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Simple need - Complex answers

Getting people from one place to another. Well, that is the basic idea behind buses. But there is, as usual, more than meets the eyes. Obviously, trains move more people faster, but lack flexible routes. Taxis are sometimes hard to get by and may not cater to the number of people travelling in a group. As I am looking out to the new bus Terminal in Setia Alam, waiting for it to open, I ponder how versatile buses really are. In addition, sales numbers can also be an indicator of the health of an economy. Without tourists or business travellers, growing population and the need to get people to destinations to spend their free time we wouldn't need that many buses. Although buses vastly differ from trucks, they are still a good vehicle to measure the economy.

We interviewed some very interesting individuals for this issue of Asian Buses. In some cases we learn that it takes innovative approaches or innovative thinking in order to survive. Sometimes, full order books aren't a guarantor for success. Involvement in the business is. And this is the reason why the Asian Buses team also takes rides, checks out bus stops and meets with industry people. We want to see what is going on, being in the know and generally being involved. Hopefully, we can get involved with more people when we exhibit our magazine at two conferences that are coming up.

What I am missing in Malaysia's bus scene however are the colourful vehicles you will see in Thailand. These rolling artworks capture your attention immediately. There are even some that are rolling nightclubs, complete with awesome sound and light equipment. Obviously, creativity when it comes to the use of buses is non-restricted. Who wouldn't want to go out for a party on a bus just to do something different? When working on some of the articles, I thought that the bus industry is actually more creative, more fun and versatile than the truck side of things. A bus stop in a library? Now that sounds like a lot of fun! And with that it becomes also obvious that there is a vast difference in the approach for buses and trucks. While for the trucks, the key driver is fuel efficiency (Read profitability), for buses it is safety. And that makes a difference when you design, build and operate the vehicles. Not that trucks are unsafe, but buses need to be developed in a different way.

While we focus on the fun and technology aspects of the bus industry, there is also the sad issue of accidents. With this magazine we also hope to make some changes that lead to the reduction in accidents and improvement of road safety. This time we feature a device that can detect fatigue and prevent accidents when a driver starts to nod off as well as an online training system that can be used by drivers in their free time. The latter will measure the skills of a driver and prescribe add-on modules that each driver is recommended to go through. This is an excellent example how modern technology can help us to improve the industry. Personally, I have done the test, gone for defensive driving training and I am usually the first to try any simulator that illustrates how to make the roads safer. When I see buses speeding, I usually hope that more people would stand up to tell the driver to slow down as being early isn't as important as arriving safely. Here I call upon all passengers of buses to exercise your right to a safe journey.

Drive safe, enjoy the ride!

Stefan Pertz
Editor, Asian Buses



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The Drivers.

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BUSES**

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The Bus Industry Confederation (BIC) will be taking a large delegation of Australian based bus operators, manufacturing and supplier organisations and government officials to Singapore for the 2015 BIC National Conference, November 8 to 11.

Hear from some of the leading experts in their field from across the Asia Pacific region. Topics include:

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- > Bus operations in Singapore, Asia and Australia and loads more

Visit the [OzeBus website](#) for information about the Conference, Speakers and to Register.

Speakers include:



Kate Carnell,
CEO - Australian Chamber of Commerce and Industry



Michael Roschlau,
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Paul Barter,
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John Stanley,
Adjunct Professor, Institute of Transport and Logistics Studies - University of Sydney



Philip Green,
Australian High Commissioner to Singapore

* refer to registration form to check eligibility

European bus manufacturers and leading mayors step up for fuel cell electric buses



Leading European bus manufacturers and city representatives announce the commercialisation of fuel cell electric buses for urban transport in Brussels.

Representatives of five major European bus manufacturers (Daimler Buses (EvoBus), MAN, Solaris, Van Hool and VDL Bus & Coach) have signed a joint Letter of Understanding at the Fuel Cells and Hydrogen Joint Undertaking’s (FCH JU) Stakeholders Forum in Brussels. The Letter underlines the commitment of bus manufacturers towards the commercialisation and market introduction of fuel cell electric buses in urban public transport. Fuel cell buses run on hydrogen and constitute a zero emissions transport alternative. “The fuel cells and hydrogen technology is one of our important strategic development fields in the passenger car and urban bus business units”, said Gustav Tuschen, Head of Product Engineering at Daimler Buses. In a symbolic ceremony, the letter was handed over to Olaf Scholz, First Mayor of the City of Hamburg, and Kit Malthouse, Deputy Mayor of London for Business and Enterprise, representing two major European cities at the forefront of promoting low emissions public transport systems.

Olaf Scholz, First Mayor of Hamburg, stated that “The City of Hamburg envisages purchasing only emission-free buses from

2020, thereby increasing the quality of life for all our citizens.” The Deputy Mayor of London for business and enterprise, Kit Malthouse, said: “I firmly believe that hydrogen fuel cell technology will eventually replace the internal combustion engine, and having a firm commitment from the bus industry to support an increase in hydrogen-powered vehicles on our streets is key. We want London to be at the forefront of the lowemission revolution and getting these buses on the road is the first step towards a viable hydrogen future across the UK and the whole of Europe.”

This joint demonstration of commitment for alternative powertrains is expected to give the greening of public transport a push. “In principle, fuel cell buses can be operated like conventional diesel buses without losses in productivity and flexibility”, says Filip van Hool, CEO of Belgian bus manufacturer van Hool. The signing bus manufacturers are convinced that fuel cell buses offer the same degree of operational flexibility as conventional diesel buses (due to comparatively long ranges and a low refuelling time) while they offer all advantages of electric vehicles: zero tailpipe emissions, significantly reduced noise and vibration levels and, therefore, higher passenger comfort. Rémi Henkemans, Managing Director VDL Bus & Coach said: “We believe in the electrification of urban bus systems in which the fuel cell range extender and hydrogen drive lines are interesting options. Modularity and reducing Total Cost of Ownership for zero-emission Public Transport will be the main strategy of VDL Bus & Coach in the coming years.”

In the last decade, several large-scale projects demonstrated that the fuel cell buses can be operated safely on European roads. There are currently about 50 fuel cell buses in service, with a further 20 to be added next year in over a dozen European cities. A commercialisation initiative for fuel cell buses, launched by the FCH JU and supported by the signing manufacturers and bus operators from major European cities such as Hamburg and London, aims at deploying a total volume of 500 – 1,000 fuel cell buses in Europe until 2020. More than 30 European cities and regions as well as their transport agencies have already declared their interest in fuel cell buses within the bus commercialisation study of the Fuel Cells and Hydrogen Joint Undertaking. 





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Shell Rimula sends winners to Budapest, Hungary

The winners of the Rimula Global Promotion Contest were announced at a Gala Dinner in Kota Kinabalu and these lucky eight are looking forward to a once in a lifetime experience.



In conjunction with the 2015 Shell Rimula Gala Dinner on 21st August in Kota Kinabalu, Shell Rimula has officially presented the eight Grand Prize winners of this year's Shell Rimula Global Promotion Contest who won an all-expense paid VIP trip to Hungary in September.

The lucky eight are:

1. Chong Kong Jam from Q Team Sdn Bhd, Port Klang, Selangor
2. Foo Kuek Hua from TF Commodities Sdn Bhd, Kuching, Sarawak
3. Gan Choon Ling from MFS Logistics Sdn Bhd, Port Klang, Selangor
4. Jennie Lew from Syarikat Samling Timber Sdn Bhd, Miri Sarawak
5. Lee Wah Chuo from Aman Setiakaya Sdn Bhd, Sibul, Sarawak
6. Liew Foh Min from Syarikat Victory Auto Parts, Sandakan, Sabah
7. Renny Ong from Safemed Sdn Bhd, Kota Kinabalu, Sabah
8. Tan Yeong Li from Tan Bok Kwee & Sons Sdn Bhd, Port Dickson, Negeri Sembilan.

In Hungary, they will get VIP treatment at the exciting Shell Hungary Truck Prix at the Hungaroring race circuit and enjoy behind-the-scenes access to a truck racing team and understand the demands placed on the trucks during a FIA European Truck

Racing Championship race. The following day, they will take part in the Shell Rimula Truck Racing Challenge, a series of challenges that will test their truck racing team potential.

The 2015 Shell Rimula global promotion contest was held from April 15 to July 15, 2015 and was open to all customers who purchased Shell Rimula R4, R5 or R6 heavy-duty diesel engine oil as well as some other Shell Driveline products.

Shell Rimula Global Brand Manager, Seow Lee Ming, thanked the customers for their support in making the global promotion another overwhelming success and reaffirmed its commitment to work alongside them to achieve their business goals.

"The overwhelming response, especially from East Malaysia, is a clear indication of Shell Rimula's market leadership in the heavy duty diesel engine oil category. We remain committed to ensuring that we work with these decades-long customers of ours and continuously help them deliver greater value to their businesses. This exclusive trip to Budapest is one of the ways we show our appreciation and thanks for their support – it really is an experience that money cannot buy and something that only Shell Rimula is able to offer year in and year out," she said.

In addition to top quality lubricant products, Shell also offers a range of unique value-added services aimed at helping businesses maximize operational efficiency, reduce downtime, lower operating costs and enhance profitability.

Shell Lube VideoCheck is a state-of-the-art digital fiber-optic method of inspecting internal engine components without the need for a teardown while Shell LubeAnalyst is an oil and equipment condition monitoring service that helps identify potential failures before becoming critical.

Shell's LubeAdvisor service is designed to ensure that customers use the right oil at the right time, every time. A team of highly trained technical staff are made available online and on ground to assist businesses in improving equipment and vehicle lubrication and maintenance practices to minimize downtime.



Volvo's new Prai dealership – bigger, better and ready to serve customers in the northern region



The newly upgraded Volvo Prai dealership recently opened its doors to customers in the northern region, strengthening the brand's presence in Malaysia and elevating its aftermarket support to a higher level.

