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# The Industry's Nuts & Bolts

**W**hat I enjoyed most about working on this edition of Asian Trucker is that we've gotten into the nuts and bolts of the industry, and we get a behind the scenes look at how people do their jobs and contribute not just to the improvement of their business, but to society as a whole.

For instance in 'Dato C. C. Foong – The man with your plan' he explains how he does more than just build quality bodies for trucks – he creates a plan that helps clients understand all the regulations and requirements that need to be met before a truck can hit the road. Helping people understand what is needed by the appropriate authorities to ensure their trucks are safe and legal is a noble calling.

Another noble calling is being a fire fighter. However, in our interview with En Najilan Haji Che Pha and En Anuar Bin Hasan who are the fire fighters who pilot the fire trucks we learn that it is not just a great and noble calling but 'It's A Cool Job Fighting Fires'. This is an enjoyable read that provides some interesting insights into how the job is done.

We all know the dangers of driving on Malaysian highways and for truckers driving the big rigs there are additional challenges and responsibilities. In 'Heavy Vehicles Could be the Cause of Heavy Damage' the experts at PLUS highways

provide some excellent advice that will help drivers get safely to their destination. If Malaysia is going to effectively address the problem of road safety preventative measures are going to have to be taken. This is a serious issue that everyone should learn more about.

Safety is also on the minds of the people at HINO. In 'HINO Motors New Mini Bus is Made for Malaysia' we learn that their new Mini Buses are designed to meet the needs of Malaysians while providing a safe, comfortable and environmentally friendly ride. Some of the safety features of the XZU423RD1 and XZU433RD1 Mini Bus will allow for better stopping power due to its hydraulic system and drivers will also notice better handling and stability. Learn how HINO also aims to help the very important tourism sector in Malaysia.

No matter what your role is in the trucking industry, you are sure to learn something new from the in-depth articles in this issue of Asian Trucker.

**Floyd Cowan**  
Editor

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# Isuzu Chairman's First Visit to Malaysia

*The first visit to Malaysia by the Chairman of Isuzu Motors Limited, Mr Yoshinori Ida, was an important step in building Malaysia as a key market for the company's products.*

As part of its determined effort towards making Malaysia a key market for Isuzu vehicles, Chairman of Isuzu Motors Limited, Mr Yoshinori Ida paid an historic visit to the country to meet with Isuzu Malaysia and its dealers.

This comes at the heels of last month's launch of the new Isuzu N-Series range of trucks that are expected to spearhead Isuzu Malaysia's efforts to be the top commercial vehicle brand in the local truck market.

### Local Support

Mr Ida's visit, the first by the top-ranking official of Isuzu Motors, significantly signals the company's intention to support the local operations and to gain a stronger foothold in the truck business in Malaysia.

During the meeting that was held in Kuala Lumpur, Mr Ida assured the dealers of Isuzu's full commitment towards helping the Malaysian operations achieve its position as the leading truck brand. Quick response and excellent product support will be key areas that Isuzu Motors will prioritize in an effort to create a better business environment for Malaysian dealers.

### Key Markets

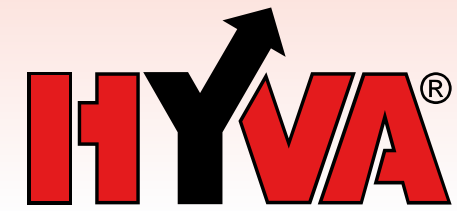
"Malaysia is one of the three Asian tigers together with Thailand and Indonesia. They will be a driving force of the East Asian market in the coming years. In order to achieve our objectives of making Isuzu the No.1 truck brand in the world, we need to have a strong presence in these markets and react quickly to the demands of our customers here," said Ida.

Mr Ida thanked the dealers for their input during the discussions and said that their opinions would be considered as valued feedback in determining the kind of products and applications of the future product range. Most of dealer representatives present were impressed and honoured by the keen interest shown by Mr Ida in soliciting their feedback.

### A Rare Opportunity

"This is the first time the chairman of a global corporation has come to hear our views. I have never had this opportunity before and more importantly, he has taken note of our opinions and has assured us that he will take the necessary action when he returns to Japan. This is truly a great show of commitment by Isuzu," said a dealer from Sabah.

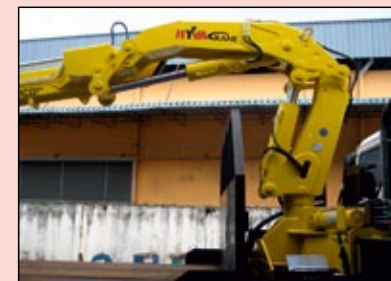
During Mr Ida's recent brief visit to Kuala Lumpur he spent approximately three hours meeting with the Isuzu dealers and having a working lunch with them.



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# Older Port Trucks Targeted to Ease Jakarta Congestion

The head of the Jakarta Transportation Agency Udar Pristono is looking at various options to tackle the problem of traffic congestion in the Indonesian capital. The most recent action is a plan to clamp down on container trucks deemed unworthy to operate and get them off the road. Pristono says the goal is to restrict truck numbers, reduce traffic and improve road safety in the city where gridlock is a constant problem.

Pristono says his agency has been preparing for the raids. "We do this so the drivers of cargo carriers and heavy container trucks can comply with the prevailing rules." The target of the raid will be the seaport area and the streets leading to the port.

The raids will include several inspections, including freight capacity, KIR, machine and the physical condition of the vehicle. "Vehicles found having less worthiness will be ticketed and must not operate until they comply with the prevailing rules," Pristono said. Vehicles found with severe damage will be seized.

This measure comes after the Jakarta Transportation Agency's road worthiness raids on public transportation recently. So far the raids have netted 606 public transportation vehicles of which 107 were seized.

Pristono has also proposed staggered working hours in order to ease chronic traffic congestion in Jakarta. According to Pristono the City administration has completed a preliminary study of the policy proposal that would see working hours in Central and North Jakarta start at 7:30am, West and East Jakarta at 8:00am and South Jakarta at 9:00am.

In January 2009, a similar policy was implemented for schools requiring them to start classes 30 minutes earlier in order to reduce traffic congestion.

Jakarta traffic is often congested and during heavy rains that flood many city streets people become stranded for hours, unable to get to their destinations.

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**A**SEAN's leading trade fair for automotive parts, equipment and service suppliers, Automechanika Malaysia will run from March 31 –April 2, 2011 at Kuala Lumpur Convention Centre. This biennial event, organised by Messe Frankfurt (HK) Ltd, in collaboration with the Malaysia External Trade Development Corporation (MATRADE), is supported by 14 leading international and Malaysian industry associations. The seventh edition expects to attract 165 exhibitors from around the world. The 2011 event will offer a full spectrum of automotive products and services in line with the global Automechanika brand.

**Strong 2009 Event**

The 2009 event received a positive response from the industry despite the global economic slowdown. A total of 133 exhibitors from 14 countries and regions and 4,521 professional visitors from 57 countries and regions attended the event. Of these visitors, 78 percent had purchasing authority.

ket trends and business opportunities to help attendees keep updated with various green topics such as:

- Green policies, incentives and market developments for the automotive industry in ASEAN countries
- Commercialisation of green vehicles and business models
- Green vehicle developments and opportunities
- Green technology developments and opportunities for automotive products such as powertrain, batteries and fuel

**Green Cars are the Future**

Mr Jason Cao, General Manager for Messe Frankfurt in China commented: "Green cars are the future trend for the automotive industry. In view of this, our goal is to increase our exhibitor's long-term competitiveness, particularly in this area. The Go Green showcase will keep them updated with the latest green developments and it offers an ideal platform for green exhibitors to introduce their products and services to buyers who are looking for this product sector."

worth around US\$4.5 trillion. China and six ASEAN member countries, Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand are paying only 0.1% to 0.6% tariffs for trading auto and parts. The other four ASEAN members, Cambodia, Laos, Myanmar and Vietnam will follow by 2015.

Malaysia, as one of ASEAN's three largest automotive markets, is well placed to take advantage of the China-ASEAN Free Trade Area.

According to the Malaysian Automotive Association (MAA), vehicle sales in Malaysia from January to May 2010 rose by 20 percent to 247,072 units when compared to the same period the previous year due to continued favourable market conditions and increasing demand. The association expects total vehicle sales will rise by 2.2 percent to 550,000 units for 2010.

In addition, sales of automotive parts and components for the first quarter of 2010 went up by more than 30 percent to RM 1.7 billion when compared to the same period last year.

# Automechanika Malaysia 2011

*New features in Automechanika Malaysia 2011 include Go Green and the ASEAN pavilion, and there will be huge business opportunities for exhibitors and attendees at this very important bi-annual trade show.*



A number of forums and seminars were organised including CATER Workshop on Mass Customisation of Vehicles, MATRADE's Incoming Buying Mission, Federation of Automobile Workshop Owners Association of Malaysia (FAWOAM) Annual Convention and Automechanika Academy.

As in previous years, Automechanika Malaysia 2011 will continue to organise a diverse range of fringe programmes for exhibitors and visitors to update with the first hand market intelligence and industry developments.

**New Features**

As the Malaysian government is paving the way for a more competitive automotive industry, the latest National Automotive Policy (NAP) highlights clean and sustainable technology for the automotive industry. Other ASEAN countries such as Thailand and Indonesia are also adopting green auto policies. To support this initiative, Automechanika Malaysia 2011 will launch "Go Green", a special showcase to promote advanced green products and technology which will include green vehicles and suppliers of automotive parts, equipment and technology.

Automechanika Malaysia will also feature various educational seminars on the latest green technologies, mar-

# Offers a Professional Trading Platform



In addition, as the world's automotive market is looking for new business opportunities in the ASEAN region, Automechanika Malaysia is setting up an ASEAN pavilion for ASEAN companies to showcase their new products and innovations. Exhibitors will be exclusively allocated a prime location which will enhance their networking efficiency with buyers.

**Huge Business Opportunities**

The full implementation of the China-ASEAN Free Trade Area, which came into effect in January 2010, is creating the world's third largest free trade bloc outside the European Union and the North American Free Trade Association. The new trade area offers a huge market of 1.9 billion people with trade

**Information**

Automechanika Malaysia is one of 14 global Automechanika fairs held in Asia, Europe, North America, South America and Africa. For further information about Automechanika Malaysia or other individual shows, please visit [www.automechanika.com](http://www.automechanika.com) or email [autoasia@hongkong.messefrankfurt.com](mailto:autoasia@hongkong.messefrankfurt.com).



# HINO Motors New Mini Bus Is Made For Malaysia

*HINO's new Mini Buses are designed to meet the needs of Malaysians while providing a safe, comfortable and environmentally friendly ride.*

**H**INO Motors (Malaysia) Sdn. Bhd., the leading light, medium and heavy vehicle manufacturer introduces its new generation of Mini Bus, the front door type model XZU423RD1 and the centre door type model XZU433RD1. These new models of the Mini Bus are expected to excel in the key areas of safety, comfort and profitability while reducing the burden towards the environment.

