

# road ahead

3rd Issue 2013  
[www.roadaheadonline.co.za](http://www.roadaheadonline.co.za)

Transport  
on the move

## Johannesburg Truck & Bus Show



CAPE  
MEDIA  
R29.95

ISSN 0035-7170



**Africa's automotive extravaganza**



# UD Trucks Magnis Pretoria East



Since 1968, Magnis Trucks has been a name synonymous with quality transport solutions. As part of the Imperial Group, Magnis Trucks has the strategically competitive edge.

Magnis Trucks' now boasts a new state-of-the-art facility in Pretoria East, ideally located just off the N4 highway.

At UD Trucks Magnis Pretoria East, we are serious about trucking. But we are even more serious about providing you with unsurpassed service and support.

With a full range of sales and aftermarket products and services, we aim to add value to your business, every step of the way. In addition, we also offer:

- Night servicing
- Express service
- 24-hour parts supply
- 24-hour roadside assistance
- In-house financing
- Transport consultancy services
- Maintenance contracts
- Brake roller and brake testing
- **PART OF THE IMPERIAL GROUP**

**Road to Your Success**

**UD Trucks**  
Magnis Pretoria East



## **Serious about Trucking, Serious About Outstanding Customer Service**



We have great passion for what we do and absolutely believe in the products and services we sell.

UD Trucks Magnis Pretoria East is continuously striving to be professional, passionate and dependable in everything we do, and making a difference in our customers' profitability and business success.

UD Trucks Magnis Pretoria East	470 Willow Park Manor, Ext 65, N4 Gateway Business Park, Gauteng	086 144 3444	bkoch@magnistrucks.com
UD Trucks Magnis Pretoria West	1 Visagie Street, Pretoria West	012 357 9000	ajoubert@magnistrucks.com
UD Trucks Magnis Samrand	63 Sterling Road, Kosmosdal, Samrand, Gauteng	012 657 9000	lgoorbhare@magnistrucks.com
UD Trucks Magnis Bloemfontein	109 Fritz Stockenström Street, Ooseinde, Bloemfontein, Free State	051 432 0280	hventer@magnistrucks.com
UD Trucks Magnis Zululand	12 Betastraat, Alton, Richards Bay, Kwa-Zulu Natal	035 751 2240	ghandford@magnistrucks.com

**470 Willow Park Manor, Ext 65,  
 N4 Gateway Business Park, Pretoria-East**  
 Tel: 086 144 3444  
 bkoch@magnistrucks.com



**UD TRUCKS**



# road ahead

3rd Issue 2013  
www.roadaheadonline.co.za

Transport on the move

## On the Cover

## CAPE MEDIA

## The Team



- editor:** gregory simpson
- production manager:** francesca van rooyen
- managing editor:** lindsay king
- editorial assistant:** megan sell
- art director:** brent meder
- design & layout:** mlamli france
- senior sub-editor:** diane de kock
- sub-editors:** siza sopapaza, melissa rhode
- staff advertorial writer:** evans manyonga
- advertising executive:** linda smith (project manager)  
bayanda sikiti, albin ballin, james stone,  
norman robson
- subscriptions:** abby smith  
e-mail: abby@capemedia.co.za  
fax: +27 (0) 21 683 4364  
local ZAR 83.80  
international ZAR 223.80
- distribution manager:** edward macdonald
- circulation manager:** abby smith (manager),  
lee-ann lawrence, nicole julius
- client liaison:** Nolufofe Roro, Eunice Visagie
- office manager:** tracy mills
- human resources:** allison van der sandt (manager).  
lesley-rae sonnenberg
- accounts department:** chevonne ismail (accountant),  
brigitte eberbach
- debtors department:** wayne jones (head), nadeema abduallah,  
claudia adams, kapuya nkongolo, reza ismail
- repro & printing:** FA print
- managing director:** robert arendse
- financial director:** andrew brading
- sales director:** andre van rooyen

cape media house,  
28 main road, rondobosch, 7700  
(entrance c/o main and devonshire hill road), cape town  
tel: +27 21 681 7000; fax: +27 21 685 4448  
info@capemedia.co.za http:// www.capemedia.co.za



The Chartered Institute of  
Logistics & Transport  
South Africa



All rights reserved. No portion of this book may be reproduced without written consent of the copyright owner. The opinions expressed are not to be considered those of either ROAD AHEAD or the publisher, neither of whom accept liability of any nature arising out of, or in connection with the contents of this magazine.

# Worried about your fleet's CPK?



UD Trucks Southern Africa (Pty) Ltd.

Product shown in photograph is for illustration purposes only, and is subject to stock availability.

From payload productivity to fuel consumption and cents per kilometre, UD Trucks is committed to keeping your fleet's lifecycle costs to the absolute minimum.

That is why our range of trucks is specifically engineered, developed and tested for local road and operating conditions. With more than 50 years of local experience and industry knowledge, and an extensive region-wide dealer network, we are with you on your road to success.

**Road to Your Success**



[www.facebook.com/udtrucks](http://www.facebook.com/udtrucks)



[@udtruckssa](https://twitter.com/udtruckssa)



[info.support@udtrucks.co.za](mailto:info.support@udtrucks.co.za)

Customer Care and 24 Hour Roadside Assist 0800 008 800  
For product queries or to locate your nearest dealer,  
go to [www.udtrucks.co.za](http://www.udtrucks.co.za)



**UD TRUCKS**



# Road ahead

3rd Issue 2013  
www.roadaheadonline.co.za

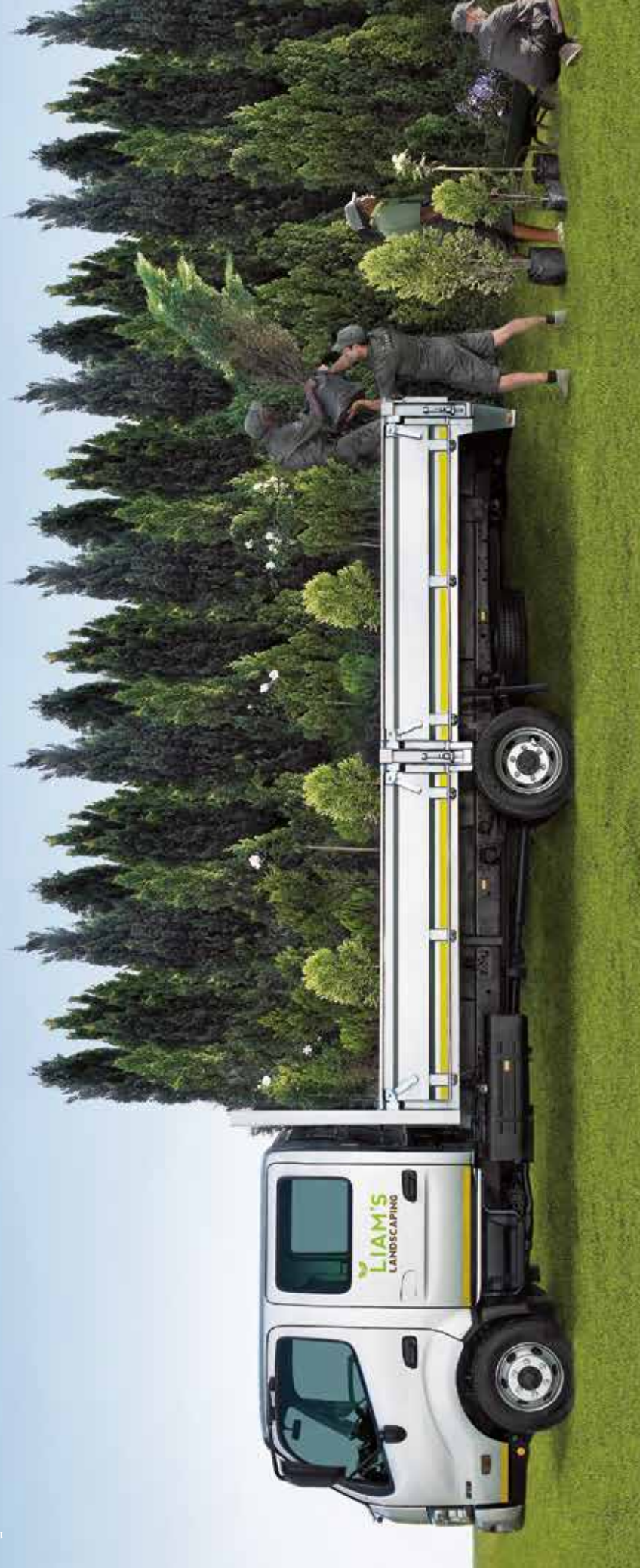
Transport on the move



## Contents

- |    |   |    |  |
|----|---|----|--|
| 14 | <b>Johannesburg International Motor Show</b><br><i>Road Ahead catches up with event director, Pula Dippenaar, ahead of the big show</i> | 32 | <b>Women in trucking</b><br><i>We get to know the softer side of long distance haulage from pioneers in America</i>      |
| 20 | <b>Road Freight Association Convention</b><br><i>Chairperson of the RFA, Nico van der Westhuizen, weighs in on rising costs</i>         | 36 | <b>Logistics in Africa</b><br><i>Barloworld has grown into a leading logistics and supply chain management operation</i> |
| 26 | <b>Engen case study</b><br><i>Africa is one of the hottest investment tickets at the moment, not without challenges</i>                 | 41 | <b>Turbo charging</b><br><i>Cummins Turbos enters the lucrative light commercial vehicle turbo market</i>                |
| 30 | <b>Fleet management</b><br><i>Technology is now giving safe drivers insurance breaks and saving company money</i>                       | 44 | <b>Light commercial vehicles</b><br><i>We test the cheeky new Daihatsu Gran Max toner which packs quite a punch</i>      |

# THE HARD WORKING HINO 300



## BUILT FOR YOUR BUSINESS

The all-purpose Hino 300 is a natural extension of any business. With a body and payload capacity of up to 5.9 tons, 2 automatic models (815 LWB and 815 Crew Cab) and great standard features, like driver and passenger airbags, ABS and air conditioner, this workhorse really delivers. And with HinoCare comprehensive support, you get 20 000 km service intervals\*, 24 months unlimited kilometre warranty, 24/7 roadside assistance and optional service and maintenance plans so that you can keep on trucking.

\*Depending on application and operating conditions, speak to your Hino dealer.

**GET IT ALL IN THE HINO 300 AND TAKE YOUR BUSINESS FURTHER.**



Visit [www.hino.co.za](http://www.hino.co.za) or your nearest dealer.



