



UD TRUCKS

UD Trucks

# CONNECT

Going the Extra Mile for Our Customers

August 2018 Volume 11



# *Croner*

Make Every Moment Count



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# From the **MD's Desk**

Although the trucking industry remains one of the most dynamic and rewarding industries in the country, it poses many challenges at the same time. Whether you are a fleet owner, contractor, one-truck company or an owner-driver, you are faced with almost daily obstacles to succeed in this business.

Those in the trucking industry and those wishing to enter the industry need to make numerous tough and important decisions and be at the constant mercy of the unstable economic environment. The fact is that trucking will continue to play a vital role in the ongoing growth and development of the South African, and larger Southern African economy.

As a leading role-player within the local truck industry, we are constantly researching and analysing the various trends and developments that impact the market.

One of UD Trucks' main objectives is to provide our customers with the best possible support, advice and industry knowledge. We do this by building closer partnerships with our customers and learning more about their unique transport requirements and addressing these needs in a very practical way.

In short, we are all about offering smart, practical and very efficient transport solutions, to make your company more successful in a very competitive industry.

Thank you for your continued support of UD Trucks.

Take care,

**Gert Swanepoel**

**Managing Director: UD Trucks Southern Africa**



# SA Market Analysis

The South African commercial vehicle market recorded a very marginal year-on-year increase of 0.1% at the end of July, to reach 14 853 new units sales so far in 2018. The biggest growth occurred in the Extra Heavy Commercial Vehicle segment, which increased sales by 4.4% to 6 964 units year-to-date.

Although the overall market picked up, the Medium and Heavy Commercial Vehicle segments still showed declines of 4.3% (4 333 units) and 1.8% (3 007 units) respectively.

The export market has so far increased by 1% this year, to 565 units. Year-on-year MCV sales are also up by a significant 91.18% to 65 units. HCVs declined to 96 units, down by 1%, and EHCV sales also decreased by 23% to 321 units.

“The long-haul segment remains stable, supported by the slight growth in demand for transport on the back of increased trade figures. However, a decline in the mining, agricultural and manufacturing industries

are still stifling sales in this segment,” said Gert Swanepoel, managing director of UD Trucks Southern Africa. “The distribution segment, which includes waste still remained strong, as new vehicles are acquired for tenders awarded, while the demand for construction vehicles has declined slightly.”

Swanepoel said that the company anticipates the market to flatten out during the balance of 2018. ●







# Running the Extra Mile, **now also in Mauritius**

The recent UD Trucks Mauritius Marathon drew runners from 44 countries, including 60 employees from ABC Motors, who were the event sponsors as a franchised dealer for UD Trucks on this beautiful Indian Ocean island.

Continuing the UD Trucks Extra Mile running campaign, the UD Trucks Mauritius team took the brand ethos to heart by participating in the 42km, 21km and 10km races, which were all AIMS and IAAF certified.

Over the past number of years, UD Trucks has aligned itself with the sport of running and has supported staff, dealers and customers who are involved in this challenging sport.

The regional Extra Mile campaign 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, as he did in Mauritius.

"The marathon created tons of publicity and goodwill towards the UD Trucks brand," said Kolm. "We are extremely proud of everything the ABC Motors team has accomplished. This is what it means to not just make the promise of going the extra mile, but physically putting words into actions."

Like a long-distance runner, UD Trucks are also made to go the extra mile. Our ethos is to always go the extra mile in everything we do. We leave nothing to chance and always look to provide customers with the optimum transport solutions. ●

 [Click here to see Graham's marathon journey in Tanzania](#)





# Building a Legacy on Mandela Day

At UD Trucks Southern Africa, we believe in going the extra mile for our community and to make a positive contribution to the society we operate in. As part of the company's contribution to this year's Nelson Mandela International Day, celebrated on 18 July, UD Trucks head office and six participating dealers packed 22 680 nutritious meals intended for destitute children. ●

▶ [Click here to see all the action](#)



*The UD Trucks dealer in George in the Western Cape, recently delivered two new UD Quester CWE330 Tippers to Kirsten en Tulleken Vervoer Bk. We wish you many happy miles!*



# UD Takes Gold

UD Trucks achieved a Gold Award in the annual Dealer Satisfaction Index (DSI) published recently by the National Automobile Dealers' Association. The organisation has been measuring dealers' satisfaction with automotive brands in South Africa for past 23 years.

The annual DSI evaluates the relationship between dealerships and OEMs in several categories such as parts and stock availability, communication and technical support.

"We believe that this award is not only a result of our commitment to our countrywide dealer network but is also a reflection of our dedication to bring our customers Ultimately Dependable products and services," Gert Swane-poel, Managing Director of UD Trucks Southern Africa.

"As a manufacturer, we have the honour of being involved with one of the most passionate, professional and dependable dealer bodies in the industry. And together we will continue to adapt to the changing needs of our customers and deliver services and products that go beyond the expected." ●



## UD Trucks International Leader Team Visits SA

The entire UD Trucks International Executive Leadership Team from Japan recently visited South Africa. During their visit, the team met with several UD Trucks customers and dealers, and visited the local assembly facility in Rosslyn, Gauteng.

South Africa is the largest market for UD Trucks outside of Japan.

"It was an honour for us to welcome the team here, and we believe the visit gave them deeper insight into the local market," said Gert Swanepoel, Managing Director of UD Trucks Southern Africa. "Together, as One UD, we are ready to take the brand to the next level, and to continue supporting customers every step of the way." ●





# Join the automatic family

# *Quester*

## Made to go the extra mile



## Quester with fully automatic transmission

Talk to your UD Trucks Dealer to find out how they can go the extra mile for you.  
Go to [udtrucks.co.za](http://udtrucks.co.za), to locate your nearest dealer.



Call our 24-Hour Roadside Assistance 0800 008 800 (in breakdown situations)

Métier drives the  
new Quester with  
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