### Safety and Comfort a Priority

In terms of safety, the XZU423RD1 and XZU433RD1 Mini Bus will offer better stopping power and better control due to its vacuum servo hydraulic brake system with dual circuit and two leading brake shoes design. Driver will also notice better stability as the suspensions equipped with multi leaf spring and dual acting shock absorber. Also, with the additional of stabilizer bar to the suspension system, its ensure better stability and rolling resistance especially during sharp cornering.

HINO's effort in suspension upgrades have also paid off with greater ride comfort through major improvements made in rolling stability and shock absorption. Inside the bus, space saving techniques have made it possible for increased passenger capacity without compromising on individual space and comfort as its passengers get to enjoy a quiet ride due to lowered noise and vibration generated by these new buses.

### Four Principles

Through these new models of the Mini Bus, HINO has maintained these four principles that ensure quality, durability and reliability:

- Safety and comfort for passengers and drivers
- Easy operations
- Economical and profitable in the long run
- Environmental friendly

### The Need to Improve Public Transport

In line with the 10th Malaysian Plan, a newer fleet of Mini Buses is required to replace the current old fleet of models used for multipurpose public transportation in order to improve the speed and efficiency of public transportation. Through their new Mini Bus models, HINO aims to provide convenience to passengers by providing easier and more efficient access via feeder buses to major public transportation such as LRTs.

In addition to this, the easy manoeuvrability of these new models ensures better access to narrow roads as well as easier parking accessibility. All of these factors into efforts of improving traffic congestion within cities and making the 10th MP that much closer to realisation.

### The Tourism Factor

HINO also aims to aid the tourism sector in Malaysia by providing a comfortable and safer travel experience for tourists from around the world through these new Mini Buses. HINO has always emphasised the need to strike a balance between public requirements while at the same time aiding governmental policies in improving the transport system in Malaysia.

HINO utilizes engines that are proven for its environmental friendly exhaust emission standard namely, EURO 3 for the XZU series. These vehicles are economical & profitable in the long run; proven for its durability, long life, less down time and most of all, low maintenance. The European (EURO) Emission requirements for heavy vehicles, introduced in the late 1980s is an internationally recognized emission standard that strives to address the issues of global warming by reducing the detrimental effects of vehicles emissions in today's global automotive industry.

### For Malaysia

Mr. Hiroo Kayanoki, Managing Director of HINO Motors Malaysia says: "We are confident with our new series of buses. Our customers can expect better performance, safety, and profitability throughout the lifespan of these vehicles." He added, "These new Mini Buses are in line with the government's announcement of the 10MP, which aims to bring improvements in public transportation and in the tourism sector."

The XZU423RD1 and XZU433RD1 are targeted at major tour bus operators, stage feeder bus operators and corporate and government agencies – organisations that require durability, low maintenance and profitability. HINO Motors is banking on the prospect of the increase in demand for mini buses, expected to reach 500 units a year. XZU423RD1 and XZU433RD1 were designed to cater to the Malaysian market and are available at all 45 authorized dealers nationwide.

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- » Tyre Supply
- » Retailing Services Infrastructure
- » Retreading Technology
- » 24/7 Breakdown Rescue Network
- » I.T. Management & Solution
- » Total Tyre Management Solution
- » Training & Consultancy





# Scania Driver Competitions is back!

*After a very successful competition in 2007 Scania is gearing up for the Driver's Competition for Malaysia and Singapore 2011.*

'Putting the driver into focus' is the underlying message for the upcoming Scania Driver Competitions (Malaysia / Singapore) 2011. With a focus on road safety and fuel efficient driving, the competition will see 12 of the top truck and bus drivers putting their skills and knowledge to the test to be crowned Malaysia and Singapore's top drivers

## Growing Participation

The competition – now in its second edition after the inaugural competition back in 2007 – is part of the global Scania Driver Competitions initiatives which began with the 'Young European Truck Driver (YETD) competition' in 2003. Today, the competition has spread to over 40 countries and involves over 25,000 drivers worldwide.

"We're extremely pleased to be holding the Scania Driver Competitions in Malaysia and Singapore again in 2011, said Mr James Armstrong, Chief Executive Officer for Scania in South East Asia. "By putting the driver into focus, this illustrates Scania's commitment toward road safety in which the driver is a key factor."

As in 2007, the competition is split into two sections; the first is the Application and Theory Test 1 which consists of questions on road safety and Economical Driving in both multiple choice and essay forms. Drivers are required to answer all questions as part of the application process.

## Refreshing Knowledge

"By making the Theory Test 1 compulsory for all drivers putting in their applications, the desired 'side effect' is reminding all drivers about road safety and economical driving, regardless if they move on to the finals," says Mr Ho Hee Hean, Marketing Communications Manager for Scania in South East Asia.

"The essay questions also gave the selection committee another angle at selecting the finalists, and it was indeed very heartening to see quality answers from some of these drivers in 2007. We expect to see the same in 2011," he added.

The top six truck and six bus drivers from all over Malaysia and Singapore who move on to the finals will be invited to the Scania Malaysia head office complex in Bukit Jelutong, Shah Alam in an all-expense-paid trip to compete in the finals on 27 March 2011.

## Gruelling Tests

These 12 finalists will then compete in three gruelling tests:-

- Theory Test 2 – A timed written exam that focuses again on road safety and fuel economical driving
- Road Test – Drivers will drive a pre-determined route with an official tester on-board, with points given (and deducted) based on driving etiquette and traffic laws. Points will also be given on the measured fuel economy.
- Manoeuvring test – A driver who knows the exact dimensions of his/her vehicle is a safe driver. All drivers will complete the 8-station manoeuvring test, covering reverse and side parking in tight spaces, tight U-turns and figure-of-8, etc.

## The Winners Will Win

The winner from 2007 in the truck category was Mr Borhan Bakar from Say Heng (Chuah) Transport Sdn Bhd; while the winner bus category was Mr Ghazali Hasan from Aeroline Express; who each pocketed RM8,000 and a championship trophy.

For 2011, the prizes are made even more attractive considering the wider acceptance of the competition by drivers from both Malaysia and Singapore. Winners from the truck and bus categories will each pocket the grand prize of RM10,000. First and second runners-up will receive RM3,000 and RM2,000 each.

"Scania sees this huge reward for the driver as an incentive for them to work and behave professionally on the road. Drivers need to be aware that their actions on the road contribute tremendously to road safety and fuel economy. It's a big responsibility," says Mr Ho Hee Hean.

He adds, "The competition highlights Scania's effort in further promoting road safety and reducing road accidents and fatalities. Scania is committed to working together with our partners as well as the authorities to spread the message of road safety to both truck and bus drivers in Malaysia and Singapore."

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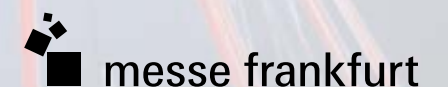
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# TCIE Unveils New UD Trucks Brand Identity

*UD Trucks, the new brand for Nissan Diesel, which is part of the Volvo Group of Sweden, is anticipated to grow its market share in Malaysia while providing excellent after sales service.*



TCIE executive director, Mr. K Y Wong (second right) and Volvo Group-Asia Truck Operations, Region Malaysia managing director Mr. Eric Leblanc cutting the ribbon to mark the official launching of the new models of UD Trucks on display at KLIMS '10. Looking on are TCIE executive director, Mr. Tan Keng Meng (left) and Lee Kong Leong (right), TCIE Specialist in Repairs of Accident Vehicles Including Trucks and Buses.

Tan Chong Industrial Equipment Sdn Bhd (TCIE) has unveiled the new UD Trucks brand together with the introduction of the latest models of Euro 2 UD trucks for the Malaysian transportation sector.

## Exclusive Distribution

UD Trucks, formerly known as Nissan Diesel, which is part of the Volvo Group of Sweden, has been exclusively distributed by TCIE in Malaysia since 1978.

Announcement of the UD rebranding and introduction of the new models of UD Trucks, namely the heavy duty CKM 272 DT and light duty YU41T5, was made at the Kuala Lumpur International Motor Show 2010.

Officiating the event were TCIE executive director, Mr. K Y Wong, Volvo Group-Asia Truck Operations, Region Malaysia managing director Mr. Eric Leblanc and Mr. Masami Kanai, UD

Trucks Sales Director, Region Malaysia (Malaysia, Singapore & Brunei).

## Confidence in the Future

Speaking at the event, TCIE executive director K Y Wong said UD Trucks have enjoyed a 12 percent market share and in 2009 was ranked fourth in the light commercial vehicles (LCV) segments. He expressed confidence of at least maintaining UD Trucks' position with a 10 percent share of the market for this year and aspires to grow its market share with better quality products and services.

"Last year, we commanded a market share of 10 percent with 690 units in the LCV (5000kg) category. For the LCV 7500 category, our market share was 34 percent with 177 units in 2009

In the heavy duty commercial vehicle segment, Wong said TCIE sold 624 units of vehicles commanding a market share of 28 percent for 2009. "Again, for this year and the next three years, we hope to achieve reasonable growth after taking into consideration the challenging economic conditions."

## Excellent Service

TCIE has a nationwide network of 18 service centres and 32 authorised service dealers offering 24-hour breakdown services to its customers. Its spare parts division serves a fulfilment rate of 96 percent and carries parts inventory valued at RM9 million throughout its national distribution network of 10 branch stores and 131 parts dealers.

On the corporate front, TCIE's revenue has been sustained over the past three years at RM279 million for 2007; RM341 for 2008 and RM301 million for 2009.

Managing Director Eric Leblanc said that in line with Volvo Group's vision of providing transport solutions, the prospects for UD Trucks in Malaysia would remain bright in the various segments. "For Volvo Group-Asia Truck Operations, Region Malaysia with our partner TCIE, today, marks another new milestone with UD Trucks new brand identity and the launch of the new models.

## Optimistic About Growth

"I am optimistic that the strong nationwide network of TCIE can offer excellent opportunities for UD Trucks to penetrate and strengthen their market share in the relevant segments. I am hopeful that the new rebranding exercise will pave the way for existing and potential customers to better understand the tremendous benefits UD Trucks have to offer, especially in uptime, fuel economy, lowest cost over lifecycle and customer-oriented solutions," said Leblanc.

The UD Trucks Model CKM 272 DT is priced around RM254,000, while the LCV Model: YU41T5 is priced from RM100,500.

To **shiness** like one of them...

