



YORK TALK

THE YORK TRANSPORT EQUIPMENT GROUP NEWSLETTER



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SATISFACTION IS THE KEY

Many companies freely use the words customer satisfaction. At York, though, these are more than just words: they are a fundamental part of our business philosophy.



That's why our commitment to supporting our products globally, in every country in which a York piece of equipment is found, is a locked in part of our Mission and Vision Statement. At York, we pride ourselves on ensuring customer satisfaction and striving to be the preferred supplier of choice. In fact, the back-up service and training we provide is often mentioned as

the number one reason why transport operators around the world keep coming back to York.

The usual process in transport is that trailer manufacturers buy equipment from a supplier, put it on their trailer and the rest is up to the operator. Service programs and information for these parts are often non-existent once the trailers are out on the road doing their job. York, though, is different.

York's Group Application and Service Manager, Albert van der Poel, may be based in Singapore, but Albert is a common sight in more than just a few countries. Recently, Albert conducted training in Indonesia, India and Australia, instructing York's expert support staff in spare parts kits, the best ways to service axles and suspensions, and how to carry out that all important direct contact with customers.

At its core our philosophy is about a two-way street: we listen to our customers, hear the feedback they have to offer and any problems they may have; in return,

trained York staff pass on the sort of valued technical information that at times seems to be lacking in the transport industry, in particular with trailers.

The issues York faces are similar all over the world. The lack of understanding about trailer axles and suspension – when they need servicing and how to go about it – is the same everywhere, but especially so in parts of Asia, the Middle East and developing countries.

Of course, we understand that transport is a competitive industry. The pressure to cut costs and temptation to overload axles is very real. Add the expectation on drivers to complete the maximum number of trips before servicing to the mix and you have the perfect recipe for run down and broken equipment.

Consider this, though: purchasing truck and trailer combinations is without doubt a transport company's most significant financial investment. It is, by far, the biggest and most important asset for any fleet owner, in every country in the world.

That's why York is setting up service and spare parts dealerships in all of our major markets. The customer satisfaction process is ongoing and it is growing. At York, there is no other way.

Phillip Craker
Chief Global Sales & Marketing

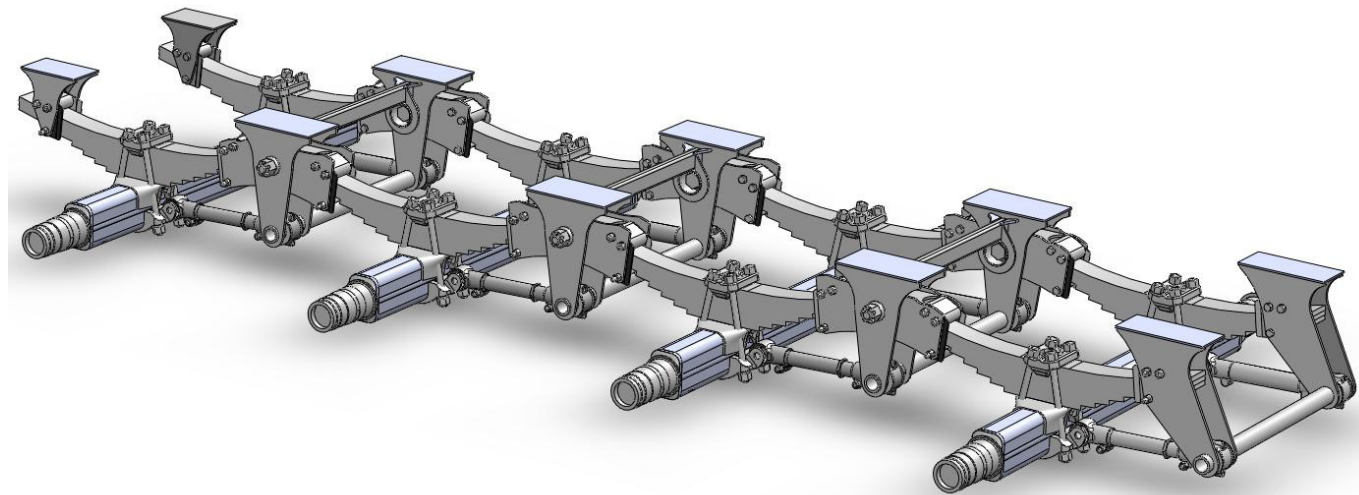
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MARKET WELCOMES YTE115 SUSPENSION

The latest addition to the York heavy-duty suspension range, the YTE115, has been launched onto a welcoming market.



