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My range anxiety

In this issue we are presenting a lot of new technology. This is exciting for me as I like to learn about new things. Not that the basic principles of KERS would be a good conversation starter at a cocktail party, but it is a great outlook into what lies ahead of us. When writing for this issue of Asian Buses, I realised how much some technologies have actually advanced since we started this title. For instance the term "range anxiety" as a term that was used widely only some 18 months ago. The fear of running out of juice and therefore range to service the routes with passengers along them seems to have become a ghost of the past.

What has also seemingly become a concept of the past is that there is only one method to propel a bus. There are now multiple fuels and we hear from Mark Cameron that the best suited one is depending on the application. In this issue we also see a workshop being transformed from a loss making division to what will soon be a profit centre. Thinking about how to make money in the transport sector has clearly surpassed another range barrier as operators are now looking at all aspects of their operation. It was a truly memorable interview for me as my contact really opened up and did not hide the fact that things weren't done right. Naturally, this is the first step in improving any operation. As such, our cover story is almost a step-by-step guide on how to improve your own workshop.

Often I am being asked why I get involved in road safety. You could argue that it is not my job. Actually, I am always very anxious when I am on the road. Every day, I spend a lot of time driving and it is then when I could possibly have an accident. It is everyone's duty to ensure the roads are safe. I have just decided to go the extra mile and be daring in my comments on Facebook and I am very vocal when it comes to issues like fines, regulations and the AES for instance. I see value in a system that snaps a picture when you run a red light. Don't like to pay? Simple: just don't beat the red light. What I am telling my staff is the simplest rule for anyone in traffic: drive your vehicle in a manner that allows you to stop safely at any time. Sounds simple, is more difficult in real life, but I encourage you to try this. Together we can make the roads safer. In this fifth issue of Asian Buses we also have a number of articles related to road safety. Your comments are welcome.

Now is also a time when we are getting anxious again as there are a number of events coming up for us to organise. Maybe we see you at our sixth Asian Trucker Networking Night in July or at the IAA in Germany. If you are unsure if you should go, or if you need any assistance with the arrangements, please contact me. After all, I grew up in Hannover, where the world's largest commercial vehicle exhibition will take place. Meanwhile, Southeast Asia's largest commercial vehicle exhibition will be yet again organised by us and with about 15 months to go, there is a lot of excitement building already. We have renamed the event to Malaysia Commercial Vehicle Expo, but the organiser is the same and we promise yet again an outstanding event.

Drive safe and see you soon!

Stefan Pertz
Editor, Asian Buses



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Volvo opens Flagship Workshop

Located in close proximity to one of the world's busiest ports, this workshop is ready to serve the largest population of trucks in the country, offering fast service and convenience for customers.



Following a soft-launch on December 1st 2015, the Volvo Flagship Workshop was officially opened in a grand event on January 26th 2016. The construction was completed in Q3 of 2015 after the initial plan was hatched in 2012 as part of the expansion and improvement plan that Volvo Malaysia has in place to ensure that customers will have access to a workshop nearby. According to Mats Nilsson, Managing Director, Volvo Malaysia, the brand aims at placing workshops in a way that travel to them will take less than three or even two hours. The newly opened workshop is capable of handling both buses and trucks, whereby Volvo is expecting the majority of work to be carried out on trucks while buses will be mainly handled in Shah Alam.

Able to handle some 24 trucks per day, the workshop is also offering Fast Track Service, a driver lounge, beds and showers make it a convenient stop for the drivers. Opening hours are Monday to Friday from 8:30 to 18:00 and on Saturday from 8:30 to 12:45. As part of the overall budget of 75 Million Ringgit, Volvo has invested some 25 Million Ringgit in the new facility and the upkeep over the next 10 years. The architecture follows modern workshop design. It is designed with constructed columns for double bays to allow for easy maneuvering into and out of the workshop. An overhead crane, brake and smoke tester and a sophisticated computer system allowing technicians to assess vehicles are part of the overall set-up. "This is a sign of Volvo's commitment to the market," was one comment from a guest at the opening event. The location is just next door to Taipanco, one of Malaysia's leading transporters, who was the first customer to send their truck for service. On the night of the opening, seven customers also received their trucks in a hand over ceremony.



"There is already a population of over 2 000 Volvo trucks in the Port Klang area and we are now located at the heart of it," Nilsson said. He also highlighted other achievements of Volvo in Malaysia, such as the re-certification of the Shah Alam plant according to ISO 14001, the opening of other workshops earlier in 2015 as well as the tremendous success of Fuelwatch, the competition that saw over 1 100 drivers from Malaysia and Singapore seeking the most fuel efficient driver. One of Volvo's core values is safety and that is now manifested in the aim of having zero accidents with Volvo vehicles.

Looking forward into 2016, Nilsson pointed out further enhancements of the network. "We will continue to build our network to support our customers wherever they are" he promised. ■



Award gives Rapid Penang a lift

Not resting on their laurels, Rapid Penang celebrated the win of the Outstanding Public Sector Stage Bus award as a motivation of staff across the operation. Leading the way, Rapid Penang has more in store.



We met again with an elated Major Shukri following last year's win of the NST award for Outstanding Public Sector Stage Bus. There are several updates he has for us as the year 2016 starts. Having reviewed the numbers, he can tell us that "There has been an increase of passenger rides of seven percent, comparing the year 2014 to 2015. We expect that number to further increase this year." The reason for this increase, according to Rapid Penang is the improved service of the bus operator. There are now even more routes, higher frequency of trips and a new way of managing the flow using the Hub & Spoke approach that one may already know from air travel. Given this, a further seven percent increase in ridership is to be expected this year. In addition, there will soon be a cashless payment system to further enhance the experience. Using for example the MyRapid Card would reduce the handling time per passenger by over a minute compared to cash payments. This project is to be scheduled for completion within the next 18 months.

He added that he is very happy with the Scania buses deployed in the network.

"What matters is reliability. You don't want buses in workshops, you want them on the road and moving people" he said. The investment in European makes has paid off as Rapid Penang currently boasts a 93.5% availability of buses with 97% "On the Road", both KPIs for the maintenance and planning departments.

Speaking about the award for Outstanding Public Sector Stage Bus, Major Shukri had the following comments "We wanted to



change the landscape of Penang in terms of Public Transport and I believe that the award is a testament to our achievement. The jury worked very secretive and it was a real pleasant surprise to be awarded." In his view, the award has not only boosted confidence among passengers, but also morale within the organisation. The livery of the buses has now become a sign of safe and reliable transportation. Shukri further stated that "We not only have the passengers as stakeholders, but also the government which is aiming to improve public transportation. Rapid Penang is working very hard to ensure all parties are satisfied with the work we do. We are very proud to be seen as the best state in the country". As criteria for the award he cites the state of maintenance, services provided as well as the high on the road rating.

Next time we visit Penang we hope to be hopping onto the "Rapid Mobile", a bus designated as "Office Bus". This particular vehicle is fitted with entertainment activities and games to educate and raise awareness for public transport. In action for over seven years now, this bus is frequently part of roadshows around Penang. 

Actively tracking



Since their debut in May 2015, Active Telematics has been true to its name and been busy in the background with the creation of new products and building a solid customer base.

activetelematics
www.activetelematics.com

While everyone agrees that the year 2015 has been slow and challenging for many, Hardev Singh, Sales Manager of Active Telematics, has a very positive outlook for this New Year. According to him, some industries are actually booming. Certain sectors, like Oil and Gas, may be in decline, however, he states that this means that other industries will be on the up. "We see a lot of movement on the roads, people are interested in how to improve their business" he says during our exclusive interview. The internet is also becoming a major tool in the transportation industry. Already known as IoT, or "Internet of Things", many aspects of this sector depend on, and are growing with, the internet. "While Active Telematics does not get involved in the back or front end of this, we can see a lot of benefits here. Once the installation of the devices is done, everything is done over the air," he explains. This means that the settings, controls and monitoring can be done from anywhere and by anyone with access. One key aspect of the use of the Internet is the fact that the data will be protected as IoT makes things tamper proof. Active Telematics sees a lot of potential in Malaysia as the users here currently don't use the full spectrum of functions available to them when installing a tracking device. For example many are still happy with accuracy of 5 meters whereby the latest technology can be as accurate as 2.5 meters with up to 10 seconds reporting intervals. Changing mindsets has been a challenge for the young company, which debuted at the 2015 instalment of our expo.

As a newcomer, Active Telematics is happy with their achievements for 2015. It has been a year of base-building and securing the first customers. Currently, some 500 units are installed and the company has ticked off their first milestones set. Asked about their strategy, Hardev explains that "This year was crucial for us as we needed to understand the needs of our target market. There are many out there that can give you GPS tracking. However, we work in a different way. We give our clients a customised solution, according to the specific requirements of each company". Therefore, the company aims at reducing costs, increase productivity and to eliminate redundancies. Offerings from Active Telematics are to improve the service experience of customer's customers. "We can be proud of ourselves as we haven't had any major glitches in terms of service delivery to customers," he beams. This is particularly interesting in view of the fact that they also offer cross border coverage.

Starting the new year with the launch of a number of products, customers can look forward to seeing solutions that will exceed the mere provision of a location on a screen:

Active Eye CCTV

Active Telematics in collaboration with Exeros Technologies Ltd., UK, a company specialising in vehicle CCTV technology for large and commercial vehicles, have launched Active Eye CCTV in Malaysia. According to Hardev, there will be a range of advanced security systems aimed at the bus and heavy-goods fleet market in Asia.

The products has had an unprecedented response from the UK and European fleet markets, where insurers now support vehicles that utilise CCTV technology and offer lower insurance

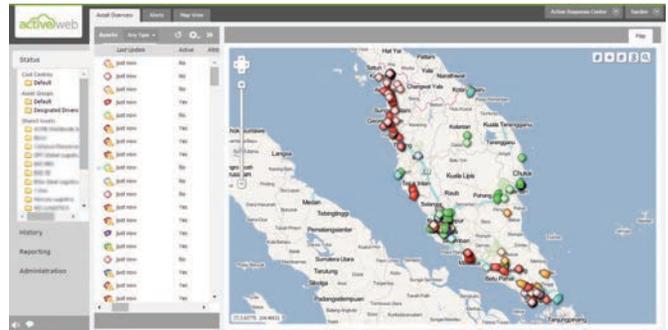
premiums. It is early days for such acceptance of technology in our region, nonetheless the technology has arrived.

Here are some examples of how the system can improve businesses:

- **Excellent post-collision analysis.** No witnesses needed. Everything around the vehicle is recorded for up to 30 days. (Legal requirements in different countries may still require eye-witnesses)
- **Individual driver improvement and behavioural analysis.**
- **Driver protection;** whereby drivers in Europe may now refuse to drive UNLESS they have a CCTV system on their large vehicles.
- **Huge savings** for fleets on insurance and accident payouts by the fleet – 96% reduction has been achieved by many customers.
- Hugely improved health and safety record and reduction of accidents / incidents related to driver performance.
- **Enhanced driver visibility** and eradication of all vehicle blind-spots.

Active Eye CCTV will supply recorder systems in 4, 8 and 16 channel options, enabling the company to protect any type of vehicle from a small van or mini bus to large coaches and HGVs. Active Telematics promises that they will also include the latest 'Hybrid' systems that have the capability to record in HD resolutions.