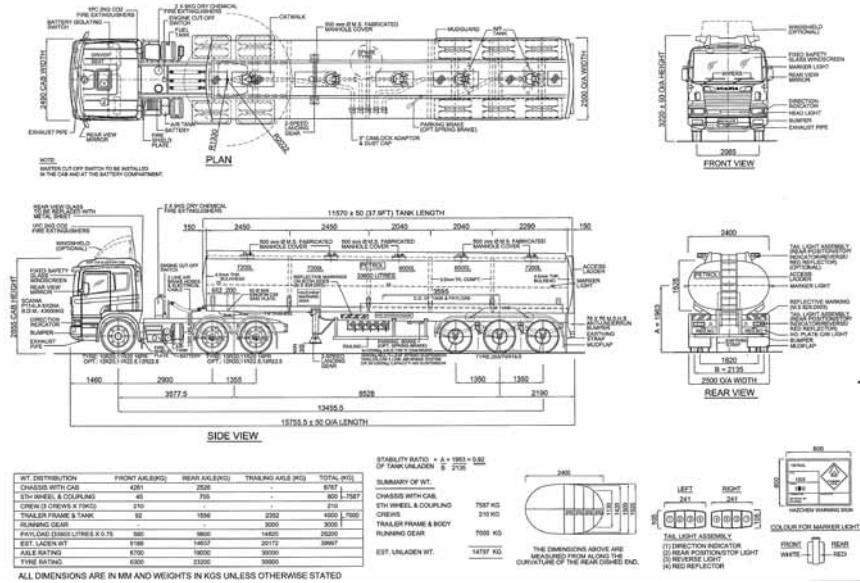
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# Dato Ir C. C. Foong – The man with your plan

## Design and engineering aspects

When creating a vehicle plan, these are the rules that need to be obeyed:

### Rules and Regulations

- Construction and Uses Rules – 138 Rules
- Road Transportation Act, 333 – 129 Sections
- Weight Restriction Orders 2003
- Current JPJ Instructions

### Standards

- Malaysian Standard, MS
- UNECE Regulations (Malaysia became a UN member in 2006 and signed the 1958 & 1998 Agreements – 126 Regulations)
- Component specifications. E.g. tyres, rims
- Mechanical and Automotive Handbooks from SAE

Before a truck can be put to work on the roads, it needs to be approved by the appropriate authorities. The trucks are specifically built to suit a certain purpose. For the body-builder to know what to produce and for the authorities to approve the vehicle, a 'plan' needs to be created for every vehicle. Dato Ir C. C. Foong sheds some light onto the intricacies of this process.

### Custom build from idea to realisation

Every vehicle that you see on the road starts with an idea. The 'idea' is what the vehicle is supposed to do, the intended purpose. It is therefore important for the vehicle user or owner to be very specific and accurate in the description of the purpose of the truck. The task of any engineering firm, such as FCC Consulting Engineer of Dato Ir Foong, is to find the best possible solution, in accordance with current rules and regulations. These plans are created by engineers and drafts people assisting the engineer. However, not every engineer can submit plans to Jabatan Pengangkutan Jalan (JPJ) – Malaysia's Road Transport Department. Only those registered and approved by JPJ can do so.



## The process from design to approval

In addition to in-depth knowledge of the rules, regulations, standards and current JPJ instructions, a thorough understanding of the procedures is essential.

JPJ requires all commercial vehicles to have approved plans prior to construction. These plans must be made available during inspections at PUSPAKOM.

These plans must be prepared by a Professional Engineer (PE) who has to be registered with JPJ. Not any PE is allowed to endorse vehicle plans.

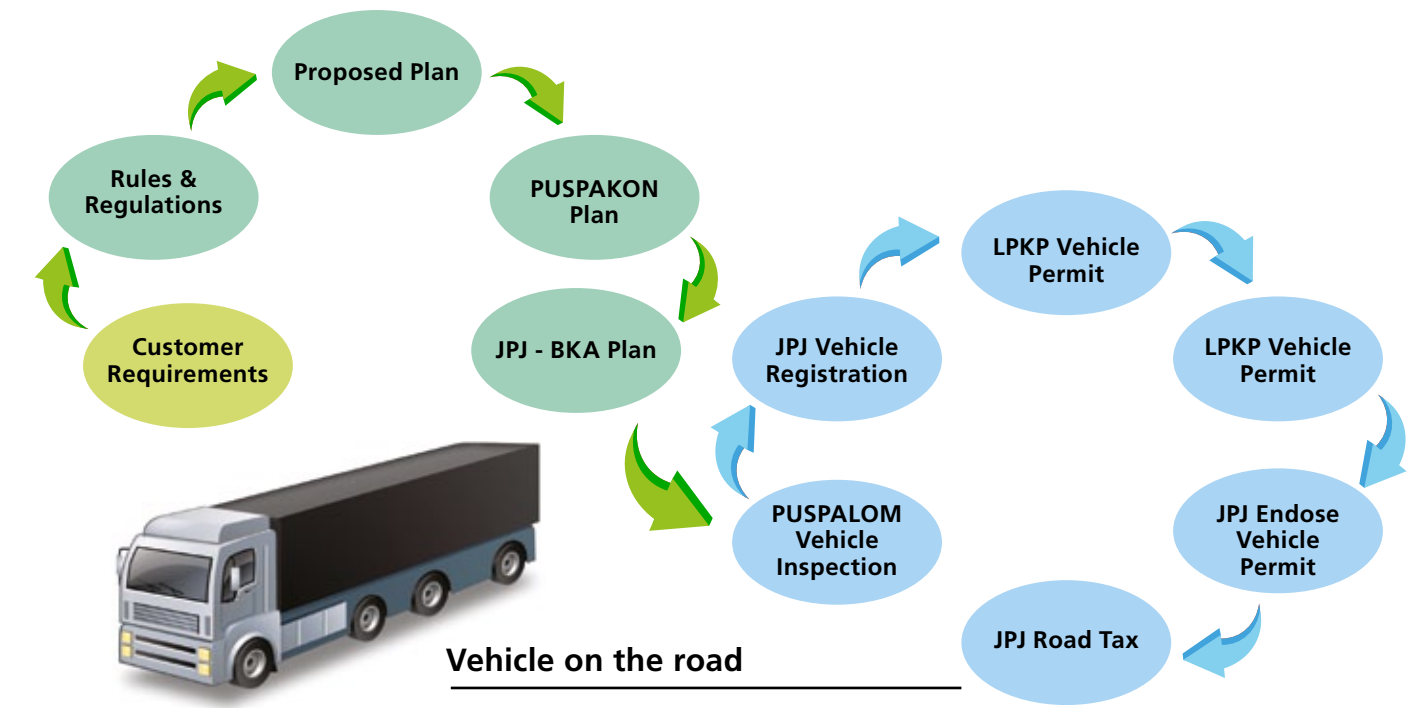
Usually, JPJ will only register those professional engineers with considerable exposure and experience in automotive engineering. Another requirement is a good grasp of the rules and regulations governing road vehicles.

The PE will submit the plan to PUSPAKOM for checking. Any plan not following the rules and regulations will be rejected.

Endorsed plans will then be submitted to JPJ BKA for final approval and endorsement. This means that three parties have to approve and endorse a plan: The PE, PUSPAKOM and JPJ.

Depending on the vehicle to be planned, the time frame for the creation of a plan can vary widely. A 'simple' plan, a standard truck, can be done in one or two days. If the requirements are very specific and unusual, it can take up to one month to create the plan before it can be submitted for approval.

Sometimes clients do not know about safety regulations, Foong explains. This is the time when Dato Foong takes on a different role, explaining to his customers why things are done in a particular way. As a consulting engineer, it is his duty to look at safety issues and ensure that the trucks manufactured are up to the latest standard.



## How technology helps to improve the consulting engineer's work

"Modern technology has helped to make our job easier. Using the Internet and e-mail I can check and change plans from anywhere," explains Foong. According to him, the interaction between the consulting engineer, authorities and customers is made easier and faster. A simple message with an attachment allows the client to review the plan before it is submitted to the authorities for approval.



### Problems in the industry

There are several issues connected with the work of the engineers producing plans. Though professionals like Dato Ir Foong and JPJ are in constant dialogue some problems persist and suitable solutions are yet to be found.

Overloading is probably the most obvious problem. One can tell by the number of summons for overloading trucks that this is a serious problem. Engineers have the possibility to increase the safety features in their design to pre-empt this bad behaviour. However, there are limits as to what the consulting engineer can do to increase the safety factors. The only way to curb this habit is strict enforcement, says Dato Ir. Foong.

While the arrival of modern technology has made the engineer's job easier, it has also allowed for tempering with plans. There are cases of unscrupulous parties where plans were faked for vehicle inspections. It is possible to manipu-

late plans with a computer, showing unusual tonnages or dimensions which are not allowed by the authorities. This can be a serious problem as the faked plans compromise safety for the driver as well as for other participants in the traffic.

There are consultants and consulting engineers. A consultant is anyone who is authorised by JPJ to submit plans to JPJ. Consultants are not allowed to endorse plans though. The obligations of the consulting engineers are liable in a court of law, whereby there are no obligations from the consultants. Clients may sometimes not understand the differentiation and the ramifications of this.

Lastly, the availability of the latest information on rules and regulations may be of concern for the consulting engineers. Engineers may not have knowledge of the latest updates on rules and regulations imposed by the authorities. As a result, the plan will be rejected; the engineer has to re-do the plan and ultimately get the update on the rules and regulations in question.



### A career in trucking?

"When people hear trucking, they may think of a rough and dirty trade. However, there are so many aspects of trucking that there are plenty of opportunities" says Foong. A natural progression might be that a truck driver saves enough money to buy his own truck and start a trucking company. While they may not have university degrees, they know the business inside out and bring with them a wealth of knowledge. The example of Dato Ir Foong also demonstrates that one can become very successful in a niche within the trucking industry. It requires constant updating, training and life-long learning though.



*Dato Foong is no stranger to the Malaysian trucking industry as Asian Trucker discovered during the course of this interview. His remarkable career in trucking spans almost three decades.*

*His first contact with the trucking industry dates back 28 years when he worked for a Japanese truck franchise in Malaysia. Following that, he moved on to work with a trailer fabricator where he learned in detail about vehicle bodies and trailer fabrications. He started his own business following the 1997 Asian Financial Crisis. Today, his practice covers all aspects of truck engineering and he has since ventured into the design and the studies of coaches.*

### He currently holds these qualifications:

Diploma in Technology (Automotive), TARC

Engineering Council (UK) Part 2 Exam

Professional Engineer Malaysia

Chartered Engineer, UK

European Engineer

ASEAN Engineer

APEC Engineer

International Engineer

His affiliations include:

Fellow, Institution of Engineers, Malaysia

Fellow, Institution of Mechanical Engineers, UK

Fellow, Institution of Road Transport Engineer, UK

Member, SAE International

Member, SAE Japan

### FCC Consulting Engineer

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[www.jpj.gov.my](http://www.jpj.gov.my)





# Kit Loong – Malaysia’s Innovative & Knowledgeable Multinational Tyre Company

*Kit Loong Tyre is a leading resource centre for quality products for various market segments of the tyre industry. This year the company celebrates its 80th anniversary, having weathered the ups and downs of several economic crises.*

Malaysia’s Kit Loong Tyre develops and manufactures quality procure tread liners, cushion gum and other rubber compounds to provide raw material solutions for retreaders worldwide. Kit Loong’s retreading factories produce a comprehensive range of quality retread tyres to serve the needs of commercial and industrial tyre dealers and users.