"Our Prai dealership has undergone significant upgrades in terms of space and facilities with an investment of RM 8.5 million. Investments like this are crucial for the further development of Volvo in Malaysia. The launch of this 3S centre demonstrates Volvo's commitment in providing Malaysians a closer reach to our total brand and ownership experience. It reflects on our expanding presence in the northern part of Malaysia and also mirrors our growth strategy," said Mats Nilsson, Managing Director of Volvo Malaysia.

"Our workforce of 14 dedicated personnel supported by our global network, is ready to offer customers the highest level of service standards and care in the transport industry. I am confident that the new Prai dealership will increase customer satisfaction significantly", added Nilsson.

Situated strategically in the Prai Industrial Zone, the new facility sits on a 2.9-acre land (11,7035 sq. metres) and has a built-up area of over 2,932 sq. metres (31,555 sq. feet). Its location along the main road ensures good visibility for truck drivers.

It now boasts ten work bays and can service up to 15 to 20 trucks per day – a 50 percent increase in capacity. Other

services available at this dealership include a wash bay, tyre alignment and balancing, mobile four-post lifter for preventive maintenance checks, and the latest tools and equipment set-up to diagnose vehicles and conduct quality repair.

In addition to providing quality aftermarket service for the vehicles, the facility is also designed with the truck drivers in mind. A driver lounge with overnight facility which is equipped with Astro and WiFi connectivity, shower and prayers room as well as complimentary lunch and beverages (upon request) are also available to ensure that drivers are well rested in order to perform at an optimum level.

The opening of the new dealership was also marked by a symbolic truck key handover ceremony to two of Volvo's long-term customers, Tanjong Express Sdn Bhd and Samastar Sdn Bhd, whom recently placed new orders for trucks. Both companies respectively reiterated their confidence in Volvo's products as well as aftermarket services, and affirms their continued partnership with the Swedish truck maker – which is currently the leading brand in the European heavy-duty segment.

The commemoration of Volvo's newly upgraded Prai dealership additionally saw the company's bus division, Volvo Buses Malaysia, handing over its latest chassis range B7R to Siang Yun Transportation Sdn Bhd. 🚛

Scania Malaysia: Inspired by Marie Sjödin Enström



"Today, exactly 31 years ago I started to work for Scania" says Marie Sjödin Enström when we sit down for our first exclusive interview with her. Having just arrived to take over from James Armstrong, she has a tough task ahead of her as the Malaysian economy is screaming for change, the calls for the implementation of higher Euro Emission Standards are getting louder and the implementation of

the ASEAN Economic Community brings both, opportunities and threats with it. When asked why one would want to work for Scania, the answer is seemingly simple: "Why NOT work for Scania?," she says. There are, and have always been very good reasons to do so. According to her, the strong values of the company, more prominently displayed today though, have been inherent for as long as the company has been around. The company is true to these values but also to the core

business, whereby the term "product" not just describes the truck as the physical manifestation, but includes financing, Fleet Management System and Maintenance for example.

Marie Sjödin Enström has also been prepped that the fact that she is heading the Scania operation now will raise some eyebrows. However, this is not the first time she is doing something for the first time within the organisation. "You can also call me daring. My first overseas posting 31 years ago was to Tanzania. I had two weeks to prepare. I even told the doctor that I didn't have the time to go through all the proper vaccinations as I had to leave," she recalls this event. She has also been the first Marketing Trainee within Scania among other firsts. "Really, this isn't such a big deal. What I am hoping to do is to inspire more women to consider a job in this industry. Just look at how varied the jobs are in an organisation like ours. There is a place for everyone and no restrictions as to how far up you can rise" Enström explains. What it takes though is a global approach as Scania has now become a truly global company, not only in terms of where the products are sold, but also the nationalities working in the offices around the world.

As the new Managing Director of Scania Southeast Asia, she is not only the first female to head a Scania operation, but has many “firsts” to her name. However, she sees a higher purpose when talking about her achievements.



When it comes to tackling the demands of the markets she is now to handle, she is clearly well prepared as Scania has a lot of experience. The AEC being similar to the European Union, the company is ready to meet the demands of customers. As she has already worked in Australia, Enström has been exposed to the countries that are now forming her business unit. She states that “Here in Malaysia we can draw on a lot of experience we have gained in Europe and we can transfer the insights when it comes to the cross-border business we will experience in the AEC”. One of the success factors for Scania she cites is the fact that the company applies global standards in everything the organisation is doing. The trucks as well as the other components of what make the product are tried, tested and available anywhere where there are Scania's.

This global experience transcends into the activities that Scania Malaysia has lined up for the coming 12 months. Enström is “Very much looking forward to the Scania Driver Competition and the Top Team Finals”. Besides that, Kuala Terengganu will be seeing the opening of a new branch and the existing base in Port Klang will be enhanced. “We are also exploring further

possibilities in East Malaysia. We are in our planning phase for the next year, but the overall strategy is set. Customers can rest assured that a new MD doesn't mean a total change of direction. What we are aiming at is to more and continuously improve Scania products and services to our customers for their best profitability,” is her pledge to the market.

After so many years within the industry, she obviously has a favourite when it comes to buses too. For her, the Scania MarcoPolo is the vehicle of choice. Her closing to the interview is a very strong shoutout to the market with the statement that “Scania is here to stay, we are not just a quick in and out. We have a global strategy, a consistent one and we will continue to deliver according to the needs of customers. Scania will also remain a strong partner that clients can call upon in order to show them how to best utilise their vehicles”.

Daimler opens bus plant in India

A new bus plant, additional products, expanded export business: Daimler's Commercial Vehicles Division keeps on track for growth in India.



Opening a new bus plant and presenting additional vehicles, Daimler's commercial vehicle business has initiated its second growth phase. Mark Nodder, CEO Wrights Group, Markus Villinger, Managing Director Daimler Buses India, Hartmut Schick, Head of Daimler Buses, Dr. Wolfgang Bernhard, Daimler board member responsible for trucks and buses, Marc Llistosella, Head of Daimler Trucks Asia, and Erich Nesselhauf, CEO and Managing Director Daimler India Commercial Vehicles (from left to right).

Less than three years after the market launch of the BharatBenz brand, Daimler's commercial vehicles division in India is already heralding its next phase of growth. On May 27, 2015 Daimler Trucks and Buses opened a new bus plant at its Chennai production facility in south east India. The company also revealed its new buses and a heavy-duty truck to customers, business partners and representatives of the media.

Strengthening Presence

"We have become firmly established in the Indian market with our BharatBenz brand, despite only operating in the market since 2012," stressed Dr. Bernhard. Sales of BharatBenz trucks in India rose 63 percent year-on-year in the first quarter of 2015 alone.

A total of well over 20,000 of the brand's trucks are now on India's roads. "We continue to strengthen our presence in the Indian commercial vehicle market with new products, now also including buses. In doing so, we are opening a new chapter of growth," Dr Bernhard added. "This investment represents the ongoing pursuit of our strategy of targeted expansion for our global market presence."

Volume of Indian Bus Market Set to Double by 2020

"We see enormous potential for growth in the Indian market. We expect the volume of the Indian market for buses weighing over eight tons to more than double by the year 2020," noted

Hartmut Schick, Head of Daimler Buses. "Our two-brand strategy allows us to offer our customers in the region the right products and services for them."

The front-engine buses of the BharatBenz brand meet the requirements of the Indian volume market in the school, staff, and tourist segments. The British manufacturer Wrightbus mounts extremely light aluminium bodies onto the vehicles directly on Daimler's plant premises.

In the future, Daimler will produce rear-engine buses under the Mercedes-Benz brand in Chennai for the premium segment. These will mainly be used for longer coach trips.

Sales Start Soon

Both the front and rear-engine buses will be available with a gross vehicle weight rating of nine and more than sixteen tons when they go on sale in the fall of 2015. Buses with a gross vehicle weight rating of sixteen tons will be available from next year.

Sales activities are carried out via the wholly owned Daimler subsidiary Daimler India Commercial Vehicles (DICV), for which it uses and is constantly expanding its established network of dealers and service providers. Customers in India can also rely on support from a single source when it comes to repairs, maintenance and after-sales.



The new BharatBenz buses will be sold as of March 2016.

Investment in Expansion

Daimler is investing about EUR 50 million in the expansion of the bus business. The bus plant, which covers a total area of roughly 113,000 square meters, is initially set up for a capacity of 1,500 vehicles a year. This can be expanded up to a maximum of 4,000 units. Once production has been ramped up, Daimler Buses will employ about 300 people in India.

Once the new bus plant has been inaugurated, the plant in Chennai will be the first Daimler Trucks plant in the world to produce trucks, buses and engines for a total of three different brands: BharatBenz, FUSO and Mercedes-Benz.

BharatBenz 3143 Truck Breaks Into Important Segment

In addition to the buses, DICV is adding the new BharatBenz 3143 heavy-duty truck to its portfolio of products. The 3143 is a truck for mining applications and construction site traffic that celebrated its international debut at the IAA Commercial Vehicles last year.

With a gross vehicle weight rating of 48 tons and a four-axle configuration, the truck has been designed for use in mines in deep and steep exploration sites. It thus ideally serves customer demand. The mining segment is particularly important because India boasts a wealth of natural resources and extracts raw materials such as iron ore, anthracite and many different minerals.

Strongest Local Truck

The 430 hp offered by the BharatBenz 3143 make it the strongest local truck by far for the Indian market. Reliability, low servicing costs and the best possible adaptation to local conditions such as the heat and unsurfaced roads are other advantages that the vehicle offers to customers. The vehicle is the first truck produced in India meeting these requirements, perfectly expanding the BharatBenz product portfolio.

The intelligent platform strategy allowed the engineers at Daimler Trucks to develop the model in less than three years. That is why the BharatBenz 3143, for example, is powered by the tried-and-tested Mercedes-Benz OM 457 engine, which has

proved itself over many millions of kilometres not just in Asia, but also in Europe and North and South America. The OM 457 will set new technological standards in India.

