SOUTHEAST ASIA GRIFFIN TODAY

Initiating

OUSINESS OF EXPORTING CHANTHABURI FRUIT WITH THAI SANG COMPANIES



CASE STORY: SHAZIMAN: PIONEERING THE FIRST STREAMLINE B-DOUBLE IN MALAYSIA Page 8

410



UPDATE: ON THE RIGHT TRACK

#8

Page 16

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8/2015 **CONTENTS** Scania Southeast Asia Griffin Today 2015

4 Initiating the business of exporting

Chanthaburi fruit with Thai Sang Companies The export of Thai fruit to China has the chance to grow by as much as 200-300% after the opening of the next stage of the ASEAN Economic Community (AEC). Thai Sang made preparations to be ready for this growth and competition.

8 Shaziman: Pioneering the First Streamline B-Double in Malaysia

Shaziman multiplies load capacity in Malaysia as a Streamline B-Double Pioneer.

10 Staying Ahead in Aircraft Rescue

With more than six decades of experience in ensuring the safety of airport passengers.

12 The Power to Choose

Scania's new heavy-haulage tractor is the perfect home for a powerful V8 engine.

15 How to Act at a Fire Accident

When a driver is the first to arrive at the scene of an accident, it is important for him or her to take command of the situation before emergency medical service staff arrives.

16 On the Right Track

At the Scania DemoCentre in Södertälje, Sweden, professional drivers and beginners can test drive Scania's trucks and buses under realistic conditions.

18 Foundations for Growth in Thailand

With a new Managing Director and newly acquired status as an Independent Business Unit, Scania Siam is ready for a major expansion in Thailand.

19 Scania Malaysia Hosts Top Teams from Southeast Asia in Preparation for Regional Challenge in China

Scania Malaysia's own Top Team had the opportunity to polish their maintenance and servicing skills in a friendly competition with teams from Scania Singapore, Thailand, Myanmar and the Philippines.

20 Scania Driver Competitions, Thailand 2014/2015 Scania Thailand was successful again in the 3rd driving skill competition with over 1,500 participants.

- 22 Scania News
- 24 Scania in Southeast Asia



WHO SAID THE COMMERCIAL VEHICLE INDUSTRY IS BORING?

When I first joined Scania, someone told me that the commercial vehicle industry was too boring for someone like me. Formerly from the passenger car industry, I entered the world of trucks, bus & coaches and marine, industrial & power generation engines. I have been intrigued ever since.

Who else in the industry could offer the widest range of total solutions for our customers profitability? Only Scania, of course. From financial to solutions to Scania Connected Services – consisting of Vehicle Introduction, Driver Training, Driver Coaching, Scania Fleet Management; from Scania Marcopolo complete coach to Scania Construction Trucks... these are just some of the many solutions that continue to excite customers when I explain them.

This is why, in this issue, we find out why it continues to amaze me how customers keep pushing the boundaries of what they can do to help their customers and what we can do to help them help their customers. Let's face it: how often do you see a Scania carrying a cargo of fruits, a Scania Streamline B – Double and a customer – made Scania bus for emergency purposes? Not often... because they are special. Yet I hope that after reading about them in this issue, we will see more and more of these types of applications widely used. After all, it is good for business and it is good for the people.

Janan

IAN TAN MARKETING AND COMMUNICATIONS MANAGER SCANIA SOUTHEAST ASIA

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INITIATING THE BUSINESS OF EXPORTING CHANTHABURI FRUIT WITH THAI SANG COMPANIES

PIONEERING THE BUSINESS OF EXPORTING CHANTHABURI FRUIT WITH THAI SANG COMPANIES

he trade relationship between Thailand and China is constantly growing. China is a big market which receives various kinds of Thai goods to meet the demand of the Chinese people, with goods required ranging from the industrial sector to the household sector. Additionally, a huge number of Chinese people have much greater purchasing power than in the past. Besides being a source of gems of various types, Chanthaburi is also known as a province producing major economically important fruit or crops with which most tourists are familiar, such as salacca (snake fruit), rambutan, durian, mangosteen and golden bananas. These are all products that are exported to the People's Republic of China that bring an annual income of ten thousand million baht to the nation. At the same time, the quantity of fruit from China that enters the Thai market is no small amount.

Currently, there are several roads by which Thailand can connect with China, including the routes between the Isan region of Thailand and Guangxi Province in the south of China (R8, R9 and R12) and the one between the northern region of Thailand and Yunnan Province in the southeastern region of China (known as R3). This last road is the one chosen by Thai Sang Chanthaburi Logistics Co., Ltd. as the major route for transporting golden bananas to Boten, Lao PDR, which is on the way to China.



Mr. Somwang Kanyapreedakul, Managing Director of Thai Sang





Thai Sang's choice of Scania trucks allowed it to choose good to choose good drivers because they wanted to drive Scanias."