**HINO**  
A Toyota Group Company

**THE ROAD AHEAD**



# road ahead

3rd Issue 2013  
[www.roadaheadonline.co.za](http://www.roadaheadonline.co.za)

Transport on the move

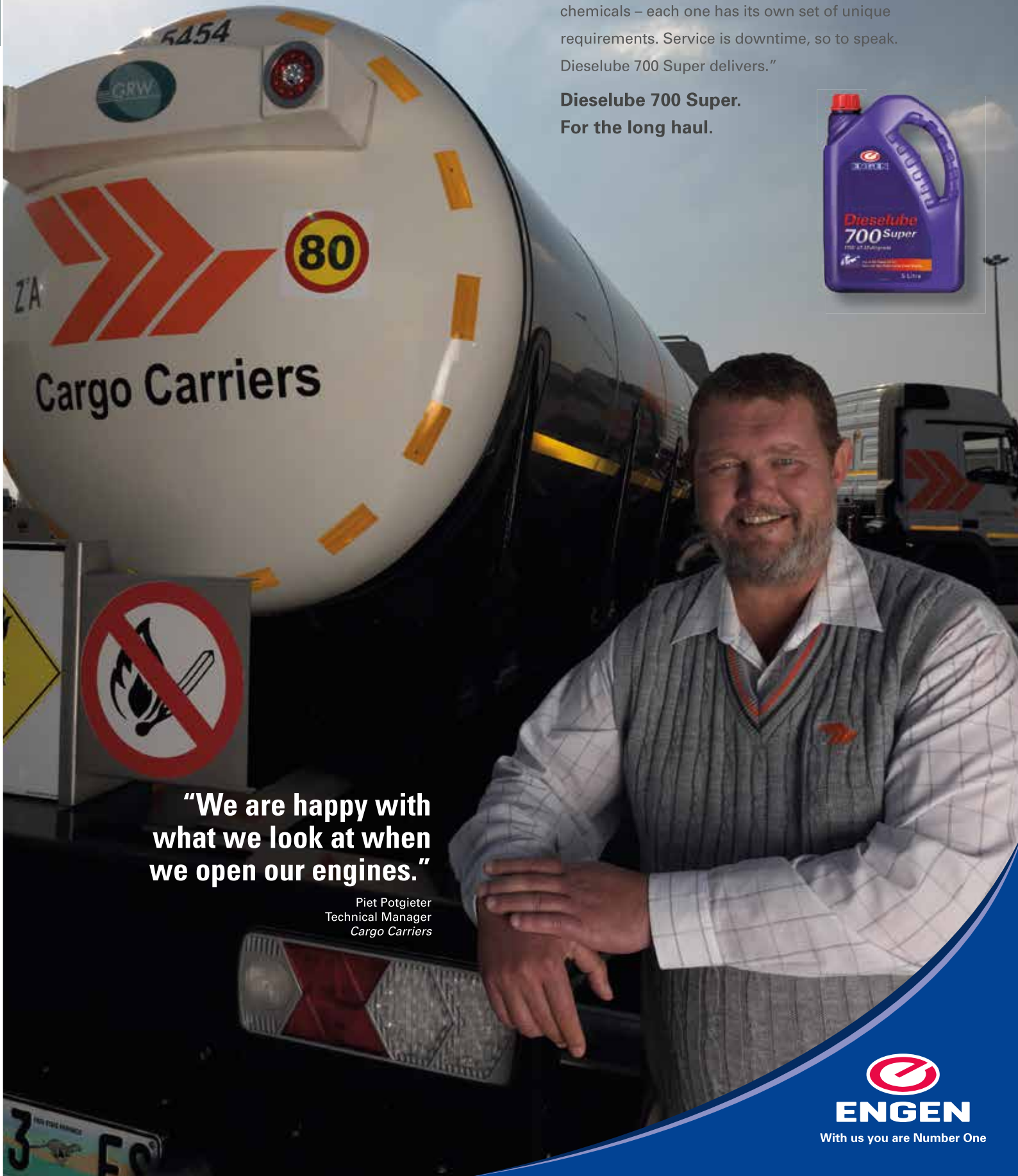


## Contents

- |           |  |           |   |
|-----------|--|-----------|---|
| <b>46</b> | <b>Light vehicles</b><br>Crowd favourite Honda CRV squares up against pretender Hyundai Santa Fe                 | <b>59</b> | <b>Insurance</b><br>Companies are tempted to under-insure their fleets often with disastrous consequences |
| <b>51</b> | <b>Medium commercial</b><br>With a softer Yen there's never been a better time to go East before the rand dashes | <b>64</b> | <b>Transportation</b><br>In the cutthroat business of logistics only the strong survive                   |
| <b>55</b> | <b>Vehicle re-spraying</b><br>South Africa's premier brands use the Acryline team when upgrading their fleets    |           |   |

"With over 3 500 wheels on the road and a footprint that stretches from Durban to the DRC, our industry is a tough environment. Take sugar for instance. It's a dusty operation. Then there's gas, fuel, steel, chemicals – each one has its own set of unique requirements. Service is downtime, so to speak. Dieselube 700 Super delivers."

**Dieselube 700 Super.  
For the long haul.**



**"We are happy with what we look at when we open our engines."**

Piet Potgieter  
Technical Manager  
Cargo Carriers



**ENGEN**

With you are Number One



# Contributors



*Tersia Ströh is acting chief executive officer of the National Bargaining Council for the Road Freight and Logistics Industry (NBCRFLI) which has been in existence since 1946. Through the bargaining council, trade unions and employer organisations are able to negotiate matters that are of mutual interest to the road freight and logistics industry.*

*Brian Zvikaramba serves as regional service excellence leader at Cummins Turbo Technologies, who design and manufacture turbochargers and related products, on a global scale, for diesel engines above three litres.*



*Nico van der Westhuizen is chairperson of the Road Freight Association and the chief executive officer of Imperial Logistics' transport and warehousing division. He is responsible for leading the development and execution of the division's business strategy and oversees a number of operating companies.*

*Ben van Rooyen is executive head of Autowatch Tracking at PFK Electronics (Pty) Ltd and brings a wealth of experience in fleet management technology. PFK is a leading electronics company focussed on the design and manufacture of innovative electronics solutions.*



*Casper Kruger serves as vice president of Hino Trucks and sees the motor industry as very much 'marketing in action'. He says it is also an industry where one can see the results of one's actions – good or bad – very quickly.*

*Trevor Jones is senior vice president for FTI Consulting. With decades of experience as both a journalist and later a trusted advisor to top CEOs, Jones leads the corporate communications practice, counselling FTI Consulting clients on how to use communications and marketing assets.*



*Kate Stubbs brings 11 years' experience at Barloworld Logistics and is a primary source of thought leadership for the supply chain management industry. She has been intimately involved in conceptualising, developing and producing strategic insights on business and supply chain trends.*

*Warren Gillman is senior marketing executive of Kansai Plascon who manufacture automotive and industrial coatings. He completed a BCom honours at the University of Witwatersrand and started his career with Plascon in 1991, in Johannesburg.*



# ISX - arguably the most reliable engine for the past 10 years



Service

Parts

Filtration

Lubrication

Whether it be long distance on-highway heavy-duty haulage, abnormal loads or off-highway operation, Cummins is always there to provide the best solutions.

Cummins South Africa (Pty) Ltd provides sales, service and support and parts to Original Equipment Manufacturers, Distributors, Dealers and Customers in the southern African region.

#### Cummins South Africa (Pty) Ltd

Head Office: Tel: +27 11 321 8700

Bloemfontein +27 82 803 0407

Cape Town +27 21 945 1888

Durban +27 31 700 1701

#### Contact:

Heavy Duty OEM Relationship Mgr

Heavy Duty Service Lead

Heavy Duty Parts Lead

Janean Davies

Kevin Davies

Greg Davies

Cell: +27 82 792 9093

Cell: +27 82 906 4030

Cell: +27 82 804 7770

[www.cummins.com/southafrica](http://www.cummins.com/southafrica)





# road ahead

3rd Issue 2013  
www.roadaheadonline.co.za

Transport on the move

## Foreword

## Fair practice, health and harmony



**The freight logistics system is the heartbeat of economic growth, just as transport is the heartbeat of the economy, said Deputy President, Kgalema Motlanthe.**

The National Bargaining Council for the Road Freight and Logistics Industry (NBCRFLI) plays a crucial role by bringing together all parties involved in this critical sector to establish a more stable and sustainable transport industry.

We achieve this through facilitation, mediation and setting minimum standards and conditions of employment between employers and employees in the industry.

This was particularly evident during the national road, freight and logistics industry strike in October last year.

NBCRFLI played a fundamental role in helping the parties involved in the wage negotiations reach a more speedy resolution.

Besides facilitating a spirit of centralised bargaining, we provided an enabling environment for negotiations; this included approaching the Minister of Labour, Mildred Oliphant, to intervene in resolving the strike. The result was a three year wage

agreement, the first of its kind in the industry. The new agreement ensures that all employees are guaranteed agreed upon increases for three years in a row, hence contributing to stability within the road freight and logistics industry.

Such stability will not only benefit our members in assisting their businesses to run optimally, but will also benefit the economy as a whole as goods are moved seamlessly around the country, without any national employment relations issues developing into an economic stumbling block.

The NBCRFLI's disputes resolution department also helps ensure fair labour relations and preserving harmony within the industry by resolving disputes between employer and employee parties. The valuable contribution made by the disputes resolution department was recently confirmed when the Commission for Conciliation, Mediation and Arbitration (CCMA) accredited the NBCRFLI to conduct conciliations and arbitrations, including pre-dismissal arbitrations within the road, freight and logistics industry from 1 June to 29 February 2016.

The nurturing role played by the NBCRFLI within the industry reminds me very much of the role that a mother plays as the nucleus of the family. This is particularly fitting as we celebrate the important role that women play within the road freight and logistics industry at the 2nd Annual Women in Road Safety Conference.

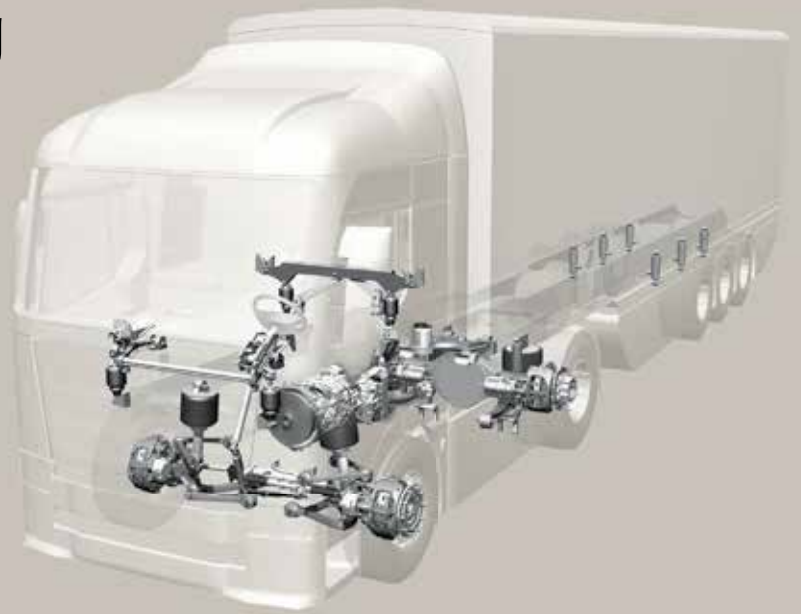
Our 'female council trucking wellness' employees play a vital role in helping to ensure our roads are safe via our 'trucking wellness programme'. Through this programme, our 19 registered female nurses provide a wide range of free primary healthcare services to truck drivers, their partners and the communities surrounding major truck stops. These services not only help to ensure the wellbeing of our truck drivers, but our roads at large because healthy truck drivers mean more vigilant truck drivers and ultimately less road accidents.

*Tersia Ströh, acting chief executive officer at NBCRFLI*



ZF technology –  
the intelligent choice.

Because our  
services bring  
you back  
on track  
in no time.