From Chennai to the global export markets

The company, which operates under the umbrella of Daimler Trucks Asia, is also using the new vehicles to reinforce its export business from India. FUSO trucks destined to be exported to the growth markets of Asia, Africa and South America have been rolling off the line in Chennai since May 2013. The Middle East and other markets in Latin America are to be added this year.

Both the buses and the BharatBenz 3143 will complement the export portfolio in the future. Daimler Buses began exporting bus chassis from India to Egypt in February. Because the chassis are technically similar to those of the medium-duty BharatBenz truck, export activities from Chennai started even before the bus plant opened.

"Opening another production facility and introducing a second wave of products in such a short time is another testimony for the strength of our Indian operations. And in combination with our worldwide FUSO network, this makes the recipe for sustainable growth at Daimler Trucks Asia," summarized Marc Listosella, Head of Daimler Trucks Asia. 



Mark Nodder, CEO Wrights Group, Hartmut Schick, Head of Daimler Buses, and Markus Villingner, Managing Director Daimler Buses India (from left to right), inaugurate the new bus plant.

We need to bring Borussia Dortmund to Asia!



An exciting friendly match between Germany Team vs Malaysia Team also sees a key player outside the stadium: the official coach by MAN Truck & Bus.



A long queue of excited fans early in the morning have definitely proved the welcoming support from Singapore towards the eight-time Bundesliga champions, Borussia Dortmund (BVB). This was all happening ahead of the friendly match between Borussia Dortmund against 2014 Malaysia Super League champions Johor Darul Ta'zim, (JDT).

We joined the players in Singapore and headed to Johor Bahru to follow the journey of both teams before the actual day of the friendly match. The question that might mingle in our reader's mind is: why would we feature a football match in this issue? It is logical enough when one of the main players in the industry,

MAN Truck & Bus (M) Sdn Bhd are one of the main sponsors of BVB team. We are keen to know what would MAN Truck & Bus (M) Sdn. Bhd. take out of the partnership. It was all answered during the press conference with the BVB at the Fullerton Hotel, Singapore.

"If you agree to a sponsorship deal, it is always about something that you want to share. One of which is the value of the company to the public. I could say this is one of the advertising methods we deploy as well, but more in an emotional way," said Mr. Hartmut Mueller, Managing Director of MAN Truck & Bus (M) Sdn. Bhd.





"It is not that we expect the whole audience in the stadium to buy a bus the next day; such an activity is more towards helping to make the event run smoothly. Apart from that, it is to deliver a message to the society whereby logistics play an important part in every country," he added.

The Malaysian leg of Borussia Dortmund's Asian Tour, supported by the club's main sponsor Evonik, is BVB's second stop after the full-house encounter against Japanese J-League club Kawasaki Frontale in Tokyo.

The match was held in the Tan Sri Dato'Haji Hassan Yunus Stadium in Larkin, Johor Bahru. For fans who followed BVB during the success of the 1990s, BVB international ambassador Karl-Heinz Riedle and youth coordinator Lars Ricken were also among the Black and Yellow contingent on the tour.

"This partnership's purpose is to create brand awareness together and to do lots of activities with partners in and out of the country. On that note, one of our sponsors, MAN has been a sponsorship partner since 2010 in Germany. A long and good relationship has been build throughout the years," said Mr Christoph Wortmann, Senior Director National & International Sales for SPORTFIVE GmbH & Co. KG which is handling affairs for the club.

"As for this particular tour, we need an official coach for the team because we think a bus would be a perfect banner for the brand awareness on the street. Therefore, we asked MAN Truck & Bus (M) Sdn Bhd if they can sponsor one and bring it to Asia for the team. It is also a message that shows that we are here and proud to be in Asia," Wortmann said further.

The crown Prince of Johor, His Royal Highness Brigadier General Tunku Ismail Ilni Sultan Ibrahim, who is the President of Johor Football Association, said he is extremely excited with Borussia Dortmund's presence in the state following a successful cooperation between two clubs.



The friendly match had the purpose of both side sharing coaching and training information and to discuss the exchange of players in the future in order to develop youth football in Johor.

"This is a long-term agreement between us and Dortmund. I'm serious about the development of football in Johor and I want to see it move up to the next level. I would like to express my appreciation to BVB for this wonderful collaboration and we will work from here onwards. This match serves as good opportunity for Johor's fans to witness an exciting experience," said Tunku Ismail.

The deal allows Dortmund to expand their reach in Asia following the 2014 set up of a team office in Singapore. The club is well-known in the region as the home of Japan star Shinji Kagawa and also hosted Malaysian Gary Robbat for a training stint.

It was a good match between both teams and the game ended with Dortmund leading and winning the game. Players must have been well rested in the MAN coach ahead of the game. Indeed it was a good practice and experience for the JDT team.

About Borussia Dortmund

Borussia Dortmund is Germany's most intense footballing experience. Along with their club colours of black and yellow, the steadfast support and love of their fans is an expression

of this intensity. Over 80,400 fans attended every home game in the 2014/2015 season: the best figure for a football club in Europe and even around the globe. And BVB is one of the biggest and most successful football clubs in Germany. Since 1956, they have won eight German championships and three German Cups. They became the first German club to win a European trophy (the UEFA Cup Winners' Cup in 1966) and the UEFA Champions League (in 1997). The stadium, the Signal Iduna Park, was voted the best football stadium in the world by the London Times newspaper in 2009.

MAN Update

MAN has released a '100 Years Edition' of the MAN Lion's Coach to mark the product's anniversary. The vehicle is now available in a limited run of 100 units. The '100 Years Edition', which is being marketed throughout Europe, represents a real showpiece, designed to appeal primarily to customers with a love of the product. The MAN Lion's Coach EfficientLine is equipped with a 440 hp D26 engine and the MAN TipMatic gearbox. The package also satisfies many customer requirements thanks to the GPS-assisted EfficientCruise cruise control, as well as other assistance systems such as EBA and LDWS. Specially designed upholstery featuring the MAN lion and Texas grey metallic paint further enhance the model.

The anniversary '100 Years Edition' of the MAN Lion's Coach will be presented to the public at the Busworld 2015 trade fair in October. The special edition will be available to customers, configured with its own basic equipment and selected optional extras, until 31 December 2015.





About Johor Darul Ta'zaim

The club was founded in 1955 as (PBNJ) and 1972 (as PKENJ FC) and currently plays in the top division in Malaysia football, the Malaysian Super League. The club is owned by the Johor Football Association. After rebranding itself in 2012, JDT is also widely known as Southern Tigers. In 2014, JDT gained their first major honour by winning the 2014 Malaysia Super League and for the 2015 season, JDT emerged Charity Shield champions. The team is currently managed by Argentinean Roberto Carlos Mario Gomez. In international tournaments, JDT reached the second round of the 2015 AFC Championships League and also advanced to the quarterfinals stage of the AFC Cup. They entertained South China in the first leg of their quarterfinal tie on Aug 25. 



Service made easy with mobile column lifts



Accessing the underside of our bus may be tricky, especially when your workspace is a confined space or your repair takes place on site outside your yard.

Mobile column lifts are practical solutions.

Your fleet needs regular services. This also means that you have to access the underside of the vehicles. With a larger fleet, transporters typically have their own workshop. The question is just how to make the workshop run smoothly and safely with efficiency in mind. Some may opt for a pit, but there are several disadvantages: it is possible to accidentally drive the vehicle into the pit, one needs to deliver the material into the pit via stairs or ladders and lastly, it is a dark and confined space to work in. Eventually, when not in use, the pit takes up space and may actually pose a safety issue.

Rotary Lift offers the MACH Series mobile column lifts which are battery powered and remote controlled. This system allows for up to 16 such column lifters to be combined to one jig. They can easily be rolled around or moved with a forklift using brackets attached to the frame. With that, set-up times are drastically reduced and space better utilised while the system can be matched to any vehicle configuration one may have in the fleet. Lacking power or control cords, these column lifters eliminate trip hazards as there are no cables lying around.

If a breakdown happens out in the field, one can actually bring the MACH Series column lifters out and hoist up the vehicle on site. Doing so reduces the need to tow the vehicle to the nearest workshop while giving full access to the underside.

Lifting will be done via the electro-hydraulic mechanism, while the mechanical locks hold the load in place. Each column is able to carry some eight tonnes, which means that with some gear one can even lift a prime mover by just using two column lifts. With an additional gauge the lifts also work as a scale that allows to weigh the vehicle loaded onto them. The MACH Series is also insured with product liability of up to 30 Million US Dollars.

MACH Series column lifts are available in Malaysia and can be obtained from Lubetrans Sdn. Bhd. (info@lubetrans.com) Jason S.Y. Han is happy to give a quick demonstration to interested parties. ■

Peter Danielsson - Safety Director, Volvo Buses

**“I CRASH BUSES FOR
A LIVING. YOUR LIVING.”**

Every day millions of people around the world rely on our buses, and our job is to bring them safely to their destination. So our vision is clear: zero accidents with Volvo Group products.

And we do it the Volvo way, with world-leading safety development focusing on how to avoid accidents in the first place. This means developing buses with superior handling properties and advanced active safety systems that help the driver operate the bus in the safest way possible. Every Volvo bus comes equipped with an electronically controlled braking system (EBS), which includes both anti-lock braking (ABS) and Lining Wear Sensing that evens the wear and lets the driver know when the brake pads will need

changing soon. Volvo's state of the art Electronic Stability Program (ESP) assists in the prevention of vehicle rollover and driving off the road - even in the most slippery conditions. Our latest safety innovations on their way include Forward Collision Warning, Auto Brake Assist, Lane Keeping Support, Adaptive Cruise Control and Pedestrian Detection; and will take us even closer to reaching our zero accident vision.