Mr. Somwang Kanyapreedakul, Managing Director of Thai Sang



The Origin of Thai Sang

"The Chinese people created a business opportunity. My family is involved with the gem business, having been buying stones to cut for more than 20 years. When visited by Chinese officials, the Chanthaburi governor would always call me to interpret the different languages. Consequently, the occasion of signing the contract to become sister city of Wuzhou in China made me realise there was an opportunity to do business there. Fruit merchants from Chengdu, Sichuan Province and the Chinese people liked and wanted a large amount of Thai fruit, including golden bananas and other kinds of Chanthaburi fruit, which are tasty and of good quality. For this reason, I founded Thai Sang Chanthaburi Food Co., Ltd. to collect golden bananas, durians, mangosteens and longans from Chanthaburi to export to China," said Mr. Somwang Kanyapreedakul, Managing Director of Thai Sang

The group of Thai Sang Chanthaburi companies has three affiliated companies responsible for different tasks. Thai Sang Chanthaburi Food Co., Ltd. is responsible for buying and packing fruits; Thai Sang Chanthaburi Logistics Co., Ltd. is responsible for transporting exported goods to China; Woei Po International Transport Co., Ltd. is responsible for accommodating the transport business. Mr. Somwang continued: "The Chinese, in particular, choose to eat fruit from Chanthaburi, especially golden bananas, because they are more delicious. Consequently, we attach importance to the control of quality and temperature in the transportation of goods, because if the temperature is wrong, whether too hot or too cold, then the fruit will lose its quality."

What Makes Thai Sang Business Successful?

The business of exporting Thai fruit to China has the chance to grow by as much as 200-300% or two to three times more after the opening of the next stage of the ASEAN Economic Community (AEC). Thai Sang has made preparations to be ready for this growth and competition. These days, there are many farmers growing golden bananas in the area of Chanthaburi to supply the company, perhaps as much as 55-60% of the total. Mr. Somwang said, "The customers' satisfaction is our chief responsibility. Thai Sang renders service with reliable, good quality products. The transportation time and temperature control are important factors in the fresh fruit business because if the temperature is not constant during transportation, then the fruit will not be fresh when it reaches the customers." For this reason, Mr. Somwang decided to manage his transportation business on his own. "I studied the suitability of the vehicles to be used and talked with the driving staff who all confirmed that Scania trucks are the most suitable vehicles. Fruit transportation from Chathaburi to the People's Republic of China must reach and pass through Boten border crossing in Lao PDR via R3, which is about 1,200-1,300 km long. This is a hard route because it involves going up and down many steep areas and is very crooked. With the border crossing procedure included, the travel time is as long as 48 hours. Punctuality, maintaining fruit quality and transport safety are, therefore, very important. The study of all available information showed that Scania trucks are the most suitable vehicles for our business because of their high potential, efficiency and flexibility in operation, together with their durability and fuel economy. With the information provided by Scania, which answered every question we had, we were even more confident in the decision to choose Scania trucks. Staring with just three, we now have 13 Scania trucks.

Preparation to Accommodate Growth

"Our staff are like our business supporters. We take care of them and give them chances to improve. Thai Sang's choice of Scania trucks allowed us to choose good drivers because they prefer to drive Scanias because of the trucks' high safety system. The drivers can drive for long distances without becoming tired. Scania also takes good care of our vehicles. When it is time for care or repair, Scania's team of mechanics is able to perform analytical examinations precisely in a very short space of time. The training of our drivers is also arranged, enabling our driver to drive safely and use Scania trucks most efficiently. We can say that it was far from a wrong decision."

"I studied the suitability of the vehicles to be used and talked with the drivers who all agreed that Scania trucks were the most suitable," *said*

Mr. Somwang Kanyapreedakul, Managing Director of Thai Sang



"The P410LA6x4MSZ tractor is unlike vehicles of other brands that I have driven, with a more powerful engine, better stability and more safety systems. The R3 transport route is a hilly one with many curves and it is very dangerous. The distance is 200–300 km. It takes as many as six hours of driving time. Driving a Scania truck is not so tiring. One can drive up and down hills with confidence."

Mr. Arthit Khaowong, Thai Sang's Driver

SHAZIMAN: PIONEERING THE FIRST STREAMLINE B-DOUBLE IN MALAYSIA

SHAZIMAN MULTIPLIES LOAD CAPACITY IN MALAYSIA AS A STREAMLINE B-DOUBLE PIONEER



How It All Started

Shaziman Transport Sdn Bhd has become one of the main operators in the distribution of petroleum products in the southern region of the peninsula. The company has gone from strength to strength since business commenced in the 90s with a fleet of only five trucks.

Fully incorporated in 2007, Shaziman started delivery services as a sub-contractor to one of the main operators in the distribution of petroleum products. Developing its expertise in transporting fuel, Shaziman became known for its emphasis on safety when delivering highly flammable petroleum products to their designated destinations.

Believing strongly in Shaziman's corporate tagline, 'The Safer and Better Transporter,' is founder, Managing Director and Chief Executive Officer, Ginderpal Singh, who prides himself in delivering his load safely and on time.

Joining Ginderpal at the helm are Hamzah A.K. Mohamad, who takes charge of Shaziman's marketing efforts and Zuan Harrise Mohd Ali, who has been with Shaziman from 1991. Combined, the Executive Directors have over 40 years' of logistics experience.

