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## YORK GRANTS WISHES FOR HEAVY DUTY APPLICATIONS

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## FULL MOON SHINES ON YORK

York shows off its world-beating products at the Ninth Liangshan Special Vehicle Exhibition.

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## DRIVERS FIRST

One of the largest logistics companies in India, SVLL, puts the focus firmly on its drivers.

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## Best of the best

**Trailer manufacturers know that any claim on building the best must extend to what lies underneath. This is exactly why Ultimate Plant Trailers has partnered with York Transport Equipment.**

Based in Geelong, one hour west of the Victorian capital city of Melbourne, Ultimate Plant Trailers has been manufacturing high quality custom built single, tandem and tri tag trailers (also known as 'plant trailers') for more than a quarter of a century. Key to the success of these trailers is choosing York as a preferred supplier, in particular making optimum use of the Road Barron 10x285 axle and mechanical spring suspension.

"We deal in the niche end of the market with customers who want a premium product, which is why we choose to partner with York," said Mr Ben Hood, Ultimate Plant Trailers' Sales Manager.

"Every single part of the trailer has to be the best of the best. Last year I did an education study of the industry to see what axles are in the market and I walked away from the York factory with a clear understanding of why their product is the best and exactly how it could fit into our business model."

York is committed to providing its customers with the lowest total cost of ownership. In the case of Ultimate Plant Trailers this promise comes in the form of York fully assembling the axles and suspensions before shipping them to Geelong. According to Mr Hood, who has been with Ultimate Plant Trailers for a little over 12 months, finding an axle supplier that can pre-assemble translates into a time saving of around six hours per trailer.

"Our deadlines are very tight and when I make a commitment it's important that I keep it. We only have five staff on the factory floor so if I can save six hours by getting York to pre-assemble the axles that's a great help for us. The hangers arrive three days before the rest of the product so we just weld the hangers on, pick up the axles and drop them in," Mr Hood said.

"All we have to do then is a brake adjustment and laser align the axles, but we would need to do that anyway if we were assembling them ourselves. York just helps make our life so much simpler."

Ultimate Plant Trailers was founded by Mr Peter Rose, who learnt his trailer building skills from his father. His skill extends to making tough drop deck trailers – with suspensions set as low as 220 mm – that are snapped up by the earth moving industry countrywide as fast as they can be built. In fact, most of the Ultimate Plant Trailers

work, around 80 per cent, comes from this demanding industry.

Mr Rose's partner of two years, Mr Matthew Taylor-Thompson, is a plumber by trade, with the two joining forces to make the company more commercially driven. And now this combination of business acumen and product knowledge has been perfectly complemented by Mr Hood's sales drive and dedication to be the best.

"Our trailers are a premium product and that's why we have such a strong reputation, to the extent where we have a three month lead time and a full order book. It's taken a bit of time to get that brand recognition out there, that's been my main challenge, but we're certainly well on the way now," Mr Hood said.

**"Finding an axle supplier that can pre-assemble translates into a time saving of around six hours per trailer."**



Ultimate Plant Trailers is widely regarded for the workmanship that goes into their trailers.

## Power at your fingertips

**York has yet again reaffirmed its commitment to deliver innovative products with the lowest cost of ownership with its state of the art pneumatic lift axle system.**

York has understood the mounting pressure on logistics firms to control their operational costs by introducing a solution that would help fleets gain higher tyre mileage.

The objective of developing a pneumatic lift axle system for mechanical suspension is to maximise the savings on fuel and the tyre life on an axle by lifting it when the trailer is in un-laden condition. The York Pneumatic Lift Axle system makes it possible to lift an entire axle with just the flick of a switch.

Since tyre costs form one of the major operation expense for any fleet, York's Pneumatic Lift Axle system helps the fleets extend the tyre life by over 40 per cent. Apart from that, the use of a lift axle system also helps to maximise the life of the aggregates themselves, which further reduces replacements or maintenance costs.

