland GmbH was awarded for the WinterContact TS 850 P with 'Taraxagum dandelion rubber, an alternative to natural rubber. Along with other partners, Continental has developed Taraxagum dandelion rubber from the root of the Russian dandelion. For the WinterContact TS 850 P tyre, the tread is completely made from Taraxagum dandelion rubber.

NGK Spark Plug Europe GmbH has been selected as winner in Repair & Diagnostics category. The award has been given for the world's most compact and lightest multi-gas meter that supports engine / vehicle testing facilities and the emission test under realistic conditions.

Yet another trailblazing innovation is from Robert Bosch GmbH. The company has been nominated as winner under the Parts & Components category, for its M Li-Ion Motorcycle Battery (12 V starter battery LTX12-BS). This ultra-light battery with lithium-ion technology offers four times longer life span and greater cycle resistance than comparable lead-acid batteries. It is stated that the performance of the totally maintenance-free battery is reliable even at high temperatures. As the new battery does not contain any acid, it can be installed in any position and used even for the extreme conditions acting in sports and racing motorcycles, on long journeys or in demanding terrain. With space in motorcycles become premium, placing battery in 'any position' will help designers of OEMs immensely in packaging the product.

Under Repair & Maintenance category, Corghi was the winner for its 'Uniformity' – the first tyre fitting machine with a diagnosis function. With press roll and laser sensors, it detects rim and tyre defects and supports the operator during the radial-rim-tyre fitting and thus eliminates general vibration problems arising from geometric defects of material irregularities.

In Management & Digital Solutions, AVL DiTEST GmbH was nominated as winner for its Smart Service 4.0. This device solves problems before they arise – supported by completely new service interfaces. Developments in the field of device networking mean that service can be redefined. The analysis of device information guarantees product orientation fully in line with customer requirements.

Under Car Wash, Care & Reconditioning category, WashTec Cleaning Technology GmbH won the award for its MultiFlex Side Washing System. The system pivots backwards when washing the rear of the vehicle. It adapts flexibly to the contours of the vehicle and washes them with maximum contact, including under the rear spoiler, in bumper depressions and around the C pillars.

In OE Products & Services, Valeo was the award winner for its Valeo SCALA Laser scanner. It is the first laser scanner for automobile mass production. The technology is a key factor for automated driving and operates by scanning the environment in front of the vehicle and detecting any obstacle in its path with extreme precision.

Innovations continue . . . 

T Murralli (aka) Murralli Thalor is the Editor of Auto Parts Asia, India.



# The Beautification of Trucks

For commercial vehicle drivers, the workplace is the driver's seat. It is where they spend most of the day, moving goods or people. Seated up front, this is where they perform their duty, day in and day out. Just like someone working in an office would sit in a cubicle. However, it appears that drivers of commercial vehicles in South East Asia don't seem to take to decorating their work-space as much as their peers in office buildings do.

## Job Trophies

Just look at the space our writers Fajar and Floyd occupy in the office. Both spaces are decorated with the trophies one collects in our industry: photos of events, postcards, media passes, truck and bus models, motivational signs and mugs with motifs. Certainly, the office is the space where we spend a lot of time and we want it to be as comfortable as possible. Some of us may even remember overflowing ashtrays when smoking in the office wasn't banned.

But why is it that our commercial vehicle drivers don't dress up their offices like that? Many times, all one sees is the dashboard littered with papers, empty bottles, cigarette packs and other discarded items. I doubt that this is an environment that drivers would create for themselves at home. We have to remember that for many, the truck is actually home when they are on the road for several days, whereby the sleeper cab is the living and bedroom. As I take along my French press to any hotel to make my own coffee, I wonder why truckers don't dress up their vehicles a bit more.

## Amazing Collections


Are companies really that restrictive when it comes to adding a few personal touches?

I would doubt it as they should then apply the same for office workers. And I have seen some amazing soft toy collections in offices.

Perhaps it is money that is missing? Our cover of this issue shows how customisation can be taken to an extreme level. I am sure that it doesn't take that much to make a truck looking good. And if you are a proud business owner, why not make a statement with a colour scheme that stands out and let's your customers know that your truck has arrived. Life is too bland to drive white trucks, right?

## Safety First

What I sometimes see are stickers on the windscreen. Which I think is dangerous, given that a truck already has enough blind spots. But there could be nice chrome plated horns, a gorgeous paint job or some nice items inside the cabin. If we look at Europe, there are many completely tricked out trucks and these are not just put together for shows, but for actual transportation jobs. Shouldn't drivers be proud and in a competition with their buddies over which truck looks best? At least one could make sure the truck is clean and doesn't look like a landfill site.

In countries such as Nepal, the beautification of trucks even goes so far that the added items increase the weight and moves the centre of gravity so much that some vehicles become unstable. Now, that isn't what I would like to see driving in front of me either, but I think we can all do with a bit more colour in our fleets. Maybe our next activity at Asian Trucker should be a competition to find the most beautifully painted and customised truck? 

# Transport4u Fills Your Backhaul

*Fajar met with Juli Paul, an aspiring entrepreneur that has created an APP that let's you find backhaul loads to maximize your trips.*

**W**hen you move goods, you want to make sure that your capacity is fully utilized. While your trailer is empty or only partially loaded, there might be some goods that would fit right in, or with a small detour make the entire trip worthwhile. Juli Mohd, Managing Director for Transport4U, turned out to be a Penang local that has created a platform that let's you collect shipments to fill your trailer.

## What is Transport4U?

Transport4U is a domestic freight exchange service, aimed at road transport operators within the logistics industry through a website. In simple words, they are providing a solution for operators that have partially loaded or even completely empty trucks. Two years ago, Juli had an issue during her relocation where she wanted to move her stuffs from Penang to Kuala Lumpur. Unfortunately, the process was not going smoothly as planned because the truck driver claimed that it's going to be a loss for him to come back to Penang with an empty truck since it was going to be two trips. To solve the problem, she had to pay extra RM 2 000 to find another truck.

"I was very frustrated, yet I needed to settle it as soon as possible at that moment. That was what got me thinking about this idea, and I believe this had happened to others as well," she said.

That is how the website came into being. It is now open for use by customers, lorry drivers, and logistic companies to get connected and exchange information about goods to be moved or the availability of empty trucks.

"Since we are still new, everything is free of charge, because our aim is to create volume and expose the platform more to the target audience. We want to lessen the burden for the key players in the industry and at the end of the day, make everyone happy."

