



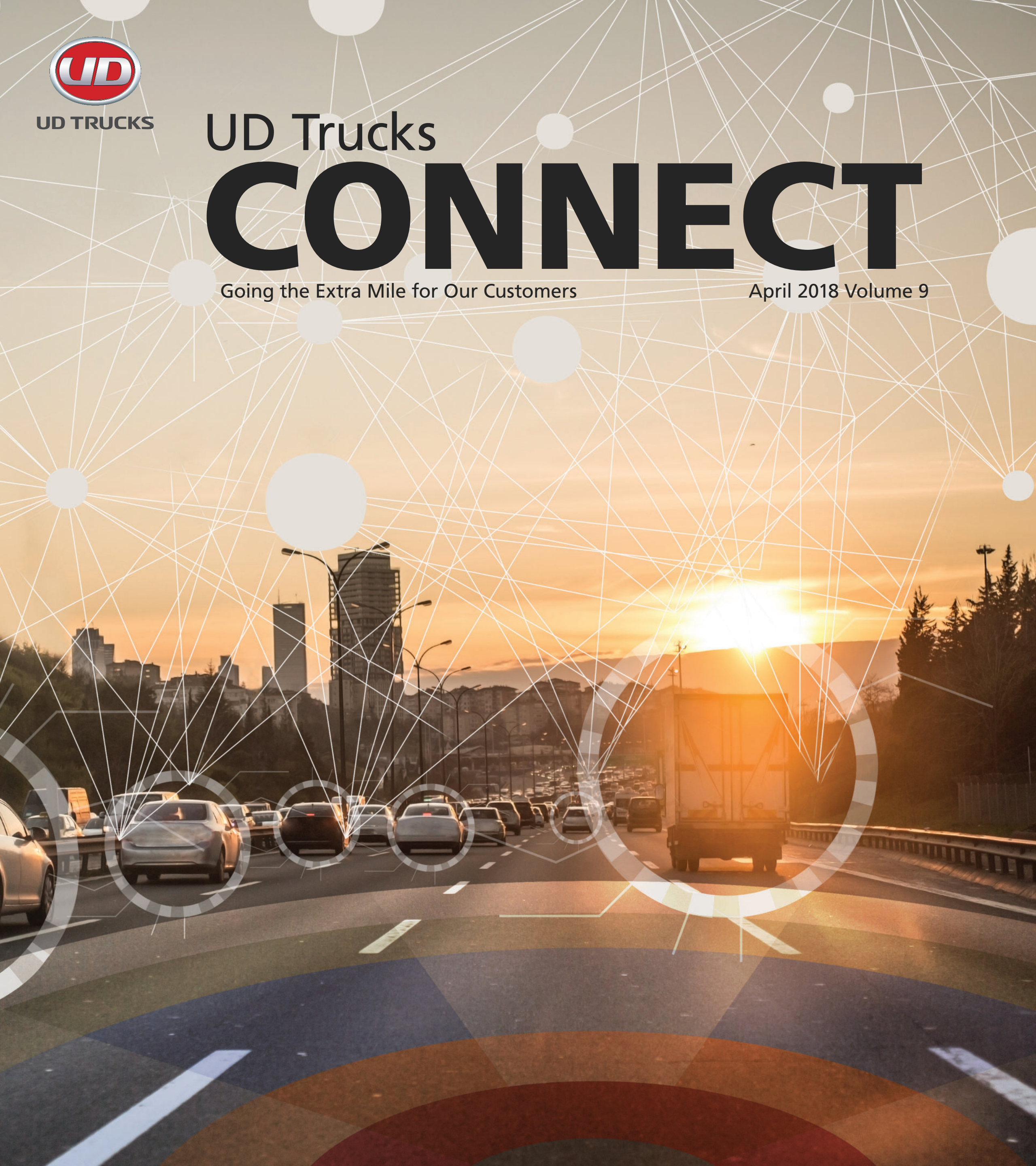
UD TRUCKS

UD Trucks

CONNECT

Going the Extra Mile for Our Customers

April 2018 Volume 9



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From the **MD's Desk**

Dear UD Family,

In the transport industry, all role players are highly dependent on each other. From truck manufacturers to fleet owners, body builders and parts suppliers.

At UD Trucks, because we depend on each other, our culture is built on trust. We aim to always listen, be transparent and listen to our customers to deliver the best possible service.

As a manufacturer, we navigate this highly-competitive and changing business landscape by being modern and innovative. We also celebrate our differences and through open dialogue we strengthen our engagement with our customers.

So, as we tackle this challenging local transport market together, please feel free to talk to us and share your unique business requirements.

The UD Trucks product line is optimised to bring customers the best in ultimately dependable transport solutions. Key to this is our regional dealer network, who are trained, highly-knowledgeable and ready to assist you with your transport requirements. We are very proud of the work they do as passionate, professional and dependable UD Trucks people.

Ultimately, we know that when our customers succeed, we succeed.

Let's go the extra mile together.