"Being awarded contracts from renowned oil majors was solely the result of the hard work put in by my management and staff, especially the drivers. Our consistent performance and impeccable safety record gave our customers the confidence to award an exclusive direct contract to Shaziman to deliver petroleum products to the Southern region," said Ginderpal.



Investing in Scania Prime Movers was the best decision... I get excellent uptime from these superb machines and they give me higher and consistent performance," *Ginderpal*

Singh, Managing Director and Chief Executive Officer Shaziman Transport Sdn Bhd

Scania Streamline B-Double Prime Movers Selected to Carry Twice the Load

"I was introduced to the Scania B-Double Prime Mover back in 2008 and committed Shaziman to be the first transporter in Malaysia to utilize the Scania R 500 V8 B-Double tankers for delivery of fuel after getting our customers' blessing and approval from all the Road Transport Agencies," stated Ginderpal.

Presently, Shaziman has three Scania R 500 V8 B-Doubles and a Scania Streamline G 460 B-Double in its fleet of 186 units of prime movers, with three more units of the latter to be delivered soon.

Shaziman is the only logistics provider to utilise the Scania B-Double Tankers in Malaysia for optimum fuel economy and faster delivery for its clients. The new Streamline G 460 model, with the latest aerodynamic design, promises to deliver even better fuel economy of up to 6% savings.

The Scania B-Double tankers can carry 54,000 litres of fuel, which is 25% more than normal tankers and also come with new ABS/EBS, ESP, Scania Retarder, Scania Opticruise & Scania Fleet Management systems for better engine efficiencies.

The 10-year FOC Scania Fleet Management package readily installed in all newly purchased Scania trucks complements Shaziman's own monitoring systems, such as the Global Positioning System (GPS), the On-truck computer (OTC) and On-board Camera (OBC). All these combine to provide better control of the fleet and the drivers.



The Safer and Better Transporter

A strong believer in safety procedures, Ginderpal, who is also chair of the Safety Committee, stresses doing things by the book and never allows his drivers to handle his tankers without going through training for at least 6–8 weeks. Special B-Double training was also given by Scania via experts brought in from Australia.

As part of the obligation regarding the oil and gas contracts, Shaziman commits his drivers to further induction and refresher training with the respective oil majors, thereby fully-equipping them to handle the tankers, especially the B-Doubles.

A unique part of Shaziman's training programme is the counseling of drivers' wives, who are expected to understand and accept their husbands' driving schedule and their minimum requirement of rest before going back to work.

Shaziman Emergency Response Team (SERT)

A Shaziman Emergency Response Team (SERT) was established to ensure that the fleet needs only minimum downtime. Equipped with all required tools and spare-parts, especially the necessary fire-fighting equipment, this team is on-call 24/7, to attend to emergency repairs of the fleet while making deliveries.

Scania Gives Better Uptime than Other Brands

"Investing in Scania Prime Movers was the best decision I've made since I started in the transportation business. I get excellent uptime from these superb machines and they give me higher and consistent performance," declared Ginderpal.

To keep the fleet on the road with a consistently high uptime, Shaziman operates its own extensive workshop that caters to the maintenance needs of the fleet, tracking a record that keeps to the scheduled deliveries of our customers. Proof of this success is the accolade of Excellent Performance Awards that Shaziman has acquired since 2008, and this includes the NST-Shell Primula Truck of the Year 2013 award for Health, Safety and Environment for Oil and Gas Bulk Cargo Hauliers.

Diversifying for the Future

Shaziman will strive to continue to maintain the safety record that it has managed to uphold for more than a decade. No compromises will be made just to secure contracts. Shaziman holds true to its 'The Safer and Better Transporter' tagline, thereby justifying its premium pricing.

Deliveries using the Scania B-Double Streamline series are shaping up to lead the Oil and Gas Industry in becoming one of the most cost-effective sectors operationally. The Malaysian Transport Authorities are also beginning to see the viability of using the Scania B-Doubles and are beginning to loosen the hold on permits for them.

"We have been acknowledged as one of the best transportation companies for the movement of petroleum products for oil majors, and we pride ourselves on being the pioneer in bringing the Scania B-Double Tankers to Malaysia. It's a great feeling knowing that we have contributed to the Malaysian transportation industry," concluded Ginderpal.

STAYING AHEAD INARCRAFT RESCUE

t may take two to tango, but it takes four to create the first-of-its-kind, custom-made Mass Casualty Carrier (MCC) in the aircraft rescue firefighting industry. The result of this four-year project involving Changi Airport Group (CAG), S.K. Rosenbauer, Gemilang Coachwork Sdn Bhd and Scania Singapore, delivered a unique, large-scale ambulance vehicle that will change the landscape of airport evacuation processes in the years to come.

Being Prepared for Any Situation

The idea for this project for a customised Mass Casualty Carrier (MCC) or Amb-Bus began with a minor incident at Changi Airport. An aircraft was immobilized on the runway for several hours and the evacuation of its passengers could only take place via several ground handling buses. This stretched the waiting time and so inconvenienced the passengers.