## Challenges

The challenge here, according to the founder, is that it is always hard to approach new things and then to convince others how this can help them. In her case, she started by approaching people from door to door: she went to areas where truckers gathered area and rang up logistics companies.

Within eight months, some 391 truck owners (fleet of over 2000 trucks), including a few big ones, have now signed up and the customer base on Transport4U has also been growing. "I consider myself lucky to get to team up with my business partner, Michael Joseph Farrelly, who is a Web developer and programmer, and my son, who is also IT savvy,"

Meanwhile, Juli and her team have written a few case studies related to some common problems involving goods owners and transporters. They then compiled these case studies into an article that it available openly for everyone to read. "From the topics covered, others can brainstorm and gain something from it or even add more knowledge about the industry. We are still doing few more research and are improving our system to make it easier for everyone to use. Of course we want a wider range of connections in the future and go beyond our expectation." **F**



### HAULAGE EXCHANGE

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- Wieviel kostet ein Umzug?**  
Das beste Preis-Leistungsverhältnis für Ihren Umzug finden und sparen! Go to [umzugspreisvergleich.de](#)
- Psychol. Berater/in**  
Forschung mit Semingpleasen & Seminarschritte. staatslich zugelassen Go to [empfohlen-schritte.de](#)

### TRANSPORT4U HAULAGE EXCHANGE

THIS IS MALAYSIA'S FIRST DOMESTIC SHIPPING AND HAULAGE EXCHANGE

A recent study in Malaysia revealed that 77% of trucks owned by small and medium sized hauliers return to their base empty on delivery journeys that were over 100km.

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# Associations for Your Business

## Pan-Malaysia Lorry Owners Association (PMLOA)

Telephone Number : 019 – 4121 777  
 Email : pmloa.secretary@outlook.com  
 Person-in-charge : Ms Poh Chye Eng  
 About : Land bridge for state association corresponding to government/authority policy and find tune to solve their members’ daily operation issue.  
 Website : -



## Malaysia Rubber Products Manufacturers’ Association (MRPMA)

Telephone Number : 03 – 5631 6150 / 6151  
 Email : sekretariat@mrpma.com.my  
 Person-in-charge : -  
 About : Established in 1952 under The Rubber Goods Manufacturers Association, MRPMA encourages cooperation between manufacturers of rubber products whilst providing the industry the means to formulate, influence and carry out relevant policies and programs. Be sure to follow them as they celebrate their 65th celebration in 2017 with a 2-day conference, Gala Dinner and Golf Tournament.  
 Website : [www.mrpma.com.my](http://www.mrpma.com.my)



## Malaysia Automotive Recyclers Association (MAARA)

Telephone Number : +03 – 3345 5796 / 5797  
 Email : maara2008@gmail.com  
 Person-in-charge : Ms Jennie  
 About : Responsible for the uplifting ban on the importation of all used automotive parts (NAP, 2009); MAARA has come a long way since the initial establishment purpose; to encourage the business dealing between Japan and Malaysia only. Now MAARA continues to protect the interest and welfare of the industry.  
 Website : <http://www.maara.com.my/>



## Federation of Malaysian Freight Forwarders (FMFF)

Telephone Number : 03 – 3165 3082  
 Email : sekretariat@fmff.net  
 Person-in-charge : Ms Nadia  
 About : In the year 2000, FMFF was recognized and endorsed by the Ministry of Transportation as a national association to represent the logistics industry. Currently boosting an approximate of 1091 members, FMFF regularly participates in many government forums and provides industry views and inputs for the consideration of policy makers.  
 Website : <http://www.fmff.net/>



## Malaysian Associate of Tyre Retreaders and Dealers Societies (MATRDS)

Telephone Number : 03 – 7845 5066  
 Email : kclai@thtmarketing.com  
 Person-in-charge : Mr Tony Goh  
 About : MATRDS is the only national Tyre Dealers and Retreaders association in Malaysia. Our objective is to mainly coordinate and update members with latest policies and developments of local tyre manufacturers, importers as well as government. MATRDS also provides training funds to members especially on technical skills.  
 Website : -



## Master Builders Association Malaysia (MBAM)

Telephone Number : 03 – 7984 8636  
 Email : mbam17@mbam.org.my  
 Person-in-charge : En Hanif  
 About : MBAM was founded in 1954 by a group of pioneer Malaysian Master Builders led by the late Tan Sri Dato’ Low Yat. Since then, MBAM has evolved into an extensive umbrella organization that represents the Malaysian construction industry and services sector, and is devoted to further promoting and developing the construction industry. It currently prides itself in having more than 13,000 members outreach, 1006 Direct Members and 31 Affiliated. MBAM’s vision is to be the Prime Mover and The Recognized Voice of the Malaysian Construction Industry.  
 Website : <http://mbam.org.my/>







# Autonomous Vehicles

## ASIA 2017

- Main Conference: **21 - 22 February 2017**
- Pre-Conference Workshop: **20 February 2017**
- Post-Conference Workshop & Site Tour: **23 February 2017**
- Venue: **Amara Sanctuary Resort Sentosa, Singapore**

## STRATEGIES AND REGULATORY ROADMAP FOR IMPLEMENTING AUTONOMOUS VEHICLES IN ASIA

### EXPERT SPEAKERS



**Peter Damen**  
Chair of Executive Steering Committee  
**Australian Driverless Vehicle Initiative**



**Dr. Bernhard Morys**  
Head of Driver Assistance  
& Chassis System  
**Daimler Greater China Ltd.**



**Seo-ho Choi**  
General Manager, Human Factors & Devices  
**Research Team Hyundai Motor Company**



**James Williams** Manager Policy –  
Compliance & Technology **National  
Transport Commission, Australia**



**Niels de Boer**  
Programme Director,  
**Centre of Excellence for Testing and  
Research of Autonomous Vehicles - NTU  
(Cetran)**



**Changgi Lee**  
Senior Deputy Director  
**Ministry of Land, Infrastructure  
and Transport, Republic of Korea**



### KEY TOPICS DISCUSSED

1

**Legislation and Regulatory Roadmap for Asia Autonomous Vehicles (AVs)**  
Examine the current legislation roadmap and partnership opportunities to accelerate the rigorous testing process and the implementation of autonomous vehicles in Asia

2

**Evaluating Infrastructure Readiness to Enable AV Implementation on Public Roads**  
Discuss infrastructure readiness and standardization processes including road and facilities, V2V and V2X communications systems as well as autonomous parking

