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Scania R-series
2010



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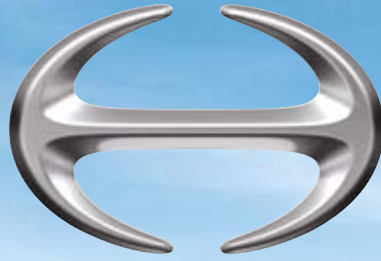


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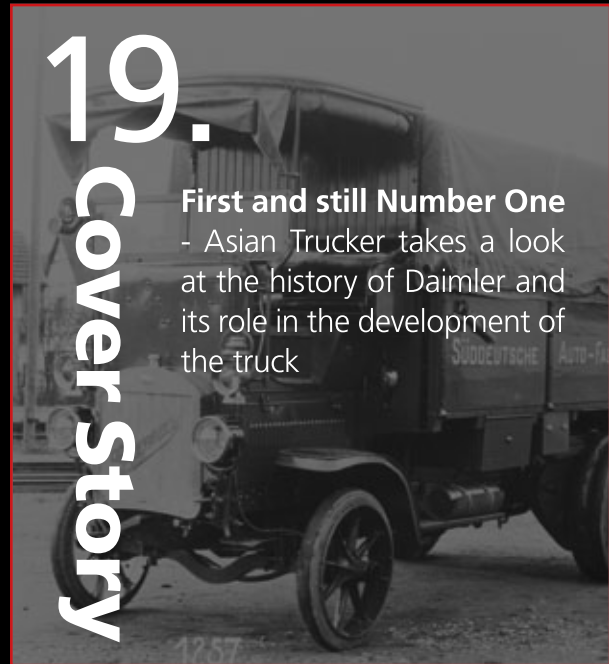
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Asian Trucker Moves Ahead

Welcome to the launch issue of Asian Trucker a new, exciting and informative magazine that will fill a gap in the market. Asian Trucker, a quarterly publication, with content available on line and in print, will be looking at the issues that face drivers, owners, fleet operators, logistics and infrastructure managers in South East Asia.

Asian Trucker will examine long-standing concerns of safety to implementing 21st century technology. We will talk to experts in their field and the people in the field who daily live and breathe the industry.

As the region's unique heavy truck publication, Asian Trucker will appeal to anyone associated with transportation whether they are in the trucking business or if they produce its products.

This publication will cover the latest in fleet management and operations. Who are the people in the industry? How have they succeeded, what challenges have they overcome. Hear their insights.

What are the new trends? What is the latest equipment and technology and how will it affect operations? What is life like on the road, and in the cab? IT technology has entered every

aspect of our lives and truckers are no exception. How do they use it? How has it changed their jobs and their personal life?

Of course Asian Trucker will look at the trucks themselves; their technical and engineering performances, new models and upgrades. From the front grill to the tail lights, from the chrome to the hard working engines, every aspect of the machine will be examined.

Everyone has become concerned about their carbon footprint, and the transportation industry knows it must do what it can to reduce its emissions. Asian Trucker will highlight what is being done to make the industry cleaner and greener.

We are sure you will enjoy this new magazine and we look forward to hearing from you, about your experience in the business, how products have worked for you, your views on new regulations, your best practices and about life on the road.

Trucking is a fast moving industry, and Asian Trucker will deliver the news and information to keep you ahead of the curve.

Floyd Cowan
Editor



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Sinotruk: 200 trucks and counting

Sinotruk Malaysia Sdn Bhd delivered its 200th truck to one of its most valuable customers.



Mr Chin Then Yoon from Integrated Logistics Solutions receiving Sinotruk keys from Mr Steven G. Foster

Today, Sinotruk Malaysia Sdn Bhd delivered its 200th truck to one of its most valuable customers. Sinotruk, which started trading just 17 months ago, has hit this milestone despite facing one of the toughest trading environments in recent years.

"We have been delighted with the response to our trucks," explains Steven Foster, Managing Director of Sinotruk Malaysia Sdn Bhd, the franchise holder for the Sinotruk brand in Malaysia. "During a difficult time for fleet operators, we have provided a value for money option that has reduced the cost of ownership and surprised many by its performance

Sinotruk: 200 trucks and counting

and build quality.”

The Sinotruk brand has, in just a short period of time, attracted over 65 different fleet operators and large companies including Integrated Logistics Berhad whose Operations Director, Mr. Chin Then Yoon is pictured with Foster in front of the second large fleet of trucks his company has acquired. “We evaluate every asset purchase very seriously,” explains Mr Chin. “Sinotruk has provided us with a reliable, fuel efficient truck at a very attractive price which enables us to improve our profitability per unit. Furthermore, the after-sales support has been responsive and the management team very professional.”

The 200th unit delivered is a 371 BHP 4x2 prime mover. Sinotruk also offers the 6X2 prime


mover and the 6X4 and 8X4 rigid options.

The Chinese trucks are imported in kit form and assembled locally in Malaysia by a strong team of technicians taken from Cycle and Carriage’s former Mercedes Benz assembly operation. “Our initial success is due to a combination of a well-built product at the right price backed up by a dedicated team. This is what buyers are looking for.” said Foster.

The Sinotruk brand is owned by China National Heavy Duty Truck Co Ltd and is the largest selling heavy duty truck in China with a market share of more than 30%. Sinotruk Malaysia and its sister company Asia Automobile Industries Sdn Bhd are Sinotruk’s first overseas operations to be established.

Imagine a 4x2 truck so powerful and efficient it comes with all these features.

Borgwarner Turbo-
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inter-cooling



The Mercedes-Benz Actros Third Generation

– Economical, Comfortable, Safe and Environmentally Friendly!

The new Mercedes-Benz Actros has won 'Truck of the Year' in Germany three years running because of its outstanding economy, cab comfort, security safety concept and fascinating design is now a hit in Asia.

The Mercedes-Benz Actros enters its third generation with a focus on economy, comfort, safety and environmental friendliness. A fresh and powerful design has enhanced the aesthetic appeal of the Mercedes-Benz flagship series. With 600,000 units sold in over 100 countries, the Actros family is acknowledged as the world's best-selling heavy-duty truck.

The new Actros improves on this success with 37 individual measures such as lower fuel costs and the 16-speed Telligent® Gearshift 2, which is standard equipment in a roadgoing truck for the first time.

Building on the success of the heavy-duty truck Mercedes-Benz Actros in the commercial sector that was brought to Malaysia in 2004 and rapidly gained a reputation for its robustness, resistance and state-of-the-art technology — Mercedes-Benz now introduces the new generation. Features such as the up-to-date assistance systems like the Telligent®-Braking System with ABS and ASR provide the driver with effective support for greater safety and efficiency.

The Actros has always been a design trailblazer. The front exudes eye-catching dynamics and simultaneously projects composure and a commanding presence. In contrast to its predecessor, the lateral sides of the V of the radiator grill are now curved and continue harmoniously with a slight curvature up to the sun visor. At

the same time, the fins of the decorative grid in front of the radiator are more markedly accentuated and have been configured more 'airily'.

The pledge of 'Trucks you can trust' is derived from the high quality synonymous with Mercedes-Benz commercial vehicles and is a source of motivation for the more than the 40,000 employed by Mercedes-Benz Trucks worldwide. The accuracy of the claim is demonstrated by the reliability and quality of the 600,000 Mercedes-Benz Actros trucks on the road in more than 100 countries. The pledge is also kept by the many types of Mercedes-Benz trucks in use, including the Atego and the Axor, which have upheld the reputation earned by legendary Mercedes-Benz vehicles during more than 110 years of truck history.

The 'Trucks you can trust' pledge is underscored by market research in Europe which shows that of all truck models in its competitive field, the Mercedes-Benz Actros is the least likely to break down on the road. Internal assessments confirm customer statements that Mercedes-Benz trucks are frontrunners when it comes to vehicle availability.

At the Commercial Vehicles International Show of Hanover, Germany it was elected 'The Truck of the year 2009' by journalists of the transportation sector from 21 countries. They acknowledged the achievements in economy, environmental friendliness, safety and comfort

The Mercedes-Benz Actros Third Generation

offered by its innovative technology.

The three generations of Actros, at their launching, were named `Truck of the Year. This award, conferred since 1977 by the Association of Commercial Vehicle Editors, is for "the best contribution to the further development of the carriage of goods by road." Each generation of Actros has offered more benefits for customers, ensuring more productivity in transport and more operational profitability for fleet owners.

The Prime Mover Actros 2640LS 6x2 and Actros 2640S 6x4 are equipped with the powerful electronic OM 501 LA V6 engine. This engine has optimum performance with savings in fuel consumption as well as reduced emissions. The design of the new Actros generation stresses its strong and robust appearance.

The Prime Mover Actros 2640LS 6x2 and Actros 2640S 6x4 are equipped with a 16 speed

transmission with semi-automated gear shifting system. This system, the Telligent®, makes shifting operations more rapid, smooth, precise and safe, making the work of the driver easier.

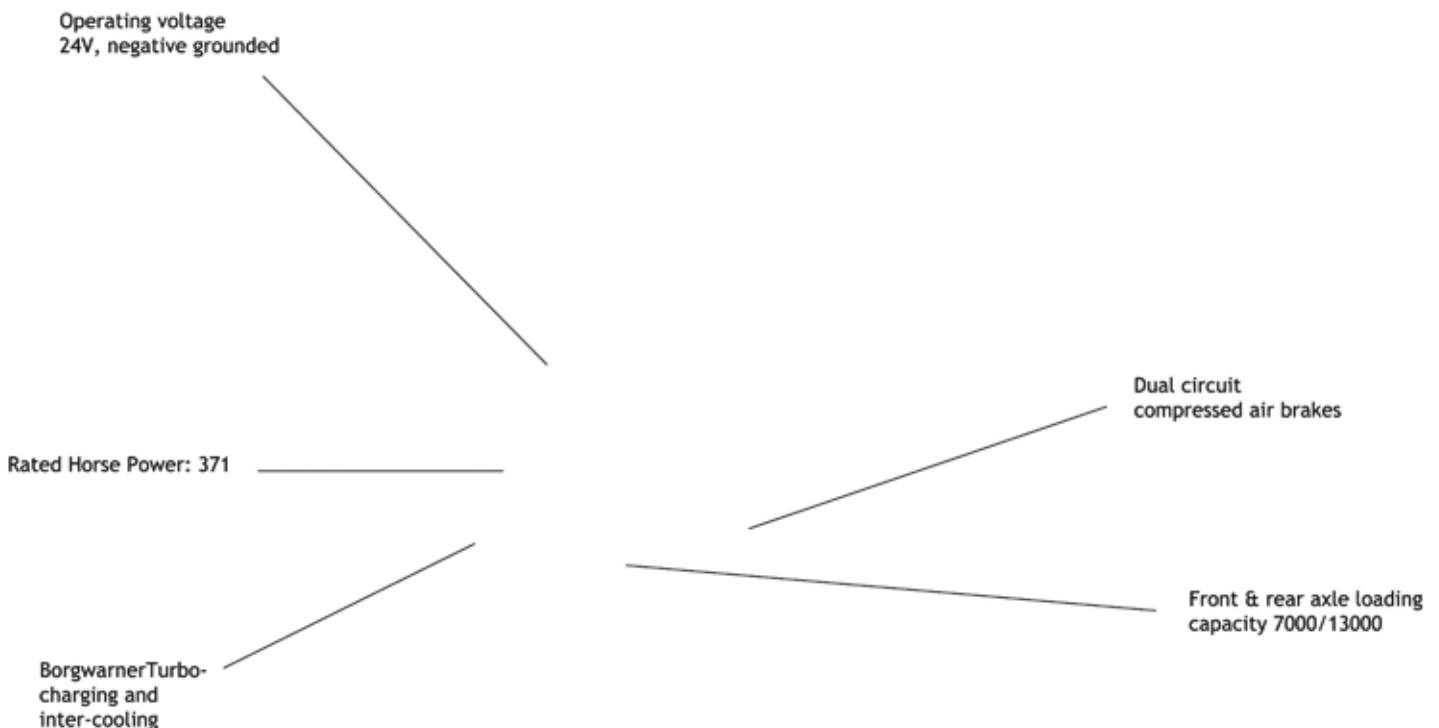
The Mercedes-Benz Actros is a picture of beauty, power and supremacy; an image that lends striking emphasis to its inner values of comfort and economy. With its key attributes, this shows that it is perfectly possible to look good and move economically.

