

# YORK TALK

## SIMPLY MILES AHEAD

Q2 2013

### A SIMPLE STRATEGY, A SIMPLE PROMISE.

York's annual four-day sales meet took place in Jakarta in February and has redefined York's strategic aim and brand promise.

With Indonesia being such an important region for York, it was an opportune time to also connect with fleets and suppliers in the area.

The conference saw York's Country Heads, Senior Operational and Engineering staff come together to discuss the group's global focus, while local action plans were presented in detail, with each delegate asked to present their strategy for the following year.

Although York is a global organisation, each region it services is unique in the challenges it faces and the opportunities available. For example, York India's initiative to offer customers free service, spare parts promotions and mobile maintenance vans was one such local campaign which has seen much success and brand loyalty.

You can read more about this initiative on page 11 of this issue of York Talk.

The underlying premise behind each strategy was our unyielding commitment

**“ The result is a simple promise: ‘lowest total cost of ownership’ ”**



York Chairman, Mr Sudhir Deoras, lead York's 18 Country Heads and Senior Operational staff at the closing address dinner at the Cendrawasih Ballroom.

to fleets. Our end users, so reliant on York axles and suspensions, are the driving force behind York's newly emphasised brand promise to not only be a supplier to the transport industry, but also a partner at the very pulse of the global freight task.

York recognises the complex marketplace its end users must work in, as such it commits to communicating and servicing the multiple layers within any one fleet at the level they deserve. From the operational level, which includes workshop managers, mechanics and drivers, through to mid management such as purchasing and procurement managers, all the way up to senior management such as owners and fleet managers, York now has devised a series of communication tools, which speak the language and understand the pressure points faced across all of these roles.

By understanding and working with these distinct yet united fleet roles, York is also able to be a better partner to its OEM customers. Together we are developing products that both fleets and OEM's have up until now only put on a wish list.

Likewise, it is our new commitment to ensure that our engineering and design teams stay close to our customers by being at the coalface of the challenges faced on the road. This level of collaboration will ensure that we stay ahead of market trends.

The result is a simple promise: "lowest total cost of ownership". York meets this commitment via four paths: low maintenance costs; less operational downtime; maximum serviceability; and superior reliability.

The Chairman launched York's new promise of lowest total cost of ownership as well as unveiling a series of new products available in the marketplace this year.

His words echoed the new values and vision of York as a supplier that is passionate about its products and the global transport industry and cares about being an active part of its development.

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## AXLE BEARING LUBRICATION THE OIL OR GREASE TRADE-OFF

**There is always a choice when it comes to lubricating your axle bearing – grease or oil? While experts for on sides argue their case with equally valid points, a trade off does exist. York Design Engineer Ganesh Balakrishnan discusses some vital parameters that should be addressed when making your choice.**

The major determinant of axle bearing life is the wear caused by the friction produced between the metal to metal contact – known as the ‘mating surfaces’. Lubrication minimises this friction. How much it does so depends on a number of factors: the viscosity of the lubricant; its capability to form a lubricating film layer without rupture; operating speed; housing clearance; contact surface area; and the pressure of the fluid film that forms around the rubbing surfaces.

First, it’s important to understand a little bit about two types of bearings. End play trailer axle bearings are freely packed. This means that when the wheel load acts on the bearings, only a few rollers in the bearing are subject to this load at any one time, while the others remain free. Since the load is borne only by a few contact rollers at a time, the load on each will be high. This generates more contact pressure on those rollers and correspondingly raises the stress. This is not an ideal situation for long bearing life, but the advantage is that assembly stiffness absorbs the load and may partially transfer it to the spindle.

In preloaded bearings, the housing of the bearing is closely packed. This creates uniform pressure on all the rollers of the bearing. When the wheel load acts on the bearings, all the rollers share an equal amount of load, resulting in stress reduction. Hence this system increases the life of the bearing and ensures a smooth operation. Observed through a microscope, even fine finish surfaces will have peaks and valleys, commonly called “roughness”. Lubricant fills these minute valleys forming a thin layer that protects the surface from rubbing. While lubricant passes through the contact surface, pressure transfers from the surface to lubricant. Continuous rolling of the bearing forms a wedge-shaped region in which a roller starts to float on the film layer. This drastically reduces the coefficient of friction and wear of the mating surfaces.