3

**Ensuring Risk Management, Safety and Reliability for AVs**  
Discuss safety and reliability, and cyber-security pertaining to AVs

4

**Latest Case Studies on the Commercialization of AVs**  
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5

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# Asian Trucker to Launch Interactive Service Network Map

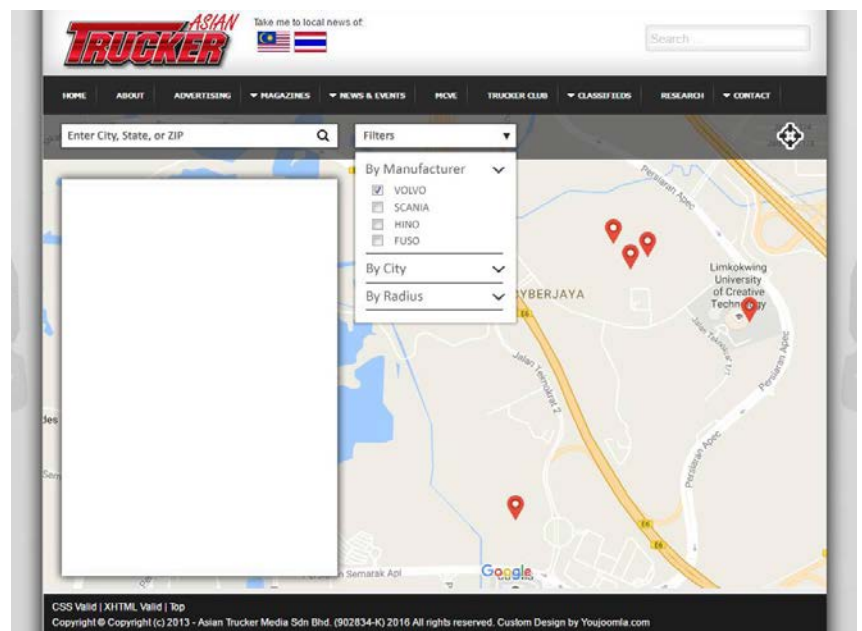
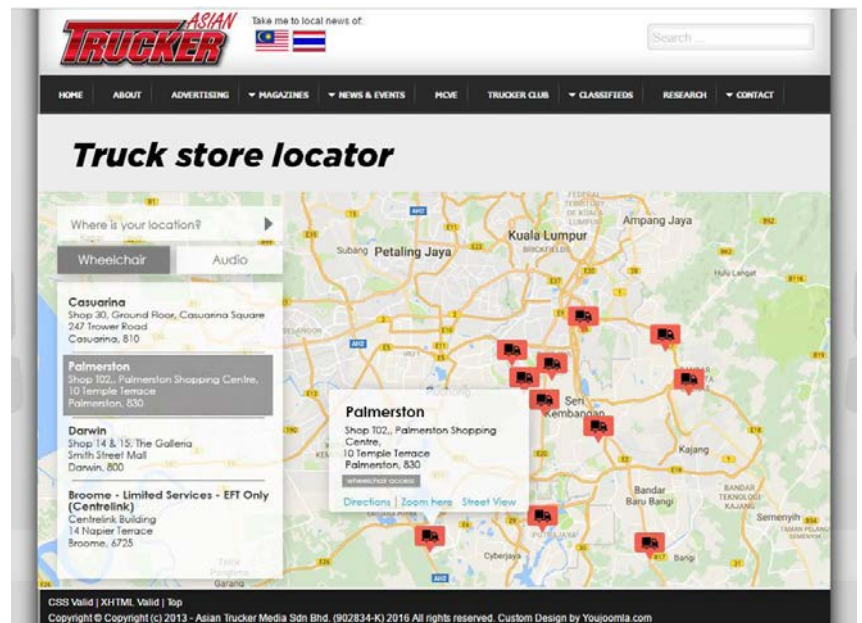
Compiling all the data from the truck brands available in Malaysia, Asian Trucker has created a tool that lets users view and compare these service networks. By selecting the brands one would want to compare, the map will show the locations of the service centres and allows to view the contact details.

Partnering with Active Telematics, the interactive map was made possible, thanks to their support. "Naturally, this is in line with what we are doing when we offer tracking and monitoring solutions. There is a connection here and we are sure that the market will be happy to have this tool," said Omar Hatmi, Managing Director of Active Telematics.

Meanwhile, the actual map was programmed by students of Lim Kok Wing. "To get the best possible result, we ran this as a project as a competition. Students were given this assignment with the goal of honing their design and programming skills," said Stefan Pertz, Editor of Asian Trucker. "This is also a showcase for our research facilities that companies can tap into in order to make better decisions. We now have substantial data available on fleets and the industry in general," he continued.

The map will be available online on [www.asiantrucker.com](http://www.asiantrucker.com) and access will be free of charge. Asian Trucker will maintain the map in regular intervals.

*To be used as a decision making tool, dealer locator or to simply find the contact details of a service centre, this interactive map helps you in your daily business.*



The Asian Trucker Dealer Network Map is sponsored by:



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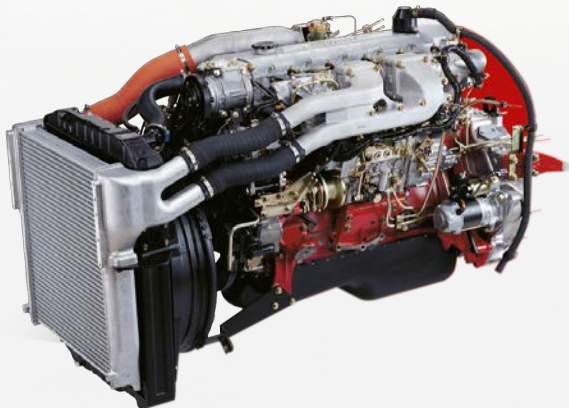
# Hino puts their Trucks on the carrier



**T**o create this innovative truck, Hino Motor Sales Malaysia and Giga Shipping put their heads together. Now, instead of driving individual trucks to a dealership, the truck carrier can take up to three Hino LCV and send them to their destination. As a result, the transport of new vehicles is more environmentally friendly, efficient and safer. Hino vehicles will be prioritised to be moved on the truck carrier while Nexus Mega Carrier can also use the truck to move other vehicles on the way back.

