

Rousing Asian Trucker Networking Night

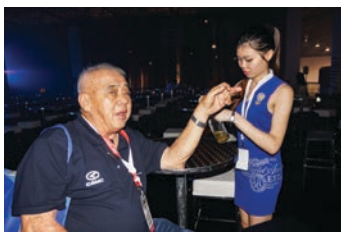


The Asian Trucker Networking Night was the highlight of the year for the commercial vehicle industry taking place Friday night at MIBTC 2015. In 2013 over 400 people enjoyed a buffet dinner and drinks on the mezzanine floor overlooking the exhibition hall. This year 600 people enjoyed the view of the floor where 85 exhibitors from the commercial vehicle industry displayed their products and services. But more important the view

was the food, drinks and mingling. This was the fifth instalment of the Asian Trucker Networking Night, as they are held in various locations. Admission was free for anyone with a Delegate or Exhibitor badge.



Kit Loong Commercial Tyres was the sponsor of the dinner and **ZF** was the official partner. **MAN** sponsored the music. Delegates and exhibitors took the opportunity to mix, mingle, make new connections and catch up with their business partners.



Winners in the Scania Driver Competition MIBTC Edition



Winner - Mohd Faiz bin Mohd Zaini

The Scania Driver Competition – MIBTC Edition was held from the 14th to the 16th of May, 2015 at MIBTC from 10:00am to 6:00pm daily. This competition is open to public (both passenger car vehicle license and

commercial vehicle license). Participants get to test drive a Scania P410 and do Knock-The-Cones practical test. Every two hours a winner emerges as the one that drove with the least mistakes – after all, safety is the priority



Winner - Sofian

for a typical truck driver. The winners so far are as pictured. The prizes were a Scania Sports Bag presented by Tom Kuiphuis – Pre Sales Director of Scania Southeast Asia, Anu Katyal – HR Director of Scania Southeast Asia

and Ian Tan – Marketing and Communications Manager of Scania Southeast Asia. Congratulations to the winners!



Winner - Hemanathan



Winner - Wong Chun Wai

Remote Control Trucks Popular with the People



The very popular remote control vehicles have returned for their second time at MIBTC 2015. "The track is longer (70ft) and wider this year," said Derrick Chua Luan Chong President of RC Customizer Malaysia. "The membership has grown since we were here two years ago. We've got about 1000 members now so this means that there will be more vehicles, more trucks and lots of action.

There will be competitions between the members on Saturday at Booth A71, throughout the day.

Samuel Tan from Singapore won't be there on Saturday, as he has to return to the city for a charity event, but his vehicles drew a lot of attention. He likes the Scania series, of which he has a number of trucks. It took him two months to custom paint and

assemble the prime mover. On a flatbed trailer that the truck pulls is an impressive looking gunboat. "I saw the real thing being towed so I decided that I would build this."



Presentations at MIBTC 2015



Throughout the three days of MIBTC 2015 various speakers took advantage of the stage at the front entrance to promote their services, products and companies. **Chris Bloor, Executive Director, International Sales & Marketing (Commercial Tires) for Giti**, a leading global tyre company, made a presentation Friday morning. Chris provided a general overview of the Indonesian company that is headquartered in Singapore and sold in 130 countries. "Giti provides quality products and professional services to help vehicle owners drive with out worry!" he stated. The Executive Director talked about the essential elements of maximising tire performance. He gave tips for good tire maintenance and some best practices to keep your tires working at their best.



Shell Driveline Products Officially Launched at MIBTC 2015

In conjunction with its participation at MITBC 2015, Shell Lubricants Friday morning officially launched its suite of driveline products aimed at helping businesses reduce operating costs significantly. Shell offers a complete range of lubricants that protect all the driveline components including Shell Rimula heavy duty diesel engine oils; Shell Spirax axle, transmission and gear oils; and Shell Gadus greases.