With grease lubrication, the film layer varies widely amongst the end play clearances and actually moves around while in operation. Since film layer thickness varies, film pressure and corresponding stress changes in each rollers. And because grease has low heat dissipation compared to oil because of its solid form it stays with the roller gabs and absorbs the heat that is generated, meaning an adequate amount of grease must be maintained at all times. It also retains the dust entered in to the system, which drastically increases wear. Even when you replace the fresh grease there’s

a chance of more dust staying with the system – just how much is determined by the bearing cleaning procedure followed by the maintenance engineer.

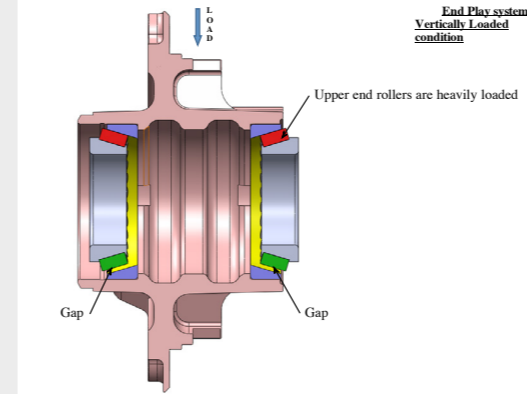
Oil lubrication forms a thin film layer around the rollers and ensures less friction while in operation. As the oil film is very thin, the bearing housing can be packed closely, which is essential in distributing the load evenly and reducing the amount of stress generated. Also due to its high fluidity, oil penetrates through the peaks and valleys of the surface – the roughness – and forms a lubrication layer even in very close and tight surfaces. Oil circulates around the bearing all the time during the trailer operation and helps to remove the heat generated in the bearing. Abrasive contamination formed due to wear in the bearing comes out easily while changing the oil, which also takes less time than grease. However, oil lubrication demands more precise sealing than grease to avoid leakage.

Over the long run, dust presents a risk to the bearing by entering via the grease seal and accumulating inside the bearing housing – a real ‘silent killer’. With present oil seal technology, you can ensure safety and extended life while using oil as a lubricant by using a proper oil thrower ring design.

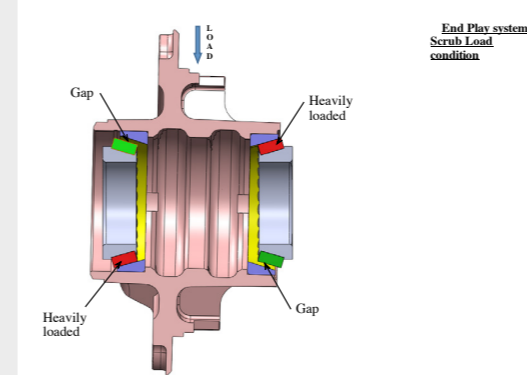
In conclusion, for slow speed off-road applications trailer axles with an end play system can be used due to the way the flexibility in the bearing absorbs the shocks. In highway application, trailer axles with preloaded bearings are advised for extended smooth operation. In addition to lubrication, an aluminium hub with a proper internal tank and external fins can be used as it easily transfers the heat in the housing through the oil circulation and helps maintain the system in optimum operating level for improved system life. These advantages collectively increase the life of the axle and ensure high customer satisfaction.

Ganesh Balakrishnan, Design Engineer, York Transport Equipment.

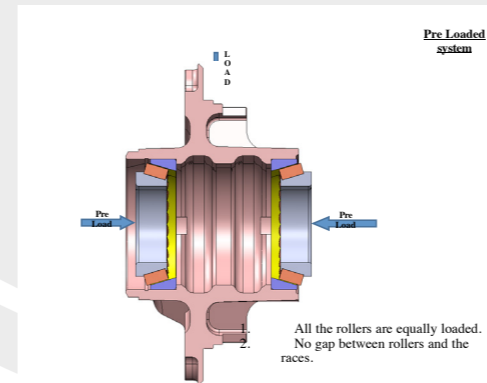
**“ There is always a choice when it comes to lubricating your axle bearing – grease or oil? ”**



End play system - vertically loaded condition.



End play system - Scrub load condition.



Pre loaded system.