We're convinced our zero vision will come true. It's just a question of when. Until then, we're proud to keep leading the way with a range of pioneering safety innovations that are making their mark throughout the vehicle industry.

This is a global advertisement and not all features are available in all markets or on all models.

For more information about the safety features available on Volvo buses and coaches contact Volvo Bus Malaysia on +60 1 9221 4451 or visit www.volvobuses.com

Volvo Buses. Driving quality of life



Driving ahead with innovative thinking: Pioneer Coachbuilders



Unless you buy a completely build-up bus, you would need a coachbuilder to convert your chassis into a stunning bus that takes people around the place. We learn from Pioneer Coachbuilders what it takes to stay ahead and relevant.



You may also call them a Phoenix as the company has risen from the ashes of a failed bus builder to become one of the leading companies in their field. We met with Mr. Khaw, who is representing a group of four heading the business to find out just what it takes to remain competitive and relevant in today's market place.

It sounds like one of these stories that become reality when Mr. Khaw tells you that the company he was working for went out of business overnight with customers being left hanging, waiting for their buses to be delivered. Without any notice, he and all of his colleagues found themselves in a situation where the new owners of a company that went public and failed,

sold the business to people that didn't seem to be willing to complete the orders they had. "However, if you don't finish the jobs at hand, your name is burnt within the industry. You will be forever marked as someone that can't finish the job you promised to do," Khaw says. This realisation made him speak to a number of colleagues and together they pledged that they won't disappoint current customers. On a whim they secured the remaining jobs from their previous employer and went to work. Initially, they would manufacture everything in a bus in house, even the seats. He recalls that "At that time, there wasn't much work around for bus makers. things have changed since then". What started with a modest capital of RM 60 000 has since become a reputed and respected company with several



million Ringgit in paid-up capital and the ability to finish some 300 buses per year.

Although Khaw is cautious about the current situation in the market, he is expecting order intake to pick up in 2016. "We are currently producing some 200 buses per year. Which is still remarkable, considering that since we started on 2002, many of our competitors had to close," he says. One of the key challenges for the business is the fact that the entire build has to be financed with payment only coming in once the vehicle is registered and on the road. According to him, there are two factors contributing to the success of the operation. Firstly it is the commitment of the owners. "As an owner, you have to be really involved in the business. Deeply. In all aspects. You cannot just let others run it. That is why the four of us are handling the four major aspects of the business ourselves" said Khaw as we go through the production plant. The other success factor is the deeply ingrained philosophy of "fix first, sort it out later". This means that Pioneer Coachbuilders will rectify any complaints first before starting to talk about any additional cost for the customers. The primary goal of the management team is to make the customers happy, even though it means that the profit margin might be a bit slimmer.

As the name suggests, the business is also trying to always be ahead of the competition. Here Pioneer Coachbuilders is monitoring trends very closely. One issue is the ever more stringent compliance as dictated by JPJ. Although these add to the cost, at the end of the day, the vehicles are to be safer, more

reliable. As stated by Khaw, Pioneer Coachbuilders have one of the best track records for safety in the market. Going beyond the normal expectations, Pioneer Coachbuilders has also entered exclusive agreements with suppliers such as TKH for the air-conditioning, offering two instead of one year guarantee.

Eventually, this attitude lead to two breakthrough moments that were defining for the company. In 2002, a customer that was looking for an alternative provider came to see Pioneer Coachbuilders and sent in four chassis. Having just set up shop, Pioneer Coachbuilders was delighted as this order was a tremendous sign of trust in the capabilities of the start-up. Naturally, people in the industry were talking about this event and it lead to a boost in orders received. Shortly after, in 2004,





was another happy moment for the young operation as they were recommended to participate in a tender which they eventually won. "No one believed we would be able to secure this job, but we did" Khaw beams. A total of 18 mini-buses needed to be fabricated and the well executed order further enhanced the image of the company.

Staying relevant means to innovate. Pioneer Coachbuilders is approaching this from a design point of view. Nowadays, buses also need to change in appearance every few years, similar to the passenger car market. This concerns both the interior and exterior. As qualified workers are hard to come by, the answer lies in the clever design of components. Pioneer Coachbuilders is shifting away from making all parts to being a design and assembly operation. "That way, you don't need workers that are highly qualified. However, you need suppliers that can make precision parts in small volumes at a reasonable price," is Khaw's direction for the future.



Other trends that Khaw sees is that the City-Buses are more and more managed by Prasarana. It requires government support to provide this service as the low fares would not be enough to allow private sector companies to make money. However, as this service is moving the masses and typically commuters depend on public transport, it is the duty of the government to ensure the running of this service. As for express buses, the trend is going towards high specs, high power and high reliability. The tourism sector is following the express buses, but is a bit behind on the upgrading of these vehicles. Doubledeck buses are a special case as the sale of used vehicles is extremely limited. The standard 12 meter bus may be a good option for operators.

Khaw closes by saying that one has to constantly upgrade, update and innovate. When standing still, it is the downfall of a business as there are others out there that are eager to pick up orders too. Given the challenges in the industry, this is in his view the only way forward. 

Taking a ride from Bangkok's Eastern Bus Terminal



Similar to Malaysia, there are a lot of routes available that travellers can take to traverse Thailand. Buses are still the major means of transportation as the train system is not that developed. Also similar to the set-up in Malaysia's Klang Valley is the fact that there are several bus terminals catering to various regions around Bangkok.

The Eastern Bus Terminal is located next to the Bangkok Planetarium, the oldest planetarium in the country which is next to the station within the Science Centre for Education. Connectivity is ensured as the bus terminal is directly located underneath the Ekkamai station, a BTS skytrain station, on the Sukhumvit Line in Khlong Toei District of Bangkok.

Buses that depart from here can be described as "Budget" as they don't have all the amenities such as massage chairs. However, the rides are cheap as one can see immediately from the prices listed in the ticket booths. Only basic facilities are provided as the "waiting room" is the covered platform between the bus slots. There are a few shops selling snacks and coffee, but there is not much beyond that. In other words, this is a purely functional station from which you depart to go to your next destination.

What we find here is a mix of backpackers, monks and your everyday Thai going back to their home town or on a visit to friends. Let's go on a ride then! 🇹🇭

In Thailand, buses take you to almost any location and we have a look at the facilities that one hub offers.



Keeping an eye on fatigue



Sufficient sleep for drivers is as important to the transport industry as diesel and oil!

International evidence suggests that driver fatigue is a significant contributor to vehicle crashes. We all have encountered the drowsiness symptoms when really tired. Restlessness, yawning, tunnel vision, drooping eyelids, extended periods of closed or almost closed eyes. The problem is that the human brain gets to a point of fatigue where it can no longer make complex decisions. And driving a commercial vehicle demands drivers to be able to do that. This is crucial when it comes to moving people as a crash could result in several fatalities.

To put it into perspective, travelling at 50 km/h if a driver's eyes are shut for just 1.5 seconds, the vehicle will have covered 120

meters! Fatigued drivers can drift in and out of lanes or off the road, vary their speed unnecessarily and are they unable to react in time to other drivers or hazards.

Accidents means costs, not only to life, but to vehicles, property and downtime. Traditionally assessing driver fatigue has generally been through guesswork, but a new high tech monitoring system designed to keep an eye on the driver's eyes and to prevent drivers falling asleep at the wheel and crashing is being launched in Asia.

Driver training specialist FleetSafe with Asian Trucker is promoting an Australian developed driver fatigue and distraction detection device which could prevent many accidents, causing death or injury on the roads, by using proven eye tracking technology to detect micro sleeps.

Seeing Machines have developed the system (SM Fleet) which uses a cab mounted conventional camera and two infra red pods to monitor a driver's eyelid openings to determine the onset of fatigue, which sets off alarms if they should close their eyes for more than 1.5 seconds. If they do, the system activates a vibrating motor in the driver's seat and sounds a warning buzzer.

The infra red pods allow the system to see the driver's eyes through safety glasses, spectacles or sunglasses. SM Fleet does not require the driver to use or wear any special equipment and





they do not have to do anything out of the ordinary. SM Fleet is fully integrated into the cabin and allows the driver to do their job in the normal way.

The system is linked to the truck operator's dispatcher, fleet manager or to Seeing Machines 24/7 Monitoring Centre and instantly sends a warning if any incidents are detected. They can then set in motion the company's fatigue action plan.

Web enabled external monitoring further supports the fatigue monitoring plan and provides for the required level of pre-determined intervention if or when necessary, in virtual real-time. Real-time reduction in dangerous fatigue and distraction events does help to save lives.

The system can also measure distraction incidents and erratic driving and it has been found that once the system has been put in there's a more than 80% decline in distraction and fatigue events.

The research underpinning Seeing Machines technology spans more than eight years of testing, field studies and industry usage in the mining and transportation sectors and the DSS system is widely used widely in the Australian and the United States mining industry.



seeingmachines
SAFETY IN MOTION

SM Fleet provides commercial fleet operators with a proven, objective way to detect and prevent driver fatigue and distraction events in real time, which can save both lives, injuries and costs. It can be fitted to trucks, buses and trains. The system has been retrofitted to 3 000 trucks and they haven't yet found a cab design that it can't be fitted to.

About:

FleetSafe is fleet vehicle solution provider, offering driver and fleet risk evaluation, education and road safety programmes. Pioneered in New Zealand, now with international regional expansion in Australia and Asia, working with companies who operate both light and heavy vehicle fleets, to improve driver safety, reduce costs, increase fuel efficiency and improve health and safety compliance. For further information contact Peter Burns - peter@fleetsafeasia.com.

Asian Truckers Drivers Club is a partner of FleetSafe. Interested parties may request presentation meetings for the driver fatigue and distraction detection device by writing to info@asiantruckerclub.com.my



Five things effective driver safety programmes do — And do well

The first step to eliminating workplace hazards is recognising them. For environmental health and safety (EHS) professionals, safety interventions are more straightforward in production facilities, where hazards can be managed in relative isolation. Unguarded machinery, vapours and fumes, dust, and frayed wiring are just some of the severe—and isolated—dangers companies can identify, mitigate and monitor directly with strict engineering controls.