The new Mercedes-Benz Actros are priced as follows:

- Actros 2035 from *RM 312,400.00*
- Actros 2640 LS (6x2) from *RM 361,600.00*
- Actros 2640 S (6x4) from *RM 362,700.00*

For more information, log on to www.mercedes-benz.com.my

A 4x2 that delivers high performance unlike any other premium truck on the road.





Idros Puteh, Peter Sjoblom cutting ribbon at Scania KK launch.

Scania reinforces leading position

in Sabah with new Kota Kinabalu Service Centre

Scania's new Kota Kinabalu Service Centre promises even higher level of service for Scania's customers in Sabah, and shows Scania's commitment in growing with customers in the region.

Scania, the Swedish manufacturer of trucks and buses, reaffirms its commitment to the Sabah market with the official opening of the new Scania Kota Kinabalu Service Centre, located at the Kota Kinabalu Industrial Park (KKIP) in Sepangar.

The new service centre is part of Scania's efforts to reach out to a wider spectrum of customers and improve the levels of service.

"The new Kota Kinabalu branch shows the importance Scania is putting into the Sabah market. Even during this difficult economic time, the investment in Kota Kinabalu is something Scania felt was important to raise the level

of service for our Sabah customers," said Idros Puteh, General Manager of Scania (Malaysia) Sdn Bhd. "With this new branch, Scania hopes to bring a new level of service excellence to our Sabah customers, and further increase market share of both trucks and buses in Sabah."

Scania is the leading bus manufacturer for intercity routes in Sabah with high quality and powerful engines for the gruelling trip from Sabah's East to West coasts, across the range which is home to Mount Kinabalu proving popular with the majority of Sabah's express bus operators

Similarly, the new Scania P-, G- and R-series truck with Scania Opticruise automatic gear changing; and Scania Retarder has given Sabah truck operators new light in operating efficiency, reliability and safety never seen before in the market.

Scania reinforces leading position

The new facilities in Kota Kinabalu — comprising an administrative block, parts warehouse, special tools and component repair — has a total of nine service bays; making this one of the biggest single-brand commercial vehicle service centres in Sabah.

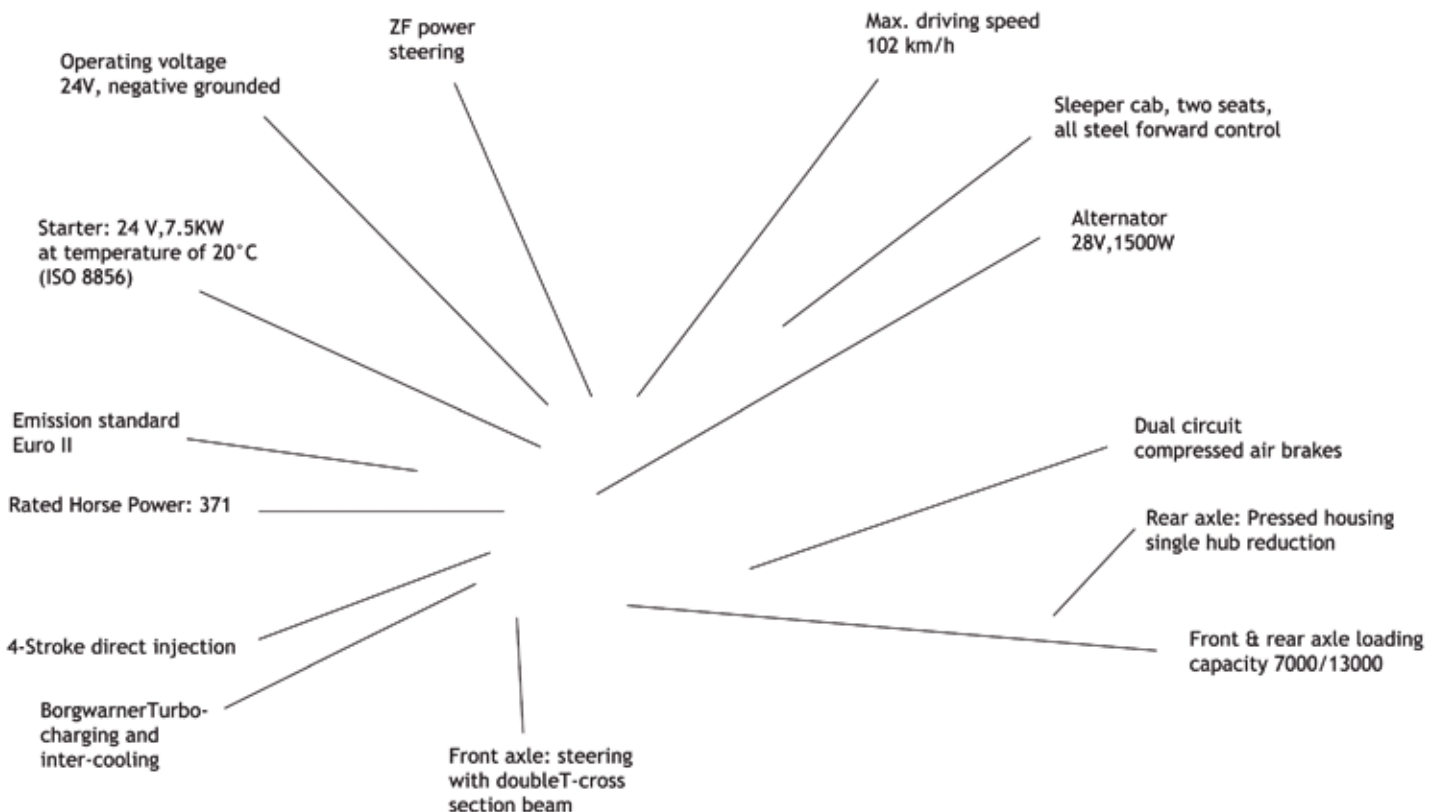
Knowing that a new building doesn't guarantee a high level of service Scania puts huge importance on training and increasing the level of competence of technicians and mechanics towards this end of providing a high level of service.

At the helm of the new Kota Kinabalu branch is Desmond Webber, the Branch Executive along with Michael Dan, Sales and After-sales Support Senior Executive for Sabah & Sarawak. The team consists of six highly trained mechanics headed by a senior foreman and they are able to handle all servicing and major repairs.

As is the standard for all Scania service centres in Malaysia, the branch is supported by Scania Assistance 24/7 road side recovery — fully equipped with tools and parts to handle emergency cases. Scania Assistance covers not only the Kota Kinabalu area but also the entire state of Sabah for full coverage for Scania's customers.

Peter Sjöblom, Chief Executive Office of Scania in South East Asia adds, "I am proud to see that after 13 years since first setting up in Sabah, the Scania brand has continued to grow and prosper together with our customers here. Our additional investments here in Kota Kinabalu is part of Scania's activities to offer world-class after-sales service for customers in Sabah, and we will not rest on our laurels. Scania is definitely here to stay in Sabah."

A 4x2 that's so economical, it has its competitors losing sleep at night.



GAC HINO Produces Heavy-Duty Trucks in GuangZhou

Japan's HINO Motors has begun production of its HINO 700 series in China, the company's first overseas production venture.

GAC HINO Motors Co, Ltd (GAC HINO), a joint-venture company for HINO Motors, Ltd (HINO) and GuangZhou Automobile Group Co, Ltd (GAC Group), recently held a line-off ceremony to mark the start of production of its heavy-duty truck, 'HINO 700 series', (referred to as 'HINO Profia' in Japan) at the CongHua GuangZhou Plant in GuangZhou, GuangDong, in the People's Republic of China.

Chairman FangYou Zhang of GAC, HINO Chairman Shoji Kondo and Chairman ZhongRong Yuan of GAC HINO were among the 500 guests at the ceremony that was also attended by many distinguished guests from the Chinese government and Guangzhou City as well as suppliers and dealers.

GAC HINO is a production and sales company that was established in November 2007. Production at the new CongHua Plant will be categorized as HINO's first 'overseas production' due to its high Chinese local content ratio. Vehicles with local contents that exceed 40% (including added value such as manufacturing costs) are classified as overseas production according to

the definition of JAMA, the Japan Automobile Manufacturers Association.

In parallel with production of the HINO 700 series the joint venture company has also started selling vehicles through its dealer outlets. The company has targeted sales of 600 units by the end of March 2010 and its aim is to realise annual sales at the 20,000 unit level in the near future.

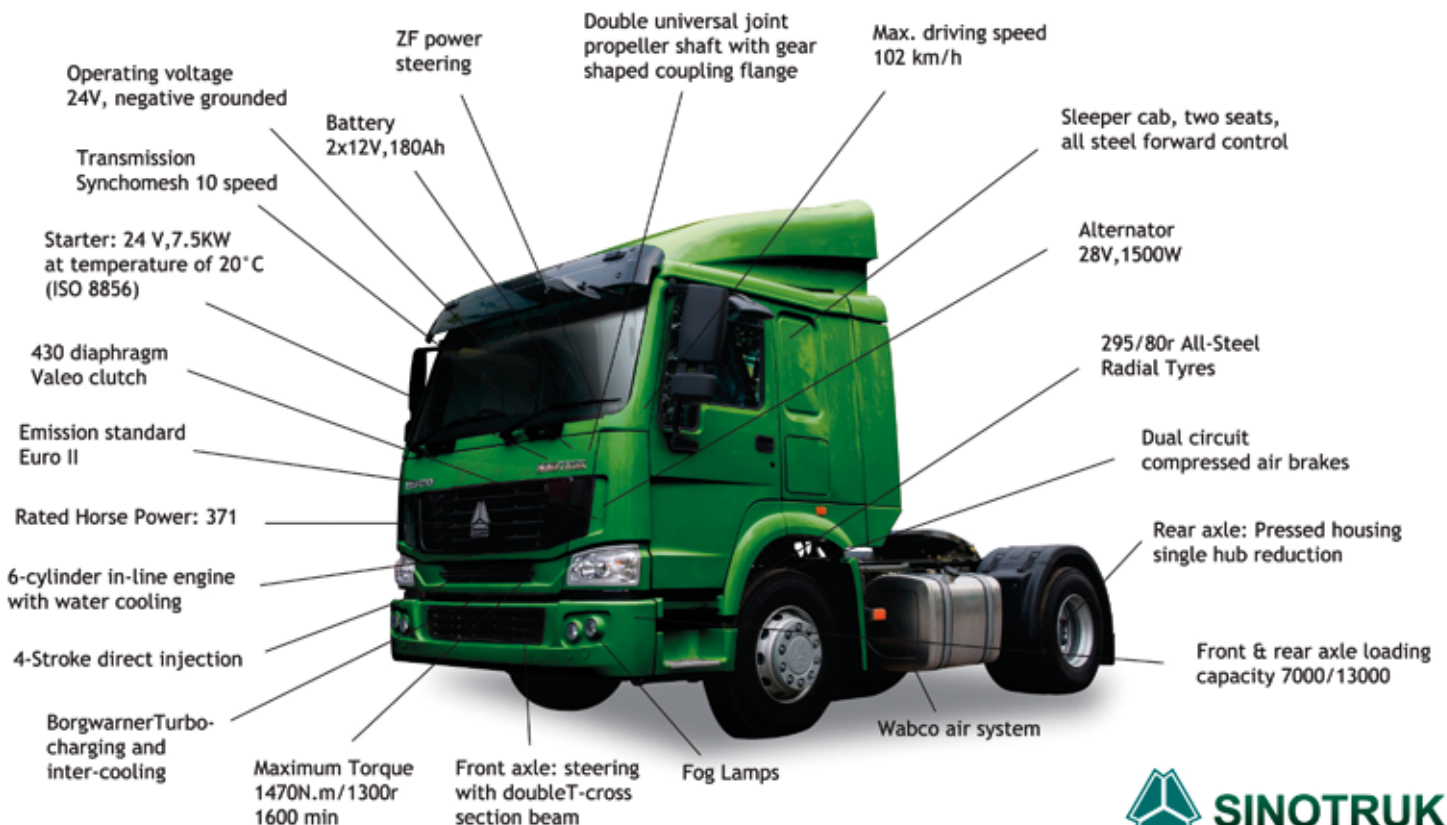
The HINO 700 series vehicles produced in the new plant are characterized by high quality coupled with superior environmental performance and durability. In close liaison with GAC HINO, HINO intends to contribute to the further development of both the commercial vehicle industry and local society in China, through high-quality product manufacturing, sales and service activities based on advanced clean diesel and low fuel consumption technologies.