Accompanying the solution will be a fully automated cloud-based accident management platform that records from cameras around the vehicle and auto-uploads the video to the cloud in the event of an accident, incident or near miss. Once uploaded, the cameras score events based on the level of risk presented within the video. This helps fleets to recognise which drivers are the most dangerous and therefore more likely to have an accident in the future. The predictive model used is so accurate that it has successfully predicted three accidents in three months from high-risk drivers during trials with an international client.



ActiveWeb

Taking benefit of their ActivePro CAN solution which adds vehicle specific information to the Active Eye CCTV system making it the most comprehensive monitoring system available.

Active Telematics plans to release three new systems following increased demand in Europe, which would follow into Asia later in the year. For example, there will be an 'intelligent' camera solution that will detect if people approach the vehicle and hide in or under vehicles while they are parked. The same camera sensor will also detect if cyclists or pedestrians are in close proximity to a large vehicle when it is maneuvering in such accuracy that it can calculate the angle of approach and allow for automatic brake activation of the vehicle to avoid accidents.

Fleets using this platform immediately see the benefit once the systems are installed – on average, the lowest scoring 20% of drivers within a fleet are directly responsible for around 70% of the fleet's accidents according to studies conducted by clients.

Bus fleet operators now have the tools to monitor flagged drivers and offer training to improve their driving styles. This improves the fleet safety record and allows the company to make substantial financial savings, thereby paying for the installation costs within the first 3 months of operation.

The first fleet of buses with this solution can be seen in Malaysia from August 2016.





Transformation of a Workshop

No fleet operator can do without having access to an efficient workshop in order to keep the buses or trucks moving. Just how much of a difference it makes is explored in our case study on Badanbas Sdn Bhd's (a subsidiary of Nadicorp Holdings) workshop which had recently been transformed to be a marvel of efficiency.

Only buses that are able to move on the road generate revenue. Surely, this is a simple enough concept; however, to achieve high utilisation of each vehicle, they need to be maintained, serviced and often times also repaired. The workshop is a pivotal point where a company can either lose or make more money. In a recent complete overhaul, Badanbas has transformed their workshop from what used to be an ordinary, run-of-the-mill building into a high-tech facility. It will now operate as a profit centre after it has been de-coupled from its main business of coach-building.

We met up with Mr. David Yap, Unipac CEO, as the engineering service provider that helped transform this workshop and with Tan Sri Dr. Mohd Nadzmi Salleh, Executive Chairman of Nadicorp Holdings Sdn. Bhd., the man behind this dream to showcase how a professionally run and well designed workshop can contribute to the bottom line of a fleet bus operating business.

"Malaysia is a tough market for fleet bus operators. On one hand, you have new players entering the arena with new vehicles without worrying much about maintenance cost and on the other hand the government is setting the ceiling price for tickets. Therefore, the only way to increase profitability is by improving your operations, streamlining it and being smart about how you manage things," Tan Sri explains. According to him, one needs to create an ecosystem that supports the actual business of moving people.

When assessing the overall business of the group, Tan Sri first focused on the quick wins, ways to improve the business in order to boost morale. As the group was losing money, the



first task was to turn it around to become profitable again. He focused on the '80/20' principle whereby addressing 20% of the problems and issues impacted 80% of the outcome. To achieve this, he concentrated on the bus transport operations and that ultimately paved the way for the turnaround of the whole Nadicorp group within 18 months.

When he was appointed by the Government to be the Chairman of PROTON in 2009, the bus transport company, KTB needed to be managed by someone else. "I had hoped that someone else would be able to continue what I had started," he said. When his Chairmanship ended in 2012, he returned to find the bus operations inefficiently managed and thus, losing money.

He was surprised to find that the repair and maintenance works was outsourced to a third-party provider. To his horror, he discovered that the buses were cannibalised for spare parts and they were also charging KTB for the 'back claims'. "They were paid according to a fixed mileage on cent per kilometre basis. However, due to parts cannibalisation and non-repair of the buses, the monthly mileage was much lower as the buses were not on the road, yet they were still claiming for the total mileage. The person that I entrusted to manage KTB was not acting in the best interests of the company".

"Some 30% of the fleet would be on standby, idling and waiting for repair while others would come in for service in an already congested environment. This was an unacceptable situation as





buses don't generate money when they are not moving." So he set out to turn the workshop into a high- capacity operations capable of catering to KTB's large number of buses. "Since we took over the repair and maintenance works from the third-party provider, our maintenance costs have reduced significantly and we have been able to put more buses on the road". Therefore,

the heavy investment in the workshop is crucial so as to enable it to become a high- capacity workshop capable of catering to KTB's large number of buses.

The Issues

In many cases, space constraints impedes the business. Not in this case. The workshop is over 100 000 square feet in size, big and can house the work bays, offices and spare parts comfortably. However prior to the overhaul, only some 30% of that space was utilised. And it wasn't efficiency that let to such a small space being used, rather the contrary. Spare parts, tools, lubricants and buses were placed haphazardly and the place had neither visible management system nor inventory control. There was excess stock of parts for vehicles that were no longer in service and tools that weren't in use. This burdened the company - dead capital lying around, unutilised. Lighting was dim and not suitable for repairs. The last upgrade some 10 years ago was for the installation of a lubrication system. It was sponsored by Petronas, but never properly serviced. Working bays were not only dirty but also dangerous with oil spills and leakages.



Products in focus



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Operationally, there was no proper management system in place to track the vehicles through the workshop. Hardly any records were available to trace the efficiency and effectiveness of the workshop. As a result of these short-comings, Badanbas was faced with several problems: overstocking of spare parts, no control over the processes, hardly any schedules – no time & activity planning all leading to inefficient work performed. These led to the company to have a large number of buses on

stand-by or idling rather than plying the profitable routes. It came to the point where there was no telling as to when a bus going in for a service would be available again to service the scheduled routes.

Another plaguing issue, according to Tan Sri was the fact that the workshop sometimes couldn't even cope with the workload despite all the space and spare parts available. "How could that be that we had to outsource the work on our vehicles despite having such vast facilities," he asked.

The approach

Initially, Badanbas was asking for a simple upgrade of some areas within the workshop. Having assessed the situation however, David Yap, Group CEO of Unipac immediately saw that a patch-work wouldn't fix the issues in the long run. Yap saw the potential that lay in the workshop to be transformed into a top notch facility that could support the business. "What can we do with this workshop, how can we transform it???" was the main question he asked his team. In order to design and execute it as efficiently as possible, the crew undertook a full inventory and audit of the workshop. Taking the approach



of “don’t fix it if it ain’t broke” the idea was to re-use everything that didn’t need to be replaced or added. Unipac has a unique advantage as the company not only supplies the hardware, but also has in-house staff for architectural and interior design. “In other words, we can provide this service from A-Z with full control over the process and cost,” he said.

From scratch, Unipac developed sketches and 3D renderings showing how the workshop could look like and function, with some 10 bays to repair the 1 300 buses currently operated by KTB. Hoists and other items found in good working condition were kept and supplemented by state of the art tools. For example, the pits were now equipped with lubricant, water and air systems that deliver the liquids and air directly to where it is needed: the vehicle in the bay. The previous bulk oil management storage system was replaced by a new system that allows for swift and clean replenishment of the containers. The result - the workshop will not only be cleaner, but the technicians will be more productive and efficient as they don’t have to walk longer distances to get their tools / materials.

To facilitate further improvements, racking systems were installed where all the tools would be placed neatly and tidy. This reduces the need to search for tools. Also, it allows technicians to work at any bay interchangeably. Naturally, they would know where the tools are as they are always in the same spot. While most work is done on the ground or in the pits, the air-conditioning units of buses are typically installed on top of the vehicles. To allow safe working conditions here, catwalks were built into the hall, giving technicians safe and easy access.

Building it

After fine-tuning the budget and agreeing on the final design, the Unipac team went to work. Within four months, the project went from start to finish. Yap beams “Of course, we stayed within budget and time frame as we don’t depend on contractors”. The first step was to jack up the roof. While floor space wasn’t the problem, ventilation and light penetration was. These two issues were addressed through the remodelling of the roof and adding light panels and improving ventilation. Next came the installation of a centralised bulk oil management system followed by the control room / office. Now the office serves as a control room with good visibility of the shop floor as it is located in a central location.

The work bays are not just simply put in place, but designed to be in locations that allow a smooth and safe flow of traffic. Explains Yap “We looked at this workshop with the idea to take advantage of everything that is already there.” As drivers would be waiting, a comfortable lounge was added for them.

“Know how” for the revamp of the workshop did not stop at the provision of architectural plans. Unipac went further by assessing the work flow. As there were no clear guidelines or procedures, they will help the client by writing their SOPs for the new workshop, ensuring that it is run at maximum capacity and efficiency all the time. “As this means a drastic shift in mentality and work culture, Badanbas will have to work on instilling this new way of doing things. Otherwise, the workshop will fall back into the same despair as we have just pulled it out from,” Yap adds. Training on the tools and in how to keep the workshop in top working condition is the last phase of the overhaul.





Believing in outsourcing, Tan Sri set out to find people that are experts in the field. He acknowledges that this means spending money, but why try to learn something that isn't your core business when others have the skill sets already. The choice for this undertaking fell upon Unipac Engineering. Unipac, established in 1974, has grown into a reputable technical service provider with representation in Shah Alam, Penang, Ipoh, Melaka, Johor, Kuantan, Singapore and Australia.

"Our 40 years of engineering excellence, experience and knowledge are the foundation on which we have built our enormously diversified business portfolio," said David Yap. For this workshop overhaul, Badanbas could draw on their expertise and products in the areas of

- Pneumatics
- Hydraulics
- Instrumentation
- Material Handling Equipment
- Automotive Equipment
- Oil Storage & Management System
- Professional Hand Tools
- Automated Glove Testing Machine

Said Yap further "We carry an array of premium quality international and 'In-House' products backed with excellent after sales support. We focus on our strong service and distribution capabilities to better serve our customer nationwide and to enhance the quality of our value added services."

The ultimate vote of confidence came from Tan Sri when he said "Unipac's clients are typically top brands in the automotive industry. Look at who they are servicing and you know that they must know their business in order to do so. If Unipac can satisfy them, surely they can help us."

Said Tan Sri "When you are to turn around a business, there are a lot of different things that you need to handle. But you can only do so much at a time. So you compartmentalise, you break things down. What you need to do is to focus on some critical items. When you have done that, you take on the next item. In our case here, we needed to ensure that the actual operation, the transportation of people is working. Now we could work on the next issue, which was for the workshop." Eventually, the investment was split 75% for architectural work while the remaining 25% were used for tools.

Importance of workshops

While some may see a workshop as an appendix, a mere necessity, Tan Sri places a different emphasis on it. Stating that "Workshops are highly important. It is the entity that ensures that the operation as such is profitable. We need buses on the road, not in the service centre," he underlines that the investment in the workshop overhaul is very deliberate and well planned. Coming back to the government setting the fares, he emphasises that it is in the workshop where efficiencies can contribute significantly to the success of the company.

While believing in outsourcing, Tan Sri also believes that one needs to make use of economies of scale. The newly refurbished workshop will be more efficient, thus being able





to be managed differently. For example, the staff can now be arranged in a three shift system where “fast-lane ” repairs can be done almost immediately and more time consuming but not urgent repairs will be done in the night shift. Besides, now the workshop won’t be needing third party help. On the contrary, it will be open for business to others later on, in “Turnaround – Phase 3”. Explained Tan Sri “You already have the tools and facilities. Make use of them as the cost are sunk anyway.”

