



UD TRUCKS

UD Trucks

# CONNECT

Going the Extra Mile for Our Customers

December 2016 Volume 2





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# Message from Gert Swanepoel

Gert Swanepoel, Acting Vice President of UD Trucks Southern Africa, reflects on 2016 and talks about the future of the brand within the region



*Watch Video*



## UD Brand Days We Paint Kyalami Red!

The recent UD Brand Days held at the Kyalami Grand Prix Circuit showcased the best of the brand: Knowledgeable and expert staff; modern and smart technology; customer profitability and world-class support. This is going the extra mile in style!

*Please click image to watch video*



# UD Brand Days – Focus on the Future

*UD Trucks held an exhilarating five-day brand week for customers, dealers, staff, international guests and the media at the Kyalami Grand Prix Circuit in Midrand, Gauteng, and it was UD red as far as the eye could see.*

The over 500 guests experienced everything about the UD brand – from ride and drives in the Quester range around the circuit, to informative sessions on telematics, aftermarket, driver training and fuel coaching. But it was not all business business, as guests were treated to a unique 4x4 and supercar experience at the venue's skid pad and off-road tracks, as well as top-notch entertainment and fine cuisine.

At the press conference, Jacques Michel, Senior Vice President of Group Trucks Asia Sales, said, "We have great expectations for the future of the brand within the region and are confident that we will continue to be successful as we have been over





the last five decades. UD Trucks has a versatile product offering, with a dedicated network of 62 dealers across the region who are ready to support customers with parts and service solutions whenever they need it.”

Michel said that the UD Trucks business is focussed on providing fleet owners with maximum uptime and profitability.

“It is easy to sell a truck the first time around but for a customer to return, you need reliable and competitive support, and this is where the UD Trucks dealer network makes all the difference,” explained Michel. “It is about building mutually beneficial relationships

and having the right truck and the right services for the right application that our customers need to be profitable.”

UD Trucks Southern Africa is the largest market for the brand outside of Japan, and is therefore of great strategic importance for the company.

“We have a team and dealer network that literally live and breathe UD, and who are passionate about the success of our customers. With the support from the UD parent company we are excited about the future success of UD Trucks within the region,” said Gert Swanepoel, Acting Vice President of UD Trucks Southern Africa. ●

# Quester



*Please click here to watch customer video*



# Local UD Fleet Driver named Most Skillful in Japan





UD fleet driver, Alfred Ngilo from Clover in KwaZulu-Natal, was named the Best Skilled Driver at the UD Extra Mile Challenge driver competition, which was held at the UD Experience Centre in Ageo, Japan.

Although Ngilo didn't win the overall title, he did South Africa proud in this prestige competition that ultimately helps fleet customers can get the most out of their UD products and services. The competition is aimed at improving driving skills and reducing both costs and downtime and is based on three key elements; pre-inspection, fuel efficiency and safety, and drivability.

During the competition, drivers using the same UD Quester model, had to compete in a simulated transport delivery cycle, and subsequently the winning team from Malaysia delivered the highest profitability statistics.

Kishi Nobuhiko, UD Trucks Senior Vice President of Brand and Product, commented that, "the Extra Mile Challenge is not just a driving competition, but also provides a great opportunity for drivers to test and hone their skills, refine their strengths and 'go the extra mile.'

Earlier this year, Ngilo won the local leg of the competition by outperforming 20 other participants, which resulted in him participating in the finals in Japan.

"Through this competition we aim to help enhance driver capability and confidence in their own abilities, but also in the UD Trucks products they drive every day," said Gert Swanepoel, acting vice president of UD Trucks Southern Africa. "We are very proud of Alfred's fantastic performance – he certainly was a great ambassador of his company and his country!" ●







# SA Dealers Shine at Global Aftermarket Competition

Two aftermarket teams from South Africa participated in the 2016 UD Gemba Challenge finals that took place in November at the new UD Experience Centre in Ageo, Japan.

Although South Africa didn't win this time around, BB Truck & Tractor Polokwane and Shorts Commercial Vehicles finished fifth and sixth respectively – very commendable performances if one considers that they had to compete against 289 other teams worldwide to reach the Final 11.

The Gemba Challenge is specifically aimed at aftermarket employees of UD Trucks and teams consist of two technicians, one parts expert and one

service expert. Gemba is a Japanese term meaning to focus on where the real work is taking place. It is all about satisfying customers' needs through speedy response and feedback, yet still maintaining high standards.

The final round tested various skills and disciplines through practical and theoretical evaluations of the eleven finalist teams.

According to Sanjay Naipal, Aftermarket Director at UD Trucks Southern Africa, the aim of the competition is to showcase the high skills levels available in the UD Trucks markets, and in the process established a measurable standard of service and skill across the world.

"The Gemba Challenge also aims to ultimately deliver direct benefits to dealers in the form of improved knowledge and skills of their employees, which will subsequently lead to an enhanced service experience for our customers," said Naipal. "We are extremely proud of our South African dealers' performance in this global competition."

The performance by these two teams once again proves that UD Trucks has one of the leading dealer networks in the industry who, with their vast knowledge, skills and high service levels, are able to offer our customers the best possible support. ●



## Spotlight on Ethiopia

*Click to watch the Ethiopia video*





# New Additions to Quester Range

UD Trucks has announced that the company will launch three new additions to its Quester product range in South Africa. This includes a rigid 4x2, a rigid 6x2 and a 6x4 dedicated compactor chassis with Allison transmission fitted as standard. These new models will all be available for sale from December onwards.

"We are continuing to follow the Japanese manufacturing philosophy of continuous improvements by incorporating the feedback and exacting requirements of our local customers," said Gert Swanepoel, Acting Vice President of UD Trucks Southern Africa.

"Our strategy to promote Quester in the rigid segments such as construction and waste as well as the municipal business has certainly proved successful since the product range was launched in South Africa in 2015. So we are expanding this strategy to offer our customers what they need and adapting to market needs."

The Quester range was recently launched in Ethiopia, and will be introduced in several markets within the southern and eastern Africa region within the next year. ●







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