The plant, that started production in September, will manufacture 3,000 HINO 700 series heavy-duty trucks per year and 5,000 light-duty trucks under the YangCheng brand. It employs 800 people working a single shift.



HINO 700 series.

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China is Building Highways & Bridges

China continues to improve its network of highways and bridges with new projects throughout the country.

China continues to improve its network of highways and bridges with new projects throughout the country. Xinhua daily newspaper recently reported that the construction of two expressways from southern Guangxi Zhuang autonomous region to Vietnam has begun and a new bridge has been approved that will link Guangdong to Hong Kong and Macao.

One of the new highways will stretch 134 kilometres from Baise city to the Jingxi county bordering Vietnam and will cost CNY6.67 billion (US\$1 billion). The other one will link Jingxi with another border county Napo, and its 92 kilometres will come in at a cost of CNY6.12 billion. The two expressways will also connect with the Longbang Port in Guangxi.

Chief executive of the Guangxi Communications Investment Group Co Ltd (GCIG), Yu Changwen, said the two highways would become important channels from southwest China to southeast Asia. "They will help boost the formation of the Sino-ASEAN (Association of Southeast Asian Nations) free trade zone," he was quoted by Xinhua.

"With the improvement in local traffic conditions, the development of mining and tourism in Guangxi will also be accelerated," Yang Daoxi, the regional vice chairman of GCIG, added.

When Guangxi launched its development plan it was to build 24 transportation routes to Vietnam, of which 10 are now in operation.

The new bridge in the Pearl River Delta is expected to improve economic efficiency in the affluent region. Approval for the bridge was made in an executive meeting of the State Council, which was chaired by Premier Wen Jiabao.

According to Xinhua, the project, is estimated to cost 72.6 billion yuan (US\$10.63 billion), and will forge stronger economic and social ties between the west bank of the Pearl River and Hong Kong. The bridge will be built according to the six-lane expressway standard with a vehicle speed of 100 kilometres per hour. The new link will promote the construction of a comprehensive transportation system and a highway network in Guangdong, Hong Kong and Macao will be built once the bridge is completed.



DAIMLER

First and still number one

Asian Trucker takes a look at the history of Daimler and its role in the development of the truck.

DAIMLER

First and still number one

On October first 1896, at his workshop in the town of Cannstatt in Germany, Gottlieb Daimler built a "Moto-rised goods vehicle, order no. 81, vehicle no. 42, four hp two-cylinder engine, weight of the complete vehicle: 1,200 kilograms for carrying a load of 1,500 kilograms, invoiced to British Motor Syndicate Ltd. London." Although the vehicle looked like a horse-drawn cart with the driver's seat out in the open, ahead of the front axle and the engine at the rear, there was simply no denying it: the first truck ever had just been built and sold!

With his collaborator Wilhelm Maybach, Daimler realised that carrying the engine around as part of the cargo wasn't an optimal configuration. So, in their next models, the engine was installed under-neath the driver's seat with the rear axle driven by means of a chain. Power was conveyed by a gearwheel transmission; the engine was cooled by a tubular radiator and started by means of low-voltage magneto ignition. This basic configuration remains essentially unchanged today, albeit with greatly updated parts and components.

The rivalry

As Daimler was toiling away in his workshop, 60 kilometres away, Karl Benz was working in his factory on a goods transporter. He took his 'velo' car and simply fitted a box body on the frame. The payload of the four-wheeled vehicle, including the driver, amounted to 300 kilograms. Its single-cylinder engine with a displacement of 1045 cm³ developed 2.75 hp. Thus was born the first commercial vehicle van.

Within a year, Benz's 'delivery vehicle' was already capable of carrying 300 kilo-grams plus two people thanks to its new 5 hp single-cylinder engine with a displacement of 2650 cm³. By this time Daimler had developed his own version of a van he called 'business vehicle', which was essentially a lightweight truck. This was the beginning of the truck wars. By 1900 Benz himself launched a range of heavy-duty trucks featuring a top-of-the-range model with a payload capacity of five tonnes. It was powered by a two-cylinder horizontally-opposed piston engine with 14 hp.

DAIMLER First and still number one

Rapid product advancements

By 1907, trucks now featured four cylinder engines which developed up to 40 hp (Daimler) and 50 hp (Benz). In parallel, payload capacity had risen to six tonnes. The platform-and-tarpaulin and box-body trucks were joined by beer carriers and refrigerated bodies, dump trucks, furniture vans and numerous bus bodies on truck chassis. Cast steel wheels with solid rubber tyres — the first pneumatic tyres on the front axle, twin tyres on the rear axles, king pin steering replacing the pivot-type steering and a roof above the driver's head all testified to rapid development.

At the beginning of the next decade, the rivalry had opened up on a new front: diesel engines. By 1923, Benz had installed the first operational diesel engines for five-tonne trucks. The first production diesel engines for vehicles were four-cylinder pre-chamber engines which generated 45 – 50 hp from a displacement of 8.8 litres. Meanwhile, Daimler engineers had developed the diesel engine with compressed-air fuel injection which they started testing virtually at the same time as Benz.

Rapid business development

From the beginning, the truck business was international with both Benz and Daimler licensing production to partners in such faraway places as New York and St Petersburg. In fact, wherever one went, the other was usually not far behind: Daimler set up production in Coventry England, Benz followed with a factory in Birmingham.

From the start, mergers, acquisitions, co-operations and partnerships were common place in the truck industry. By 1926, the two former rivals managed to put away past differences and merged into a single entity.



DAIMLER First and still number one

The advent of the diesel

Daimler-Benz launched a new truck series in 1932, starting with the compact Lo 2000. It had a gross weight of just under five tonnes and a payload capacity of two tonnes. With it came the great breakthrough of the diesel engine. Under its short bonnet, the Lo 2000 featured the OM 59 four-cylinder engine with 3.8 litre displacement and an output of 55 hp. The petrol engine with the same size and output no longer stood a chance.

The renewal

In 1949, at the start of the 'economical miracle' which propelled Germany from the ravages of WWII to one of the top economies in the world, Daimler-Benz launched a new truck series, the L3250 and more importantly, a new diesel engine: the OM 312. With its payload capacity of three tonnes and a gross weight of 6.5 tonnes, the L 3250 quickly developed into a jack-of-all-trades. Rapidly upgraded to the L 3500, it became a versatile best-seller in its weight category. Under the bonnet of this truck was an OM 312 six-cylinder diesel engine with a displacement of 4.6 litres generating 90 hp. The OM 312 and its successors were to be produced for more than 50 years through successive upgrades, and even served as the basis for the initial turbo-diesel engine.

In 1955, the first cab-over-engine (COE) trucks with their typical, rounded front-end contours made their appearance and became the norm in the industry as they provided a more spacious, comfortable cabin. By the end of the decade, conventional trucks were replaced by new short-nose models with the cab shape modelled on the rounded style of car design popular at the time.



The expansion

By 1973, two and three-axle trucks in the 16 – 22 tonne GVW category and a long cab with sleeper compartment for long-distance haulage were launched. The newly designed cabs with all-round springing, an angled windscreen and low-drop side windows were mounted on either the 256 or 320 hp V-engines. For the first time, the flexibility of the modular system for the 400 engine series came into its own. New planetary hub reduction axles transmitted high engine torque ratings and permitted transmissions with a wide ratio range. Two years after the launch of the NG trucks, in 1975, it was the medium-duty class' turn for renewal. In the years which followed, refined technical systems and safety features were incorporated, for instance the torque converter lockup clutch (WSK) for semitrailer tractors and, in 1981, the anti-lock braking system (ABS) – the latter representing enormous progress in terms of safety.

With the advent of the oil crises, a new direction was taken in the development of the V8 engine. The eight-cylinder was given a longer stroke and a displacement of 14.6 litres. The base version developed 250 hp, the naturally aspirated version 280 hp, the turbocharged version 330 hp and a powerpack with turbocharger and intercooler as much as 375 hp — in other words, a single engine with un-changed displacement covered a power output band between 250 hp and 375hp. Further, these engines, combined with 16-speed graduated transmissions, achieved significant fuel economy.

DAIMLER First and still number one



Growth and acquisitions

Over the years, the company had substantially expanded its scope of activity. By the end of the 1960's, the company acquired Hanomag-Henschel and then Krupp, two German rivals. The group's sales revenues almost tripled from DM 4.9 to 13.8 billion between 1965 and 1973. Commercial vehicle production actually more than tripled from 73,000 to 216,000 units. Daimler-Benz had become the biggest truck producer in the world.

In 1981, Daimler-Benz acquired the American truck producer Freightliner. At the time, Freightliner was one of the medium-sized brands in North America with a good reputation. With the acquisition, Daimler-Benz obtained the entry ticket to the world's largest truck market. From these modest beginnings, Freightliner has developed into the uncontested Number One in the heavy-duty truck market in the USA and in Canada.

Engineering progress

With the introduction of electronic power shift (EPS) in 1985, Daimler-Benz achieved a pioneering breakthrough in the field of auto-mated manual transmissions. For the first time, the conventional shift lever was replaced by an easy-to-use joystick. Also, the new V8 version with 354 hp received Electronic Diesel Control (EDC). By the end of the decade, Daimler-Benz developed the heavy-duty class (SK) from the NG. In addition to the newly designed cockpit, there were thoroughly re-engineered engines with new 260, 290, 354 and 435 hp versions and the awesome V8 with 475 hp — the most powerful truck in Europe at the time.