[www.zf.com](http://www.zf.com)

Whether commercial vehicle, bus or coach, if you are looking for a fast, reliable and high-quality service for driveline and chassis technology, ZF Services is certainly the first choice. Our highly trained staff provide you with everything you need. We offer genuine and remanufactured parts, state-of-the-art technical services like diagnostics, repair or testing, flexible service concepts and much more. So instead of standing still, move on to ZF Services. ISO:9001:2008

ZF Services South Africa (Pty) Ltd. • [www.zfsa.co.za](http://www.zfsa.co.za) • [marketing.grm@zf.com](mailto:marketing.grm@zf.com)  
JOHANNESBURG: 170 Herman Street, Meadowdale Ext 3, Germiston  
Tel: +27 11 457 0000 | Fax: +27 11 453 8597  
CAPE TOWN: 29 Proton Crescent, Stikland, Bellville  
Tel: +27 21 950 6300 | Fax: +27 21 948 2148

Driveline and Chassis Technology





# road ahead

3rd Issue 2013  
www.roadaheadonline.co.za

Transport on the move

## Ed's Note



Welcome to a new era of *Road Ahead* magazine as we bid bon voyage to outgoing editor Udo Rypstra, who has relocated back to his beloved Johannesburg.

Coming from a storied background in finance, mining and shipping, it's been an exciting time taking over the reins of South Africa's premier transport and logistics publication, which will continue to serve as the mouthpiece for the industry that has been experiencing its fair share of challenges of late.

Spiralling fuel prices, propelled by a weakening rand have made it essential for logistics companies to run as efficient a ship as possible.

Only the strong survive, weaning off fly-by-night companies looking to cash in on the increased freight into a flourishing Africa.

To have a better insight into some of the country's premier logistics companies, we secured exclusive interviews with logistics powerhouses Barloworld and Sasfin, providing

## Enter the new era

valuable tips on how to expand your operations without losing your shirt in the process. As the middle class continues to increase in size and liquidity, more and more new cars will be available to the public.

For the new car buyer, the Johannesburg International Motor Show provides an excellent opportunity to see a plethora of the latest car options that are literally fresh off the assembly line.

*Road Ahead* magazine is proud to be a media partner with this prestigious event, and be sure to read our no-nonsense interview with event director, Pula Dippenaar, who is tasked with putting all the many pieces together of this mega show.

Watch out for teasers on our website ([www.roadaheadonline.co.za](http://www.roadaheadonline.co.za)) as we count down to Africa's most prestigious automotive festival.

It is a real credit to our organisational ability, which has confirmed itself as one of the premier events centres of the world, getting over the Fifa World Cup hangover.

It is however essential that we continue to look for new ways to maximise our role as 'the gateway' into Africa, before bustling new coastal economies of east Africa begin to hit top gear.

One common theme that comes out chatting to the who's who of trucking is that the government needs to make every effort to minimise delays at border posts and improve sections of poorly maintained roads that are mitigating factors in some delayed deliveries.

On a lighter note, we put two pretenders to the affordable SUV crown together for the ultimate shootout: between the polished Honda CRV versus the Hyundai Santa Fe.

So buckle up and enjoy the ride.

Gregory Simpson  
Editor



# LYNX

Transport Underwriting Managers (Pty) Ltd



## WE FOCUS ON TRANSPORTERS, AND NOTHING ELSE.

### HEAVY COMMERCIAL VEHICLE INSURANCE & GOODS-IN-TRANSIT INSURANCE

Lynx is a specialist underwriting manager dedicating our attention to the transport market. We understand the demands placed on transporters and we offer superior insurance solutions to meet the needs created by these demands.

We are focused on giving the brokers and their clients a total transport solution by exceptional service and expertise which is supported by:

- 24 hour claims & recovery assistance;
- Fleet management advice & service;
- Risk management;
- Tailor made easy to read policy wording;
- Tailored terms, excesses and rates.

We provide valuable expertise to assist the brokers and clients to obtain the most suitable cover.

**WWW.LTUM.CO.ZA**

LYNX TRANSPORT UNDERWRITING MANAGERS (Pty) Ltd

Tel: +27 (0) 86 110 LYNX (5969) | Fax: +27 (0)86 585 6627 | Email: info@ltum.co.za | Web: www.ltum.co.za

An Authorised Financial Services Provider FSP No. 2880, Underwriting Agency for GENRIC Insurance Company Limited





# Petrol head heaven

The world's top manufacturers will be vying for ultimate bragging rights and networking opportunities at the much anticipated Johannesburg International Motor Show in October







**The Johannesburg International Motor Show, held every two years at the Johannesburg Expo Centre, Nasrec, has since its inception been a roaring success, attracting over 250 000 visitors at the 2011 extravaganza.**

The event has grown into the biggest automotive show in Southern Africa and covers various sectors in the automotive industry, including passenger as well as light and heavy commercial vehicles, performance vehicles, motorcycles and the services sector.

To put an event like this together is a massive logistical effort for event director Pula Dippenaar, who has to co-ordinate arrangements among the motor vehicle manufacturers and importers, co-operating with the media in terms of show publicity and arrangements for events such as new vehicle launches, catering, hospitality and the organisation and management of conference events that will take place during the show.

Dippenaar shared some thoughts with *Road Ahead* editor Gregory Simpson on the challenges of organising this prestigious international event that is part of the official global automotive show calendar as accredited by the International Automobile Manufacturers Association OICA, based in Switzerland. "Our biggest challenge thus far has been to attract world launches



*Pula Dippenaar, event director*

here. We're still playing second fiddle to shows like Frankfurt that is usually held two weeks before the South African edition and currently Frankfurt is the launch platform of choice for many manufacturers. It is a matter of economics for the manufacturers which is understandable, given the relatively small new vehicle market in South Africa and indeed the African continent, compared to Europe, North America and Asia. The exciting news is, however, that the SA market and indeed the sub-Saharan African market is growing and this bodes well for an increasingly important profile for this region in the global automotive market and there is no doubt that, going forward, the Johannesburg International Motor Show, which is the flagship event in Africa, will reflect the increasingly important profile of Africa in the global motor industry."

With attendance figures steadily rising, it is important that Dippenaar and her team manage the visitation and participation to ensure maximum possible opportunity for exhibitors to participate in business to business activities during the weekdays, with the general public primarily visiting the show over weekends.

"We aim to put the industry in the spotlight once every two years, hone in and focus on the automotive industry," she adds, "moving people and goods is what the automotive industry is about.

"Allied industries such as fuels and lubricants, wheels and tyres and service and maintenance are core elements of the industry and exhibitors in these allied sectors will also be present at the show to promote and showcase current and new products and services and actively participate in business to business activities.

"Throughout the month of June we had a series of one on one meetings with exhibitors, who will, during the run up to the show, be releasing media communications about their intended activities at the show, such as new product launches, of which there will be a substantial number. The planned activities by exhibitors are exciting and without letting the proverbial cat out of the bag, I can say that what is planned for this year's show vindicates what I said earlier about the growing importance of the Johannesburg International Motor Show as an event of substance in the global automotive industry. Consumer feedback is obviously vital for events such as the Johannesburg International Motor Show," Dippenaar explains, "the substantial consumer visitation at the show is a singularly unique opportunity for exhibitors to enhance the public perception of a brand. Through the brand participating in a show in a particular way in a corporate environment where members of the public can engage with the manufacturer directly in a non-pressured environment, valuable brand marketing is achieved.

"It does give people the space to shop better, make more informed decisions and enhance the perception of the motoring public following their experience of the exhibitors interaction with the brand during the show.

"On the business to business side it's primarily an opportunity for exhibitors in the bus, truck, specialised commercial vehicle body and allied sectors to get face to face with their clients, to invite them to meetings at the show, to host them and demonstrate enhancements and value propositions associated with their products. The show is a valuable opportunity for exhibitors to



consult with clients on crucial matters such as management of fleets: timely replacement, maintenance and tax efficiency are but a few of the factors that play an important role in a fleet manager's operations and their suppliers at the show will be geared to deal with these business concerns."

As you can imagine, there is keen competition among the world's largest and most powerful manufacturers, who all want centre stage positioning for their products. Dippenaar is tasked with the job of endeavouring to satisfy the needs of everyone. This is clearly a mammoth challenge, given the sheer volume of exhibitors. She says, "Yes it's practically a funnel that in the last couple of months narrows down into this one little pipe and it's a very competitive environment among the manufacturers. Each is jockeying for the best speaker opportunity at the conference or the best launch slot opportunity.

"On our side we have to deal with the challenge that an individual exhibitor could have as many as 15 contact persons as we get closer to the show. An exhibitor could, for instance, ask us to deal with a multiplicity of contractors assigned to their exhibit such as florists, caterers, AV service providers, hostess team managers and so forth. The multiplier effect is quite hectic. This time around we

have an online management system which should help to ensure that matters are sorted into the appropriate silos at the right time and alleviate the pressure for all players."

An event of this size is a major money spinner for the City of Johannesburg, which rivals Cape Town and Durban as a hot conference and exhibition destination. "The attendance figure for the show is around 250 000 and we have large cross border attendance from Southern Africa. We're enhancing that campaign now and developed a very substantial southern Africa database which is crucial in promoting the show cross border. Healthy visitation from all nine provinces are experienced. Currently, 60% of show visitors come from areas within a three hour driving distance from Johannesburg, indicating the substantial number of visitors from further afield."

The Rand figure from the footprint of the event is rather impressive for the City of Johannesburg: "The turnover created by the show at the various levels through travel, stand construction, accommodation, catering and hosting is in the vicinity of R300 million. The big difference is that this event has to drive itself 100% without any aid from tourism agencies or any level of Government, be it central, provincial or local. It has to stand on its own feet which makes it quite tough for all the participants," Dippenaar says.

During the credit crunch many of the world's manufacturers took a dip in sales and overall revenue, so how does she rate the health of the industry in 2013 with signs of stock markets having stabilised in the major international bourses?

"There is no doubt that we are in a tight climate and I do believe that manufacturers with thin sales figures will pull the hatches down and gear themselves for tight trading conditions in the short and perhaps even the medium term in South Africa and further afield. However, I do believe that South Africa will deal with the challenges in the SA economy as we always have and that the country and the SA economy will not stagnate but continue to grow and play a leading role in Africa."

The current weakness of the Rand could be a concern for new car buyers, as prices are sure to be affected negatively given our dependence on imports. Dippenaar, a glass half full gal, suggests this to be a good time to head out to the garages and buy current stock before prices go up.

Dippenaar recently hosted the Automechanika Johannesburg Show which serves the automotive aftermarket in South and sub-Saharan Africa. "Despite the growth in new vehicle sales, the average age of the car in South Africa is growing, a sign that in these challenging economic times, people hang on to their vehicles much longer which then bodes well for the repair and maintenance market. However, it does produce its own challenges, as was highlighted by Warren Espinoza, chief executive officer of Midas, who delivered a revealing address at a retail sector conference during Automechanika Johannesburg. He pointed out the challenges that parts distributors were faced with in managing their inventories to the optimum, given the ever-increasing variety of vehicle makes and derivatives on the market. It does however bode well for the sustainability of the parts and repair sectors," she concludes.



