

# YORK TALK

THE YORK TRANSPORT EQUIPMENT GROUP NEWSLETTER

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## ALL IN GOOD TIME

Although the world economy continues to be surrounded by great uncertainty, with our growing product list, characterised by York strength and reliability, there is every reason to stay confident.

York is well known for its wide range of axles tailored for individual countries and markets. Yet progress is important, hence the introduction of a new series of 'Global Products' with the flexibility for application in most countries. Of course, these new products deliver new features and technological superiority. A great example is York's new 13T axle – as featured in this issue of York Talk – and we look forward to launching more products throughout 2012.

A further example of York's versatility is the fabricated version of our popular YTE 75 for 12T applications, suitable for countries using fabricated narrow beams. As well, we have also celebrated the launch of the 25T mechanical suspension in Australia. In this market, as in Indonesia, South Africa and India, the wave of the resources boom continues its long and prosperous ride and the mining industry continues to invest in new assets. More importantly, though, mining companies are always looking for ways in which to better utilise their existing trailer fleets.

This is where York's competitive advantage lies. We are always pleased to hear from our

customers that York axles and suspensions meet their expectations, standing up to harsh working environments, poor road conditions and around-the-clock demands. As the steady flow of business from this expanding segment comes our way, York replies in kind with industry leading after sales service – maintenance training and spare parts provision for all of our customers.

Although 2011 started off well in the Asia Pacific region, familiar economic woes in Europe soon took their toll. Still, the market has steadied now and with better news coming out of Europe, and an ever-expanding stock list, we believe that the region will once again roar in 2012, the Year of the Dragon!

York continues to strive to be the preferred supply partner to fleets and manufacturers alike. Being part of the Tata Group we strongly believe in our core values of integrity and excellence, and on the products and service that we provide to our customers.

My best wishes to our customers, distributors, dealers and service agents for the rest of 2012. ☺



*P V Balasubramaniam  
Chief Executive Officer*

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## ENGINEERING

Flip through the pages of this issue of York Talk and you'll find a feature on York's presence at India's Auto Expo 2012. One of the more exciting moments at the Expo was the launch of York's 13 tonne 'Premium Outboard' axle.



*York's new Premium Outboard axle features an innovative designed lubrication system, making hub greasing possible without opening the casing while also increasing bearing life.*

The Auto Expo, held in early January at Pragati Maidan, Delhi, is fast becoming one of the key transport events in the world. With visitors representing some of the biggest names in global transport, the Expo was the perfect choice for the launch of York's new axle.

The all new 13 tonne axle is engineered under York's overarching philosophy of serving our customers through products that promise minimum life cycle cost. With more emphasis on physical testing than ever before – virtual simulation of various load conditions and fatigue analysis were carried out at York's in-house fatigue test rig commissioned at the Pune plant in India - York can promise a longer life span for the new axle and even more benefits for our customers.

Just one look at the components that make up the Premium Outboard axle shows why York is winning the race to become the world's leading provider of transport equipment – all the while keeping maintenance costs down for our customers across the globe.

Along with the enhanced payload capacity of 13 tonnes, the Outboard drum guarantees ease of assembly and maintenance. Inside the axle, bigger bearings provide higher load capacity and York's unique self-retaining arrangement increase the life of the axle. Plus the axle's innovatively designed lubrication system not only makes hub greasing possible

without opening the hub/tyre, it also results in longer bearing life. This will also reduce the down time of the bearing and ensure clean lubrication.

What's more, advances in bearings technology mean the Premium Outboard also comes with built-in provision for tyre inflation systems, not only reducing fuel consumption and tyre damage for transport operators, but enhancing road safety for drivers everywhere.

Engineering innovations around the strong axle beam itself, measuring 150X165mm, have seen reduced deflections. And the 'Q' type brake shoe means better brake contact, which in the end means higher brake shoe life compared to conventional 'P' type brakes.

But what truly sets the Premium Outboard apart, and keeps York even further ahead of the chasing pack, is the way in which every component has been designed to work together as a team.