Take care,

Gert Swanepoel
Managing Director: UD Trucks Southern Africa

Top Dealers Announced

UD Trucks Southern Africa recently awarded the top performers in its regional dealer network. Awarding winners in 26 different categories in the various disciplines of sales, parts, service, administration and finance, it was clear that UD Trucks' dealers have once again raised the quality bar.

The top Dealer of the Year awards went to:

Developing Markets Dealer of the Year

Dulys Trucks Harare, Zimbabwe

Medium Dealer of the Year

UD Trucks Lichtenburg, South Africa

Dealer of the Year

BB Truck and Tractor
(Polokwane, South Africa)

"Each UD family member, whether they are a dealer principal, or in accounts, an assembler in the plant or a technician in the workshop – we are all committed to living and breathing our values daily. This means that no matter who our customers deal with within the UD family, or where they are located, they can get the same reliable, quality service and support," said Gert Swanepoel, MD of UD Trucks Southern Africa.

UD Trucks' EVP and Chairman, Joachim Rosenberg also congratulated the finalists and winners in his address and reiterated the proud history of the UD Trucks brand in the region. Chairman of the Dealer Council, Peter English, expressed their excitement of the future of the brand, and the dealer network's support for the brand's plans.

"We believe that these awards are also a reflection of our dedication to bringing our customers Ultimately Dependable products and services. Customer relations are a vital focus area in our organisation, and we place great value on building lasting relationships with all of our fleet owners," said Swanepoel. "I know that

UD Trucks has a dealer network that not only understands the business, but is committed to making this brand more and more successful, now and into the future." ●



Click here to listen to the new UD Song



High-Level Visits Reinforces Local Market's Importance



UD Trucks Southern Africa recently welcomed a series of high-level visitors to its head office and assembly plant in Rosslyn.

Joachim Rosenberg, Executive Vice President and Chairman of UD Trucks, as well as PJ Verge Salamon, SVP UD International Sales and Jacques Michel Senior Vice President, Sales, met with the local team to congratulate the local operation on its successes in 2017, as well as to support all the new developments expected in the year to come.

“There is a lot of positive news coming from the region, and we are excited about the potential and strength of the UD Trucks brand in the local market,” said Rosenberg. “We are ready to take the UD Trucks brand to new heights in 2018 and beyond.”

The Rosslyn assembly plant also recently welcomed Jan Ohlsson, Executive Vice President of GTO, and his executive management team. The visitors were taken on a tour through the recently revamped UD Trucks assembly plant and logistics facilities, before addressing a staff townhall meeting.

During his address, Ohlsson stressed the importance of the South African market. “As the South African market continues to grow, please be

assured that my team and I are here to support you every step of the way,” said Ohlsson.

According to Gert Swanepoel, MD of UD Trucks Southern Africa, these high-level visits are testament to the importance of the local market, and the exciting future that lies ahead.

“By excelling on the essentials, we can focus on the most important thing in our business, our customers,” said Gert Swanepoel. “With more exciting models coming to fill the pipeline, UD Trucks Southern Africa has never had such a comprehensive offering to customers. ●



We Value You

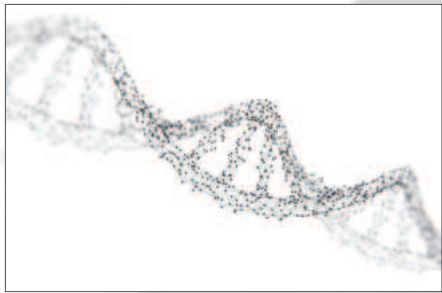
The UD Trucks culture has come a long way from passionate, professional and dependable to Going the

extra mile, and therefore we are accustomed to living and breathing these values. Not just because it is a nice corporate set of values, but because we believe in each every one of them. We’ve given our values a facelift and split them into these 5 focal points.


UD Trucks’ people always make the extra effort to support our partners and to meet our customers’ exacting standards and requirements.

 *Look at this video about UD Trucks Innovations*

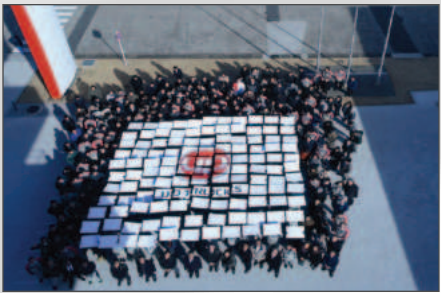
UD Brand Values




Ultimate Dependability Through Trust
Ultimate Dependability is our DNA. We take pride in providing products and services that our customers can rely on.




Smart and Modern by Embracing Changes
We are agile and flexible and change to meet the needs of a changing business landscape, our customers and our society.



Gemba Spirit with Passion
UD people are passionate, professional and dependable – we have the gemba spirit, we create value.



Excel on the Essentials for Performance
We are professional, performance-driven and balance the costs to benefit our customers.



Going the Extra Mile for Our Customers' Success
In UD Trucks we go the extra mile. It's not a slogan, it is our promise to our customers. ●



Running Around the World

Running Around the World (RAW) forms part of our ethos to always go the extra mile in everything we do. Similarly, we leave nothing to chance and always look to provide customers with the optimum transport solutions.