## YORK AT AUTOMECHANIKA SHANGHAI 2012

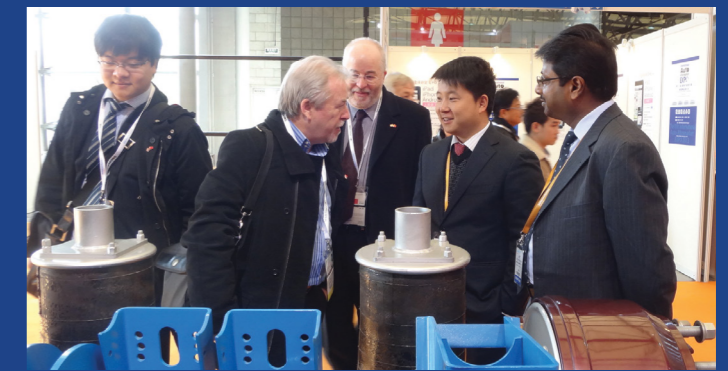
Automechanika Shanghai 2012 – Asia’s leading trade fair for automotive parts, accessories, equipment and services – proved the perfect opportunity to show off York’s range of world-class axles and suspensions.

The York booth was located in the International Hall, sharing the space with many other well-known brands. York, however, stole the show with its display of drum axles, steering axles, and mechanical and air suspension.

The York representatives manning the booth took the time to explain to visiting fleet managers from China, the Middle East, Russia and Eastern Europe, their commitment to not only providing quality axles and suspension, but to being a number one partner to their fleets.

“This really was an international worldwide exhibition for York to communicate and show our products to customers from all over the world. It was such a great environment to communicate how simply our products achieve the lowest cost of ownership,” said Mr Eunice Sun, Customer Service Executive, York Transport Equipment (Asia) Pty Ltd.

“Without doubt the show was a success and strengthened our brand image and our global sales,” Mr Sun concluded. Automechanika Shanghai ran from 11–14 December 2012.



The York stand proved popular with visitors from across the globe.

## FIRST PBS 6 AXLE DOG FOR CHRIS

**Melbourne trailer manufacturer, Chris's Body Builders, is one of the most innovative trailer builders in Australia.**

Their most recent build is the first ever six-axle dog to bear the Chris's Body Builders stamp, manufactured once again with the support of York.

The six-axle dog was built especially for the grain cartage work carried out by Victorian firm, Carters Transport. The trailer, which offers a total gross load of 68.5 tonnes under the Performance Based Standards (PBS) scheme, is already making a good impression on the Australian transport industry, winning awards at both the Koroit Truck Show and the Castlemaine Truck Show in central Victoria.

Trailers only get the PBS tick of approval for running extra weight when there is complete faith that every component is up to the job. Concerning the Chris's Body Builder six-axle dog, this is where the York came into play.

"We do a lot of tipping work across the whole of Victoria, so when I sat down with Chris to work on the design the running gear was particularly important," said Mr David Carter, owner of the family-run Carters Transport.

"Chris recommended we go with York and once he explained the advantages we reached an agreement pretty quickly. It's proven to be a good decision."

**“ The Duratrac is the best performing suspension under PBS. ”**

The trailer runs on York's Duratrac fixed beam trailer air suspension with York axles fitted with Alloy pre-set bearing hubs and centrifuge light weight brake drums. Chris's Body Builders chose the York Duratrac suspension for two reasons: firstly, the Duratrac is the best performing suspension under PBS; secondly, and importantly in such a competitive industry, the Duratrac's light tare weight allows more payload each trip.



The Chris's Body Builders six-axle dog grain trailer is pulled by a Kenworth T909.

## AN AGRICULTURAL AFFAIR

**York Australia supported the rural sector at the AGQUIP Agricultural and Machinery Show.**

The AGQUIP Agricultural and Machinery Show, held in the rural New South Wales town of Gunnedah, was a great opportunity for York to show off its range of heavy-duty equipment. At the recent 40th Anniversary show, York shared a stand with Truck Parts Australia, one of Australia's most reputable truck and trailer parts and accessories suppliers. York displayed a range of equipment and spare parts for semi-trailers, while Truck Parts Australia displayed its family of truck and trailer parts.

The show proved beneficial for both companies. Not only were sales strong, but Truck Parts Australia also signed on to stock and distribute York equipment across New South Wales, a direct result of the show's success.



Left to right: Warren Banes, Owner, Truck Parts Australia; York's Jeff Van Ingen; Brett Beaumont and Aaron Banes; of Truck Parts Australia; and Paul Verhulsdonk, York's New South Wales Regional Sales Manager.