The launch of the axle at the 11th Auto Expo was more successful than even we could have hoped and it has received an overwhelming response from the customers round the globe.

Now it's over to York's sales team to make the most of this great start. We look forward to the positive effect the new Premium Outboard axle will no doubt have on sales sheets across the globe. ☺



## Appointment of Chief of Sales (Asia)

York is pleased to announce the appointment of Mr Frederick Tay as Chief of Sales (Asia). Mr Tay started his new role on 1 December 2011 and will be based in Singapore.

Mr Tay, an engineer with more than 25 years' industry experience, has been at York for ten years, with his most recent position being Senior Manager – Sales and Marketing. He will be responsible for Sales in South East Asia, Korea, Taiwan and South Asia (Sri Lanka, Bangladesh and Pakistan). ☺



*York is pleased to announce the appointment of Mr Frederick Tay as Chief of Sales (Asia).*



## ASIAN POWERHOUSES PARTNER UP

York continues to build its market share across Asia, recently announcing some big deals in China, Singapore and Thailand.

There is no doubt that CIMC is the star player in China's intensely competitive transport industry. CIMC, long known as the world's largest shipping container manufacturer, bases its reputation on being able to serve up a full menu of container products, complete with intellectual property rights.

But CIMC has many strings to its bow, including a worldwide presence in the trailer manufacturing industry. A recent agreement with York Transport

Equipment – another company with a worldwide presence – means both companies can look forward to 2012 with increased confidence.

“York turned over a new page in its story at the beginning of this year, by announcing this exciting business cooperation with CIMC,” said Ms Eunice Sun, Customer Service Executive, York Transport Equipment (Asia) Pte Ltd.

“York will be selling axles and suspensions to two business arms of the giant CIMC enterprise. Firstly, CIMC Xinhui, who specialise in dry van containers and other specialised transportation equipment.

“York axles and suspensions will also be found under CIMC Enric's wide range of transportation equipment. CIMC Enric specialises in tankers for the energy, chemical and liquid food industries.” ☺

### Meeting Thai Trailer Industry Expectations

Meanwhile, a new partnership in Thailand shows that CIMC isn't the only company impressed with York's product range.

Thai manufacturer Trailer Industry Co Ltd was established just over ten years ago. Located in the province of Chonburi, Thailand's second biggest economic region after Bangkok, Trailer Industry's range of trailers are all designed and built to meet the specific needs of its customers, which include:

- flat bed and container semi-trailers;
- general cargo dump trailers; and
- a variety of aluminium vans.

“Trailer Industry is famous in Thailand for being very particular with the selection of the raw materials it uses in its builds,” said Mr Siam Tanon, Assistant Manager Sales, York Sales (Thailand). “They also extend this level of specialisation to the parts used in the assembly of their trailers, which is why they've chosen to use York.”

Trailer Industry will be running its trailers on York 5015 axles, 75 YTE mechanical suspension with polybush equaliser and York landing gear.

“In particular, the engineers at Trailer Industry have been impressed with the advantages of the York mechanical suspension, including the high strength components, lightweight design and ease of maintenance,” Mr Siam Tanon said. ☺



### The road to Singapore

The York brand in Singapore has been well established since the 1980s, with a reputation based on delivering high quality components at competitive prices.

The Singapore market is a small one, though. As you might expect, with only 8,774 kilometres of constructed roads on the island nation most trailers built by Singapore manufacturers are aimed at the export market in nearby ASEAN (Association of South East Asian Nations) countries, such as Indonesia, Papua New Guinea and even the giant Chinese market.

Yeo Trailer Engineering is one of the biggest trailer manufacturers in Singapore, producing about 300 trailers annually, as well as being a valued and reliable partner with York for nearly 20 years. Recently, Yeo completed construction of four new trailers, complete with York Self Steer axles along with the Tecair 1 air suspension and ABS system. The trailers were designed for a customer specialising in the demanding field of mobile power grids.