THE





## BUILDING SOUTH AFRICA'S ECONOMY THROUGH SKILLS DEVELOPMENT

Does South Africa have the skills required to fulfil the requirements of this infrastructure drive? Join leading experts and thought leaders from the public and private sector as we discuss these and other topics at the 5th BHP Billiton Skills Development Summit

Date : 6 - 7 August 2013  
Venue : CSIR ICC – Pretoria

For more information contact:  
**Phumzile Mnconywa**  
021 681 7000 | [info@skillssummit.co.za](mailto:info@skillssummit.co.za)  
[www.skillssummit.co.za](http://www.skillssummit.co.za)

 [twitter.com/Skills\\_Summit](https://twitter.com/Skills_Summit)  
 [facebook.com/SkillsSummit](https://facebook.com/SkillsSummit)



INNOVATIONHUB



PRESENTED BY





# Red Alert

With rising fuel prices and a weakening rand, all of South Africa's trucking companies have been forced to look long and hard at efficiency strategies, something that was hot on the agenda at the recent Road Freight Association Convention held in Phalaborwa

**Entitled Smarter Trucking, the convention once again afforded transport operators and other key players in the industry the opportunity to share and discuss views.**

Knowledgeable chairperson of the Road Freight Association, Nico van der Westhuizen, was on hand to explain some of the finer points to come out of the convention.

Van der Westhuizen began his career at Imperial Logistics in 2005 as managing director for Imperial Dedicated Contracts and was appointed shortly thereafter as chief executive officer of Imperial Specialised Freight, before taking over as president of the Road Freight Association. He also serves on the board for Imperial Logistics.

Prior to joining Imperial Logistics, he served as managing director for the International Transport Corporation. One of the best resumes in the business – you may agree.

Key topics thrashed out by panelists at the convention included 'Infrastructure Funding – More Taxes, More

Tariffs or Privatisation, Fuel Supply' and 'Smart Technologies in Trucking'. It was not all business as delegates took the opportunity to unwind, enjoy the Kruger National Park or a round of golf at the Hans Merensky Hotel & Spa in Phalaborwa.

**Regarding infrastructure spend: Is enough being done to ensure that our transport arteries remain competitive?**

Most of the national routes connecting ports and industries are well maintained and in perfect condition. This is due in no small measure to the fact that they are (a) subject to a concession agreement to operate a toll road or are (b) are under the direct management of SANRAL through a toll road or transfer scheme (removed from provincial responsibility). The second arteries (those that fall under provincial or local government responsibility) are not so well maintained – some routes have totally collapsed whilst others are repaired when in fact they should be rebuilt.

No – not enough is being spent – but more importantly, there is a serious dysfunction in terms of road monitoring and



*Nico van der Westhuizen,  
chairperson of the Road Freight Association*

maintenance. It is also apparent that the funds allocated to roads are not being spent on roads.

Another key topic to come out of the convention was the environment, how can we ensure that the haulage industry is doing everything in its power to reduce carbon footprint for increased capacity for years to come, and what successes have you enjoyed thus far?

The freight industry is held hostage to emissions by the manufacturers of both the fuel used to drive engines and the developers of the engines themselves. The industry can only adopt the technology that exists – it does not develop or research its own fuels or engines – and through a co-operative alliance with the oil industry and the vehicle manufacturing industry the road freight industry tries to ensure that the best level of minimum pollution occurs.

**“The future is bleak – if the cycle of costs continues to increase then transport companies will be forced to close down”**

The industry has held a number of awareness workshops with operators, engaged with the oil and vehicle manufacturing industries to understand what alternatives are available (and what the cost would be to both the operator and the economy) as well as having implemented greening programmes to offset carbon. Again – the major drive for the Association is ensuring that operators are aware of what is available to reduce emissions and that the relative owners of the various parts of these methods make the technology accessible, sustainable and affordable.

**With increased tariffs and tax a threat for the trucking industry, what sort of dialogue has there been between the RFA and government to ensure sustainability in uncertain times?**

The RFA has engaged with government on a number of levels and within different government departments (from Finance to Trade & Industry, Environmental Affairs and Transport). This has resulted in a number of adaptations to the original policy and or programme or plan that some government departments had envisaged implementing.

Examples of this are the delay in implementing the CO<sub>2</sub> emission tax to be levied through a ‘user pay’ system targeting users of fossil fuels, the reduction of tariff per kilometre in the e-toll system and the delaying and reduction in the increase of licensing fees for commercial vehicle owners.

The drive by various levels of government administration to increase income to cover expenses has been of great concern

to the RFA and some of its efforts to protect operators from increasing tariffs have resulted in legal action being taken against local or national authorities.

**Fuel supply, rising fuel prices and tolls continue to cut into company’s pockets, where do you see these various hot topics unfolding with a number of factors pulling in various directions?**

Rising fuel prices are cause for concern. There seems to be no end to this phenomenon and until such time as South Africa can source its own fossil fuel (or replacement) the industry is at the mercy of the OPEC countries.

Fuel prices are determined by supply and demand – again out of the ambit of control of the country – let alone the Association.

What this does mean, however, is that the cost of operating a transport logistics company is becoming more and more defined by the price of fuel and the administrative tariffs applied by government (tolls, permits, licences, fines, etc).

Whilst the fuel price is difficult to contend with, the administrative system is a different aspect altogether, as the driver behind these continual increases (some by up to 600% in a year) is bad fiscal management and corruption. Added to this is the possibility that jobs are created through swollen public service entities. What has happened is that many operators are facing serious cash flow constraints as customers can only afford to pay so much transport – and this is determined by what the consumer is prepared to pay.

The future is bleak – if the cycle of costs continues to increase then transport companies will be forced to close down.

**How has the rand depreciation affected trucking both positively and negatively?**

The depreciation of the rand has shot operating costs through the roof – all fuel and components relating to maintenance (including tyres) are imported or have large import content in them and as the rand slips these become more and more expensive on a daily basis.

Exports should be cheaper and therefore there should be more work – but rates are not covering the increase in operation costs and each operator needs to negotiate increases and adjust their own contracts. In many cases this will not be possible.

Positive spinoffs – there should be higher export levels but this remains to be seen.

**Your vision for the RFA going forward for the next five years, and how can SA ensure that we remain a primary gateway into the flourishing African continent?**

The RFA will need to grow its membership base substantively to ensure that – as in other countries around the world – the operators that play ‘by the rules’ can start to make a difference and form a solid foundation for the efficient and legal transportation of goods.

The RFA also needs to ensure that decent registration, solid driver training and skilling programmes, effective driver wellness schemes, effective load accreditation, safer



and better maintained vehicles and more involved members become the norm in the freight industry as they practise in the UK, Europe and other road freight friendly countries. The RFA also needs to be involved in the strategic decisions that affect the logistical chain – as every other mode (air, rail and sea) have a road leg in the logistical chain.

**What measures has the RFA put in place to reduce the risk of future strikes?**

A three year agreement was signed, but it remains the right of both the employer and the employee to voice their discontent and to avail themselves of all the measures and options at their disposal to solve common grievances or challenges.

As noted at the recent RFA Convention – the recent strike in the road freight sector was more violent than before and it was definitely affected by the Lonmin ‘affair’ (which still has ripples in the labour market in mid 2013).

There are contingency plans and better communication structures in place to assist with negotiations. The right to strike will be respected – so too must the right to take action by the employer.

**Finally, what sort of feedback did you get from your membership during the convention?**

Members raised the aspects that are of concern in operating a road freight business in South Africa (and Africa). They were appreciative that we dealt with the three or four topics this time round (we all know we cannot deal with everything).

We heard various points of view on these – and that lays a foundation for the lobbying activities and processes that follow.

There are many aspects still ‘on the boil’ which was not touched on, but these are being dealt with as resources and progressive interaction allow.

In some cases months pass before any reaction is forthcoming from the various authorities or structures that the Association engages with. Members are very appreciative of the high level of interaction and commitment from the deputy president.

The convention has promised a far closer working relationship with the Minister and Deputy Minister of Transport.

A number of engagements have already materialised due to the bonds forged at the convention.

*Richard Frasier*



**NBCRFLI**

National Bargaining Council for the Road Freight and Logistics Industry

**Your Road Freight Partner.**



**Driving the well-being of the industry.**

## TRUCKING WELLNESS

### WHO ARE WE?

We are essentially a value-add health service offered by the National Bargaining Council for the Road Freight and Logistics Industry (**NBCRFLI**) to members of this industry and those in surrounding communities.

### WHAT DO WE DO?

We provide a holistic approach to health and wellness which encompasses a wide range of free primary health care services, including:

- Condom distribution
- STI diagnosing, treatment and education
- HIV awareness, information, education, counselling and testing
- Referrals to appropriate service providers for ART as well as HIV and AIDS treatment and care
- TB awareness, information, education, screening and referrals for treatment and care
- Malaria awareness, information, education, screening and referrals for treatment and care
- Screening tests for blood pressure, blood sugar, cholesterol and body mass index
- Diagnosis, treatment, care and support of any primary care health problem or concern

### WHERE ARE WE?

Our services are offered through a blend of 5 mobile Wellness clinics and 22 fixed Wellness centres which are situated on all major trucking routes. These clinics are run in collaboration with industry partners, local government and relevant health departments.

### WHAT IS OUR SUCCESS RATE?

Since the inception of Trucking Wellness by the **NBCRFLI** in 1999, we have experienced 12 years of growth. We have distributed almost 15 million condoms, provided health education to over half a million people and treated sexually transmitted infections (STIs) in 67 681 patients.

### WHAT DO PEOPLE SAY ABOUT US?

“Trucking Wellness is a shining example of a successful public private partnership venture.”

**Magretia Brown-Engelbrecht**, Road Freight Employers' Association

“The Trucking Wellness programme must be seen as a leader in its field.”

**Anders Borg**, Swedish Minister of Finance

### HOW CAN YOU CONTACT US?

For further information about our project, go to [www.nbcrfli.org.za](http://www.nbcrfli.org.za).

To enrol for treatment and medication, call CareWorks on the toll-free call centre number, 0800 212 768, during office hours.



## NBCRFLI LAUNCHES NEW PUBLICATIONS

Just as the road freight and logistics industry forms the backbone of South Africa's economy in that over 80% of South Africa's goods are transported via road, so communication is the glue which binds the parties of this important sector together. With this in mind, the National Bargaining Council for the Road Freight and Logistics Industry (**NBCRFLI**) has launched three new exciting publications to help create a seamless flow of communication between us and our members.

**NBCRFLI** News, directed to all HR/payroll administrator staff in the RFL Industry, will be distributed on a monthly basis. This newsletter will summarise the most recent updates with regards to collective agreement administration.

We understand that employees often approach their HR/payroll administrator staff with questions about the Council that are difficult to explain. **Ziwaphi** (meaning "what's hot") is a tabloid newspaper which will be printed and distributed to employee members with the RFL Industry each quarter. The newspaper will explain relevant Council-related information in an easy-to-understand format. It will also be posted on our website.

We have evolved our quarterly magazine, **Tseleng**, into a strategic, high-level thought leadership magazine which is targeted at CEOs and senior managers within the RFL Industry. The editorial focus includes articles about industry-related labour-focused issues, legal changes and developments, methods of best practice and the role that the **NBCRFLI** plays within the Industry. The newsletter will be emailed to our CEO and senior manager database twice a year.

Keep an eye on our website – [www.nbcrfli.org.za](http://www.nbcrfli.org.za) – for further information about these new publications. Should you wish to receive **Tseleng** or the HR Newsletter, but haven't provided us with your details in the past, please email Claire Barnard at [newsletter@nbcrfli.co.za](mailto:newsletter@nbcrfli.co.za).

## THE NBCRFLI RECEIVES CCMA CERTIFICATE OF ACCREDITATION

The Commission for Conciliation, Mediation and Arbitration (CCMA) Body has accredited the **NBCRFLI** from 1 June 2013 to 29 February 2016 to conduct conciliations and arbitrations (including pre-dismissal arbitrations), subject to the agreed terms.

