

# YORK TALK

THE YORK TRANSPORT EQUIPMENT GROUP NEWSLETTER

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## A CUSTOMER SERVICE VISIT

May 2012 marked the beginning of York Transport's new customer service and engineering approach within the Australian trailer market, following its 100% acquisition by automotive giant Tata Group. To mark the renewed focus, York Group CEO Mr P V Balasubramaniam and TRF Managing Director (and York Chairman) Mr Sudhir Deoras.

As one of the world's largest automotive companies, Tata Motors understands what it takes to succeed in any economic climate. Tata's 51 per cent purchase of York Transport Equipment in 2007 affirmed their faith in the long-established axle and suspension manufacturer's capabilities. The May 2012 buyout of the remaining 49% shareholding makes York a Tata Enterprise, and with that comes the goal to lead the marketplace - beginning with Australia.

During his visit to Australia in early June, Mr Sudhir - TRF Managing Director and York Chairman expressed the potential for York's growth across global markets.

"We saw the opportunity to take an established and trusted brand, which York is, and make it even better using our experience in the automotive industry.

"Axles and suspensions are to a trailer what an Intel processor is to a PC. The relationships that York has established over the last 50 years since the brand's inception has meant it has become a very important partner to the trailer industry," he said.

Mr Deoras was joined in Australia by Mr P V Balasubramaniam, CEO of York

Transport Equipment. Together they confirmed their joint commitment to the Australian market.

"A Tata company will never compromise on quality or values. And York is most definitely a Tata company," Mr Balasubramaniam said.

The senior executives explained during their June visit that York's values are the building blocks of that planned transformation. These include a critical commitment to continuous improvement and innovation, with customer needs driving the direction of their daily activity.

York's customer focus will result in two key benefits for its customers: service level improvements and an increasingly customer focussed engineering department.

"York Australia is fully supported by the Groups' engineering and R&D teams in Singapore and India," added Mr Balasubramaniam. "The team is dedicated to custom building equipment for customers, with a continual focus on developing and testing new products.

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York CEO Mr P V Balasubramaniam (left) with Chairman Mr Sudhir Deoras.

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"There is nothing quite like York's level of customisation and we see this as a unique point of difference. For us the last three years have been about R&D, developing new products and refocusing the business model. Our efforts came to fruition in 2011, which was a real turnaround year for York, both in terms of market share and also the perception of York as a brand," Mr Deoras said.

"Fleets can also feel confident that they will be supported in the areas that have always mattered most – reducing weight, reducing down time, product support, customisation and genuine spare parts."

Pertinent to Tata's acquisition of York was the quality of its core products, which saw it become Australia's first ADR (Australian Design Rules) certified axle. York's "Best Road Friendly Suspension" certified products remain in constant demand, despite the ever-changing economic climate and the pressures the transport industry has endured in recent years. York says the reason for this comes down to the sheer



*Pictured: Mr Sudhir Deoras, Chairman of Tata Group with Mr P V Balasubramaniam, CEO of York Transport Equipment and Mr Philip Craker, Country Head – Australia & NZ, during their recent visit to Australia.*

reliability of the products, along with what the company call their 'overall lowest cost of ownership'.

Tata has a proven track record of buying prestigious brands and rejuvenating them

through its solid business values. Mr Deoras says it is Tata's goal to have the same impact on York as it did when it purchased Jaguar, making it once again one of the world's most desirable automobiles. ☺

## TECAIR SUSPENSIONS NOW AVAILABLE FOR SQUARE AXLES

**York's commitment to new product development has resulted in the popular Tecair suspension being fitted to square axles.**

Engineers were excited to learn that York's square axles support the Tecair suspension systems just as well as standard mechanical suspensions. At the heart of the new variant is a compact spring mounting system of U bolts and clamps that has been combined with a bolt seating clamp at the bottom of the axle. This creates a uniform distributed load on the bolt seating area, in turn providing lower operating stress and therefore increased product durability.

