



UD TRUCKS

UD Trucks

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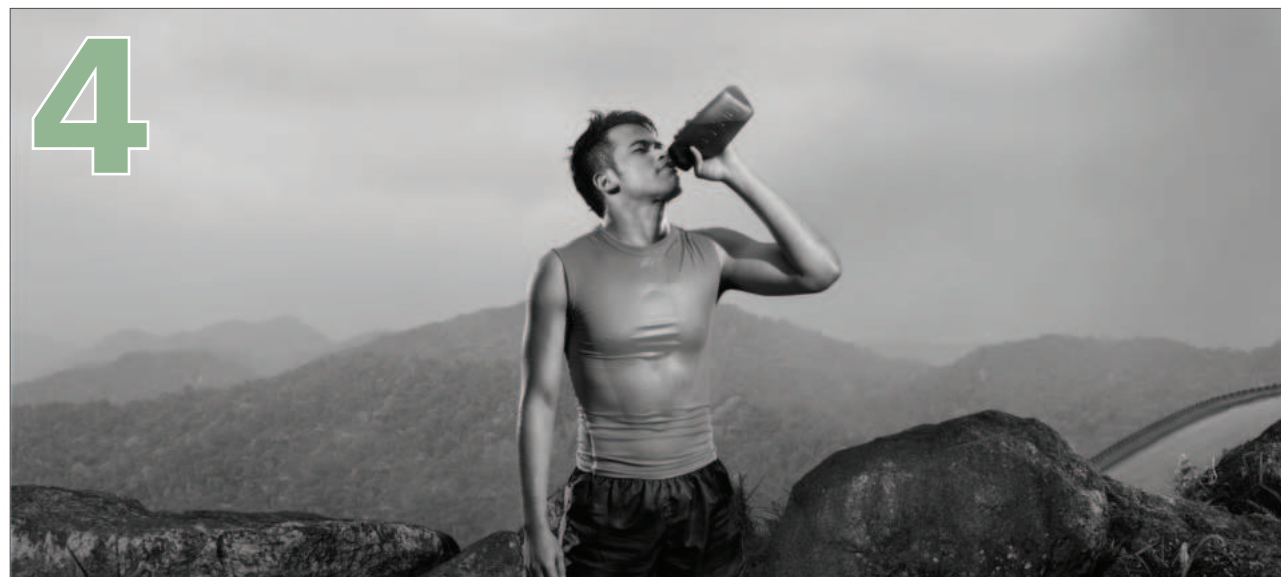
Going the Extra Mile for Our Customers

October 2018 Volume 13



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From the MD's Desk

Smart Logistics Key to Region's Growth

October is Transport Month in South Africa. With road freight key to the success and growth of the region's economy, the logistics system that supports our lives is also facing massive challenges.

For instance, as e-commerce booms, small package shipping will increase, which will require more efficient logistics.

To provide the trucks and services the world needs today, UD Trucks has always been the challenger, developing our products based on the needs of society.

Over the past year, we have made a concerted effort to put our customers at the centre of everything we do. Here's a short clip with some insight into UD Trucks' Customer Satisfaction drive.

As we speed towards the end of 2018, we wish you the very best in the weeks to come. Please be assured of our continued commitment to your success.