"We wish to express our appreciation for the quality of dispute resolution services as rendered under the auspices of the **NBCRFLI**. We also wish to express our gratitude for the manner in which this Council has cooperated with the CCMA in its drive to enhance the quality of dispute resolution under the auspices of councils," says Eleanor Hambidge of the Statutory Bodies Liaison within the CCMA.

"We are extremely proud to have received this prestigious accreditation", says Tersia Ströh, Acting CEO of the **NBCRFLI**. "It goes a long way to confirm that we offer an outstanding disputes resolution service that is in line with the CCMA's requirements to all stakeholders within the road freight and logistics industry."

To view the certificate of accreditation, please visit our website - [www.nbcrfli.org.za](http://www.nbcrfli.org.za).



**NBCRFLI**

National Bargaining Council for the Road Freight and Logistics Industry

**Your Road Freight Partner.**

[www.nbcrfli.org.za](http://www.nbcrfli.org.za)



# Surviving the African odyssey

Africa is one of the hottest investment tickets in the world at the moment, with soaring growth figures that often mask many of the challenges facing companies wishing to cash in

*Drikus Kotze, GM of Engen's  
International Business Division*



**Countries like Ghana, Angola, Mozambique, Tanzania and Zambia all boast GDP growth of around 5% and over, comparing very favourably with the US (2.2% in 2012), UK (0.2%), India (4%), and even China (7.8%) – but growth figures hide much of the inefficiencies.**

But Africa is not for the faint-hearted, as they say. Engen, South Africa's leading fuel company knows the challenges better than most. The company has affiliates in 17 sub-Saharan Africa and Indian Ocean Island countries, and has a grand vision of being a leading downstream oil company in the region by 2016.

Drikus Kotze, GM of Engen's International Business Division (IBD) says in the seven years since the inception of its 10 year vision, titled EPIC 2016; the company has shown compound volume growth, much of which has been organic.

What's more surprising is that Engen's success comes at a time when most competitors are disinvesting from the region – their appetite much diminished for the high-risk, low-margin downstream business on the continent (refining and marketing of refined petroleum products).

#### What's the secret?

Kotze says Engen has made a great success of the downstream model in southern Africa, with outright market leadership in South Africa and Namibia, and sees no reason why the feat

cannot be repeated further north. But despite going into each new territory with its eyes wide open, the company continues to encounter unpredictability. "The only universal lesson that can be crystallised from all this is that one can have no assumptions," he says.

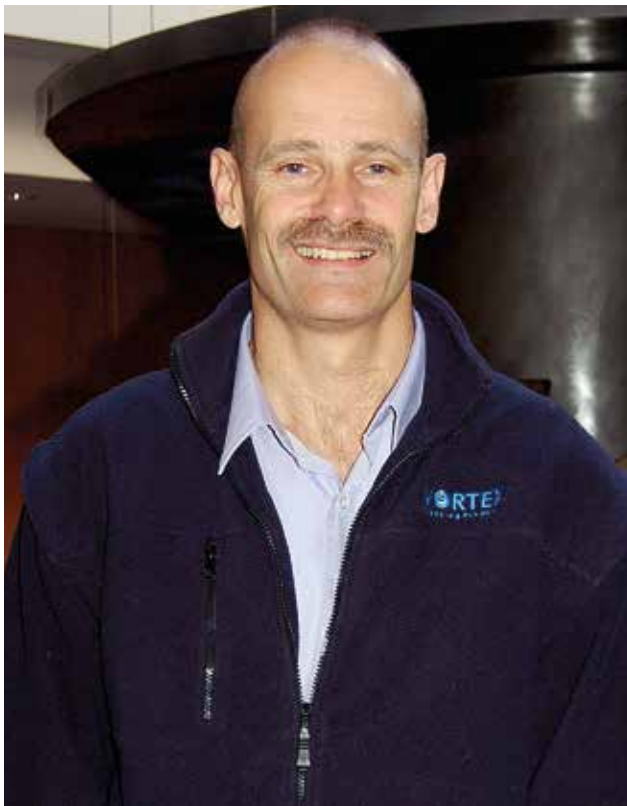
In its 15 years in Africa outside the SADEC region, Engen has learnt a number of important lessons.

**Trade flows:** The starting point to entering a country, says Neil October, strategic analyst with IBD, is to identify its main trading partners. "Europe is a strong trading partner of the West African countries, and their currencies are linked to the Euro, so the region is vulnerable to a drop in demand in Europe," he says.

The east trades mainly with India and China, and have thus been less affected by the global crunch, while the Indian Ocean Islands have a hybrid situation. Mauritius has been cushioned by trade links with India, but Reunion is a state of France. When French President Nicolas Sarkozy made good on his election promise of fuel price cuts for the Republic, oil companies suffered margin erosion.

**Security of tenure:** Pierr Roodt, business support manager for Engen IBD, says security of tenure is key to Engen's success, and more often than not translates to a bankable confidence in the country's enforcement of ownership or leasing contracts.

In one incident, the company bought a competitor's operation and downstream network, only to have the seller's rights



Pierr Roodt, business support manager for Engen IBD

disputed. In another case, an acquired asset was located on tribal soil, and unbeknownst to Engen, tribal law supersedes local law.

Roodt says an intimate knowledge of applicable law and faith in the independence of the judiciary is a crucial part of the risk analysis before entering a country.

Engen investigated doing business in Nigeria, but ultimately withdrew, says Roodt. One big issue was the absence of protection for trademarks.

Prior to entering a country, it is prudent to consult an in-country business partner for help with understanding the finer nuances of the legal and economic fundamentals of the country. It is further beneficial to choose product partners with a physical presence in the countries it enters, to expedite support and maintenance.

#### Local content and ownership

In many African countries, a degree of local ownership and employment comes into play.

Zimbabwe, for example, has indigenisation laws, requiring foreign companies to have a local partner with a controlling stake in the business. As far as possible, Engen likes to appoint locals to head up its operations, because they understand the local operating environment. Engen's marketing in Africa is in French, Portuguese and English to reach local markets, but localisation is about more than marketing collateral, says October. "You have to localise to the level of computer systems and bespoke advertising

solutions." Supply is an expensive but critical component of the petroleum value chain. The chief issue is control over stock movement, whether by monetising product quickly or avoiding demurrage charges on vessels – as high as \$30 000 per day on a 33 000 metric tons tanker. (Demurrage is incurred if, due to harbour logistical challenges, delivery cannot be taken from a ship.)

Linked to this is currency. The longer stock remains unsold, the greater the exposure to depreciating local currencies. Steep duties on cross-border consignments (up to 40% of the purchase price) add further currency exposure, forcing cross-border suppliers – and in fact any supplier with a long supply chain – to build this cost into pricing.

Greater investment in in-land tankage reduces exposure to oil traders, which stockpile product to take advantage of price increases. In order to make its projected targets in terms of EPIC 2016, Engen is investing in a number of growth nodes, exemplified in its current upgrade project of a depot in Beira,

**“The Americans of Africa’, South African companies are sometimes accused of being brash and aggressive, which can turn sentiment against them”**

Mozambique, which will shore up its Zimbabwean and Zambian supply chain. Besides local ownership, Engen's regulatory pre-occupations concern governance of inland supply; retail and wholesale pricing; health, safety and environment; corporate governance; and corporate and fuel taxes.

“Laws and compliance standards differ widely,” says Roodt. “In all cases, it behoves companies to learn all possible regulatory dynamics.”

The up-side to any African odyssey is a rapidly urbanising market and this will drive our strategies, but on the downside, consumers don't have the same purchasing power, says October. “We've had to adapt, focusing less on convenience and more on providing basic needs.”

Often termed ‘the Americans of Africa’, South African companies are sometimes accused of being brash and aggressive, which can turn sentiment against them, we therefore also need to be mindful of this, says Roodt.

He says underlying all these considerations is a proper risk analysis and mitigation plan – always presuming that one's expectations and assumptions are buried first.

“Often companies just don't have the frame of reference to relate to what they're seeing on foreign soil, which can leave them vulnerable.”



TRUCKS. LEASING & FINANCING. FLEET SOLUTIONS. SERVICE & PARTS.

# BUY 20, RUN 1 FREE.

Save 5% on fuel when you invest in an Actros fleet.

Unlike other fuel consumption tests, Mercedes-Benz trucks chose the extreme everyday environment presented by the challenging Eastern Cape roads, with high traffic congestion and adverse weather conditions to test the fuel efficiency of the Actros 2644 LS/33 and Actros 2654 LS/33, equipped with Hypoid Axles.

As real drivers took the helm of the 6 x 4 truck tractors, with standard interlink trailers, 9920 kilometers, including the Penhoek Pass with an elevation of over 1884 metres, stood between them and the goal – to prove these Mercedes-Benz trucks are the most fuel efficient ever produced. It's a goal that was not only achieved, but also quickly surpassed, as the trucks racked up an impressive 5% fuel saving, compared to the hub reduction axle models. Which means, the more Mercedes-Benz Actros models you add to your fleet, the more you'll be able to run for free. For more information, contact Mercedes-Benz Commercial Vehicles on 0800 133 355 or visit [www.mercedes-benz.co.za/trucks](http://www.mercedes-benz.co.za/trucks)



Mercedes-Benz  
Trucks you can trust.

# Taking out the guess work

The concept of telematics-based insurance is on the horizon to help insurance companies accurately calculate individual driver risk taking into account varying ability and responsibility levels

**Everyone drives differently and now technology, in the form of telematics, will be able to provide objective and granular data on driving behaviour. The good news for sensible and safe drivers is that insurance companies will be able to adjust insurance premiums based on where and how they drive and the actual risk they represent.**

Insurance policy holders are accustomed to premiums that have been defined by predetermined proxies, whether that be age, gender, location or marital status.

Telematics provide a real understanding of exactly what level of risk a driver presents. The second-by-second data available through the use of telematics enables an insurer to provide policies based on how an individual actually drives, rather than an average view taken from a predetermined group of proxies.

There is no doubt in my mind that the insurance industry is realising the value that telematics has to offer and most of them are embracing this new generation of telematics technology.

Understanding driver behaviour better should reduce risk, and further reduce premiums for safe drivers and improving the overall quality of driving; makes logical sense.

But driver behaviour is about far more than excessive braking, harsh acceleration and speeding.



*Francois Veldsman, key account manager at i-Truck, JD Veldsman, executive director, i-Truck and Ben van Rooyen, executive head at Autowatch Tracking*

Early entrants into telematics-based insurance only use this blunt information; they look at really basic exceptional behaviours and place no emphasis on the subtleties of driving.

Equally important, they provide no context – such as the traffic situation, nor do they build a profile that reflects the types of roads and times of trips an individual undertakes, or assess the consistency of the driver. Without this, any solution will fail to reflect the criteria that are required to determine safe driving.

The basic data cannot clearly identify the traits that relate to risk. At best, harsh braking and acceleration are a proxy to some of the characteristics.

At worst, such measurements can give, on a regular basis, false positive indications of behaviour.

This is a shame because the main benefit of moving away from the basic proxies of age, gender, job description, are to move to direct measurements of driver behaviour.

While harsh braking, acceleration and speeding are indeed measurements, they are vague and symptomatic solely of specific single driver behaviours and not clear indicators of the important underlying causes.

PFK Electronics (Autowatch Tracking) in partnership with UK based company MyDrive Solutions are introducing a second-by-second profiling solution to insurers.

This phenomenal solution has been embraced by several insurers and is gaining momentum in the insurance market.