But what if the road is an employee's workplace?

In many countries, particularly emerging markets, EHS professionals have few, if any, reasonable safeguards to protect employees on the road. People who drive for business are up to 50% more likely to be killed on the job than construction or agriculture workers. Facing such dire odds, global fleets can't wait for governments to "pave the way" for safety. How do managers contain—much less recognise—occupational risks at intersections, highways or anywhere else drivers conduct company business?

Making the "Global," "Local"

Encouraging one driver to "get the message" is difficult enough. Global EHS professionals must motivate thousands of drivers in multiple languages. Caught in the headwinds of local laws and customs, however, many global programmes run aground before getting off the ground for one simple reason: fleets lack a culturally sensitive approach to coordinate their message. Rather than being hurdles to strategic planning, culture and language can be leveraged to apply global content in a local context. Onboarding users from other countries to a single-source learning ecosystem can seed new markets with consistent risk reporting, but only if companies possess the right tools.

1.They Link Employees from the Top-Down in a Safety Structure.

Global programmes require consistent communication so every driver appreciates how much their safety means to a company. Coordinated communication, such as a message from senior-level executive, can drastically improve compliance if employees understand what is expected of them. Senior-level support may include marketing or other materials to incentivize participation from local fleet administrators, particularly if the new programme is optional. In addition, programmes should reinforce a common message throughout their duration, including updates about collision reductions or other key performance indicators, to drive compliance further.

2.They Train, Test and Track Individual Driver Performance Fleet-Wide

Frequently testing drivers on occupational or vehicle safety not only improves retention, it also unlocks volumes of data. Falling test scores can highlight new areas of risk before the trend translates to accidents. Since traffic laws and culture vary from market to market, testing provides much-needed





FLEETSAFE ASIA

DRIVER & FLEET RISK, EVALUATION & ROAD SAFETY

standardisation to assess compliance regardless of culture or language. To adapt to new risks, programmes should include mid-year and annual “safety checks” measuring crash rates against training data. Where scores dip, remedial training can be assigned, ensuring the programme only targets risk, rather than blanketing all drivers with unnecessary courses.

3. They Encourage Positive Behavioural Change

Even when drivers demonstrate improved skills, there is no absolute guarantee they will remember them in a year. According to the American Society for Training and Development, adults subjected to “cram sessions” lose 90% of what they learn after absorbing too much, too quickly. Hours spent studying have virtually no effect on retention—unlike repeated testing, which more than doubles retention levels among learners. In time, behaviour-based training helps to “pattern” out mistakes by reinforcing core concepts through task repetition, or a process known as repeated retrieval. Testing drivers early, often and with shorter gaps between lessons forces them to call core concepts to mind not just once, but multiple times.

4. They Leverage Cultural Diversity to Implement Standardised Data Reporting

Programmes gain credibility and impact if they appeal to drivers in their own language or with visuals that resonate.

5. Their Flexibility and Broad Scope Can Help Structure Drivers Under a Single Policy

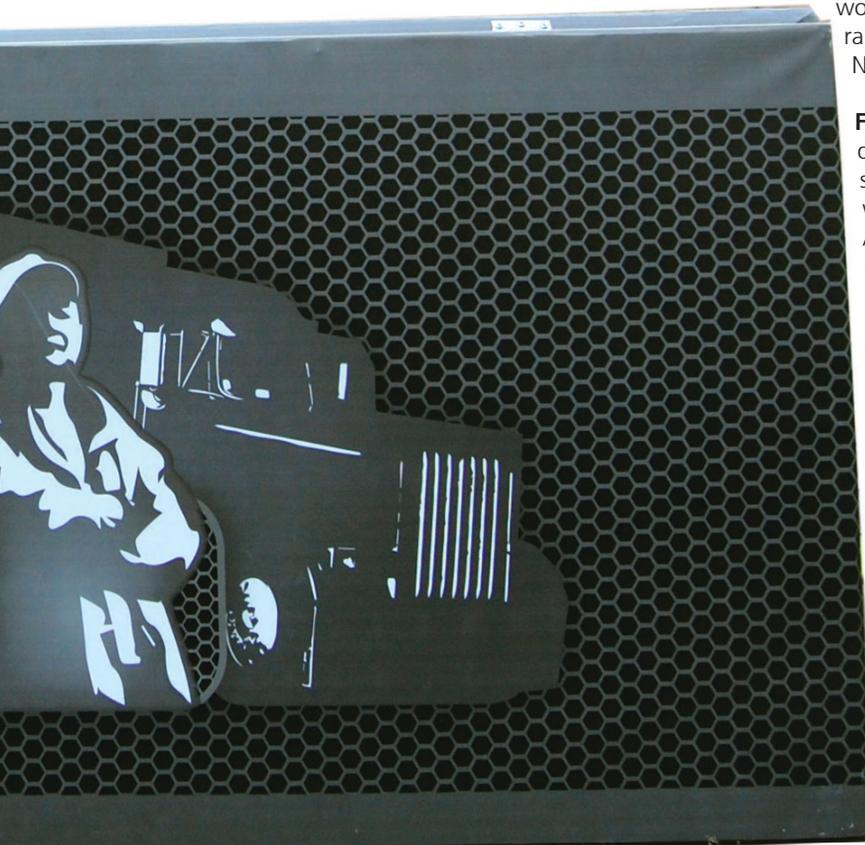
Fewer than 1 in 4 reimbursement drivers are ever adequately assessed for high-risk behaviour, even though fleets use them three times more often than drivers using company assets. The reason is that many businesses lack tools to assess the “grey” elements of their fleet, so these drivers face fewer controls for vehicle safety compared to hire or lease drivers. With real, penetrative reporting supported by fully translated global content, driver risk management programmes can hold drivers to a single occupational health and safety policy.

About:

AlertDriving is a Toronto-based software company specialising in driver risk management. Established in 1998, AlertDriving works with multinationals corporations as diverse and far ranging as Coca-Cola Hellenic, Philip Morris International, Novartis, W.R Grace, and more.

FleetSafe is fleet vehicle solution provider, offering driver and fleet risk evaluation, education and road safety programmes. Pioneered in New Zealand, now with international regional expansion in Australia and Asia, working with companies who operate both light and heavy vehicle fleets, to improve driver safety, reduce costs, increase fuel efficiency and improve health and safety compliance.

Asian Trucker Drivers Club is a partner of AlertDriving and FleetSafe. Interested parties may request presentation meetings for the online training system by writing in to: info@asiantruckerclub.com.my



So, how do the Euro Emission Standards work?

Most of the truck makers state that they are ready to offer Euro 4, Euro 5 engines, or even Euro 6 engines if and when needed and that these are better for operators. Here is what the emission standards mean.

European emission standards define the acceptable limits for exhaust emissions of new vehicles sold in EU member states. The emission standards are defined in a series of European Union directives staging the progressive introduction of increasingly stringent standards.

Overview

Currently, emissions of nitrogen oxides (NO_x), total hydrocarbon (THC), non-methane hydrocarbons (NMHC), carbon monoxide (CO) and particulate matter (PM) are regulated for most vehicle types, including cars, lorries, trains, tractors and similar machinery, barges, but excluding seagoing ships and aeroplanes. For each vehicle type, different standards apply. Compliance is determined by running the engine at a standardised test cycle.

There are several categories, depending on the vehicle type and weight:

- 1) European emission standards for light commercial vehicles ≤1305 kg (Category N1-I), g/km
- 2) European emission standards for light commercial vehicles 1305–1760 kg (Category N1-II), g/km
- 3) European emission standards for light commercial vehicles >1760 kg max 3500 kg. (Category N1-III & N2), g/km



Emission standards for trucks and buses

Whereas for passenger cars, the standards are defined by vehicle driving distance, g/km, for lorries (trucks) they are defined by engine energy output, g/kWh, and are therefore in no way comparable. The following table contains a summary of the emission standards and their implementation dates. Dates in the tables refer to new type approvals; the dates for all type approvals are in most cases one year later (EU type approvals are valid longer than one year).

The official category name is heavy-duty diesel engines, which generally includes lorries and buses.

EU Emission Standards for HD Diesel Engines, g/kWh (smoke in m⁻¹)

To arrive at these emission levels, typically two things are done: firstly, the engine is designed in a way that allows the best possible and efficient combustion and secondly through the use of an exhaust after treatment system. One manufacturer we spoke to drew on the use of extra high injection pressures which gave considerably lower particulate emissions than legally required for Euro 4. The latter may include exhaust gas recirculation or Selective Catalytic Reduction with the use of Urea in order to reach Euro 6.



Tier	Test cycle	CO	HC	NOxP	MS	moke
Euro I	ECE R-49	4.5	1.1	8.0	0.612	
		4.5	1.1	8.0	0.36	
Euro II	ECE R-49	4.0	1.1	7.0	0.25	
		4.0	1.1	7.0	0.15	
Euro III	ESC & ELR	1.0	0.25	2.0	0.02	0.15
		2.1	0.66	5.0	0.10 0.13	0.8
Euro IV	ESC & ELR	1.5	0.46	3.5	0.02	0.5
Euro V		1.5	0.46	2.0	0.02	0.5
Euro VI		1.5	0.13	0.4	0.01	

*for engine of less than 0.75 dm3 swept volume per cylinder and a rated power speed of more than 3,000 per minute

What the fuel has to do with this

In connection with the Euro Emission Norms comes a norm for Diesel, the EN590. It describes the physical properties that all automotive diesel fuel must meet if it is to be sold in the European Union and several other European countries. The tests mentioned above will be carried out using this fuel in order to determine the exhaust emission levels for the various engine standards. The EN 590 had been introduced along with the European emission standards. With each of its revisions the EN 590 had been adapted to lower the sulphur content of diesel fuel - since 2007 this is called ultra low sulphur diesel as the former function of sulphur as a lubricant is absent (and needs to be replaced by additives).

