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ASIAN TRUCKER

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HONG KONG



MIBTC
exceeds expectations

Tech Talk:
how LuK clutches are made

Scania enhances
support for Hong Kong

Cover Story :

Volvo launches new FMX

載重之王

最新38噸 泥斗車



斯堪尼亞有限公司

地址: 香港新界上水彩園道9號深港中心328號

電話: (852) 2671 7001

網頁: www.scania.com.hk

傳真: (852) 2368 3800

電郵: info@scania.com.hk



SCANIA

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CONTENTS



4 EDITOR'S NOTE

8 NEWS & NOTES

TECH TALK

12 Replacements with OE Quality

MARKET UPDATE

14 Daimler boosts China operation

15 Scania Euro6: Benefits for Hong Kong

16 Scania全新葵涌維修廠擴大面積，
即將為客戶提供更完善之服務

17 MANN-FILTER – filter solutions for your commercial vehicles

COVER STORY

18 Volvo digs in presenting the new FMX

MIBTC FEATURE

24 MIBTC Exceeds Expectations

25 Alcoa Reinventing the wheel

26 MANN + HUMMEL's Importance to the trucking industry

27 HYVA

28 WABCO

29 Continental - Reducing Driving Costs

30 Sinotruk European Standard, Chinese Price

31 WUERTH

INDUSTRY PROFILE

32 No more bottlenecks with Volvo Trucks

TRUCK FEATURE

34 Hyundai launches Xcient

TYRE FEATURE

36 Apollo Tyres Opens Bangkok Office with ASEAN Focus

TECHNOLOGY

38 Escot - V: A smarter way to Shift

LOGISTICS

40 In it for the long haul: From Vilnius to Ulan Bator

OVERDRIVE

42 Myanmar The Opened Doors

43 HAPPENINGS

TRUCKER OF MONTH

44 Chen Guo Xiong saves fuel and buys new Volvo trucks



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Celebrating the trucking industry



The past weeks have seen a number of reasons for the trucking industry to celebrate: UD launched the new Quester globally in Bangkok, Asian Trucker hosted the first ever commercial vehicle exhibition in Malaysia (a huge success as you will see in this issue) and Goldbell celebrated the friendly Canter in Singapore while Thailand now also has its own edition of Asian Trucker. This issue also marks a special date for us as it is the 8th issue and we have been publishing the magazine in Hong Kong for 2 years now without missing a quarter. Maybe this isn't the time to pop the champagne, but it is certainly a milestone.

We will continue celebrating the trucking industry during the remainder of this year as we still have some activities coming up. In November we will participate in the Logistics and Maritime Conference. In addition, Asian Trucker will embark on a PR campaign to promote Hong Kong's trucking industry in general. Scania is going to hold a customer event, their "Open Day". We will be happy to meet you there.

In this issue we bring you the latest from MIBTC as well as from Sweden where we attended an event with Volvo, launching the new FMX. Hopping in, we test-drive the new 5-axle truck which is capable of moving over 40 tonnes of payload. Customers from around the region met during the event and had a blast in the long days in the Nordic country. Also, we have the latest from around the world in our News & Notes section. We will cap some bottlenecks with trucks used by Coca Cola Hong Kong while we learn all about being confident from our trucker of the month.

We have been asked if we could write about trips that truckers do from Hong Kong to China. The answer is: Absolutely. We would love to ride along with one of you to experience what it takes to keep the wheels moving and the economy going. Just let us know where you want to pick us up and we will be there. The recent story about our trip on a TNT truck was such a ride and it has been commented on favourably.

One of the topics we would like to tackle is Hong Kong's effort to reduce emissions from Diesel. Our question would be if the scrapping fee for older trucks is really the right solution. Let me know your view, maybe this could start a discussion that will get everyone's voice to be heard. I would like Asian Trucker to be the voice of the industry.

Drive safe and let's keep the wheels turning.

Stefan Pertz
Editor



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International Automobiles Ltd. 躍達汽車有限公司

Address 地址 : DD77, Lot 783 & 784, No 137, Ping Che Road, Ping Che, New Territories

新界粉嶺坪輦坪輦路137號DD77地段783 - 784號

Sales 營業部: Tel (852) 3713 1729 Fax (852) 3713 1791

Service 維修中心: Tel (852) 3713 1788 Fax (852) 3713 1789

Parts 零件部: Tel (852) 3713 1733 Fax (852) 3713 1791



SWIRE MOTORS

The **ASIAN TRUCKER** Drivers.

EDITORIAL

Editor
Stefan Pertz

Contributors

Launchpad Limited

DESIGN

Graphic Designer
Eng Chuan

Creative Consultant

Tore Claesson

Photographer

Floyd Cowan
Eng Chuan

ADVERTISING and MARKETING

Hong Kong

Hermant Sonney
+852 9270 6741
hemant@asiantrucker.com

Advertising Manager

Nicole Fong
Nicole@asiantrucker.com

Taiwan

Anna Tung
Anna@asiantrucker.com

Singapore

Floyd Cowan
Floyd@asiantrucker.com

Thailand

Ian
ian@asiantrucker.com

Contributor

Floyd Cowan
Ben Hopkins

CIRCULATION, CONTRIBUTIONS and SUBSCRIPTION

info@asiantrucker.com
WEBSITE and E-NEWSLETTER
www.asiantrucker.com

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Launchpad Limited
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詳細資訊請洽詢：

舍弗勒香港有限公司

汽車售後事業部

電話：+852 2213 2451

傳真：+852 2536 0350

電郵：LuK-AS.hk@schaeffler.com

網址：www.schaeffler-aftermarket.com

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Apollo Tyres makes Thailand its ASEAN hub



India's leading tyre manufacturer, the US\$ 2.5 billion (FY12) Apollo Tyres Ltd, recently opened its Sales Office in Bangkok to serve the entire ASEAN region, with Thailand as the hub of operations. This region would be catered to by exports out of India for the time being. After Dubai for the Middle East region, this is the second hub outside company's operations in India, The Netherlands and South Africa.

Apollo is well positioned to serve the 6 million units a year commercial vehicle replacement tyre market in the ASEAN region. Apollo's global operation are divided into 3 divisions (Zone I, E and A) across the world. Satish Sharma oversees Zone I, which includes India, Middle East, ASEAN and the Asia Pacific region. Zone I is Apollo Tyres' largest revenue earner accounting for 67% of the company's US\$ 2.5 billion (FY12) turnover. Shubhro Ghosh, Head, ASEAN, Apollo Tyres Ltd would be responsible for the operations in this region.

Sales Office in Bangkok to cater to the entire ASEAN region

Tyres for this region are produced out of Apollo's 4 plants in India, including a state-of-the-art automated unit in the southern city of Chennai. Exports out of India are projected to grow at a double digit rate, in the next few years, due to strategic initiatives taken by the company.

Asian Trucker launches Thailand edition



Providing communications platforms for the trucking industry, Asian Trucker has launched a Thai edition of the magazine. Asian Trucker Thailand will be taking the same approach as the other three country editions, providing high quality content for our industry.

With this addition, regional companies now have even better options for their message to get out and we will have an even more international mix of content.

For editorial issues of the Thai edition: ian@asiantrucker.com
Advertising will be handled via: sales-thailand@asiantrucker.com

MAN delivers 440 trucks to Saudi Arabia and expands service network



Food producer Almarai has ordered 240 new trucks of the MAN TGS type from MAN Truck & Bus, rejuvenating their current fleet of 1,290 MAN long-haul trucks. Almarai conducts the distribution of its chilled foods and dairy products single-handedly and operates the vehicles around the clock to deliver heat-sensitive perishable goods to the entire Gulf region as well as Jordan and Egypt. The company had already ordered a major number of trucks for its fleet in 2009.

Furthermore, MAN is supplying 200 TGS tractors with TipMatic automated gearboxes to Global Specified Transport in Saudi Arabia. The first 100 trucks of

this batch have already been handed over in July.

The MAN TGS trucks are specially designed to meet the requirements of the Middle East regions and are thus optimally suited for the climatic conditions in the extreme heat and sand of the desert.

As a result of increased market demands, local MAN Truck & Bus Distributor Haji Husein Alireza Co. (HHA) announced plans to build 3 new service centres in the cities Jubail, Madinah and Khamis Mushait. In this context, HHA also strengthens the coverage of its mobile service fleet.

On Course: Daimler Trucks Asia exports first FUSO Trucks “Made in India”



FUSO as the number one CV brand in the market.

Under the umbrella of Daimler Trucks Asia, MFTBC is now going a step further together with DICV: With a view to boosting the presence in the growth markets and tapping into further sales potential, the two companies are going forward with an integrated product portfolio for greater variant diversity and an optimized production network with the truck plants in Kawasaki, Japan, and Chennai, India, as the main production hubs.

In addition to producing BharatBenz trucks for India, since May 2013, DICV is also making FUSO trucks for selected export markets in Asia and Africa. The first 70 FUSO trucks have already been exported to Sri Lanka and Kenya. By the end of the year, Bangladesh, Zambia, Tanzania, Uganda and Brunei will also be supplied with state-of-the-art trucks under the FUSO brand from India. The successive roll-out in the growth markets of Indonesia, Thailand, Malaysia, Malawi, Zimbabwe, Mozambique, Mauritius and the Seychelles is planned for the year 2014.

The Daimler commercial vehicles subsidiaries Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and Daimler India Commercial Vehicles (DICV) are working side by side on achieving the joint unit sales target of 290,000 commercial vehicles until the year 2020. The sights

are set on the highly promising export markets in Asia and Africa including Indonesia, where MFTBC achieved double-digit growth in 2012 with 68,000 units sold. In the five-year period from 2008 to 2012, MFTBC delivered a total of 263,000 units in Indonesia marking

Listen to your trailer



When it comes to sustainability aspects in the commercial vehicle sector, the trailer in particular has a lot of potential to offer, which should be leveraged. BPW

and idem are taking part in the transport logistic exhibition in Munich from 4 to 7 June, where they are showing that trailers can now provide a range of relevant information.

The result of the partnership between BPW, the Wiehl-based system supplier for semitrailers and drawbar trailers, and idem, the Munich-based specialist for individual transport solutions, is well worth taking a look at: ECO Tronic TCONTROL – the innovative telematics application with integrated tyre inflation pressure monitoring. According to the principle of “Listen to your trailer”, ECO Tronic TCONTROL supplies important information for supporting efficient, transparent and economical fleet management.

As well as tracking and tracing vehicles in real time and permanently monitoring the refrigeration temperature and door activities, the telematics from BPW and idem also provides an early indication of maintenance requirements, allowing predictive spare parts supply. By sensing components that are susceptible to wear and damage, in combination with individual reports and warnings, hauliers can optimally plan the maintenance procedures on their vehicles. As a result, unforeseen trailer malfunctions can be avoided – something that saves both time and money.

Asian Logistics and Maritime Conference



The Asian Logistics and Maritime Conference (ALMC) brings together logistics services providers and users, including manufacturers, traders and distributors, to exchange market intelligence and explore new business opportunities in the region.

Entering its third edition, the ALMC will return on 7 November 2013 at the Hong Kong Convention and Exhibition Centre with an expected attendance of more than 1,300 participants from around the world. This year, discussions will focus on regional

trade flow, in particular that between the ASEAN and China; and retail revolution, in particular the rise of e-commerce and its impact on logistics and supply-chain management.

Newly introduced in 2013, an Exhibition will be staged alongside the main conference for exhibitors to showcase the best of their products and services, while customised business matching meetings between exhibitors and participants will be arranged to facilitate direct partnership building.

Asian Trucker is proud to be a media partner and exhibitor at this event. We will be present during the conference and invite you to visit us and meet with Hemant Sonney and Stefan Pertz.

Contact Hemant: hemant@asiantrucker.com

DAF XF105 voted 'Fleet Truck of the Year 2013'



The DAF XF105 ATe has been voted 'Fleet Truck of the Year' at the prestigious 'Motor Transport Awards 2013' in London, giving DAF its fifth win in the last six years. DAF was handed the award at an official ceremony in London, which was attended by 1,600 leading representatives from the transport sector.

The Motor Transport Awards are the UK's premier awards for the transport industry and DAF has now been a winner on 17

occasions, more than 4 times as many as any other manufacturer in the history of the awards, organised by the Motor Transport trade magazine.

The judging panel of leading transport operators awarded the DAF XF105 because of its spacious cab, which they described as "highly rated by drivers", "good residual values" and particularly the "ATe" (Advanced Transport efficiency) philosophy which delivers excellent fuel efficiency. The jury also commented on "DAF's industry-leading parts and service back-up, particularly DAF ITS, still rated as the best on the market".

Right after the awards ceremony, DAF Trucks UK Managing Director Ray Ashworth commented: "I am delighted that in making this award the jury members recognised that the XF105 ATe offers unequalled low cost of ownership and high fuel efficiency and class leading driver comfort. They also commented very favourably on our outstanding in-service support provided by our nationwide network of dedicated dealers, a great accolade for both our trucks and our people."