## A TRUSTED PARTS PARTNER

**A commitment to quality products and customer service has made JMR Trailer Parts & Accessories one of the most trusted names in South Africa.**

JMR Trailer Parts & Accessories was established in 1996 in the industrial area of Alrode in Johannesburg's south. From a small start-up business JMR has since grown into one of the largest and most reputable aftersales and service companies in the market.

JMR's six branches are strategically placed across South Africa to service and supply aftermarket spare parts. The company's reach also extends across the South African border ensuring customers in Zimbabwe, Swaziland, Botswana and Mozambique are back on the road and working straight away.

"With one breakdown team per branch, including mobile breakdown vehicles, JMR's continuous in-house training keeps the company up to date with all new developments. This gives JMR an edge over their competitors," said Mr Christo Els, York's Sales Executive Southern Africa.

"JMR's fully stocked workshops service trailers at all of their branches and JMR has recently added relining of brake shoes as an additional service for their satisfied customer base," said Mr Els.

Apart from being accredited agents for York and other world renowned transport products, JMR is also an officially approved service centre for Afrit Trailers, one of the biggest transport names in Africa. As such, JMR is a trusted partner servicing Afrit's on-road breakdown market – a huge responsibility in a country as tough on vehicles as South Africa.

According to Mr Gert De Lange, JMR's Service Manager, a client base of well over 1,000 customers trusts JMR's experienced workmanship, supply of reliable parts including York, and breakdown assistance on a 24 hour, 365 day basis.

The proof? Well, the customers just keep returning.

"When I ask Mr De Lange why their customers keep coming back and what makes JMR different from other companies his response is always the same: commitment to customer excellence, quality products and a reliable one-stop-shop. That makes all the difference," said Mr Els.

**“ Apart from being accredited agents for York and other world renowned transport products, JMR is also an officially approved service centre for Afrit Trailers, one of the biggest transport names in Africa. ”**



One of JMR's six sales counters countrywide.



An Afrit trailer with York axles being serviced for one of JMR's many satisfied customers.



JMR ensures sufficient parking for its customers.

## INSIGHT INTO INDIA'S SERVICE CULTURE

**Service is an integral part of the sustainability and viability of any brand. York have initiated a number of activities to enhance the level and the quality of its service to the end right across the product's life cycle.**

At York India a variety of service endeavours, including basic and advanced level services, have been initiated by Mr Gurmukh Singh, Head of Service, Product Application & OEM-Marketing.

**“Excellent Service has been York’s key differentiator, helping establish York as a dominant brand in the trailer component industry. York India’s marketing task force has made excellent progress, helping the brand grow rapidly at the operational level in India.”**

“One such service is the easy availability of spare parts, even in the most remote corners of the country. It is an aim York has been committed to since its inception in India. At last count there were as many as 98 spare parts counters across the country,” said Mr Singh.

With aggressive growth plans in this segment, Mr Singh plans to increase the number of spare parts counters to an impressive 130 by 2013–2014.

In order to ensure York’s service is available at even the most remote of places, such as fleet maintenance for coal transportation companies in the distant jungles of Chhattisgarh, York has deployed mobile service vans in strategic areas. These vans travel throughout the adjoining regions offering free services and maintenance and promoting York spare parts.

“Another essential service that York has initiated is its easily accessible service stations, where fleets can use our repair and maintenance facilities. York has set up 12 Authorised Centres to provide premium services.

“There are now 150 certified garages across India with staff fully trained to work with York products. I intend to increase the number of Authorised Service Centres to 20 and the number of certified garages to 200 by 2013–2014, to further increase accessibility,” said Mr Singh.

Service and maintenance workshops are another regular feature of India’s service team’s activities with training sessions regularly provided at both York’s dedicated training facility and customer sites. More than 100 such training programs were conducted by York India in 2012–2013, with the aim of conducting more than 120 in the next financial year. Free service campaigns, certified garage assessment and fleet assessments for major customers are also conducted at frequent intervals by York India’s service team.

### Rewarding excellence

Regular motivational meetings and programs are highly valued at York. The meetings conducted for mechanics and fleet owners not only provide product education. Awards such as High Mileage Awards, Best Technician Awards, certificates and other merchandise are handed out to inspire York’s partners in the field.

