



YORK TALK

THE YORK TRANSPORT EQUIPMENT GROUP NEWSLETTER



01
Autumn 2011

WHAT'S IN A NAME

It is important for all companies to remember the greatest asset they have: their name. Companies come and go, that is the nature of business, but the reputation and sense of trust that comes from a long established name is the difference between a good brand and a great one.



York has been a permanent fixture on the global transport arena for over half a century. It is impossible to put a price on the level of respect garnered by the relationships we have fostered over those years and the technical innovations that have been achieved.

A new recruit to York recently asked me what other non-transport companies I could compare York to. My answer was that in many ways, York is like British Airways or even Volvo.

Both of these global brands are synonymous with quality, with solid reliability and longevity. Yet with a long history can come a certain level of predictability, perhaps even the risk of taking things for granted.

York has entered into a new generation with a fresh new management team and a truly global reach. We are certainly proud of our past, the sheer number of York badges still on the road after millions of miles, but we look forward to our future and to developing a more future-focussed partnership with the road transport industry.

In some parts of the world our heavy-duty suspensions

and axles make up around 50 per cent of the market. In the burgeoning India market, our market share is also developing significantly (turn to page 3 for the latest news from this region).

York's success can be explained by three key values:

1. Value for money based on the best whole of life cost.
2. Being the most widely supported product in the global market.
3. Innovative design concepts that respond to market needs.

We know that in this industry, as in all industries, you cannot afford to sit still. That's why in 2011 we plan to increase our market share, especially in Australia, South Africa and South-East Asia. We'll also be working hard to develop and expand our global distribution network.

We thank you for your continued support, we hope you enjoy the read and we look forward to being able to serve you even better this year.

Phillip Craker
Chief Global Sales
& Marketing

INSIDE THIS ISSUE

- 2 Service**
- 3 Thailand**
- 4 Oman**
- 5 India**
- 6 South Africa**
- 8 Pacific News**



YORK, AT YOUR SERVICE

There have been some exciting developments on the York Service front right across the globe over the past couple of months, led most recently by the York India team.

13 York trainee technicians travelled from across India to attend a comprehensive two-day course at the York Service Training Centre in Pune, a few hours south of Mumbai.

The following topics were covered across the two-day event:

- An introduction to York
- Familiarisation with York products
- Advantages of York axles and a comparison with other axles available in the market
- Suspension assembly and 'trouble shooting'
- 5021 axle assembly and 'trouble shooting'
- Spring seat welding
- Brake systems and 'trouble shooting'
- Different types of tyre failures and their solutions
- Service and maintenance schedule
- Landing gear and 'trouble shooting'

While the students spent some quality time inside the classroom they also enjoyed the opportunity to put their books down, head outside and get their hands dirty with some practical work. Students assembled and disassembled axles, learned about hub play adjustment and became confident with trailer wheel alignment.

>> Turn to page 5 for more >>



Trainees gain a first hand feel for aggregates with Mr Gurmukh Chatterjee leading a practical session on suspension fitting and wheel alignment at the Indian training centre in Pune.

New Service Manual Completed

In other service news, York's Singapore Group Application and Service Manager, Mr Albert van der Poel, has announced that the full service manual – including axle servicing, all types of air suspension, bogies, walking beams and couplers – has been completed.

"The manual was placed on the York website late in 2010 and is a fantastic resource. I very much recommend that everyone takes the time to have a good look at the manual at: <http://www.yorktransport.com/maintenance.htm>," Mr van der Poel said.

"The below service and spare parts manuals have also recently been uploaded to the York website. These website uploads give our customers quick and easy access to the latest information on all York products, the end result of which is a better relationship with our customers through improved understanding of our products," he said.

Check out the new manuals online:

- Spare Parts Manuals – Tec Air 2
- Mechanical Susp. Aust. MT 75 & YTB 90
- Tec Air FB VRH Air Suspension
- YTE Mechanical Susp Up Date
- Duratrac FB Air Suspension



This Yeoman tri-axle carries animal feed on a unique mix of York axles and suspensions.

MIXING AND MATCHING IN THAILAND

In Thailand, a new trailer is proving the versatility of York's product range, mixing a lift axle air suspension with a Tandem mechanical suspension to great effect.