WABCO Reports Q2 2013 Results



WABCO Holdings Inc. (NYSE: WBC), a global technology leader and tier-one supplier to the commercial vehicle industry, reported Q2 2013 sales of \$678.2 million, up 6.8 percent in local currencies from a year ago and up 6.8 percent in U.S. dollars, reflecting an expected sequential industry uptick for the quarter.

"In Q2 2013, WABCO delivered yet another record quarterly performance fueled by our continued ability to outperform a sluggish market. Indeed, WABCO's revenues increased 6.8

percent year on year, helped by growth of 8.1 percent in aftermarket revenues," said Jacques Esculier, WABCO Chairman and Chief Executive Officer.

WABCO reported in Q2 2013 that it continues to expand its global remanufacturing capability as the company has recently been granted a license by Chinese authorities to remanufacture air compressors in China for commercial and off-highway vehicles. WABCO is the first and only supplier in China authorized to conduct this type of remanufacturing activity. WABCO Reman Solutions is remanufacturing air compressors locally for China National Heavy Truck Corporation (CNHTC) and for WABCO's customers in the independent aftermarket in China. WABCO expects to expand its remanufacturing scope in China to add other products, subject to government approvals.

ZF Inaugurates Composites Tech Center for lightweight products

A press is the centerpiece of the ZF Composites Tech Center that works under the responsibility of Corporate Research and Development in Friedrichshafen. It can be used to produce components from duroplastic materials according to the RTM process (Resin Transfer Molding). In Schweinfurt, ZF will also be able to produce minor quantities of complex FRP parts that are suitable for prototypes. Since the beginning of 2012, ZF has invested a total of EUR 3.1 million in machines and buildings for the ZF Composites Tech Center.

"In the past few years, we have established vast basic knowledge and gained experience in lightweight design and we have increasingly been using fiber-reinforced plastics for this purpose", says Michael Hankel, member of the ZF Board of Management responsible for the Car Powertrain Technology and Car Chassis Technology divisions as well as Corporate Production. "With the ZF Composites Tech Center, we are now focusing specifically on the process technologies for volume production using these materials and we want to make this knowledge available throughout the Group."



The ZF Composites Tech Center will start operations directly after its inauguration. There is further space on the plant premises, the Plant North in Schweinfurt, for future expansions of the center.

HINO TEAM SUGAWARA to Race in Rally Mongolia 2013



In Rally Mongolia 2013, HINO TEAM SUGAWARA will be entering a HINO 500 Series truck that has been modified for the Dakar Rally 2014.

Starting and finishing in Ulan Bator, the "Rally Mongolia 2013" will take contestants through a course approximately 3,000km long over an 8-day period from August 11-18, 2013. As the temperatures in the sand dune stages in the Gobi Desert can reach 40°C - similar to conditions found in the Dakar Rally - HINO TEAM SUGAWARA has historically considered this rally as an opportunity to field-test its trucks in preparation for the Dakar.

The HINO 500 Series truck that the team will be entering in Rally Mongolia 2013 is a modified version of Car 1 that was driven by Yoshimasa Sugawara in the Dakar Rally 2013. In the Dakar Rally 2014, the truck will be designated Car 2 and driven by Teruhito Sugawara where it will target the team's 5th championship in the Under 10-litre class. The same crew will be piloting the truck in Rally Mongolia 2013, with Teruhito Sugawara in the driver's seat and Hiroyuki Sugiura as the truck's navigator. Additionally, Yoshimasa Sugawara, team director and driver of Car 1 in the Dakar Rally, will be entering this rally as a private entrant on a Suzuki Jimny.

Replacements with OE Quality – How are LuK clutches for commercial vehicles made?

Clutch systems for commercial vehicles are designed for high mileage and long life. It is common to see delivery trucks achieve mileage of 600,000km, with long haulers travelling over 1,000,000 km. Stop-and-go driving with lots of parking maneuvers, as required by construction vehicles, challenge the wear-resistance of commercial vehicle clutches. Schaeffler Automotive Aftermarket has developed a solution which offers long life clutch comfort for commercial vehicles with its LuK RepSet SmarTAC that features wear reserve levels of nearly twice that of conventional clutch systems.

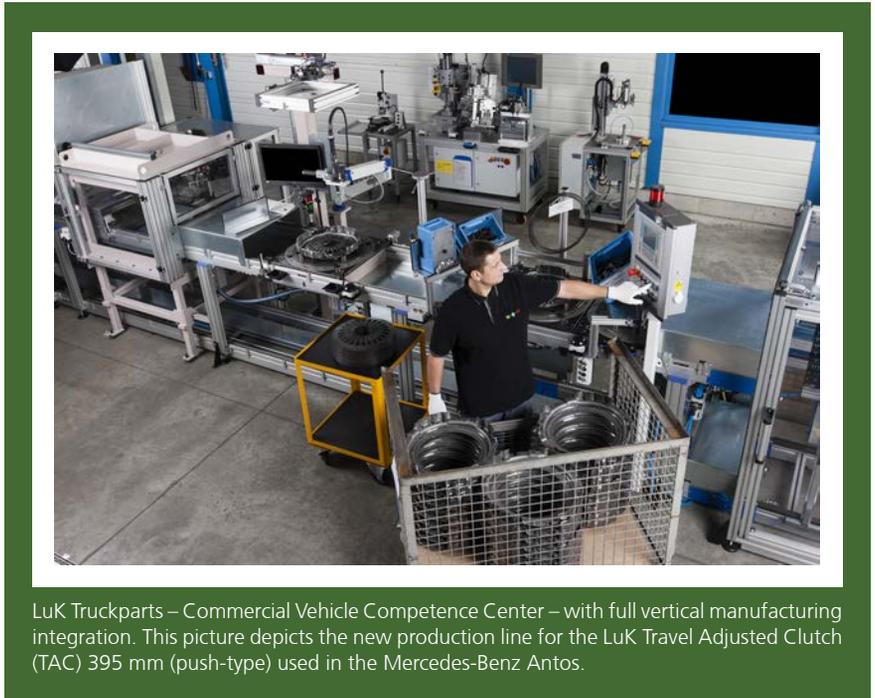
discs are also built in-house using techniques perfected through decades of experience. One of the most interesting aspects of LuK clutch production is the assembly of the clutch damper. To the untrained eye, the damper is nothing more than a selection of neatly arranged springs located in the center of a clutch disc. In reality, it is a very complex combination of springs, clips and shims that have been carefully designed and calculated to provide the correct amount of damping specifically for a particular manufacturer's engine and transmission combination.



The adjustment mechanism of the LuK travel-adjusted clutch.



A cutaway showing the adjustment mechanism of the LuK travel-adjusted clutch which has a maximum wear reserve of up to 6 mm.



LuK Truckparts – Commercial Vehicle Competence Center – with full vertical manufacturing integration. This picture depicts the new production line for the LuK Travel Adjusted Clutch (TAC) 395 mm (push-type) used in the Mercedes-Benz Antos.



All clutches for commercial vehicle applications are assembled at LuK Truckparts in Kaltennordheim, Germany. This assembly line delivers the highest flexibility and is designed for small to mid-sized production runs with short set-up times, a reflection of LuK's assembly expertise for commercial vehicle applications. It guarantees both the highest quality and the highest reliability of its products.

The line features a complex assembly of computer-aided machineries which require professional handling. All in-house tools and machines are specially designed; the assembly line is automatically controlled and monitored by cameras.

Pre-formed raw material components are stamped then sent for heat treatment. Machining tasks such as drilling, milling, grinding, balancing of clutch housings and machining the friction surfaces on pressure plates are all done in-house. Clutch

In order to maintain the high quality standards of Schaeffler Automotive Aftermarket, all LuK designs must go through LuK original-equipment test facilities. Testing includes full-size endurance test, torque capacity test, hill-start test, thermal shock test, facing test, splash water test, etc.



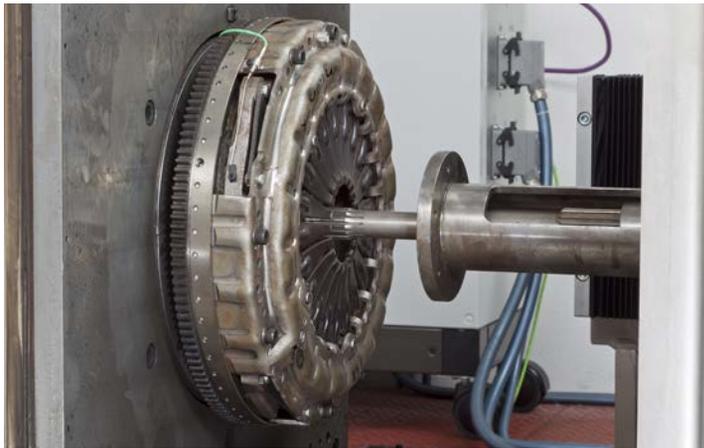
On the inertia dynamometer with two 800 kW engines...



The clutch is fast engaged repeatedly to test its load capacity



Fixation of the clutch on the test measurement stand (relative load, clamp load, load curve and lift).



On the inertia dynamometer with two 800 kW engines....



The clutch disc of the LuK Travel Adjusted Clutch (TAC) – here torsion damper performance is being measured.

Other than performing various tests to ensure high quality, LuK is consistently developing solutions to further enhance current products.

With the LuK RepSet SmarTAC, Schaeffler Automotive Aftermarket is making a high-performance and long-life repair solution available. It consists of a clutch disc, pressure plate and conventional release bearings, all of them tuned to work precisely together and in proven original-equipment quality. LuK RepSet SmarTAC has a long-life design, a precise adjustment mechanism and the newest-generation clutch lining with the LuK HD30PLUS that also allows a dramatic increase in mileage, optimal friction values and top comfort. A new 6-spring-damper has replaced the old 8 spring design to fit with the travel-adjusted clutch. In 2012, the LuK travel-adjusted clutch began being installed as original-equipment in commercial vehicles.

Daimler boosts China operation

Daimler AG further enhances its clout on the important Chinese market.



With the foundation of 'Daimler Trucks and Buses China Ltd.' (DTBC), the company establishes a legally independent entity for its truck and bus business in China. The entity has already obtained its business license from the Chinese authorities. In his function as President and CEO of DTBC, Robert Veit, hitherto Executive Vice President Daimler Trucks China, will directly report to Hubertus Troska, responsible for China on the Daimler Board of Management. The structural independence will enable DTBC to increase its focus on the specific needs of customers of commercial vehicles. At the same time, integrating the bus business will create room for exploring new business opportunities.

"We continue the structural realignment of our business in China with our newly established entity 'Daimler Trucks and Buses'", says Hubertus Troska. "The new commercial vehicle entity is another milestone for Daimler in China and highlights our long-term commitment to the world's largest vehicle market, which promises to offer enormous potential in the future as well."

"DTBC will provide a solid framework for future expansion of the existing truck business and continuously broaden our range

of products, for instance in the bus segment", explains Robert Veit, President and CEO of DTBC. "With a challenging truck market in China, the establishment of the company is very timely as DTBC will enhance more strategic planning, higher efficiencies, closer collaboration with partners, and faster response to customers."

The new organization is based on the existing achievements and success of Daimler Trucks in China, with sales of more than 6,100 in 2012. For the sixth year in a row, Mercedes-Benz holds the market lead in the premium segment for imported trucks among European competitors. Strengthening this position in a sustainable way, DTBC will enlarge additional offers such as financing, fleet management as well as FleetBoard telematics solutions, thus supporting customers in the management of their total cost of ownership.

At the same time, Daimler strengthens its presence as the world's leading global bus manufacturer with the establishment of DTBC. The entity will facilitate exploring and exploiting new business opportunities in the market.

Scania Euro 6: Benefits for Hong Kong

Scania is first in Hong Kong to introduce Euro 6, practically eliminating harmful roadside emissions



Road side air quality continues to be a serious concern in Hong Kong. The main contributor to the poor air quality is Nitrogen Dioxide, the main component of the Nitrogen Oxides (NOx) emitted by internal combustion engines. Goods vehicles and coaches account for over 50% of the NOx from the vehicles on Hong Kong's roads (refer HKSAR Government Clean Air Plan).

The "Euro" emission standards limit the amounts of NOx and particulates (smoke) that can be emitted by a vehicle. The current standard in Hong Kong is Euro5 but Europe has introduced legislation requiring Euro6 on heavy duty vehicles from 2014.

Euro6 is a dramatic leap forward in emissions reduction compared with Euro5 resulting in reductions on the road in NOx and particulates of over 80%. There are still many trucks in Hong Kong built at the time of the Euro1 standard and the current legislation in Hong Kong - calls for Euro5. The table shows estimates of the emissions from Euro1, Euro5 and Euro6 engines for a typical heavy duty truck in Hong Kong.