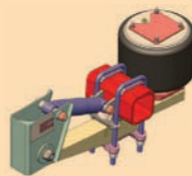
The key to the success of the new line lies in the fact that standardisation with existing Tecair system components was kept in mind at all time. Hangers, shockers and spring eyes, for example, have been kept the same, which for York customers simply means an easier

installation process. Axle oscillations also match existing Tecair I and II levels, resulting in improved ride comfort out on the road.

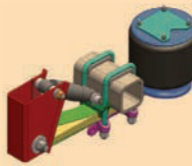
Production of the Tecair suspension on square axles, complete with appropriate validation programs, is planned to begin from mid-October 2012. The Tecair I (11 tonne rating) will be available as an underslung model for ride heights from 185 mm to 477 mm. The Tecair II (nine tonne rating) will be available as both an underslung model for ride heights from 215 mm to 340 mm and as an overslung model for ride heights from 440 mm to 565 mm. ☺

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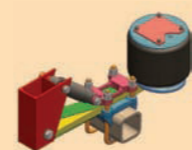
TECAIR 1 UNDERSLUNG



TECAIR 2 UNDERSLUNG



TECAIR 2 OVERSLUNG



*The Tecair suspension system can now be matched with York square axles.*

## THE TIES THAT BIND

**All great business partnerships are based on shared values. The successful relationship between Zhumadian CIMC Huajun and York Transport Equipment is defined by one main factor – a shared commitment to quality.**

Zhumadian CIMC Huajun Vehicle Co., Ltd. was established in 1952 and formally joined CIMC Group in April 2004. Its products – including skeletal and flatbed container semi-trailers, dump trucks for the mining industry, and side tippers – are found in a diverse range of markets throughout the world, including South Africa, Sudan, Egypt, Kazakhstan, USA and India.

Like York Transport Equipment, Zhumadian CIMC Huajun also has a company ethos firmly focused on quality. This shared ethos underpins the ongoing healthy business relationship between the two companies.

"Zhumadian CIMC Huajun is adept at taking the quality and good application of York's products and applying these to their own business advantage. In fact, these are the very reasons they initially chose York axles for their trailers," said Ms Eunice Sun, Customer Service Executive, York Transport Equipment (Asia) Pte Ltd.

"Of course, Zhumadian CIMC Huajun is committed to the growth and development of its business, but we will also be engaging in a much more detailed discussion to ensure mutual long-term cooperation. We are all looking forward to a very bright future."

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*Zhumadian CIMC Huajun builds trailers for a wide range of markets throughout the world.*

## INDONESIA PARTNERS WITH CONFIDENCE

**You have to tick a lot of boxes to run a successful manufacturing business in a country as diverse as Indonesia. Developing a partnership with York is a good place to start.**

PT United Tractors Pandu Engineering, known locally as UTE, has long been one of Indonesia's leading engineering and manufacturing companies. UTE was established in 1983, with the aim of meeting the demands of Indonesia's then emerging, yet rapidly growing industrial segment. UTE has since built up a reputation as a quality supplier of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines.

UTE's relationship with York began taking shape in the early 1990's. Thanks to York's proven track record of reliability in the mining sector in Indonesia, UTE developed a preference for York's heavy-duty componentry. Equipment such as the YTE90 suspension with its heavy-duty leaf spring for overslung triaxle suspensions began appearing on UTE rear dump tippers, quickly joined by York's 17.5 tonne axle and AGB bogie systems.

"UTE are widely respected across Indonesia for their work in the construction sector, with their reputation extending though sites ranging from roads and dams to golf courses and even airports. They are also the first port of call for the mining sector, thanks to their ability to build side, rear and bottom dump tippers, as well as their general purpose heavy-duty bodies," said Mr Frederick Tay- Chief of Sales (Asia).