Yeo Trailer Engineering nearly exclusively uses York trailer equipment for all of their trailers exported to countries including Brunei, Malaysia and Papua New Guinea,

among others. Established in 1990, Yeo targets premium markets only, customers who are seeking high quality, reliable trailers that stand up to the toughest of road conditions. In other words, perfect York territory. ☺





## YORK RELEASES GROUNDBREAKING PRODUCTS AT AUTO EXPO 2012



The York team with Mr Balasubramanium were available to greet interested customers and discuss the new products on display.



Mr Balasubramanium, Director and CEO, York Transport Equipment (Asia) Pvt. Ltd, revealed York's Maintenance-Free Suspension.



York featured prominently at the 11th Auto Expo, held in early January at Pragati Maidan, Delhi. The 100 square metre stall featured an eye-catching mezzanine level and two conference rooms; the space proved ideal to show off the full range of York products.

### York Transport Equipment has launched a new range of premium axles and maintenance free suspension at India's Auto Expo 2012.

The new York products were a popular attraction at the 11th Auto Expo, held in early January at Pragati Maidan, Delhi. York's presence – a 100 square metre stall which featured an eye-catching mezzanine level and two conference rooms – provided a comprehensive platform to display the full range of York products available in the Indian market. Interested customers were able to interact directly with the entire York team and discuss the new products on display.

York's vision to be recognised as a leader in innovative technology was reflected in the launch of two new lines – Premium Axles and Maintenance Free Suspensions. With innovative features, like an inbuilt air inflation system in the axle and replaceable type wear pads in the suspension, the York stall was a favourite among Expo visitors.

"More than 300 potential customers visited York's stall and showed interest in all of our products on display. OEMs from Tata Motors, Mahindra Navistar, MAN, AMW, Eicher Volvo and Ashok Leyland

were just some of the visitors particularly interested in the new premium axles and maintenance free suspension," said Mr G S Chatterjee, COO, York Transport Equipment (India) Pvt. Ltd.

The York stall was opened by Mr P V Balasubramanium, Director and CEO, York Transport Equipment (Asia) Pvt. Ltd., and Mr K C Girotra, Director and Mr Surya C Rao, COO, Adithya Automotive Applications Pvt. Ltd. Mr Subodh Bhargawa (Chairman of materials handling experts TRF) also visited the stall and was joined by high profile dignitaries from the Confederation of Indian Industries and the Automotive Component Manufacturers Association of India. Impressed with York's premium axles and maintenance free suspensions they spent their time discussing the outstanding features of the newly launched products with Mr G S Chatterjee and the entire York team on the stand.

Overall, Auto Expo 2012, co-organised by the Confederation of Indian Industries

and Society of Indian Automobile Manufacturers, witnessed the launch of 50 new vehicles from across India. It boasted 1,500 participants from 24 countries from across the globe, including Asia, Europe and the USA.

The theme of the Expo – 'Mobility for All' – focused on 'Green Mobility', to solidify India's position as a green technology solution provider. Indian Automobile Manufacturers has long had a reputation for its fuel efficiency and used the Expo to emphasise alternative fuels as well as electric and hybrid engines – technology that is growing in popularity not just in India but across the whole world today.

"Global component manufacturers like York, Delphi, Continental, Magna and Visteon have chosen to work with Indian component manufacturers, through partnerships or acquisitions or by basing their businesses here. This has catapulted the Indian component industry to a global level," Mr G S Chatterjee said. ☺



## UP TO THE CHALLENGE

After a tough but rewarding 2011, York in South Africa is looking forward to 2012 with great confidence.



*When York can make it in these trying African road conditions, it can make it anywhere!*

**“York has used the beginning of 2012 as a great time to reflect on and analyse our strategies for the new year, which will include working harder in our African neighbouring countries.”**

2011 was a year of great challenges but even greater rewards for York in South Africa.

Despite the global economic slowdown, a series of exciting business agreements showed that a combination of hard work and tough, reliable products can achieve great things.

What’s fascinating about York in South Africa is the reach it has across the continent. For example, York’s relationship with Malawi trailer builder TEM-MAN was celebrated in early 2011, followed by an expansion of York’s partnership with TPT Transport Equipment, Zimbabwe’s largest trailer parts supplier.