### Industry Power Through Knowledge

Through 80 years of experience and direct involvement in virtually all aspects of the tyre industry Kit Loong Tyre has amassed a wealth of know-how, which is constantly deployed to enhance its value chain to benefit the customer.

This accumulated know-how, encompassing technical knowledge, industrial expertise, commercial acumen, market insight and consumer understanding, provides an invaluable competitive edge. It provides the fundamental strength to facilitate the ability to deliver the optimal solution to customers. In particular, the benefits of the company’s know-how are most effectively accessed through participation in various alliance programmes designed to meet specific needs of different market segments.

### The Winning Formula

Kit Loong Tyre provides a complete range of value-added services to deliver effective solutions for the specific needs of various market segments.

The company is especially focused on the approach of complementing quality products with proper services to

deliver maximum benefits to the tyre users. Kit Loong combines the ability to supply quality products with their extensive know-how, particularly with regards to understanding customer needs and knowledge of the technical and operational factors affecting tyre performance to develop and offer services that satisfy the needs of various market segments.

One could describe this in many words. Kit Loong has compressed it into a winning formula.

From this formula one can see that the service offering is a ‘sum-total’ and the result is that the sum is larger than the individual items.

### 80 Years of Growth and Innovation

The success story started with Mr Teh Kim Hye’s opening a small tyre business in Kuala Lumpur in 1931. Notably, Mr. Teh did not name his business after his family, as is common practice, as he felt his is a commonplace name. Instead he opted for ‘Kit Loong Company’. This laid the foundation for a company that strives to always be at the forefront of development and seeks new and better ways of doing business.

In 1947 the company adopted the first full circle mould for retreading. This improved the speed and quality of the retreading process to meet increasing market demand. The company grew with this process and in 1959 the first full-fledged retreading factory opened in Petaling Jaya.

The 60s were a very special era for the Kit Loong. Michelin appointed it as distributor for the central region, the

construction of a new headquarters took place and the launch of the first radial retreading technology in Malaysia took place. At the end of the decade, the first issue of *Tyreman* was published.

### 70s Expansion

During the 70s Kit Loong expanded into Singapore with Newera and set up two new retreading factories. Based in Shah Alam and Prai, these facilities were built to respond to the growing needs of the market. They further cemented Kit Loong’s market position.

In addition, Kit Loong is proud of the fact that the

company contributed to the first rally win using retread tyres in Malaysia. The rally winner used Kayel tyres, which was introduced at the end of the 60s.

In 1975 Kit Loong built on its success by producing the first procure retread truck tyre.

By 1980 three million Kayel tyres rolled out of Kit Loong factories. The 80s saw more rally wins, expansion of the Michelin distributorship and the successful certification according to SIRIM ISO 9002.

### Milestone Millions

Just ten years later, the 5 millionth Kayel retread tyre hit the road. The company not only grew in Malaysia but outside as well. Michelin’s appointment of Kit Loong as distributor in Sabah and Sarawak meant that the company now covers all of Malaysia. In addition, Kit Loong ventured into China, far ahead of the recent trend to expand and invest in the country. They began by opening three retreading factories, firmly stamping their name on the market.

While the 90s saw geographical expansion in the 2000s Kit Loong added a lot of competencies in the area of busses and trucks. Entire truck fleets are managed by the company with a ‘total tyre management contract’. From 2002 to 2004, the company opened three specialist workshops for busses and trucks covering Klang, Johor Baru and Penang.

By the end of the decade the company added a 24/7 tyre rescue service, x-ray machines to diagnose tyres to be retreaded and entered a joint venture with an Australian company to develop a tyre management IT system.



**We are Family**

Before joining Kit Loong, Aw Kong Meng had worked for major industry players such as BP and also for small family-run businesses. He has been with Kit Loong for eight years and has developed a strong sense of belonging, thanks to the unique approach of the management. He is now the General Manager – Operations.

*Asian Trucker conducted the following interview with Mr Aw:*

**AT: Today, the average life span of companies is getting shorter and shorter. What do you think is the main ingredient in your recipe to sustain over time, given that Kit Loong is celebrating its 80th anniversary and is still not slowing down?**

Aw Kong Meng: What you see today is the work of the founder. The company was run by five brothers who were working as a closely knit unit. Prudent management and being careful with expansion have been the cornerstones of running the business. Decisions were carefully considered before any implementation took place. The company was always led by its vision.

The second generation has learned from this and continued in the same fashion. They realised that they needed professional management and in the 1980s the company employed management that could help them lead the company to greater heights.

None of the three generations ever lost focus. They did not try to venture into other businesses, like many others do. This focus on doing only what we do has resulted in a business that has a lot of tacit knowledge and expertise.

Eighty years ago, the prudent approach of the founder was required to ensure the survival of his one shop. Today, this behaviour is still present. Through this, the company managed to ride out the bad times we have had in the past without having to down-size. It means that we are loyal and caring towards our staff. Several people have retired, but still work on a contract basis with us as they value the culture here.

**AT: What measures is Kit Loong taking to protect the environment?**

Aw Kong Meng: The key is the 'prolongation of the tyre lifespan'. If we manage to use tyres for extended periods of time, we will use less raw materials, produce less waste and have a lower impact on the environment.

For new tyres, it is important to look at the applications that the tyres are used in and to provide a total solution that fits the bill. As simple as it sounds, one even needs to look

at the tyre pressure that is required for each application. This also means that we have to educate the market about this as the people using the tyres need to take care of them in the intended way.

When designing new tyres the products need to be prepared for retreading. Today, all the manufactures offer retreading. However, we try to use the latest technology, thus reducing the environmental impact. Typically, Kit Loong is the first to use a new technology in Malaysia. This also applies to the factory, where modern machines use less energy. Again, this is translating into a lower environmental impact.

**AT: How can Kit Loong's products help to improve the industry?**

Aw Kong Meng: We are providing a total service solution, which we have depicted in the formula you see in all our materials. It is about operational efficiency. We are giving fleet owners peace of mind. If tyres are well taken care of, these people can concentrate on running their own businesses. With a lower operating cost, we are helping the industry to be more competitive. It is a bit like the Xerox machine. Today, you rent the machine and only pay for the copies you make.



**AT: China is a fast growing market. What are your plans for this market?**

Aw Kong Meng: We have been in China since the mid 90s. It is not an easy market, everyone knows that. Although it is a huge country, the market share we are looking at is small. We are producing premium tyres. Many customers in China are still looking for the cheapest purchasing price only. We can see that the market still needs to be educated to understand the concept of the total cost of ownership.

However, we find people are hungry for knowledge; knowledge that we have in Kit Loong and we are happy to

share. Knowledge alone is not enough, you need hands-on experience. For that you need to have the right partners. Eventually, people will start looking for premium tyres.

**AT: What are the current trends in retreading?**

Aw Kong Meng: In Malaysia, we have a lot of over-capacity. That adds pressure to the price. Hopefully this will change when people start looking for quality. Again, we have to educate the market much more as Malaysians may also just look for the purchasing price, not the overall cost.

At Kit Loong we will keep on implementing the latest technology. Through this we will produce better quality tyres. That said, we will not only focus on the tyre, but on everything else around it. We need to look further than the produc-



Mr Aw Kong Meng



companies, while on the other you get the family feeling.

It is a true partnership between the employees and the management. If you can convince the management and owners that something needs to be done, they allow you to do so. There is only one rule: it has to be above board.

It is the security that I value most. When the company was founded, prudent management was the order of the day. Today, we can ride out a recession without having to lay off people. Larger companies may not be able to care in the same way for their 'extended family'.

tion of tyres. What needs to be done is the creation of services to compliment the product, in line with the needs of our customers. Retreading companies have to realise this.

**AT: Lastly, on a personal note, how is the working environment in a family run business?**

Aw Kong Meng: Obviously, MNCs and family businesses have their distinct sets of pros and cons. As for Kit Loong, I am happy to say that there is a mix of both, taking the best of both. It is a real nice mix of the best of the respective worlds. On one hand, you get the professional management of larger





# Scania's Armstrong Strives for Continuous Improvement

*Last year James Armstrong took over the reins of Scania Malaysia as CEO of Scania South East Asia. Asian Trucker spoke to him about how Scania uses the wisdom of crowds and cultural diversity to drive their business and Mr. Armstrong, observing the education of his children, reflects on the modern work-life experience in a globalised economy.*

James Armstrong brings a wealth of experience to the table. His career is remarkable and he could have chosen a number of locations to go to after his last posting. However, he chose Malaysia to be his base for the next couple of years. His wife and his nine year old son and 11 year old daughter have joined him on the journey.

#### **AT: Why Malaysia?**

It has been over a year prior to my posting that I have been offered this position. I had a few discussions with my superior and the family did a pre-posting visit. It was simply an opportunity too good to turn down. For several reasons actually:

Firstly, the economic growth globally will be in Asia. Scania has tremendous ambitions to grow. Traditionally, Europe has been the driving force of Sales for Scania. The ration between Europe and outside Europe is dramatically changing with Asia taking centre- stage. The real opportunity lies in the fact that the infrastructure in many Asian countries is not as developed as in Europe. So, we are not only talking about the sales of

vehicles, but about a chance actively shaping the industry.

On a more personal level, I am happy to be here, because English is widely spoken. My children stay in the British curriculum, which makes it easy for them to fit in. At the same time, the fact that Malaysia is such a melting pot of culture will benefit my children in their formative years and in their professional lives. What I see in my children is the way the work life will be shaped in the times to come. For example, they are now taking lessons in Mandarin. And when we went to Japan on a holiday recently, my son was able to identify Japanese Characters that are similar to Chinese. It struck me as the way modern companies will be operating. What is learned in one country will be transferred and applied in the next.

Malaysia is a great location for an office looking after the development of the region. The centralised location allows me to quickly visit my colleagues and clients in surrounding countries. However, this is also a challenge to me. There is no such thing as one culture in South East Asia. I have to get a grasp on the different cultural nuances, geography and requirements of our clients. Initially, I gave myself 1 year to establish this knowledge. Today, I have to admit that this was far too long as I have had to make decisions based on imperfect knowledge from day one!

#### **AT: How does Scania prepare their staff for postings to other countries?**

The key issue is happiness in the job. If your employees are frustrated, it does not matter where you are, you will not be

satisfied with your current situation. Scania looks after its employees. One of Scania's core values is "Respect for the Individual". If you are driven by such a value, everything else will fall into place. This guiding principle allows Scania to find the right career path with the right opportunities for staff.