Although this is an amazing solution for insurers, the importance of SVR (stolen vehicle recovery) cannot be ignored.

PFK Electronics' (Autowatch Tracking) profiler unit includes its SVR solution, the revolutionary 'ghost wireless immobiliser', which is a tiny but powerful device that is nearly impossible to find once installed and capable of stopping a stolen vehicle in its tracks. The 'ghost' is separate from the main telematics device, but communicates with the device at all times.

Should the main device be detected and removed, the 'ghost' will immobilise the vehicle instantaneously.

PFK's Profiler is introduced and followed by a cycle of services, which include call centres which are responsible for sales, admin and capturing. This is followed by the scheduling



of the fitment done by any of our mobile fitters on motorcycles, or chosen fitment centre among our network of approximately 580 fitment centres.

This is followed by the daily health checks via our customer service centre. Customer and technical support is also provided on a 24/7 basis through this centre.

A PFK affiliated company – PFK Recovery Services – is responsible for alarm monitoring and attends to recoveries where vehicle theft and hi-jacking has occurred.

Assistance can also span across the borders. A new addition to our services is the 'advance driving call centre' which is soon to be announced. This will enable drivers to question their expert driver score or ratings in terms of their anticipation, pace, calmness (aggression), smoothness, consistency, etc.

The advance driving call centre will assist drivers with information to improve in these areas.

The relationship with the advanced driving institute in South Africa, also allows to refer drivers, where they will be assisted to improve their driving or ultimately undergo an advanced driving course to become a better driver.

Insurers should choose the right telematics solution provider that offers real profiling data, coupled with an SVR solution and a company that can provide a whole cycle of services. PFK Electronics, via Autowatch Tracking, is without a doubt a one-stop telematics solution provider.

### **Insurance through Technology**

PFK Electronics (Autowatch Tracking) concluded an agreement with i-Truck last year, whereby commercial vehicles are insured on condition that the vehicles are fitted with one of our devices, at no additional cost to the client, as these costs are covered by i-Truck. The Autowatch Tracking control centre does pro-active risk management monitoring, ensuring that drivers stay within

the allotted speed restrictions and notify the drivers when they are entering a high-risk area.

This device includes an auto-answer phone module that automatically mutes the radio and allows the control centre to communicate with the driver at any given time.

The control centre also gets notified automatically when a vehicle is involved in an accident and they can assist extensively in this regard. This concept has proven to save i-Truck and i-Truck customers millions per annum. Due to this, i-Truck's Heavy Commercial Vehicle (HCV) database is growing on a daily basis and we foresee them becoming a forerunner in HCV insurance.

This i-Truck concept does not only include insurance through technology, but customers will soon have access to a range of truck stops; which will include loyalty cards for drivers, reduced fuel charges and other advantages for the HCV insured.

Valued added services (VAS) are important; let's be honest, none of us like paying insurance premiums, but these kind of VAS make it all worth our while!

This insurance through technology is a bold revolutionary decision taken by i-Truck and without a doubt a huge success.

*Ben van Rooyen*

### *Did you know?*

*The term telematics describes the process of long-distance transmission of computer-based information. It was reportedly first introduced in French by Simon Nora and Alain Minc in L'informatisation de la Société (La Documentation Française, 1978).*



# America

## helps women trucking pioneers

The transport industry is still a male-dominated sector despite the shortage of drivers and calls for increased equality: However there are pioneers who are working to bring about change and Ellen Voie is one of them.

**The organisation, Women in Trucking, with the support of Volvo Trucks, has helped to ensure that there are more female truck drivers in the United States than in many other countries.**

About 1% of truck drivers in Europe are women. This is a very small number but no fewer than in many other parts of the world. At the same time, the transport industry is crying out for more drivers. In the US, the situation is somewhat better, as women account for more than 5% of the country's 3.2 million truck drivers. In the US, the organisation, Women in Trucking, has been working for a number of years to change attitudes and norms in the industry. Ellen Voie, the founder and president of the organisation, says that the US's current driver shortage would



be addressed by doubling the number of female truck drivers so that just over 10% can be represented.

“There is an old-fashioned, male-oriented culture in the industry and women are not appreciated as being capable and available,” she says.

For this reason, Women in Trucking has put together a recruitment guide with tips on the ways haulage companies can attract more women to join them.

“First and foremost, the haulage companies and their male employees need to think again and dispense with their macho culture. The women in this industry are tearing down the barriers and this is a source of irritation to some men.

“It is still too common for women to be harassed by their male colleagues and for truck stops and transshipment terminals to feel unsafe. We are working to change this,” says Voie.

She says she started Women in Trucking in 2007, after working as a recruiter for one of the US’s largest transport companies and discovering that very few women even considered working in the industry – as drivers or in other areas.

## Haulage companies that do not employ women risk losing out on valuable skills and know-how”

Haulage companies had not fully recognised that women could be a solution to both the shortage of drivers and the poor profitability.

Women in Trucking was faced with a difficult challenge, but it has now succeeded in bringing about a positive change in the US. As things stand, the organisation has about 2 000 members and three employees, all of whom are working actively on getting information to schools, government agencies, politicians, haulage companies and other transport companies.

“It isn’t just the transport industry but also the whole of society that can benefit from more women being employed in the traditional male professions.

“Female drivers are often safer drivers and incur less damage to their trucks. This is something from which haulage companies can benefit,” stresses Voie. In the US, it is not uncommon to find driving teams in which a married couple, father and daughter or boyfriend and girlfriend undertake long-distance transport assignments together.





These teams live in their trucks, which are frequently extended trailers, otherwise known as “sleepers”, with a kitchen, bathroom and berths for two people.

Voie believes that this culture could be one of the reasons why more women drive trucks in the US compared with Europe.

“Women have a natural way into the industry and they share the responsibility and the cost of a truck with a partner,” she explains. Volvo Trucks is a member of Women in Trucking and is actively supporting the organisation’s work, including sponsorship of the organisation’s ‘salute to women behind the wheel’ programme. It is an annual event celebrating female professional truck drivers, many of whom have driven more than a million accident-free miles.

“It’s vitally important for female drivers to have a strong network of role models and to understand the many career opportunities within the trucking industry, says Svajone Drabatiene, director of brand development for Volvo Trucks in North America.

“We continue to work with Women in Trucking to help raise awareness and support the women already working in the industry,” Drabatiene said.

In Europe, there are organisations similar to Women in Trucking in countries including the United Kingdom, France and Sweden.

In the largest European Union project to date, the haulage industry in Sweden conducted the “drivers on the road” project.

It was designed to increase the number of young people, immigrants and women in the industry and it was so successful that several of the networks that were created within the framework of the project are still active today.

Brigitta Paas is vice chairman of the European Transport Federation (ETF) women’s committee and every day she deals with the question of bringing more women into the industry. The ETF’s plan of action for 2009-2013 states that all the member

organisations must implement the necessary measures by this year, in order to increase the recruitment of women in the transport industry.

However, the work is going laboriously, even if the projects are successful and the aims are ambitious.

“As long as there is cheap labour available in Eastern Europe, the haulage companies are going to employ those people rather than existing drivers or women who are keen to start driving. I wish the associations would do more in this area,” she says.

Since 1999, Volvo Trucks in Sweden has been organising what are known as ‘ladies’ days’. The aim here is to arouse the interest of women and girls in driving as a profession by telling them about the industry, organising meetings with female drivers and giving them the opportunity to drive Volvo’s trucks. So far, ‘ladies’ day’ has been a success and has attracted more than 100 participants on each occasion.

“The haulage companies that do not employ women risk losing out on valuable skills and know-how, which is neither good nor particularly smart. I am convinced that women have a great deal to offer the industry when it comes to safe, fuel-efficient driving,” says Martin Bramsved, global manager corporate social responsibility at Volvo Trucks.

Bramsved feels that it is only natural for manufacturers like Volvo Trucks to take an interest in the people who sit behind the wheel, sell trucks or perform service.

“Even if we don’t employ drivers, we are still eventually dependent on truck transport that operates efficiently and effectively. This is why we are involving ourselves in social issues such as recruitment.

“As we see it, it’s reasonable for the industry to extend its recruitment base and regard women as a natural part of it – especially as there is a shortage of drivers,” Bramsved says.

In the past, the actual truck and its handling represented an obstacle for women. Trucks today, on the other hand, do not require drivers who have exceptionally strong arms or are especially tall.

“Truck cabs are designed for drivers to live and work in, no matter whether they are women or men and independent of the strength of the drivers’ arms,” he explains.

### About the South African initiative

*The South African Network for Women in Transport (SANWIT) was established to facilitate regional networking among women on critical issues in transport for development. The establishment of SANWIT is a reaction to the fact that women entrepreneurs within the transport sector continuously face a wide array of obstacles and barriers in their business operations. The SANWIT concept will promote collaboration and coalition building among women entrepreneurs for policy advocacy and action, which recognises and support women’s contribution in transportation development.*

# 2nd Annual Women In Road Safety

## Strengthening The Role Of Women In Road Safety

Date: 1 & 2 August 2013

Venue: Gold Reef City Theme Park

### Confirmed Speakers Include:

Chief Director Management Services  
**DEPARTMENT OF TRANSPORT EASTERN CAPE**

Member of Mayoral Committee: Corporate, HR and Education  
**STEVE TSHWETE MUNICIPALITY**

Director Public Safety and Transport  
**MALUTI-A-PHOFUNG MUNICIPALITY - EASTERN FREE STATE**

Senior Superintendent / Training Manager  
**DURBAN METRO POLICE SERVICE**

Senior Public Prosecutor  
**NATIONAL PROSECUTING AUTHORITY**

Acting Director: HRM  
**NORTH WEST PUBLIC SAFETY**

Head: Centre for Education in Traffic Safety  
**NORTH WEST UNIVERSITY (POTCHEFSTROOM CAMPUS)**

Regional Manager  
**SOUTH AFRICAN NATIONAL ROADS AGENCY SOC LTD**

National Chairman  
**JUSTICE PROJECT SOUTH AFRICA (NPC)**

Conference Highlight:  
All delegates gain  
FREE entry  
to Gold Reef City  
Theme Park

### Key strategies to be discussed:

- Addressing The Challenges Within The Road Safety Implementation Process
- Looking At Measures To Combat Sexual Harassment In The Workplace
- Creating A Culture Where Road Safety Is Everyone's Responsibility
- Gaining A Male Perspective On A Women's Role In Road Safety
- Handling Internal Conflict Professionally
- Dealing With Difficult Motorists Or Difficult Individuals
- Building A Stronger Force Through Stronger Prosecution
- Working Together To Face The Challenges Of A Male Dominated Sector
- Reaching 50/50 Women Targets Within Your Organisation

For more information contact Amrita on 011 326 2501 or email [amrita@intelligencetransferc.co.za](mailto:amrita@intelligencetransferc.co.za)  
Quote WIRS-mktOP to claim your 10% discount

Researched & Developed By:  


# 4th Annual HR IN GOVERNMENT

-Benchmarking HR & Talent Management Practices In Government & SOE's

DATE: 14 & 15 AUGUST 2013

VENUE: GALLAGHER ESTATE, MIDRAND

NOT TO BE MISSED

### PRACTICAL WORKSHOPS

DEVELOPMENT, IMPLEMENTATION AND MONITORING OF A COMPREHENSIVE HR AUDIT

Thinyane Molelle  
Executive Manager - Learning & Development  
SARS

SIX SIGMA BLACK BELT



IDENTIFYING AND ADDRESSING STRATEGIC TALENT GAPS THROUGH SUCCESSION MANAGEMENT (ACSA CASE STUDY)

