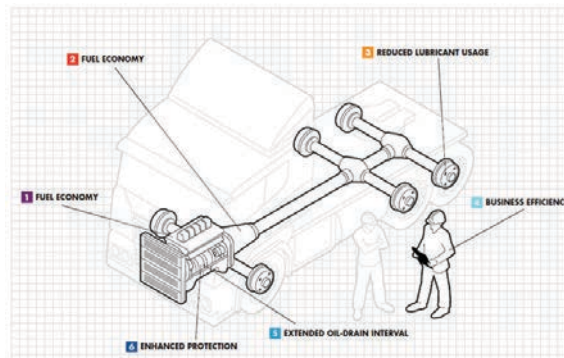


OFFICIAL LAUNCH OF SHELL DRIVELINE TOTAL LUBRICANT SOLUTIONS Shell Pavilion

**@Malaysia International Bus, Truck &
Component (MIBTC) Expo 2015
11.00 am, Friday, May 15, 2015**



In conjunction with its participation at MIBTC 2015, Shell Lubricants is launching a complete range of lubricants and greases that protect all the driveline components. These include Shell Rimula heavy duty diesel engine oils; Shell Spirax axle, transmission and gear oils; and Shell Gadus greases. This suite of driveline products can help businesses, especially those that operate a fleet of commercial vehicles or heavy equipment, reduce maintenance costs significantly.

You are cordially invited to attend the launch, which marks the beginning of a push by Shell Lubricants Malaysia to aggressively promote its Shell driveline packages that demonstrated significant and tangible costs savings for businesses on:

Date: Friday, May 15, 2015

Time: 11.00 am - 12.00 noon

**Venue: Shell Pavilion @ MIBTC Expo 2015
MINES International Exhibition &
Convention Centre (MIECC)
Jalan Dulang Mines Resort City Seri
Kembangan Selangor**

PROGRAMME

10.30 am - Media arrival and registration

11.00 am - Emcee's welcome

11.05 am - Shell Driveline video

11.10 am - Welcome remarks by Mr Leslie Ng, Shell Lubricants General Manager

11.15 am - Official launch of Shell Driveline Total Lubricants Solutions
- Photography

11.25 am - Media challenge
- Refreshments

12.00 pm - Programme ends



SPAD Chairman Launches MIBTC 2015

Arriving with a police escort and horns blaring in a MAN Prime Mover, YBhg Tan Sri Dato' Seri Dr. Syed Hamid bin Syed Jaafar Albar Chairman, Suruhanjaya Pengangkutan Awam Darat (SPAD), Malaysia officially opened MIBTC 2015 on Thursday May 14, 2015 along with Stefan Pertz, Editor of Asian Trucker and Organiser of the event.

"I am so happy to be opening this event. Stefan is so passionate about this auspicious trucking event that attracts participants and visitors from around the region that it is a pleasure to come here to be a part of it," said the SPAD Chairman. "For the second year running, SPAD is proud to be supporting and collaborating with the Malaysia International Bus, Truck and Components Expo in May 2015. Encompassing three days, this year's Expo sees our local and regional industry players exploring and promoting the theme of 'Drive Safe'. This is a topic which is at the heart of SPAD's mission to ensure a safe, reliable, responsive, accessible, efficient, planned, integrated,



affordable and sustainable land public transport system to enhance economic growth and quality of life."

Mr Pertz echoed the SPAD Chairman stating, "The theme of this year's event is 'Drive Safe'. Until we achieve zero accidents on the roads, there will be too many! The MIBTC management team has taken the initiative to push the Drive Safe theme in the hope that you will become Drive Safe ambassadors and help the effort to reduce traffic accidents. Hopefully we will have some 6000 of you as allies by the end of MIBTC 2015. Safety is important not only because we are talking about human lives and protecting the immediate environment, but also because a safe operation is a more profitable one. Several exhibitors here will demonstrate that."

The SPAD Chairman stated that by collaborating with MIBTC SPAD hopes to reach out to all freight industry players and to increase awareness regarding the latest developments within the trucking industry. "I am pleased to note that MIBTC is the largest bus and

freight expo in Southeast Asia, giving the event a pole position as the biggest event for operators to exhibit their products and services as well as expose themselves to our growing ASEAN market," he said.

"At the first event in 2013 there were 70 exhibitors," the SPAD Chairman pointed out. "This year the numbers have grown to 85. This not only shows the credibility of the organiser, that the industry is supporting you, but the need for this type of event in Malaysia. MIBTC is a premier platform attracting visitors from around the region.