The tri-axle bulk feed trailer was built by local manufacturer Yeoman Engineering and Service (www.yeoman.co.th). Wanting nothing but the best, the trailer builder then turned to York Sales (Thailand) to provide the suspension, axles and a variety of trailer components.

Aside from the air and mechanical suspensions the long list of York Transport Equipment products on the trailer include: a 2" weld-in kingpin; landing gear; T3030 spring brake chamber; and round and square axle beams.

Mr Siam Tanon, Sales Service Engineer at York Sales (Thailand) said that Yeoman Engineering and Service were keen to specify York running gear for the trailer.

"Yeoman Engineering are great believers in York products. They spoke to the truck's owners and told them that when you choose York you know that you are guaranteed quality," Mr Tanon said.

The tri-axle trailer has been designed with a load capacity of 12 tonne per axle, more than enough to



handle its evenly distributed payload of animal feed. The front lift axle with Tecair 1 air suspension has a riding height of 400 mm, while the middle and rear axles have been fitted with a Tandem YTE75 nine leaf mechanical suspension.

"We're very proud of what we managed with this trailer. It's a fantastic example of what is possible to achieve with York's broad product range," Mr Tanon said.

Oman

OFSAT RUN WITH YORK IN OMAN



York running gear keeps busy OFSAT LLC fleet running smoothly in Oman. Pictured here is an oil field trailer with a typical 50 tonne load, fitted with York heavy duty DNH8 2 x 20 tonne bogie axles.

When one of the biggest companies in the Middle East gives your running gear the tick of approval, you know you must be doing something right.

OFSAT LLC is considered to be one of the leading logistics company in Oman. The fleet was established by Mr Abdul Aziz Al Shanfari and his partner in 1979, when it was known as Al Ahram Transport Co, with a tiny fleet of 15 vehicles and a small number of staff.

Since then the company has grown and grown, to the point where it now controls a fleet of over a hundred vehicles and a hundred plus trailers, including lowbeds, oil field trailers and bulk cement tankers. Other divisions of the group are also involved with transporting oil rigs, project forwarding and heavy lift cargo.

Through the years, OFSAT preferred to purchase its trailers from a number of different suppliers. In 2009, for example, the company took ownership of 14 oil field trailers from Al Jaber in Abu Dhabi (pictured here with a typical 50 tonne load). With the punishing schedule these 3.5 metre wide trailers were expected to endure, OFSAT decided to specify York heavy duty DNH8 2 x 20 tonne bogie axles to handle its growing oilfield work load.

By the end of 2010, OFSAT made the big decision to manufacture its oil field trailers in-house rather than rely on outside suppliers. So impressed were they by the performance of the York bogie axle that OFSAT

standardised this axle and recently ordered 24 more York 2 x 20 tonne bogies.

Overseeing OFSAT's impressive progression and diversification was MD of Al Muthahidha Transport Co (formerly Al Ahram) and OFSAT LLC, Mr George Carr. Mr Carr joined Al Ahram Transport over 30 years ago and, along with Mr Al Shanfari, they have built one of the biggest and most successful groups of companies in Oman.

Among OFSAT's clients are multinational giants such as General Electric, Hawker Siddeley, Brown and Root, Halliburton, Amoco and OPC PDO plus many local companies. This list demonstrates the quality of service that OFSAT provide and of course the service and reliability that their equipment must offer.

"We look forward to supporting OFSAT further in 2011 as they expand their operations," said York Middle Eastern Manager, Mr Tony Partdridge.

"They operate their equipment in some trying terrain and under heavy loads, which means that reliable heavy duty running equipment that lasts the distance is a must. We work together to ensure there is no interruption to their work flow. So far, the results speak for themselves," he said.

India

INDIA TRAINING CENTRE OPENS A SUCCESS



York Trainee technicians practising maintenance procedures in the new India training centre.

York Transport Equipment India (YTEI) is proud to announce the opening of its training centre in Pune (in western India).

The new state of the art training facility offers York technicians a thorough two-day course introducing technicians to important theoretical and practical elements in their training program.

Equipped with an indoor classroom that can accommodate presentations on topics such as product awareness and recommended maintenance procedures, the centre provides invaluable practical training via a trailer demonstration model, fitted with live aggregates.