If all new heavy duty trucks and coaches in Hong Kong were fitted with Euro6 engines instead of Euro5, the reduction in emissions per year for one year of new registered vehicles would be over 500 tonnes of NOx and four tonnes of particulates.

Euro6 technology practically eliminates harmful roadside emissions and Scania wish to see these vehicles operating on Hong Kong's roads as soon as possible.

	匹	耗油量 (公升/公里)	公里/年	懸浮粒子/年 (公斤)	氮氧化物/年 (公斤)
歐盟一型	440	0.40	100,000	26.0	922
歐盟五型	440	0.35	100,000	2.0	194
歐盟六型	440	0.35	100,000	0.4	14
歐盟六型比 歐盟五型 排放百分比				-80%	-93%



Filter papers used during testing of Euro5 (right) and Euro6 (left) engines to capture particles for weighing. Euro6 practically eliminates NOx and particle emissions.



Scania 歐盟六型新車發布會



Scania一直致力發展最頂尖的環保科技，最新一代歐盟六型早前率先抵港，為隆重其事，Scania於2013年9月17日假沙田凱悅酒店特別舉辦歐盟六型新車發布會。活動當天盛況空前，吸引了政府部門、商用車業界、環保組織和不同媒體見證Scania環保新里程，現場氣氛非常熱鬧，各人均對Scania最新歐

盟六型系列汽車期待萬分；是次發布會有助各界了解Scania最新的環保科技，Scania亦樂見這種有效減低路面排放的技術於道路上廣泛使用，讓香港空氣質素得到顯著改善。答問環節後緊接的是新車剪綵儀式，獲本港首位歐盟六型車主一同參與，印證各界肯定Scania於環保及運輸界的領導地位。

Scania全新葵涌維修廠擴大面積，即將為客戶提供更完善之服務



Scania葵涌維修廠預算於十月完成翻新工程，擴大維修工作間並同時設置更多停車處；我們有信心讓該區的服務有所提升，為客戶帶來更多方便，連同上水、流浮山及落馬洲，Scania共有四個位置優越，覆蓋更廣泛的維修廠網絡遍佈香港，讓客戶尊享更全面、快捷的維修服務。

斯堪尼亞(香港)開放日2013

2013.11.23(Sat), 1:00pm - 3:30pm
大會司儀及歌舞表演: 香港小姐戚黛黛
Scania元朗流浮山維修廠(元朗流浮山屏廈路近海暉重櫃場)

斯堪尼亞(香港)為表感謝貴客多年來的支持與鼓勵，我們即將舉辦「Scania(香港)開放日2013」，藉此讓貴客加深對本公司產品及服務之認識；現場預備豐富節目，並有一系列新車及服務推介。現誠邀貴客蒞臨參與，感受Scania開放日的歡樂氣氛。

豐富節目包括：
新車及服務介紹·自助美食·各式攤位·歌舞表演·歡樂小丑·集體遊戲·兒童天地·兒童填色比賽·大抽獎·精美紀念品

T: 2671 7001
scaniahkopenday@scania.com.hk
www.scania.com.hk



MANN-FILTER – filter solutions for your commercial vehicles



MANN-FILTER air dryer cartridges for compressed air systems provide optimum operational reliability and numerous benefits for commercial vehicles that standard filters do not.

Standard Air Dryer Cartridge

Dependable compressed air conditioning is obtained with the tried and tested air dryer cartridge from MANN-FILTER. MANN-FILTER standard air dryer cartridges maintain optimum operational reliability in the air brake systems of commercial vehicles. By effectively removing moisture in the compressed air system they help prevent corrosion and freezing.

As well as the drying function, MANN-FILTER air dryer cartridges also separate dirt and soot particles from the compressed air, which helps make braking more reliable and safe. What's more, they can be fitted in virtually all current compressed-air brake systems.



Air Dryer Cartridge with Coalescence Filter

A further development for enhanced system protection is MANN-FILTER's Air dryer cartridges with an integrated coalescence filter. These cartridges retain particles, dry the air in the compressed-air brake system and most effectively separate fine oil droplets. The coalescence effect combines oil droplets (aerosols), which can damage the system components, into larger droplets, thus ensuring reliable system protection.

MANN-FILTER air dryer cartridges contain an extremely high quality drying agent demonstrating high water resistance and mechanical stability.



Benefits

There are a number of benefits to using both types of MANN-FILTER air dryer cartridges. They help to reduce running costs because the service intervals are longer and they require lower maintenance. MANN-FILTER air dryer cartridges have more trouble-free operation and lower repair costs than standard filters. The immobilisation times for service are shorter than other filters, and they provide a longer service life for the vehicle's compressed-air system. The air dryer cartridge with integrated coalescence filter is also easy to retrofit to replace standard air dryer cartridges.

For more information, please call +65 6586 8181 or visit www.mann-filter.com

Volvo Malaysia digs in presenting the new FMX



Taking a full service approach to mining and quarries, Volvo takes customers from Malaysia to Gothenburg to experience the new FMX



“Volvo everywhere!” exclaims one of Volvo Malaysia’s customers upon arrival in the Gothenburg airport. A Volvo display, complete with the new FH 16 is welcoming visitors to the home of Volvo. We are landing in Sweden on a Monday morning, 16 customers, staff from Volvo Malaysia and myself from Asian Trucker. We are to experience “Volvo in Quarries and Mining” and to test drive the latest FMX. One model, we are told, is an extraordinary engineering feat. Naturally, the air is filled with excitement as truckers can’t wait to get their hands on the steering wheels of these trucks to give them a thorough checking.



Maybe the next truck for Taipanco

Updates on Volvo's Business

Re-connecting with Joachim Rosenberg (in his new role as Executive Vice President based in Japan) we follow up on some of the questions we have asked him during the opening of the Singapore Distributorship (Asian Trucker reported in Malaysia's issue 9). Volvo Group is going strong. According to Rosenberg, Asia now constitutes some 23 % of the truck business. This figure is up from just 5 % a few years ago. Not only is Asia the currently the strongest growth market, it is also one from which many inspirations come from. "In order to design the latest trucks, we have listened carefully to the requirements of the Asian customers" Rosenberg explains.

The latest FMX is an engineering masterpiece. It has a new steering, which will make it even more comfortable and easy to steer in even the harshest conditions and the chassis is a completely new one. It is, according to Volvo, the most rigid chassis ever produced. There is also air suspension thrown in for good measure. Rosenberg beams while stating these facts "This clearly says something about our products. It is quite remarkable when VOLVO says that we have improved the safety and rigidity of a truck!"

But not only is it the most robust and solid truck ever made by the Swedish marquee, it is also one that now beginning to rival passenger cars when it comes to fuel consumption in terms of kilometres driven per litre of fuel. The FMX is going back to the grass roots of the mining and construction industry while also being in line with a global trend of platform based truck making.

Currently, Volvo is the only truck maker that can also provide the entire spectrum of machinery needed in mining and quarries. Our Malaysian group will experience all this in a quarry not far from the city during this week. "We now offer the whole range of construction equipment: from graders and excavators to trucks and Actuated Haulers" said Rosenberg.

Each of the brand in the Volvo portfolio is carefully positioned and this means increased profitability for clients as the company can match the exact right product to the needs of clients. Also, this makes Volvo more profitable and this profit will be reinvested into the brands themselves.

Things you didn't know about Volvo

Monday was a bit hectic as our luggage did not arrive with us and everyone needed to get used to days as long as 22:30. Tuesday started with an exciting program. First off, a convoy of Volvo busses took the group to the Headquarters of Volvo. After everyone had a picture taken next to the FH 16 in the lobby we went on to see a presentation by Mr. Ricard Fritz, SVP Volvo Trucks.

Trucks make up about 65 % - 70 % of turnover for the Volvo Group. In 2012, some 224 017 trucks were sold by the group, out of which a whopping 51 514 vehicles found a new home in Asia. Gothenburg has long been the automotive centre of Sweden and it is apparent the second you take a drive about town. These trucks are being produced in some 35 plants around the world and an additional 9 plants produce powertrains. In the Tuve plant, we find some 1450 male blue collar workers and 296 female workers.

Volvo actually means "I roll", and stems from Latin. In 1915, the Volvo brand name appeared for the first time on a ball bearing. As soon as 1927, the first vehicle was produced and even then the company's motto was to be driving progress. Interestingly enough, not one truck is identical to another as each truck is custom made. Alone for colours, some 2 000 (!!!) variations are available. In one instance, a client apparently had the truck's colour matched to the paintjob on the wife's fingernails.

Looking at Sweden's geography, it becomes very clear why reliability is such a key issue. With the vast distances to be covered by the trucks, it is imperative that the vehicles are robust and sturdy. Sweden's conditions are also harsh with tough winters and wide temperature gaps between summer and winter. While a big country in terms of space, it is a small one for businesses. This meant that many Swedish companies will be exporting their goods very quickly after an initial success in the home market. Volvo wasn't an exception and as a result of this, Volvo trucks can be found in most countries of the world today.



Lord of the helmets - As always safety comes first

In 1954, Volvo introduced the turbo for trucks and in the 1970s, the company was the first to fit intercoolers to their vehicles. The tilt-cab was introduced as early as 1962. Volvo trucks will be even more exciting as of lately. Recent developments include features that will make drivers and owners surely salivate! Individual front suspension, I-Park, I-See and I-Torque are just some of these. One of the features we thought most interesting is the idea of running the aircon of the electric system and no longer using the engine. This means that the truck can switch off the engine during rest times over night, significantly reducing emissions and saving money! Additionally, it is worthwhile to mention that by 2020 some 10% of all Volvo vehicles will be running on gas.

Why mining?

One of the mega-trends currently is an ongoing urbanization. With this comes the need for more energy and raw materials. This brings also an increased car-ownership with it as well as infrastructure projects. A problem the mining industry is facing is the fact that the raw materials are deteriorating in quality. This means more material needs to be mined in order to get the same amount of raw material. As such, more efficient material movement, handling and transportation solutions are needed.

With a full range of excavators, graders, actuated haulers, trucks and other machinery, Volvo addresses the needs of the mining industry, offering a total solution approach. For example the use of the same engines minimizes warehouse cost and reduces downtime. If trucks can carry more payload, the number of trips will be reduced. Faster cycle times for unloading / loading also results in improved efficiency. Volvo is working on all these aspects to ensure that owners and operators of mines will get an optimised solution for their operation.



This truck is REALLY high!



“I said full acceleration!!!”

Finally we arrive at the quarry. An impressive line-up of FMX trucks, interactive showcases and presentations await. There are FMX trucks in all variations: 6 x 4, 8 x 4 and the mightily impressive 5 axle FMX variant. Capable of taking a payload of over 40 tonnes, this 60 tonne-truck is set to give other mining trucks a run for their money. Using the most advanced Volvo axles, the 5-axle FMX can handle such payloads easily, drawing on some 500 horses under the driver’s seat. Warming up on the 8 x 4, I found this truck to drive incredibly easy. Stepping up to the fully loaded 5-axes FMX was the highlight of the trip. Driving around in a fully operational mine that sees some 250 trucks a day being loaded, we take the truck for a spin.



“You have some 40 tonnes in the back. It is fully loaded and when I say to accelerate, I want you to floor it” my instructor tells me. We drive along the ridge of the quarry with barely a half meter between the “road” and a sheer wall that drops some 50 meters. As we come down into the bottom of the pit, I am being given the command to floor it. Being a bit hesitant, I get to hear “I said full acceleration!”. And man, does this thing pull away! The steering is super smooth and you would not believe that there are 40 tonnes worth of stones in the back. When I am back, I need to trade in the Myvi!



By now, there must be some 20 FMX trucks in motion around the quarry. "Wow, this is so exciting!" says May Lee Hooi Pheng from Lee Ting San Lorry Transport Sdn Bhd. "This is such fun time driving these trucks in this environment. The instructors are doing a real fine job and the entire event is really great. This event is quite an experience as it is not only about trucks, but we also had the boat rides powered by Volvo Penta engines and we get to see all the machines used in construction too.



One of the highlights was the Gala Dinner during which a dance group performed five different dances that symbolised all new ranges of newly launched trucks. After a fun filled evening we would all step out of a converted warehouse in which the event was held just to walk into bright light, still day at 23:00.

Safety - First and foremost

Volvo stands for safety. The group spent a full day in the visitor centre, the Volvo Museum and an interactive hall that teaches guests about safe driving. During this day, everything is about safety and how safety features are being incorporated into the vehicles. An ambitious goal, but Volvo plans to reduce accidents to zero. The latest technology detects other participants on the road and takes active measures to avoid accidents. During the entire trip, almost every time we board the bus, an announcement is being made to use the safety belt, a Volvo invention that revolutionized safety in road transport and passenger cars. During the one-week visit, the topic of safety is a key message that is being repeated over and over. Visitors were exposed to a lot of safety messages and at the end of the day, one would understand why Volvo is all about safety.