As a prime mover, the Hino 500 Series performs with a Euro 2 engine. It is a Diesel, 6-Cylinder, Vertical-in-line, Overhead Valve and is water cooled. The engine is turbo-charged with

intercooler. The drive train has nine (9) forward and one (1) reverse speeds, overdrive with Synchronesh on 2nd – 9th. The vehicle also sports front under-run protection, which is fitted as standard on all HINO trucks. The FUP prevents vehicles from becoming wedged under the truck in frontal collision and reduce serious injury. The single skin frame is lighter but sturdy, with improved rust resistance, and more durability and reliability. Coupled with the lighter chassis design, it provides greater load capacity. **T**



## **EURO2**

### **P11C-UB**

Displacement :

**10,520cc, 6-cylinder in-line,  
Turbo-Charged Intercooler**

E/G Output :

**235kW (320PS) / 2,150rpm**

E/G Torque :

**1,128Nm (115kgfm) / 1,500rpm**

# Market Intelligence

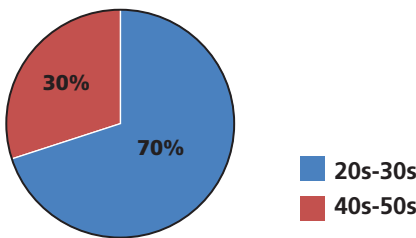
## SURVEY REPORT

For this issue's segment of Market Intelligence, we sent over a set of survey forms to the drivers from Taipanco Sdn Bhd to take part.

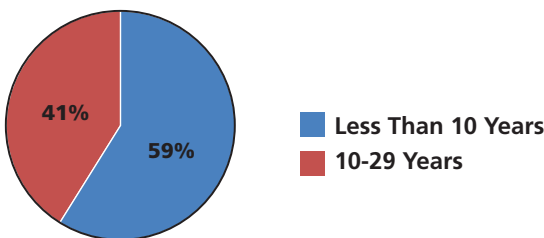
In addition to that, members of the Asian Trucker Driver Club who took part in our 2nd Bowling Tournament at Ole Ole Superbowl also filled up the form whilst waiting for the rest of their teammates.

**Disclaimer:** The survey(s) conducted is and are in no way meant to be representative and is only a reflection of the demographic present at the said locations. Furthermore, the results of this survey are in no way a representation of the truck industry across all states of Malaysia.

Drivers were aged between 23 years old to 53 years old and can be summarized as follow:

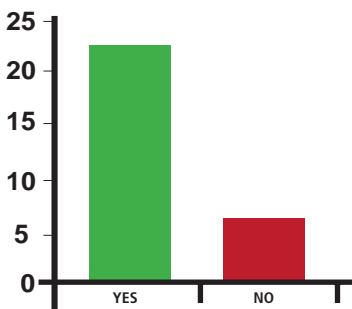


Years of experience ranged from 1 year to 47 years (Please refer to the pie-chart below):



1. Have you received training on truck driving before?

Answered: 28 Skipped: -

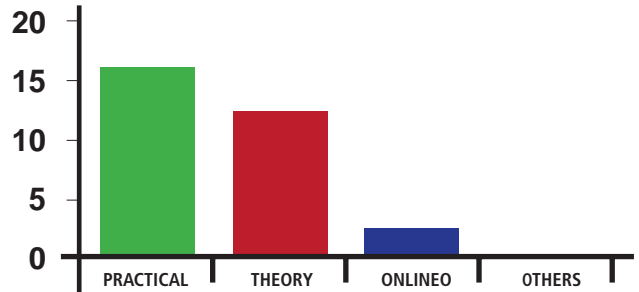


Note(s):

i. Participants who ticked "NO" were asked to skip Question 2 and Question 3.

2. Please specify the kind of training you've received:

Answered: 22 Skipped: - N/A:6

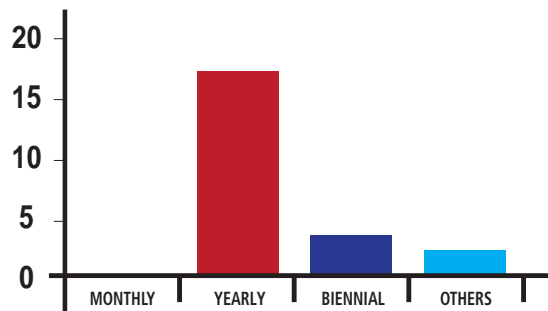


Notes:

i. Participants were allowed to choose more than one option.

3. How often is this training held? (If any)

Answered: 21 Skipped: 2 N/A:5

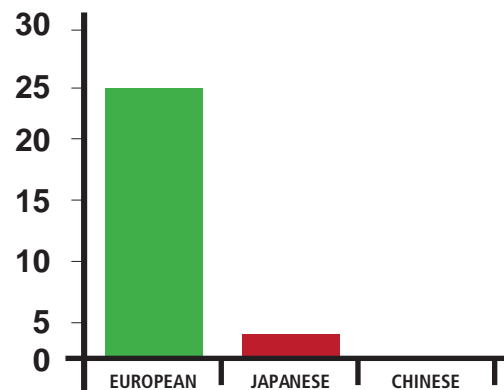


Notes:

i. Specific answers have been generalized into five (5) categories to create a graph.

4. What brand of truck are you driving?

Answered: 28 Skipped:-



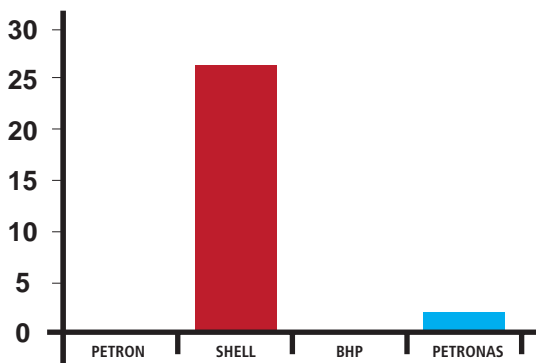
**Note:**

- i. Specific brand names have been generalized by their country of production.
- ii. Participants were allowed to choose **only one (1)** truck- preferably the truck that was being inspected at Puspakom on that day.
- iii. In instances where more than one (1) answer was given, only the first is accepted.
- iv. Answers that stated the type of truck being driven were deemed irrelevant.
- v. Participants were also asked to rate their experience. 3 drivers skipped this section.