One bus maker we spoke to mentioned that they can even achieve Euro 6 standards with Diesel having sulphur levels of 2000 ppm, however, that is due to the highly efficient aftertreatment systems used. What is important to note is that there is no specific Diesel to meet the emission norms. Diesel should be in accordance with the EN 590 and depending on the engine and aftertreatment systems one would then achieve the standards as outlined in the norms. In essence, the Euro norm for emissions achieved is determined by what comes out of the engine, not necessarily by what goes in. On that note, it needs to be pointed out that Diesel available in Malaysia does not comply with EN 590. ■

Note: **As shown in this table, it is the exhaust that is measured** for the particles and compounds measured.

Hyundai responds to market demands



We meet with Hans Kim, Managing Director of HCVM Sdn. Bhd. to find out how Hyundai buses prepare themselves for the market demand that is clearly to increase in the near future.

It is no surprise that Hans Kim, Managing Director of HCVM Sdn Bhd is very confident that his company will have the right product to meet the demands of the local Malaysian market. True to the tagline “New Thinking / New Possibilities,” the company puts the innovation process at the centre. “This means we are doing more for the customers, create more advantages and offer better quality,” Kim says as we meet him in the assembly plant in Shah Alam. For Hyundai, the focus is on the customer and through several methods feedback is harvested. “We check customer satisfaction and during regular services we gain insights from our clients. This feedback will be sent to our R&D Department and HQ in order to incorporate it in

the development of new products and services”, he elaborates. One result of such collaboration is the creation of new bus models, which are specifically suited for the Malaysian market.

One could call HCVM a newcomer in the market as it has only been formed in 2009 with the MITI approval given in 2010. In 2011 the importation of bus chassis begun with the first year being dedicated to the research of the market. In 2012, HCVM officially recorded their first sales and since then the company has grown to be an established player in the market. Bus chassis are imported as CKD kits and assembled locally before they are shipped to body builders. According to Kim, bus



body builders value the support given as the company assists with recommendations of how to complete the bus in order to produce the best quality. Only when the quality is according to the high Hyundai standards will the bus be approved and warranty registered. Balance of the vehicle as well as fabrication quality matter. Checkpoints include water leakage and adherence to legislation.

As a result of the research conducted, HCVM is offering three lines of buses in Malaysia. Customers can order mini buses, medium sized buses and coaches. Typically, medium buses are nine meters in length and are used for airport shuttles. Coaches come in two engine variants with 300 HP and 410 HP, the latter making it the most powerful engine in the Malaysian Coach market according to Kim. Coaches are 12 meters long and engines can be specified to be Euro 1 - Euro 3. Mini buses deserve a special mention as the "normal" bus offers space for 25 - 30 seats in two-two configuration. This bus variant would be the application of choice for school buses for instances. However, the model that HCVM is banking on is the seven meter version with 22 - 25 seats. Nimble and more agile, this bus would be highly suitable for tour operators, hotels and others in the need of comfortable transportation that is able to manoeuvre with ease in congested spaces like cities. This bus comes complete with a luggage compartment in the back and a 4.0 litre engine to propel it. "We believe that this bus variant will be a huge hit as soon as the economy picks up again" said Kim during the inspection of the bus standing outside the office.

Currently, there is a decline in the demand for coaches, which Kim concludes is the result of the weakening currency, slowing tourist numbers and an overall caution when it comes to the future outlook. However, a counter-trend has been identified whereby the need is increasing for mini buses as tours are more customised and tailored to the needs of tourists. To add to that, school buses are to be safer and hence, modern designs incorporating the latest safety features will be asked for. As a result of these trends, HCVM has created their version of the mini bus and is now ready to deploy this model. Customers can rest assured that they get the best for their budget as the mini bus is a 2015 model variant after it has been developed in 2012 and recently received a full make over. As one advantage he points out that HCVM only deals with buses. These are more complex than trucks as they require more engineering and build-up, yet buses chassis are typically sold for less than that of a truck.

As a general trend, HCVM sees that the Chinese economy is slowing down and that the USD is getting stronger. Both have an immediate impact on Malaysia's economy as SEA is highly connected to China and since all buses are imported, the purchases are made in USD. This would lead to higher prices for buses and as a consequence customers would stop buying. "We have to counter this trend and Hyundai is actively working on the reduction of production cost. If customers need a cheaper bus, we will provide it" he reassures us. Also, he is confident that HCVM will be able to supply any bus with alternative fuels as the parent company already has these, but they are currently too expensive for the Malaysian market. Once the market is ready, hybrids and others will surely find their way here.



Ensuring the safety of human lives on board a Hyundai bus is obviously also a concern for the local management. "There are many ways to ensure the safety of passengers. However, we should always start with the basics first," said Kim. Vehicles sold under the Hyundai brand come with a 180 000 Kilometre maintenance plan and it can be scheduled according to the needs of individual customers. Said Kim "Proper service may well be the most important aspect when it comes to vehicle safety!". He urges drivers to make it a habit to check their bus before every trip and have any issues rectified immediately in order to prevent any accident.

Encouraging customer to check out the Hyundai buses, Kim states that they are confident that they can satisfy most requests. "After all, we have the highest selling bus in the world in our portfolio. While we offer high specs, we are still cheaper than our Japanese competitors." 🚩



We invest for quality – Truckquip Sdn. Bhd.



Truckquip Sdn. Bhd, a subsidiary of Tan Chong Motor Holdings Berhad, obtained its truck and bus manufacturing license in 2010 and commenced its bus manufacturing operations in 2012. Their initial offering, the ALPHA coach body, was launched in April 2013 and quickly found a lot of fans among the bus operators. Building on the success of the ALPHA model, In 2015, Truckquip launched the latest Facelift from the ALPHA series, called the ALPHA X12 (Pictured at left).

ALPHA Bus Feature

The ALPHA coach utilizes more than 80 per cent local content, including multi-sourcing of parts and materials from other ASEAN countries. It is built with a high strength superstructure designed in accordance with the Malaysian Homologation (VTA) requirements, which is equivalent to stringent UNECE standards.

In terms of design and engineering benchmarks, the ALPHA coach body was designed according to the specifications and compliance with standards based on the construction of large vehicle (ECE-R36); strength of superstructure (ECE-R66); installation of lighting and signalling devices for motor vehicles and their trailers (ECE-R48) and body building guidelines from chassis suppliers.

Strongly emphasizing on vehicle safety, the ALPHA coach body's features including daytime running lights and wide angle windshield among many others. The modern aerodynamic outlook comes with better maintenance friendly features and all-round insulation with effective, high performance sound proofing for passenger comfort.

According to Truckquip's management, it is an effective strategy when all of the processes of bus body building are being done in house. The plant adopts a system akin to a typical passenger car assembly plant, with clearly defined areas marked along an assembly line. This system includes the use of production jigs, allowing for the very consistent manufacturing of the

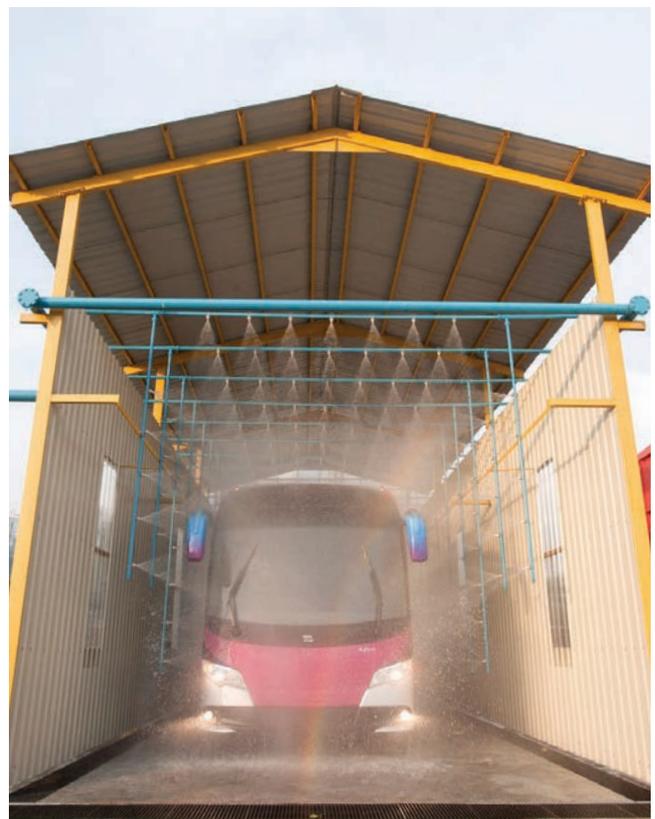




coach's superstructure. Every subsequent area has a specific purpose, enabling a very systematic and speedy approach to the assembly of the coach body as well as better control over the general work quality and finishing. To further ensure consistent build quality, its Paint Booths are outfitted with heaters to speed up the drying process, cutting down on production time significantly. While a Column Platform provides for a more consistent coat and spraying efficiency (Pictured at bottom).

Besides, Truckquip has invested in a Full Size Shower Testing facility to simulate severe tropical rain-storm conditions. All Alpha products are tested for leakage all the way down to the luggage compartment (Pictured at right).

"We focus on quality to gain customers confidence. This year we are in the process of developing a city bus. We will be offering three models that we have: ALPHA X12, ALPHA M8 (mini bus) and ALPHA City Bus. With that, we should be able to increase our market share," said Mr Ng Eyan Kim, General Manager of Truckquip Sdn Bhd.