The 25 tonne capacity suspension was tested successfully over a period of many months in some of the harshest of operating conditions found on the planet: Australia's unforgiving mines.

During the testing regime the YTE115 underwent extensive CAD analysis and simulation, to ensure optimum performance under full load capacity. The 115 mm wide spring, validated in lab tests for fatigue life as per SAE standards, passed every test with flying colours.

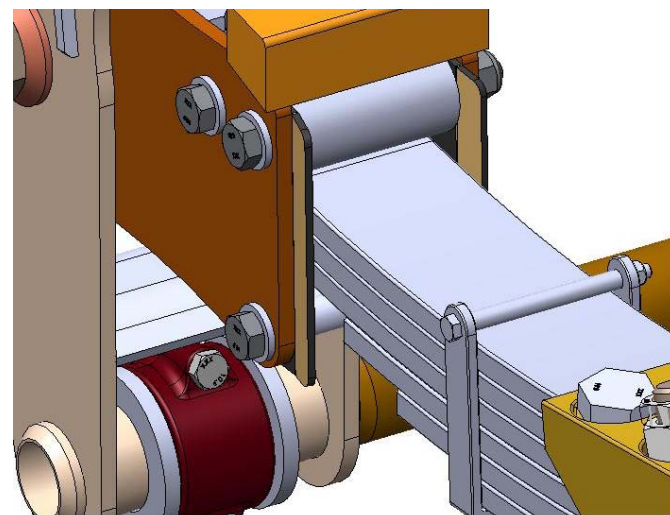
At York's recent annual sales meeting in Bangkok, sales and marketing and service teams in attendance learnt of the full capability of the YTE115. Engineering Manager Mr Fei Ying Hui, leading the presentation, outlined the competitive advantage of the new heavy-duty suspension, especially the Tribology System.

Thanks to the high swing equaliser arms configuration, trailers running on the YTE115 can now negotiate the giant pot holes and damaging bumps that characterise the sorts of rough terrain York gear operates in around the world. The hangers and equaliser are themselves well protected by replaceable wear pads for the top and side walls, offering improved wear resistance.

Further protection for the spring seat comes in the form of a progressive volute rubber bush configuration,

which protects the torque arm from twisting as a result of the axle oscillation caused by the trailing load between the wheels.

York plans to put the YTE115 into full production during the second quarter of this financial year, with the aim of serving the heavy-duty and mines application market for Australia and the wider South East Asia region.



The new YTE115 suspension is officially launched. With the high swing equaliser arms configuration, trailers running on the YTE115 can now negotiate all manner of rough terrain.

CHRIS'S LONG JOURNEY

From humble beginnings in a backyard 30 years ago, to a modern trailer manufacturing facility today, Chris's Body Builders has completed a remarkable journey.



The Chris's Body Builders journey started back in 1983, when owner Chris Debono could be found mostly doing chassis modifications, manufacturing van bodies and tray trucks, and carrying out general repairs. By the late 1990s Chris had already made the move to a 2,000 square metre factory and built a reputation for manufacturing solid and reliable tipper bodies, initially in steel, including Hardox, and now also in aluminium. That reputation grew to the extent that before too long the Chris's Body Builders plant had expanded to an impressive 5,500 square metres.

"Chris Debono runs his business on word of mouth recommendations alone," said Mr Rodger Brearley, York's National Sales Manager in Australia. "Impressive, considering our tough and competitive market place. His reputation has seen his business grow to where he is now manufacturing rigid, dog trailer and B-Double tipper bodies. He has built a trusted name in the industry and grown to become one of Australia's leading manufacturers, with repeat business from his loyal customers.

"Chris also has a great team. From Mitch Michley his Engineer and Leigh Gordon his Sales Manager, through to the staff on the floor and the office, everyone works to ensure that every trailer that leaves the factory goes straight out to work and meets the customer's requirements."

Never one to be content, Chris has taken advantage of Australia's world-leading Performance Based

Standards (PBS) system to come up with a number of game-changing builds, such as three-axle dog trailer combinations with a gross mass of 48.5 tonnes with general access that offers a payload of 34.5 tonnes. He has also gained PBS approval for four- and five-axle dog trailers, which will soon be rolling off the production line and working hard around the streets of Melbourne.