He also elaborated on the culture that needs to be inculcated into the workshop. In his view, the culture in a workshop needs to be different than that in the actual operation. A different set of KPIs will need to be created as things aren’t equally important in each parts of the business. While the notion of “customer service” is highly important in the operation, the workshop should aim to have little or “no come back jobs” and “ just-in-time” repairs. To satisfy customers, the right routes need to be chosen and serviced while the workshop needs to

be equipped with the right tools to carry out the job. “You see, this is where you need to run each of these business units differently, according to the purpose of them” he notes.

Believing in KAIZEN, the Japanese management idea of continuous improvement, the workshop will eventually undergo further enhancements and improvements. What is needed is someone with the right mind set to head it so that he can further look into ways to increase efficiency and to ensure top notch workmanship. That way, one will also attract better mechanics as their work is less frustrating with the need to constantly fix tools or look for equipment.

The results

With better lighting, ventilation and clear passageways, the workshop now also has some build-in safety besides being upgraded to meet the demands of the parent company. Overall, the workshop looks modern and can be seen as a flagship model of a full-fledged facility. Through the extensive, yet cost effective exercise, Badanbas has gained control over the processes in the workshop, reduced redundancies and improved the efficiency.

Tan Sri expects that the investment will be recovered quickly. In addition, the transformation of the workshop is also to boost confidence in the front end service provided by the bus operator. They can be assured of accurate arrival and departures times, tip-top condition of buses, and delivery of satisfaction to consumers.

Meanwhile, mechanics will have gone from waiting for work to come in to having clear schedules, more opportunity to move up the career ladder and to be working in a healthier and safer environment. Not only that, Tan Sri’s ultimate objective if the planning and investment is correct, is to have the workshop as a stand-alone profit centre. ■





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Driverless Dreams

Recently Singapore announced that the Island state will make a push to introduce driverless vehicles. Starting with smaller buses in tourist attractions, the purpose is to gather data in order to scale the project up. Tests with truck platooning have also seen some very interesting results in Europe. Should all drivers now be in a panic over the prospect of losing their jobs?

The Eye in the Truck

I think not. For a start, there is still a lot of work to be done before the truly driverless bus can be deployed. Even though the technology has come a long way, the vehicles on trial in Singapore are still having a “driver” on board to be able to intervene in case something happens. And while the bus might be driverless, the vehicle will still need supporting infrastructure. Depending on how the vehicle is being guided, one would need either fantastic GPS coverage and accuracy or clearly marked lanes for the “eye in the bus” to be able to pilot along the street.

So, while all this is being set up, the need for the traditional driver is still there and growing. Even when the technology is ready, there would still be a transition period as it would be unlikely that fleet owners would switch to driverless vehicles overnight. At least not those who have more than a handful of buses as the investment needs to be carefully planned and executed over time. And if you think about the effort needed for a small place like Singapore, then imagine what it would take to get a country like Thailand or Vietnam prepared for this step.

Not Fool Proof

Another aspect yet to be fully addressed is that of the insurance for the vehicles. While the driverless vehicle is reducing or eliminating the possibility of human error, there is always the possibility that electronics

or software might fail. Please put your hands up if you are using a PC and have seen a “blue screen”. Who will be responsible in such a case when a driverless bus has a systems melt down and causes an accident? Do we need to have maintenance protocols for software too in order to shift the responsibility from the OEM to the vehicle operator?

Long distance transportation is another issue that needs to be addressed. Now that we have the ASEAN Economic Community in place, it is possible to ply through many countries without restrictions. At least in theory. Here again there will be obstacles to overcome before the truly driverless bus can be used. For example countries will need to agree on providing the same infrastructure for driverless buses. Currently, paperwork is still needed for the passage between countries. Certainly, that too could be done online with a system that would render the pilot unemployed, but again, this may also be a long way to go. Meanwhile, we still have issues to address when it comes to long distance travel operations. Issues that might be best solved by humans as they may be more responsive and pragmatic.

More Opportunities

Ultimately, we will see a shift to driverless bus. This may be a trend that cannot be stopped. However, there will still be people needed around them. Maybe not as drivers, but as software developers, test drivers and mechanics. The driverless bus may also be an opportunity for more people to start their own business. While the bus is driving, the owner can ride along and handle paperwork, making the cab his rolling office. It may be premature to start retraining your drivers now, but someday the future vision of the automated vehicle will be reality. And I am sure that many of us will still be around to see it. ■

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Waking up in France with MAN

MAN buses offer a lot of comfort for football teams. And football teams use the buses as rolling announcements of their arrival while the players stay in touch with fans via a MAN App.

From May 2015, the former NEOPLAN plant in Plauen took on a new role in the MAN structure: the site is set to become a new Bus Modification Centre (BMC) for MAN and NEOPLAN public transport buses and coaches. A staff of around 140 will be employed in implementing specific customer requirements for the final equipment of the vehicles. For example, the new team coaches for top European football clubs, including Bayern Munich and Paris Saint-Germain, will be finished exclusively at Plauen.

MAN is one of several Official Suppliers of Paris Saint-Germain (PSG). The German bus maker has been enlisted to provide the coach for the team since 2012. In order to allow the team to prepare for the matches and relax after the games, this official team bus has a high level interior. Naturally, we find leather seats with the club's logo on them, some glass tables with club logos and a kitchen with coffee machine in the back.

Meanwhile, not only the players have become stars, but also this bus in its iconic colours. Recognizable from far, there is a special situation to be handled on each match day: The bus arrival. Hundreds of PSG fans are welcoming the team,

when the bus arrives. Exiting the bus, the players are then walking on a red carpet through the crowd towards the stadium.

To make the bus accessible for fans, in co-operation with the famous French sports magazine "L'Équipe", MAN has brought 22 PSG fans to the Champions League away match against Bayer 04 Leverkusen. The package included tickets, bus travel in a football bus and an overnight in a hotel. The fans had the chance to follow their teams' victory and see them step into the CL quarter finals 2013/2014.

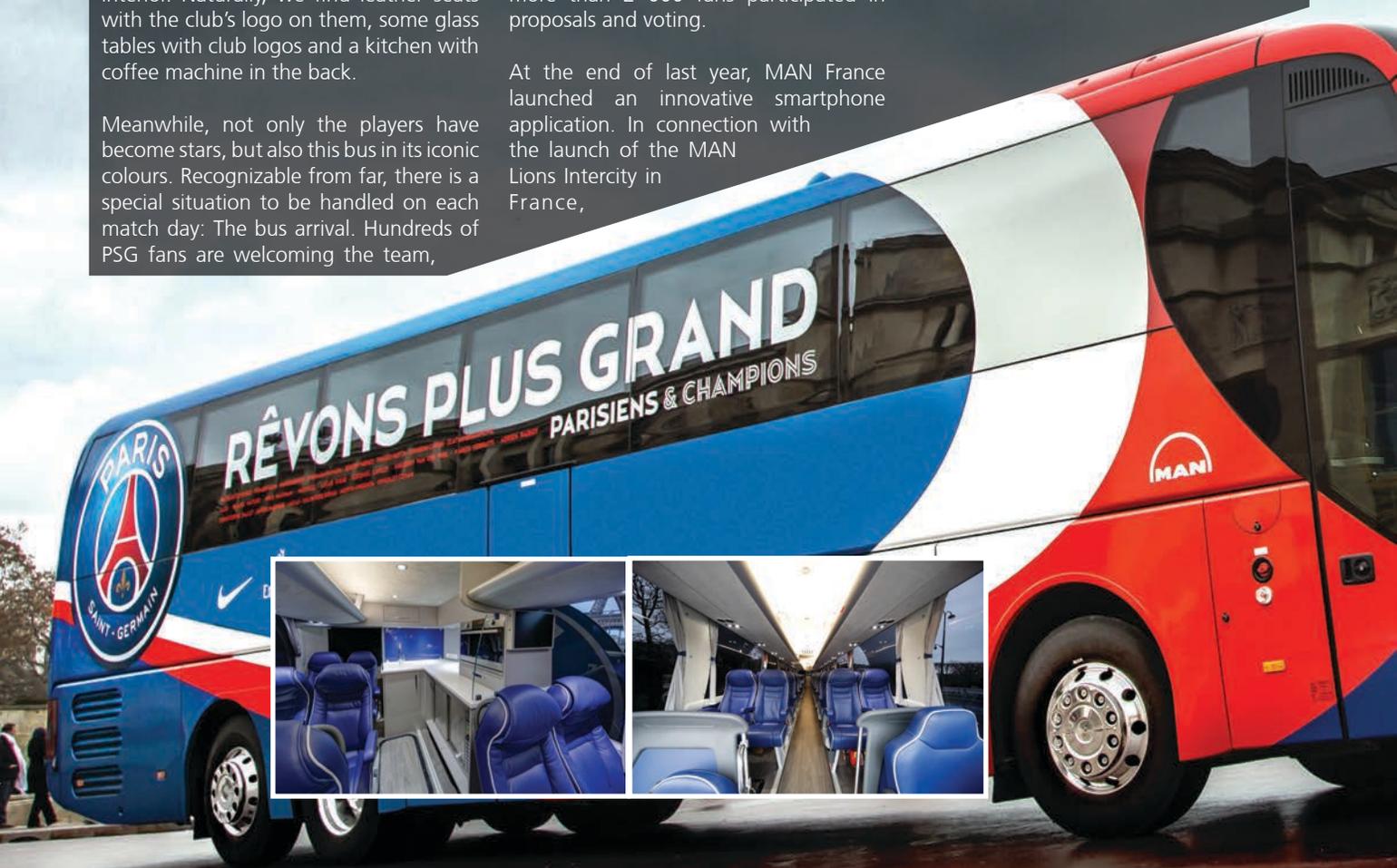
For even more interaction with the club, MAN activated the PSG fans to propose names for the team bus. In a second step, the fans had the chance to vote for their favored names. In result, the PSG team bus has the name "Le Paname". Overall more than 2 000 fans participated in proposals and voting.

At the end of last year, MAN France launched an innovative smartphone application. In connection with the launch of the MAN Lions Intercity in France,

MAN introduced a smartphone application for kids: The PSG Wake Up Call.

The application was created to help kids in their wake up procedure. Kids normally hate getting up in the morning, but they would love it, if they were woken up by their football stars from Paris Saint-Germain. The Wake Up application helped kids and their grown up fans to get up in the morning. For this application, MAN produced several short sequences with four different players. In France, MAN's "Intercity" is often used as a school bus.

If you would also like a wake up call from MAN, you can download the App here: <https://itunes.apple.com/nz/app/wake-up-call/id1032253038?mt=8>







The way to make our roads safer is to change people's behaviour

What price for a life?

Malaysia has one of the highest rates of road accidents among the countries in the world.

From police statistics, 65 per cent of accident cases were caused by human factor. Accidents kill, maim, seriously injure and that is just the human cost, then there is the cost of vehicles being destroyed, damaged or off the road.

It is claimed that 90% of all incidents and collisions are caused by driver actions. This is generally not a driver's actual ability to drive, but the result of their behaviour, attitude and personal choices.

It is all too easy to be lulled into a false sense of security in the relative comfort of the cab of a vehicle. Accidents happen to other people. But then that sense of security is shattered by a momentary lapse of judgement. You only have to take a look on the internet to see on YouTube horrific footage of road accidents and how it only takes a split second between leading a normal life and the prospect of death.