The system features a robust, safe and versatile design that can be retrofitted into any trailer without any additional components for air supply. The design incorporates highly durable materials that last a lifetime making it virtually maintenance free.

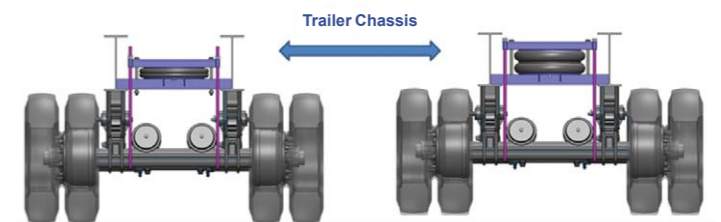
York's Pneumatic Lift Axle system is one of the best bets for oil tankers, bulk carriers and container carriers as these fleets inadvertently ply-loaded on one side and are unloaded on the return journey, or vice versa. The amount of savings that can be achieved by the system outweighs the initial capital needed as the fleets can break even within six months.



York's Pneumatic Lift Axle incorporates highly durable materials that last a lifetime making it virtually maintenance free.

The promise for lowest cost of ownership was fulfilled recently when the York team installed a Pneumatic Lift Axle system in one of the India's largest fleet operator SVLL's Reliance oil tanker. The trailer has successfully clocked over 15,000 kilometres to date, with customer delight guaranteeing simply miles ahead.

**"The amount of savings that can be achieved outweighs the initial capital needed as the fleets can break even within six months."**





## York mines success in Perth

The 2013 Perth Truck and Trailer Show was held at the end of July, and the York experience proved a tremendous success with hundreds of customers visiting the exhibit.

It's a little known fact that Western Australia's capital city of Perth is one of the most isolated cities on the planet. Yet despite being perched on the western edge of the Australian continent, with the Indian Ocean as a neighbour on one side and a sparse desert on the other, the city also acts a vibrant focal point for the state's strong mining economy.

This makes events like the Perth Truck and Trailer Show critical for York. The show, held this year from 26–28 July, was completely sold out months in advance, with nearly 150 exhibitors filling the six pavilions of the Perth Convention and Exhibition Centre. Such is the popularity of the show that just over 10,000 people made their way amongst the displays over the three days.

But it was the big names of the transport industry that York was excited to work with. The likes of Howard Porter, General Transport Equipment, Roadwest Transport, Custom Quip Engineering and Bruce Rock Engineering, plus fleets BIS Industrial Logistics, Catalano and McAlesse were all in attendance. And if the reception in Perth is any guide, it's clear that York's commitment to delivering the lowest cost of ownership to its customers is welcome news for a transport industry still being buffeted by a gloomy global economy.

"The punishment faced by mine service vehicles on a daily basis is among the harshest of any commercial vehicle," said Phil Craker, York Country Head – Australia.

"The roughest terrain, heavy loads and steep inclines are a standard part of each shift. But our stand showcased York products that rise to the challenge time and again."

The Perth Truck and Trailer Show is a trade event run by the Commercial Vehicle Industry Association of Western Australia.

"The roughest terrain, heavy loads and steep inclines are a standard part of each shift. But our stand showcased York products that rise to the challenge time and again."



York puts the spotlight on the lowest total cost of ownership at Perth Truck Show.



## Full moon shines on York

York has celebrated the auspicious Mid-Autumn day by showing off its world-beating products at the Ninth Liangshan Special Vehicle Exhibition.

This is the third time that York has attended the Liangshan Special Vehicle Exhibition. Located at the southern end of Sichuan province, Liangshan is an important date in the Chinese transport calendar, this year held from 17–19 September. It is well known as the number one place to display special vehicles – both off and on-road – and unique vehicles built for purpose. This makes it extra important for York to keep in touch with old and new customers in this field, and to show why York is the perfect partner for vehicle manufacturers looking for lowest total cost of ownership.

The Mid-Autumn date is important to the Chinese because of the significance of the moon, which is said to be at its brightest and fullest. It's also the time of year when distant sons and daughters return to their parents' homes – it's a family get together just as full as the moon! And this sense of family perfectly captures York's approach to the Liangshan Special Vehicle Exhibition.