DAIMLER First and still number one**The Actros**

The revolutionary Mercedes-Benz Actros, succeeding the SK, caused a sensation when it was released in 1996. This was a new vehicle redesigned from the ground up. There was a new modular system of short and long, high and extra-high cabs plus the huge Megaspaces cab with level floor. There was a new frame and a new chassis. And finally, the new 'heart' of the Actros: its power-train. The development engineers had resorted to the existing modular system of V6 and V8 engines, but the engines — designated 500 series — were completely new designs. The trend in development had been outlined earlier that year with Eco-Power: unit pumps, multi-valve technology (in this case four valves per cylinder) and fully electronic control. These were the characteristic features of the engines with displacements of 12 and 16 litres, output ratings up to 428 hp from six cylinders and 571 hp from eight. Their hallmarks: low engine speeds and powerful torque plus long, variable servicing intervals of approx. 100,000 kilometres in long-distance transport, depending on wear and tear, and outstanding durability.

**The Atego**

Two years after its big brother, the Mercedes-Benz Atego, successor to the popular "Light Class", was launched. It is powered by the four and new six-cylinder engines from the 900 series, with output ratings up to 279 hp, and features advanced engineering and a completely new, driver-friendly cab mounted at a low level thanks to a frame with a lowered front section. The wide range of gross weight ratings from 6.5 to 15 tonnes is matched by short and long, high and extra-high cabs for all conceivable applications.



The Axor

Daimler-Benz closed the gap between Atego and Actros by another new series, the Axor with gross weights between 18 and 26 tonnes. It combines the Atego cab (mounted in a raised position in this series) and its six-cylinder engines with the Actros frame. The result is a highly attractive medium-duty truck for numerous applications in short-radius and long-distance transport with the specific focus on maximizing payload potential while minimizing fuel consumption.



Filling out the line-up

In 2000, Daimler-Benz purchased Western Star trucks, the premium extra large trucks specialised in the custom-made owner-operator markets for the USA and Canada. Also, Daimler acquired Thomas Bus, an American manufacturer specialised in school buses. Around the same time, Daimler-Benz started a long term involvement with the Mitsubishi group which resulted in their acquisition of the Mitsubishi Fuso truck line.

A powerhouse

Today, Daimler-Benz's combined portfolio of truck brands generates over 470,000 units resulting in over Euro 28 Billion revenues (MYR 142 Billion) and a total of 33 production facilities worldwide. It is truly the world leader in trucks and confirms its position as "first and still number one".

Commercial Vehicle Market in Thailand Shows Unexpected Resistance to Crisis

With the global economic slowdown in 2009 it was expected that sales of trucks in Thailand would fall considerably, but that is not what happened.

By Solidiance.

The Thailand truck market is relatively modest in terms of size; with only 17,620 units sold in 2008, compared to the passenger vehicle market with more than one million units produced and nearly 600,000 units sold in 2008. Nevertheless, Thailand is the first market for commercial vehicles in ASEAN, outside Malaysia and Indonesia.

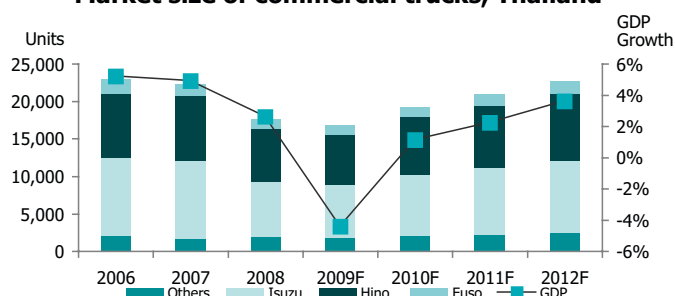
Japanese truck manufacturers, who dominate the passenger and commercial vehicle market in Thailand, estimated in early 2009 a negative growth of 30% to 40% in the truck market. But the situation has not been as dramatic as they imagined, and by mid-year, they re-forecasted to a negative 5% to 15% growth for the year.

A Solidiance study shows that in some parts of the country, truck manufacturers have difficulty keeping up with demand for new trucks. For instance, HINO based their forecast on the Consumer Confidence Index and import/export forecast for Thailand. For 2009, HINO forecast negative growth of 30% as compared to 2008 and ultimately reduced production of trucks by 30% for 2009. As of August 2009, HINO had already run out of stock on many models.

Sales, which in general have dropped far less than expected, should rebound in 2010. Many businesses in Thailand have postponed purchases of new and replacement trucks for the coming years. This is a major force that will push sales of trucks to approximately 24,000 by 2012, reaching the levels of 2006.



Market size of commercial trucks, Thailand



OEMs in Thailand have underestimated the rebound of the Thai commercial vehicle market and are now facing difficulties to supply trucks in some parts of the Kingdom.

Source: DLT Thailand

Two Japanese OEMs Dominate the Thai Truck Market

Japanese OEMs (original equipment manufacturer) largely dominate the Thai truck market with Isuzu, HINO, Mitsubishi Fuso and Nissan UD the leading players having more than 97% of market share in 2008. Of these four companies, Isuzu and HINO are the definite leaders, having 83.8% market share in 2008.

Light Commercial Vehicles (LCV) and Heavy Commercial Vehicles (HCV) are the two best selling segments in the Thai market. The LCV segment is largely dominated by Isuzu, selling consistently an average 70% of the 2-4 ton truck segment in the domestic market. HINO comes second selling an average of about 60% of the 4-5 ton trucks.

In the Medium Commercial Vehicles (MCV) segment, HINO has slightly better sales

“At the beginning of this year, HINO believed that export industry which contributes for about 70 % of HINO sales in Thailand will completely stop expanding. Thus, they decided to decrease their production to 30% of what is normally produced.

It turned out that a lot of clients here believe that the economy will be better by the end of this year, so they do not stop buying trucks. These cause HINO trucks to run out of stock and loose sales opportunities.”

HINO Dealership Manager in North East Thailand
than Isuzu. Dealers and end users' perception of HINO trucks is very good, making this brand the best in this segment and offering a wide range of durable and reliable trucks.

In the HCV segment, HINO and Isuzu also dominate the market with an almost equal market share of 40% for Isuzu and 38% for HINO.

Imported trucks have been slowly gaining presence in Thailand within the MCV and HCV segments. European brands such as Volvo and Scania are increasing their market presence, but it remains small (less than 2% of the market). European trucks have a high end image, and are deemed as more reliable than Japanese trucks. Their price range is very high (tariffs on imported trucks are 40%, taxes are 200%) which will continue to limit their sales volumes. European trucks are used in specific industries in Thailand, for transportation of oil and gas products, for instance.

Chinese brands like Golden Dragon and DFM, are trying to gain presence in Thailand, but their market share is still very low. A large majority of Thai trucks dealers do not believe in the potential of these trucks which are deemed to be very far from Japanese trucks in terms of reliability and quality.

Logistics, Government and Construction Companies are Largest Buyers

The Solidiance study shows that the transportation industry has been the largest purchaser of trucks in Thailand in 2008 and 2009. This sector reached a market value of USD 5.8 billion in 2008. The largest players are DHL, FedEx and UPS with a total share of more than 80% of the whole market.

The government represents the second largest purchaser of trucks although purchases are made randomly. The Thai government purchases trucks types such as garbage trucks or street sweeper trucks.

Construction companies are also an important segment of trucks users, but the difficulty with this sector is that in 2009, investments are forecasted to halve.

Fuel Efficiency is First Criteria for Truck Buyers

The study shows that end-users generally have very good knowledge regarding trucks. Additionally, most buyers have solid preferences for specific brands and know about performance levels of the trucks they are willing to buy. Unexpectedly, price was not the first factor quoted when purchasing trucks.

Fuel efficiency comes as the first criteria of purchase because it constitutes a large percentage of end-user's operating cost: fuel can represent up to 60% of operating costs.

Availability of spare parts comes as a third criterion of purchase because it is an important element to ensure business continuity. The two market leaders have 44 and 60 3S dealerships respectively. It is a key criterion for a large percentage of end-users who are particularly concerned with spare parts availability.

Commercial Vehicle Market in Thailand Shows Unexpected Resistance to Crisis

Challenges Facing the Thai Trucking Industry

Regulation challenges:

Asean member states plan to move another step forward in the liberalization of their trade policies by completely eliminating tariffs by 2015. Experts believe that one of the main consequences of this liberalization would be a modification of the power struggle between truck makers and dealerships, which means that the leverage which is now on the side of manufacturers will switch to truck dealers.

As the elimination of tariffs will lead to many more foreign brands imported to Thailand, it will increase competition between manufacturers. Dealers will benefit from this competition and could impose the end of exclusive dealerships. It would allow them to share brands, services and parts and to offer to their clients a much wider portfolio of vehicles than they are able to now.

Fostering added value creation in truck manufacturing

Thai authorities are currently trying to convince Japanese manufacturers to produce more vehicles locally, and to transfer more technology and production know-how to Thailand. One of the best illustrations of this phenomenon is the production and design of high value parts which has already switched from Japan to Thailand for the pick-ups cars. This trend is growing with other high value models, such as the Toyota Camry Hybrid, which is now produced in Thailand.

Thai authorities are pushing towards the same trend for the truck industry. It has already started with HINO trucks now producing more of their high value parts in Thailand, in partnership with Toyota. Experts predict this trend will continue for the years to come — consolidating the lead of Thailand in the region.

Environment policies and new technologies for trucks:

If we exclude Japan, Thailand is at the forefront of environmental policies in Asia in the truck industry, having changed gas emission standards in the summer of 2009 from Euro 2 to Euro 3, a more stringent regulation for emissions.

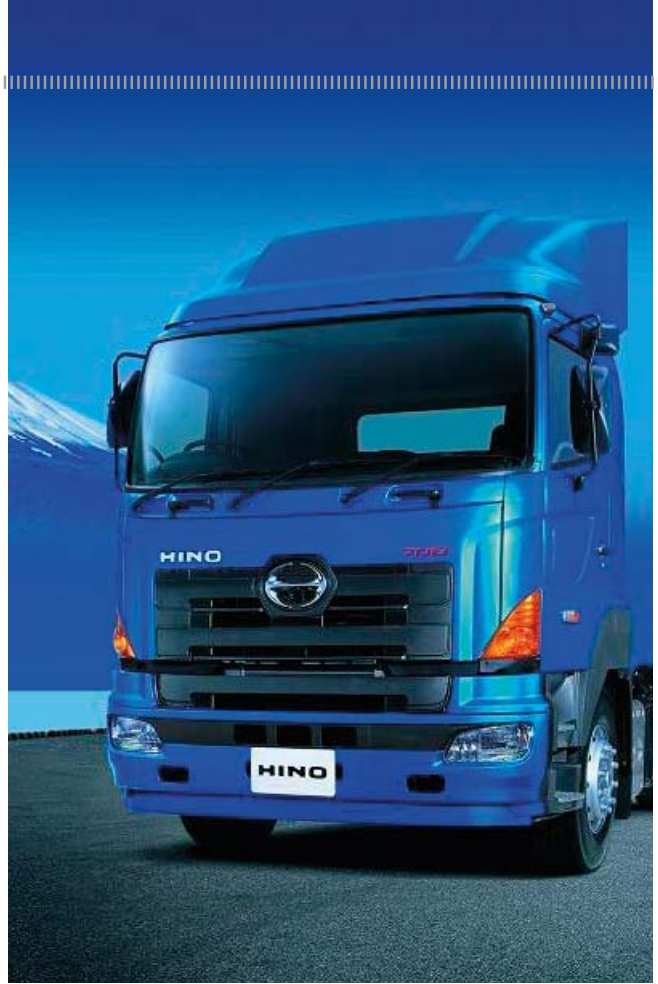
However, there is no clear sign that this will impact the type of motorization in coming years. Experts, truck dealers and end-users interviewed for this study are doubtful about the NGV (Natural Gas Vehicles) trucks imposing their standard on the Thai market because genuine NG trucks are considered too expensive. The consequence is that end-users are customizing their own trucks to make them run with gas. This results in poor efficiency and an increased number of breakdowns, which does not give NGV systems a good image. Biodiesel could be an alternative, but industry experts doubt that this can be widely used as a substitute at the present moment nor in the near future.