During 2011, York has reinforced its business relationship with Afrit Trailers, one of the biggest and most reputable trailer

manufacturers in South Africa. York increased the number of axles, landing legs, kingpins, and air suspensions fitted as standard to the majority of Afrit Trailers, who themselves appointed a nationwide after sales service and spares back-up distribution network.

“York has used the beginning of 2012 as a great time to reflect on and analyse our strategies for the new year, which will include working harder in our African neighbouring countries,” said Mr Willem Brits, York’s Regional Sales Manager in South Africa.

“Overall, we want to see the York brand increasingly accepted and, ultimately, standardised in all the major African fleets. Hopefully, our 2012 project will succeed before too long.”



## NEW AGENT FOR EASTERN PROVINCE

York is very pleased to announce that Al Arabi Truck Bodies Factory has been appointed as the York agent for the Eastern Province of Saudi Arabia. Al Arabi Truck Bodies Factory's vision – to deliver.



**“Al Arabi Truck Bodies Factory has been a valued York customer for over six years and there have been no product failures whatsoever in that time.”**

*President, Mr Abdullah Musbeh of Al Arabi Truck Bodies has become York's sole agent for the Eastern Province of Saudi Arabia. Pictured here signing the agreement with Mr Zulfiqar Khan, York's Sales Manager based in Dammam.*

York is very pleased to announce that Al Arabi Truck Bodies Factory has been appointed as the York agent for the Eastern Province of Saudi Arabia. Al Arabi Truck Bodies Factory's vision – to deliver exceptional value to clients through providing cost-efficient products while maintaining quality and service – makes the new agreement with York the perfect partnership.

The recently signed deal means that Al Arabi Truck Bodies Factory will actually be York's sole agent for the Eastern Province. Stocks of bogie axles, low bed trailer axles and trailer components are now available for immediate delivery.

“Al Arabi Truck Bodies Factory is owned by its President, Mr Abdullah Musbeh. It was established in 1990 as a small workshop manufacturing truck bodies. In the intervening years, Mr Abdullah has grown the company to the point where it is now one of the leading trailer manufacturers in the region,” said Mr Tony Partridge, Manager Middle East and Africa.

“Under Mr Abdullah's excellent guidance, Al Arabi Truck Bodies Factory's approach has been one of meeting the demands of the local market, with a heavy emphasis placed on quality, innovation and after sales service for every product. Al Arabi Truck Bodies Factory has been a valued York customer for over six years and there have been no product failures whatsoever in that time. Knowing first hand that York shares the same values as him, Mr Abdullah was happy to take on the York agency.”

Despite this long and trusted relationship it was only in early 2012 that Mr Abdullah (pictured here signing the agreement) was approached regarding a possible York agency agreement for Saudi Arabia's Eastern Province. Impressed with the complete range of York products, particularly their reliability and quality, Mr Abdulla soon put pen to paper. With the agreement now official Al Arabi Truck Bodies Factory will be stocking York 2 x 16T and 2 x 12T bogie axles, landing legs, twistlocks, fifth wheel couplers, and, of course, all spare parts.

Al Arabi Truck Bodies Factory's home in the Eastern Province capital of Dammam also houses a large fabrication workshop, complete with modern machinery and equipment. It produces high quality products, such as tipper dump trailers, garbage compactors, vacuum tankers, and low bed and flat bed trailers.

“As well as being a keen Liverpool FC supporter, Mr Abdullah is also the joint partner in the Al Osais group of companies. The group, which employs over 1,500 personnel, is involved in petroleum, transport and road construction, contracting, real estate, and steel works. York looks forward to a long and successful partnership with Mr Abdullah,” Mr Partridge said. ☺

## YORK IN IT FOR THE LONGHORN

Trailer builders don't come much tougher than Longhorn Engineering. For more than a decade the demolition expert has trusted one brand to keep its trailers on the road – York Transport Equipment.