It is all too easy to blame others and maybe sometimes others are at fault. However looking after yourself and your passengers has to be your number one priority. Road safety is everyone's responsibility.

The only way to make our roads safer is to change people's behaviour, to focus on the defensive qualities of awareness, anticipation and alertness.

The challenge we face is not the acceptance of how important driver safety is. Most people agree that it is a major danger and problem. The real challenge is actually doing something about it. It is only when you face the prospect of losing something that you realise how valuable it is! You only get one life, so it would be a waste to lose it needlessly! To repeat, road safety is everyone's responsibility and the way to make our roads safer is to change people's behaviour.

If you put this in the context of work, driving a vehicle can be one of the most dangerous activities an employee will undertake in the workplace. In many countries, protecting employees on the road is a challenge. People who drive for business are up to 50% more likely to be killed on the job than construction or agriculture workers.

When you look at the global market trends, many companies and vehicle fleets are now moving towards web-based training to compliment traditional behind the wheel training. Companies are beginning to centralise training programmes instead of allowing individual countries or regions to conduct their own programmes, plus they are looking to leverage mobile devices to deliver training which is easily accessible for employees.

In partnership with driver safety solution provider FleetSafe Asia, Asian Trucker Drivers Club is offering an online e-learning driver safety training programme which is the most advanced system of its kind in the world.

The online programme, developed by AlertDriving, is used globally in over 70 countries in 108 different languages. It is not about trying to teach anyone to drive. Instead, the focus is on reinforcing the need to drive safely and to increase awareness and the programme has routinely seen a 30% reduction in collisions, coupled with a reduction in the severity of their collisions.

The programme identifies a driver's hazard perception profile based on their ability to identify dangerous situations that happen every day on the road. This includes real life traffic scenarios and multiple-choice questions regarding the safe operation of a motor vehicle. Based on this evaluation the system determines which training modules each driver will need to complete.

The training modules use real life video footage, which leads to better retention rates by drivers and they are individually

customised with local country footage and languages. The modules are designed to only take 15-20 minutes to complete, saving time and keeping employees productive with their daily activities. Modules can be undertaken on mobile phones or tablets and are spread over a period of time, not all at once and the system automatically corresponds via email with drivers that have overdue lessons and this subtle reminder significantly improves compliance.

The programme is used by many of the world's leading companies and specifically in the Asia Pacific region, one of FleetSafe's major clients is the multi-national dairy company Fonterra, who in Asia and the Middle East, have over 470 drivers participating in the programme across nine countries in six languages.

In Malaysia alone there are a total of 280 drivers in the language variations of Malay, English and Chinese. This is part of Fonterra's continued safety awareness programme to help its people reduce the risks of being involved in an accident whilst driving on the road and the programme fits their criteria to increase drivers driving safety awareness and to ensure that they go home safe every day.

FleetSafe Asia CEO Peter Burns commented: "We receive lots of positive feedback about how easy the programme is to use, how it gives a refresher driving course, making people aware of potential hazards that may be a threat in real life traffic, through providing situations for the drivers to experience and practice. The most important thing is that participants actually enjoy the experience, proving that learning can be fun, plus it could save your life!" 🚗

AlertDriving is a Toronto-based software company specialising in driver risk management. Established in 1998, AlertDriving works with multinationals corporations as diverse and far ranging as Coca-Cola Hellenic, Philip Morris International, Novartis, W.R Grace, and more.

FleetSafe is a fleet vehicle solution provider, offering driver and fleet risk evaluation, education and road safety programmes. Pioneered in New Zealand, now with international regional expansion in Australia and Asia, working with companies who operate both light and heavy vehicle fleets, to improve driver safety, reduce costs, increase fuel efficiency and improve health and safety compliance.

Asian Trucker Drivers Club is a partner of AlertDriving and FleetSafe. Interested parties may request presentation meetings for the online training system by writing to info@asiatruckerclub.com.my.

Malaysia Special Offer:

To start making the year 2016 a safer one for everybody on the roads, we are offering the following modules as introduction specials:

Hazard Perception Evaluation with prescribed Defensive Driver Training Modules = S\$ 190 per person

6 Targeted Defensive Driver Training Modules (2 & 4 wheel powered vehicles) = S\$ 120 per person

Malaysia Special 3 Targeted Defensive Driver Training Modules = S\$ 75 per person



[Halaman Utama Aktiviti Saya](#) | [Tetapan Bahasa](#) | [Meja Bantuan](#)

GANGGUAN TUMPUAN BERBAHAYA

Sila semak bahan yang ditemui dalam Langkah 1, 2 dan 3. Apabila sedia, teruskan dengan mengambil kuiz dalam Langkah 4.

LANGKAH 1: FAHAMI MASALAH

Gangguan Tumpuan Berbahaya



Dalam modul ini, peserta akan mempelajari:

1. Makna pemanduan dengan perhatian terganggu dan sebab ia berbahaya.
2. Sebab melakukan berbilang tugas semasa memandu adalah mitos.
3. Cara untuk kekal memfokus semasa memandu.

1 2 3 4 5 6

LANGKAH 2: KETAHUI STATISTIK

Setiap Saat Adalah Penting



Sehingga 80% nahas kenderaan melibatkan suatu faktor hilang tumpuan pemandu.

1 2 3

LANGKAH 3: TONTON VIDEO



01:02 04:28

LANGKAH 4: AMBIL KUIZ

The MIROS Safety Star Grading Program



MIROS has developed and introduced a Star Grading Program SSG program to provide an indicator for the public when choosing the best service

MIROS has developed and introduced a Star Grading Program to provide a simple indicator for the general public when choosing the level of service they prefer from the bus operator.

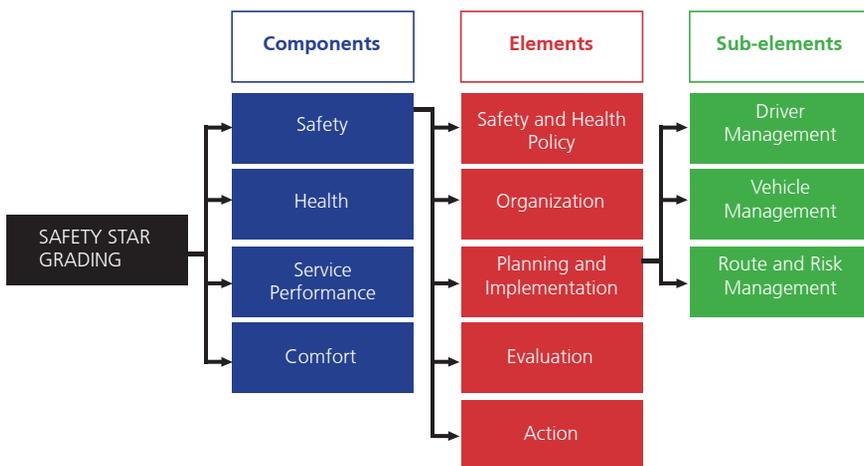
In 2013, MIROS, under the Ministry of Transport (MOT), has come out with the program known as Safety Star Grading Program (SSG). In this program, bus operators will be classified according to their level of safe operations. The rankings are from one star to five stars, with five stars being the best. From the program, it is expected that vital information on the level of safe operation of bus operators can be disseminated for the general public to be conveniently make the right choice for a better and safer journey. Bus operators also will benefit in terms of their corporate image, publicity and reputation. Furthermore, it can be a guide for them on how to further improve and better manage their operations.

Since its inception in 2013, a total of 23 express bus operators have been assessed by MIROS. Out of these, six operators were awarded with various star ratings.

The implementation of this initiative is still in the voluntary stage, whereby, operators are encouraged to participate voluntarily and assistance for improvement is offered by MIROS' audit team. MIROS' intention is to create awareness amongst the operators about the importance of self-regulation before embarking on a mandatory basis. This initiative would be extended to other categories of operators. For instance, the freight operators, logistic transporters, fleet operators and so on. It is believed that this is one of the ways of inculcating higher commitment and responsibility towards road safety issues.

Conceptual Framework of the Program

The framework of Safety Star Grading is made up of four main components, which are Safety, Health, Service Performance



numbers required for the compulsory and optional items depend on each level of star grading. Apart from that, bus operators have to comply with three conditions:

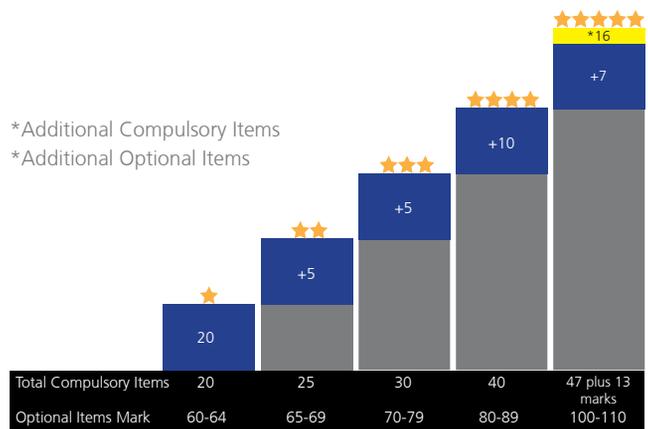
3. It is related to Demerit Points from the total marks obtained by a bus operator, the marks will be deducted from five to ten points according to incidences and violations committed by the operators during the validity period of the awarded star rating.

Operators that would like to participate in the program can conveniently register online through MIROS' website. Sani Express Sdn Bhd was one of the participants that took part in the SSG and obtained a four star rating, which is the highest so far. Information on star rating results from the assessment is provided to the public in an easy and simple form so that the public can make a right decision on the level of services of their preference.

and Comfort. The Safety Component is further divided into five elements: Safety and Health Policy, Organization, Planning and Implementation and Evaluation and Action (POPEA). Subsequent to that, the element of Planning and Implementation is further divided into three sub-elements which are Driver Management, Vehicle Management and Route and Risk Management.

In this conceptual framework, there are 47 compulsory items and 16 optional items to be complied with. The minimum

1. The bus operators have to comply with minimum requirements of compulsory items for each star rating in order to get rating for each particular star.
2. The bus operators must obtain certain scores in order to obtain the respective level of stars.



Safety items requirement according to the level of star grading.

Tibet Orders 648 Yutong Buses



Tibet will soon be receiving 648 Yutong buses after the company won a competitive bidding process.

Lhasa Public Transport Group, in the Tibet Autonomous Region, recently held a public bidding for purchasing of buses for passenger transportation. After what Yutong describes as “a cut-throat competition” the company successfully won the bid to provide 648 units of specially designed vehicles for the plateau area. With a total value of RMB 240 million, the deal is the biggest bus purchase ever made by Tibet.

presence, indicating that the brand has already won wide recognition among customers in Tibet not only for its high quality products but also its commitment to creating extra values for all customers.”

Special Design

Yutong has always adhered to the principle that first priority always goes to its customers’ needs and concerns. In response to the reforms in transportation in Tibet, Yutong’s R&D team worked against the clock and in less than one month, the team rolled out a specially designed vehicle model just for the plateau area. In addition, the bus maker has been actively involved in conducting practical tests under various road condition so as to get itself better familiar with its customers’ immediate concerns. USB recharging facilities and on-board WiFi are also available to maximize Yutong buses’ comforts for all passengers.