Donny TS Yap, Eagle Haulage Sdn Bhd, sums up his experience in Sweden: "Thanks for the great time and well organized event throughout our stay in Sweden. Wow! It's the eye-opening event of the year. We have seen the newly developed truck series launched, some exciting powerful speed boat rides by Volvo Penta, tiring but thrilled off-road experienced at mining using Volvo FMX heavy duty equipments, new Volvo passenger cars and much more. More please!"





Volvo Trucks exhibit at the Arrival Hall of the airport



Ready to roll - Malaysian customers preparing for test rides on FMX

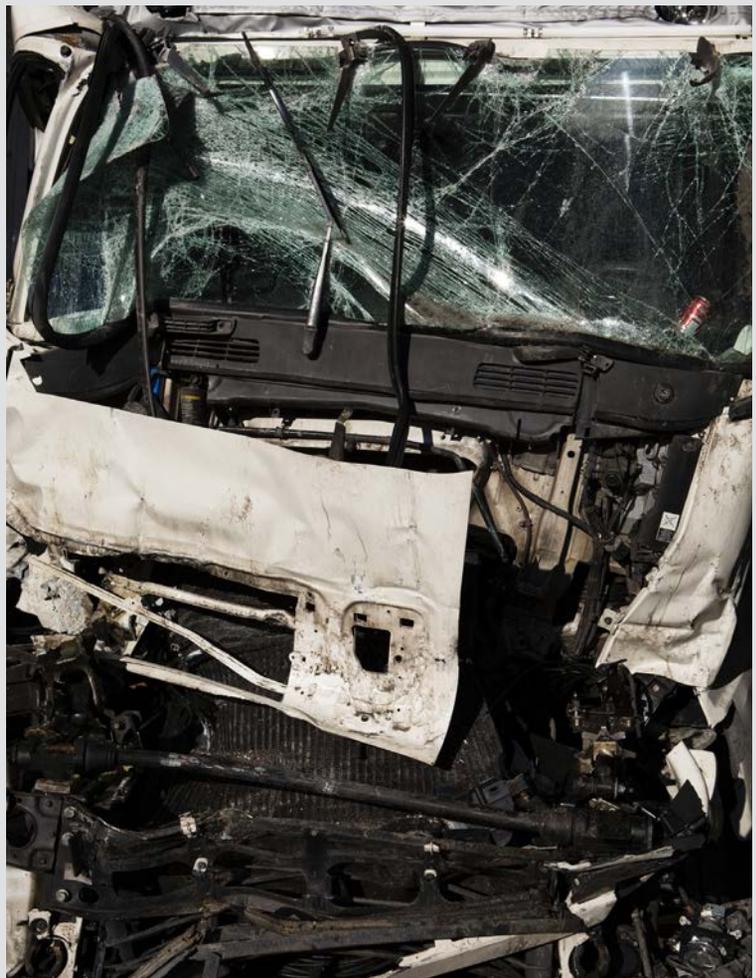
Seat belts - It's more uncomfortable if you aren't coming home tonight

Volvo actually has a team of specialists that analyses accidents. A somewhat macabre job, but it actually helps to understand accidents and to work on improving trucks to make them safer. Founded in 1969, the Accident Research Team has investigated thousands of accidents. We met with Karsten Heinig, to learn more about the team's tasks. The Team's efforts are two-fold:

1) Forensic engineering: Here the group visits accident sites to gather valuable information about accidents involving trucks. During such investigations, the team looks for clues on how to improve the cabin of a truck, provide a safer environment for the passengers inside the vehicle and outsiders that may be involved in the accident. Naturally, during such investigations, all existing safety features are being checked regarding their performance and if they had a positive impact during the accident, i.e. did the safety feature reduce the impact and chances of injuries.

Simulations and recreations of accidents help to improve and create active and passive safety systems build into Volvo trucks. For this, site visits are part of the job as well as computer simulations. Volvo has taken an interesting approach with this as the Accident Research Team is part of the Volvo Group managing trucks but not passenger cars after the split of the two segments. However, the two parties are working closely together when it comes to vehicle design and the safety features on a Volvo truck as synchronised with the designs of a Volvo passenger car.

2) Engineering: here the team tries to look into the future to analyze driver behaviour in order to create safety features that will address needs arising from new vehicle designs or traffic conditions. Interestingly enough, the feature that still saves most lives is the seat belt.

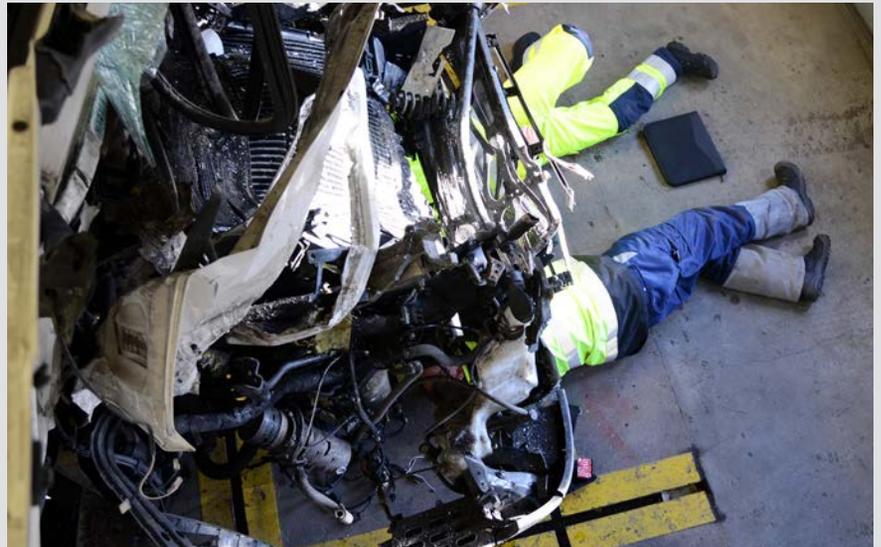




Karsten Heinig

Dr. Karsten Heinig is the manager of Volvo Trucks Accident Research Team, which is one of the driving forces behind Volvos safety developments. Dr. Heinig obtained his PhD in Transport Science from Technical University of Braunschweig, Germany in 2009. Since joining the Volvo Group in 2007, Dr. Heinig managed and coordinated vehicle and traffic safety related research projects at Volvo Technology, the research organization with the Volvo Group. His research focus is on the interactions between drivers and advanced driver assistance systems in field studies. Dr. Heinig has been involved in various related international and national related research projects.

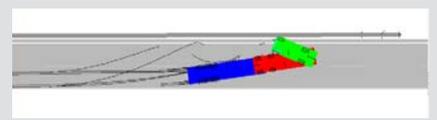
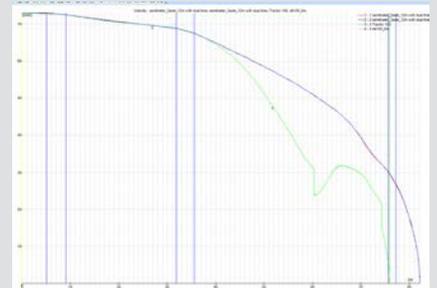
He is a member of the Scientific Advisory Board of the iSTREC project in Malaysia, which aims at understanding and eventually reducing the number of accidents between heavy trucks and unprotected road users, specifically motorcyclists. Dr. Heinig is also a member of the Scientific Committee of the Sweden-China Research Centre on Traffic Safety, which has been established to facilitate the collaboration between Sweden and China to improve traffic safety in China.



"It is amazing what difference the seat belt can make" Karsten says. "We have had the exact same type of accident, whereby a truck ran off the road and overturned. In one case, the driver used the seat belt, in the other case, no seat belt was worn." Apparently, the person wearing the seat belt only had a broken collar bone while the non-user of this crucial safety feature died in the accident.

In Malaysia, Volvo's initiative under the name iSTREC aims to reduce the number of accidents between trucks and motorbikes. On Malaysia's roads, some 60 % of the fatalities are motorbike riders. Heinig calls these participants in traffic "Vulnerable Road Users". Interestingly, again it is Asia that takes the lime-light for this study. Results from SEA are being used for the development of safety features in Europe. "This is a sad aspect of this job and approach, but here in Asia we currently still have more accidents" Heinig elaborates. The idea is to understand the behaviour of participants in traffic and to find appropriate ways to reduce accidents. Following the current analysis phase, Volvo will roll out an awareness campaign to educate the market. Next, Volvo will expand the iSTREC studies to other countries to find out what are the reasons for accidents with motorbike riders. "It could simply be a lack of understanding. In Sweden we had a period where we glued tilted images (mirrors) to the side of the trucks. When a vehicle was in the blind spot, the rider could read a message that he was invisible to the truck driver and hence in danger.

The Volvo FuelWatch is also one of the activities that create awareness for these issues (Hint: buckling up is one of the items that give you points!). Heinig concludes "It is good and needed to carry out this research in Asia. It will make a difference and that is why I like my job. We will be able to gain new insights and match this with already existing knowledge. Being out here allows me to meet with a lot of people."



Safety explained in the Visitor Center

MIBTC

Exceeds Expectations

First commercial vehicle exhibition in Malaysia a huge success thanks to strong support from the industry

The inaugural MIBTC marked a milestone for the commercial vehicle industry in Malaysia as the first International scale commercial vehicle exhibition ever held in the ecountry. Many exhibitors commented that it was high time for such a platform to be created. The industry was giving feedback that this platform was needed and that there was finally a voice for the industry. Players in the industry may rest assured that Asian Trucker and the MIBTC team will continue creating new ways for you to reach out to your customers and various stakeholders. The organisers welcomed companies to work with them on your product launches, events, success stories and other issues that you are concerned about.

During the event, some 70 Exhibitors, from local SMEs to global MNCs in the commercial vehicle industry exhibited, making the expo an astonishing congregation of the commercial vehicle industry. Visitors saw a refreshed industry, one that has a positive outlook after many tough years in the recent past. A manifestation of this renewed optimism is the fact that several of our exhibitors were launching new products at MIBTC. It has taken a full year to put this exhibition together and during that time the organisers have felt the pulse of the industry. It is beating faster and louder.

There was business and excitement at MIBTC! Besides offering a platform to showcase products, the organisers also have put a lot of effort into creating an exciting fringe programme that fuelled many businesses too. The International Speakers Series boasted a line up of top speakers from countries around the world. A Business Matchmaking programme has seen many connections being made online and we hope to hear from you about your business successes here at MIBTC. An adrenaline filled time was had by all those that give the RC truck racing a go! We are grateful for our friends who have joined us from Singapore to put this event into place. Recognising the need for talent in the industry, another sub-event created was the MIBTC ACS AsiaPac jobfair. Some 100 jobs were on offer while 47 job seekers handed in their resumes.

Friday night was a very special evening as Asian Trucker held their Networking night, which started at 6pm on the Mezzanine Floor and went on till late at night. Over 400 guests had a good time while listening to live music, exchanging ideas and having a good time after a long day at the expo.



The exhibitors required over 8000sqm of exhibition space as they brought everything from complete trucks and busses to tires, engines, IT products, model trucks, and games for the over way over 3000 trade visitors to play and win prizes. Exhibitors numbered 1,037 so they were able to meet with important clients and network with new associates. It is estimated that the value of the deals conducted at MIBTC 2013 amounted to RM3,000,000.

"I must say, I had a more than a positive response," said Michal Luberadski, Managing Director, MAN Truck & Bus (M) Sdn. Bhd. "There are a lot of people, the right people attending this event. I'm very surprised and very excited for future events."

"We will be exhibiting the next time the event is held," was the response of many of those who chose not to take part at the inaugural event, but attended as visitors.

Looking ahead, the Asian Trucker team is already planning another huge event for 2014: The Asian Trucker East Malaysia Convoy. This time we are aiming at bringing the industry to the clients in East Malaysia in a road-show that will see several top-brands joining us when we visit key locations in Sabah and Sarawak. We are delighted to announce that we already have the first sponsor for this event signed up.

MIBTC will be back in 2015 and the organisers promise an even better event to boost your business and to give more recognition to this vital industry.



Alcoa Reinventing the Wheel

Alcoa Wheel Products General Manager, Ross Simmons, travelled from Australia to Malaysia to participate in MIBTC 2013 and to promote the value of the company's wheels to the commercial vehicle market.

"Yes, we have reinvented the wheel," chuckles Ross Simmons, Alcoa Wheel Products (AWP) GM Sales/Technical - Australia, Asia & NZ. "It is very simple. Our aluminium wheels are lightweight (approximately half the weight of conventional steel wheels). These forged aluminium wheels can carry a higher payload and are much stronger. For fleet owners less weight in a truck or trailer potentially saves them more on fuel and tyre costs."