For over 25 years Longhorn Engineering has been a respected manufacturer of tough Australian tippers for scrap and demolition industries. Longhorn chose York a decade ago as a supply partner, favouring York's Tecair 2 air suspension for its reliable stability and roll stiffness. Now they use York Tecair Duratrac air suspension, taking advantage of its light tare weight yet rugged performance.

**“Each and every Longhorn Trailer is built from the ground up and, like York, to the highest standard.” Mr Domenic Azzopardi**

The Longhorn Engineering story is a remarkable one that began more than a quarter of century ago. In the mid-1980s, Mr Domenic Azzopardi started a company called Azzopardi Construction from his 25 acre property in the southern state of Victoria. The company focused on manufacturing a variety of bins and containers for the scrap and demolition industries. By 1990, the business name was changed to Longhorn Engineering and the focus shifted more to the repairing of the strong semi-tippers found in those industries.

“As time went on, we continued to learn more and more about the products and eventually made the big decision to build our own trailers. In 1992, we put our first trailer together and it was an immediate success. We continued to concentrate on scrap and demolition simply because there was a need to manufacture a proper trailer for these fields,” Mr Azzopardi said.

Fast forward to today and Longhorn Engineering manufactures a range of tipping trailers, from tri-axle tippers and A-Trailers, through to B-Doubles and road trains, all for the likes of Onesteel, Norstar, Calleja Transport and CMA Recycling. Longhorn Engineering has the skill to build trailers to required sizes, anywhere from 25m<sup>3</sup> to 70m<sup>3</sup>.

Take a look at Longhorn Engineering's customer list and it's immediately clear that every Longhorn trailer has to be manufactured to withstand big daily impacts. It's why each one is built with HARDOX 450, with varying wall thickness to suit the customer's requirements. And it's why Longhorn Engineering uses and recommends York axles and airbag suspensions.

In fact, Longhorn Engineering has been using York products since opening their account over a decade ago in September 2000. Back then Mr Azzopardi favoured York's Tecair 2 air suspension, thanks to its reliable stability and roll stiffness. Since then, though,

the Longhorn Engineering trailers have made the switch to the York Tecair Duratrac air suspension, taking advantage of its light tare weight yet rugged performance and great longevity of service.

Quite simply, York continues to provide Longhorn Engineering with axle and suspension systems tough enough to go toe-to-toe with the heavy-duty work these trailers endure on a daily basis.

“Today, the Longhorn Engineering name can be found all over Australia. We don't produce our trailers as a production line, we focus on quality before quantity. Each and every Longhorn Trailer is built from the ground up and, like York, to the highest standard,” said Mr Domenic Azzopardi. 📍



The Longhorn team from left to right: Mark Bezzina, Mark Azzopardi (Dominic's son), Domenic Azzopardi and Anthony Azzopardi (Dominic's Brother).

## YORK AUSTRALIA INTRODUCES NEW SALES MANAGER

York Australia is proud to announce the latest addition to its industry leading sales team, Mr Dan Van Duyn.

York Australia prides itself on not just selling the best transport equipment available, but having the best staff to accompany it as well.

The Australian sales team has recently been boosted by the arrival of its newest member, Mr Dan Van Duyn. He joins York Australia as Sales Manager for the booming market in Western Australia – the job promises to keep his days very busy! There's no doubt, though, that Mr Van Duyn's extensive experience will help him achieve some great results with York.

Mr Van Duyn's previous employment was as Parts Manager for respected Western

Australian trailer builder, Howard Porter. Prior to that, he worked for FUWA KHitch, managing branches on both sides of Australia in Perth and Brisbane.

"I've been in the industry since starting as an apprentice body builder in the town of Albany," said Mr Van Duyn.

"I've been progressing my way up ever since and it's a great honour to end up at a company with the reputation of York. I'm very much looking forward to the challenge of making that reputation even stronger." 🌐



*Mr Dan Van Duyn joins York Australia as Sales Manager for the booming market in Western Australia.*



*Aussie Product News: Chris's Body Builders five axle dog fitted with YORK Durartrac Air Ride suspension and YORK PAN22 Disc Brake axles. This is the second trailer Chris has built and has more on the go all built to suit PBS with a 63 tonne gross load.*

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