Take care,

Gert Swanepoel

Managing Director: UD Trucks Southern Africa



*Click here to see
video message from Gert*

Market Surprises

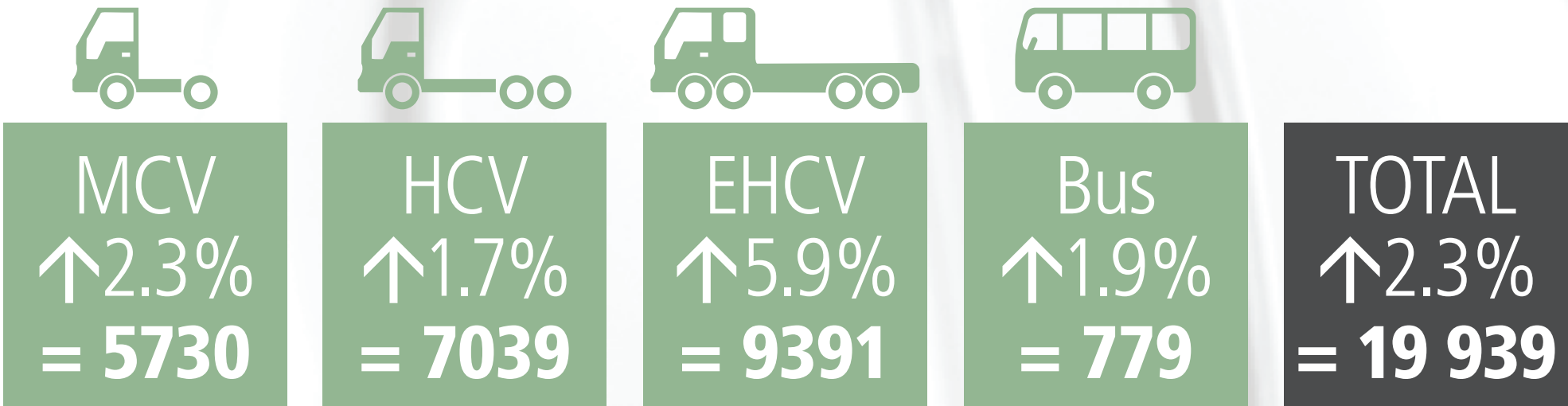
The South African commercial vehicle market continues to defy economic trends.

The initial growth seen in the Extra Heavy segment has now started to filter down to the Heavy and Medium

Commercial Vehicle segments. More specifically, sales to operators in the distribution industry, including long-haul, are driving growth, while demand from the mining, agricultural and construction industries have declined.

“The sharp increase in diesel prices is a source of great concern to the transport industry,” said Gert Swanepoel, MD of UD Trucks Southern Africa. “As a manufacturer we have for several years now had cost of

ownership as our central focus, assisting customers to keep fuel expenses low through measures such as driver training, advanced engine technology, fuel coaching through telematics.” ●



**Sales shown as year-to-date by 30 September 2018, compared to same period in 2017.*

Customer Testimonial

UD Customer Gains Attention for the Right Reasons



See how one of UD Trucks’ loyal customers, Brima Logistics, is going the extra mile in the South African logistics industry. With a focus on customer satisfaction, efficiency and productivity, Brima Logistics’ UD fleet is gaining attention for all the right reasons.



Aftermarket Teams Take on the World

Congratulations and good luck to the teams from BB Truck Polokwane and Shorts Commercials, who will be representing the region in the upcoming UD Gemba Challenge in Japan.

The Gemba Challenge is specifically aimed at the aftermarket employees of UD Trucks and, and with teamwork such an important part of success in the workshop, teams consist of two technicians, one parts expert and one service expert.

The first 2 rounds of the competition were a mixture of theoretical, commercial and brand-related questions. The best two teams from the region then qualified for the world final, which will be held in Ageo, Japan, the home of UD Trucks, in November.

The aim of the competition is to showcase the high skills levels available in the various UD Trucks markets, and in the process established a measurable standard of service and skill across the world. And this will ultimately lead to an enhanced service and support to our customers. ●



Welcome to SA!

We recently welcomed a delegation of UD Trucks dealers and importers from across the world to South Africa. The diverse group represented markets such as Ecuador, Dubai, Ethiopia and Pakistan, gained some valuable insight into the South Africa market - the largest for UD Trucks outside of Japan.

The group visited a local dealer, the UD assembly plant in Rosslyn and had the opportunity to drive some trucks at the Gerotek vehicle testing facility.

"We were very proud to showcase our local operations and services to the extended UD Trucks family, as we continue to we learn and grow together as a brand," said Gert Swanepoel, managing director of UD Trucks Southern Africa. "We share the aspiration that as a company that drives innovation, we will continue to set new industry benchmarks and offer ultimately dependable products to our customers, no matter where in the world they are located." ●