Alcoa Inc, one of the world's leading aluminium producers, was formed in 1888 and is a Pennsylvania corporation with its principal office in New York. The company employs approximately 61,000 people in 30 countries. AWP in Asia provides innovative solutions for customers in Southeast Asian countries such as Malaysia, Indonesia, Thailand and throughout the Greater Asian Region (China, India, South Korea, Taiwan etc). Alcoa is active in every important facet of the world wide aluminium industry, from refining and smelting to fabricating, recycling and related businesses. Its extensive network of production and commercial facilities combined with global resources provides customers with leading-edge technology, expertise and integrated solutions for a wide range of products.

Alcoa makes many products for commercial vehicles, but their focus at MIBTC 2013 was on promoting their high quality forged aluminium wheels.

"To keep the appearance of aluminium wheels requires some additional maintenance. In our time in the Asian region, we

have come to understand customers' requirements. One particular issue in Southeast Asia is the high humidity and the effect that brake-dust has in these climate. We have found our Dura-Bright® wheel to be a perfect fit for this application due to its ease of maintenance. Effectively it eliminates the need for constant cleaning and polishing," Simmons explains. "All you need to do is use soap and water to clean them. This feature has been a real winner for us."

Another benefit for fleet operators is the average service life for this product. It will last on average from 15 to 20 years whereas a steel wheel is approximately half of this. "Steel wheels are prone to cracking and rust, these issues are not common to aluminium wheels.

The bottom line with Alcoa aluminium wheels is with high fuel and running costs operators are looking for ways to save money and using the lighter weight Alcoa wheels is one way to achieve this. Alcoa states that aluminium wheels on a tractor can save 30 lbs. each for a total savings of 300 lbs. According to the U.S. EPA, a 10% drop in truck weight reduces fuel use between 5-10%. Having less truck weight allows the owner to increase the cargo being carried, which the Alcoa wheels can handle.

Simmons says businesswise Alcoa is increasing its presence in Asia with a quality product. "We have a solid and expanding distribution network in Southeast Asia and are on the constant look out for new business partners."

MANN + HUMMEL's Importance to the trucking industry

Yap Kok Hong, Malaysia's Country Manager for Mann Hummel talked with Asian Trucker at MIBTC 2013 and explained why the company is so important to the trucking industry.



A key area for MANN+HUMMEL is developing filtration products for vehicle engines in the trucking industry. "This makes MIBTC the ideal venue for sourcing new contacts," says MANN+HUMMEL Country Manager Yap Kok Hong. "We already know some of the guys here, as Scania and Volvo are already our customers, but we're also keen to make new contacts. Our products are applicable to all vehicles, especially for heavy duty, European engines, so we're in the right place."

Centrifugal oil cleaners are complex systems with considerable benefits for extending the life and efficiency of engines, as becomes evident when Yap runs off a list these benefits.

"With MANN+HUMMEL our customers will be getting cleaner and extended oil life which will in turn lengthen service intervals and reduce engine wear, enhance long term preventative maintenance, reduce maintenance costs, cut waste disposal costs, reduce application down time and reduce total cost of ownership."

Globally, the German company has a payroll of over 15,000 people in more than 50 locations worldwide. MANN+HUMMEL launched in Malaysia in 2008 and continue to expand its market in the region. Another important message they're communicating is an emphasis of working hand-in-hand with manufacturers to create products tailored specifically for the needs of each customer.

Oil is the lifeblood of an engine and clean oil is essential if an engine is to operate efficiently throughout its working life. With greater emphasis and legislation on environmental responsibilities engine manufacturers are adapting their designs to reduce harmful exhaust emissions and at the same time extend oil drain intervals. Emission reduction technologies such as exhaust gas recirculation have been shown to increase the level of contamination. Therefore advances of oil chemistry and filtration technology are essential to meet these needs.

Importantly for truck manufacturers and fleet operators is the fact that MANN+HUMMEL centrifuge systems can be designed on an engine as original equipment or fitted onto an existing engine by an end user. "I don't want to get too technical, but I think you can see how invaluable our systems are to the trucking industry," Yap says, before explaining it all again, this time in more detail, to a new batch of potential clients.

MANN+HUMMEL Filter Technology (S.E.A.) Pte Ltd was established in May 1996 headquartered in Singapore and operates as the regional headquarter for business development, key accounts management, marketing, customer service, product management, purchasing and other key functions. The regional headquarter supports the ASEAN countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Myanmar, Cambodia, Laos,) Taiwan and Hong Kong.

HYVA



Arthur van Welzen, Managing Director of HYVA Malaysia, takes time out to talk with Asian Trucker at the Malaysia International Bus, Truck and Components Expo (MIBTC), held in Kuala Lumpur, 13 to 15 June

For Dutch national, Arthur van Welzen, the MIBTC provided an opportunity to talk directly with the end users, or the men and woman who actually operate the hydraulic loading and unloading systems of which the HYVA Group are world leaders in manufacturing and supplying.

Aside from having the opportunity to exchange ideas with industry insiders on how to move forward on new projects, Arthur was also pointed in the direction of potential new customers. "We've invited a lot of partners and customers to join us here at the exhibition," he explains, describing the exhibition as a fulcrum of activity for Malaysia's trucking industry.

Early beginnings

Founded in the Netherlands in 1979, HYVA have evolved as a global, multinational company with manufacturing facilities in Brazil, China, Germany, India, Italy and the Netherlands.

"HYVA is a company specialized in providing lifting and tipping technology for the international commercial vehicle industry. For example we produce the strongest front end hydraulic telescopic cylinders in the world," he says, "Besides these cylinders HYVA is producing fixed mounted and rolling truck cranes, container handling systems such as hook loaders and skip loaders, mobile and static compactors and other waste collecting units."

Having been based in Kuala Lumpur for the past eighteen years Arthur says the next big opportunities for HYVA in Malaysia lie in the environmental service industries. Looking back, the biggest changes have been the shift from manual to machine assisted labour. "We supply for example cranes and tailgates to load and unload a variety of products on the truck. In the past they would have used manual labour, but for example labour cost is raising and it is difficult to find the right staff. With our equipment you can increase your efficiency, have more flexibility and lower your operating cost. Keep in mind that people tire but machines don't." he explains.

Company ethos

Following the company ethos of being committed to the development, production, marketing and distribution of components used in hydraulic loading and unloading systems on trucks and trailers has resulted in HYVA's presence in Southeast Asia expanding considerably.

"Most of our equipment, such as cylinders, cranes and hook loaders can be designed to specification. Customers who are making use of our services are basically in contact with the production and their innovative R&D facilities". Another advantage for the customer is that HYVA Malaysia has very experienced people working for them. "The majority of our sales and technical people are with us for over 15 years. They can assist customers from the design stage to the final product".

Safety

"For our products we follow the work methods and safety procedures as per European standard template" he says, before adding that demonstrating the safety features to end users during the exhibition has also been advantageous.

It was a friend and HYVA employee who first asked Arthur if he'd be interested in relocating to Kuala Lumpur from the Netherlands, a life changing move that he plainly has no regrets over. "I love living and working here. We are blessed that we have many loyal customers in East and West Malaysia." he says. The business has steadily increased, dipping only when the 1997 financial crash shook the region. "HYVA decided to stick it out as we had faith in the region. Two or three years after the crash the economy started to recover again and we were back in business. We never deserted the customers and we never will."

WABCO



Leading global supplier of technologies and control systems for the safety and efficiency of commercial vehicles expound on the importance of vehicle safety

Ivan Soh, Marketing Leader for WABCO's South East Asia market is busy connecting with potential customers when he takes time out to chat with Asian Trucker. "Everyone here at MIBTC exhibition is connected in one way or another, so it's good for us to re-establish contacts and make some new ones", he says before pointing out WABCO's breakthrough innovations.

These include, among other vehicle safety and efficiency technologies, the first high performance single-piston air disc brake, the first collision mitigation system with active braking, the first electronic stability control system, the first electronically-controlled air suspension, the first automated manual transmission system and the first anti lock breaking system. Little surprise, then, that WABCO's exhibition area is busy with industry scouts on the first morning of the MIBTC.

With so many avenues to explore Ivan chooses to focus on the invaluable technology of TailGUARD, a system created by WABCO that reduces risks while reversing by detecting small, large, static and moving objects in the blind spot behind the trailer.

"This system offers stress relief for drivers during reversing," he explains. Which is not surprising when you consider statistics (released by TGB) estimate that up to 35% of incidents involving trailer damage and up to 40% of fatal accidents occur during truck reversal.

What places TailGUARD at the forefront of its competitors is its ability to communicate with the driver to avert potential dangers. The device works with any type of truck and is automatically activated when the truck's gearbox is shifted into reverse. At the back of the trailer the outline marker lights start flashing and a warning signal sounds to alert people standing close to the reversing vehicle.

The TailGUARD forces the driver to slow down when the reversing speed exceeds nine km per hour by pulsing the trailer brakes and stops the trailer automatically at a programmable distance of 30cm and 100cm.

All of this information is communicated to the driver through a remote control device that is mounted in the cabin, increasing vehicle efficiency. The Trailer Remote Control displays the distance to objects behind the trailer and reduces turnaround time by allowing the driver to operate the trailer from within the truck. Driver comfort is also increased as the trailer EBS suspension and programmable GIO functions can be operated from within the truck without the driver having to leave the cabin to operate valves or switches on the trailer.

"This system increases security, reduces repair costs and downtime and improves driver comfort," Ivan points out.

For over 140 years, WABCO have supplied the world's leading commercial truck, trailer and bus manufacturers. Their breakthrough achievements are equaled by their ambitions for the future, quite simply to help their customers achieve a working environment of zero accidents.



Continental – Reducing Driving Costs

Continental's Benoit Henry says that a tread only makes money when it moves, but he might be biased in favour of radials when it comes to 16" tyres.

"Owners are reluctant to change from bias to radial tires in this market," says Benoit Henry, CEO Continental Tyre Malaysia Sdn Bhd, "even though the future is in radials as they have many advantages. There are few applications that justify using bias, however, in the Medium Truck segment(16") 80% is still using bias."

Why is there a preference to bias when the advantage goes to radials? "It has been that the three local manufacturers used to offer only bias tires," explains Henry. "That was right up until last year. It has only been Continental that has offered radials to that market. Now we are offering radials to all segments, but the change is not happening over night. OEMs still offer bias as standard, but I am confident that some major OEMs will soon be moving to radials."

Why is Henry so biased towards radials? "It is clear," he says, "that radials have advantages in terms of cost. They are a much better solution to most situations. Bias has the edge when it comes to heavy loads and with overloading a common practice in the market you can see why many owners are reluctant to move from bias. However, overloading is coming down and in a few years it will not be as prevalent as it is now."

To get owners to move to radials in the 16" segments there has to be a change in mind set. "Continental is educating fleet owners to the reasons why they should be using radials, and we are seeing radials going up in percentage of sales and bias coming down, but it will take years before we see radials dominating. We don't want to sell tires," Henry emphasises, "we want to bring owners the lowest overall driving costs."

Talking about the Truck Tyre market in general, another way that Continental can help owners reduce their cost is through the use of retreads. "Retreads are an integral part of our offering," Henry explains. "More players are interested in retreads than in the past. Before it was mostly the smaller shops that produced retreads, but now we are seeing the big guys getting into it."

It is not just the cost of the tire that fleet owners should be considering. "The savvy fleet owner says to us, 'don't give me a good tire as cheap as you can. I want you to optimise my tire costs.' For a fleet owner fuel is number one operating expense, tires are his number two cost. Proper tires, properly mounted, inflated and maintained will help reduce fuel costs as well."

Keeping trucks rolling is the highest priority of all owners. "They don't want downtime," says Henry, "We offer 24-hour roadside assistance to help reduce downtime on any roads."

However, there are more services that Continental offers which is the reason the company is offering a new comprehensive approach. "It is best that all our services be integrated. This is why we have launched Conti360°," explains Henry.

Conti360°, which was just recently launched includes: Fitment Service, Fleet Check, Breakdown service, Casing management and Fleet Reports. "More and more and more owners are coming to us for our Fleet Reporting. Continental offers a pretty good fleet reporting system which is a great advantage to fleet owners. We are educating them to look at tires not as a cost, but a P & L element that they can optimise. The tread only makes money when it moves."



SinoTruk European Standard, Chinese Price

Yang Zhengxu, President of Sinotruk Import & Export, discussed his company's plans for growth and expansion in Malaysia during MIBTC 2013 in Kuala Lumpur.

The Commercial Vehicle industry is changing in two significant ways. More Chinese manufacturers are venturing into the growing markets of Asia, and they are partnering with European companies, gaining experience, technology and resources as they grow their market share.

Sinotruk Import & Export Co. Ltd, currently the leading producer of heavy trucks in China, with a market share of approximately 20%, is moving in both directions – growing its presence throughout Asia, and developing partnerships.

Having already sold 1000 units in Malaysia and targeting 500 for 2013 Sinotruk President, Yang Zhengxu, says the company plans to expand its presence in Malaysia for the benefit of its customers and its partners. "We are making environmentally friendly and safe trucks and through our efforts with Sinotruk Malaysia, which is our distributor and strategic partner, we are targeting 10 to 15% growth this year."