"Although it was a successful evacuation, Changi Airport Group (CAG) understood that, should the mass casualty numbers be higher (e.g. an A380 can carry up to 800 economy class passengers), a more efficient solution would need to be in place," explained Mr. Andre Tan, Staff Officer, Projects of Airport Emergency Services (AES).

With that, CAG's AES, the specialists in airport rescue and firefighting and the primary provider of airfield fire protection coverage for Changi and Seletar airports and Republic of Singapore Air Force bases in Singapore, began preparing for this possible problem.

With more than six decades of experience in ensuring the safety of airport passengers, AES has consistently benchmarked itself as one of the leading teams in Airport Rescue and Fire-Fighting. To meet this demand, AES vehicles are custom-made to exacting international specifications. In the event of an aircraft evacuation, the MCC potentially has to carry four classes of passengers: the able-bodied, the "walking wounded," casualties on stretchers and the infirm (wheelchairs). This is where they looked to SK Rosenbauer for expertise and innovation.

CHANGI

SKP 8296 X

From Inception to Fruition

One of the world's leading manufacturers of firefighting equipment for fire and emergency services, Rosenbauer has been working with CAG in ensuring that they are equipped with the best vehicles and equipment to get their job done. "We have delivered the Mass Evacuation Air Stairs (that can extend up to eight metres to reach the upper deck of an A380 aircraft) to CAG and knew that the MCC would be an essential vehicle to complement this existing equipment. There are MCC units operating emergency services that are truck-based and, therefore, unsuitable for the specific roles that the CAG has in mind. Consequently, we had to start from scratch with this one," said Mr. Houchin, Managing Director of S.K Rosenbauer.

In order to carry the affected passengers safely in their various physical states, the design called for fast and safe ingress and egress for stretchered casualties, easy access with an ultra-low floor for the walking wounded and infirm, ease of manoeuvre through the vehicle door and fast movement for the able-bodied into the saloon area.

Separately, the Fukushima radioactive incident some three years ago forced the AES to consider the addition of a decontamination facility for hazardous materials (HAZMAT) incidents at the airport. Faced with dual needs, the decision was then to combine both these requirements together, thus eliminating the need to have an additional vehicle.

With this clear objective and concept, Mr. Houchin then approached long-term working partner, Gemilang Coachwork, to obtain its experience in realizing the idea.

When the Going Gets Tough

"SK Rosenbauer is very innovative and understands the needs of its customers very well. We knew that this project would put both Gemilang and SK Rosenbauer to the test to overcome a series of challenges if we wanted to bring our vision to life," said Mr. S.C Phang, Managing Director of Gemilang.

With the ops requirements in mind, Gemilang began by solving the first challenge, which was to find a suitable chassis. Most bus and coach chassis use a tee-drive, thereby causing a total loss of space at the rear of the unit. By using a cross drive configuration, they reclaimed this space at the rear, which gave them additional usable space for passengers and equipment.





That was just the start as SK Rosenbauer and Gemilang began considering other factors, such as a regular coach body with a middle door that takes up valuable seating space and does not allow for the stowage of the double stack of stretchers. The front left-side entry door does permit the direct carriage of stretchered patients into the main body area, since it is obstructed by the fuel tanks above the wheel arches. As a result, rescuers would have to carry out a 180 degree turn to lift a stretcher over the wheel arch.

All of these obstructing issues hampering a rescue job led Gemilang to the idea of using a rear engine, low-floor bus chassis and a totally overhauled design of the vehicle's body.

The Tough Get Going

With a super low-floor chassis, the Scania NUB was the best fit for this design. Extra reinforcement was added to the front of the vehicle structure to support the forward-facing entrance; this was the first of its kind in Singapore. Other impressive features include the capacity to hold up to 10 stretchers with additional standing space, as well as an extendable decontamination tent for washout in the event of contamination cases.

"As a vehicle for medical aid application, we needed to ensure that it is robust, reliable and had good after-sales support. Scania has a large bus fleet in Singapore, so we were confident of their ability to support us.

Both Gemilang and SK Rosenbauer have been working with Scania for a long time and, over the years, we have built a close relationship and feel secure working on a confidential project with them," explained Mr. Phang.

"We already have a couple of vehicles that are from Scania. Besides the excellent after sales support, Scania vehicles are also easy to use and their stability and ease of manoeuvrability on the roads are also an important consideration," added Mr. Tan.

"We do not hope for an aircraft accident to occur but, if it does, this team has delivered an outstanding vehicle to CAG's Airport Emergency Services' team to help them carry out their life-saving duties." – Mr. Bob Houchin Scania's new heavy-haulage tractor is the perfect home for a powerful V8 engine.

SCANIA

Bred last

.0

R730

THE POWER TO CHOOSE Text: Per-Erik Nordström and Daniel Dasey Photos: Dan Boman

RIVERS WHO LOVE the power of Scania's V8 engines will almost certainly love the versatility of the company's new range of heavyhaulage tractor units.