“The price for genuine NGV trucks with appropriate engine is THB 700,000 more than a classical truck running with gasoline. This is why there is a lot of customization made by truck end-users when buying NGV systems. They adapt it themselves to their trucks which are running with the same engine as classical trucks working with gasoline.”

Owner of a Thai logistics company, running 600 trucks based in Greater Bangkok

Latest HINO PRIME MOVER Series Delivers Better Power

HINO Motors tells Asian Trucker its new 700 series is one of the most powerful prime movers in the market and it expects the new models will take it to the number one place in the market.



HINO Motors (M) Sdn Bhd, the leading manufacturer of light, medium and heavy duty vehicles has launched its new generation of Prime Mover models – SH and SS (700 series) and SG and FM (500 series). HINO Motors also announced that the newly launched prime mover series serve as a challenge for HINO to recapture the prime mover market share segment in Malaysia.

Powerful 700 Series – Giants That Support Transport Efficiency.

The first HINO 700 series model was launched in 2004. Today, with the introduction of the SS and SH models, HINO Japan continues to strengthen its leadership position in the prime mover market. The 700 series prime movers are the most powerful and comfortable heavy duty commercial vehicles available in Malaysia.

These mega trucks come with the new engine (E13C-TM/TR) and newly designed cabin. The HINO 700 series are more affordable than their European counterparts and yet possess higher technical and economical benefits. Moreover, the new cabin is equipped with a full floating air suspension seat that offers the best driving conditions for the driver.

SH model

The SHs are driven by a 13 litre diesel engine which produces up to 420 horse power at 1800rpm. SH continue to be the most powerful truck in the 4 x 2 categories. It has obtained a single plate damper spring clutch that is controlled by hydraulic air booster. It is also equipped with a full floating and single reduction rear axle which is able to hold up to 13,000kg.

SS Model

The 6 x 4 model has a 480 horse power engine that has an 18 speed transmission, the highest compared to any European and Japanese prime movers. It is equipped with a twin plate damper spring clutch. The 'S' cam type spring brake acts upon front and rear frontward wheels for emergency and parking brake purpose to ensure optimum safe driving and stopping.

The HINO 700 series delivers unparalleled performance on the road as it is built with advanced automotive features to protect the driver and passengers. For example, the Emergency Guard Impact Safety (EGIS) cab with its improved safety performance, door beam and shock absorbing steering column complemented by a frontal under-run protector will prevent passengers from submarining under the cab in event of a collision.

"We are confident that these latest models are able to spearhead HINO into the leading position offering prime movers of the highest quality. Like all the HINO vehicles, you can expect world-class durability, fuel efficiency and a solid chassis to match," said Hiroo Kanamoki, Managing Director of HINO Motors Malaysia.

Both the SH and SS models are complemented by HINO's latest engineering technology, which are driven with the highest horse power possible. They possess the highest Gross Combination Weight (GCW) within its category and are Completely Built-up Units (CBU) from Japan.

500 Series Prime Mover: An Economical Choice

In addition to the 700 series, the newly launched 6 x 4 model from the 500 series is a better and more affordable alternative targeted at the Malaysian fleet operators. The 6 x 4 model is equipped with a 380 horse power engine.

Every model from the 500 series incorpo-

rates HINO's own diesel engine technology — the unique HMMS (HINO Micro Mixing System) combustion system with high pressure injector pumps and ultra-efficient air intake port as well as combustion chambers.

The new 500 series has a clean burning engine that delivers impressive power and performance with unprecedented fuel efficiency and remarkably low emissions. Furthermore, the 500 series has a newly designed chassis, specially tuned for pulling trailers that gives it versatility that is unmatched by HINO's rivals.

"From our previous surveys, we realised that many fleet operators are using a modified prime mover by adding a fifth wheel to the 6 4 tipper trucks. Our new 500 series will cater to this segment without any modification," explained Kayanoki.

The 500 series produce the highest horse power diesel engines within its class. The FM models utilize HINO's original chassis and are fully imported from Thailand.

Both the 700 and 500 series are easily manageable. For instance, the oil and water intakes, as well as brake valves of the 700 series, are located in the front panel for easy daily inspection and maintenance tasks. HINO emphasises the functionality and comfort of its truck cabins. Each model is well designed in order to offer a smooth driving and operating environment.

Since its arrival into Malaysia in 1977, HINO has always been doing its best to meet customer's needs as well as offering the most efficient after sales service and supply of spare parts to all HINO fleet owners. Through the launch of the latest prime mover series, HINO Motors Malaysia is expecting its local market share in heavy duty commercial vehicle to increase from 11% in 2008 to 30% in 2009. The company is targeting to sell 130 units of new prime movers sales in 2009.



HOW

Mr Steven G. Foster drives Sinotruk

Why did you chose to invest in the Sinotruk Brand in Malaysia?

Sinotruk is the strongest heavy truck brand in China with an estimated 30% domestic share of the market or almost 120,000 units per annum. This is a big and successful company that was keen to develop its overseas markets. We had a manufacturing license to ensure the truck had value add and quality control in Malaysia and a belief in the potential of the Chinese Automotive industry. Whilst the investment was directly in Sinotruk, it was indirectly my commitment and belief in

the future of China's automotive ambitions.

Will the Chinese automotive Industry really be successful?

There is a certain inevitability about the success. 25 years ago you would not dream of buying spare parts from China. Today they dominate the supply to OEM's and after market across the world. In 10-15 years Chinese passenger cars will be sold in every country in the world, almost certainly taking the lead in electric and other alternative fuel cell technology. Today is the time of the commercial vehicle. China will begin to dominate due to their rapid technological developments, investments from European OEM's and cost advantage due to the size of their domestic markets.

Sinotruk Malaysia has sold over 250 units in only 18 months since inception. How do you account for the success?

The keys to a successful commercial vehicle business are simple. Firstly, build a truck that reflects the applications needed by the end users. We designed our truck with the help of 5 large Malaysian operators to ensure it was relevant. Secondly, ensure that you build a quality product. We have used European components

throughout the truck and made sure that it was assembled with quality Malaysian technicians. Thirdly, launch at a price that reduces the capital commitment of operators. Fourthly ensure a national network of responsive and skilled after sales providers with readily available spare parts. We have this in place.

What do your customers say?

Commercial vehicle owners want to make money. It's their business. We have a European standard truck at Chinese prices providing a fuel efficient service at low operating cost. This is what operators want. It doesn't have to look nice, it needs to do a job. Our prices are between 30-40% cheaper than current European trucks and significantly cheaper than the Japanese too. In addition our trucks are delivering between 2.8-3.1 km/litre of fuel. This is a high standard and make the total operating cost of our trucks over a 5 year period very difficult to beat.

How important is After Sales to you and your customers?

It is particularly important in the Commercial

vehicle business. Trucks are used 24 hours a day for sometimes 10 days at a time before a service. A passenger car off the road is a nuisance. A truck off the road is lost business. We have appointed experienced After Sales operators across the country, covering the main trunk roads and have a 24 hour emergency service that will travel anywhere to get a truck back on the road. This is not a "nice to have", but an essential offer.

What range of commercial vehicles do you market and for what applications?

We have three applications of prime movers, the 4x2 which has been successfully deployed for general cargo and short haulage, the 6x2 which is used for longer haulage and moving products such as palm oil and we have a 6x4 which has been used to move cement and heavier cargo. In addition we have an 8x4 rigid truck which is used with a tipper for carrying aggregate or for use in the mining and quarry business and a 6x4 rigid truck for cement mixer and tipper applications. In reality we cover the full range of needs in Malaysia.

What are your goals for Sinotruk in Malaysia

I believe that we have

a good product at the right price. We have over 60 different customers across Malaysia already using the trucks, among them some of the biggest names in the industry such as YTL and Integrated Logistics Bhd. We aim to take our share of the market acknowledging that there is room for everyone who is involved in new truck assembly and distribution.

My personal ambition is to see my CNG truck on the roads of Malaysia. We have a 340 bhp CNG truck which is already doing well in Singapore. If the Government would build CNG stations for commercial vehicles we could deploy them quickly. They are economical, efficient and most important make a huge contribution to the reduction in fossil fuel burning. Malaysia takes its role in the environment seriously. This is one way to really make a difference and we have a solution, we just need the gas supply.

Does Government policy support your ambitions?

The Government is slowly liberalizing the industry, although there is some distance to go. However the well intentioned ambition to make Malaysia an assembly hub for the region is constantly undermined by policy. The new truck

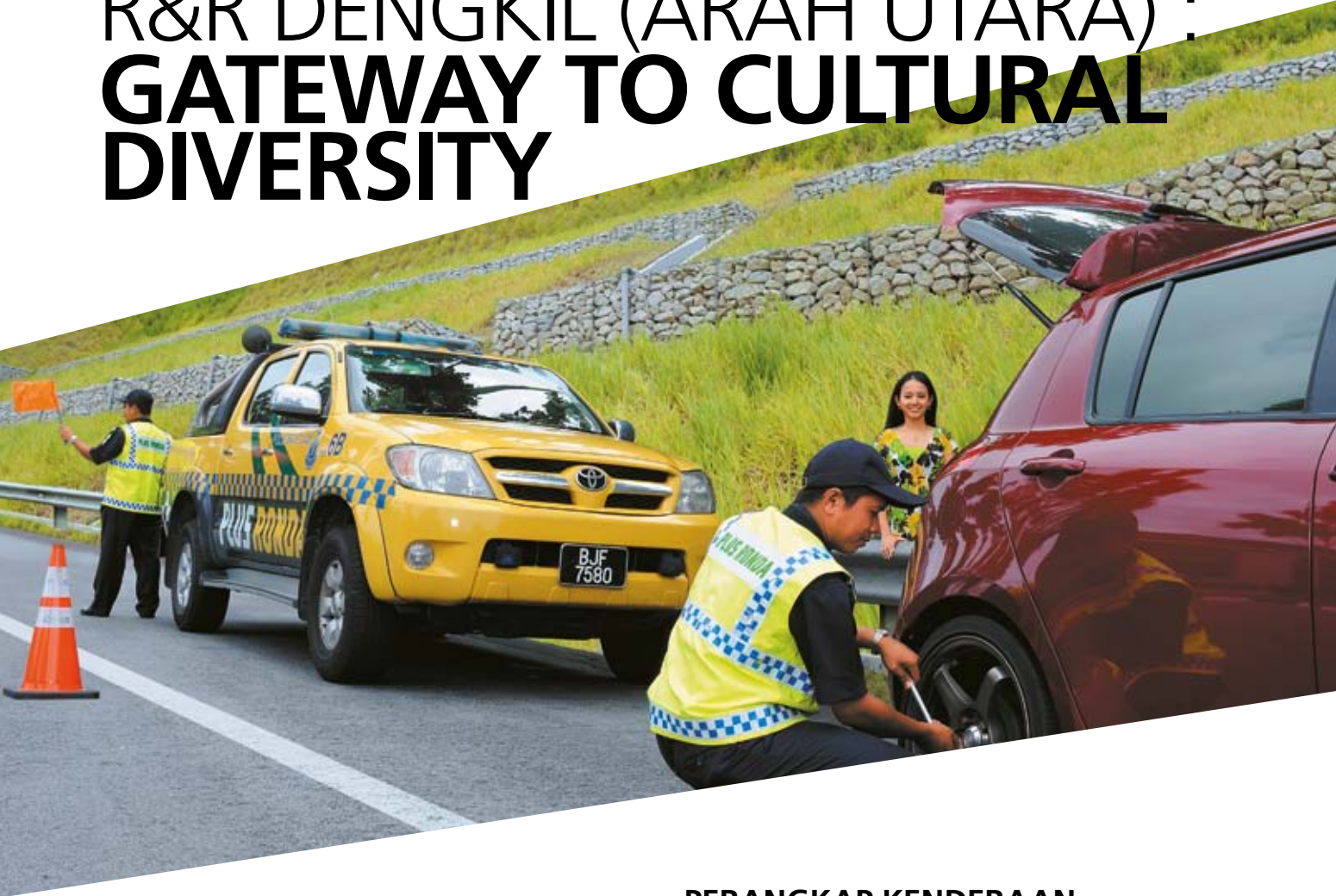
industry is forever fighting battles with the rebuilt manufacturers who, contrary to their pledge, do not export to the extent they should and add very little value to the countries growth. Worse still are the used truck importers. These traders add no value at all and we allow foreign countries to use Malaysia as a dumping ground to solve their stock problems, no revenue to Government, no job creation just a few getting rich. The NAP will ban them in 2016. By then the new truck companies will be dead and buried or have moved to Thailand!