The High Mileage Award is particularly popular. This certificate is awarded to customers whose vehicles have covered more than 200,000 trouble free kilometres thanks to York’s quality axles and suspensions and, of course, an excellent maintenance program.

“‘Excellent Service’ has been York’s key differentiator, helping establish York as a dominant brand in the trailer component industry. York India’s marketing task force has made excellent progress, helping the brand grow rapidly at the operational level in India,” Mr Singh concludes.



A training session in progress at York’s Pune facility.



York’s distinctive service vehicles stand out on Chennai’s streets.

## BRAKE DRUM INSPECTION: YOUR WHEN AND HOW TO GUIDE

**Consistent, reliable brake system performance is dependent on a sound brake system maintenance program. While there is no specific recommended timetable for brake system inspection, York recommends a regular and thorough inspection system to ensure consistent, reliable brake performance. In the first of an ongoing series of columns here are some of the more common problems encountered and the recommended procedures for correction.**

### Cracked Drums

**Diagnosis:** Upon inspecting the drum, a crack extending through the entire wall is found. This condition is caused by excessive heating and cooling of the brake drum during operation. If this condition is found, the drum **MUST** be replaced immediately.

**Cause:** Repeated cracking of brake drums may indicate that the brake system and / or the brake drums are inadequate for the particular application. This condition may also indicate driver abuse, particularly if the drums, lining and brake system are correctly rated for the vehicle and the application.

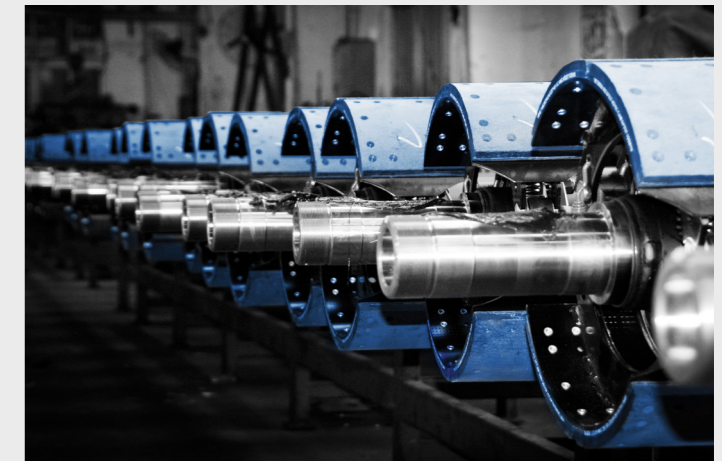
**Treatment:** If this problem occurs, the brake system should be checked for proper brake system balance and proper brake lining friction ratings as recommended by the OEM. If this problem occurs on a new drum, the cause may be mishandling.

### Heat-checking

**Diagnosis:** Heat-checking is the appearance of numerous short, fine, hairline cracks on the braking surface of the drum. Heat-checks will frequently wear away and form as a result of the normal braking process, however heat-checks can progress over time into cracks in the braking surface depending on such factors as lining wear rate, brake system balance and how hard the brakes are used.

**Cause:** Heat-checking is a normal condition found on brake drums and is caused by the constant heating and cooling of the braking surface, which occurs as the brakes are applied during normal operation of the vehicle.

**Treatment:** Normal heat-checking does not impair braking performance, however it is advisable to make sure that deep cracks have not developed. Replace the brake drum if any of the following conditions are found: heat-checks, one or more, that extend completely across the brake surface; heat-check cracks that are 0.06 inches wide and / or 0.12 inches deep or greater.



**“ York recommends a regular and thorough inspection system to ensure consistent, reliable brake performance. ”**

## REINVENTING RAJASTHAN

**Shital Transport, one of the oldest and most respected transport names in the growing Indian state of Rajasthan, knows the importance of York's readymade components. The company's incredible trajectory to the top matches the story of this fascinating region of India.**

Geographic, cultural and economic diversity are the key factors that make India not only so interesting, but also one of the most challenging and progressive markets in the world. The state of Rajasthan, a tourist hotspot, encapsulates this diversity perfectly. Despite the extreme climactic conditions, transport remains one of Rajasthan's most important sectors, made up of everyone from big entrepreneurs with their state-of-the-art FBVs down to small household businesses running their own locally manufactured vehicles.