Because the tractors are based on components from within Scania's modular product range, heavy-haulage customers can expect significant savings on their initial investment, as well as lower repair and maintenance costs and increased uptime. Performance can easily be tailored to meet a wide variety of needs and all servicing can be handled by the Scania service network. The combination of Scania's strongest components results in a highly efficient and competitive product with numerous configuration options.

SCANIA

Scania Genset \$G600

The new family of heavy-haulage tractors can be specified with Scania's most powerful, 3,500 Nm and 730 hp 16.4-litre V8, as well as Scania's extra heavy-duty overdrive gearbox, Scania Opticruise automated gearchanging and nine or "The combination of Scania's strongest components results in a highly efficient and competitive product."

PICK AND CHOOSE

Specification options within Scania's new range of heavy-haulage tractor units include a 32-tonne hub reduction tandem bogie, drum or disc brakes, air suspension or parabolic leaf springs and heavy-duty flitched frame. The 8×4 version is ready to take on gross train weights of up to 180 or 250 tonnes, depending on factors such as the choice of axles and local regulations. Six, eight and ten-wheelers are offered. Steered tag axles can be specified in front of, or behind, the bogie. The compact rear axle set-up allows the wheelbase to be as short as 3,300 mm on the four-axle. All-wheel-drive 6×6 and 8×8 can be specified. (8x8 as special order). Front and rear trailer couplings can be specified

READ MORE: www.scania.com/ heavy-haulage

ten-tonne front and tag axles.

Engines are available that comply with emission levels demanded by Euro 3/4/5/6 and eev as well as Japanese regulations. All are based on a common platform with uniform architecture that simplifies servicing and parts supply.

The mechanical transmission, without torque converter, makes the powertrain highly efficient, with excellent fuel economy in tough conditions. The 12+2-speed overdrive gearbox has twin crawler gears for easy starting, yet provides main road cruising at reasonable engine revs.

Sophisticated clutch control allows smooth starts with minimum slip. A special manoeuvring-mode offers control with extreme precision. A torque converter gearbox is offered as an option.

A major bonus is the extensive use of parts and components from the Scania modular toolbox. These are familiar to any Scania service workshop. All parts are available via the 1,600-member strong, global Scania service network.



WATCH IT: See a Scania R 730 heavy-haulage tractor unit pull a load made up of a V8-equipped Scania Genset and a Scania industrial engine equipped Terex dump truck.



SEGMENT: HEAVY-HAULAGE



PHOTO: PAUL KAN

Scania Pulls Its Weight in Australia

Scania Australia's Mining Services Division has been putting local drivers behind the wheel of an R 620 V8 demo unit. The vehicle is rated at 200 tonnes gross train weight.

The first test driver was Danny Denton, who spent a few days behind the wheel at a gold mine in Kalgoorlie, Western Australia. While many Australians are accustomed to American trucks, the Scania left a positive impression on Denton.

As well as liking the Scania Retarder and the way the Scania truck performed under load, Denton enjoyed the creature comforts.

"It is a lot more comfy than you would think," he says. "You have a good size fridge, the air conditioning is powerful, everything inside the cabin is really good."

The Scania R 620 on trial is now headed to the east coast of Australia, for tests at a coal mine.



WATCH IT: See the R 620 V8 demonstrator unit (above) drop its load while on the go.





THE FULL PACKAGE

▲ The owners of a newly created heavy-haulage company in Germany has bought a Scania R 560. "I personally test-drove several different trucks before we made our decision," owner

Thomas Masalkhi says. "In the end we saw that Scania was just better than the rest."

WHEN REPUTATION MEANS EVERYTHING

◄ Excellent handling on steep gradients is one of the features that Indian abnormal-cargo transporter J.H.Parabia (JHP) values in its Scania R 500. "We have a reputation for timely delivery and this makes us a favourite with customers." says JHP Director Nekzad J Parabia.



How to act at a fire accident

When a driver is the first to arrive at the scene of an accident, it is important for him or her to take command of the situation before emergency medical service staff arrives.

clothes or hair is on fire, it needs to be extinguished immediately. It is essential that the first person on the scene acts quickly and carefully.

If a person's

CHEMICAL BURN

If the burn is caused by chemicals:
Rinse immediately with plenty of water for at least 15 minutes to wash away all traces of the chemical.
Remove clothing, jewelry or anything else that has been in contact with the substance.
Always seek medical care if the injured person has burns or signs of general intoxication. Source: Scania Driver Training.

Text: Ylva Carlsson Illustration: Kjell Thorsson









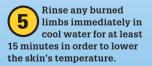
Place the blanket over the person's face and pull it slowly down over the body.

Press the blanket close to the person's body with sweeping motions to smother the flames. When removing the blanket to determine whether the fire is extinguished, start at the feet and carefully lift the blanket.









6 Do not break any blisters caused by the fire, and cover any injured body part with a clean, wet bandage. Also let burnt clothes remain on the body to not create more wounds.



Reduce the risk of circulatory failure by placing the wounded person in a recovery position (on the side with arms and upper leg at right angles to the body). Be prepared to raise the person's legs if a fall in blood pressure occurs. Keep the person warm by placing a blanket or jacket over his or her body.