When you are in a management position, empowerment is crucial. As much as this sounds like a cliché, but if you are entrusted with a high ranking position, you need to have the freedom to make decisions. This is something that companies may have to learn first when they expand.

For Scania, overseas postings are a great way to cross fertilise ideas and to build tacit knowledge. The wisdom of crowds dictates that the more diverse, independent and large a group of people making a decision, the better (more accurate, higher value) this decision will be. Ten years ago, only Swedes might have been posted to other countries. Today, everyone is on the move.

And just as my kids apply their new skills, the same applies to the business world. Languages, paired with cultural competence will be crucial for MNCs to continue to be successful. What I see happening with my family is the same I predict for the future of organisations.

#### **AT: You mentioned the opportunity to shape the trucking industry in South East Asia. How so?**

We are privileged to work with operators in helping to improve their business. Continuous improvement is very important for the industry. Over here, we find very committed and professional people running transport operations. These are often second or third generation owners who are invariably well educated - often overseas - and already bring with them a wealth of experience.

Our customers understand from a number of perspectives the value of running a high quality and productive vehicle such as a Scania: first, our class leading fuel economy and high resale values ensure a low overall cost of ownership; second and perhaps most importantly, our higher load carrying capacity, outstanding vehicle uptime and road going productivity deliver the highest revenue earning potential for operators. . The concept of "lower ownership cost" is one message we are going to emphasise on. When buying a truck, it is not just the upfront cost for the vehicle. Everything needs to be factored in. Suddenly people realise that a truck that is more expensive to purchase can save money in the long run.

We would hope that the market will go through a paradigm shift, away from the notion of the lowest purchasing price towards the notion of revenue creating opportunities. If a truck has more uptime or has a better load capacity, it translates into more profit made with that vehicle.

#### **AT: What are your strategic plans for the coming years?**

We need to be looking beyond just the vehicle. Our customers are becoming more demanding and we need to satisfy their needs for more thought-through and holistic solutions.

An example of such a holistic solution is our work with transporters like TNT. With an office looking after the entire region we can tailor the right package for them. In joining forces with the client, the body-builder and the truck manufacturer, the client will get the best possible solution. As the client would only have to speak to one person, not 10, the entire process becomes very effective. Naturally, we will further enhance this offering as our customers are also becoming more international.

Other initiatives are also well underway. A new parts warehouse being planned in Singapore will be serving the region, allowing us better parts supply, faster turnaround and even better service.

New workshops will be opening in Ipoh and Port Klang soon. We will introduce mobile workshops in Sabah and Sarawak to support our colleagues in East Malaysia. To that we will also further expand the fleet of Scania Assistance emergency assistance vehicles to respond more quickly to breakdowns. All these are reflections of our notion to create revenue generating opportunities for customers with improved vehicle uptime.

#### **AT: Any final comments?**

We love to be in this region. Together with my family I have drafted a long list of places to visit. For example, I have been to Bangkok a dozen times by now, but I have not had to opportunity to really see the city. There are so many exciting places here and time flies.

#### **Scania South East Asia at a glance**

SSEA is responsible for the markets in the South East Asian region through subsidiaries Scania Malaysia, Scania Singapore and Scania Siam. The SSEA Export Markets office takes care of the other emerging markets in the region like Vietnam and The Philippines. The business in Indonesia is covered by an independent dealer (PT United Tractors).

Scania South East Asia is based in Malaysia and is used as a base for management, operation and training support for all SSEA subsidiaries and occasionally for the Scania organisation in the Asia-Pacific region.

In 2010 Scania was awarded the tender to supply 150 units of Scania K 270 UB 4 x 2 low-entry City Buses to Rapid KL. All 150 units are expected to be delivered and operational by mid 2011.

[www.scania.com.my](http://www.scania.com.my)



# Crown Malaysia Goes Green with New Trucks

Expanding their existing fleet, Crown Worldwide Group in Malaysia recently took delivery of two new Nissan YU41 T-5 model trucks. With the Euro 2 rating it makes them some of the greenest vehicles available within their class in Malaysia. This environmental friendly Euro 2 engine incorporates fuel saving Turbocharged and Intercooler technology to produce maximum torque at low engine speed, for superior hauling ability and performance.

By opting for a Euro compliant vehicle the emission output is far less compared to non-Euro classified vehicles (refer to below table).

<b>Euro 0</b>	<b>1988–1992</b>	<b>12.3</b>	<b>15.8</b>	<b>2.6</b>	<b>none</b>
<b>Euro I</b>	<b>1992–1995</b>	<b>4.9</b>	<b>9</b>	<b>1.23</b>	<b>0.4</b>
<b>Euro II</b>	<b>1995–1999</b>	<b>4</b>	<b>7</b>	<b>1.1</b>	<b>0.15</b>
<b>Euro III</b>	<b>1999–2005</b>	<b>2.1</b>	<b>5</b>	<b>0.66</b>	<b>0.1</b>
<b>Euro IV</b>	<b>2005–2008</b>	<b>1.5</b>	<b>3.5</b>	<b>0.46</b>	<b>0.02</b>
<b>Euro V</b>	<b>2008–2012</b>	<b>1.5</b>	<b>2</b>	<b>0.46</b>	<b>0.02</b>



### Reduced Handling Means Happier Customers

The first vehicle received by Crown Worldwide Group is a 5000kg chassis with a curtain side box and an extended double crew cab configuration for the relocation business. "We needed a vehicle that can transport large volumes of our customers' household goods safely and also be able to get a team of five men to our customers' homes efficiently," says Damian Cross, Quality Development Manager of Crown Worldwide Group Malaysia. "We developed optimum sized storage vault containers that could be side loaded into our curtain side vehicles. This way we can send empty storage vaults to our customer's residence for direct loading of their personal effects after they have been professionally packed either for local or international shipment.

"We can then transport them directly to our storage facility, all the way into the final storage location, without the need to handle the effects individually. Again, this dramatically reduces the possibility of any damage occurring," Cross continued. "Typically, when relocation takes place the personal effects are separately loaded into a vehicle and trucked to the warehouse and placed individually into final storage location by the warehouse crew, this could mean goods are handled three to four times all in all when storage is required. By Crown having these types of vehicles the handling is reduced to one time as you can see by this example."





#### Fine Arts on the Move

Crown has also invested in a purpose-built vehicle for its Fine Arts business. It has a 5000kg chassis with a bespoke polyurethane (PU) sandwich box cargo chamber complete with a tail lift. The transportation of fine art requires very special handling and storage conditions. This vehicle is designed for easy loading and stowing. The inner side of the cargo chamber has smooth surfaces all round to prevent damage occurring to the art work. There are specially designed bracing points so goods can be tied off or strapped down safely and securely. The PU designed box ensures that the temperature in the vehicle is at a safe level for the transportation of the art works.

#### The Crown Difference - Destination Green

Because Crown is in the business of transportation, it has a real impact on the environment through fuel consumption and carbon emissions by vehicles and the use of packaging materials. In line with Crown's Corporate Social Responsibility efforts, the records management team in the United Kingdom has been proving their commitment to reducing carbon emissions by introducing battery operated vehicles and efficient motorcycles to their fleet. Crown New Zealand has added five new hybrid cars to their vehicle pool, which is in line with what their customers have been asking for and which will add to Crown's overall fuel efficiency ratio by reducing emissions on an average of 50 percent less than across the standard car fleet.

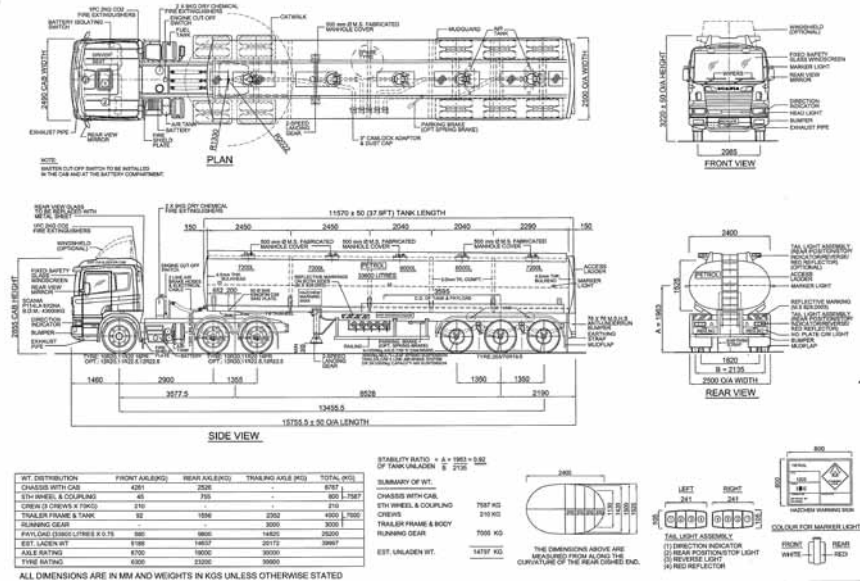
Crown is developing global standards to ensure that all worldwide operations are working in unison to minimise impact, an environmental process integration which includes further developing its fleet of fuel efficient operational vehicles and equipment.

#### Crown Worldwide Group

Crown Worldwide Group is one of the world's leading providers of mobility services, transportation of household goods and fine arts, records management and logistic services with over 250 locations in 55 countries. In Malaysia, Crown Worldwide Group offers household goods shipment, storage, pre-view orientation tours, home and school search, visa and immigration assistance, inter-cultural programmes, tenancy management, handyman and maid services, drivers' licence conversions, ongoing client support, records management services and fine art transportation.

For more information visit: [crownworldwide.com](http://crownworldwide.com).





# Dato Ir C. C. Foong – Pereka Pelan Anda

## Aspek reka bentuk dan kejuruteraan

When creating a vehicle plan, these are the rules that need to be obeyed:

## Undang-Undang dan Peraturan

Peraturan Pembinaan dan Kegunaan – 138 Peraturan Akta Pengangkutan Jalan 333 – 129 Seksyen-seksyen Perintah-Perintah Sekatan Had Berat 2003 Arahan JPJ terkini

## Piawaian

Piawaian Malaysia, PM  
Peraturan UNECE (Malaysia telah menjadi ahli Bangsa-Bangsa Bersatu (UN) pada 2006 dan menandatangani Perjanjian-Perjanjian sekitar 1958 & 1998) – 126 Peraturan Spesifikasi komponen seperti tayar, rim dan sebagainya  
Buku Panduan Mekanikal dan Otomotif keluaran SAE

Sebelum sesebuah trak boleh mula berjalan di jalanraya, ia perlu diluluskan oleh pihak yang berkuasa. Trak-trak dibina secara spesifik bagi memenuhi tujuan yang dimaksudkan. Bagi membolehkan sesuatu pembina rangka trak mengetahui apa hendak dibina dan bagi pihak berkuasa meluluskan sesebuah kenderaan, suatu pelan perlu dihasilkan bagi setiap kenderaan. Dato Ir C. C. Foong menerangkan mengenai pelbagai kesulitan yang dihadapi dalam proses ini.