Bran/Rating	Satisfied	Average	Poor	Skipped
European	66.7%	25.9%	0%	0%
Japanese	0%	7.4%	0%	0%
Chinese	0%	0%	0%	0%

5. What brand of diesel are you using?

**Answered:27 Skipped: 1**



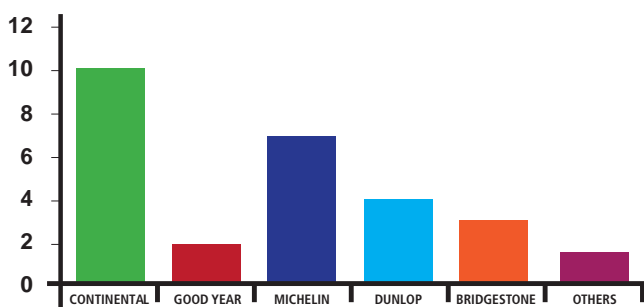
**Note:**

- i. Participants were allowed to choose **only one (1)** diesel brand.
- ii. In instances where more than one (1) diesel brand was being used by the company, participants were allowed to choose a brand based on either one of the following: -
  - The brand that provided highest fuel-efficiency (in their opinion) **OR**
  - The last diesel purchase made
- iii. Answers that stated the type of diesel being used were deemed irrelevant.
- iv. Participants were also asked to rate their experience. 2 drivers skipped this section.

Bran/Rating	Satisfied	Average	Poor	Skipped
Shell	63%	22.2%	3.7%	3.7%
Petron	0%	3.7%	0%	0%
Petronas	0%	0%	0%	3.7%

6. What brand of tyre are you using?

**Answered:27 Skipped:1**



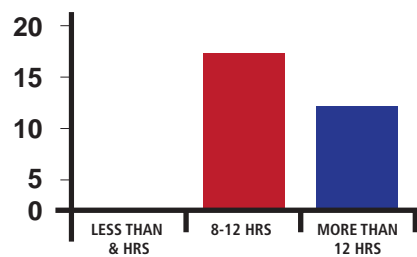
**Note:**

- i. Participants were allowed to choose **more than one (1)** tyre brand.
- ii. However, most drivers could not remember the brand of tyres being used and therefore were requested to state at least one (1).
- iii. Participants were also asked to rate their experience. 6 drivers skipped this section.

Bran/Rating	Satisfied	Average	Poor	Skipped
Bridgestone	10.7%	0%	0%	0%
Continental	10.7%	17.9%	3.6%	3.6%
Dunlop	0%	3.6%	0%	10.7%
Good Year	0%	3.6%	0%	3.6%
Michelin	10.7%	10.7%	0%	3.6%
Others	0%	3.6%	3.6%	0%

7. On average, how many hours do you work in a day?

**Answered:27 Skipped:1**



**Note:**

- i. Drivers who had inconsistent working hours were requested to state the maximum number of hours they spend on the road.

8. What is your opinion on the R&R facilities provided? Which is your favorite?

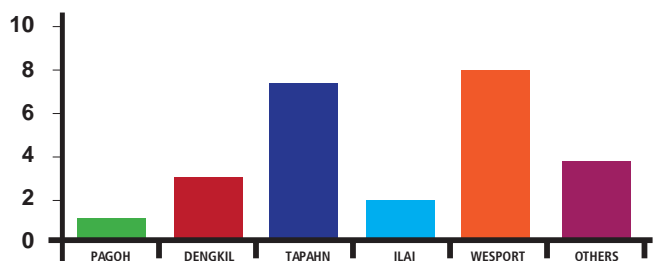
**PART 1**

**Answered:4 Skipped:23 Irrelevant:1**



**PART 2**

**Answered:25 Skipped:2 Irrelevant:1**



**Note:**

- i. Participants were allowed to choose only one (1) favorite R&R stop.

# PETRONAS Launches PETRONAS Urania with ViscGuard in Malaysia



**P**ETRONAS Lubricants Marketing Malaysia (PLMM) recently launched PETRONAS Urania with ViscGuard™, its commercial vehicle lubricant (CVL) formulated to effectively guard against engine deposits build-up.

This new range of diesel engine lubricants prevents abrasive wear and oxidation to maintain optimal oil viscosity that is necessary to keep commercial vehicle drivers and businesses on the move. First launched in the Europe region in May 2016, PETRONAS Urania with ViscGuard™ is now available in Malaysia.

With the construction and manufacturing sector in Malaysia set to grow consistently over the next few years, there will be steady demand commercial vehicles to support this growth. Despite commercial vehicle sales easing slightly in 2016, the market is expected to bounce back in 2017 and remain on an upward trend until 2020 according to Malaysian Automotive Association forecasts.

PETRONAS Urania with ViscGuard™ is engineered with robust oil film that disperses engine deposits, while maintaining optimal oil viscosity for longer engine life. When tested against latest industry standard, PETRONAS Urania with ViscGuard™ performed up to 89%\*better at maintaining oil viscosity integrity under high soot conditions. PETRONAS Urania with ViscGuard™ also performed up to 50% better in controlling carbon build-up. **F**

## Apollo Tyres appoints Daniele Lorenzetti as Chief Technology Officer



**T**o be based out of company's European headquarters in Amsterdam, the Netherlands Apollo Tyres has appointed Daniele Lorenzetti as the company's Chief Technology Officer (CTO). Daniele will spearhead Apollo Tyres' global initiatives towards research and development, for both passenger vehicle and commercial vehicle tyres. He will be assisted by the research, technology and design teams across geographies.

Daniele's last assignment was with Pirelli Tyres, where he spent close to 20 years in various capacities; his last role was as Product Director – Industrial Division, where he was responsible for the management of tyre product, materials and process development from design to industrialisation of Truck, Agri and Special Vehicles. Prior to this, he was the Product Director for passenger vehicle tyres with a global responsibility of technical OE homologation activities and development of new product lines. Daniele was also associated with Trelleborg Wheel Systems SPA as Vice President – R&D (Agro, Forestry & Industrial Tyres).

Speaking about his appointment, Daniele Lorenzetti, Chief Technology Officer, Apollo Tyres Ltd said, "I am excited to be a part of this growing organisation, which is gradually making its mark globally. I am positive that we will be able to bring out competitive products which address our global customer needs, and at the same time, is technologically superior." Apollo Tyres has also inducted Daniele Lorenzetti in its Management Board. **F**



# LTS Group Awarded MAN's CLA Customer of the Year at IAA 2016

Leading transportation service provider, Lee Ting San Group of Companies (LTS Group) has been named Malaysia's Cargo Line A (CLA) Customer of the Year 2016 by MAN Truck and Bus. LTS Group is largest container haulier in Malaysia and commands a fleet of close to 1,000 vehicles that support its nationwide and cross-border transportation services.