ON THE RIGHT TRACK

At the Scania DemoCentre in Södertälje, Sweden, professional drivers and beginners can test drive Scania's trucks and buses under realistic conditions.

Text: Per-Ola Knutas Photos: Dan Boman

SWEDEN'S KING CARL XVI GUSTAF, the United Kingdom's Prime Minister David Cameron and thousands of customers and journalists have something in common: they have all driven trucks at the Scania DemoCentre.

The Scania DemoCentre was inaugurated in 1995 and the centre currently attracts about 10,000 visitors every year. At the invitation of Scania, customers and dealers from all over the world visit here along with journalists and students as well as politicians and other influential people.

At the DemoCentre professional drivers, beginners and anyone with an ordinary driving licence can test drive Scania's trucks and buses in the right environment and with the right payload accompanied by one of the centre's trained demo drivers.

"It's an open air showroom," says Susanne Weigl, head of the Scania DemoCentre. "We try to have as broad a range of current products as possible so that visitors can test drive a number of different truck and bus configurations."

THE THREE-KILOMETRE-LONG TRACK is

designed to resemble varied driving conditions as much as possible. It has several sections: level, fast, curving and two hills with a seven percent incline so that visitors can really feel how vehicle systems operate during ascents and descents.

However, the Scania DemoCentre not only offers the opportunity to drive trucks on highways. It also includes a demanding, muddy and stony two-kilometre off-road track, which poses a severe test even for all-wheel-drive 6x6- or 8x8-trucks, and for the driver of course.

There are normally about 25 to 30 different

bus and trucks available at the Scania Demo-Centre. Visitors can also take a closer look at Scania's Fleet Management services, the Scania Truck Gear clothing collection, a mobile workshop concept that may be set up in inaccessible areas and machinery containing Scania's engines such as wheel loaders and power supply units. There is also an auditorium for various types of presentations.

The demo track is naturally exposed to all the sudden changes of the Swedish climate – from dark and snowy winters to mild and bright summer evenings.

"We drive in almost all weather conditions," says Weigl. "We struggle hard to keep the track open and on one occasion we managed to stage a major event when half a metre of snow had fallen in a short time."

THE DEMO DRIVERS ENCOUNTER a lot of gratitude and joy from visitors – especially from those who are not professional drivers, a category that may grow in the future. Since 2013, members of the Swedish public have been able to book the fantastic opportunity to experience driving a 60-tonne rig via an adventure holiday operator.

"The reactions have been very positive. One person said 'it has always been my dream to drive a Scania'," says Weigl.

And what was the Swedish king's reaction? When the monarch, who has a keen interest in motor vehicles, climbed out of the cab after a run on the demo track, he was clearly impressed by how smooth and easy it is to handle a modern truck:

"You know, this was almost too easy!" •

TOP SECRET

Close to the DemoCentre, hidden behind a high fence, lies Scania's test circuit where new models and technical features are constantly tested.



www.scania.com.my / www.scania.com.sg / www.scania.co.th

HIGHWAY TRACK

3 kms of varied highway driving, built to withstand 130-tonne rigs.

SCANIA Democentre

The heart of the centre typically has 25-30 trucks and buses available. A mobile workshop is also on display.

OFF-ROAD TRACK 2 kms of extremely hilly terrain, with the tough-

est stretch requiring all-wheel-drive.

FACTS ABOUT THE SCANIA DEMOCENTRE

Trucks: 20–25 different models. Typical long-haulage rigs: 6x2 or 6x2*4 with 450–730 hp. Gross weight 40–60 tonnes, lengths between 16.5 and 25.25 metres. Typical construction vehicles: 6x2, 6x4 with 360–490 hp, 26-50 tonnes. Typical distribution vehicles: 4x2 or 6x2 with 250-270 hp, weight 18–26 tonnes.

Buses and coaches: 6 units. City buses: for example Citywide, OmniCity and OmniLink 4x2 with 280–340 hp. Tourist coaches: for example 6x2*4, OmniExpress, Scania Higer, Scania Irizar with 360-450 hp.

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Fuel types: diesel and gas, Euro 6.

Number of demo drivers: about 300 (mostly freelancers)

Some famous visitors: King Carl XVI Gustaf of Sweden, Prince Daniel of Sweden, UK Prime Minister David Cameron, China's Transport Minister Li Shenglin, Ghana's President John Dramani Mahama, Sweden's four-time Olympic cross-country skiing champion Gunde Svan.

FOUNDATIONS FOR GROWTH IN THAILAND

Text: Conny Hetting Photos & Translation: Tdej Marketing Co., Ltd.

The second status as an Independent Business Unit, Scania Siam is ready for a major expansion in Thailand. Continuing to grow in South East Asia's biggest market will involve more workshops, more salespeople and more focus on the customers' total operating economy to assure customers of cost-effective transport solutions and maximum uptime.

Scania has had a presence in Thailand since 1986 and has been represented both by private distributor and as part of the joint Scania-owned South East Asia Business Unit. However, the size and potential of Thailand's bus and truck market has prompted a more intense focus on the country.