Do you have intentions to export?

We have the rights to export throughout the region and are beginning to talk to customers in Indonesia and Thailand about buying a "made in Malaysia" Chinese truck. I strongly believe that we will get there and build a good regional operation based on hard work and determination and the skill of the local team employed to deliver the potential. It is an exciting time and Sinotruk will become more prominent in 2010 as the benefits of ownership begin to hit the bottom line.

LEBUH RAYA PLUS

R&R DENGKIL (ARAH UTARA) : GATEWAY TO CULTURAL DIVERSITY



Berkonsep 'Gateway to Cultural Diversity' atau Gerbang ke Arah Kepelbagaian Budaya, R&R Dengkil (Arah Utara) terletak di KM 23.5 (Arah Utara) Lebuhraya ELITE, merupakan kawasan rehat pertama bagi pengguna lebuhraya yang berhenti rehat sekiranya mereka dari Lapangan Terbang Antarabangsa di Sepang (KLIA).

Hentian rehat yang baru dinaiktaraf ini adalah bertujuan untuk memaksimumkan penggunaan ruang yang ada dengan menambah kapasiti surau dan kawasan gerai makan. Kubikal tandas dan bilik mandi telah diubahsuai untuk kegunaan yang lebih praktikal untuk pengunjung.

PERANGKAP KENDERAAN (ESCAPE RAMP)

'Escape Ramp' yang terletak di KM267 (arah Selatan) di Lebuhraya PLUS yang terletak berdekatan bangunan Plaza Tol Jelapang yang lama adalah laluan kecemasan khas untuk kenderaan yang mengalami masalah brek dan hilang kawalan ketika menuruni bukit supaya dapat berhenti dengan selamat.

Ia berfungsi sebagai laluan khas yang diasingkan dari laluan utama, bagi mengurangkan kelajuan dan seterusnya memberhentikan kenderaan yang mempunyai masalah brek dan hilang kawalan bagi mengelak dari berlakunya pelanggaran yang lebih teruk.

Ciri-ciri Rekabentuk Escape Ramp:-

- Laluan khas yang menggunakan hamparan batu kelikir (aggregate) yang tidak dipadatkan (loose) dan berfungsi untuk mengurangkan serta memerangkap kelajuan kenderaan yang melaluinya.
- Kabel pengadang jalan (guard cable) dipasang sebagai alat keselamatan kedua (secondary protection) bagi menyerap hentaman kenderaan yang gagal berhenti di kawasan hamparan batu kelikir.

Escape Ramp berfungsi melalui :-

- Hamparan batu kelikir yang longgar mengekang pergerakan putaran tayar kenderaan yang memasuki laluan tersebut dan seterusnya memperlakan serta memberhentikan kenderaan yang terlibat.
- Pemasangan 'guard cable' berfungsi sebagai penyerap hentaman kenderaan.

Antara tip keselamatan kepada pemandu sekiranya mengalami masalah brek.

- Jangan panik
- Tukar kepada gear rendah
- Patuhi arahan papantanda amaran
- Guna laluan kiri apabila mendekati kawasan 'escape ramp'.
- Masuk ke kawasan 'escape ramp' bermula dari permulaan susur laluan 'escape ramp' tersebut.
- Setelah memasuki laluan 'escape ramp', kawal kenderaan dengan cermat untuk menyusuri laluan tersebut.

HENTIAN REHAT UNTUK PEMANDU KENDERAAN BERAT

Pemandu kenderaan berat yang memandu ke arah selatan adalah antara pengguna lebuhraya

yang bertuah kerana PLUS telah menyediakan 'Truckers Centre' di KM456.3 di Hentian Sebelah Sungai Buloh (Arah Selatan).

Beroperasi sejak 2002, hentian ini menyediakan kemudahan yang selesa kepada pengguna lebuhraya, terutama kepada pemandu-pemandu kenderaan berat mendapatkan rehat sebelum menyambung semula perjalanan ke ibu kota.

Hentian rehat tersebut menyediakan 52 petak meletak kenderaan dan 4 wakaf untuk berehat, selain bilik mandi untuk pengguna lelaki dan wanita. Untuk lebih keselesaan, sebanyak 8 tandas wanita, 1 bilik menukar lampin bayi dan 20 tandas lelaki serta tandas khas untuk orang kurang upaya lelaki dan wanita turut disediakan.

Suasana lebih selesa dengan terdapat 4 gerai makan dan minuman dengan 128 kemudahan tempat duduk pada satu-satu masa.

Petua Keselamatan Jalan Raya

- Rancang perjalanan anda terlebih dahulu. Jika anda berasa letih, mengantuk, di bawah pengaruh alkohol atau berada dalam keadaan yang tidak tenteram, tangguhkan perjalanan anda.
- Sentiasa mengikut had laju yang ditentukan.
- Berikan isyarat dan patuhi semua peraturan keselamatan semasa menukar lorong. Periksa cermin sisi dan cermin padangan belakang sebelum melakukan pertukaran lorong.
- Sentiasa patuhi peraturan jalan raya di simpang dengan berhenti apabila lampu isyarat merah atau kuning.
- Elakkan daripada mengekori kenderaan lain terlalu rapat sepanjang masa kerana ini sering menjadi punca kemalangan yang serius.

- Patuhi garis panduan keselamatan semasa memotong. Jangan memotong jika teragak-agak.
- Jangan memotong barisan atau menyalahgunakan lorong kecemasan. Ia bukan sahaja biadab tetapi membahayakan semua pengguna.
- Elakkan mencelah di antara kenderaan kerana ini membahayakan keselamatan anda dan orang lain.

(Ikhsan Jabatan Keselamatan Jalan Raya)

PLUS DIDIK PEMANDU KENDERAAN BERAT MENERUSI SEMINAR KESELAMATAN “RESPECT YOUR LIMITS”

Menyedari perlunya mendidik pemandu dan pemilik kenderaan berat tentang kepentingan memahami had laju, had diri dan had kemampuan kenderaan yang dipandu, PLUS dengan kerjasama Jabatan Keselamatan Jalan Raya (JKJR) telah mengadakan beberapa siri Seminar Keselamatan ‘Respect Your Limits’ sebagai satu usaha yang berterusan dalam mendidik pengguna jalan raya terutama pemandu dan operator kenderaan berat mengenai kepentingan memahami, menghargai dan menghormati kemampuan fizikal dan kenderaan masing-masing.

Sejak dianjurkan tahun lalu, hampir 2,500 peserta telah mengambil bahagian di dalam seminar-seminar keselamatan ‘Respect Your Limits’ yang telah dijalankan secara berperingkat di 10 buah negeri termasuk Sabah dan Sarawak.

Seminar setengah hari tersebut turut disertai oleh penceramah-penceramah dari PLUS, JKJR dan Institut Keselamatan Jalan Raya Malaysia (MIROS). Ia memberi pendedahan kepada peserta tentang tip-tip pemanduan selamat di jalan raya selain membincangkan isu-isu keselamatan membabitkan kenderaan-kenderaan berat.



Seminar ini adalah platform yang terbaik bagi PLUS untuk mendidik kumpulan sasaran tentang teknik-teknik pemanduan yang selamat serta menanamkan kesedaran di kalangan mereka tentang perlunya menghormati kemampuan fizikal mereka dan kenderaan yang mereka pandu.

TIP MEMANDU UNTUK KENDERAAN BERAT

- Periksa keadaan tayar utama dan tayar gantian. Pastikan ia sentiasa berada di dalam keadaan yang baik. Pastikan kenderaan anda selalu diservis bagi mengelakkan ia terkandas di lebuh raya.
- Pandu kenderaan anda mengikut had laju yang telah ditetapkan. Memandu terlalu laju boleh menyebabkan anda hilang kawalan ke atas kenderaan anda.
- Patuhi arahan ‘kenderaan berat ikut kiri’. Jangan memotong kenderaan yang lain dengan menggunakan lorong kecemasan atau laluan kiri.



- Pastikan muatan yang dibawa stabil. Jangan membawa muatan melebihi had yang dibenarkan kerana ia boleh menyebabkan muatan tersebut terjatuh atau menyukarkan anda mengawal kenderaan.
- Pastikan kenderaan anda berada dalam jarak yang selamat dari kenderaan di hadapan. Kenderaan berat memerlukan jarak yang lebih untuk berhenti dengan sempurna.
- Jangan memandu dengan laju apabila menuruni bukit dan menghampiri plaza tol.
- Bawa bersama peralatan kecemasan seperti kon dan lain-lain untuk memberi amaran kepada pemandu lain
- Jangan berhenti di lorong kecemasan kecuali jika anda terpaksa berbuat demikian. Perbuatan ini boleh membahayakan penunggang motosikal dan pemandu kenderaan lain. Sekiranya terpaksa berhenti di lorong kecemasan, pastikan anda meletak kon beberapa meter di belakang kenderaan anda.
- Berhenti rehat setiap dua jam. Memandu dalam keadaan yang letih boleh mengganggu konsentrasi anda. Tukar pemandu kedua sekiranya anda berasa mengantuk atau letih.
- Pasang pelekat reflektif di belakang kenderaan. Pantulan cahaya di belakang kenderaan berat dapat memudahkan kenderaan di belakang melihat kenderaan anda.
- Ketika melalui plaza tol, gunakan lorong khas untuk kenderaan berat.
- Jangan mengambil alkohol atau dadah. Memandu dalam keadaan mabuk atau khayal boleh menyebabkan kemalangan.



PLUSLine 1800-88-0000

Untuk sebarang bantuan, kecemasan atau pertanyaan di lebuh raya PLUS, sila hubungi talian bantuan PLUSLine di 1800-88-000.