"A large number of customers visited the York stand this year," said Ms Eunice Sun, Customer Service Executive, York Transport Equipment (Asia) Pte Ltd.

"Besides our standard range, this year was the first time York displayed its steering axle. Very few Chinese manufacturers can produce this kind of axle, so it caught the eye of many visitors. It's a real bright spot among our many quality products."

"Liangshan is well known as the number one place to display special vehicles – both off and on-road – and unique vehicles built for purpose."



The team from York enjoyed another successful exhibition in Liangshan.



## Wish granted

**The Wishbone Transport story may not exactly be a case of rags to riches, but with the help of York, a little transport company in Western Australia is achieving great success.**

Ray Jenkins is a classic example of that old adage that you never know what's around the corner. Mr Jenkins grew up on his family's farm in Dumbleyung, Western Australia, growing wheat and tending sheep, until times got a bit tough as they occasionally do in farming. Unsure of his future, he decided to take a risk and start his own transport company, Wishbone Transport.

Now nearly ten years later, Wishbone (named after a local road that skirts the back of the family farm) is going from strength to strength. Mr Jenkins used his family connections and local knowledge to build up his business base, running stock from farms to abattoirs and grain to the big ports of Perth and Albany that send feed half way across the world, and business couldn't be better.

The Wishbone fleet of a B-double flat top and two B-train stock crates was recently added to with the addition of three six-axle road train grain tippers built by Western Australian firm General Transport Equipment (GTE). The tippers run on York P22 disc brakes and Duratrac air suspension and have been in service since the end of 2012 with no problems reported.

"I reckon those tippers are up to around 80,000 kilometres by now and we haven't had any issues at all. Even the disc brakes pull up fine despite spending a lot of time on gravel roads with all the dirt and dust that they spit up," Mr Jenkins said.

"The flat top had York products fitted as well, and that's had a good run, so when it came time to spec the tippers I asked about York again. GTE recommended I stick with York and the price they were able to give me was very good so I went with York and haven't regretted it."

According to Mr Graham Knox, Head of Marketing and Sales at GTE, the reason he recommends York comes down to a mixture of reliability and suitability.

"The tare weight on York products is very good and the flexibility with some of the gear is better than others too. We've found that the Duratrac is particularly good for grain trailers and the Tecair 1 performs well with heavy-duty builds," said Mr Knox.

GTE is one of Western Australia's leading suppliers of customised transport equipment and services, well respected in the rural, general freight, chemical tanker and mining industries. Its customised tippers, semi-trailers, chemical tankers and rigid truck bodies are tailored to suit not just a customer's specific load requirements but also the challenging conditions that define Western Australia's tough outback road network.

For GTE, choosing York Transport Equipment is a further reflection of the company's commitment to delivering the best solution for its clients' carrying requirements. Other weapons in the GTE arsenal include sophisticated design packages like AutoCAD, Inventor, ANSYS Finite Element Analysis and Auto Turn swept path analysis.

"Those tippers are up to around 80,000 kilometres by now and we haven't had any issues at all."



Heavy duty applications are no sweat for York products in Wishbone and GTE's transport.





## YORK THAILAND

# Breaking ground with York

**An exciting trailer build from a Thai manufacturer is further proof of why the most innovative minds in the industry turn to York.**

The aluminium flatbed trailer, a modified version of an old steel design, is the latest in a long line of special builds conjured up by Nonthaburi Trailer, Truck and Bus Company (NTT). Based in the Nonthaburi province just to the west of the Thai capital Bangkok, the business concentrates almost exclusively on special designs that improve performance and capability. In fact, one of the most common requests from NTT's customers is how to improve loading capacity without compromising safety. Thus, the aluminium flatbed trailer was conceptualised to save weight and increase payload while enhancing safety through modern technology such as EBS – not to mention the sort of time honoured quality gear that you only get with York.