Sinotruk has also entered a partnership with German truck maker MAN SE which sees MAN paying 560 million euros (US\$786.7 million) to get a 25% stake plus one share in Sinotruk. The partnership will see MAN share its advanced technologies and engineering know-how developed in Europe and Sinotruk's will use its existing manufacturing platform, local expertise and extensive sales network in China to grow the business.

The partnership with MAN also promises growth in the Malaysia market for Sinotruk. "With TDA Heavy Duty Trucks, including engines," Zhengxu continued, "we are taking advantage of the partnership to introduce a new generation of trucks with MAN technology, to supply customers in this market with products made to European standards with a Chinese price."

There will be a transfer of technology to Asia beginning with Euro 3 technology to the implementation of Euro 5.

Two new innovations Sinotruk is bringing to speed up truck repairs are in the areas of the gearbox and the engine. The Component Action Programme will ensure that repairs are done within two weeks. However, it is truly innovative what they are doing with engines. When a truck breaks down with an engine problem repair time can be long. To minimise downtime the Sinotruk repair team will replace the entire engine of the truck, giving it a new engine while the old one is taken to the shop to be fixed. Once the original engine is repaired it is returned to the truck – which has been on the road and not sitting idle.

"We provide 24-hour break down service in every big town in East and West Malaysia," the President continued. "We have RM3 million in spare parts in store, so we can provide our customers with parts and services quickly to ensure downtime is as brief as possible." The company has two dedicated workshops and will be developing more after sales services.

The President stated that the company target for 2015 is to have a 30 – 35% market share. They will be building the brand throughout the region and will be supporting the Lorry Association of Malaysia in its efforts to improve trucking in Malaysia.

Zhengxu says the challenges Sinotruk faces are the focus on branding by the companies that are already here and the many more newcomers to the market. "The competition is becoming more and more fierce," he states. "We see this as a challenge and an opportunity and we will meet this challenge by providing a new generation of products. We are improving the current network of after sales service and the availability of spare parts. By doing these things we are confident we will expand our market share here."

In the near future, with signage going up on main roads, expect to become even more aware of Sinotruk's presence in Malaysia as the company continues to develop its brand and its image.

WUERTH



Andreas List, Managing Director of Würth in Malaysia and member of the Asia Pacific Strategy Board welcomes Asian Trucker to his exhibition stand at the Malaysia International Bus, Truck and Components Expo (MIBTC) held in Kuala Lumpur from June 13 to June 15.

As the world market leader in the trade of assembly and fastening material Würth's catalogue is vast. "The Würth Group has over 100,000 separate products", Managing Director Andreas List explains, "from screws, screw accessories and anchors to tools, chemical-technical products and personal protection equipment. No one else can provide 100% of the tools required for vehicles, every aspect is covered."

Their service to the commercial vehicle industry both within the Asia Pacific region and globally is invaluable for those who choose their products, but

keeping abreast of new developments and persuading potential customers to choose Würth is as important today as when the company started up in Germany, 1945.

Building brand awareness

"We build brand awareness through direct marketing, word of mouth, Facebook and exhibitions, such as this one," he says as he points out a range of tools on display. "Once people choose us as their sole supplier all their needs are taken care of."

Under the Würth umbrella there are over 400 companies in more than 80 countries with more than three million customers and around 70,000 employees. About 35,000 of these are permanently employed as sales representatives. Scania, Volvo and Rapid Buses choose Würth partly because of their service materials that includes brake

cleaners, rust removers, and fuel additives that help combine humidity with fuel. "In Southeast Asia humidity can be a problem. Our fuel additives help disperse the damp humidity and help the engine to achieve a high-octane performance while maintaining the engine. They work like vitamins for the engine."

Company philosophy

Human beings and a very special corporate philosophy are the driving forces of the long-standing success enjoyed by the Würth Group. Würth is a family business that was founded by Adolf Würth in 1945. Prof. Reinhold Würth, today's Chairman of the Supervisory Board of the Würth Group's Family Trusts, took over the business at the age of 19 after his father had passed away and developed it further in the following years. Starting from the early years of the company in post-war Germany, he turned the former two-man business into a worldwide operating trading group.

While Würth is the world's number one supplier of assembly and fastening materials with an annual turnover of over US\$10 billion they still supply only 2% of the world's total market in this area. Independent and small scale suppliers from all corners of the globe supply the rest of the world's market, meaning there's plenty of ground left to be covered and literally millions of potential customers.

"The message we try to get across is that once people choose to use our products they never have to shop around again. We will supply them with every tool they'll ever need for the job," Andreas says before passing that message at MIBTC.

No more bottlenecks with Volvo Trucks



Swire Coca Cola utilises Volvo FLH trucks for smoother deliveries and improved efficiency

"I'll have a Coke!" is what I answer to Alan's question regarding my preference for a drink. It is the obvious choice, just as he explains Volvo trucks were the company's best bet when they added some 13 new trucks to their fleet. Swire Coca-Cola HK Limited is a wholly owned subsidiary of Swire Beverages Limited is the leading soft drink manufacturer in Hong Kong. It has nearly 1,400 employees, operates 20 production lines, and produces more than 64 million unit cases annually. As these drinks need to be delivered throughout the distribution system, trucks play a crucial role. We meet with Alan Chau and Chan Ping in their office in Shatin.

The company has some 100 trucks in their fleet, mainly for route delivery and distribution, while some serve the central warehouse deliveries. Clearly, Swire Coca Cola can be seen as an early adopter as they have selected the 16 tonne Volvo FLH 240 4 x 2 rigid truck for their deliveries shortly after Swire Motors

made its debut in Hong Kong. "Naturally, we follow a very stringent selection process for assets such as trucks. We looked at truck cost, fuel efficiency as well as service and maintenance agreements" Alan explains. The first batch delivered to Swire Coca Cola comprise of 13 trucks which are now equipped with sliding doors. According to Alan, these sliding doors are safer than the previously used roller shutters, thus further improving the working conditions of staff delivering the goods.

Each truck has a crew of 4 staff, including the driver. Since this is the workplace of the crews, comfort inside the cab was another consideration for the purchase. Efficient deliveries are crucial as this is how the money is being made. The trucks feature a lower chassis compared to other trucks. Naturally, drivers were involved in the selection process and provided their input after having tested units provided by Swire Motors.



Mr. Chan is a trucking veteran with over 20 years experience and he knows what matters when it comes to the selection of the vehicles. "Of course the trucks are quiet nice. However, the real benefits are the features you can only experience but not see. Such as the airsuspension". He explains that this is a very important element in the daily work as the trucks enter / exit many car parks which typically have speed bumps. The airsuspension protects the goods and provides for a more comfortable ride for the crew members.

Besides service, which according to Chan is not an issue with Swire Motors, there are other considerations to be taken for Hong Kong. The topography is as such that there are flat straights and hilly and narrow terrains (Imagine going up Victoria Peak or along Barbington Pass). "We have a perfectly matched gear-box for these tasks in the Volvo trucks." The Coca Cola trucks from Volvo are equipped with manual 6-speed gearboxes. Chan says. Currently, of the 13 trucks, all of them are on the road with stable and satisfactory performance.

Asked what they wished for in Hong Kong's trucking industry, both said it would be timely for the government to push more for Euro 5 (and 6) as there are still plenty of Euro 3 trucks on the road. Also, they are looking for trucks feature a much lower chassis & truck body so that delivery staff do not require to climb on the truck which result in easier loading and unloading, hence improving the working conditions of the crew and boosting efficiency while at the same time reducing the risk of injuries and accidents. Other issues concern safety of other road users. Sometimes, people misjudge trucks and they way they handle. There is a need to educate the public as to how to behave in traffic around trucks.



Alan Chau is Senior Manager - Logistics at Swire Coca-Cola HK and has been in his position for the past 4 years.

Chan Ping is Assistant Manager - Fleet & Distribution and brings with him a wealth of experience as he used to be a truck driver himself.



Hyundai launches Xcient

With improved styling and efficiency, the new truck is expected to raise Hyundai's presence in the global commercial vehicle market

Hyundai Motor Company's commercial division unveiled its new heavy duty truck Xcient at the 2013 Seoul Motor Show. The next generation of Trago, which debuted in 2006, returns with greater styling and a variety of improved features.

According to Hyundai spokespersons, the Xcient is expected to set new standards in the heavy duty truck market with an impressive combination of grand, dynamic style, best-in-class fuel economy and spacious cabin room. The name 'Xcient' was made combining XC, the biggest unit measuring data, and the word 'efficient,' conveying the truck's power and efficiency.

"The Xcient is the result of Hyundai Motor's relentless pursuit of excellence and technology innovation," said Hanyoung Choi, Hyundai Motor's Vice Chairman. "We believe that this new vehicle will help us achieve our goal of becoming a major player in the commercial vehicle market."

The Xcient, which took three years and 200 billion won of investment to develop, offers a full lineup including cargo, tractor and dump. From the early development stages, truck customers' needs and market trends were fully reflected.

The wide grille strengthens its confident look, while side character lines add to its bold yet sophisticated image.

The cabin height was increased by 330 mm to 1,895mm, giving drivers more space. The width of the bed inside the cabin has also been increased to 800mm from 650mm, optimizing the truck for long distance driving. The 1,046 L storage room offers more convenience as well. The Xcient comes with two diesel engines: 10L H-engine, with maximum output of 420ps, maximum torque of 200kg•m (1961.33 Nm), and Powertech engine, with maximum output of 520ps, maximum torque of 255kg•m (2500 Nm).

Due to improved engine performance, the new model's fuel economy has been enhanced by seven percent from the previous model. In addition, the new model boasts enhanced durability resulting from improved components, including dump spring, twin clutch and air suspension, making the truck more economically efficient by lowering maintenance costs.

The Xcient adopted a number of convenience features for the first time in the commercial vehicle market, such as driver seat with cold/warm air ventilation, button-start. In particular, Hyundai's advanced in-vehicle telematics service 'Blue Link' was included for the first time in its commercial vehicles.

Hyundai Xcient will go on sale in the second half of this year with a target of 60,000 global sales by 2017. Hyundai is set to hold events for the new car in overseas markets including Peru and Russia.

During the 2013 Seoul Motor Show, Hyundai displays a total of eight models, including the Xcient, CNG hybrid bus and electric bus at a separate booth dedicated to commercial vehicles.

About Hyundai Motor

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor -- which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. -- sold 4.06 million vehicles globally in 2011. Hyundai Motor, which employs over 80,000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.



Apollo Tyres Opens Bangkok Office with ASEAN Focus

Apollo Tyres has opened its new Sales Office in Bangkok to cater to the entire ASEAN region, but Shubhro Ghosh says the Malaysia market is very important to the India tyre producer.



(from left to right) Rohit Arora, Head Marketing Commercial, India Operations; Shubhro Ghosh, Head, ASEAN; Apollo Tyres' Satish Sharma, Chief, Zone I and Shailendra Naidu, Head of Marketing and Sales, ASEAN (right) at the inauguration of the Bangkok sales office.

India's leading tyre manufacturer, the US\$2.5 billion (fy2012) Apollo Tyres Ltd, opened its Sales Office in Bangkok in early May to serve the entire ASEAN region, with Thailand as the hub of operations. This region will initially be catered to by exports out of India. After Dubai for the Middle East region, this is the second hub outside the company's operations in India, The Netherlands and South Africa.

Strong Market

The ASEAN region has gradually become one of Apollo's strongest export markets, out of India, accounting for more than 40% of export revenue. The contribution of this region to the total exports revenue of the company out of India has doubled in the last three years. The company already has a sizable distribution network in the ASEAN market which it plans to build on.

Speaking at the inauguration of the Bangkok office, Satish Sharma, Chief, Zone I, said, "As a company we are currently in our second phase of expansion. In the last few years, due to high customer satisfaction, the demand and acceptability of our tyres has increased manifold in the ASEAN region. We are looking at the Bangkok office to serve as a hub for an active sales and service team. This will allow us to meet customer expectations with greater ease and swiftness. Moreover, our entire range of tyres, tuned to this market, combined with our

service proposition, will help us create a strong bond with our existing and new customers across the region."

Malaysia Market

In June Shubhro Ghosh, Head, ASEAN was in Kuala Lumpur to attend MIBTC 2013 where Apollo was exhibiting its products. Gosh said Apollo is well positioned to serve the six million units a year commercial vehicle replacement tyre market in the ASEAN region. "We have come to Malaysia as it is a very important market for us."

Gosh stated that Malaysia is only 70% radialised, whereas Europe, for instance, is 98% radialised. "The advantage of radials is that they reduce rolling resistance by 30 – 40%, so that results in a significant saving in fuel. The cost difference between the two tires is not that much." As a leading producer of radials this makes the potential of the Malaysia market very good for Apollo.