Another York product popular with UTE is the Argonaut double oscillating bogie for heavy-duty lowbed trailers. The Argonaut is suitable for arduous off-highway operations, with a range of standard models and purpose build units to suit all applications. "The combination of UTE's engineering expertise and York products has seen UTE's reputation grow in Indonesia. The partnership has also been critical to UTE successfully expanding their specially designed trailers into overseas markets," said Mr Tay. ☺



*SDT 85T mining trailer with York 17.5T and YTE 90 suspension.*

## YORK'S SILVER SERVICE

When Sydney company Tuscany Foods needed to breathe life into an old tanker it turned to a couple of old friends.



Muscat Trailers turned to York for help with remodelled Tuscany Foods trailer.

“Designed to stand up to the most challenging of tasks, Muscat Trailers ensures that outstanding workmanship and quality are maintained in everything it builds.”

Tuscany Foods understands the value of innovation. From its origins as an egg producer in the 1970s, Tuscany Foods has grown into a modern manufacturer and supplier of quality food products to an expanding list of blue chip clients. It has achieved this growth through an innovative approach to product development, marketing and customer service for its

partners in the food industry.

Recently, a chance meeting between Tuscany Foods owner Mr Joe Schembri and Mr Maurice Azzopardi, owner of local trailer builder Muscat Trailers, led to a discussion about the best way to modify an old tanker that had been gathering dust in the Tuscany Foods yard.

“Muscat Trailers can lay claim to many engineering firsts, including being the first manufacturer to build a Tri Tri B-Double tip over axle. We have over 40 years’ experience providing innovative tipping solutions so we were keen to take on this new challenge,” said Mr Steve Olszewski, General Manager, Muscat Trailers.

The challenge was made easier with the help of York’s Tecair Duratrac suspension and super single axles. The Tecair Duratrac’s ongoing evolution has created a world leading fixed beam suspension (127 mm round axle beam or 150 mm square beam), while York’s clever use of Finite Element Analysis has made the suspension both lighter and stronger. Depending on ride

height – from 260 mm to 460 mm with other heights available on request – the Duratrac weighs in at a tiny 115 kg to 118 kg.

Plus to make life easy for fleet mechanics, installation of the Tecair Duratrac has been simplified – no need for welding after alignment or specialised equipment, it’s all done with the normal tools found in every workshop.

“York’s Rodger Brearley has worked with Rodger Perkins, Consulting Engineer in the past, so they have good relationship going back many years,” said Mr Olszewski.

“Muscat’s reputation in the market place is second to none. Our satisfied customers pay testimony to the reliability and the dependability of the Muscat product to outlast its competitors.”

But surely the best news is that the reborn tanker will shortly be on the road carting luxurious liquid chocolate to a grateful world! 🍫

## A HELPING HAND FOR A HEAVY LOAD

Companies like General Motors and Honda know a lot about transport. So when they trust York to get their vehicles from A to B in one piece, you know York must be on the right track.



Trusted partner: Indian Vehicle Carriers relies on York genuine products.

Mr K S Singhal - Managing Director, IVC.

“IVC is running its trailers fitted with York axles and suspension across the whole of India, covering more than 100,000 kilometres... This would never have been possible on the weaker unbranded axles made by trailer manufacturers.”

Indian Vehicle Carriers Pvt Ltd (IVC) is a pioneer of the transportation industry in India. As a specialist in the vehicle carrier segment, brands like Suzuki, Honda, Hyundai, Tata Motors, General Motors, Ashok Leyland, Sonalika, TAFE and Mahindra & Mahindra turn to IVC, to transport their brand new vehicles quickly and safely.

IVC, an ISO 9001:2008 company, has been in the vehicle transportation business for more than 25 years, collecting awards and appreciation – and big contracts – as rapidly as it transports everything from small vehicles to prime movers.

“In India, it’s common for the vehicle transportation industry to transport small cars on unbranded single wheel axles with suspensions most often manufactured by the local trailer manufacturers themselves,” Mr G S Chatterjee, COO, York Transport Equipment (India) Pvt Ltd explained.