“NTT's strong relationship with York goes back well over a decade to 1997. The managing director, Mr Dumriporn, has turned to York for our support with many special projects over the years,” said Mr Siam Tanon, York's Assistant Manager, Sales – Thailand.

In the case of the ground-breaking aluminium flatbed trailers, NTT has manufactured seven vehicles complete with full running gear of York axles and suspensions. So far the results have been positive and with the help of York, NTT may just have written a new chapter in Thailand's transport history.

“The aluminium flatbed trailer was conceptualised to save weight and increase payload while enhancing safety.”



NTT's aluminium trailer improves payload without compromising safety.



## YORK SINGAPORE

# Achieving the impossible

**When two well-matched companies decide to work together anything is possible. That's exactly the case with York's partnership with Yeo Trailer Engineering.**

Yeo Trailer Engineering supplies trailers to transportation companies in Singapore and surrounding countries. Its two teams of talented workers manufacture an impressive array of products, from skel and platform trailers, through to low loaders, cargo lifting ramps, and even trailers custom made to any customer's demands.

Yeo Trailer's relationship with York recently celebrated an impressive 20 years, a wonderful partnership that has seen seven out of every ten trailers roll off the production line with York products attached. Such is the impressive performance of each and every York product that we can now reveal the exciting news that York is set to become standard issue equipment on every trailer Yeo Trailers build – quite the tick of approval!

“The reasons for choosing York reveal a lot about York's reputation in Singapore. First, York is clearly recognised as a premium brand in the transport market, one that helps Yeo Trailer Engineering not only gain a foothold in the market but grow the business strongly,” said Mr Charles Yang, York's Regional Sales and Marketing Manager – Asia.

“And second, York's commitment to providing the lowest total cost of ownership is really something that grabs the attention of manufacturers who are fiercely competing on price.”

Interestingly, apart from fabrication of new trailers, Yeo Trailer's parent company, Koh Group Pte Ltd, is the distributor of Box Loader Cranes in Asia and Shacman trucks in Singapore. The company also employs a team of well-trained mechanics that provide after sales services, including attending to trailer breakdowns on the road, repairing trailers for inspection and providing a one stop service for insurance claims.

“It wouldn't seem possible considering how strong they already are, but through working with York, Yeo Trailer Engineering is confident that they can increase their business growth even further in both local and overseas markets,” Mr Yang said.

“York's commitment to the lowest total cost of ownership is something that grabs the attention of manufacturers competing on price.”





## Strengthening the chain

**The supply chain is one of the most critical parts of today's highly competitive business environment. In India, York and Siddhi Vinayak Logistics Limited (SVLL) understand that a product's success or failure depends entirely on the strength of this chain.**

As one of the largest logistics companies in India, SVLL is committed to providing end to end solutions throughout the supply chain. At one end of the chain SVLL's 'Chalak se Malak' (Driver to Owner) scheme has a vision to lift the status of drivers and improve their quality of lives.

"Ever since we ventured into the transportation business, we worried about the condition of our drivers, who operate under extreme conditions but are not given due respect; they don't really have a social status," said Mr R C Baid, SVLL's Founder and Chief Mentor.

"SVLL countered these concerns by starting up an internal club called Siddhi Vinayak Pilot Club Limited, which is a company under the SVLL umbrella with only pilots (drivers) as its members and equity share holders."

At the other end of the supply chain, SVLL offers customised services through a dedicated and committed workforce of around 11,500 staff spread across 74 locations in India. With a fleet size of over 3,800 commercial vehicles, SVLL operates across diverse segments like steel, cement, tractors, chemicals, machinery and even commercial vehicle chassis carriers. Indeed, SVLL recently broke its own world record by placing a mammoth order of 1,314 commercial vehicles.

Such a large fleet makes maintenance incredibly important, which is where branded aggregates come into the picture. It's telling that SVLL is installing York axles and suspensions in every one of its 500 trailers ordered during 2013–2014, including the popular 5021 and 5023 axles with YTE 75 and YTE 75/90 suspensions. In a business that is built on trust and commitment to deliver, the partnership between SVLL and York keeps these trailers on the road.