Bias Strengths

However, where radials don't work as well is in off road situations and with heavy loads. They need good roads to realise their potential. For Light Trucks all steel radials provide a lot of strength and can easily carry rated loads. Gosh pointed out the bias crossplys rub against each other when being driven, so they create heat. This is not good at high speed.

Apollo has been "seeding" the Malaysian market for the past year and now it has two distributors in the country. "We have one distributor for South and Central Malaysia and one for East Malaysia," Gosh said. At the moment Apollo has a 5% market share in Malaysia but they expect to grow that quickly. "We will be adding more distributors and supporting them with product training and education. We will be conducting marketing campaigns targeting major fleet operators."





Gosh continued: "We have a long term view of the market and are very careful in choosing our partners. We want partners who are going to be with us for the long term. Malaysia fits our profile as it is one of the most developed countries in this region. The industry is more quality and service conscious, they are not focused on price alone – if they were, that would not suit our profile."

ASEAN Outlook

Apollo has developed an ASEAN strategy, focusing on the region with the new Bangkok office to serve as the Regional Head Office. "However," Gosh pointed out, "The partners in each country will be local. They will have local expertise and talent. For now Apollo has a presence in all ASEAN countries with the exception of Laos and Burma."

Apollo's global operation is divided into three divisions (Zone I, E and A). Satish Sharma oversees Zone I, which includes India, Middle East, ASEAN and the Asia Pacific region. Zone I is Apollo Tyres' largest revenue earner accounting for 67% of the company's turnover.

Tyres for this region are produced out of Apollo's four plants in India, including a state-of-the-art automated unit in Chennai. Exports out of India are projected to grow at a double digit rate in the next few years due to strategic initiatives taken by the company.

New Factory

Asked if Apollo would be building a factory in Thailand Gosh replied, "That decision has not yet been made."

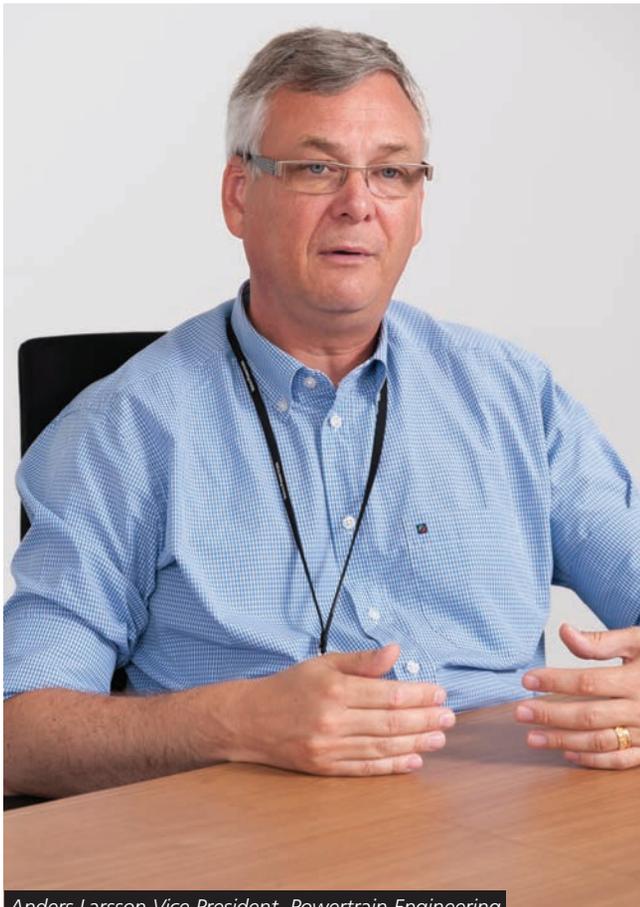
News reports say that the company is looking at two locations for its Asia factory. The Indian Economic Times reported earlier this year that the company plans to set up a new plant in Thailand or Indonesia. According to the news agency the discussion about this plan has entered into the last phase and the new plant's location will be determined shortly.

The new plant is projected to produce passenger tires, truck tires and bus radial tires. The first phase of the new plant construction is estimated to cost 16 billion Rupees, equal to US\$290 million.

Neeraj Kanwar, vice director and general manager of Apollo said, according to the Economic Times, "Our negotiation on the new plant's location with relevant authorities of Thailand and Indonesia comes to the last phase at present. We estimate that the construction will be completed in two years. Thailand is the largest natural rubber producer in the world and Indonesia ranks the second. This is why Apollo considers setting up a new plant in one of the two countries."

Escot-V: A Smarter Way to Shift

A world-leading transmission system has been made possible by Volvo Group technology. Originally developed by the Volvo Group and launched in 2001, this automated mechanical transmission (AMT) has been developed over the years. Today, this epoch-making AMT, in variants adapted for each brand, is serving on trucks and buses around the world, increasing driver efficiency and reducing fuel consumption and wear.



Anders Larsson Vice President, Powertrain Engineering

The image of a heavy-duty truck being driven – at least in the popular Hollywood view – is of a big, burly guy sweating and shifting through the many gear changes needed to get the big vehicle moving. It's a great image for the movies, but hardly the way anyone would want to work (even big, burly guys).

Since 2010, the majority of Quon trucks sold in Japan have the answer to a smarter, smoother shift: the Escot-V automated mechanical transmission (AMT).

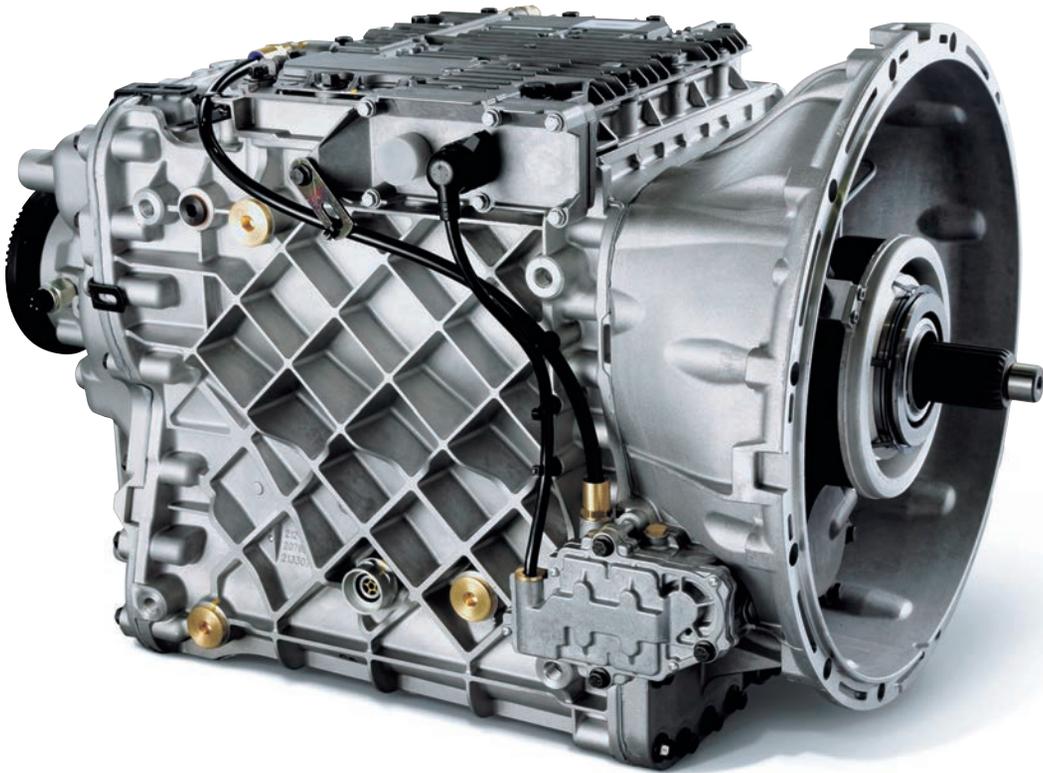
This remarkable Volvo Group technology does a lot of things for both the driver and the operator starting, perhaps most visibly, by removing the clutch pedal. "Up until recently, there have been many attempts at AMTs, but usually with the third (clutch) pedal," says Takemi Murata, Manager, Subsystem Drivelines & Hybrids, Powertrain Engineering. "With the Escot-V, we have only two pedals, like a car. This makes it much easier to drive."

"The system gives the good sides of both a traditional automatic transmission that everyone is familiar with, and the advantages of the manual transmission as well," says Anders Larsson, Vice President of Powertrain Engineering. "And," he explains, "removing that third pedal really was one of the big challenges."

"Selecting the gears is not a difficult challenge, but removing the clutch pedal, and the control it gives, and still be able to operate the truck in all conditions, including mud and snow, is the tough part."

The first such transmission appeared in the 1980s, Larsson says. "There have been a lot of developments and a lot of improvements over the years. Today though, we're at the point where the system is very popular in Japan, with between 70 to 80 percent of all our trucks now purchased with the Escot-V."

In fact, Murata says, a recent survey in Japan showed that the Escot-V is the most popular AMT in the country. "The Japanese market has its own unique challenges, in narrow roads and congested terminals, where drivers have to back the truck up very carefully to the gate. Truck drivers were used to using the clutch pedal to gently ease back the trucks to a very gentle stop right at the gate, but earlier AMTs just weren't sensitive down to millimetres. With the creep mode of the Escot-V, the accelerator acts more like the clutch pedal. So we were able to answer the needs of the Japanese market."



Takemi Murata Manager, Subsystem Driveline & Hybrids Powertrain Engineering

It's not only the drivers who have come to embrace this 12-speed AMT. Larsson explains that fleet operators also have good reason to appreciate this automatic truck transmission. "A big advantage is that it makes all drivers better. With 100 drivers, there's always the number one driver who may be extremely efficient with a manual transmission – but what about the other 99? The Escot-V makes the average driver much better. We also provide full control over the clutch, its wear and maintenance, because the use patterns are predetermined."

It has been shown that the smooth, smart shifting of the Escot-V also provides increased fuel economy, reduces stress on driveline and tires, reduces maintenance – and makes driving a whole lot more pleasant and less stressful for the person working in the cabin, increasing safety.

Those patterns are determined in no small degree by the software involved, because of all the control that software has over the operation of the engine, the transmission, and many other areas of truck operation. A big advantage for the Volvo Group is that the development of both engines and transmissions is done in-house.

"Some of our competitors source many of their components, such as the electronic controls, from suppliers" Larsson says. "That always means compromises later. It's much better if you have the system and software engineers yourself, as we do in the Volvo Group. They can be coding in the morning, and test driving can happen in the afternoon."

Which means that they can even further improve and serve this and other markets with what has already become the leading AMT in Japan.

In it for the long haul: From Vilnius to Ulan Bator



ART Logistics, a pioneer in Europe to Mongolia LTL trucking sees preparation, planning and 'battle hardened' drivers as the secret of its success on this 7,000 kms long route.

ART Logistics has a strong focus on ensuring its trucks are in optimum condition because of most of the areas the company operates in are in remote areas, in harsh environments and risk prevention is part of the corporate DNA.

Truck Requirements

The project forwarder operates a EURO4 minimum or EURO5 with mileage below 100,000 kms. All vehicles are equipped with CRM so that drivers can locate the unloading terminal without extra cellular phone calls. All vehicles also have GPRS installed as the cellular connection is not available on each and every transportation leg, given the remote regions the trucks transit through. Using GPRS connectivity enables ART Logistics the opportunity to track current locations at any moment remotely from the Lithuania office.

The capacity of the trucks is between 92 cbm and 100 cbm and the vehicles are licensed to travel from the EU all the way up to Vladivostok.

ART Logistics drivers receive special training and drivers with many years of experience are eligible to drive of these long haul journeys. Drivers who are eligible to drive on the Europe to Mongolia route must have at least eight to ten years of heavy truck driving experience and have worked long hauls for a minimum of one year.

Routing:

Vilnius (LT) – Minsk (BY) – Smolensk – Moscow – Nizhny Novgorod – Kazan – Ufa – Chelyabinsk – Kurgan – Ishim – Novosibirsk – Kemerovo – Krasnoyarsk – Taishet – Irkutsk – Ulan Ude – Ulan Bator

Operations Process

Both the driver and the authorized ART Logistics' representative must be present during the truck loading process at ART's warehouse in Vilnius. The loading instructions are carefully prepared in advance, to ensure that weight and volume distribution inside the truck are carefully analyzed with special in-house software, in order to optimize balance and performance.

Loading instructions show total quantity, weight, consignees information, and loading position according to the sequence of orders of consignees. Upon loading every client receives a photo of the loaded cargo and same image goes to the warehouse agent at destination.

What is important in this process is the level of experience of the driver and ART Logistics' operations staff. They both have responsibility for the proper mounting, fixing and weight distribution of the load in order to deliver the goods in optimum condition.

Customs officers check the quantities and documents upon loading, the seals and the truck and then issues the TIR Carnet document.

The truck dispatches from Lithuanian territory to its first check-point in Belarussia, where the second driver joins the main driver. The truck also receives extra technical inspections to receive the final 'green light' before the long haul stretch of the journey.