“Unfortunately, these products are plagued with chronic failures and persistent tyre wear problem. To meet industry needs, York provided superior quality in the form of its branded 5021 axles with 1,950 mm track length and YTE75 underslung suspensions. York’s branded axles offer customers the ability to fix double tyres, as per Central Motor Vehicle Rules norms in India, thereby revolutionising the carrier industry. This means IVC is assured of durability while the valuable payload is guaranteed a safe and smooth ride.”

Mr K S Singhal, IVC’s Managing Director, has almost 30 years experience in the transportation business. Mr Singhal first used York’s reliable axles and suspensions about 18 months ago, yet he has been so impressed with the on-road results and after sales service that he is increasing York presence throughout the IVC fleet. IVC already has 100 vehicle carriers fitted with York equipment and Mr Singhal has placed a fresh order for a number of truck chassis carriers with local manufacturer Mercurio Pallia – all complete with York axles and suspensions, of course.

“IVC is running its trailers fitted with York axles and suspension across the whole of India, covering more than 100,000 kilometres in one year. This would never have been possible on the weaker unbranded axles made by trailer manufacturers,” Mr Chatterjee said.

“Brands like Maruti Suzuki, Honda and Hyundai have lauded IVC’s efforts with trophies and accolades. These are reputable brands, known across the world, and they have entrusted IVC to carry their vehicles and truck chassis with care and responsibility. In turn, IVC has chosen to put its reputation and business future in the safe hands of York as its component partner.” 🍫

## AN AFRICAN GIANT

When you think of respected trailer builders in Africa, you automatically think of AFRIT. So it's only natural for AFRIT to join forces with York Transport Equipment to create one of the continent's most enduring transport partnerships.



Wide coverage: York helps the AFRIT after sales team answer breakdown request as far as Malawi, Zambia, Ghana, Botswana, Namibia and Swaziland.

“What’s immediately noticeable about AFRIT is the way in which they continuously strive to offer their customers...the very best possible products and after sales service.”

The driving force behind AFRIT’s respected name is undoubtedly its unparalleled reputation for innovation and product knowledge. With around 25 per cent market share in Southern Africa, the big builder puts each one of its more than 30 years’ experience into every trailer that rolls off its production line in Rosslyn, just north of South Africa’s administrative capital city, Pretoria.

“What’s immediately noticeable about AFRIT is the way in which they continuously strive to offer their customers – and potential customers – the very best possible products and after sales service,” said Mr Christo Els, York’s Sales Executive – Southern Africa.

“If you speak to AFRIT’s After Sales Manager, Mr Albert van de Wetering, you learn straight away how the after sales team is focused on meeting the expanding market demand via its fully equipped on-call mobile support vehicles. With a team of six dedicated, experienced and extremely passionate team members, the after sales team will answer to a customer’s breakdown request

as far as Malawi, Zambia, Ghana and more locally Botswana, Namibia and Swaziland.”

Mr Els liaises with AFRIT’s after sales team on behalf of York, working closely with AFRIT’s After Sales Support Manager, Mr Zyne Van Dyk. Together the two experts can solve any York-related technical, warranty and maintenance issues that may arise. The AFRIT after sales team also benefits from the comprehensive training programmes York’s Mr Albert van der Poel delivers. These valuable programs focus on preventative maintenance and repairs covering the full York product portfolio.

“AFRIT actually have their own training facility. They continuously update and add technical training programs that benefit end users, including training on York products. Plus York has designed an instructive series of York product posters specifically for AFRIT’s application. These posters assist in reducing the time spent identifying parts that need replacing, and keeping AFRIT’s customers on the move,” said Mr Els. ☺

## THE FINE ART OF TEACHING

York has a strong belief in educating customers about how to get the most out of its precisely engineered equipment. This commitment to education is a defining characteristic that sets York and its partners apart from the rest.



The seminars were held in conjunction with Weweler air suspensions and Al Mutlak.



York’s education seminars attracted virtually all of the region’s major trailer builders and transport companies.