Shital Transport has been a key player in Jaipur, Rajasthan's transport business, since 1995. Brothers Sumer and Berisal Singh established the company with the aim of making it number one by servicing the infrastructure sector and providing logistics support. In 2003, Shital Transport made a big leap by strengthening its fleet to take in the transportation of mined limestone, found in abundance in the rocky terrains of the Chittorgarh region. Today, you can add machinery support, coal mining and railway handling services to that list.

"Involvement in such a wide variety of activities and diverse machinery required expertise and in-depth knowledge of maintenance in each field. Convincing customers such as Shital Transport, who are used to the locally produced components, of the merits of York axles and other componentry was a challenge at first, but one that we overcame very quickly," said Mr Pankaj Shenoy, Chief Sales and Distribution YTEI.

Mr Sumer Singh soon realised the superiority that York's more efficient and reliable products show over the local product. With a shorter turnaround time for his fleet in mind, not to mention quick and easy maintenance measures, Mr Singh fitted his Tata DLT FBVs, the backbone of his fleet, standard with York components, in particular YTE75 mechanical suspensions fitted with 5021 axles for optimum efficiency.

"Time is a key resource of any business. The less time the trailers are spending in maintenance with the York product is a critical advantage for me in this industry," Mr Singh said.

Mr Singh's trust in Tata DLT FBVs and York componentry has paid off significantly, establishing Shital Transport as a dominant player in Rajasthan. Shital Transport's fleet totals 300, one-quarter of which is comprised of Tata FBVs, a telling sign of professionalism in such a locally focused market.



Regional leader: Shital Transport is leading the way in its uptake of York's branded product.

"Shital Transport has a team of highly trained equipment operators, mining experts and engineers supervising the operation 24 hours a day, seven days a week.

"Mr Singh believes that working with brands such as Tata and York has helped him achieve business excellence, by providing faultless service back-up whenever it is required. Rapidly progressing towards reaching its business goals, Shital Transport is now one of the role models the rest of the industry looks up to," Mr Shenoy concluded.

**“ Mr Singh believes that working with brands such as Tata and York has helped him achieve business excellence, by providing faultless service back-up whenever it is required. ”**



TATA Group chairman emeritus Mr. Ratan Tata and current chairman Mr. Cyrus Mistry with Mr. Bala.

## 50 YEARS FOR TRF

**TRF Limited, part of the Tata Group of companies, celebrated its 50th anniversary earlier this year. Its Golden Jubilee celebrations hosted some very special guests.**

To celebrate its 50th anniversary, TRF Limited set up an exhibition in Jamshedpur, to showcase the technological strengths of the company and its subsidiaries, such as York Transport Equipment. TRF Limited was particularly pleased to welcome Tata Chairman Emeritus Mr Ratan Tata and Mr Cyrus Mistry, current Chairman of the Tata Group.

**“To celebrate its 50th anniversary, TRF Limited set up an exhibition in Jamshedpur, to showcase the technological strengths of the company and its subsidiaries, such as York Transport Equipment.”**

Both Mr Tata and Mr Mistry spent a great amount of time admiring York's range of products, with detailed guide given by York Chief Executive Officer Mr P V Balasubramaniam and Mr G S Chatterjee, Chief Executive Officer, York India.

Mr Balasubramaniam and Mr Chatterjee were keen to show off the vast array of unique products York offers the trailer industry. These include the special features that make up the 8021 axle, 3,000 mm track length axle, RO8 axle, Global axle, 25 tonne axle with Auto Inflation System and the ever popular Tecair 1 suspension.

## HEIL BULKS UP WITH YORK



*PTG Energy's order with Heil represents a big vote of confidence in the company's future.*

**Those in the bulk tanker game know the name Heil Trailers. And now a new set of Heil tankers for one of Thailand's big energy companies is proving just how trusted the York name is in Asia.**

Founded in 1901 in the United States, Heil Trailer International is the world's largest aluminium, petroleum and dry bulk tank trailer manufacturer, doing business in over 85 countries. One of those countries is Thailand, home to Heil Asia Limited, a wholly-owned subsidiary of Heil Trailer International and itself a leading regional player.

Since 1995, Heil has served the Asian and Australasian markets from its factory located in the Thai city of Bang Pa-in, just north of Bangkok. The state-of-the-art manufacturing facility, some 12,500 square metres in total, was set-up along the lines of Heil's flagship factory in the United States, with virtually all plant and equipment imported from overseas.