## Tempah khas dari idea hingga penghasilan

Setiap kenderaan yang anda lihat di jalanraya bermula dengan suatu idea. "Idea" tersebut adalah berhubung apakah tujuan kenderaan tersebut, apa keperluannya. Oleh itu, adalah amat penting bagi pengguna atau pemilik kenderaan itu menerangkan dengan spesifik dan tepat mengenai tujuan atau peranan kenderaan itu nanti. Tugas sesuatu firma jurutera seperti FCC Consulting Engineers kepunyaan Dato Ir Foong adalah untuk mencari penyelesaian yang terbaik baginya berlandaskan undang-undang dan peraturan terkini. Pelan-pelan ini dihasilkan oleh pihak jurutera-jurutera serta jurudraf-jurudraf yang membantu mereka. Namun, tidak semua jurutera layak mengeluarkan pelan kepada pihak Jabatan Pengangkutan Jalan (JPJ). Hanya mereka yang berdaftar dan diluluskan oleh JPJ boleh melakukannya.



## Proses rekaan hingga ke pemerolehan kebenaran

Selain dari pengetahuan mendalam mengenai undang-undang, peraturan, piawaian dan arahan terkini JPJ, pemahaman terperinci mengenai prosedur juga amat penting.

JPJ mengkehendaki semua kenderaan dagang mempunyai pelan yang diluluskan terlebih dahulu sebelum pembinaannya bermula. Pelan-pelan ini hendaklah disediakan semasa pemeriksaan di PUSPAKOM.

Pelan-pelan ini hendaklah disediakan oleh seorang Jurutera Profesional (JP) yang berdaftar dengan JPJ. Bukan sebarang JP dibenarkan mengendors pelan-pelan kenderaan.

Lazimnya, JPJ akan hanya mendaftarkan jurutera profesional yang mempunyai pendedahan dan pengalaman

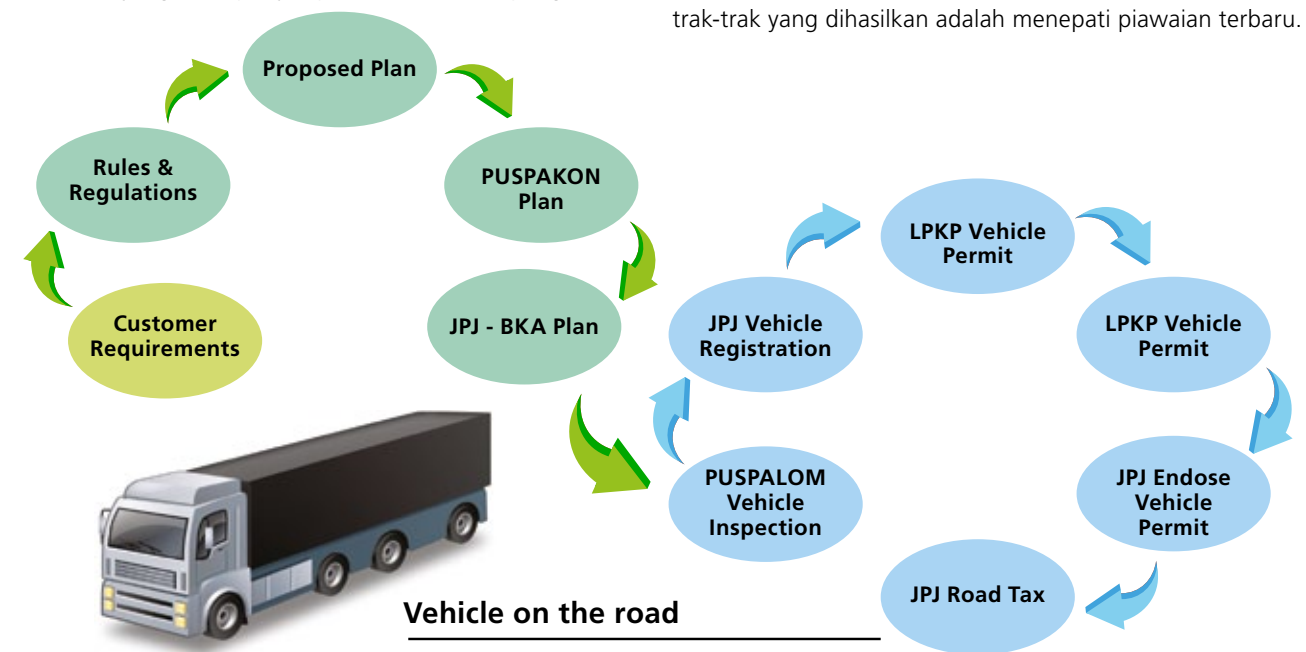
yang mendalam dalam bidang kejuruteraan otomotif. Satu lagi keperluan adalah pemahaman mendalam mengenai undang-undang dan peraturan yang terpakai bagi kenderaan.

JP akan mengemukakan pelan itu kepada PUSPAKOM untuk disemak. Sebarang pelan yang tidak menepati undang-undang dan peraturan-peraturan yang berkenaan akan ditolak.

Pelan-pelan yang diendors kemudiannya akan dikemukakan kepada JPJ BKA untuk proses kelulusan dan endorsmen akhir. Ini bermaksud setiap pelan memerlukan kelulusan dan pengendorsan dari tiga pihak: PJ, PUSPAKOM dan JPJ.

Bergantung kepada jenis kenderaan yang dirancang, tempoh masa yang diambil untuk menghasilkan sesuatu pelan adalah berbeza-beza. Suatu pelan yang 'mudah' bagi sesebuah trak biasa boleh dihasilkan dalam masa satu atau dua hari. Sekiranya keperluannya sangat spesifik dan luarbiasa, penyediaan pelan boleh memakan masa sehingga sebulan sebelum ia boleh dikemukakan untuk kelulusan.

Foong menjelaskan, adakalanya pelanggan tidak tahu-menahu mengenai peraturan-peraturan keselamatan yang wujud. Dalam keadaan sedemikian, Dato Foong terpaksa memainkan peranan berlainian untuk memperjelaskan kepada pelanggannya kenapa sesuatu itu perlu dilakukan sebegitu. Selaku jurutera rundingan, ia menjadi tugas beliau untuk memerhatikan isu-isu keselamatan dan memastikan trak-trak yang dihasilkan adalah menepati piawaian terbaru.



## Bagaimana teknologi dapat membantu mempermudah tugas jurutera perunding

"Teknologi moden banyak membantu mempermudah tugas kami. Dengan menggunakan internet dan emel, saya dapat menyemak dan mengubahsuai pelan dari mana-mana pun," jelaskan Foong. Menurut beliau, interaksi di antara jurutera perunding, pihak berkuasa dan pelanggan dipermudahkan dan dipercepatkan. Suatu perutusan ringkas beserta suatu lampiran membolehkan pelanggan mengkaji sesebuah pelan sebelum ia dikemukakan kepada pihak berkuasa bagi kelulusan.



### Permasalahan yang dihadapi dalam industri

Terdapat beberapa isu yang terpaksa dihadapi dalam kerja-kerja jurutera yang menyediakan pelan-pelan. Walaupun profesional seperti Dato Ir Foong sentiasa berdialog dengan pihak JPJ, masih terdapat pelbagai masalah yang masih berterusan dan di mana jalan penyelesaian belum dapat ditemui.

Masalah yang mungkin paling nyata adalah perbuatan membawa melebihi muatan. Sekiranya diperhatikan sahaja bilangan saman yang dikeluarkan untuk trak-trak yang dimuat melebihi muatan ini jelas suatu masalah yang serius. Jurutera boleh meningkatkan ciri keselamatan dalam rekabentuk mereka untuk membantutkan tingkah laku yang tidak baik ini. Namun, terdapat had ciri keselamatan yang dapat disediakan oleh mana-mana jurutera perunding. Kata Dato' Ir. Foong, pelaksanaan yang tegas adalah satu-satunya cara untuk mengelakkan tingkahlaku ini terus berleluasa.

Sementara ketibaan teknologi moden dapat mempermudah kerja-kerja jurutera, ia turut membolehkan pelan-pelan terdedah kepada perbuatan mengusik. Terdapat beberapakesdimanapihak-pihakyangtidakbertanggungjawab memalsukan pelan semasa melalui pemeriksaan kenderaan. Sesuatu pelan boleh mudah dimanipulasi menggunakan

komputer bagi menunjukkan muatan atau dimensi luarbiasa yang tidak dibenarkan oleh pihak berkuasa. Ini boleh menimbulkan suatu masalah yang serius kerana pelan yang dipalsukan boleh membahayakan keselamatan pemandu serta pengguna-pengguna jalanraya yang lain.

Terdapatnya perunding biasa dan jurutera perunding. Seseorang perunding biasa adalah sesiapa yang diberikuasa oleh pihak JPJ untuk mengemukakan pelan kepada JPJ. Namun begitu, seseorang perunding biasa tidak dibenarkan mengendors sesuatu pelan. Tanggungjawab ini dipegang oleh jurutera perunding dan boleh dibawa ke muka pengadilan, manakala tanggungjawab yang sama tidak ada pada pihak perunding biasa. Adakalanya pelanggan sendiri tidak memahami perbezaan ini dan kesan yang mungkin timbul darinya.

Akhir sekali, maklumat mengenai undang-undang dan peraturan yang begitu mudah diperolehi juga membimbangkan pihak jurutera perunding. Jurutera mungkin tidak sedia maklum mengenai perkembangan undang-undang dan peraturan yang terkemaskini dan terkini dikenakan oleh pihak berkuasa. Ini boleh menyebabkan kelulusan sesuatu pelan ditolak dan jurutera tersebut terpaksa membuatnya semula dan akhirnya mengemaskinikan maklumat undang-undang dan peraturan itu.



### Suatu kerjaya dalam bidang pengangkutan trak?

"Apabila orang awam mendengar mengenai bidang pengangkutan trak, mereka mungkin menganggapnya sesuatu kerja yang kasar dan kotor. Namun sebenarnya terdapat pelbagai aspek dalam bidang pengangkutan trak yang dapat menyediakan pelbagai peluang pekerjaan, kata Foong. Suatu perkembangan yang biasa dilihat adalah di mana seseorang pemandu trak berjaya mengumpulkan wang simpanan yang mencukupi bagi membolehkan dia membeli traknya sendiri dan memulakan suatu syarikat pengangkutan trak. Walaupun mereka mungkin tidak berkelayakan ijazah dari universiti, mereka mempunyai pengetahuan mendalam dalam perniagaan ini dan membawa bersama pengetahuan yang luas. Contoh Dato Ir Foong ini turut boleh menunjukkan bahawa seseorang itu boleh sangat berjaya membina kepakaran atau "niche" sendiri dalam industri pengangkutan trak. Namun, seseorang itu hendaklah bersedia untuk sentiasa berusaha mengemaskinikan diri, melatih diri dan belajar seumur hidup.