Yutong has now set up four exclusive service stations across Lhasa. Six service stations can also be found outside the provincial capital. With such an unparalleled service network covering the whole region, Yutong is now well prepared to provide better services to all passengers in Tibet. ■



Yutong Dominates the Market

This is not the first time that Yutong has sold buses to the region. In 2010, 59 units of Yutong travel coaches were delivered to Tibet. On June 29, 2011, Lhasa Municipal Government made an investment of RMB 13.727 million and bought a fleet of 53 units of Yutong school buses. In September 2015, the first batch of a new type of bus that was specially designed for the plateau area arrived in Tibet and were immediately put into operation. Currently, over 60% of the buses in Tibet are of the Yutong brand. In the passenger transportation market, Yutong boasts a market share of 84.9%.

In a media release the company stated: “From urban public transportation and passenger transportation to travel service and school buses, Yutong has already established a formidable



Scania Powers Up



Based on a modular approach, this electric bus is charged while standing at the bus stop, making this Hybrid bus an environmentally friendlier means of transportation.

This Scania bus is not a simple retrofit that may offer a quick fix to demands of city folks for cleaner air. The actual bus shown here is a pre series bus, but the future serial production bus will be based upon the “Scania modular approach”. This will allow the Swedish Marquee to adapt the inductive charging and electrified powertrain to both trucks and buses in all commercial vehicle transport applications.

Plug In

The model depicted here is a so called “plug in hybrid” using a combustion engine and an electric powertrain with a battery range adapted to the driving cycle in the specific route. In this case the battery capacity matches an electric driving distance of approximately 20km. The actual route is a 10km round trip. The combustion engine is primarily used going in steep uphill segments and for flexibility when used in routes outside the dedicated one.

In the pre series bus the inductive charging system will add some 500 kg. The batteries and electric hybrid powertrain add approximately 1000 kg more. The future charging system is assumed to be reduced in weight by some percentage. As a consequence, this will reduce the loading capacity of maximum number of passengers. The number of seated passengers will not be affected though, only the capacity of people standing. Addressing concerns about safety, Scania assures users that all safety regulations are met and passed with flying colours.

TCO

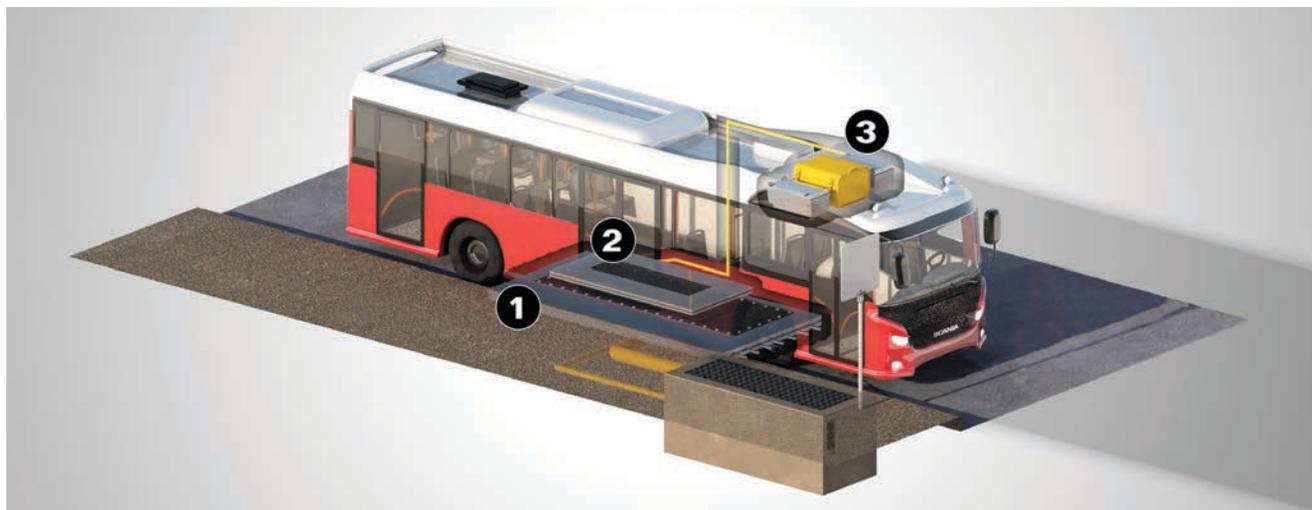
Another consideration for operators is the total cost of ownership (TCO) of this vehicle. “We aim to make the TCO between this type of bus and the traditional bus at least equal. The cost of the bus is very much higher, but the reduced cost of fuel over the life of the bus will motivate the increase,” said Nils-Gunnar Vígstedt, Ph.D.M.E., Head of Electric and Hybrid Technology, Powertrain Control System Development of Scania. When using primarily electric drive the fuel cost (in Sweden) will be reduced by some 80% compared with the fuel cost of today.

Local Adaptation

In many mega-cities the infrastructure is set up and difficult to change. Systems that are being implemented may need to be tweaked to meet the requirements of the current road network. Here again, the Scania bus offers a solution as the bus stops can be retrofit with the induction charging.

The charger in the bus is mechanically operated (lifting function). This will add some maintenance to secure the operation. Otherwise no extra maintenance is assumed. Thanks to this, there is very little extra burden on local operators that may opt to add these buses to their routes.

“We do not produce small buses in Scania. The inductive charging technology may be downsized, but the one used for this bus will not be suitable for a small vehicle in terms of size



- 1) Energy is transferred to the bus at the bus stop via an installation below the road surface
- 2) A receiver mounted under the floor of the bus receives the energy
- 3) In six to seven minutes, the battery located on the roof of the bus has been charged with sufficient power for the vehicle to complete the entire route

and weight. However, if you want to reduce emissions, you may want to start with the big vehicles that typically produce the most emissions,” Vígstedt elaborates.

Introduction to SEA

Mark Cameron, Regional Director – South Malaysia and Country Manager – Singapore shares some more information about Scania’s plans with the wireless bus for our region.

What is Scania’s strategy for Malaysia / Singapore when it comes to electric vehicles?

Different countries have different natural resources which can be tapped as alternative fuels in order to achieve the lowest possible reliance on fossil fuel. In Malaysia, biofuel from organic waste or palm oil is a viable option today. In Singapore, where natural resources are scarce, hybrid technology may be a viable option soon. Fully-electric heavy vehicles will be a viable option in the future. Scania will continue to offer a wide range of sustainable solutions for various needs in each country.

Which segment is the one that you would focus on?

Long haulage, waste collection and city-buses are segments that continue to seek new ideas to increase uptime and lower operating cost.

Are governments in SEA receptive enough for new ideas such as this?

Southeast Asia’s governments and customers continue to seek alternative solutions to get higher uptime and lower operating cost. Multinational operators in Southeast Asia that are governed by global standards and regulations continue to see safety, fuel economy and environmentally-friendly factors as important.

There are already other players offering electric buses in Malaysia. Is it too late for you to compete with them?

Different customers have different operational needs which can tap into various alternative fuel options. Scania continues to put our customers’ needs at the centre of our concern. Be it biofuels today, hybrid technology soon or fully-electric heavy vehicle in the future.

Singapore is embarking on the task of making commercial vehicles driverless. Will this take away attention from the effort to reduce emissions?

The consciousness to improve the overall health of the planet continues to grow. Sustainable solutions will always be needed to transport people and goods, especially in congested cities and urban areas needing cleaner air for the people living in them.

Do you see this bus with induction charging as a viable solution for Singapore?

It is viable wherever there is a commitment towards a more energy efficient system, a smarter transport system and a cleaner source of energy.

Would you think operators are environmentally cautious enough to see past a higher cost of the vehicle vs TCO?

Fuel economy and environmentally-friendly aspects are very important. Sustainable solutions will always be needed to transport people and goods, especially in congested cities and urban areas needing cleaner air. 🚗



Konsortium E - Mutiara Berhad has both: the bus and the stop

For some, the management of a bus fleet isn't enough to ensure good service. E-Mutiara has added a layer of service by running their own rest stop along the highway in Gua Musang.

Pengkalan Chepa, Kota Bharu is where the headquarter of Konsortium E-Mutiara Berhad is located. Having more than 22 route operational all over Malaysia, Asian Trucker went to Kota Bharu to interview Che Ibrahim Bin Che Ismail, Executive Director of Konsortium E- Mutiara Berhad to get more insights about the story behind the successful development of this business.

How I started?

According to the Executive Director, who insists to be called "Paknik", was a school bus driver. Starting from that, he began to shape the idea getting even further involved in the people moving industry.

He set up his company in the 90's with four buses and within two years, he added another four buses. While the demand was growing in that year, bus permits were suspended by the government to control the operation of buses on the road. To counter that issue, Paknik decided to buy two bus companies that only held the permits but did not own buses. Today, the company is a 24 hour operation of buses on the road with 156 drivers.

The challenges that I encountered

As mentioned by Paknik, the hardest challenge he faces in his business are the rising prices for the bus chassis, bus body, the spare parts and fuel. Why is it a problem for the business as one would think that ultimately it is the consumer that pays for all of this? It is because the bus fare is controlled by the government. Therefore even the prices are up, operators cannot increase the bus fare. sound financial planning is very important to balance the reveue and the expenses.

The second biggest challenge for bus operators are environmental issues such as haze, flood, etc, which could have a big impact on operation. For example E-Mutiara may have to either totally stop their operation due these issues or use an alternative road, which could be a longer route, resulting in higher cost and reduced customer satisfaction.

Scania is my first choice

"I choose Scania chassis for most of my buses because of the quality and the fact that the criteria match what I want for my business. For bus operators, what's important is the after sales



service, because we deliver services to the society as well, and if we can't get a good after sales service from the manufacturer, it can affect our business as well. During our 25 years in operation, the Scania team delivered the support that we needed in an excellent way. The service is efficient and always on time", said Paknik.

At the time of writing, E-Mutiara owns a fleet of 72 vehicles. "There are 64 double deck buses and eight single deck buses. Overall stuffs is 225" is his summary of the business today.

Why I built Gua Musang's rest stop?

The company-owned rest stop received an award from the government for the tremendous facilities. It has been in operation for five years now. According to Paknik, the Gua Musang's rest stop is managed by his wife under a different company.

The rest stop was first built to focus on buses that needed to stop to refuel and for drivers to have their rest time, especially for E-Mutiara buses as Gua Musang is the main route between Kota Bahru and Kuala Lumpur. Now it is open for the public to use it as well.

The investment for the rest stop amounted to eight million Ringgit and comprised all the basic facilities such as petrol stations, food court, toilet and space for drivers to rest and refresh.

More services in the future

"For 2016, we have drafted a plan to upgrade the services and to further develop our business. Therefore, we will purchase more units of Scania buses, improve the rest stop into phase two, whereby we will add more restaurants and a hotel. So far we have 150 staff at the rest stop," said Paknik. ■





The Bus Carnival Rolls into Singapore

Photos Courtesy Land Transport Authority

Fancy a trip down memory lane, a chance to drive a bus simulator and experience the future of the Singapore Public Bus Industry? The Past, Present and Future of the Singapore Public Bus industry will come together at the inaugural Bus Carnival.

Transforming Transit

This year is the beginning of a brand new chapter for the Singapore public bus industry, as it will be transiting to a new contracting model. With bus contracting, the Singapore Government will be able to respond more expeditiously to commuters' needs and changes in ridership.

Commuters can expect more reliable services, shorter waiting times and more comfortable rides. The Singapore Bus carnival celebrates this milestone by giving the public a glimpse into the industry's illustrious past and a peek into what's to come.