The company has a total of 90 MAN CLA trucks, 40 of which was acquired in 2016 and early this year, it has also expanded its fleet by 70 MAN TGS prime movers. LTS Group was the only award recipient from Malaysia among other MAN award winners from the Latin America, Middle East, Africa and Asia Pacific regions. This is the first year the CLA Customer of the Year recognition is presented to MAN's biggest CLA customers worldwide.

Lee Kah Chye, CEO of LTS Group who received the award from MAN Truck and Bus at the recently held IAA Commercial Vehicles 2016 said "LTS is honored to receive this award. We are thoroughly convinced about the German-engineered CLA and the good service network that MAN provides".



# Hankook to Become Original Equipment Supplier for Scania



Hankook is to be the OE supplier for various Scania heavy-goods trucks and buses in the future. Scania, based in Södertälje in Sweden, is a part of Volkswagen Truck & Bus GmbH - one of the world's leading manufacturers of trucks and buses for heavy transport applications. Scania is also leading provider of industrial and marine engines. Service-related products account for a growing proportion of the company's

operations, assuring Scania customers of cost-effective transport solutions and maximum uptime. Scania also offers financial services. From November 2016, Hankook will supply tyres to the production locations of the commercial vehicle manufacturer in Sweden. The equipment provided will include the truck tyre line e-cube MAX for long-haul traffic, as well as the SmartFlex, an all-year tyre for medium-haul applications suitable for the recently optimized Scania Euro 6 model among others. From 2017 onwards, the truck tyre line for construction site use SmartWork will also be added.

"The cooperation with Scania in the original equipment segment is real proof of the quality of our products, since the e-cube MAX, SmartFlex and SmartWork lines were all able to meet the stringent specifications of the Scania engineers particularly in terms of performance, efficiency and sustainability," says Ho-Youl Pae, COO for Europe at Hankook.

Hankook's OE business with truck tyres for Scania focuses on Europe and will initially cover 18 dimensions in the 22.5 inch range. The new OE cooperation with Scania is Hankook's second within the Volkswagen Group in the heavy commercial vehicles segment; Hankook has already been supplying various models within this segment to the MAN Truck & Bus GmbH since 2014. Plans include the equipment of all Scania truck and bus model ranges being produced in Europe.

# Dai Lieng Machinery Sdn Bhd's 3rd Volvo dealership relocates to a new facility with cutting edge features

Volvo Malaysia's official Sandakan dealership operated by Dai Lieng Machinery Sdn Bhd has recently been upgraded to a new cutting-edge facility in a continued effort to uphold its reputation for reliability, excellent aftermarket services and customer satisfaction. Bringing the partnership to a whole new level, Dai Lieng Machinery invested RM7.9 million into this new facility which offers a full range of services and on-site facilities. This is to cater to customers primarily from the state's east coast.

The Sandakan dealership is Dai Lieng Machinery's third after its Volvo Trucks dealerships in Kota Kinabalu and Miri. The company, whose core business activities include sales of construction machinery, material handling and land transportation and industrial equipment, has maintained a solid partnership with Volvo Trucks since 2008. The upgraded Sandakan dealership further enhances Volvo's network points. In East Malaysia, there are 2 dealerships in Sabah and four in Sarawak which delivers a combination of sales and aftermarket services for both Volvo Trucks and Volvo Buses. In total, Volvo Malaysia Sdn Bhd today has 13 network points nationwide, with seven located in Peninsular Malaysia.

"With over three decades of experience and an extensive customer base, Dai Lieng Machinery is constantly striving to improve ourselves to provide excellent aftermarket services to our customers, and backed by Volvo Trucks' global technological know-how, we are proud to announce the opening of our



new facility here in Sandakan," said Michael Tiong, Managing Director of Dai Lieng Machinery. "We offer products that are environmentally-friendly which has a strong reputation for safety alongside unparalleled after-market support to our customers in line with Volvo Trucks' goals. Together, we hope to continue our strong, long-lasting partnership to provide our customers the best product that fits their requirements."

Jerome Wong, Vice President of Sales and Logistics, Volvo Malaysia Sdn Bhd said the upgraded dealership was a testament of Volvo's commitment and continued capabilities to provide excellent aftermarket services based on global standards to local customers, adding that the dealership would also support customers of Volvo Buses. **F**

## Two in One Week – North American Phillips Industries Manufacturing Facilities Receive the DTNA Masters of Quality Award for 2015

Not one, but both of Phillips Industries' manufacturing facilities in North America are being recognized by Daimler Trucks North America (DTNA) with their Masters of Quality Award for 2015; all in the span of one week. Since its inception, Phillips Industries has now collectively merited the MOQ Award ten times overall company-wide.

Daimler suppliers considered for the Masters of Quality Award are evaluated semi-annually on more than 100 criteria related to quality, service, aftermarket parts availability, engineering, warranty, and purchasing; and only those rated at the top are recognized with this award.

On Monday, October 17th, the entire manufacturing floor at the Santa Fe Springs, CA location came to a standstill as those who work in production and office employees alike, gathered to watch representatives from DTNA honour the Commercial Vehicle Products (CVP) division of Phillips Industries with the Masters of Quality Award for 2015.

During the award's ceremony at CVP, Rob Phillips, president of Phillips Industries, commended all Phillips employees for their hard work in achieving the DTNA award this year. "What an honour it is to once again be recognized by Daimler for this most

prestigious award! Having our Commercial Vehicle Products division in California receive the Masters of Quality Award for the fifth time as one of the best of more than 1,000 suppliers around the world really adds momentum for us to raise the bar even further! I'm incredibly proud of our team for achieving such a landmark accomplishment!"

Additionally, the Electrical Harness Division (EHD), located in Arteaga, Mexico, is proud to have received DTNA's Masters of Quality Award consecutively every year since 2011. Today, October 19th, they were presented with the Masters of Quality Award again for 2015, which shows a continued dedication in working together to strive towards excellence in providing service and quality products to our customers.