*Sepanjang temubual ini, Asian Trucker mendapati Dato Foong bukanlah seseorang yang asing lagi dalam industri pengangkutan trak di Malaysia. Kerjaya beliau dalam bidang pengangkutan trak menjangkau hampir tiga dekad.*

*Pendedahan pertama beliau kepada bidang pengangkutan trak seawal 28 tahun lalu apabila beliau bekerja dengan sebuah franchais trak Jepun di Malaysia. Lanjutan dari itu, beliau bekerja dengan sebuah fabrikator trailer di mana beliau mempelajari dengan mendalam mengenai rangka kenderaan dan fakrikasi trailer. Beliau memulakan perniagaannya sendiri selepas melalui Krisis Kewangan Asian 1997. Kini perniagaan beliau merangkumi semua aspek kejuruteraan trak dan selanjutnya, beliau turut memasuki bidang rekaan dan kajian koc.*

### Beliau kini memegang kelayakan berikut:

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# Heavy Vehicles Could be the Cause of Heavy Damage

*Malaysian roads are a dangerous place, so the experts at PLUS highways provide some excellent advice that will help you get home safely.*

Over the years, Malaysia has witnessed one of the heaviest road accidents on its road in the world. Whether it is motorcycles, cars or trucks and busses, hundreds of lives have been squandered due to a lack of concern for others, a lack of concern for their vehicle and pure negligence towards the safety of others on the road. If Malaysia is going to address this problem they are going to have to take preventative measures.

## A Serious Threat

Heavy vehicles, such as buses, are powerful vehicles and are potential safety hazards. Heavy vehicle driving safety includes understanding the best way to handle situations while you're on the road.

In addition to carrying passengers, most heavy vehicles are built to transport and tow significant amounts of weight. Typically, a heavy vehicle weighs 1,000 pounds more than a car and as a result it can cause extensive damage to a car during a collision.

Heavy vehicles need more time and room to stop, so it's also critical to avoid excessive speeding and aggressive practices like tailgating, particularly in heavy traffic. Bad driving habits like these can have serious consequences for you and other drivers.

Despite the potential damage they can create, heavy vehicles are also more susceptible to certain kinds of accidents due to its higher centre of gravity. In addition to changing dangerous driving habits, the following can help you avoid unnecessary accidents that could cost you and others dearly:

## 24-Hour Help

If you know any unsafe condition or scenario on the PLUS

highways, call the PLUS hotline at 1-800-88-0000. You can get assistance 24 hours.

## Take Care of Yourself

The most important part of a moving truck or bus is the driver! Get plenty of rest before getting behind the wheel. Eat well and stay fit. Remember, hours of service violations are serious and can threaten your livelihood or even your life. Stay healthy and well rested, or don't drive!

## Maintain Your Vehicle

Inspect your vehicle before each trip and check your brakes regularly. Learn how to inspect your brakes, identify safety defects, and get them repaired before risking your life and others on the highway.

## Be Aware of Your No-Zone

Other drivers may not be aware of the size of your truck's blind spots. Be vigilant in watching out for vehicles in the No-Zone. The No-Zone represents the danger areas, or blind spots, around trucks and buses where crashes are more likely to occur. One-third of all crashes between large trucks and cars take place in the No-Zone.

## Slow Down in Work Zones

Watch out for highway construction. Stay alert. Take your time going through work zones and give yourself plenty of room. Expect the unexpected!

## Always Keep Your Distance

Always leave enough space between you and the vehicle in front of you. If you hit someone from behind, you are typically considered 'at fault', regardless of the situation.



Large trucks require more stopping distance than other vehicles. Take advantage of your driving height, and anticipate braking situations.

## Fasten Your Seat Belt

Buckle up for safety and control. If you are in a crash, a seat belt can save your life and those around you. It will keep you in your seat and allow you to maintain control of your truck or bus. A major cause of truck and bus driver fatalities involves being ejected from the vehicle. Wearing seat belts, is still the single most effective thing all drivers can do to save lives and reduce injuries on our roadways.

## Always Drive Defensively

Avoid aggressive drivers! It's estimated that each year two-thirds of all traffic fatalities are caused by aggressive driving behaviours. Keep your distance and maintain a safe speed. The only thing speed will increase is your chance for a crash.

## About the author

Name: - Mohd Muhsin Bin Ahmad Sabri

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D.O.B:- 26 November 1986

Graduated from:- Hertfordshire University, United Kingdom (2006-2009)

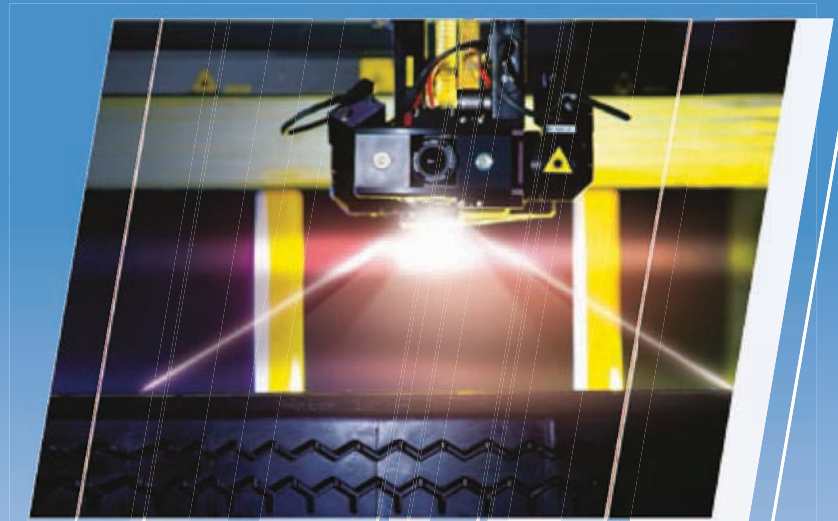
Qualification:- BA(HONS) Mass Communication

Hobbies & Interests: The pen, paper and writing

*"Since I was 10 I have built my career through a passion for writing and the impact it could have. I graduated from the Hertfordshire University, United Kingdom in 2009 and currently I am living a life whereby my writing and association with the media and PLUS Expressways Berhad, Corporate Communications Department, pays the bills."*

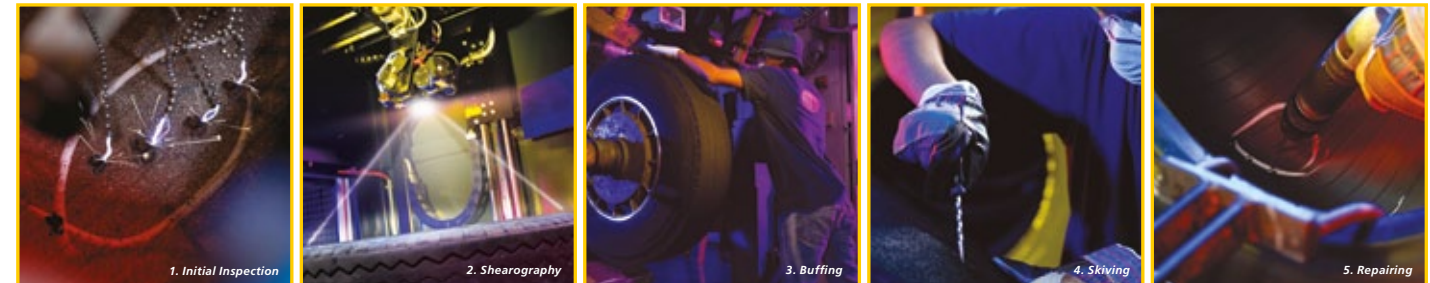






> **The Retread Technology**  
that takes you further

Another Service Infrastructure from



# Kayel Retreading Process Technology (RPT)

Kayel Retreading Process Technology (RPT) is Kit Loong Commercial Tyre's answer to progressive fleet owners and operators' demand for a truly effective retreading solution that can fulfil a key component of their fleets' total tyre management needs, to deliver benefits of safety, operational efficiency, cost effectiveness and ultimately, peace of mind.

KAYEL RPT is an all-encompassing retreading solution that is capable of addressing the technical needs of the most demanding tyre operating conditions, and the commercial needs of the most discerning customers.

Developed with extensive know-how accumulated from Kit Loong's almost 80 years of experience in the industry, KAYEL RPT combines all requisite and complementary factors, and galvanizes them into a compelling retreading solution. The result is a retreading process that facilitates production of retread products of unrivalled quality and performance standards.

For more information please contact

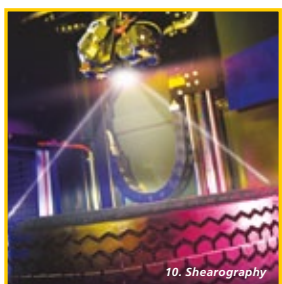
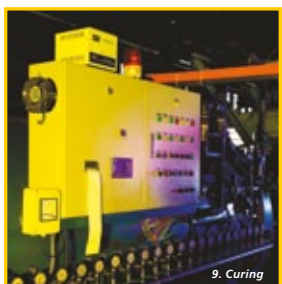
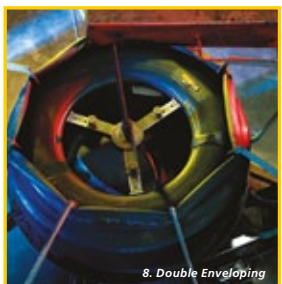
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Website: [www.kitloongtyre.com](http://www.kitloongtyre.com)







# Power Developed Down Under

*When was the last time it snowed in Kuala Lumpur? When was the last time shock absorbers were designed for Malaysia's road conditions? Australia's Powerdown builds shock absorbers for Asia's demanding conditions.*



**S**hock absorbers are required to work extremely hard on Malaysian roads where variable conditions and heavy loads can cause additional suspension movement. Couple this with extreme temperatures and you have the main reasons why standard shock absorbers fail. The direct result of this failure is poor handling, reduced control and excessive tyre wear.

### European Designed?

Many shock absorbers on the market today in Malaysia are sourced from Europe where road and climatic conditions vary greatly to those experienced in Malaysia. When was the last time it snowed in KL?

Powerdown is one of the few companies in the world that designs and develops shock absorbers specifically built to withstand hot tropical climatic conditions. Utilising some of the most advanced testing facilities in Australia and by listening to customer's feedback, Powerdown's engineering team has developed specialised suspension solutions for Malaysian roads, loads and conditions. Powerdown Australia's shock absorber range, has been tested and proven over millions of kilometres in some of the harshest operating conditions in the world to ensure the products offer performance, safety and value

### Creating Durability

What makes Powerdown shock absorbers so durable over a long period is a combination of the following features and benefits:

Large body and piston sizes for increased oil volume allowing the oil to remain cooler and withstand higher internal operating pressures.