“Engineering superiority is just one part of the equation. Customers must also understand exactly how to get the most out of the equipment on the road.”

When it comes to explaining York’s market-leading position, engineering superiority is just one part of the equation. Customers must also understand exactly how to get the most out of the equipment where it counts best – on the road.

In May, York held three successful seminars in Jeddah, Riyadh and Dammam in Saudi Arabia, attracting virtually all of the region’s major trailer builders and transport companies. The seminars were held in conjunction with Weweler air suspensions and Al Mutlak, the Saudi Arabia agent for the York / Weweler axle and air suspension package. These three companies have developed working relationship over the last several years and viewed the seminars as an opportune time to launch new products onto the market.

On hand to answer questions at the seminars were York’s team of Mr Tony

Partridge, Mr Albert van der Poel and Mr Zulfiqar Khan, joined by Weweler’s Sales Manager, Mr Bas Libert.

Mr Partridge introduced the York PAN 22 disc brake axle and the new Global axle. The latter featured in the Winter 2012 issue of York Talk, with a special feature examining the axle’s ease and speed of maintenance. The Global axle has parallel bearings, outboard drum brakes and external greasing for the bearings. As a result, full access to check or replace the brake linings and brake components is achieved by simply removing the brake drum – no need to disturb the hub and bearings.

Changing the grease in the Global axle’s bearings is also very straightforward. By just removing the hub cap and greasing via an external grease nipple the old bearing grease is forced out and removed. The hub cap is replaced once new grease is visibly seen.

Again, quick and easy, with York removing once and for all the old hassles of stripping down the hub and bearings. The Global axle is also ABS-ready as standard and, just as important for any company anywhere on the globe, competitively priced.

Of particular interest at the seminars was the Weweler Ultralite suspension, introduced by Mr Libert. The Ultralite suspension complements the Global axle perfectly and the response at all three seminars was, to say the least, extremely positive.

With this commitment to innovation and education, York remains a major force, not only in the Middle East region but worldwide. ☺

## KITCHAI ELECTRIC COMES BACK FOR MORE

**For more than 20 years, Kitchai Electric Co Ltd has been designing and manufacturing heavy-duty trailers. With the help of York axles and suspensions its trailers are proving more than a match for Thailand's treacherous tropical conditions.**

Kitchai Electric's expertise lies in big, solid builds – the likes of bulk cement semi-trailer tank and full dump trailers – and the company has recently joined forces with York to build trailers for what are known in Thailand as 'heavy-duty loading' projects. This classification covers jobs that carry more than 60 tonnes of payload.

In January 2012, Kitchai manufactured four heavy-duty loading trailers, complete with a full system of:

- York Tecair 1 air suspension (5" round axle beam; 16 mm standard wall thickness with 19 mm optional; 228 kg tare weight) at 400 mm ride height.
- York axles (three 2021 models; plus two SS axles).

As any business will tell you, repeat orders are one of the best ways of measuring success. That being the case, Kitchai Electric has definitely awarded York top marks.

"The first four units with York air suspension and axles that Kitchai Electric built earlier this year have exceeded the customer's expectations. They are reliable and easily stand up to the difficult roads and heavy loads they experience. In fact, the trailers performed so well that we have received a new order to specify York equipment to another 11 trailers due at the end of 2012," said Mr Siam Tanon, Assistant Manager Sales, York Sales (Thailand).

York's air spring suspensions use quality large diameter, low pressure air springs that allow a reduction of the required air pressure at typical axle loads. A 4 bar system fed from a 6 bar air reservoir reliably maintains the correct ride height and trailer stability. Added to this, transport operators are ensured a long service life thanks to an internal bump stop in the air spring. 🛠️



*Thailand's Kitchai Electric Co has rewarded York's full air suspension and axles with a repeat order.*

**As any business will tell you, repeat orders are one of the best ways of measuring success... Kitchai Electric has definitely awarded York top marks.**

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