"The way we view the market is that the local Malaysian market has started to change. Total industrial volume will increase because of the population growth. Plus, there are more tourists coming in and we expect an increase in bus usage now as well as in the future. On that note, Malaysia is improving as well in the aspect of infrastructure for public transport within cities, therefore we believe that the demand for all types of buses will increase," he added. 📌

All in a day's work: serious learning and light-hearted get-together



Scania Malaysia hosted the best technical teams from Southeast Asia for a Top Team Competition to help them prepare for the high level competition that they have already qualified for when they head to the regional finals that will take place in Guangzhou, China on 19 September, 2015.

As varied as the countries participating in this challenge where the backgrounds of the teams fighting for the top place in this “friendly”. Although a practice session, everyone took the competition very serious with the pressure clearly on Team Singapore and Team Thailand, which were the only teams that had overseas experience in the top team competition. Interestingly, the Singapore team comprised of participants from Malaysia and Singapore, reflecting the new structure of the organization. Having won three times at their national finals, the crew was confident to be successful.

Meanwhile, the team from Myanmar had a bit of the jitters as it was their first time to compete in the Top Team outside their country. As the representatives of Scania’s exclusive dealership in the country they also took the opportunity to network and learn more about the brand.

As they say it is more fun in the Philippines and the team from Manila joked that there might not be anyone left in the workshop to work on trucks as everyone was in Malaysia. The team joins as staff of the local dealer, whereby there are no national finals in the country yet.

Thailand’s team commented that being in Hatyai is almost as good as being another Malaysian team. The group was saying that many of their customers are actually from Malaysia and that they might as just as well work on some of the trucks while being here.

Lastly, the home team from Malaysia was delighted as they finally managed to win the national finals. This meant a lot for the group as Malaysia has some 12 teams that compete in this challenge.

Team Singapore walked away with the trophy, certificates of participation and a Scania bag and belt, with Team Thailand and Team Myanmar taking second and third place respectively.



Volvo's Drive Through Library Bus Stop

Can you travel by bus in a library? Yes, at least when Volvo surprised people with something special for their Ocean Race. During the event, the electric buses were operating on a new route, 55, to a specially built indoor stop in Frihamnen, designed like a real library.

In collaboration with Gothenburg City Library, Volvo had built a temporary bus stop at Frihamnen in the form of a library. The aim was to showcase the possibilities provided by quiet, emission-free buses. The library would enable visitors to borrow books and tablets from Gothenburg City Library librarians and sit down for a moment to read or listen to audio-books – just like in a real library.

"Combining a bus stop with a library during the Volvo Ocean Race was an exciting idea, giving us the chance to meet many people from all over the city and allow new visitors to discover what our libraries have to offer," said Gothenburg City Library Manager Christina Persson.

Emission-free possibilities

"Quiet, emission-free electric buses create new possibilities for public transport. With noise and air pollution out of the equation, the vehicles can get closer to where people are – even indoors. To show how this can work, we've constructed a temporary bus stop in the form of a library," explained Hakan Agnevall, President of Volvo Buses.

Staff from Keolis, the bus operator, were on site to offer guidance to passengers and provide information about the electric buses, route, 55, and the underlying partnership, ElectriCity.

Route 55 was operated by three fully electric buses and seven electric hybrids from Volvo. The buses called at the temporary library bus stop at Frihamnen for the duration of the Volvo Ocean Race, from 21 to 28 June.



A part of ElectriCity

Within the framework of ElectriCity, Swedish actors from industry, research and the community demonstrate and evaluate new solutions for the sustainable public transport of the future. The collaboration brought together the Volvo Group, Chalmers, the Swedish Energy Agency, Region Västra Götaland, Västtrafik, Keolis, the City of Gothenburg, Göteborg Energi, Lindholmen Science Park and Johanneberg Science Park, among others. ■



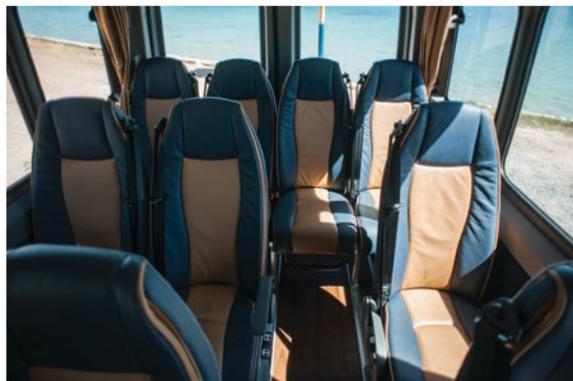
Small groups move in style in the Sprinter

In the city and for tours with small groups, the Mercedes Sprinter addresses the needs of tour operators and travelers that want to ride in style. The Sprinter 319CDI passenger van version as 12 + 1 + 1 seater is a nimble little bus that packs a lot of technology to assist the driver.

The vehicle comes equipped with electrically closing side door, third braking light and side mirrors with wide-angle, which are adjustable electrically. To allow the driver to focus on the road, the windscreen wipers are activated via rain sensors. Ensuring that the driver has a good handle on any situation, the multi-function steering wheel is adjustable in height and provides an excellent feel for the road through power steering.

The inner door installation of netting takes care of any small items that need to be kept within reach. In addition, a luggage compartment can be found under the console and it comes with a lockable lid.

The car rear camera display (reversing camera), Bi-xenon headlights (Bi-xenon) with automatic brightness while cornering (cornering light) and panorama window glass in combination with the Driving Assistance Package make this van ideal for city traffic. Managing the vehicle is made easy with the help of automatic reminders to bring the car to a service center (ASSYST). And when the trip is done, sensors (PARKTRONIC) help with settling the Sprinter for a rest before the next run. 🚐





DT Spare Parts: Electronic fan clutches for buses

Guaranteed quality has made the brand DT Spare Parts the leading brand in the international Independent Aftermarket for commercial vehicles. The complete range includes all requires spare parts for trucks, trailers and buses, including all standard electronic fan clutches.

Electronic fan clutches are used in longitudinally-mounted engines. They are installed in the direction of travel, in front of the radiator and are driven by either the V-belt or directly by the engine.

The function of the fan clutch is to create the temperature-dependent friction connection to the fan wheel and to regulate its rotational speed as required. Together with the fan, it ensures that, especially under heavy load, the temperature of the cooling water remains within the optimum range and the engine does not overheat. If no cooling air is needed, the fan clutch switches off and rotates at a lower speed. Due to this demand-oriented temperature regulation, not only a more



effective cooling is achieved, but also the increased demands on the engine's thermal management can be met, which is in line with the exhaust emissions standards EURO 5 and EURO 6.

In the case of using an electronically-controlled clutch, control is carried out directly via sensors, the values of which are processed by a regulator, which sends a control current to the integrated solenoid. With the help of a relay, the integrated valve is opened and the silicone oil contained in the reservoir can flow into the working chamber, whereby

the rotational speed of the fan increases. An additional speed sensor closes the control loop when required. This optimum regulation results in a reduction of both noise and fuel consumption.

Failure of the fan clutch can arise due to, for instance, damage caused by external influences, dirt or to poor or improper maintenance. In addition to electronic fan clutches, DT Spare Parts offers all standard clutches with bi-metal elements, fans and fan hubs.

Smart Cities Asian 2015 Conference

Asia is home to a large portion of the world's biggest and fastest-growing developing urban areas and smart city Asia technology is turning into a critical component of their future improvement. To abstain from pushing local and global frameworks to the point of breakdown, cities will need to grow into smarter, efficient and proficient in years to come. Cities across Asia are beginning to actualize them with aggregate interest in smart city Asia innovation anticipated that will achieve US \$ 63.4 billion from now until 2023.

Smart Cities Asia will be structured around four main themes:

- Smart Development: Building for a Greater Generation
- Smart ICT: City Beyond Technology
- Smart Mobility: Moving Fast Forward
- Smart Sustainability: Leading a Sustainable Future

Smart Cities Asia 2015 will feature a 2-day exhibition that showcases all the stakeholder and partners in collaboration in making this future a reality. Smart Cities Asia event will offer you a unique perspective on some of the most talked about issues revolving smart cities in Asia and emerging trends to help industry professionals identify and rationalize their infrastructure investment.

Smart Cities Asia 2015 will provide a platform for public private partnership working in tandem in specific areas of the spectrum

hence to meet, share experiences, raise issues and find solutions together to make Smart Cities Asia 2015 a global role model.

The event will take place 20th / 21st October in Putra World Trade Center, Kuala Lumpur

More information: www.smartcitiesasia.com



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Asian Trucker Media provides a full range of communication channels for the commercial vehicle industry in South East Asia. Our print magazine, Asian Trucker, is a premier trade magazine published in Malaysia, Singapore and Thailand. We host seminars, publish e-newsletters, provide advertising possibilities via several websites and organise South East Asia's largest commercial vehicle exhibition.

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MAN Showcases Sustainable solutions at 61st UITP World Congress in Milan

MAN demonstrated its commitment to sustainability at the 61st UITP (International Association of Public Transport) World Congress and Exhibition, which was held in Milan, Italy recently by showcasing products and services that embody the best in quality and efficiency.

Customers can select their bus from a highly flexible product portfolio, including low-entry and low-floor designs, solo and articulated buses, lengths ranging from 10.50 to 18.75 metres, and two to five-door versions. MAN also offers a wide variety of drive types: With diesel, hybrid and natural gas drives, a wide range of engines and technologies are available which are continuously being improved.



The Lion's City GL CNG was crowned 'Bus of the Year 2015' for its particularly environmentally friendly and powerful, yet economical drive.

In the Middle East, MAN has already conducted trials of a Lion's City CNG Bus with the bus operating for eight months in the UAE in 2011 along with regular diesel powered buses to achieve a direct comparison. The trials proved that CNG technology was a sustainable alternative to diesel while complying with worldwide safety standards and emissions as low as EURO 6.

According to Franz von Redwitz, Managing Director of MAN Truck & Bus Middle East, "The growing interest in the UAE for environmentally friendly fuels like CNG definitely bodes well for developing a cleaner and greener environment in the country. The progressive and innovative

planning by public transport authorities is also commendable. We look forward to a future where the UAE can benefit from a truly green bus system which improves air quality for the public and leads to reduction in operating costs for public transport authorities making it a truly win-win situation for both parties."