Chris has many loyal suppliers, one of which is York, which explains the standard fitment of York Duratrac air ride suspensions and axles to Chris's Body Builders trailers. With excellent roll stability and the fact that they meet Road Friendly approvals, the Duratrac suspensions are perfectly suited for this application. Expect to see more teamwork from York and Chris's Body Builders in the future.



Loyal supplier: A Chris's Body Builders B-Trailer with tri-axle York Duratec air ride suspension and premium Baron axles.

NEW INDIAN FACILITY A STATE-OF-THE-ART STAND OUT



York shows commitment in India. Mr Sudhir Deoras, Chairman, opens the new plant in Pune, proof of York's commitment to the fast growing Indian truck and trailer market.

York Transport Equipment India Pvt Limited, the Indian entity of the global York organisation, has proven it can hold its own with anyone in the world, with the opening of a state-of-the-art manufacturing facility in Talegaon, Pune.

The new facility is York's second manufacturing facility in India (the first facility at Jamshedpur produces 15,000 axles per annum) and is the sixth global facility for York, the others being in Singapore, China and Australia. It has been set-up with an investment of Rs. 20 crores (an Indian number equal to 200 million) and with a capacity to manufacture a staggering 100,000 axles each year.

That's not the only impressive number. York's Pune plant is spread over 120,000 square feet with a covered space of 70,000 square feet, making it the single largest manufacturing plant for trailer axles in India – solid proof

of York's commitment to the fast growing Indian truck and trailer market.

The new plant was opened on 2 May 2011 by Mr Sudhir Deoras, Chairman of York Group of Companies. At the inauguration Mr Deoras said, "This 20 crore investment that York is making in India indicates York's commitment to establishing a strong base in India and contributing to the Indian trailer industry."

Like the rest of the Indian economy, the trailer industry in India is on the verge of exponential growth. In 2010–11, nearly 25,000 tractor units were sold in India. On a

very conservative estimate, the market size for trailer axles in India will be around 75,000 units annually – and this is expected to double by 2015. York currently has a 22% market share in the trailer axle business, but with a strong commitment to growth the ambitious target is to increase this share to 30% this year.

Mr GS Chatterjee, COO, York India is confident that the Pune facility will cater to the entire Indian requirement by end of the third quarter of the 2011–12 financial year. After that, plans are evolving to supply neighbouring markets in the Middle East and Africa.

"York is gearing up with the required fixtures to make axles and suspensions in the Pune plant, which hitherto were being imported into India in assembled condition,"

Mr Chatterjee added.

"The new plant does the complete manufacturing of axles, including pressing, welding, washing, assembly and painting. It has provision for two assembly lines of axles and an area earmarked for assembly of special products, such as air and bogie suspensions. Most of the axle components are being sourced locally after conforming to York's global quality standards.

"A lot of emphasis is placed on quality, reliability and long life for the axles. The high quality grease we put on York axles can last for up to 100,000 kilometres without any need for change. Similarly, the welding quality is considered to be the best. All this ensures the axles are practically maintenance free."



The Indian centre



develop a fully realised R&D centre at the new Pune facility, starting with the installation of a suspension test rig. In time the Pune centre will support the R&D headquarter in Singapore.

Apart from trailer axles, York globally offers complete solutions for the trailer industry, including mechanical suspensions, air suspensions, landing gear, fifth wheel couplers and trailer ABS. India is no different, as all these products are now also available for customers in India. Proof of York's success can be found in the fact that York products are now the preferred choice for most vehicle and trailer manufacturers in India; such as on Tata's Prima trucks.

The Pune landscape is being further altered as York shifts its current warehouse in Pune from Chakan to Talegaon, next to the new manufacturing plant. This is York's third warehouse in India, along with locations in Jamshedpur and Chennai. A training facility is also planned for development at the Chennai warehouse, in addition to the one at Pune.

York has penned India as its centre of future expansion, with significant investments planned in manufacturing and R&D. Considering the astonishing potential York currently enjoys, Mr P V Balasubramanain, CEO, York Group of Companies has indicated that York will

South Africa

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The Multi Loads fleet is comprised of more than 80 trucks and interlink trailers, with around half of these running on York gear.

RAISING A GLASS TO SUCCESS IN SOUTH AFRICA

Shrugging off tough economic times, pan-African transport firm Multi Loads, with a bit of help from York, keeps growing from strength to strength.