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WORDS ISABELLE KLIGER

PHOTOGRAPHY VOLVO TRUCKS

A happy driver is

An efficient driver is a healthy and comfortable driver. At a time when operators must compete for the most skilful drivers, there is a significant competitive edge in being able to offer the best driver environment. It is also an important aspect for boosting profitability. Here are five factors that help enhance the driving environment.

SAFETY

Volvo is, and has always been, firmly committed to maintaining the highest standards of safety in and around its vehicles. Drivers of Volvo trucks can feel both secure and confident knowing they are surrounded by the very best state-of-the-art equipment for both accident prevention and injury reduction. Thanks to systems such as efficient and controlled brakes, stability programmes, lane-keeping support, front under-run protection and collision warning, not to mention safety belts, drivers can focus their attention on driving the truck, secure in the knowledge that they are in safe hands. A confident driver is a more efficient and reliable driver.

WORKING ENVIRONMENT

A comfortable driver is a healthy, focused and alert driver. Automatic, accessible controls enable drivers to stay more fully focused on the traffic situation. The cabs in the new Volvo FH and FM trucks offer enhanced ergonomics, reducing stress and preventing injuries. The steering wheel has excellent scope for adjustment, as does the seat which is both broad and comfortable. With ergonomically designed pedals, instruments and controls positioned within easy reach, a driver of any build is able to find a comfortable and convenient driving position, which reduces the frequency of sick leave and repetitive strain injuries among truck drivers.

an efficient driver

DRIVABILITY

These days, the competition to attract the most skilful drivers is huge. A vital part of a truck driver's job satisfaction is whether he enjoys driving his vehicle. A modern truck may have up to 16 gears and frequent gear changes can be both physically strenuous and tiresome. Thanks to Volvo's highly successful, intelligent automated transmission system, I-Shift, the truck takes care of its own gear changes, enabling the driver to focus on more important matters. The cruise control function can further reduce strain and, thanks to the powerful engine in a Volvo truck, driver enjoyment is enhanced with optimal performance and response in every situation.

FUEL EFFICIENCY

Skilled drivers who receive the right training drive more fuel efficiently. When a driver is alert and comfortable, with access to the necessary information systems in the cab, he can take the time to monitor his fuel consumption and make sure he operates the truck within the green economy band on the rev counter. The intelligent I-Shift system also

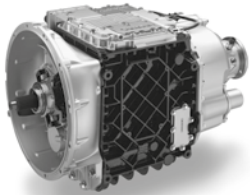
contributes significantly to reduced fuel consumption, as it is set always to select the highest possible gear for optimal efficiency. A fuel-efficient truck is also an environmentally sound truck. Enhanced fuel efficiency results in lower CO2 emissions, as well as considerably reduced operating costs.

TIME SAVING

Time is of the essence to truck operators. Timely deliveries are crucial in order to keep customers satisfied, as well as to optimise the availability of the fleet. A modern Volvo truck can now be fitted with a range of enhanced visibility features, such as cameras and radar systems, to reduce problems relating to "blind spots" and lane changing, for example. These enable focused drivers to navigate through traffic more smoothly and safely. Ease of navigation and time efficiency can be further enhanced by installing a transport information system in the cab, such as Volvo's Dynafleet, enabling drivers to plan their routes and avoid congestion.



The Volvo FM is a robust, reliable and extremely versatile truck that can be tailored for highly efficient transport in a number of areas. World-class driveability and fuel economy, convenient entry and ergonomically designed driver's environment are just a few of its strongest features. Together with Volvo's nationwide dealers network and a broad range of support services, it makes an unbeatable combination for long term profitability.



Technology.

The new I-shift gearbox changing system gives very good driveability as the automatic gear-changing system is on par with the skill of an expert driver, reduces fuel consumption and are suitable for all types of transport operation.

Trained Professionals.

All our technician have access to the very latest service information, Volvo special tools, diagnostic systems and databases needed to keep a Volvo truck in top condition for thousands miles of safe and problem-free transportation.



Genuine Services & Parts.

You can be sure that we only use Genuine Volvo Parts with the latest technical specifications. At Volvo, we ensure that your truck doesn't come to an unplanned standstill, the most important factor affecting your business. With Genuine Volvo service and your individual service plan, your truck can keep moving with a cost-effective and safe truck. With our wide dealer network, our 24/7 breakdown service assistance is just a phone call away and help is on the way!



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THE NEXT DISRUPTOR

WSN IS A GAME-CHANGER, LOOKING TO UPEND THE WIRED SENSOR INDUSTRY, SPAWNING NEW OPPORTUNITIES IN TRANSPORTATION AND MINING.

By Michael M. Fromowitz

Innovation percolates in the unlikeliest of places. Frequently, it's not the multibillion-dollar companies pumping billions into R&D that drum up the next big thing. Instead, the successful innovator is often a hungry, hands-on upstart willing to put it all on the line with a disruptive technology.

While disruption can be painful to some existing industries, it's often the fastest track to finding new and more profitable ways of doing business. It unleashes creative energies that were often held back by companies holding on to the status quo.

These energies are to be found in Wireless Sensor Networks, Inc. (WSN) and its CEO Brian Fleury, a hands-on visionary who believes his company's innovative use of 'smart' sensors will have a profound effect on enterprise and industry. The company is looking to opening up new markets in transportation (trucks and buses) and in mining that weren't being addressed successfully before.

'Hands on' doesn't adequately describe Brian Fleury's approach to growing his business. Fleury is lately drawn to a far grander scale: working with his best-of-breed technology partners—Draeger, TASCO, Pattern Discovery—to make WSN Inc.'s sensor network the star component of a vast array of new products that deliver superior solutions to clients.

Over the past two years, WSN has developed a new and disruptive platform that transforms hard-wired sensors into *smart*, wireless sensors, adding network and analytical intelligence that converts data into critical knowledge and helps drive productivity improvements and maximises operational performance.

"We are developing a network that yields instant data and intelligence for real-time analysis", says Fleury. "In the transportation sector, our platform is capable of monitoring brake pad wear, tire air-pressure, axle wear, tractor-trailer and driver location, safety, security and access to all the information on a truck, bus or the off-highway truck market (mining). The savings are enormous to large fleets, improving productivity, reducing operating costs and energy consumption, and of course, safety".

Yet Fleury's vision, more than anyone else, is turning the lowly sensor into a powerful new networking asset, not just for his own company but for a new generation of OEM's and entrepreneurs. In addition, it will provide information to facilitate overall pattern recognition analysis in ways that were previously unimaginable.

"WSN has been an innovative player in the transportation arena for several years and we continue to develop our technologies in this growing industry," adds Fleury. "We are presently helping public transportation services companies remotely monitor their extensive fleets giving them time to take preventative measures that can help avoid downtime, make systems safer, more efficient, more reliable and more energy and environmental friendly.

"WSN is also planning to enter into the private sector market - truck transport, hazardous substances vehicles and transport of high-value cargo, from car carriers to military transport logistics; from electronic goods vehicles to refrigerated goods vehicles (drugs to lobsters)" Fleury added. "We're not satisfied with meeting current standards in a highly legislated environment. We will take our Network to the next dimension."

To learn more about WSN contact: brian.fleury@wsninc.com, www.wsninc.com



“ We’re not satisfied with meeting current standards in a highly legislated environment. We will take our network to the next dimension. ”

Brian Fleury, CEO

New B-double Tanker a First in Malaysia and Asia

Petronas Dagangan Berhad and Scania have scored yet another first for Malaysia with Asia's first B-double tanker truck — powered by the brand new Scania R 500 V8 prime mover — which gives operators unparalleled productivity, profitability, safety and flexibility gains.

Scania, the Swedish manufacturer of trucks and buses, together with Petronas Dagangan Bhd (PDB), Shaziman Transport Sdn Bhd and Focal Manufacturing Sdn Bhd ushers in a new dimension in road transportation in Malaysia with the launch of the new B-double tanker, a first for Malaysia and South East Asia.

The lightweight, high specification, high performance Scania R 500 6x2 prime mover with a 500 hp V8 engine — fully assembled in Scania Malaysia's assembly plant in Port Klang — is combined with lightweight aluminium tankers designed and manufactured by Focal. The truck features a high payload of up to 58,000l of petrol or 54,600l of A1 jet or diesel.

Two units of these vehicles will be put into service hauling A1 Jet Fuel around Peninsular Malaysia for Petronas Dagangan Bhd. (PDB). The vehicles are operated by Shaziman Transport Sdn Bhd.



The B-double configuration features a prime mover hauling two trailers, one behind each other. These vehicles have a total length of 18m bumper-to-bumper, and 61,000kg GTW (gross train weight).

The new B-doubles were launched by Ir Salim Parhan, JPJ Director of Enforcement and En Mohamad Yazid Mansor, PDB Senior General Manager of Supply and Distributions Division, and witnessed by Mr Ginder Pal Singh, Managing Di-

New B-double Tanker a First in Malaysia and Asia

rector of Shaziman Transport; Mr Peter Sjöblom, CEO of Scania in South East Asia; and Mr En Lim Kay Meng, CEO of Focal Manufacturing.

“Scania, together with our partners in this project — Petronas, Shaziman Transport and Focal — has put in a lot of effort to lobby for this vehicle specification to be approved for use in Malaysia,” said Sjöblom. “Working together with the JPJ and Transport Ministry, this shows that the Malaysian authorities are open to new and internationally approved vehicle configurations, if compliance with international and local safety regulations is met. This was certainly the case with this new B-double vehicle.”

The official introduction of the B-double vehicles marks the culmination of much hard work since April 2008, when Scania brought a B-double tanker to Malaysia for preliminary road tests. The vehicle was driven between Bkt Kayu Hitam and Kuala Lumpur; stopping by rests areas, fuel stations and major interchanges to ensure the vehicle could run on Malaysian roads. The results of the tests were extremely positive and indicative of the fact that the B-double could be a future common standard in Malaysia.

That B-double preliminary test was followed by a high-level seminar. Mr Anders Lundström of Scania R&D, Sweden came to Malaysia to present the case for high capacity vehicles and the seminar was attended by relevant government departments and transport operators. The message then was clear — heavier vehicles with higher load capacities are good for business while at the same time they are able to reduce the number of vehicles on the road.

These two activities clearly showed the benefit and potential of longer and heavier vehicles and generated much interest amongst local transport operators and the authorities alike.

The logic behind longer and heavier vehicles is clear — and Scania has decided that B-double would be the most suitable vehicle configuration here in Malaysia. B-doubles help operators and road authorities improve their bottom line by increasing productivity and efficiency of every vehicle, as well as reducing road wear. Major savings are achieved by having less fuel consumption per tonne cargo per kilometre.

The use of longer and heavier vehicles will result in fewer heavy vehicles on the road, contributing to less congestion. Furthermore, increased road safety, less CO2 emissions and less noise are major beneficial factors that would be realised from the introduction of the B-double.

Also, logistics flexibility comes in the fact that the second trailer can be detached and hauled by another prime mover, if the need arises.

“Of course, safety is Scania’s number one priority when we worked to come up with the correct specifications for these B-doubles vehicles,” said Alfons Reitsma, Senior Technical Product Manager for Scania in South East Asia.

“We have done all calculations, including Roll Over Stability Analysis and Performance Analysis in total compliance to meet UN-ECE 111 regulations within the current Malaysian axle load petroleum legislation. At the same time, modelling calculations on various tests — such as loading, brakes, turning radius, low and high speed tracking, static roll-over and dynamic load transfers — ensures these vehicles can work safely under all conditions on Malaysian roads, bridges and junctions.”