Running the Extra Mile

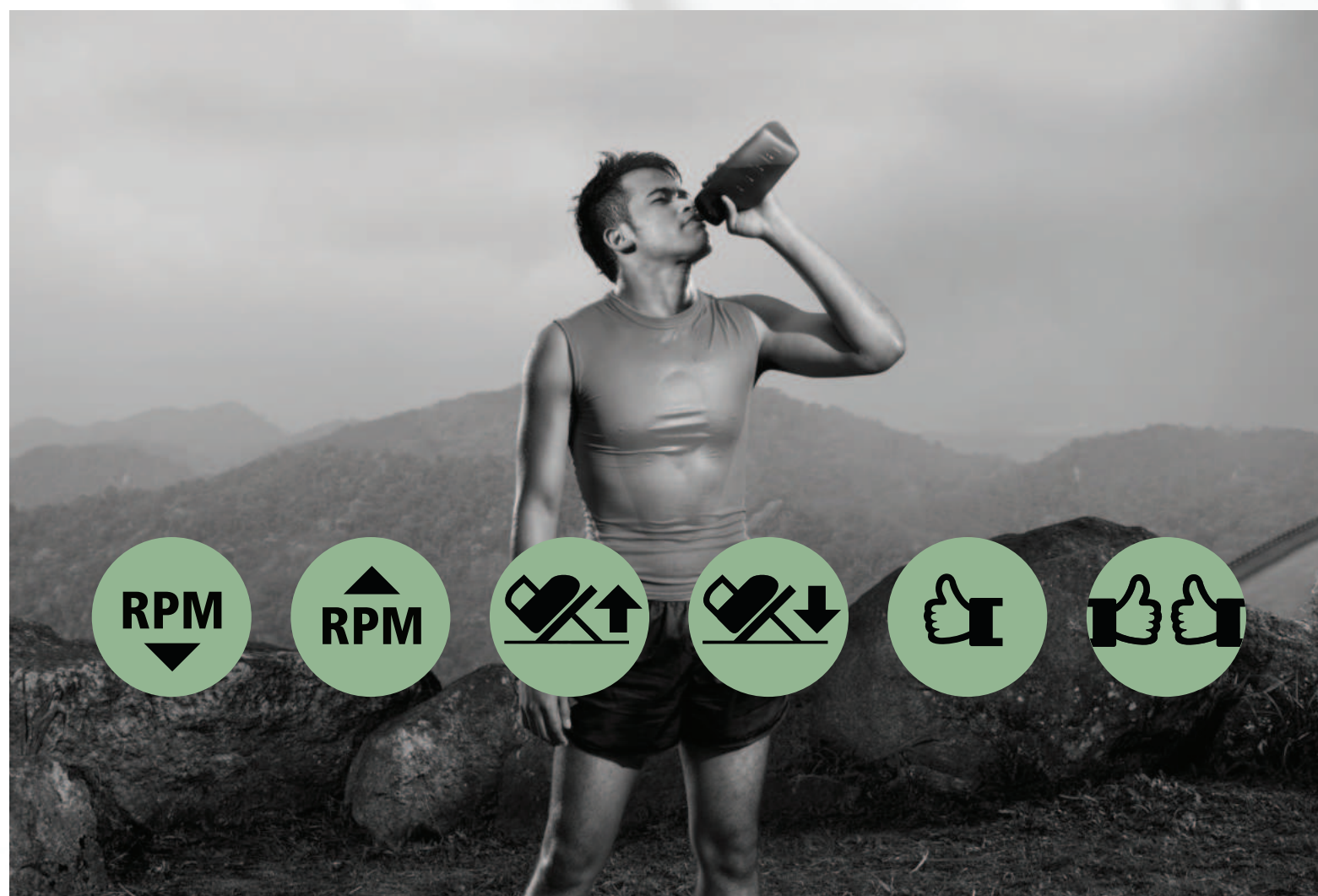
Like a long-distance runner, UD Trucks are also made to go the extra mile.

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

The regional Extra Mile running campaign is led by Graham Kolm, UD Trucks Southern Africa's dealer development manager for Emerging 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. ●



 [Click here to see Graham's journey to date](#)



Driver Tips Fuel Efficiency

Did you know that efficient driver techniques can help economise up to 30% in fuel consumption?

To address driver efficiency, UD Trucks present various driver training courses throughout the year, as well as customised training through dedicated driver trainers at its various dealerships, to help fleets reach ultimate uptime and fuel efficiency.

Contact your nearest dealer for more information or email info.support@udtrucks.co.za

In the meantime, more tips and advice on fuel efficient driving are available at:

<https://www.udtrucks.com/en-int/news-and-media/drivers-tips-and-tricks/fuel-efficiency> ●

UD Trucks leading cost of ownership for smart logistics



Quester

Made to go the extra mile.

With Allison transmission you get even more drive-ability. Put us to the test.

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)



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