Rob Phillips commented, "Having two manufacturing facilities recognized in the same week by Daimler as one of their top suppliers is something we couldn't be more proud of. I have to recognize the entire team at Phillips' Electrical Harness Division in Arteaga, Mexico for building such a solid foundation based on continuous improvement and a love for the business which has resulted in achieving their fifth straight Masters of Quality Award from Daimler!" **F**

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MCVE, organised by Asian Trucker, will be held in the Mines International Convention and Exhibition Centre from 18th to 20 May 2017. Fringe programs, including the Asian Trucker Networking Night, will run concurrent. Please visit [www.mcve.com.my](http://www.mcve.com.my) for details and updates. Access is free of charge for delegates.

To book your booth or to learn more, please contact Nicole Fong via [nicole@asiantrucker.com](mailto:nicole@asiantrucker.com) or +6012 207 5528

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随着《Asian Trucker》杂志在近年来所举办的商用车辆展览获得各界营运商、物流公司以及利用货车经营等业者热烈响应，我们将在明年5月于我国举办第3届大马商用车辆展览。

本届展览将于2017年5月18日至20日，在马来西亚绿野国际会展中心(MIECC)举行，故此我们诚意邀请您参与此次展览，共同见证这东南亚区域内其中最大型的商用车辆展览活动。期间，我们更特别为各界参与展出的公司举办亚洲货车业者交流晚宴，促进区域内物流领域合作交流。

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## Knorr-Bremse's Global Scalable Brake Control (GSBC) is an innovative brake control system that makes full use of the scope offered by modern software architecture.

**W**ith harmonized components and more closely integrated functions, the new control system reduces development and assembly costs for vehicle builders and facilitates intelligent networking with various different vehicle systems.

As Bernd Spies, Chairman of the Management Board of Knorr-Bremse Commercial Vehicle Systems, explains: "GSBC offers an ideal platform for driver assistance functions by providing the central element in the kind of efficient redundancy architecture required for tomorrow's highly-automated driving. A key role is played by its open software architecture and powerful, highly scalable processor family. Improved self-learning functions for the brake control system and a harmonized component portfolio also offer vehicle manufacturers potential cost savings." GSBC's modular design enables components to be combined and configured according to the required functionality and equipment level. Installation positions, routing of cables and compressed air lines and the positioning of connection points have all been radically simplified, as have the individual components themselves. This significantly reduces manufacturers' adaptation costs across the entire spectrum of vehicles, whether an ABS system in a standard tractor unit is involved, or an EBS system with multiple additional functions in a four-axle special-purpose vehicle.

Knorr-Bremse has also opened up new possibilities in terms of system layout. This increases the cost-effectiveness of a high-volume standard vehicle like a two-axle tractor unit, as a



complex electro-pneumatic component found in conventional brake control systems is no longer required. The heart of the system – the central control unit – has also been standardized, with added acceleration and yaw sensors providing data to all the other applications in the vehicle. The software, too, is modular in design, enabling easy integration of customers' own functional modules. Further self-learning software functions and pre-defined parameter sets reduce manufacturers' application costs for different vehicle variants: For example, the system automatically recognizes and adapts to wheel spacing and steering geometry. For manufacturers, operators and workshops, the modular system and extended diagnostic functions for maintenance and repair mean shorter downtimes, improved spare parts logistics and reduced staff training requirements. **TR**

## WABCO's Chief Technology Officer Receives Prestigious 2016 European Commercial Vehicle Safety Award



**W**ABCO Holdings Inc. recently announced that Dr. Christian Wiehen, WABCO Chief Technology Officer, has received the prestigious "2016 European Commercial Vehicle Safety Award." The award was bestowed by a jury of experts affiliated with the European Association for Accident Research and Analysis (EVU), German Motor Vehicle Inspection Association (DEKRA), and the German Road Safety Council (DVR).

Since 1990, the EVU and affiliated organizations have recognized leaders in business, education and industry organizations for their exceptional contributions to improving vehicle and road safety related to trucks, buses and trailers.

"Dr. Christian Wiehen has been at the forefront of technological innovation which has significantly improved the safety of commercial vehicles in Europe and across the world," said Prof. Egon Christian von Glasner, President of the European Association for Accident Research and Analysis (EVU), in his congratulatory remarks. "It's hard to imagine today's intelligent safety systems on trucks and trailers without Dr. Wiehen's numerous contributions. In addition, he continues to pave the way for autonomous driving in the commercial vehicle industry."

"I am deeply honored to accept the 2016 European Commercial Vehicle Safety Award on behalf of the first-rate talent at WABCO I have had the pleasure to work with over the past 30 years," said Dr. Christian Wiehen, WABCO Chief Technology Officer. "It's a privilege to develop safety technologies which help to save lives." **TR**

# ASIAN TRUCKER



## SUBSCRIPTION FORM

### Personal/Company details

Mr/Mrs/Mdm/Ms : .....

New I/C No : .....

Company : .....

Address : .....

.....

Tel no ( O ):..... (HP:.....

Email : .....

I hereby enclose RM Cheque.....

being made payable to Asian Trucker Media Sdn Bhd

4 issues RM50

6 issues RM70

Mail/fax this form to:

**Asian Trucker Media Sdn Bhd (902834-K)**  
**Lot No. 8-2 (LEVEL 2), Medan Klang Lama 26,**  
**Jalan Klang Lama, 58000 Kuala Lumpur**

**Tel : 03 7770 8399**

# UD Trucks Wraps Up Quester Open House in Sabah for East Malaysia



**U**D Trucks recently embarked on a nationwide Quester Open House events where they showcased the new UD Quester 8L trucks in different locations in Peninsular Malaysia, namely Penang, Ipoh, Malacca, and Johor. The new truck made its way to the East Malaysian shores last month, where UD Trucks held its first ever Quester event in Kuching, Sarawak. Today, UD Trucks wraps up the Quester Open House event for East Malaysia in Kota Kinabalu, Sabah.

During the event, UD Trucks handed over new Quester trucks to local companies Srilindale Sdn Bhd and ST Borneo Sand Sdn Bhd. Founded recently, Srilindale Sdn Bhd's business involves collecting palm fruits and delivering the collection to palm oil

mills in Lahad Datu. The company decided to purchase 3 units of UD Quester Trucks after having heard of positive feedback on UD Trucks from word of mouth. Chew Ah Huat, Director of Srilindale Sdn Bhd said, "We have recently started our business and was reviewing a few truck brands. Our requirements are very simple, we look for trucks that are reliable, of good quality and fuel efficient and we have been hearing a lot of positive feedback about UD Quester. We are happy that UD Quester trucks matches all the requirements that we are looking for thus, we decided to purchase 3 units of the truck. We are looking forward to the great performance of these new trucks!"