The public can catch all the action over three weekends (Friday to Sundays) from March 11 to April 3, 2016 at three different locations. The Bus Carnival will be open from 11:00 am to 8:00pm except March 11 when it will be opened from noon to 8pm.

The festivities will be divided into three zones – Past, Present and Future – and games and fun-filled activities await the whole family.

Past Zone

Step back in time as you head into the Past Zone. From bus models that chronicle the evolution of the public buses in Singapore to artefacts of the yesteryear such as bus tickets and bus guides, the past zone will take you back in time to experience and learn how Singapore's bus infrastructure has changed. Members of the public can also try their hands at folding bus tickets into heart-shaped origami, a popular past time during bus rides. The must-see of this zone - a vintage bus, straight from the 1960s.

Present Zone

Interested in a job in the bustling bus industry? The Present Zone will give you the low-down on how to do that. Head down to the People Zone to gain an insight into careers in the bus industry and have a chat with representatives from the friendly Public Transport Operators to learn about the challenges and perks of the jobs. You could also be a Bus Captain for a day by trying your hand at manoeuvring a bus through traffic – hold your horses – from the comfort of the bus simulator.





Learn about the future of riding the bus in Singapore, check out the past with artefacts galore for visitors to view, as you attend the Singapore Bus Carnival.

Get behind the Wheel



Bus simulator (Photo Courtesy SMRT)

Future Zone

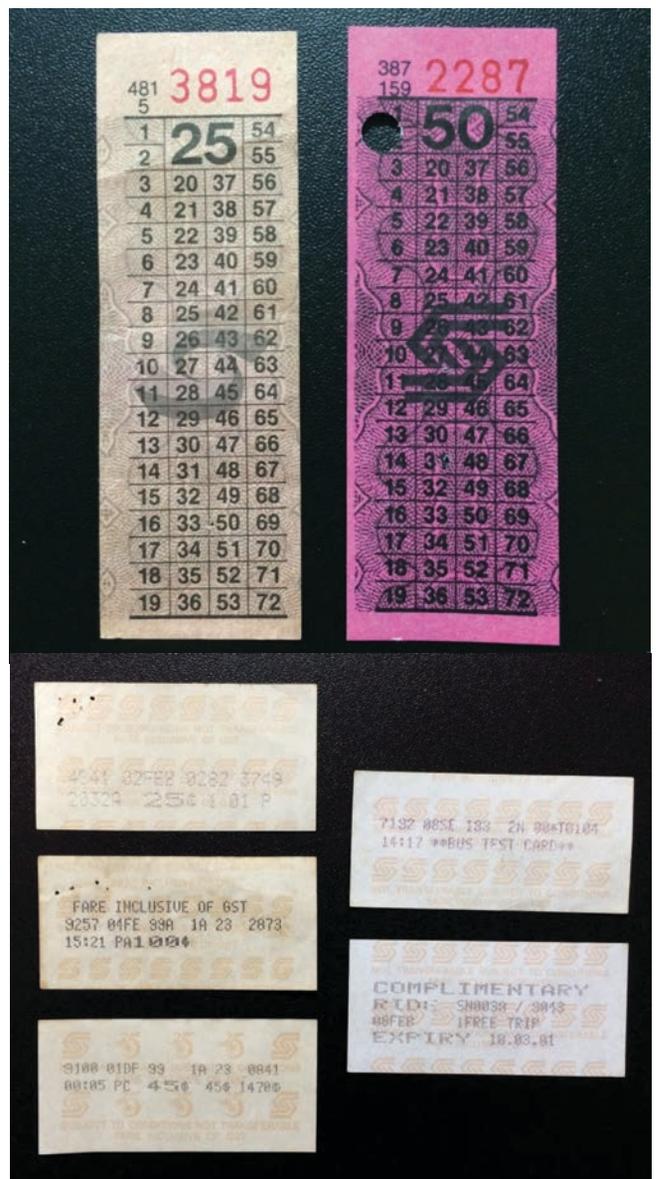
What does the future have in store for the bus industry? Check out the colourful panels on new initiatives that the Land Transport Authority is embarking on such as e-paper displays for bus arrival information and the latest mobile applications to simplify your daily commute. A big reveal is also in store for all visitors – will it be Bright Red or Lush Green? Look out for the new unified bus livery colour at the carnival.

So what are you waiting for? Get on the Bus Journey. 'Board with Us, Ride the Future.'

The Bus Carnival will be open from 11am to 8pm on the stated days except March 11, 2016, where it will be opened from noon to 8:00pm.

- Bus Carnival @ Ngee Ann City, Civic Plaza: March 11 – 13, 2016
- Bus Carnival @ VivoCity, Outdoor Plaza: March 25 – 27, 2016
- Bus Carnival @ Toa Payoh, HDB Hub: April 1 – 3, 2016

Facebook <https://www.facebook.com/WeKeepYourWorldMoving>, Instagram: @LTAsg and Twitter : LTAsg



A moving medium for your messages, a bus.



Buses are one medium that is able to spread messages quickly to potential customers at almost any place where they drive or park. We have a look at how this could work for you.

Road users will certainly read or glimpse at any text or picture in their surrounding, regardless while driving (not pointing out the use of phones), walking or being a passenger, especially when stuck in road congestion. While the main purpose of a bus is to move people, it can also be used as a moving billboard because of its size. Bus advertising is a powerful medium for promoting any advertising messages intended to reach a massive audience across the country.

What? Why? How? Where? Are probably common questions for us about mobile advertising. Mr. Jay, Sales Operations Manager, has been handling the advertising on coaches for five years in Mobile Advertising Services for Transport Operations Sdn Bhd (MASTRO). This company also comes under the management of Konsortium Transnational Berhad (KTB). He is explaining in detail about mobile advertising services for transport operations.

What is Bus Advertising?

Bus advertising is a moving billboard. Buses and their related infrastructure are a medium commonly used by advertisers to reach the public with their message. Usually, this takes the form of promoting commercial brands, but can also be used for public campaign messages.

It is also an advertising display placed on the inside and/or outside of city buses, which include partial and full wraps as Blue Line Media describes it.

How advertising on bus work?

“What makes a big impact on the product is on how you market it,” said Mr. Jay. The design of the advertising will come from the clients itself, but the printing will be done by us. Usually, it takes around three to four hours to wrap the bus body with the advertising design. According to him, MASTRO offers several packages of advertising on their buses:

- Exterior (rear panel/full wrap)
- Interior (backseat/overhead panel)
- Stage buses (Mini/midi/long/double decker)
- Routes (Klang Valley/ Southern Region/Northern Region/Eastern Region)

Where will your messages go?

KTB buses go where the people are. Each day, a KTB bus will spend about 18 hours on the road, travelling within 60 km to more than 1 000 km throughout the Peninsular and passes through high density areas as well as all major towns and cities. To target specific audiences, advertisers have a wider choice of destinations with over 235 routes.

Why do you need to choose this medium?

- Innovative
- Uncluttered
- Larger-than-life
- Cost-effective
- Unsurpassed reach and frequency
- General or targeted market coverage
- Fits into virtually any advertising campaign
- Creates top-of-mind awareness
- Improves name recognition

While the buses ensure that the passengers reach their destination, it also means that your message will get the most exposure. Some of you may have actually seen the ads placed on these buses promoting our exhibition last year.



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Low Cost Mechanical Bus KERS en route to production in mid 2016



Torotrak Group and Wrightbus confirm the completion of the in-service trial of a Wrightbus StreetLite midi bus fitted with Torotrak’s Flybrid mechanical kinetic energy recovery system (KERS). The trial was made possible by and conducted with Arriva, one of the largest bus operators in the UK.

The trial was conducted on a standard bus route in Gillingham, Kent from March 2015. It successfully demonstrated the performance of the Flybrid KERS under real-world operating conditions including the capture, storage and release of energy from the brakes and the drivability of the system. The learnings from the trial have already proven invaluable in selecting the operating strategy for the volume production system, which will be a second generation design.

Already undergoing detailed testing on rigs and in a new Euro VI StreetLite bus, this new KERS design is intended to further improve bus fuel efficiency and reduces the KERS weight and cost, helping to improve the bus operator payback. The new design has reduced parts count and system weight by 30% and 80kg respectively and incorporates a simpler 2x2x2 clutched flywheel transmission system reducing ‘coast down’ losses and improving efficiency during torque transfer.

In collaboration with its global Tier 1 manufacturing partner, Torotrak is on track to commence production of bus KERS systems from mid 2016 onwards. Tier 2 suppliers across the

UK and other parts of the EU have been nominated and the manufacture of production tooling is currently underway.

Adam Robson, Torotrak Group CEO, said: “This is a very exciting time for the Group with the bus KERS project that started in 2012 going into commercial production from the middle of this year. I am delighted with the progress we have made and we look forward to delivering our first systems to Wrightbus during Q3 2016.”

The Flybrid KERS for buses is a highly efficient and robust hybrid technology, ideal for the long service life and repeated stop-start duty cycle of public service buses. Using common materials and manufacturing methods, and removing the requirement for replacement batteries during service life the flywheel-based technology can offer exceptional value and an opportunity for widespread hybridisation. The KERS captures the kinetic energy that is normally wasted when the bus is braking and stores it in a steel and carbon fibre flywheel weighing 8.5kg and spinning at up to 30,000 rpm. The energy stored in the flywheel is then delivered back to the wheels reducing the energy that is required

from the engine to accelerate the bus and so reducing the fuel consumption of the vehicle. The process of capturing, storing and releasing energy back to the wheels is fully automated, giving a high quality driving experience. The Flybrid KERS technology was developed in Formula 1 and has been applied in a variety of vehicle applications including motorsport, passenger road cars and excavators.

Brian Maybin, Wrightbus Engineering Director, said: "After the invaluable in-service trials with Arriva, Wrights and Torotrak have confirmed that the next generation of flywheel is now under extensive durability testing, and after successful fuel trials, will be put into service trials from May 2016. Production vehicles will be able to be delivered into service late in 2016."

Ian Tarran, Engineering Director at Arriva UK Bus commented: "As one of the largest bus operators in the UK with over 5,900 buses, improving the efficiency of our bus fleet and reducing emissions is important to us and our customers. Having collaborated with Torotrak and Wrightbus on the flywheel project since 2012 we are looking forward to installing Flybrid KERS across our bus fleet from Q3 2016 onwards."

About Torotrak:

Torotrak (LSE: TRK) is an innovator and supplier of low carbon vehicle technologies, focussing on mechanical solutions that increase efficiency and reduce CO2 emissions in vehicles. These include the V-Charge variable-drive supercharger, a range of Torotrak gearless traction drive transmissions, and the Flybrid energy recovery system, which uses a mechanically-driven flywheel to capture kinetic energy during braking and efficiently return it to the wheels. The company's engineering team works with proven, global tier one technology partners to provide a validated route from prototypes to production. Customers include major vehicle manufacturers and their suppliers in the light duty, heavy duty and off-highway sectors as well as leading motorsport teams.