With nearly 70 million inhabitants and a central, strategic location within the ASEAN free trade zone, Thailand is the perfect place from which to develop a strong logistics market.

Trend for Quality

Stefan Dorski is Scania Siam's new Managing Director. "Over the past few years, the total heavy truck market has grown to about 20,000–25,000 registrations per year. With all the vehicles staying in Thailand for their whole life, there is a great service business potential to be captured," he says. "As the Thai market has grown, European truck brands have won new territory, which however remains dominated by cheaper, simpler Japanese brands. When it comes to coaches, Scania has a strong position, highly appreciated by the operators as well as passengers."

Dorski says there's a clear trend for greater demand for higher quality European trucks. "There's much more focus on uptime and lower fuel consumption today, compared to even a few years ago," he says. "Interest in the vehicles' total operating economy is increasing in Thailand, primarily among big transport companies with large fleets of vehicles. These are important selling points for Scania over the coming years. However, we need to advance the position of our offering and talk even more about what we can do to improve the profitability of



Managing Director of Scania Siam Co., Ltd.

customers. We need more salespeople who can communicate this and more driver trainers who can clearly demonstrate it as well as support our customers with their businesses and to help keep their fuel consumption down."

Fast Growth of Service Network

Scania's service network in Thailand today consists of eight workshops, from Chiang Mai in the north to Hat Yai, 1,650 kilometres in the south towards the border with Malaysia. The number of workshops will double by 2018, through intense work over the next few years. The rapid expansion of the service network is being managed by Mr. Phuriwat Rak-Intr, Regional Operations Director, responsible for Scania's business operations outside of Bangkok.

"Increased workshop accessibility is important for our customers and is, therefore, a key part of our growth strategy," says Rak-Intr. "We are happy to get good support from Scania Real Estate which allows us to focus on the recruitment and development of our new employees. To get the business up and running in a qualitative way requires a lot of training and coaching."

Wider Focus for Scania Penetrating More Markets: Getting Closer to Our Customers

Another challenge for Scania Siam is to extend its reach to even more potential customers in the Thai market.

"We need more feet on the street, both for vehicle and service sales," says Dorski. "We're now going from seven to 12 truck salespeople in one fell swoop. About half of the sales force is based in Bangkok, where most of the decision makers are located. As we grow our network, we are aiming to have one salesperson per branch to be closer to our customers outside of Bangkok. The same goes for service sales where regional service salespeople are planned."

Our Organization – the Key to Profitable Growth

Dorski comes to Scania Siam from Germany, where he has been Regional Director for Scania Mitte for the past five years. He sees both differences and similarities between the two markets.

"But the Scania business overall feels quite similar," he says. "In the end, it is all about customer satisfaction. Our products are a strong base for meeting customer demand, the rest is up to our organization. The Scania Siam team has done a great job and we will continue to invest in competence and encourage cooperation and teamwork within the organization. If we can make sure that every employee understands customer demand and knows how to support our customers, we will achieve profitable growth in Thailand."



IA MALAYSIA HOST **S**TOP **ASIA IN** E CH ΝΛ Ξ H

Text & Photos: West Coast PR



cania Malaysia's own Top Team had the opportunity to polish their maintenance and servicing skills in a friendly competition with teams from Scania Singapore, Thailand, Myanmar and the Philippines, which will also be competing in Guangzhou, China on September 19th, 2015.

"The Scania Southeast Asia Top Team Competition brings immense benefits to the participants and, subsequently, to Scania customers by providing more effective services. This may help meet the worldwide demand for qualified service workshop staff, especially in Southeast Asia," said Finance and Administration Director of Scania Southeast Asia, Ulrika Hellberg.

SCANIA DRIVER COMPETITIONS, THAILAND 2014/2015

BRING FORTH TWO REALLY TOP TRUCK AND BUS DRIVERS IN COMPETITIONS OF SCANIA TRUCK AND BUS DRIVING SKILLS

Text, Photos, and Translation: Tdej Marketing Co., Ltd.

SCANIA DRIVER COMPETITIONS THAILAND 2014/2015

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egarding the competitions for the purpose of finding the top professional truck and bus drivers at the global level held in Thailand, Scania consistently places importance on the training and development of driver skills and organizes truck and bus driving competitions every two years. This time, more than 10 million baht were spent in organizing the competitions and the selection of participants was intense. The Scania service centre in Chiang Mai was prepared for the event and qualifying-round competitions were held in order to select 16 drivers out of the 64 who entered for the final rounds. As a result of the competitions, new young drivers were found who were competent and younger than ever before. As many as 1,500 drivers applied to participate in the competitions.

"I was impressed by the organization of the event by Scania's work team, by the size of the competition and the committee who judged it with transparency and strict adherence to the rules. During the contests, which were duels, I was very nervous and realized that I need to improve myself, especially in terms of driving skills. That is particularly true for the contest at base Super Z. As I received the grand prize, I felt very proud and glad because it was the first competition of my life and, most of all, it would make my mother proud," said grand prize bus driving winner Mr. Veeranun Auaroon from Thep Sombat Co., Ltd.