Technical inspections take 24 hours and upon completion the truck heads to the Russia-Belarussia border. Border transit formalities can take about to a half day before it enters the Russian side.

Once it arrives to Moscow road ring which often looks like this:



Thanks to heavy congestion and traffic jams the driver may need up to 24 hours to transit or find an alternative route.

Harsh environment:

The highway road on the leg between Ufa and Chelyabinsk (Ural regions) is often closed in winter period, because it gets completely covered in deep snow. This year the local authorities cleared the snow regularly, so no delays were registered.



On the leg between Tishet to Irkutsk some parts of the road are still being constructed and the road is covered with loose gravel, which can cause damage to tyres.



Naturally, the dramatic change in the climates and driving conditions poses obstacles for the operations as the trucks need to be adapted to this. Typically, a truck would operate in a climatic environment that is not changing that drastically in such short time. For instance, in Europe there is a gradual shift between summer and winter and vehicles can be prepared for this during their routine maintenance. One would change the tyres, add antifrost liquids to the washer fluid and maybe change the oil to a different spec to ensure smooth running of the engine.



Mongolian customs is very efficient and fast and upon arrival the truck is unloaded and customs cleared within 48 hours. It is very important to work with all consignees well in advance in order to prepare and collect all paperwork for timely clearance.



The trucks reach Ulan Bator within 11-12 days after leaving Lithuania warehouse the distance from Vilnius is 7000+ km.

Myanmar

The Opened Doors



After a visit to Myanmar Rainer Thiel writes about the expectations and growth potential in commercial vehicles in the country which has a great many needs.

After opening its doors to the world, Myanmar counts as yet another Asian country with extraordinary growth potential. The long-time sanctioned country is one of the richest in resources in South-East Asia, not only counting its oil and gas reserves and mineral resources like gold and valuable gems, but also its water reserves and its large useful agricultural area. With 327 million tons of rice per year, Myanmar is number six in the worldwide ranking of rice-producing countries. China, in comparison, is number one with a total production of 1966 million tons of rice.

Rich Heritage

Political sanctions played a major role in hampering the economic growth of Myanmar in recent years. Tourists who visit Yangon, Mandalay or other cultural highlights are delighted by the old rural structures and the imposing pagodas with their golden roofs that were built in times long past. Who doesn't like it, the old cityscape in Yangon with its buildings from the British colonial era, the calm and peaceful Buddhist monks, the friendly people and the yet unbeatable prices for tourists?

First and foremost, Myanmar lives up to the Western visitors' expectations of a nostalgic Asian country. But the country has to stand up to the Asian dynamic of the growth and change accordingly. A globalised economy constantly craves for growth and is bound to rapidly satiate the people of Myanmar's hunger for consumerism, modern recreational activities, mobility and infrastructure.

Infrastructure Needed

Naturally, such accumulated needs also need to deal with product logistics and human mobility. The current shortcomings in these sectors, be it the available capacities or the offered quality, can most likely be reduced or even eliminated by an increased usage of trucks, transporters and buses. However, those who visited Yangon before lifting the then-existent sanctions as well as afterwards, know that today's infrastructure is in no way able serviceable enough, especially during the rush hour. The traffic situation is already as chaotic as in other South-East Asian metropolis. And the real traffic surge is yet to come.

Albeit rich in resources, it is still uncertain exactly how much money the state can, and will, fund into building up a modern traffic infrastructure that can hold up to the rising needs of this growing country. Surprising is the amount of growth for used and new vehicles in 2012. In just one year, the so far stable number of registered vehicles rose from 300 000 to 400 000, an increase of 33%.

High Growth Potential

Assuming there were roughly 2.4 million motorised vehicles in 2012, of which 1% were buses, three percent were trucks,

12% were passenger cars, 81% were motorcycles and 3% were others, then that would amount to a total of 24,000 buses and 72,000 trucks of all kinds.

Taking a traffic density of 110 passenger vehicles per 1000 persons, like it is the reality in Singapore and Malaysia, one can expect that Myanmar, with its 55 million inhabitants, has a potential of 6.1 million passenger vehicles. If this number would be reached within the next 15 years, this would amount to a yearly growth rate of 22%!

Consumerism Needs Logistics

In the commercial vehicle business, equal expectations have to be considered. Prosperity leads to consumerism, consumerism is in need of logistics. Taking China as the Best Practice example, one can see that the average growth in the truck segment rose from 2006 to 2013 by a yearly 30%. Regarding the whole Asian-Pacific region, a yearly growth of 12% has to be expected from 2010 to 2015.

It will be most likely that high-end trucks will see an increase in usage in long-distance transport. Reliability and low operational costs rise in importance, not the lowest possible investment. Current expectations show a possible raise in the Chinese market share of high-end premium trucks from 3% in 2010 to 10% in 2020, without taking the constantly rising sales volume into consideration. This can be an indication for positive business expectations in Myanmar as well.

Modern Know-How

Myanmar has opened its doors to foreign investors. Domestic partners with in-depth knowledge of the country stand ready. What Myanmar now needs, and fast, is modern know-how about management, services, technology and products. This also holds true for the commercial vehicle business. Thus, partners with international experiences are always welcome.

The basic prerequisite has to be initiated by Myanmar itself though. And that is to speed up the expansion of the country's transportation facilities.

Schaeffler Automotive Aftermarket conducts commercial vehicle parts product seminar in Hong Kong



Selecting the right spare parts is important for any trucking business. Schaeffler Automotive Aftermarket leads the industry in educating customers about the new products. One of the activities the company conducts are product seminars. These are held to impart customers with knowledge about their product ranges and how the products can be best fitted to increase vehicle uptime and profitability.

On July 31 this year, Schaeffler Automotive Aftermarket organized a commercial vehicle product seminar together with New Asia Co., (Truck Parts) Ltd. (新亞行(貨車材料)有限公司) in Hong Kong; 42 guests from 20 companies attended the event where Schaeffler Automotive Aftermarket's latest innovations were showcased.

The presenter Mr. Michael Li (Senior Specialist, Product Management, Schaeffler Automotive Aftermarket East Asia) said: "These events are fantastic as we can also gather feedback directly from our customers which helps us to further improve our services." Michael's presentation dealt with diagnostics, trouble shooting and repair solutions across the 3 product brands of Schaeffler Automotive Aftermarket: LuK, INA and FAG.

Schaeffler Automotive Aftermarket's Taiwan product seminar a huge success



Schaeffler Automotive Aftermarket conducted a very successful seminar in Pingtung county in Taiwan, a very important market for the company. 42 guests from 20 retailers and workshops gathered from August 17 to 18 at the South Formosa Hotel (南台灣溫泉大飯店).

Organized by Schaeffler Automotive Aftermarket's local distributor Shen Muh Co., Ltd. (申睦貿易有限公司), the seminar imparted participants with knowledge about the Schaeffler Automotive Aftermarket commercial vehicle product range.

The seminar was led by Alex Tam (Sales director, Schaeffler Automotive Aftermarket East Asia) and Ignacio Cobos Salcedo (Director Product Management, Schaeffler Automotive Aftermarket Asia Pacific). Shahid Khan (Business Development Manager, Schaeffler Automotive Aftermarket Asia Pacific) and Joella Yeo

(Marketing Manager, Schaeffler Automotive Aftermarket Asia Pacific) were at the seminar too. "The participants showed great enthusiasm in learning about the products. This is a great opportunity for us to showcase our product innovations and, at the same time, understand our customers better so that we know how we can serve them better," said Joella who is based in Singapore.

Special focus was given to LuK RepSet SmarTAC, the travel-adjusted clutch repair solution. Commercial vehicles using Automatic Shift Gearboxes (ASG) demand high levels of wear-resistance while the clutch boost controllers require a flat clutch pressure curve for clutch control. It is precisely here that the LuK RepSet SmarTAC is the perfect application. The adjustment process is initiated by the travel-adjusted clutch measuring the distance during clutch engagement and disengagement. When the distance between the pressure plate and flywheel changes due to wear, the axial amount of change is translated to the adjusting ring by a spindle with a directly-coupled pinion gear.

The comprehensive seminar also addressed diagnostics, trouble shooting and repair solutions across the 3 product brands – LuK, INA and FAG – offered by Schaeffler Automotive Aftermarket.



Chen Guo Xiong **saves fuel** and buys **new Volvo trucks**



Asian Trucker meets with Mr. Chen Guo Xiong (陳國雄先生) of YOU HING (CHINA-HK) REFRIGERATION LOGISTIC CO LTD (裕興(中港)冷藏物流有限公司) at the Volvo Workshop. He is a very special customer as he has been the first one to order trucks from Swire Motors in July 2012 after they took over the dealings of the Swedish marquee in Hong Kong. A year later, another order for a Volvo truck has just been signed, adding to the fleet of 30 trucks he has. Out of this fleet, currently 8 are Volvo's with another 2 trucks waiting to be delivered.

AT: What convinced you to switch to Volvo?

CGX: We have had several meetings. Naturally, a good service network is crucial for the success of a trucking business. Swire Motors was able to convince me of their capabilities through the demonstration of their abilities in Taiwan. Now I love the I-Shift that my trucks are equipped with as a lot of our routes are city traffic and this system makes it easy to drive. Today I can also see the real benefit of a Volvo truck. Imagine, the money I save on fuel in one year allows me to buy a new Volvo truck!

AT: How long have you been driving trucks?

CGX: For about 16 years. My very first truck back then was also a Volvo. But then there was no proper support for the brand and I used other trucks for a long time.

AT: What motivated you to become a truck driver?

CGX: I had already a keen interest in logistics. Then I met with friends that introduced me to the trucking industries and from there I started my career. When an opportunity arose, a couple of friends and I started our own business with a handful of used trucks.

AT: What is your favorite route and why?

CGX: I am running a cross border service between Hong Kong and Guang Dong Province. This is a good route as the roads are very good and not so demanding on the vehicle, plus there is a lot of business to be picked up in that area. You won't run out of work.

AT: What are the challenges that you are facing?

CGX: Costs are constantly rising. You need to find ways to offset that. With the fuel savings you achieve with a Volvo truck, one can manage this aspect. With Volvo trucks, fuel consumption saves up to 30% compared with other brands in our fleet. This is the main reason we introduce Volvo trucks to friends in the same field. I am planning to purchase 10 more Volvo trucks from Swire Motor later in 2013 and 2014.

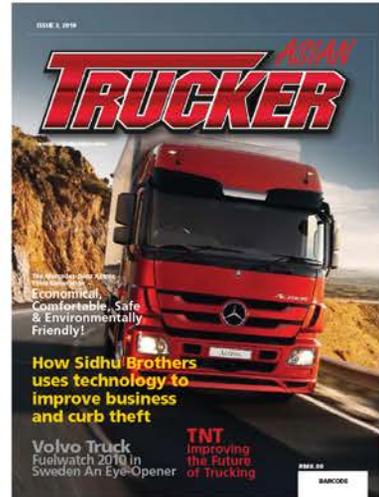
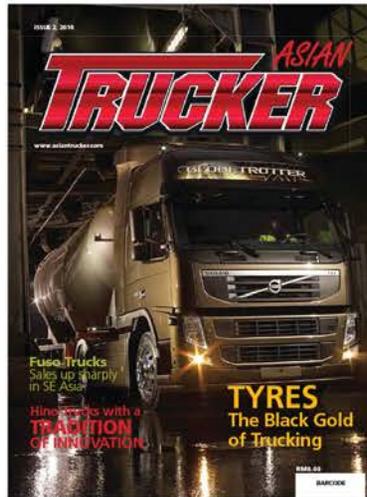
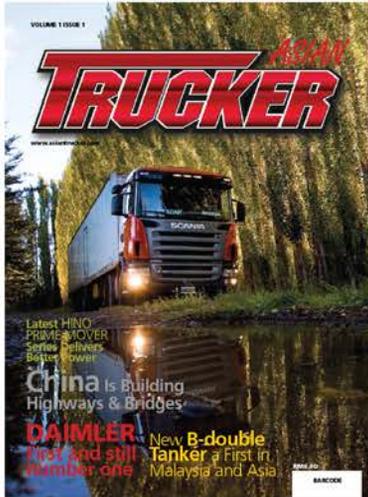
AT: What is your most memorable moment in trucking?

CGX: Remember, we were hit by a series of crisis and in 2008, there wasn't much business going around. We wanted to expand, but we did not have enough money and financing wasn't available. However, we managed to purchase 6 trucks and to not only keep them, but to grow the business.

AT: Any comments from you?

CGX: I have been driving for 16 years now. In such a time you get to see a lot of accidents. Safety on the road is an issue and it needs to be addressed properly. There are many aspects that contribute to safe driving. I haven't had any accidents myself, but I am also trying to use vehicles that will help me to avoid them. Volvo trucks have a lot of features that enhance safety and these were also considerations when we purchased the trucks.

訂閱表格



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