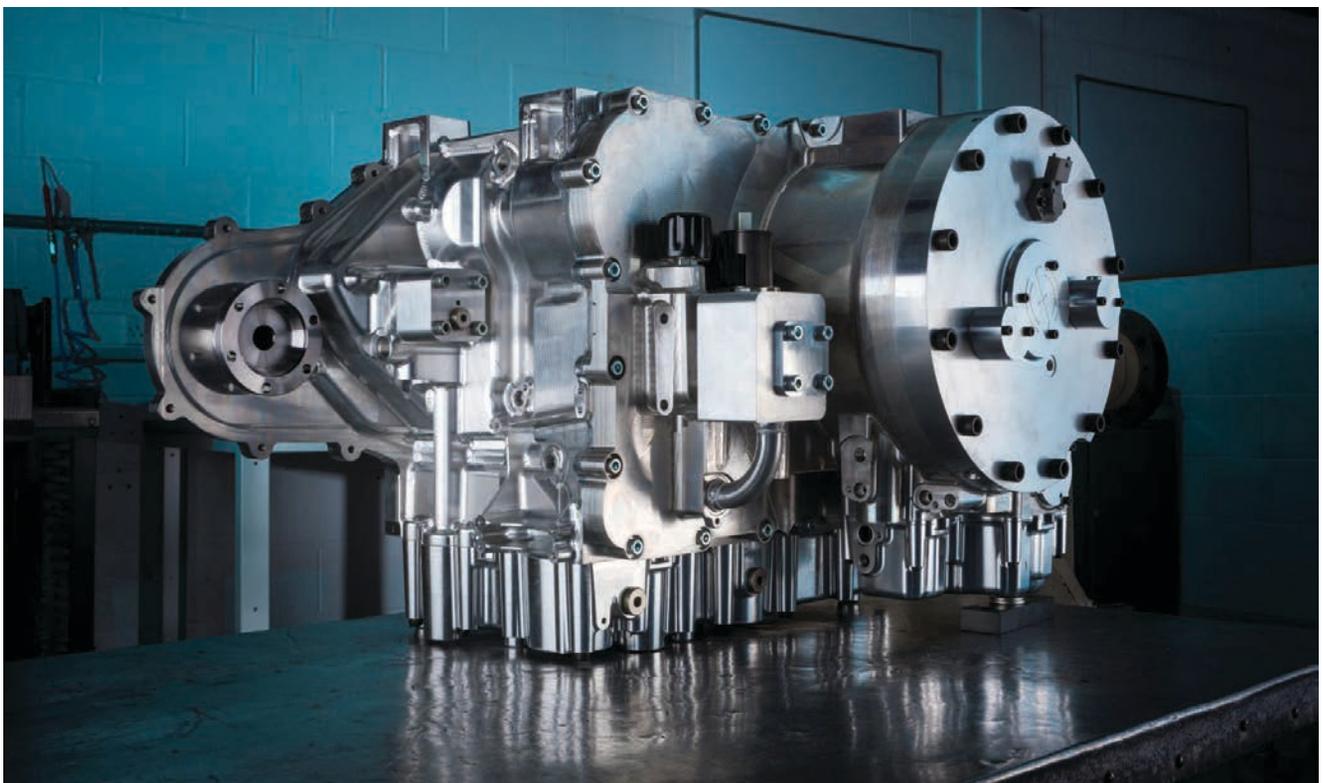
About Wrightbus:

Wright Group manufactures buses for many niche market segments including midi, middleweight, full size city bus, school bus, double deck, and Bus Rapid Transit vehicles utilising both diesel and hybrid electric drivelines. Notable milestones include the launch of the world's first hybrid-electric double deck at London's City Hall in 2006 and the development of the ground breaking StreetCar RTV, a unique combination of both Bus Rapid Transit and hybrid electric technologies; fifty of these vehicles now in operation in Las Vegas! Today, every fourth bus sold in the United Kingdom on a PSV chassis is made in Ballymena.

Wright Group is still a family owned and managed business, with nearly 70 years experience in passenger transit solutions. While remaining a family company in every respect, and proudly independent, Wright buses blend traditional values with innovative designs and technological excellence. This winning combination has laid a foundation upon which the company has grown from strength to strength, to the extent that the Group now employs more than 2000 people.

About Arriva:

Arriva operates 19,500 buses across 14 European countries, covering everything from taking passengers to school and work, to the airport and even on sightseeing tours. Arriva's low-floor, environmentally-friendly vehicles are making bus travel more accessible to more people every day. Arriva bus services span local and commercial routes, sightseeing tours, airports, schools and chartered journeys. Having started out in the UK back in 1980, Arriva began its journey in the mainland Europe bus market with the first acquisition in Denmark in 1997. Arriva's largest bus market remains the UK, with a fleet of 5,900 vehicles providing services for customers in London, the rest of England and in Wales. In London, Arriva runs nearly 20 per cent of the bus services and covers over 60 million miles, providing 400 million passenger journeys in the capital every year. 





For the Bus Captain

- Air-sprung driver's seat
- Multifunction steering wheel, continuously adjustable in height and angle
- MMC (Multimedia Coach) with navigation function
- Central display with readouts for operating-status and diagnostics data
- LED status and warning lights
- Routine checks on the driver's information display for monitoring safety and wear
- On-board and off-board diagnostics
- Separate air conditioning for the cockpit
- Comfortable driver's enclosed berth
- External mirrors with integral wide-angle and rear-view mirrors for excellent vision

MAN Lions Coach



For the Passengers

The well structured interior design is a successful synthesis of elegance and functionality, styling and atmosphere. From the fascinating feeling of space through the attractive roof-structure design to the finest nuances of the aluminium finishers, a sensual language of form traces its way through the entire coach. The addition of modern, tinted glass roof hatches further enhances the experience of light and space. Energy-saving LED reading lights create a pleasant ambience and truly enhance the interior. What's more, the new optional extra of a space-saving lift system for disabled passengers is now intended for MAN coaches.

Anyone sinking into one of the comfortable seats is instantly aware that this is the perfect travel experience. The 3-star Lion's Coach accommodates 49 passengers, whilst the Lion's Coach C offers 55 and the Lion's Coach L 57 comfortable passenger seats. Your passengers on board will always welcome fresh coffee and appetising snacks, which is why the galley is fully fitted to provide just that. Travellers savour their refreshments in comfort, because each seat has a folding table with cupholder recess. And when entertainment is called for, the DVD / video system with up to three flat screen displays is ready and waiting.

- Wide, well-lighted step units with large, smooth steps
- Spacious interior with fetching design
- Comfortable, ergonomic seats
- Folding tables with cupholder in rear of each backrest
- Smooth-textured roofliner with capacious luggage
- Night lights harmoniously integrated
- Overhead sets with LED reading lights, adjustable air nozzles, loudspeakers and attendant call button
- Air-conditioning system
- Convector heating with blower assistance
- Translucent, tinted glass roof hatches
- Wheelchair lift for disabled passengers

The MAN Lions coach also comes with

Electronic stability program ESP.
 MAN Brakematic with Bremsomat brake control and cruise control.
 MAN TipMatic Xenon headlights
 Advanced emergency braking system (AEBS)
 Lane Guard System (LGS)

DT Spare Parts - Gear shift knobs for trucks and buses



Guaranteed quality has made the brand DT Spare Parts the leading brand in the international Independent Aftermarket for commercial vehicles. The complete range includes all required spare parts for trucks, trailers and buses, including all standard gear shift knobs.

Gear shift knobs are used to operate the manual or automatic gears in vehicles of all kinds. They are composed of an abrasion-resistant plastic, pleasant to the touch.

Models for modern vehicles can include an integrated switching function for additional gear reduction of the primary gear and the range gear. This switching function can be electrical by means of switches or hydraulic with valves.

In modern trucks and buses, the conventional gear shift lever is replaced by a joystick on the transmission tunnel. There are different systems. Electronics which record the various driving

parameters, such as speed and engine rotational speed, give the driver a shift recommendation via the display on the instrument panel.

If the driver accepts the recommended gear, he only needs to press the clutch. The result is a measurable fuel saving.

A further version is the electro-pneumatic shift. The choice of gear without shift recommendation is always performed by tapping the knob forwards or backwards.

Special functions, such as the rocking free or maneuvering programme, can be accessed directly via the shift paddles on the instrument panel.

These modern gear shifts are installed in both mechanical as well as automatic gearboxes. They facilitate shifting considerably and lead to a fuel-saving driving style.



Philippines Bus & Truck Expo 2016

The Philippines economy continues to grow strongly in 2015 after an impressive 2014 which powered the country to one of the fastest growing economies in Asia. This growth is spurred by increased domestic consumption and investments and is a reflection on the confidence in the leadership of the country. The Truck Manufacturers Association of the Philippines reported that the market grew by 18.2% which is one of the fastest growing in the region. Commercial vehicle sales account for 67% of total vehicle sales in the Philippines. This translates to huge potential for new players entering this market.

In response to these opportunities, Manila will host the 2nd Edition of the International Bus, Truck and Commercial Vehicles Exhibition at the SMX Exhibition Hall, Manila from 15-17 July 2016 after a successful launch event in 2015. The Philippines

Bus & Truck Show '16, which is supported by the Confederation of Trucker Association, Philippines will once again provide a specialised business-to-business platform for bus, trucks and commercial vehicle operators, leasing and logistic companies, banking & insurance, parts and service & repair workshops to see and get updated on the latest range of bus, truck and commercial vehicles. Philippines Bus & Truck Show '16 which is co-located with PhilAuto '16 – the Philippines No.1 Autoparts, Accessories and Service & Repair Equipment Show will showcase over 250 exhibitors from 16 countries including Pavilions from China, India, Japan, Korea, Malaysia, Taiwan and Thailand. The 2016 instalment will take place 15 – 17 July 2016.

Contact: Mr Richard Yew at richard@ambexpo.com

Automechanika Shanghai ensures position as premier Asian industry event after shattering records

Deemed the world's second largest Automechanika brand show, the 2015 edition of Automechanika Shanghai has once again shattered even more records for exhibitor and visitor attendance and fringe programme events. Held from 2–5 December 2015 at the National Exhibition & Convention Center (Shanghai), China, this year's show continues the upward climb with a 23 percent increase in visitors and a 10 percent increase in exhibitors.

The record-breaking figures for Automechanika Shanghai 2015 are as follows:

- 5,395 exhibitors from 39 countries and regions attended, representing a 10 percent increase on 2014.
- 109,686 visitors from 140 countries and regions attended. The top 10 overseas visiting countries and regions were, in order of highest attendance first: Taiwan, Korea, Russia, Malaysia, Turkey, Iran, India, the United States, Japan and Thailand. Page 2 Automechanika Shanghai Shanghai, China, 2 – 5 December 2015
- 280,000 sqm of exhibition space was required to accommodate the expansion covering 11 halls, representing a 27 percent increase on 2014.

The 11th edition of Automechanika Shanghai was honoured to have Mr Wolfgang Marzin, President and Chief Executive Officer Messe Frankfurt GmbH, in attendance. He commented: "The growth of Automechanika Shanghai is astounding. It continues to grow in leaps and bounds and is testament to the strong development of not only the automotive industry in China and entire Asia, but also the high level of satisfaction experienced by the exhibitors and the buyers. The strong partnership between Messe Frankfurt (Shanghai) Co Ltd, the China National Automotive Industry International Corporation and 44 local and overseas supporters ensures not only professionalism, but also utilises the extensive international and local resources available through the vast network of the industry's leading organisations and associations."

China National Machinery Industry Corporation's Vice General Manager, Mr Ding Hongxiang conveyed considerable happiness with the results of the show. He commented: "The coordination between us is an ideal partnership and not only the melding of the two organisations but also the abundant supporters on the cutting edge of this industry, without which this show would not be possible. The professionalism and internationality of these organisations are beneficial to each prestigious association and company that joins the Automechanika Shanghai show."

myBAS rolled out in Seremban



The government funded myBAS service in Seremban under the Stage Bus Services Transformation (SBST) scheme is being implemented in phases to offer commuters enhanced connectivity and expanded routes.