Like a long-distance runner, trucks are also made to go the extra mile. Over the past number of years, UD Trucks has aligned itself with the sport of running and supports staff, dealers and customers who are involved in this challenging sport.

Running is the world's most common form of exercise and has many health benefits. At UD Trucks, we engineer, produce and support each UD truck to run

further with a minimum of energy consumption, just like a long-distance runner. Successful long-distance runners perfectly illustrate efficiency and endurance in races, and we share the same attributes with these runners; passion, determination, and willingness to go the extra mile.

True to our brand promise of Going the Extra Mile, many employees are running and going the extra mile in different UD markets. Running activities have kicked off in Australia, Singapore, Japan, South Africa, and Thailand and UD Trucks will expand the running concept and will ultimately involve partners and customers in future running activities

One local initiative is led by Graham Kolm, UD Trucks Southern Africa's Dealer Development Manager for Developing Markets. As a passionate long-distance runner, Graham has set himself the challenge to run a marathon in all the markets UD Trucks Southern Africa is responsible for. And part of his mission is to include dealer staff in every market he runs in.

He recently completed the Kilimanjaro Marathon in Tanzania, with 12 local dealer Hughes Motors staff who competed in various disciplines in this multi-distance race.

To help our dealers across the region reach their full potential, and in the spirit of Going the Extra Mile, Kolm

developed a training programme to get them from unfit to running 5km in just 12 weeks.

"To go the extra mile for our customers, we need to be mentally strong to outperform our competitors and to deliver a service that goes beyond the expected. And to get that strong mind, we need a fit body. Now we know that not everyone can or wants to be a marathon runner," said Kolm. "However Graham's philosophy is that it can only benefit us if we find ways to become the best we can be."

You can follow Graham's journey on Twitter @UDEExtraMile. ●

New Benchmark Dealership Opens in PE

A new UD Trucks dealer facility has been established in Port Elizabeth in the Eastern Cape, at an investment of R110 million. Billson Trucks' 6 000m² facility boasts the newest developments in automotive technology and sustainable design.

The Billson Group, which was established in 1986, has been a UD Trucks franchised dealer since 2001.

"We developed this new dealership as we want to offer our customers world-class facilities and services," said Patrick Billson, Managing Director of Billson Trucks. "It has been specifically designed to improve vehicle flow and turnaround times, to ultimately give our customers as much uptime as possible."

The facility boasts eleven 30m-long services bays of which four also have service pits, a roadworthy test lane plus an additional eight repair bays. The roadworthy test lane also boasts a brake roller tester, chassis tester and wheel alignment equipment, which means that any brake repairs can be done onsite with a safety certificate issued afterwards. All to the benefit of Billson Trucks' customers.

"Everything we do is focussed on giving our customers superior levels of service and support. To achieve this level of service, we invested in recruiting the right people for the job, we then continue to invest in the ongoing development and training of our employees. This means

our staff can offer our customers the best advice, support and service in the business," explained Billson.

UD Trucks Southern Africa's Managing Director, Gert Swanepoel, said that the company is proud of the successful partnership with Billson Trucks over the past 17 years.

"The Billson team also share our vision of putting customers first," explained Swanepoel. "We both believe in offering complete solutions that UD Trucks fleet owners can rely on to keep their trucks running. That is why our products and services are built on the principles of driveability, fuel efficiency, safety, productivity and uptime – all essentials in any transport business."

The new facility has been built according to stringent environmental-friendly and efficiency requirements.

"It is all about saving our customers time, and by getting their vehicles back on the road faster, fleet owners also save money and increase their profitability," said Billson. "Ultimately, our customers' success is our top priority."

Billson Trucks

1 Savotex Road
Deal Party
Port Elizabeth
Operating Hours: Monday to Friday,
07:00 to 17:00.
After Hours service by arrangements.
Emergency breakdown services 24/7 ●



Let's Talk Telematics Trends



With telematics now standard on Croner and Quester, we at UD Trucks have detected several interesting trends over the past few years. In this section, we will highlight some of these developments to the benefit of our customers.

Idling & Fuel Consumption

As you are aware, air conditioning is now standard on many truck models. This addition adds a lot of comfort for the driver and his crew, and can even lead to increased driver productivity, awareness and overall running costs, as well as reducing driver fatigue assisting in safer driving.

During the analysis of our telematics systems, we identified one of our customers' drivers who

was leaving the vehicle to idle at stops, leading to and increase in fuel consumption. Of course this also can lead to shorter service intervals, impacting on you, the fleet owner's business.

Let's all be aware of idling times, without negatively impacting the comfort and efficiency of our drivers. After all, truck drivers are key to every fleet's success. We believe simple education and monitoring your telematics via our onsite login, can address this. ●

Modern, Smart Farming.



Join the connected family

With 1 year built-in telematics on Quester*

*You have the option of topping this up afterwards

Talk to your UD Trucks Dealer to find out how they can go the extra mile for you. Go to udtrucks.co.za, to locate your nearest dealer. Call our 24-Hour Roadside Assistance 0800 008 800 (in breakdown situations)



UD TRUCKS

Going the Extra Mile