Technicians can now practise maintenance procedures, such as axle alignment and hub bearing play adjustments on this 'real life' model, helping York personnel better understand the general orientation of aggregates in the overall trailer braking and electrical systems.

The classes are led by Mr Gurmukh Singh Sr, York's Service Manager. Mr Singh draws on close to 15 years' experience in handling commercial vehicles service. He has worked with many OEMs in India, making a huge contribution to the trailer industry through his association with TILDLT and now York.

Mr Singh's experience is proving especially invaluable when explaining complicated trailer aggregates to the student technicians.

The first day of the course covers:

- Introduction to York
- Brief details of York aggregates

- Overhaul training for York axles (theory and practical)
- Maintenance of York axles and landing gear
- Trailer brake systems.

The second day then turns its attention to:

- Installation and maintenance training around suspensions (theory and practical)
- Tyre maintenance, reasons for abnormal wear and solutions
- Trouble shooting

"Technicians attending the course in Pune are well accommodated for, with two nights in a hotel," Mr Singh said.

"Actually, a third can be made available for those needing it, we just need one week's notice to arrange this. Once settled in Pune, everything is provided for, so the students only need to worry about learning as much as they can. We take care of transportation from the hotel to the service training centre, breakfast, lunch, as well as tea and snacks in the class room to keep the energy levels up!"

To register your interest in training, please contact Mr. Navnath Bhor on (+91) 787 544 7827; (+91) 213 564 5039.

MALAWI MANUFACTURER CELEBRATES MILESTONE

As the South African economy enjoys a steady comeback, so too is greater demand for York's product offering a reflection of the increased activity in this region. In Malawi, for example, trailer manufacturer TEM-MAN has been celebrating its recent growth with York.



York celebrated in March with long time customer Malawi trailer manufacturer, TEM-MAN, as it opened its spectacular new premises.

In March 2011, York was invited to celebrate TEM-MAN Malawi's official opening of their spectacular new premises. The respected trailer builder and Malawi MAN Trucks dealer has been one of York's loyal customers for many years and this celebration, both for the people of Malawi and their growing economy, was a special occasion.

In attendance at the function was Minister of Industry, the Honourable Eunice Kazembe, who officially opened their much larger premises. The Minister was accompanied by the President of Trade and Development, some high

ranking military and police officials, and other important Malawi guests, including MAN Truck and Bus officials. During the ceremony, Mr Tony Alves, the co-founder and partner of TEM-MAN, said that prior to founding the company in 1996, he found it difficult to source trailers in Africa that could withstand the harsher road and payload conditions characteristic of Malawi. To overcome this, Mr Alves started his company with the aim of catering to the unique conditions in Malawi.

TEM-MAN now prides itself on its ability to build reliable and strong trailers, ranging from flat bed trailers to



York products are the perfect match for TEM-MAN, who spec the brand's axles and suspensions, landing legs, kingpins, and couplers for their growing order books.

modern tanker trailers for these extreme conditions.

"York products are the perfect match for our trailers," said Mr Alves. "We specify their axles and suspensions, landing legs, kingpins, and couplers and we look forward to a long partnership built on service and consistent quality."

"York has built up a widely acknowledged reputation for our reliability in African markets," added Mr Willem Brits, York's Regional Sales Manager in South Africa.

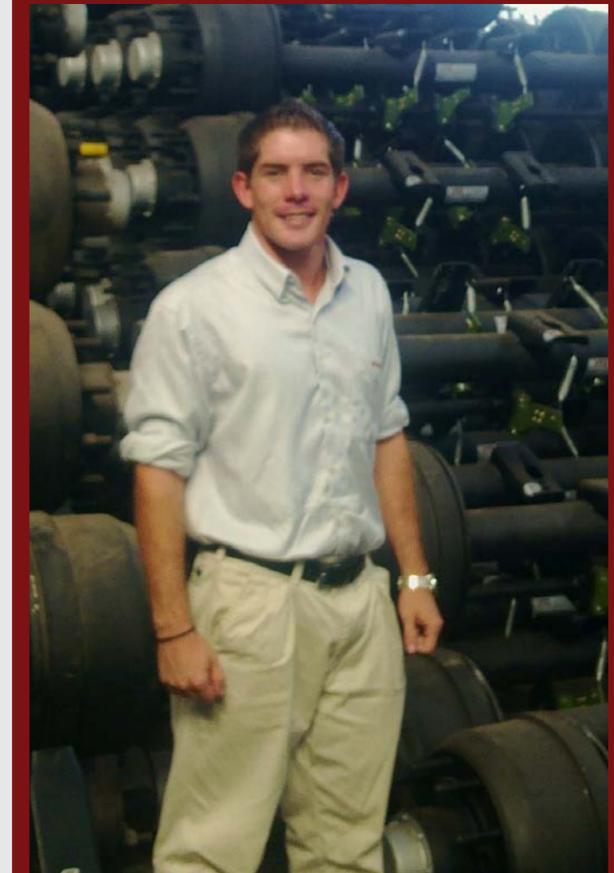
"We are now in the process of finalising another big trailer manufacturer as a new convert to the York brand and will also soon start supplying to additional trailer manufacturers," he revealed.