"It was a chance for drivers to share their experience with one another and strike up friendships. Also, I was impressed by the fellow drivers who helped one another as well as the work team, who cheered us all on and made me feel brave even though I was very nervous because there were so many spectators and a camera recording the event. I never dreamed of getting the grand prize in truck driving. I am very glad because it was the first competition I have entered. The prize money will be used in support of my children's education," said the grand prize truck driving winner, Mr. Rungtaweechai Sonrod from TNT Express Worldwide (Thailand) Co., Ltd. •





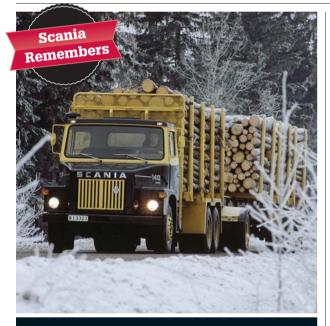


News



Spectacular Show Truck

Famed Swedish custom builder Svempa Bergendahl has unveiled his latest spectacular show truck, Chimera. A true eye-catcher, the vehicle is packed with power thanks to a reliable Scania V8 engine that delivers 1,460 hp and allows it to travel 0–100 km/h in 4.6 to 5 seconds. The vehicle is Svempa's fourth show truck and, like its predecessors, it's expected to generate a legion of followers around the world.



A bonneted success

Up until the 1970s, Scania's powerful 14-litre V8 engine had only been mounted in forward-controlled trucks. But there was market demand for more-powerful bonneted trucks, not the least among forestry transport companies.

Most competitors had ceased making bonneted trucks, but Scania decided to build this style of vehicle using the new V8 engine.

Construction on the bonneted models, which were called the L 140 and the LS 140, began in February 1972. The new cab was developed from the forward-controlled vehicles' cab, with a high level of interior comfort and ample room for drivers, something which up until then had been uncommon in bonneted trucks. A total of 1,653 L 140-series vehicles were produced between 1972 and 1976. Our target is not a green image. It's getting result from our efforts."

Swiss supermarket chain Coop's Head of Logistics Josef Zettel on the delivery of more than 50 Scania biodiesel trucks as part of the company's ambitious plan to become carbon neutral by 2023.



The seats were stripped from the vehicle to make way for a bowling green made of artificial grass.

Mobile bowling-pitch

The sport of lawn bowls is traditionally played outdoors and on grass. Now, Australian coach-touring company AAT Kings has given the game a surprising twist by converting a Scania-Higer A30 coach into a mobile indoor pitch.

Lawn bowls players in Australia have been experiencing their sport in a whole new way, thanks to a novel Scania coach.

The converted coach has travelled throughout north- and south-eastern Australia, visiting over 60 destinations and attracting curious crowds wherever it went. Anthony Hayes, Managing Director, AAT Kings, says the concept was aimed at drawing attention to AAT Kings' business, as well building relationships with its travel agency partners.

€100,000

Amount of annual fuel savings for Czech transport company Spedice Praha with the company's ten new Scania Euro 6 trucks.

News



Scania Credit Reiterates Importance of Healthy Drivers for Top Performance

Bukit Jelutong, Shah Alam, April 4th, 2015 - The Scania Driver Competitions 2014/2015 (SDC) has already successfully received almost one thousand have registrations from Malaysia and Singapore, with many more expected before the closing date at the end of July.



Scania Malaysia Hosts 'Iftar' with Truck and Bus Industry

Scania Malaysia hosted its staff and customers at a lavish 'Iftar' or 'Berbuka Puasa' (breakfast) event at its headquarters at Bukit Jelutong, Shah Alam. This event commemorates its blessings for great first and second quarters of 2015 and shares them with loyal customers and staff.

Scania in Thailand Expands to New Branches

"In 2015, Scania expanded to new branches at Hat Yai on August and Nakhon Sawan on September that are the key strategic points of southern, northern and central regions," said Mr. Phuriwat Rak-intr, Regional Operations Director, Scania Siam Co., Ltd.



Over 400 Participants Turn up at the Scania Driver Competition to Test Their Truck Driving Skills

An unexpected number of people turned up at the Scania Driver Competition–MIBTC Edition (SDC-ME), which was held in conjunction with the recent Malaysia International Bus, Truck and Components Expo 2015 at Shah Alam June 19, 2015.



Scania Siam Joins Hands with C&R Technology to Enter the Generator Market in Thailand by Delivering the First Scania Generator Series SG550 to LCB1 Group

Mr.Stefan Dorski, Managing Director, Mr.Suppawit Semabun, Engine Manager, Scania Siam Co., Ltd. and Mr.Raksapol Somanapan, Managing Director, C&R Technology Co., Ltd. jointly entered the high performance generator market in Thailand, when delivering the first Scania Generator Series SG550 to Mr. Apiwat Chutipattana, Engineering Manager, LCB1 Group on August 6th, 2015. It is to be used as the main generator for the frozen food containers' power reserve and distribution system in Laem Chabang Port, Chonburi province.

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