Shell Lubricants General Manager, Malaysia & Singapore, Mr Leslie Ng (pictured) stated that the company is keen to share the benefits these Shell driveline products are capable of delivering. "All of our lubricants products are a direct result of Shell's leadership in research and development, which are designed to offer specific benefits. When used in conjunction with each other throughout the machine's driveline, these Shell lubricants are able to deliver greater value by lowering operating costs and extending service intervals. This is an excellent demonstration of a case of 'The whole is greater than the sum of its parts'. But don't take my word for it - there are tangible and quantifiable results that our business partners have shared



with us that prove these combined benefits; these are called Demonstrated Value Records (DVRs)," he said.

Mr Ng added that Shell Lubricants already has a growing list of satisfied customers in Malaysia across different industries such as agriculture, cement and quarrying, fleet and transportation, construction and general manufacturing, who have seen significant cost savings from longer oil drain intervals, reduced fuel consumption, extended lifespan of parts, lower maintenance and repair costs, reduced downtime and higher operational efficiency by switching to Shell Driveline products.

"At Shell, we are constantly leveraging on our technological leadership to help truckers as well as heavy equipment owners and operators attain new levels of operational efficiency. It is about less downtime and more 'done time'. Our Shell Driveline can help you achieve just that," Mr Ng added.

"Throughout the years, Shell has been able to forge very successful partnerships with our customers because we understand what drive their businesses and their long term goals. In the long run, we strive to make them successful in achieving their goals and work together and help them deliver greater business value."

Welcome Iveco!



Iveco, a CNH Industrial brand, a global manufacturer of light, medium and heavy commercial vehicles, city and intercity buses and coaches, fire fighting vehicles, defence vehicles and off-road vehicles for construction and mining work has used MIBTC to launch their presence in Malaysia. According to **K. Koray Kursunoglu, Business Director SEA**

& Japan Truck & Bus the company will soon be opening distribution centres throughout East Asia.

Mr Lim Chin Teong, Chief Operating Officer of FA Trucks Sdn Bhd, who will be distributing the trucks in Malaysia, says that he has gotten strong support from Iveco and the regional office to get this moving here. Mr Lim said

his company was looking for new opportunities and Iveco represented a great opportunity. "One reason I choose Iveco is because they have such a wide range of vehicles, from light trucks to heavy duty, on and off road vehicles."

"As our trucks are built in China," said **Ken Choy, Business Manager SEA & Japan Truck & Bus**, "that gives us a strong

selling point. We are able to provide an entry level price for vehicles that are built with European know-how. That gives Iveco a very competitive advantage."

"We will be bringing the complete range of Iveco vehicles to Malaysia in a staggered / managed manner," noted Mr Kursunoglu.

Employing over 26,000 worldwide, Iveco's vehicle production range covers the heavy, medium and light segments. Iveco manages production sites in 11 countries throughout Europe, Asia, Africa, Oceania and Latin America where it manufactures vehicles featuring the latest advanced technologies. 5,000 sales and service outlets in over 160 countries guarantee technical support wherever an Iveco vehicle is at work.

FA Trucks Iveco has a number of trucks on display at booth M60.

CE Asia Launches New Products

Randall Tan, Business Development Manager and Jason Sim Marketing Executive of CE Asia Heavy Machinery announced at MIBTC 2015 the launching of two new products and their new 5s Service.

The appointed dealer in Johor, in southern Malaysia, for Palfinger, is the first in Asia Pacific to bring in the new Stiff Boon Crane, SPS50000. This crane with a 17 ton lifting capacity has many advantages over mobile cranes, such as it can be operated by one person and there is no need for

a special licence as there is to operate a mobile crane. The crane can be operated by a radio remote control, which also eliminates the need for another person on the job.

CE Asia has also brought in Palfinger's Aerial Work Platform, also known as the Skyliift. CE Asia is just the second company in Asia Pacific to offer this leading edge equipment. With this articulated arm the platform can go right into a building or over a roof to the exact location where the work needs to be done.



CE Asia is also leading the pack when it comes to service. The company has introduced its 5S Service Centre in Johor. The company can not only service and repair the brands that they represent, but most others as well.

We were rushing to get our cranes to Malaysia in time for this show," stated Mr Tan. You can view the cranes and learn more about the 5S Service at their booth at M 37 & 39.