Zogan Opperman  
Group Specialist: Performance & Talent Management  
AIRPORTS COMPANY SOUTH AFRICA

AWARD WINNING HR GURU



### CONFIRMED SPEAKER FACULTY

- Executive Director: Human Resources  
**UNIVERSITY OF JOHANNESBURG**
- Chief HR Practitioner - Teaching Service Committee Secretariat  
**NAMIBIA MINISTRY OF EDUCATION**
- HR Talent Management & HR Special Projects  
**DEPARTMENT OF WATER AFFAIRS**
- HR Executive Manager  
**SMALL ENTERPRISE DEVELOPMENT AGENCY (SEDA)**
- HR Business Partner  
**BRITISH AMERICAN TOBACCO - ZIMBABWE**
- General Manager: Sustainability and Corporate Citizenship  
**ILLOVO SUGAR LIMITED**
- Managing Executive: Talent & Organisation Portfolio Lead  
**ACCENTURE SOUTH AFRICA**
- Strategic Talent Management Advisor
- Access & Placement Officer  
**GAUTENG PROVINCIAL ASSOCIATION FOR PEOPLE WITH DISABILITIES**



Researched & Developed By:  


For more information contact Amrita on 011 326 2501 or email [amrita@intelligencetransferc.co.za](mailto:amrita@intelligencetransferc.co.za)  
Quote WIRS-mktOP to claim your 10% discount



*Kate Stubbs, general manager of marketing  
at Barloworld Logistics*

# Inside the Barloworld powerhouse

Proudly South African Barloworld Logistics has grown into one of the leading logistics and supply chain management operations in Africa, with complementary businesses springing up in China, the United Arab Emirates, Iberia, Germany and the United Kingdom

**Over the years Barloworld Logistics have matured long-term partnerships with respected companies such as Illovo, Nike SA, PPC, Toyota SA, Unilever SA and Corobrik, which further highlights the pedigree of this forward thinking operation.**

For more insight into the inner workings of Barloworld Logistics, *Road Ahead* caught up with the knowledgeable Kate Stubbs, who brings 11 years' experience at Barloworld Logistics to bear in her current role as General Manager Marketing, overseeing the development and execution of marketing and communication activities across all regions. She's a real go-getter and enjoys turning 'big picture thinking' into messages that result in action.

**How has Barloworld managed to expand into many new markets without losing levels of customer service, speed and satisfaction?**

Barloworld Logistics is very focused on creating supply chain solutions that are tailored to individual customer needs. Our clients are core to our business. Customer intimacy and operational excellence form the foundation of everything we do. This is a philosophy off which we have grown and continue to grow the business in all the regions in which we operate.

**What are the core values of Barloworld and how does that manifest in the daily workings of the company?**

Barloworld Logistics lives by the Barloworld Group's global code of conduct and values of Integrity, Excellence, Teamwork and Commitment. Our values underpin everything we do and set the foundation and principles for engaging all stakeholders. Values are discussed in daily, weekly and monthly smartcoms (team forums) and employees are recognised and rewarded for upholding these values through various initiatives.

**What are some of the challenges facing trucking in South Africa, and ways to navigate around fuel price hikes and strike action?**

The skills crisis is a global issue and one that is definitely impacting SA's trucking industry. There is a huge shortage of qualified truck drivers and diesel technicians in the country. Added to this, is the struggle to attract school leavers and graduates to the industry. We need to find better ways to attract and retain individuals as well as to improve the quality of training and apprenticeships available in the market. Building a stable labour force is critical to business success. Investing in employee development, training and well-being and creating a culture of mutual respect and collaboration is vital to a company's and country's sustainability.

It is good to see large investment being planned for and taking place in our national logistics infrastructure, especially in our ports and railways.

However, from a road transportation perspective, I still feel we are falling behind in upgrading the secondary road infrastructure. The deterioration we see and the impact thereof is negatively impacting costs, safety and service in the industry.

Trucking into southern Africa is still in demand and growing. In order to operate more effectively though, we as an industry need to be more proactive in lobbying governments to work together in aligning legislation and operating procedures across the region.

**You've got some stellar partners, what are the keys to building strong relationships within the industry?**

Smart partnerships form the cornerstone of creating a competitive advantage for our clients. Not only do they enable us to create truly customised supply chain solutions, but by aligning the partnership around mutually beneficial goals, we are able to forge a culture of co-operation and accountability.



### What's the most common problem to slow down the supply chain?

Many factors affect the efficiency and effectiveness of the supply chain. In terms of speed or the movement within the supply chain, the most common hindrances are infrastructure challenges, unforeseen events (e.g. labour unrest, natural disasters, and accidents), failure of key suppliers, availability of right resources, delays in customs, governance and regulatory changes or inconsistencies.

### The pros and cons of being a women in a largely male dominated environment, and are more women getting involved at boardroom level?

The rise of women involved at boardroom level is taking place across the world. There is still a concern though that this is not taking place fast enough. Transformation takes time.

The operational side of Logistics is typically male dominated however there is an increase of women across logistics functions with a very good representation of women in the more analytical, consultative and strategic aspects of Logistics not to mention the general business functions of HR, IT, finance, sales and marketing. Both men and women have unique contributions and approaches to business. I believe that teams who incorporate both genders can deliver greater value to an organisation.

### What are the keys to cutting costs and running a streamlined operation during recessionary times?

Aligning the supply chain strategy with the business strategy is the first step in optimisation. The next step is creating a supply chain that is as flexible, agile and as responsive as possible.

This will then enable a business to adapt quickly to any market changes be they recessionary and cost cutting or radical growth and service objectives.

### Is SA doing enough to ensure that it is one of the main gateways into the flourishing SA continent?

As shown by over 400 of the respondents to this year's South African supply chain foresight survey, one of the top strategic business objectives for their company is to grow into Africa.

From a South Africa Inc position though, I still believe there needs to be more clarity on our national strategy.

What makes us competitive as a nation? In which industries should we invest to compete against the influx of multi-nationals and other emerging nations? How do we align our infrastructure investments and skills development programmes to support this strategy? How are we growing into Africa?

What are we doing to drive a regional strategy and regional co-operation with neighbouring countries? Business and government need to collaborate more on such issues.

### What greener technologies is Barloworld Logistics looking into to reduce its carbon footprint?

Barloworld Logistics has already created some innovative solutions to reduce its carbon footprint as well as carbon emissions for its clients. The Green Trailer and CAST-CO<sub>2</sub> network modelling tools are examples of such innovation.

More recently, we invested in the environmental solutions business in order to provide our clients with a more robust smart sustainable supply chain solution. We are now not

**“Aligning the supply chain strategy with the business strategy is the first step in optimisation.”**

only able to optimise their supply chains but also to reduce their environmental impact and to find the most effective ways to dispose of their waste and provide a full suite of measurements and reports in line with sustainability governance requirements.

### Where do you see the biggest growth points for the industry going forward?

The supply chain and logistics industry is evolving all the time. Growth areas for southern African players going forward include supporting both local and international companies with their growth strategies into Africa, collaborating within and across industries to create solutions to overcome some of our challenges and evolving business models to meet different market demands. Continuous innovation, agility and flexibility are keys to any future growth strategy.

*Staff Writer*



**HYUNDAI**  
COMMERCIAL VEHICLES

NEW THINKING.  
NEW POSSIBILITIES.

TJDR (CT) 418176

# WE BUILD SHIPYARDS. WE BUILD SHIPS. WE BUILD TRUCKS.



Panel Van from R269 900

H100 Bakkie from R191 900

HD Trucks C/C from R335 000

You want indestructible? Hyundai knows engineering. We know payloads and workloads. We know heavy. That comes from being the world's biggest shipbuilder, and it goes into our commercial vehicles. And yes, all brought here on a Hyundai ship.

Panel Van: 3 Seater: 2.4 GL, Petrol, 4 000 litres of space. Also available in diesel: 5-year/90 000km Service Plan, 5-year/150 000km Warranty and Roadside Assistance Plan.

H100 Bakkie: 2.6 Deck, Payload of 1.3 Tons, 3-year/60 000km Service Plan, 5-year/150 000km Warranty and Roadside Assistance Plan.

HD Truck: HD65 Chassis: 95 kW. Also available: HD72 Chassis, 95 kW, 1-year/60 000km Service Plan, 3-year/200 000km Warranty and Roadside Assistance Plan.

Visit [www.hyundai.co.za/commercial](http://www.hyundai.co.za/commercial) or call 0861 MIGHTY (644489)

WE ARE  
**IMPERIAL**

GAUTENG: Jet Park, Boksburg, Germiston, Kempton Park, Centurion, Heidelberg, Roodepoort, Sandton, Edenvale, Strijdom Park, Vereeniging, Magnis Pretoria, Wonderboom, The Glen. WESTERN CAPE: Milnerton, Brackenfell, Paarl, Somerset West, Paarden Island. EASTERN CAPE: East London, Port Elizabeth, George. NORTHERN CAPE: Uptington. FREE STATE: Bloemfontein, Welkom. KWAZULU NATAL: Newcastle, Pietermaritzburg, Richards Bay, Pinetown, Mobeil. LIMPOPO: Bela-Bela, Louls Trichardt, Polokwane. NORTH WEST: Brits, Mafikeng, Rustenburg. MPUMALANGA: Witbank, Ermelo, Lydenburg, Nelspruit.



# Drivers Don't Always Know Their Limits

Luckily, Autowatch offers the solution:

- Driving Under the Influence of Alcohol
- Driver Ability

**Driving under the influence** of alcohol is a major cause of road deaths worldwide. The Autowatch Alcolock Interlock system prevents these tragic occurrences, as well as related injuries and damages, by preventing impaired drivers from starting their vehicles.

**Driver Ability** - Autowatch's Fleet Management device provides you with all the fleet functionalities required for a full tracking solution. One of the secrets to the success of this device is the 24/7 Control Centre, which continuously monitors your drivers and contacts them should they exceed the speed limit or enter a high-risk area. The driver is contacted by means of an auto-answer phone module included in the tracking device, and this pro-active risk control solution has been proven to save customers and insurers millions over the past two years.

Autowatch Tracking also offers wireless, self-powered trailer tracking systems with exceptional battery life and web view options to its Heavy Commercial Vehicle customers.

Based in South Africa, PFK Electronics is a pioneer in this technology and has over 25 years of experience in the design and manufacture of automotive electronic solutions.

## Leading alcohol interlock technology.

### 740

Wireless Alcohol Breathalyser



### 720

Tethered Alcohol Breathalyser

# Cummins enters lucrative LCV market

Owing to the ever-increasing need for fuel economy, increased engine performance and reduced emissions, there is a growing strategic requirement for cost-effective turbo charging solutions throughout the automotive sector

**Market research and analysis carried out by Cummins Turbo Technologies suggests that there is a particular requirement and opportunity to supply turbochargers with higher performance and improved durability to the light commercial vehicle (LCV) market.**

There is no globally accepted definition of an LCV but in broad terms it includes vehicles with diesel engines having swept volumes of between 2.3l and 5.0l.

Engines in this sector typically have more arduous duty-cycles than passenger cars and they need a greater focus on reliability and durability. However, more sophisticated turbo charging solutions are required to enable engines to comply with increasingly stringent emissions limits.