As a supplier of sand for constructions, vehicle usage for the transportation is very important to ST Borneo Sand Sdn Bhd. "We purchased our first two units of UD Trucks back in 2013 and we are very satisfied with its performance. We were looking to expand our truck fleet and have considered other brands as well. However, we decided to purchase the new UD Quester as it matches our requirement of reliability, fuel efficiency, and durability. The new truck will be utilized for delivering sand for road construction on Pan-Borneo Highway in Papar," said Liew Siew Tong, Director of ST Borneo Sand Sdn Bhd.

TCIE's Senior General Manager, Sales & Aftersales, Lee Kong Leong, together with UD Trucks Malaysia Sales Director, Naoki Kobayashi, presented appreciation gifts to Chew Ah Huat, Director of Srilindale Sdn Bhd and Liew Siew Tong, Director of ST Borneo Sand Sdn Bhd at the Quester Open House in Kota Kinabalu. **F**

## Mercedes-Benz Services Malaysia Appoints Mike Ponnaz As New Managing Director

**M**ercedes-Benz Services Malaysia Sdn Bhd (MBSM) has appointed automotive financing industry veteran, Mike Ponnaz, as its new Managing Director effective 1 November 2016.

"MBSM has done very well in building a strong third quarter year-to-date servicing portfolio of RM1.8 billion, which translates into the confidence Mercedes-Benz customers in Malaysia have in our offerings. I look forward to continuing the successful business that out-going MBSM Managing Director, Hilke Janssen, has built up over the past four years," said Ponnaz.

Ponnaz has a total of 23 years experience in the automotive industry, 10 of which have been specifically in automotive financing, and was previously the Director of Sales and Marketing of Mercedes-Benz Financial Services Thailand. Before expanding his career in automotive financing, Ponnaz initially pursued his education in hotel management. He believes his brief but valuable experience in the hotel business has helped heighten his focus on the customer and further inspired him to apply this skill in a different sector.

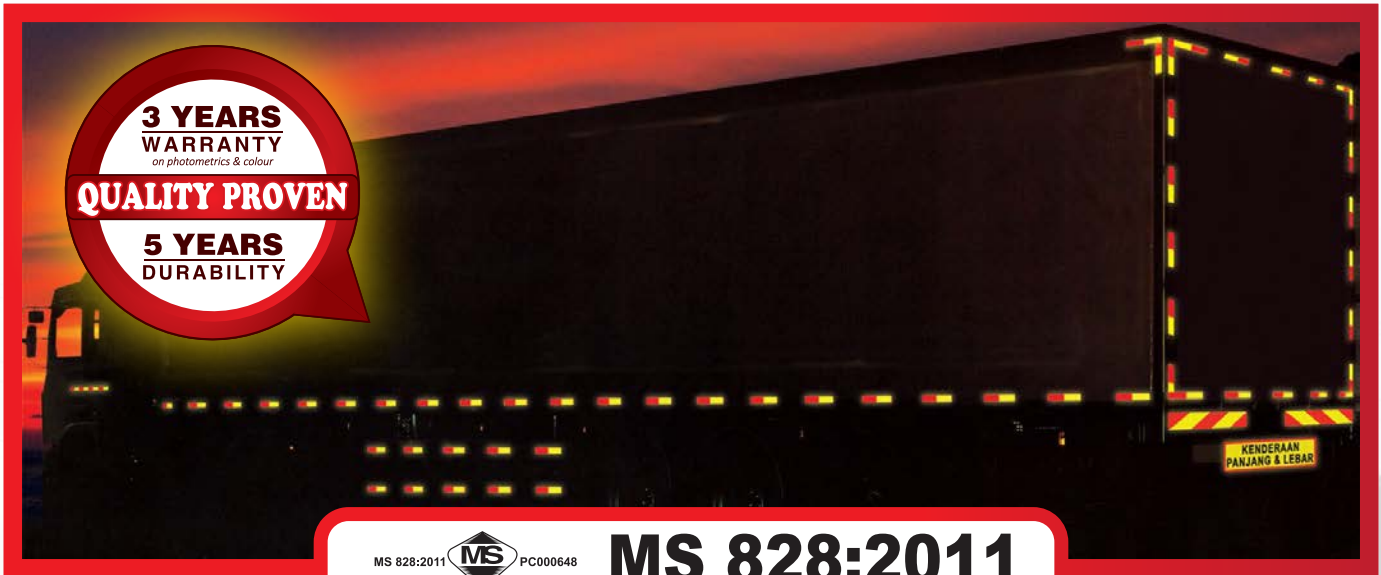
Describing his leadership style, Ponnaz views himself as a calm and orderly leader who makes his expectations clear. He considers himself an ambitious team player and firmly believes that team play is less a matter of group work and more of working with a sense of mutual trust. "I'm here to help bring about the best in people, offer empowerment whenever possible, and jointly seek new opportunities for continued growth," he explained.



"The focus of my responsibilities has changed greatly from what it used to be, and I look forward to undertaking this new phase in my career. Being appointed as Managing Director not only gives me an opportunity to acquire new market insights, but also a chance to offer new perspectives to the Malaysian automotive financing market. In addition to getting acquainted with a new culture and new way of life, I intend to make time to find out where the company stands, who my colleagues are, and how we can work together in coming months and years," Ponnaz added.

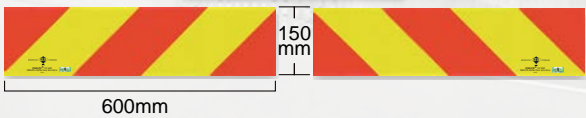
Ponnaz experienced two different cultures in his youth being born in Bangkok to a Thai mother and a Swiss father. He holds a Masters in Business Administration from the Sasin Graduate Institute of Business Administration, a joint programme with Kellogg University and Wharton. **F**

# LEBIH TERANG LEBIH SELAMAT

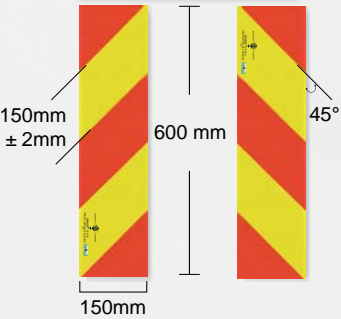


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