Reitsma adds, "Together with trailer manufacturer Focal and their suppliers, a lot of work was done to ensure the Electronic Stability Program (ESP) works between the prime mover and the tankers, which is an industry first. The safety features as mentioned above — ESP, EBS/ABS, LDW, disc brakes, hydraulic Retarders and full ADR compliance — are absolutely crucial and must be mandatory in the application of B-double vehicles. These are major safety developments in getting this vehicle to work on the road in Malaysia. In short, no stone has been left unturned to guarantee maximum safety and performance of this B-double combination at all times and under all conditions."

En Idros Puteh, General Manager of Scania (Malaysia) Sdn Bhd noted, "Scania has been in close consultation with Petronas and Shaziman Transport to understand the commercial, technical and safety demands of this new truck concept. Our partners — trailer manufacturer Focal and their suppliers — have also been instrumental in making this dream a reality and have made a monumental effort in ensuring these demands are met."

The new Scania R 500 – B-double feature many firsts and unique features for trucks in Malaysia;

- *A 500 hp V8 Scania engine, with Euro 3 compliance. 2400 N/M of Torque @ 1000-1400 RPM*
- *Scania R 500 specified to be as lightweight as possible to increase payload, with aluminium fuel tank and rims*

High levels of safety

- o *Full ADR Specifications — full compliance with international standards for the Transport of Hazardous Goods by Road*
- o *Full Electronic Stability Program (ESP) in conjunction with both trailers, with roll-over protection on truck and trailer with RSS*
- o *Electronic braking system (EBS) with Anti-lock Braking system (ABS) in conjunction with both trailers, operated by modern and advanced CAN-BUS circuitry*



New B-double Tanker a First in Malaysia and Asia

- o *High Intensity Discharge (HID) Xenon Headlamps for better illumination at night, along with digital LED lights for rear and side lights*
- o *Central Tyre Pressure Management (TPM) system to manage correct tyre pressures*
- o *Scania Safety Cab — meets strict Swedish cab structure legislations*
- o *Fleet Management System (Black Box FMS) by GPS — offering second-to-second vehicle data transmission to check on speed, driver location, vehicle status etc*

High levels of driver comfort, reduces fatigue and further contributes to road safety

- o *Traction Control*
 - o *Full Air Suspension on prime mover and both B-double trailers, with automatic load sharing and road user friendly suspension system works together in order to reduce road damage*
 - o *Electronic Level Control (ELC) — keeps the vehicle at constant suspension height for better stability and handling.*
 - o *Disc brakes for all axles, including both trailers. Air operated*
 - o *Lane Departure Warning — First in Malaysia! Warns driver if vehicle starts to drift out of driven lane (e.g when drowsy)*
 - o *Scania Opticruise system — Automated Gear Changing that allows the driver to have both hands on the steering wheel and better concentrate on the road*
 - o *Scania Retarder — activated hydraulically for smooth and powerful stopping power without use of the vehicle's brakes, keeping them cool and fresh for use during emergencies*
 - o *Safety Restraint System (SRS) Airbag and seat belt tensioning for driver*
- o *New Scania R-cab, air suspended with full air-suspension seats*
 - o *Ergonomic driving position, with new instrument panel*
 - o *Low noise intrusion from engine, thanks to excellent cab insulation.*

Tankers built by Focal Manufacturing Sdn Bhd

- o *Full aluminium tanks — light weight with low centre of gravity for better stability*
- o *Full Electronic Stability Program (ESP) and ABS in conjunction with prime mover*
- o *Maximized carrying capacity of up to 58,000L for petrol fuel adheres to the legal limit of 61-tonne GCW in Malaysia*
- o *Easy manoeuvrability. Requires a relatively small road width of 8.5m to make a full 90 degree turn and approximately 10.5m turning radius for a complete U-turn.*

Nama : Pauzi bin Dahlan dari Alor Setar, Kedah
Umur : 49
Pengalaman berkerja : 26 tahun

Nama syarikat yang anda berkerja pada masa ini?
17 tahun bersama ASAC.

Apa yang menyebabkan anda berminat untuk menjadi pemandu lori ?

Kawan-kawan saya telah mencabar saya untuk menjadi pemandu lori dan kerana telah dicabar, saya memberanikan diri untuk mencuba.

Apakah yang paling anda sukai tentang pekerjaan ini ?

Perkerjaan ini membawa saya ke merata tempat dan juga ke tempat-tempat yang dilarang masuk oleh orang awam. Saya boleh juga menganggap tempat-tempat destinasi saya sebagai percutian. Contohnya destinasi ke thailand, singapura dan juga ke tempat yang jarang dilawati seperti penjara.

Apakah yang paling anda kurang suka tentang pekerjaan ini?

Kesesakkan lalu lintas.

Pernahkah anda mengalami pengalaman yang luar biasa semasa memandu?

Ada pengalaman luar biasa cuma kadang-kadang saya terserempak dengan gajah atau harimau dan tanah runtuh.

Adakan anda akan Mengalakkan golongan remaja untuk menceburi dalam bidang ini?

Ya, kepada remaja yang tidak berkelulusan tinggi. Dalam bidang ini kita perlu berkerja keras dan berkerja dengan tidak menentu masanya tetapi gaji sangat lumayan.

Dimana persinggahan kawasan rehat yang paling digemari dan mengapa?

Kawasan rehat Tapah kerana disana ada bermacam-macam pilihan makanan berbanding dengan kawasan rehat yang lain.

Lori jenis apa yang anda sukai pandu dan kenapa?

Volvo kerana ia banyak mengutamakan ciri-ciri keselamatan untuk pemandu.



Pauzi bin Dahlan TRUCKER OF THE MONTH



Name : *Pauzi bin Dahlan from Alor Setar, Kedah*

Age : *49*

Years of experience : *26 years*

Which company are you currently attached to?

ASAC Logistics, where I've been for 17 years.

How did you end up being a truck driver?

I was challenged by my friends, that I do not have the guts to take up this job. Because of that I became a truck driver.

What do you enjoy the most about this job?

This job takes me to all the places where passenger cars are normally prohibited to go in. You can also treat it as a holiday trip, where I can go to different places. For example I drove to Thailand and Singapore. I've also been into unusual places such as prisons.

What do you like the least?

The traffic jams.

Have you had any unusual experiences while driving?

Nothing unusual, except sometimes one will bump into wild animals like elephants, or tigers. You may also see landslides.

Would you recommend this career for young people?

Yes, for those who do not have higher education. While it is hard work and a lot of hours, the salary is very good.

Which is your favourite stopover and why?

Tapah stopover, because the food is better compared to other places.

Which truck would you love to drive and why?

VOLVO because they have a lot of safety features for the drivers.



HINO MOTORS (MALAYSIA) Sdn. Bhd. 12th Mechanic & 4th Parts Skill Contest



Kelvin Lee (FF Auto, Sabah), Chan Fook Soon (Minufa automobile, Pahang), T. Hara (HINO - Parts & Service Advisor), Adwin Lee (AWS Jaya, Penang)

10 December 2009 - Hino Motors Malaysia, distributor of Hino commercial vehicles, has again held their annual Mechanics & Parts Skill Contest by inviting all Hino 3S & 1S (Service) Dealers from West & East Malaysia to compete and show their skills. They were also given the opportunity to upgrade their parts knowledge in counter sales, ordering systems and warehouse operations.



Ahmad Yasmin (HINO - GM, Parts & Service), Teng Chui Nieng & Philemon Yek (Lu & Sons Engineering, Sarawak)

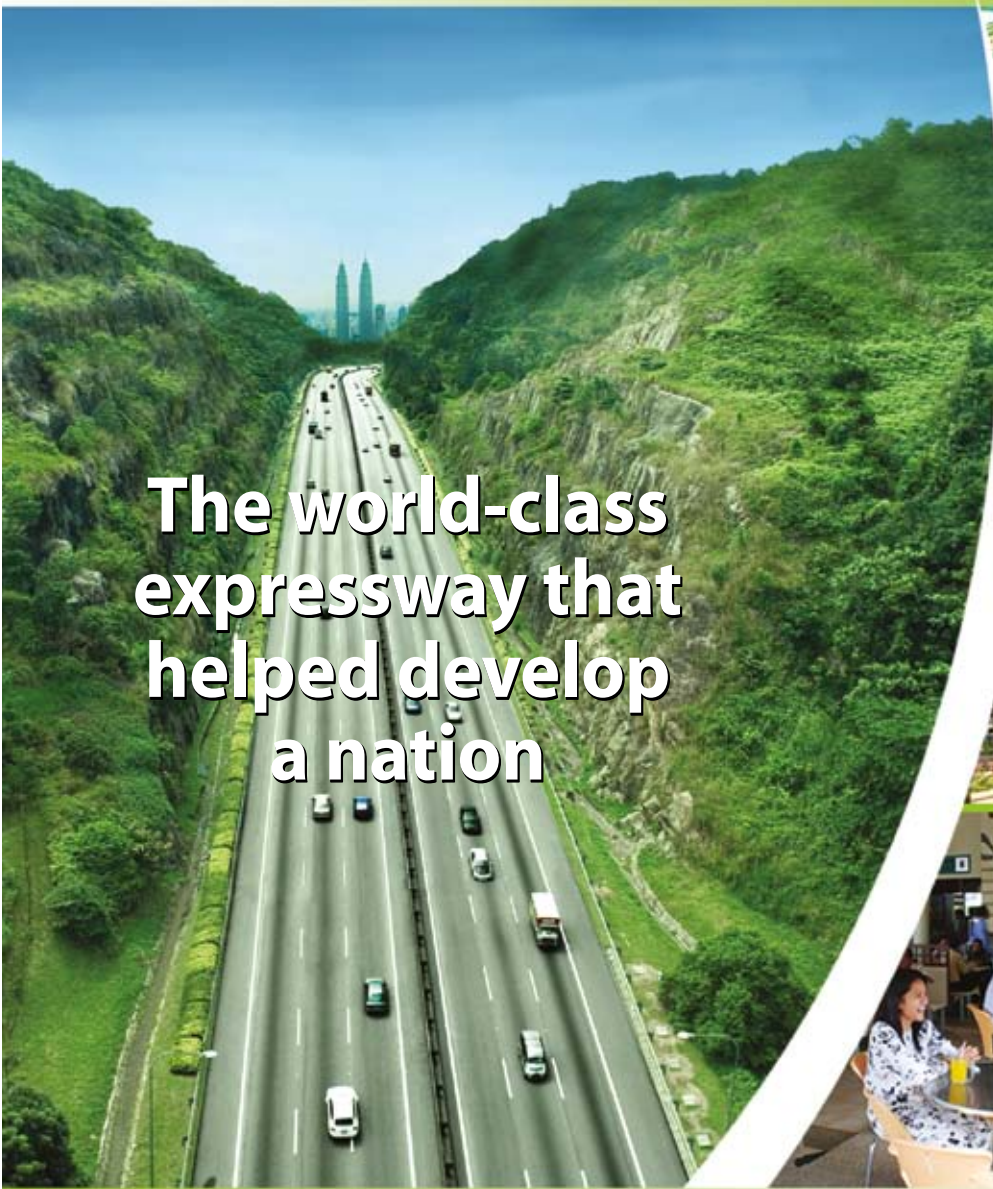


N. Chaimongkol (Thai HINO - GM, Service), Y. Shimada (HINO - Production Advisor)

M. Yoshikawa (HINO - IT / Finance Director), S. Kato (HINO - R&D Director)



M. Machida (HINO - Technical Instructor)



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ventures into Indonesia & India

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