Relying on York original equipment, Heil Trailer Asia manufactured 40 sets of trailers, complete with York running gear, for PTG Energy (owners of PT petrol stations in Thailand). PTG Energy is planning to expand its petrol network nationwide to a total of 700 sites, in the belief that the potential in some large cities in the central and northeast regions of Thailand has been underestimated. In fact, PTG Energy has an ambitious plan to replace Royal Dutch Shell as the third largest retail oil operator in Thailand.

"PTG Energy is introducing a new concept of very large petrol stations in Thailand, with the first one located in Ayutthaya. The order with Heil represents a big investment in their project and choosing York equipment is a big part of that confidence that they will succeed," said Mr Siam Tanon, Assistant Manager, Sales.

The Heil trailers came complete with:

- York 5021 axle (under an ABS system with YTE spring brake)
- York tri-axle poly bush suspension with 9L spring
- York wheel rims.

First reports on the performance of Heil trailers have been positive, to the extent that another 62 units have been ordered, once again riding strongly on York axles and suspensions.

**“ Relying on York original equipment, Heil Trailer Asia manufactured 40 sets of trailers, complete with York equipment, for PTG Energy, owners of PT petrol stations in Thailand. ”**

## WANTED: YORK'S OLDEST AXLE

**We need your help in finding York's oldest axle!**

**The long working life of York's quality products is well known across the globe. But just how long can a great piece of York equipment work for? To find out we're looking for the oldest York axle still being used on the road today. Is it yours?**

Even going back to York's early days our focus was on producing a top quality product that stood the test of time. With a commitment to giving the transport industry the best value for money at the lowest possible cost, York became renowned for innovations. Take for example, our castellated main beams for chassis – an extremely strong beam that was also incredibly light and thus more efficient for the end user.

Today it is common to see cars advertising seven, even ten year warranties on the paint finish of their products but as long ago as the 1980s York was unique in giving a five year warranty to the paint finish on the trailers it manufactured – a business division in which York thrived for many decades.

That focus on quality and giving the end-user the lowest total cost of ownership continues today with the latest York axle and suspension designs. Products such as the Premium axle, designed with ease of maintenance in mind, and the 25 tonne capacity axle and suspension was built for very heavy-duty operations, such as those found in the mining industry.

As with all York axles, these are designed to ensure you enjoy a long life from York's axles and suspensions. But how do you define 'long life'? We would like to know.

We are trying to find the oldest York axle still being used today. It could be on a York logging trailer in West Africa; it could be on a York heavy-duty tipper fitted with the York 2 x 20 tonne Dreadnought bogie in Sudan.

**Send your oldest York axle stories and images to: [thp-extraxuk@btconnect.com](mailto:thp-extraxuk@btconnect.com).**



**“ Even going back to York's early days our focus was on producing a top quality product that stood the test of time. ”**

## FIRST YORK WIN FOR THE TATA YOUNG EXPRESSION AWARD

Congratulations are in order for Mr Brett Birkett, YTE Australia's Victorian Sales Manager, whose two children have been announced as Asia Pacific Regional Winners in the Tata Young Expressions 2013 art competition.

Brett's son Ryan won first prize in the 'Brushstrokes' (5–8 years) category, with Ryan taking up the challenge of creating an original drawing or painting using crayons, water or poster colours. And Brett's daughter, Lauren, was awarded third prize in the 'Kaleidoscope' (9–12 years) category. Lauren was asked to create a collage by pasting any material (such as paper, cloth, beads etc) on a chart paper.

Excitingly for Ryan and Lauren – and no doubt Brett as well! – the Regional Winners will compete for the Global Awards, which will be announced at the final Tata Innovista 2013 function in Mumbai in April.

"Congratulations to Brett and his two children, Lauren and Ryan, for winning the regional competition for Tata Young Expressions 2013," said Mr P V Balasubramaniam, Chief Executive Officer, York. "This is the first participation of York in any Tata Group competition and I am happy for Lauren and Ryan to win this. We at York are indeed proud of this."

**"Congratulations to Brett and his two children, Lauren and Ryan, for winning the regional competition for Tata Young Expressions 2013. This is the first participation of York in any Tata Group competition."**



Ryan Birkett won First Prize in the 'Brushstrokes' (5–8 years) category



Lauren Birkett was awarded Third Prize in the 'Kaleidoscope' (9–12 years) category

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