High temperature oil and Viton Seal to withstand high operating temperatures whilst maintaining vehicle control.

One piece eye rings and double reinforced welds for secure fitment to vehicle chassis.

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Polyurethane, commonly known as urethane has revolutionised the design and manufacture of many suspension products.

Tuff Yello polyurethane products have been designed and tested under normal working conditions and have returned an average of 3-4 times the life span of their rubber equivalents.

These components have an extremely high memory factor meaning they will always return to their original shape rapidly and are unaffected by petroleum based products, which allows them to offer extended service life.

### Exclusive Formula

Powerdown has addressed the short comings of early materials of either being excessively too hard or too soft, in developing the exclusive formula and manufacturing processes behind our Tuff Yello range, which includes rocker box and torque rod bushes plus replacement shock absorber bushes.

Powerdown suspension components are exclusively stocked by E-2000 Products in Malaysia, offering local backup and support for all commercial vehicle shock absorber requirements.

For more information please contact:

E-2000 Products Sdn Bhd

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Email: e2kpsb@tm.net.my



# It's A Cool Job Fighting Fires

Asian Trucker interviewed En Najilan Haji Che Pha and En Anuar Bin Hasan who are fire fighters who pilot the fire trucks. It is a great and noble job they tell us.

Interviewees: (N) En Najilan Haji Che Pha (42 y/o)  
(A) En Anuar Bin Hasan (37 y/o)

**AT:** How many years have you been in fire and rescue? How many as a pilot?

**N:** 18 years in fire and rescue and 10 years as a pilot

**A:** I've been 11 years in fire and rescue and this is my sixth year as a pilot

**AT:** Which station are you based at? Have you previously served at any other stations?

**N:** For the past six months I have been stationed at the Sri Hartamas station. Previously, I served for many years at the Sentul station.

**A:** I am now stationed at the Sri Hartamas station as well. Previously, I was at the Hang Tuah station, one of the main operation centres in the Klang Valley.



En Najilan Haji Che Pha



En Anuar Bin Hasan



**AT:** Which trucks have you driven? What truck do you currently commandeer as a pilot?

**N & A:** We've both driven trucks by Nissan and Mercedes. Recently, the fire department received a new set of trucks from Scania, the latest model number, which is what we drive now.

**AT:** Are there any differences with these new trucks?

**N:** There are a few things. The water tank capacity on the trucks has doubled, which means that we have to rely less on external water sources. The new truck is also equipped with an auto transmission which helps get us to the scene of a fire in a shorter amount of time.

**A:** The new trucks are definitely more comfortable, not just for us pilots, but also for the crew with its bigger cabin and also its improved suspension and absorbers.

**AT:** Besides driving the truck, what other duties do you have?

**N:** Both Anuar and myself take on a supervisory role as pilots. Other than driving the trucks we are responsible for always keeping abreast with our equipment, routes and crew. This responsibility includes research work and constant communication between us and the crew, which keeps us on our toes in between incidents during our 12 hour shifts. Naturally, administrative tasks are unavoidable as well.

**A:** At times we also put in extra hours after our shift to familiarise ourselves with the roads in our area of coverage. This ensures that we know all the various routes that would help us get to where we need to be in the shortest possible time.

**AT:** When driving to a fire, what do you have to watch out for?

**N:** The main thing is always to ensure that we follow the rules and regulations of the road. As much as we are rushing to an

emergency, we try not to risk the lives of the people around us.

**A:** The main thing is the safety of the crew and the people around us.

**AT:** What are the challenges you face when driving a special vehicle like this?

**N:** The biggest challenge for the both of us, especially in such a populated city like ours, is the traffic.

**AT:** Which is your favourite truck? Why?

**N:** The newest truck.

**A:** The older Scania truck, because of my familiarity with it.

**AT:** As kids, we all want to be a fire fighter. Is it as cool as we all think it is?

**N:** Yes it is. It's such a noble profession and there is never a dull moment.

**A:** Definitely, the satisfaction gained from saving lives is unsurpassed.

**AT:** What inspired you to become a fire fighter?

**N:** There was an incident when I was about 15 years old. Me and my friends were playing football when a fire broke out in a house in our village. My friends and I rushed to help put out the fire which saved the home. I guess it was then that the seed was planted.

**AT:** What is your fondest memory as a fire fighter?

**A:** About three years ago my team was dispatched to a house in Bukit Damansara. When we arrived, the fire was already raging and we were told that there were three siblings still inside the house. I went in with my crew and we were fortunate that we managed to rescue them before it was too late. I think that has to be the memory that sticks out the most as the fondest and the sweetest.





# Kerja Melawan Api Ini Sangat Menyeronokkan!

Asian Trucker telah menemui En Najilan Haji Che Pha dan En Anuar Bin Hasan yang merupakan dua ahli-bomba yang mengendalikan lori bomba. Mereka mengesyorkan bahawa ia suatu pekerjaan yang amat mulia dan menyeronokkan.



Orang yang ditemuduga: (N) En Najilan Haji Che Pha (42 tahun)  
(A) En Anuar Bin Hasan (37 tahun)

**AT: Sudah berapa tahun anda berada dalam bidang kebombaannya? Dan berapa tahun sebagai pengendali lori bomba?**

**N:** Sudah 18 tahun saya dalam bidang ini dan 10 itu selaku pengendali lori bomba

**A:** Saya pula sudah 11 menjadi ahli bomba dan ini tahun ke-6 saya bertugas sebagai pemandu lori bomba.

**AT: Di stesen manakah anda berpangkalan? Sebelum itu, adakah anda pernah berkhidmat di sebarang stesen lain?**

**N:** Semenjak 6 bulan yang lalu, saya telah berpindah ke stesen Sri Hartamas. Sebelum ini saya berkhidmat di stesen Sentul untuk suatu tempoh yang agak lama.

**A:** Saya juga kini berkhidmat di stesen Bomba Sri Hartamas. Sebelum itu, saya di stesen Hang Tuah, yang merupakan pusat operasi utama di Lembah Kelang.

**AT: Jenis trak manakah yang pernah anda pandu? Trak jenis manakah yang anda kendalikan sekarang?**

**N & A:** Kami berdua pernah memandu trak jenis Nissan dan Mercedes. Baru-baru ini, Jabatan Bomba menerima beberapa set trak model terbaru dari Scania, yang kami kendalikan buat masa ini.

**AT: Banyak perbezaan antara trak-trak baru ini dengan yang lama?**

**N:** Ada beberapa perbezaan. Kapasiti tangki air adalah dua kali ganda, yang bermakna kami boleh bebas dari terpaksa bergantung ke atas punca air luar. Trak-trak baru ini juga dilengkapi dengan transmisi automatik, yang membolehkan kami bergegas ke tempat kejadian kebakaran dengan masa yang lebih pantas.

**A:** Trak-trak baru ini sudah tentu lebih selesa, bukan sahaja untuk kami pemandunya tetapi juga untuk ahli pasukan kami, memandangkan ruang cabinnya lebih luas dan dilengkapi dengan suspensi dan absorber yang lebih baik.

**AT: Selain tugas mengendalikan trak, apakah tugas lain anda?**

**N:** Selaku pengendali trak, kedua-dua kami turut mengambil peranan sebagai penyelia. Selain dari memandu trak, kami bertanggungjawab untuk menguruskan dan mengemaskinikan segala kelengkapan kami, perjalanan serta ahli kumpulan kami. Tanggungjawab ini termasuklah kerja-kerja penyelidikan dan sentiasa berhubung dengan ahli pasukan kami, untuk memastikan pasukan kami sentiasa berada dalam keadaan bersedia dan berjaga-jaga di antara insiden dalam masa syif 12 jam yang kami ditugaskan. Dan seperti lazim, tugas-tugas pengurusan turut tak dapat dielakkan.

**A:** Sesekali, kami turut bertugas lebih masa untuk meronda agar dapat membiasakan diri dengan jalan-jalan dalam kawasan kami. Ini memastikan kami tahu segala laluan dan hala-perjalanan untuk membolehkan kami boleh tiba ke tempat yang dituju dalam masa yang sesingkat mungkin.

**AT: Apabila memandu ke arah kawasan kejadian kebakaran, apa yang perlu diperhatikan?**

**N:** Yang utama, kami perlu sentiasa mematuhi peraturan dan undang-undang jalanraya. Maknanya, walaupun kami perlu sentiasa bergegas ke tempat kecemasan itu, kami masih perlu sentiasa beringat agar tidak mencederakan sesiapa di sekeliling kami.

**A:** Sudah tentu yang diperlu diutamakan adalah keselamatan pasukan kami dan orang sekeliling.

**AT: Apakah cabaran yang dihadapi dalam mengendalikan kenderaan khas seperti ini?**

**N:** Cabaran yang paling besar bagi kami berdua, terutamanya dalam bandar yang padat penduduk seperti ini, adalah kesesakan lalulintas.

**AT: Yang manakan trak kegemaran anda? Kenapa?**

**N:** Trak terbaru kami!

**A:** Trak Scania yang lebih lama, sebab saya sudah biasa dan selesa mengendalikannya.

**AT: Ramai kanak-kanak kecil bercita-cita menjadi ahli bomba. Adakah ia menarik seperti yang mereka rasakan?**

**N:** Sudah tentu! Ia suatu profesyen yang amat mulia dan tak kenal erti bosan.

**A:** Pasti ia menarik dan menyeronokkan. Kepuasan yang diperolehi dari perbuatan menyelamatkan nyawa orang lain tak mungkin ada tolok bandingannya.



En Najilan Haji Che Pha

**AT: Apakah yang memberi ilham kepada anda untuk menjadi ahli bomba?**

**N:** Saya pernah menghadapi suatu kejadian semasa berumur 15 tahun. Saya dan rakan-rakan sedang bermain bola sepak apabila suatu kebakaran berlaku di sebuah rumah di perkampungan kami. Saya dan rakan-rakan bergegas membantu untuk memadamkan api di mana usaha kami berjaya menyelamatkan rumah tersebut dari dijilat api. Agaknya, mulai saat itulah benih itu mula tertanam.

**AT: Apakah kenangan terbaik anda selaku ahli bomba?**

**A:** Lebih kurang 3 tahun lalu, pasukan saya telah dipanggil ke sebuah rumah di Bukit Damansara. Setiba kami di sana, api sudah marak dan kami diberitahu terdapat 3 adik-beradik masih terperangkap di dalam. Saya dan pasukan mengambil risiko melangkah masuk ke dalam dan syukur apabila dapat menyelamatkan mereka sebelum terlambat. Saya rasa kenangan seperti itulah yang akan kekal di ingatan sebagai yang kenangan paling manis dan indah.



En Anuar Bin Hasan





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