"We have begun expanding our business dealings in other African countries with strong orders received. The good news is that these markets are set to improve even further during 2011."



TEM-MAN prides itself on manufacturing reliable flat bed trailers and modern tankers for extreme Malawi conditions.

New sales executive for South Africa



Christo Els has joined the YTEA team as Sales Executive – Southern Africa, with a focus on building strong relationships with end users.

"With over eight years' experience in the retail sales industry, I'm enjoying taking full advantage of my extensive training in sales and customer satisfaction to grow the York brand," said Mr Els.

"I'm really enjoying combining my sales experience with my ever growing technical knowledge, to make the most of the expanding transport industry in South Africa."

The transport industry looks like the perfect fit for Mr Els, who sports a passion for restoring old cars and collecting model cars.

Mr Els is based in Gauteng and can be contacted on (+27) 71 889 7407.

Pacific News

YORK WELCOMES NEW GENERAL MANAGER

York Transport Equipment is excited to introduce Mr Martin Cels as General Manager – Australia and New Zealand.

Mr Cels joined York in November 2010 and has taken no time at all in settling into the chair. With a career in the transport industry spanning 23 years in various roles covering both parts and sales – most recently with Hendrickson Asia Pacific based both in Queensland and Victoria – he brings extensive experience of truck and trailer axle and suspension systems to York.

Mr Cels anticipates that with York's Melbourne facility being well placed to manufacture a wide range of axles and suspensions, for both on and off highway applications, the future for York's product range is a bright one.

"Our highly successful MFL (Maintenance Free Long life) axle range is being expanded with the addition of several new specifications, including 10 stud 335 mm PCD for drum and disc applications as well as an 8 stud 275 mm PCD for 19.5" tyre sizes. This axle range is well proven for fleets who demand reliability and low maintenance," he said.

In addition to these products York will soon be releasing a heavy duty mechanical suspension and high capacity axle for use in the resources sector, as well as locally manufactured bespoke axles for the agricultural market.

"The first six months of my role have been very exciting. York already has a fantastic reputation for quality, reliability and durability in severe applications. Now we are focusing on developing even more products tailor matched to Australia's unique and tough environments."

YORK JOINS FORCES WITH CIMC



Perfect fit: Chinese giant CIMC has placed its trust in York axles for its flat bed trailers.

York Transport Equipment Asia has begun direct sales to the biggest name in Chinese manufacturing – CIMC – and the story has only just begun.

CIMC's story is an impressive one. The business began production in 2002, taking just a couple of years to become the dominant force in Chinese equipment manufacturing. Now CIMC is a well-respected part of the landscape in not only Asia but the United States, Europe and, of course, Australia.

"CIMC is one of the biggest names in trailer manufacturing across the world and they didn't achieve that level by accepting second best," said Leo Miao, head of Sales and Marketing at YTE Asia.

Under the arrangement, York Chinese-made 5015 axles – 12 tonne capacity, square 6" / 14 mm – are being fitted to flat bed trailers destined for CIMC's burgeoning export market. The partnership between York and CIMC has been in place since 2010, but all signs point to this being the sort of relationship that can only grow stronger in the future.

"CIMC is happy with York products and CIMC is happy with York's commitment to service. The co-operation is set to go much further!" Mr Miao said.

York Australia Head Office
Email: enquiry@yorktransport.com.au
Web: www.yorktransport.com.au

York Australia's new GM, Martin Cels, with Production Manager Steve Brown.