"Alongside SPAD's aims to regulate and improve our local land public transportation, we intend to encourage the entry of new freight, bus and logistics companies in Malaysia. This Expo provides visitors with a vast amount of knowledge on innovative products, emerging industry trends and updates on the global and regional logistics industry."

I therefore extend to you a warm welcome to MIBTC 2015. The Expo serves

as a key platform for networking, exchanging ideas and business opportunities. Together with MIBTC, SPAD looks forward to a bright future for the Malaysian and regional trucking industry which is certainly poised for accelerated growth with the advent of AFTA in 2016. Thank you."



Then the SPAD Chairman and Mr Pertz officially opened MIBTC by placing his hand on the launch pad that triggered a welcoming video and finished with an explosion of confetti. the SPAD Chairman then toured the exhibition hall and participated in the launch of Scania's new truck and bus. He was followed by a swarm of reporters as he visited other booths that were having launches as well such as Volvo, MAN and Shell.

企業家

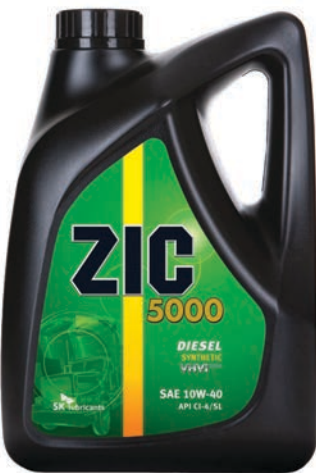
The Entrepreneur

The Entrepreneur Magazine Promotions During MIBTC:



The Entrepreneur Magazine is providing attendees to MIBTC 2015 several promotions exclusively for them. If you subscribe to The Entrepreneur magazine for five issues you will receive a CHOIX wireless mouse or subscribe for 10 issues and receive a Shopping Trolley Bag. Extend your subscription even longer, to 15 issues and you will receive ZIC 5000 10W-40 CI-4 diesel synthetic lubricant.

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Trade Visitors Impressions of MIBTC



Gary Chan of Special Coach (M) SDN BHD was invited to the show by "friends from Scania". He said he was very impressed with the show and felt that it was good value for him to attend.



Guhan Durai of Interlube Systems said, "It is well done. Very good. It has been of value for me I have met a lot of people. It has been very good for networking. Yes, I will be coming to the Networking evening. It is very important that we meet and mingle with others in the industry."



Danny Liow of KPK SDN BHD observed, "It's okay. I was invited here by Volvo and I expected to see their trucks. But they don't have any trucks here. I've seen a lot of Chinese trucks. I come to the show because I want to see new products in the transportation line and see if I can do some cost savings."



Rosli Mustapa, Sales Consultant with Isuzu, making his first visit to MIBTC observed: "It is really good, but we need other industries here, not just the distributors, but other sides of the industry. Yes, it is good value for me because I learn about my competition, about new products and new technology in the truck. MAN and Scania have done launches of new trucks which I found very interesting."

Food Truck Fare



Getting the munchies? Outside MIBTC there is a row of food trucks serving up an array of quick foods that will fill that void in the stomach as you rush about MIBTC, meeting customers, networking and wondering how much business you will get out of this year's event. As I write, I am enjoying a strawberry juice with milk from Otea – a taste of drinks. They have a good variety of fruit juices to choose from

that you can use to wash down hot dogs, scrambled egg sandwiches, or tacos from amaze k cafe & catering. Or you try barrittos, nachos and humbergers from Babarittos. Mak Rony The Smoke House is also serving grilled burgers so you have some options as to where to buy from. For a quick desert check out Negative Celsius where you can buy macarons or popcorn – or both!



Awareness Anticipation Alertness



FLEETSAFE ASIA
Peter Burns
peter@fleetsafeasia.com
www.fleetsafeasia.com

Peter Burns, CEO of FLEETSAFE grabs a cup of coffee from Kit Loong's booth where espressolab is serving great quality coffee. Kit Loong wanted a warm and welcoming booth, and Peter understands the importance of being alert, whether you are networking or driving a vehicle.

Drive Safe is the theme of MIBTC 2015 and while it is nice to talk about safe driving the only way to make our roads safer is to change people's behaviour! Visit the ASIAN TRUCKER Booth at MIBTC and learn how this on-line training programme can help you to improve the safety record (and with

that the bottom line) of your company.

Driving a vehicle can be one of the most dangerous activities employees undertake in the workplace. Employers have the responsibility to take care and do all reasonable steps to protect employees from unnecessary risk or harm.

The on-line Driver Safety Programmes will help reduce risks to your employees.

The programme consists of a comprehensive driver on-line risk evaluation and offers driver education training modules. Check it out at the Asian Trucker booth at AT in Hall C.