Multi Loads has been in operation since 1987, servicing some of the biggest drinks names in Africa, including ABI (Amalgamated Beverage Industries) in the soft drinks market and SAB (South African Breweries) in the treasured beer sector. Based in Rosslyn, Pretoria, Multi Loads owners Ewald van Rensburg, Chris de Witt and son Francois take a hands-on approach to managing and running this successful operation.

The transport company is part of the Imperial Logistics family, a multinational collection of more than 6,000 vehicles. Currently, the Multi Loads fleet is comprised of more than 80 trucks and interlink trailers, with the vast majority of trailers being supplied by Afrit, one of the most respected and innovative trailer manufacturers in Africa.

Multi Loads was formed to fill a gap in the southern African region providing efficient and reliable cross-border transport services and quickly becoming one of the most trusted names in cargo on the southern

tip of the continent. And make no mistake, this sort of work is tough on trailers and even tougher on their running gear, the sort of environment where the weak soon get found out. Multi Loads manages to keep its fleet running day in day out, thanks to a winning mix of a well-equipped workshop, staffed by highly qualified mechanics and technicians and kept well stocked with quality gear from York.

Mr Christo Els, York's Sales Executive in South Africa, revealed that according to Multi Loads, it's the quality of York's products that gives Multi Loads and its customers true peace of mind.

"York axles, landing legs and kingpins are fitted to around half of Multi Loads' trailers, but that number looks set to grow. I was speaking with Francois de Witt and he told me that Multi Loads is very satisfied with York, in particular the quality and reliability aspects of the product. They will definitely specify York products on future purchases," Mr Els said.

Thailand

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THE VOICE OF EXPERIENCE SPEAKS FOR YORK



The York 2011 axle with Tecair 1 air suspension can lift up at the front and the rear. This trailer also has a centre 5015 axle model fixed with a single mechanical suspension.

One of Thailand's most venerable trailer manufacturers has given the tick of approval to York axles and suspensions.

Those familiar with the transport industry in Thailand will no doubt know the name NC Trailer Co. The company is well respected for its sturdy builds, in particular its steel fuel tankers, low beds and carrier trailers. As well, NC Trailer Co provides quality after sales service for its customers, including standard repairs and some interesting modifications.

The company's owner, Mr Anothai Thampasathb, is able to draw on nearly two decades worth of experience in the trailer market in Thailand and has seen a lot of gear come and go. So when Mr Thampasathb recommends York running gear for his customers' trailers, people start paying attention.

"York is a very good product, a name I always recommend to my customers. Our after sales service is an important part of NC Trailer Co's business as well and York has always delivered in the service area," Mr Anothai said.

NC Trailer Co has been using York products for around four years now. A particular axle product preferred by the Thai manufacturer is the York 5015 & 2011 model, with Tecair 1 air suspension, YT28A landing gear and spring brake chamber.

One of the most robust air suspensions on the market, the Tecair 1 is particularly favoured by trailer manufacturers because of its ability to lift at both the front and rear, offering customers a variety of service opportunities.

York customers can also rest confident in the suspension's ease of use for drivers the world over. It's important to note that although drivers do not need to be able to maintain or repair Tecair suspensions, they should be trained in how to use both the 'raise lower valve' and 'dump valve'.



NEW REGIONAL SALES MANAGER FOR SUNSHINE STATE

York Australia is pleased to introduce the new York Regional Sales Manager for Queensland, Mr Brad Dixon.

Mr Dixon brings to York nearly three decades of experience in managing commercial vehicle operations, right across the Australian transport industry. He has extensive knowledge of trucks – having worked closely with Kenworth, Western Star Caterpillar engines – as well as trailers, drawing on past experience managing large fleets made up of the likes of single and B-Double skels, flat tops, and side loaders.

Crucially for a company such as York, which prides itself on its relationships with its valued customers, Brad has spent much of the past ten years of his career travelling widely throughout Australia, developing strong professional relationships with OEMs, dealers and fleets. York Australia is particularly excited about his proven ability to provide product support and on-site training, plus his skills in advising and assisting customers on vehicle application and specification requirements.

Brad is a passionate Queenslander and is looking forward to the challenge of assisting York customers with their recovery after the recent natural disasters. As a qualified technician with a strong background in budget management and cost control, he appreciates the needs of all customers. The combination of his comprehensive experience and York's trusted product line can only be of benefit to York customers.

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