Beginning November 15, SPAD has successfully rolled out phase one of the myBAS services by deploying 29 buses to activate 4 trunk routes, covering 127.7km connecting Terminal 1 to Desa Rhu, Terminal 1 to Port Dickson, Terminal 1 to Seremban 2, and Seremban to Bahau.

The full implementation of SBST in Seremban will encompass a total of 24 routes (11 trunk and 13 feeder) compared to 19

previously and will cover a distance of 656km compared to the existing 459km. This will involve 110 buses per day to support operations for the planned routes.

The stage bus services remain a key mode of scheduled transport for commuters outside of Greater Kuala Lumpur/Klang Valley. The SBST programme is designed to help sustain this vital service to ensure connectivity and at the same time provide scheduled trips to help the local commuters get to work, school and central commercial areas. Under this new stage bus business model, SPAD as the planning authority will be responsible for the network, the operating cost and will receive the fare box revenue. SBST also offers new social routes for areas which were underserved and is designed to eliminate duplication of routes to ensure optimum coverage and accessibility to 80% of the population.

The SBST myBAS programme will see the federal government invest RM100 million for the first year roll-out in 5 cities, beginning with Kangar and Seremban followed by Ipoh, Kuala Terengganu and Kuching. This will form the basis for a nationwide roll-out by 2020, with close cooperation from the respective state governments.

TopClass – Setra breaks the 5000 mark



Setra has supplied its 5 000th TopClass coach since 2001. The proud owner of the milestone S 516 HDH model is the Belgian tour company “Carolus Reizen”, which also took delivery of two further luxury coaches from the Setra TopClass 500 range. Marc and Jan Hoeks, who attended the handover of the three new Setra flagship vehicles together with a tour group, are familiar faces at the brand’s Customer Centre in Neu-Ulm. Since 1993, the two managing directors have already signed a total of 48 purchase agreements, which have all been for models from the TopClass range. The premium tour operator based in the municipality of Mol in the province of Antwerp currently has 13 coaches built in Neu-Ulm in its all-Setra fleet. The milestone coach, which will be operating on roads all over Europe under

the company’s own “Premium Tours” label, is equipped with a panoramic glass roof and a top-class galley unit. Up to 40 passengers can enjoy the tours from the comfort of exclusive Voyage Supreme leather seats, which are generously spaced and come complete with leg-rests. The coach furthermore features the very latest driver assistance systems, such as Lane Assistant and adaptive cruise control with Active Brake Assist 3, meaning that it offers unbeatable safety too. Drivers also receive valuable assistance with adopting an economical driving style, as the S 516 HDH is fitted with the Predictive Powertrain Control (PPC) system. This permanently analyses geographical and elevation profile data and helps to achieve substantial fuel savings by means of automatic intervention in the powertrain.

75 Years of MANN+HUMMEL

From a small filter plant to a global market leader in filtration: MANN+HUMMEL will be celebrating its long history of success in 2016.

Ludwigsburg-based automotive supplier MANN+HUMMEL will celebrate its 75th anniversary in 2016. Founded under difficult conditions during the Second World War, the family-led company has grown to become the world’s biggest manufacturer of oil, air, and gasoline filters, employing around 16,000 people at 60 locations on five continents.

Asian Trucker renames exhibition to Malaysia Commercial Vehicle Expo (MCVE)



Originally named MIBTC, we have hosted two highly successful commercial vehicle exhibitions in Malaysia. Following the success of the past event, we are returning with the show in May 2017.

Having gathered feedback from the market, we have decided to rename the event to "Malaysia Commercial Vehicle Expo", or in short "MCVE". The new name is to reflect a more inclusive approach and orientation of the exhibition. The logo has been amended accordingly and now sports the Asian Trucker colours.

While the website address has also been changed to www.mcve.com.my, the organiser behind Southeast Asia's largest commercial vehicle exhibition is still the same and we are working on a new line up of fringe events in order to make this event a resounding success.

LTA-UITP Singapore International Transport Congress and Exhibition (SITCE)



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www.sitce.org

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Ensuring the fancy ride!



Nice executive coaches give passengers more than just a ride to their destination. But it still takes an experienced captain to make sure the trip is an enjoyable one.

The “Nice” bus services have been around for a long time and have been known to offer innovative service. They are also the first and only kind in the country with a service pantry located at the front of the coach to give its passengers an “airline” feel. The pantry serves a second purpose as it also isolates passengers from undesirable frontal traffic noises and views.

An executive coach is akin to a business class flight: it gives you additional comfort, treatment and facilities compared to the normal coach. As for Nice, the steward or stewardess of an executive coach will be serving your meals throughout your journey.

An executive coach

We met with a veteran bus captain to find out more about his work. Our captain of the months is Mr. Jamil, who says that an executive coach is preferred by tourists or upper middle class passengers including senior working executives and business travelers.

His bus comes with individual LCD screens for its passengers to watch a selection of pre-programmed digital movies of their choices. Naturally, the seats are wide and comfy.

The Bus Captain

He has been driving a bus for almost 20 years, out of that 17 years driving experience for Nice Executive Coach with Konsortium Transnational Berhad (KTB). Jamil took his license when he was 20 years old, claiming that he started to have an interest in transportation since school. His longest routes were

from Singapore to Hatyai which took 14 hours per journey, taking turns driving with his partner.

“No matter if it is a long or a short journey, you need to always understand your partner in case he needs more rest before changing shifts. Don’t be a selfish, better team work between colleagues will create a positive working environment,” said Mr Jamil.

We asked Mr. Jamil what is his favorite route. “Well, I prefer to get the south-bound route as it is more smooth compared to northwards routes because it has a lot of hilly sections,” answered Mr Jamil.

Challenges

Every bus will have a “breakdown moment” in the most unexpected time. Some passengers have no patience or may not even try to understand when it comes to such a problem. “I just have to keep my calm face when I get scolded by my passengers. Even if checking the bus condition is always my routine before the journey begins, but if it still happens (a breakdown), it is out of my control. Nevertheless, I take action immediately so that my passengers will still reach their destination on time and in a safe manner,” said Mr. Jamil.

Mr. Jamil has received a few awards of appreciation along his career. In 2008, he received the Best Driver Award from Scania and in the year 2014, he received the Prudent Driver award from Polis Diraja Malaysia (PDRM). These awards proved his capability and his dedication towards his duty. Well done Mr Jamil! 🇲🇾

Meet us in GERMANY!

GIIB Rubber is participating in REIFEN 2016, the leading fair in the global tyre industry. As Asia's top-ranked and leading rubber compounder, our expertise includes providing a suite of solutions under the GIIB name to meet your business needs. Visit us at our booth to view our GIIB Supercool premium pre-cured tread, RÜBTEK technical compound and Toughtread for OTR. Talk to us too about our proven GIIB Supercool Retread Franchise programme for a profitable and sustainable retreading business. It's your ticket to success.



Look for GIIB Rubber at REIFEN 2016!

Location : Essen, Germany
Booth No. : 11F10 (HALL 10)
Date : 24 - 27 May, 2016

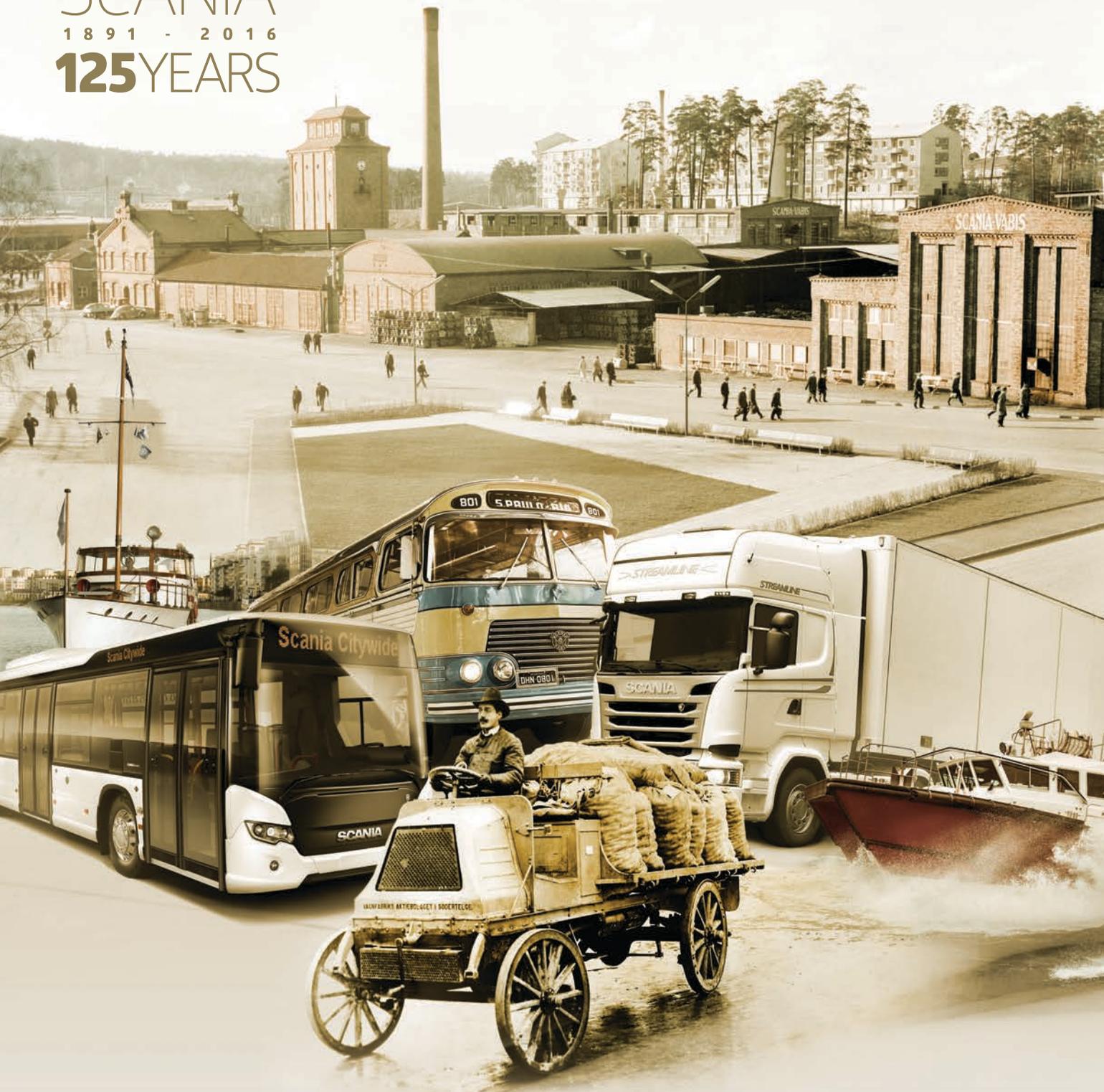
Goodway Rubber Industries Sdn Bhd (147222-D)

(Subsidiary of Goodway Integrated Industries Berhad, a Malaysian public listed company)

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SCANIA
1891 - 2016
125 YEARS



YOUNG AT HEART

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to find out how we drive your profitability through sustainable solutions.



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Scania pursues an active policy of product development and improvement. For this reason the company reserves the right to change specifications without prior notice. Furthermore, due to national and legal requirements, some accessories may not be available in local markets. For further information in these respects, please contact your local dealer or visit www.scania.com