"York's unmatched service network makes it the largest player to support proactive and reactive maintenance 24/7 to the fleets, which makes York an easy choice for professional logistics companies. Periodic service training is a York mandate conducted by York service engineers to help our customers keep a tab on their fleets," said Mr Gurumukh Singh, Head (Service, Product Application & OEM-Marketing), York India.



SVLL services the biggest share of the Reliance oil tankers in India, choosing York aggregates for every tanker.

"SVLL is installing York axles and suspensions in every one of its 500 trailers ordered during 2013–2014."



## York gears up to take on Russian market

**York is pleased to welcome Mr Sergiu Railean as our Sales Manager for the Russian Federation and Republic of Belarus.**

Russia is not only recognised as the world's fastest growing automotive market today, it is one of the preeminent emerging automotive component markets in Europe. Its three main production hubs, situated in its west near the cities of St Petersburg, Tvery and Nijni Novgorod, are complemented by the cities of Chelyabinsk, Ufa and Neftekamsk, all situated thousands of kilometres into the Russian woodlands of Siberia.

Needless to say, taking on the Russian market tests any company's endurance. Covering an area of more than 17 million square kilometres, Russia is the biggest country in the world. It is almost twice the size of China and more than five times bigger than India – a huge task for any sales manager to undertake.

Mr Railean brings with him a solid knowledge of the industry and of the markets of the former Soviet Union and Eastern Europe, where he has been working for the past ten years. He is a fully certified

engineer and is fluent in Russian, the predominant language of communication in post-Soviet countries. His experience includes working for large distributor companies in Romania and Bulgaria, where he established close working relations with leading manufacturers of commercial transport and agricultural equipment, such as Pronar Plant in Poland and Amkodor in Belarus.

Mr Railean was also a very accomplished chess player in his youth, which will no doubt help him make all of the right moves in his new career with York! Although he only joined York in July, Mr Railean has already established positive working relationships with the three largest producers of trailers in the region, namely MAZ in Belarus and KamAZ and Nefaz in Russia. A round of formal talks with the three manufacturers was recently undertaken at the ComTrans 2013 Exhibit in Moscow.

"Needless to say, taking on the Russian market tests any company's endurance."



York's Sales Manager for the Russian Federation and Republic of Belarus, Mr Sergiu Railean, at the KamAZ stand at ComTrans 2013.

# Pumped up for performance

**Looking for ways of gaining that competitive edge over your competitors? Surprisingly, it can be as simple as taking good care of your tyres.**

While all transport companies realise the importance of high quality axles and suspensions, all too few regularly practise basic tyre maintenance procedures. Some simple tips can make all the difference to your bottom line.

Firstly, you should have a regular plan in place to examine your tyres. Check for wear or the beginning of more serious cuts, splits and plies. Importantly, if you spot any problem do not hesitate to remove the tyres from service and get them repaired, retreaded or, if necessary, fully replaced. The best companies have their tyres regrooved before they are worn. This not only saves money in the long run, it's a matter of safety – something you can't put a price on.

Of course, prevention is better than the cure, so don't overload your vehicles and ensure drivers are trained properly; that is, to avoid bad driving practices such as unnecessary sudden acceleration and braking and unsmooth cornering. As well, keep your tyres correctly inflated at all times. This might sound obvious, but it is a well known fact that a disturbing number of vehicles are driving around on underinflated tyres.

When you consider that a tyre that is underinflated by 20 per cent has its mileage reduced by 30 per cent, you can see the direct link between tyre pressure and both your maintenance and fuel bills!

Finally, always store your tyres in a cool, dry place away from sources of not just sunlight but ultraviolet light and light produced by tools such as arc welders. This helps prevent premature ageing and damage to your tyres. After all, your tyres are the direct link between your vehicles and the road. Treat them well and they'll treat you well.

**“A tyre that is underinflated by 20% has its mileage reduced by 30%.”**

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