Von Redwitz added, "MAN has the experience of a more than half a century in natural-gas-powered buses and our experience with public transport authorities across the globe has also conclusively proven the viability of CNG as an alternative fuel choice."



Singapore 2015 - BIC National Conference

The Bus Industry Confederation invites all of industry to be a part of our National Conference in the international arena. The theme for the 2015 National Conference is Moving People - Connecting Neighbourhoods. This is an excellent opportunity to see how one of our nearby Asian neighbours go about the business of Moving People.

This year's National Conference program assembles speakers from across the Asia

Pacific region speaking about making "bus business" a "business success" in Australia and in other Asia Pacific countries.

Convening in Singapore gives us the opportunity to embark on a learning exchange program about how we go about the business of moving people and how we connect our neighbourhoods. There is also some excellent technical and IT sessions well worth noting.

This conference will be held November 8 to 11 2015 in the Grand Copthorne Waterfront Hotel, Singapore. For more information visit:

<http://bic.asn.au/information-for-moving-people/bic-national-annual-conference>

SPAD rolls out myBAS in Kangar, Perlis

The Land Public Transport Commission (SPAD) announced the first roll out of the new myBAS service in Kangar, Perlis providing commuters with more efficient and reliable connectivity under the Stage Bus Services Transformation (SBST) programme.

The myBAS operations in Kangar which commenced on 1st August 2015 has received positive response from commuters with an increase in daily ridership from 271 to 447 passengers.

The new myBAS service offers wider coverage in Kangar with a total route distance of 337 km, an increase from 124 km previously. This provides better access to urban and rural communities with the implementation of 5 trunk and 10 feeder routes. For selected routes, the frequency has been doubled while the operational trunk routes service hours have been extended till 9.00 pm. This includes the main trunk service line from Kangar to Arau which will operate at a frequency of every 30 minutes.

Other trunk routes include Kangar-Padang Besar, Kangar-Beseri-Arau, Kangar-Ayer Itam and Kangar-Kuala Perlis-Kg. Wai. Feeder routes include: Kangar-Kg. Panggau-Kangar, Arau-Pauh Putra-Felda Chuping, Arau-Guar Nangka-

Felda Chuping, Beseri-Kg. Jejawi-Beseri, Beseri-UiTM Arau-Arau, Arau-Kilang Gula, Arau-Kuala Sg. Baru and Kaki Bukit-Wang Kelian. In addition, two city feeder services are provided for Kangar Town (bound for north and south). There are also special weekend services to Wang Kelian and Hutan Lipur Bukit Ayer. The new myBAS network along with the new ETS services by KTMB to Arau and Padang Besar will drive better integration of the overall public transport network in Perlis.

Under the SBST programme, the federal government will invest RM100 million in 5 cities, beginning with Kangar, Perlis to improve the rakyat's mobility and access in areas where stage buses still remain the backbone of public transportation.

Additional information on the Stage Bus Service Transformation (SBST) programme:

- The myBAS services will be implemented in 5 cities including Kangar, Seremban, Kuching, Ipoh, and Kuala Terengganu.

- SPAD imposes strict measurable KPIs including punctuality, reliability, vehicle specifications, and user satisfaction, which the operators need

to adhere, and there will be monetary penalties for failing to meet the targets.

- SPAD will also be monitoring the operators' performance closely. For example, services such as frequency, operating hours and ridership will be monitored via Global Positioning System (GPS) and evaluation reports by SPAD officers.

- Under this new programme, the operators can now focus on delivering better commuting experience and not depend on fare box revenue to sustain and raise services standards. In addition, there is an incentive element factored aimed at encouraging the bus operators to generate more revenue by growing their customer base. This comprise 1% of the fare revenue for an increase of 5% or more in the number of passengers and revenue per route.

- Plans are also underway to introduce a prepaid card system for public bus users as an initial step towards seamless travelling. The SBST programme aims to ensure that fares are affordable and services sustainable, and in the long run increase the use of public transport, by providing optimum access.

Delivery of 2500th Setra double-decker coach

Italian coach operator "Autolinee Marino" has taken delivery of the 2500th Setra double-decker coach to be manufactured in Neu-Ulm. The S 431 DT is also the 250th vehicle of its type to feature a Euro VI engine. The milestone coach, fitted with 80 "Setra Voyage Plus" seats and two club tables, is part of an order for a total of five S 431 DT models. With the addition of the three-axle vehicle, the Italian operator's fleet has expanded to include a total of 54 Setra double-deckers. The vehicles are predominantly used for regular service routes between Italy, Luxembourg, Belgium, Switzerland and Germany. Based in Altamura in the province of Bari, the company employs 250 people and has been operating with Setra coaches, including a large number of double-decker models, since 1982. In



total the company owns 110 of the Ulm brand's vehicles.

Owner and CEO Gerardo Marino sees plenty of reasons for the German-Italian partnership to continue for many years to come: "With their smooth handling, these coaches offer both passengers and

drivers a high degree of comfort. And they're beautiful to look at".

The S 431 DT, first introduced in 2002, was the flagship of the Setra TopClass 400. This premium model series was superseded in 2014 by the TopClass 500. The 13.89 m-long double-decker coaches, available since 2013 with the Euro VI drive system and the 375 kW (510 hp) OM 471 engine, remain an integral part of the current product range. The Setra TopClass 400 coaches boast over 40 new features not offered by their Euro V predecessors. These include a revised cockpit with a new multifunction steering wheel, two sets of steps as standard and a luggage compartment door that is 23 cm wider.

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Reaching the destination with care



Moving buses takes more than just turning the key in the ignition. We met with two drivers who ensure that the journey of their passengers is not only a pleasurable one, but a safe one too.

We all know that the bus is one of the essential public transports that make our life more convenient as we can easily travel from one place to another. Hardly do we know what it takes for the drivers to get that task done. This interview with two “Bus Captains” from Sani Express, Mr. Mohd Azlan, 42 and Mr. Wan Nur Yusry, 37 was made possible with the help of Mr Faizal, Manager from Terminal Bersepadu Selatan. Here is what the proud duo had to say about their jobs.

Having already gained experience for seven to ten years as a bus driver, these two captains are currently working on the same shift. They have been working together as a crew with Sani Express for three years. Travelling from Klang to Kuala Besut, this daily trip takes from 8:30am to 7pm for Mr. Azlan and Mr. Wan. Drivers are only allowed to drive for a maximum of four hours (covering about 300km) per trip. Therefore, a bus will have two drivers taking turns for the one trip per day.

Challenges

Every occupation has its own intricacies and according to our bus captains, both of them agreed, that the challenging part for them can be handling passenger’s behavior. “There’s was one time where one of our passengers acted hysterical or like having been possessed. He was screaming all of a sudden, which of course made other passengers to start panicking. We had to stop the bus and call the police. When the police arrived, they took over to handle the case. We continued our journey without this passenger,” said Mr. Azlan.

“To handle human behavior, we need to practice one thing: patience. In that sense, we can encounter even worse scenarios that might come in our way,” added Mr. Wan.

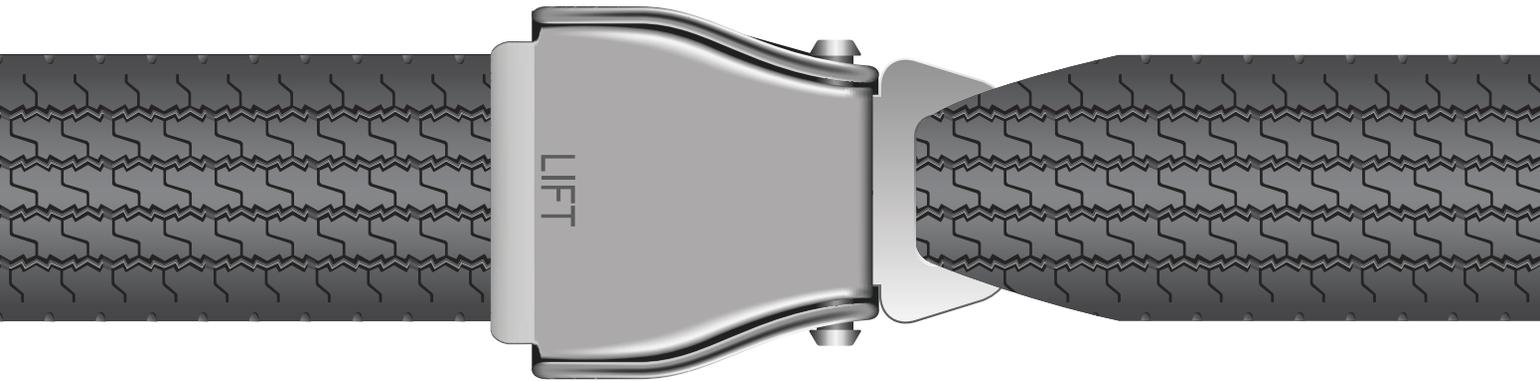
Safety

As a bus carries people, generally “To ensure the safety of others, first you must prepare yourself to be good condition. Own condition means that your body and mind has to have enough rest, your body should be in good health and mentally you need to be able to drive in a good manner with a conscious mind,” explained Mr. Azlan.

“Do take things seriously, no matter how much experience you have; accidents can happen at any time and people’s life are in the back of your pocket. We can’t just chances with our condition and go to work. Moreover, we as well carry the name of the company,” said Mr. Wan.

Asian Trucker was informed that Sani Express drivers will be provided regularly with two days training and courses in order to refresh and develop the skills and new knowledge. Mr. Azlan and Mr. Wan compliment TBS terminal. According to them, it is the most advanced and systematic terminal in Kuala Lumpur. Services provided in the terminal are much more efficient and it provides a safer environment for their customers. 

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