The introduction of carbon dioxide (CO<sub>2</sub>) reduction targets for LCV within the European Union, which begin to take effect in 2014, increases the need for sophisticated turbo charging techniques such as 'variable geometry' and 'two-stage' systems that also enhance fuel economy.

Market research conducted by two independent global market research organisations shows that current passenger car/LCV turbochargers with Variable Geometry (VG) fall short of the full durability and reliability expectations of LCV manufacturers.

This prompted the company's decision to leverage its expertise and experience of supplying turbochargers that satisfy the tougher duty-cycles of heavy-duty diesel engines and apply similar technology into the LCV sector, a market previously not served by our company.

This would not only deliver lower total cost of ownership but also provide manufacturers of vehicles and engines in the LCV market with a new alternative to their existing turbocharger supplier. Research of the LCV turbocharger market in 2007

concluded that it is worth R14.8 billion a year. It is the second largest sector within the global turbocharger market: although considerably smaller than the passenger car sector, the market for LCV turbochargers is bigger than on-highway trucks and buses. With large LCV markets in China expected to grow at between 16% to 20% a year, worldwide growth is forecast at 12% per annum to 2015. In the past the company had limited experience of this sector, but that is changing, not least because of the introduction in 2008 of the Cummins ISF 2.8l and 3.8l engines, designed specifically for light commercial applications.

Demand for VG turbochargers for LCV is poised to grow as manufacturers turn to VG technology in both single- and two-

**“Demand for VG turbochargers for LCV is poised to grow as manufacturers turn to VG technology in both single and two-stage configurations”**

stage configurations to help them meet the emissions limits and corporate CO<sub>2</sub> targets already mentioned.

All VG turbochargers currently used in the LCV market employ swing-vane technology as a means of adjusting their swallowing capacity in order to extend their flow range.

The company's sliding wall VG technique, proven in the more arduous duty cycles of heavy-duty diesel engines, would provide superior reliability and durability.

It would also facilitate thermal management of exhaust after treatment systems and can be used for engine exhaust braking.

Benchmark testing indicates that the application of VG turbochargers derived from current passenger car designs is unlikely to fulfil LCV durability demands.

During a 1 000 hour durability test conducted by Cummins a competitor's VG turbocharger failed after approximately 300 hours. Failure was attributed to wear on the swing vanes used in the VG turbine. The wear occurred on the vane pivot axles, introducing play that led to the vanes jamming.

Market research confirmed that vehicle and engine manufacturers had also encountered durability shortcomings with swing-vane turbochargers during endurance testing.

This supported our belief that there was a requirement and an opportunity for a new robust VG turbocharger for LCV.

However, in taking the company beyond its familiar medium- and heavy-duty diesel engine market it was imperative that they thoroughly evaluated both business opportunities and risks.

After three years, the project team reached a significant milestone this year with the start of production of the new small turbocharger range in the company plant in Wuxi, China.

Production of the waste gated HE200WG began on schedule in June, with the first examples going for use on the ISF engine.

The VG version, the HE200VG, is due to enter production in the middle of 2012.

Impellers are available as either cast or MFS (machined from

solid) aluminium in 54mm or 58mm diameters. The first turbine wheel available, 49mm in diameter, is made from the nickel-based alloy Inconel.

The HE200 series will be followed by the slightly larger HE250 series, leveraging the scalability benefits of the modular design.

This has a flow range of 28-60 kg/sv(K)/MPa compared with the HE200's 15-42 kg/sv(K)/MPa and will also be available in fixed-geometry, waste gated and VG versions.

The smaller HE150 series is scheduled to go into production next, starting with waste gated and fixed-geometry versions in December, followed by the VG variant in December next year.

This small turbocharger project marks a turning point in the life of the company, taking it into a completely new sector of the global turbocharger business and one that is both large and growing quickly.

The new turbochargers will suit a plethora of LCV and other light-duty applications meeting Euro-3 to Euro-6, US EPA 2010 and this year and Tier 4 exhaust emissions limits.

They provide engine manufacturers with a new cost-effective alternative that delivers outstanding levels of reliability and durability. This is coupled with the extra functionality that will become increasingly highly valued for LCV applications in future.

*Cummins Case Study*



# A TRACKER FOR TYRES? REALLY?

Now you can increase the life of your tyres by up to 5000km\* when you fit your business vehicle with a Tracker. Our state of the art tracking system allows you to plan the shortest routes, track your driver, control the way he drives and reduce wear and tear.

To speak to us about maximising your business's potential, no matter the size, call us on **0860 60 50 40** or go to **tracker.co.za**

Tracker Business. Track. Control. Maximise.

\* Savings are based on individual customer case studies; these may vary depending on usage and package

**TRACKER**  
BUSINESS

in partnership with **TomTom**

Taking back tomorrow



# Bang for your buck

The gutsy new Daihatsu Gran Max 1.5 litre One Toner is quickly becoming a force to be reckoned with in the competitive one tonner commercial market with rugged capabilities and affordable pricing

**At more the R30 000 less than its main competition, the KIA K2 700, the Gran Max is arguably in a class of its own at R140 000 and provides plenty of punch from its 1.5 litre 16 valve engine that is a fast goer.**

Unloaded the vehicle jumps around more than a teenage rock band, but once you load up the sizable rear tray, she sticks to the road like glue, with almost car like handling.

The gear lever is easily accessible in the middle of the dash, which is the most sensible place to position it, given the middle passage more leg room.

However, if you are either side of the average height for a human being you may just be in trouble.

At 180cm, I am the perfect average in terms of height, and the car's immovable seat fits perfectly.

Our 193cm cameraman – with legs like an ostrich – had a little trouble finding an agreeable amount of leg room, with knees touching the cubby-hole.

So with that reasoning, the Gran Max is great, provided your drivers are under six foot, which is probably never a problem in Japan where the vehicles were designed.

The simple modification of a cushion makes the vehicle accessible for 'short arses'.

Aside from that, the vehicle ticks all the boxes, with a crisp gearbox, sound handling, tough suspension and affordable servicing which is sure to help it onto the shopping list of savvy fleet managers.

*Gregory Simpson*



*Key facts*

- Long wheelbase and short overhang allow for balance and increased strength.
- Offers tight turning circle, power steering, impact absorbing bumpers and high performance.
- The frame of the bakkie takes most of the strain so the longevity of the vehicle is increased.
- The Gran Max can take up to a ton of weight and has a large load bed of 3.7m<sup>2</sup>.

# WABCO

## Genuine Parts The Way To Go!

Be aware that by using genuine WABCO parts you are greatly reducing the risk of:

- Accidents - which could result in death and/or injury
- Increased costs due to additional repairs
- Income loss due to downtime for truck owners
- Increased fuel consumption
- Increased insurance premiums

Each genuine WABCO part is a product of its 140 year history of innovation and design excellence. Providing safety, efficiency and business reliability.

**SAFETY Should Always Come FIRST!**



Main Branch: 011 450 2052  
 Pinetown Branch: 031 701 6351  
 Cape Town Branch: 021 552 1231

Support Line: 0860 100 631  
 Email: wabcosa@wabco.co.za  
 Website: www.wabco.co.za



# SUV showdown

Asian manufacturers continue to make inroads into the cutthroat mid-size SUV market, with the delectable Honda CR-V 2.4 4WD and the Hyundai Santa Fe AWD vying for top spot: we put them to the test



The Honda CR-V has been manufactured by Honda since 1995 and was loosely derived from the Honda Civic. There are discrepancies as to what 'CR-V' actually stands for, from 'Compact Recreational Vehicle' to 'Comfortable Runabout Vehicle'.

Named after the city of Santa Fe in New Mexico, it was introduced for the 2001 model year as Hyundai's first SUV. The Santa Fe was so popular that at times, they had trouble supplying the demand as it quickly became Hyundai's best selling vehicle in the United States.

**Road Ahead**



**After driving the Honda CR-V 2.4 4WD for a week, one can easily fall for its supreme AWD system that keeps you going in the preferred direction on winter's slippery roads.**

The design is certainly a notch up on the frumpy model that preceded the 2013 edition.

The interior is well decked out with some sensible touches and accessible gear lever in the middle of the dashboard. With a thoroughbred 2.4 litre Honda power plant, she's certainly not short of power and takes off in sports mode, with the rev limiter getting a full workout at 8 000 RPM.

The most noticeable thing about the CR-V is the feeling of privacy that you get divining this vehicle. It's a complete non-header-turner. Possibly because the previous car that I tested was a blood red 650i Gran Coupé BMW, which turns more heads than David Beckham walking topless down your main road. Upon entering the Santa Fe for the first time, grasping the steering wheel all that I could think was: "I'd prefer to still be in the CR-V". The steering wheel felt too chunky, and the interior appeared a touch lower quality than the CR-V. However, the more kilometres you put on the Santa Fe, the more she comes to life. By the third day, the steering suddenly made sense, the turbo diesel was running on mere fumes, something that the petrol fiend Range Rovers could learn from. The Santa Fe was starting to feel like a proper Sport Utility Vehicle or SUV, not

some 'show-pony' pretender to the CR-V crown as the best SUV at an affordable price. The South Korean offering certainly turns more heads with some trendy styling, and is definitely better off-road. After taking the Santa Fe to my local off-road track, she railed through the obstacles with Land Rover ease. The CR-V is no slouch off-road either, but one gets the feeling that it's lower clearance will catch-up on a serious 4x4 trail.

Then we get to the pricing. Honda has a trick up the sleeve here, as the Japanese government keeps making the Yen weaker to encourage exports, giving car companies the ability to drop prices to compete with the likes to Hyundai. You can pick-up a new entry level 2 litre petrol CR-V for a dash over R300k, which is really good value. The top of the range diesel CR-V with all the bells and whistles comes in at just more than R500k, which is only a couple of grand less than the beefier Santa Fe Elite.

The pricing makes this a very difficult decision. On the one hand the CR-V comes with a better name and longer service history through Honda, while with the Santa Fe Elite you get more car for your buck although the nameplate is still developing and thus would lose more during re-sale. You really would not go wrong with either car, and via split decision I'd be tempted to go for the Honda, just on pure name value alone as the Santa Fe is an impressive offering that certainly takes you by surprise signalling that Hyundai mean business going forward.

*Gregory Simpson*



Ever wanted to cook a perfect steak?

## Well now you can with Regent's Risk Solutions.

Regent's vehicle monitoring bureau can help you increase the efficiency of your fleet and logistics business. Let our experts watch over your entire fleet, assisting with real-time monitoring, tracking and reporting. And because the service can be integrated with any existing tracking device, you won't have to fit a new tracking device to take advantage of its intelligent data analysis that will help you maximise profit and save precious time.

**Now with all that extra time on your hands,  
we thought you might enjoy finding a new way to spend it.**

For information on Regent's Risk Solutions contact your broker.

Regent is an authorised financial services provider, licence number 18146.





## E.M.ROGERS LTD

**E.M.ROGERS LTD** was founded in 1945 as a UK Based Road Transport company. Over the last 65 years the business has grown to cover European transport and also become one of the UK's biggest independent truck exporters.

Our 2 road transport companies run a combined 75 trucks and 170 trailers with offices in Holland and the UK.

Our trucksales business exports 700 trucks a year to Markets all over the Globe. Our main business is in East Africa with strong markets in Tanzania and Zambia. Through our extensive UK and European transport network we are able to source all makes, models and ages of trucks direct from the user.



We are still a family owned business and still operate the same values that started the company 65 years ago, Hardwork and Outstanding service. We understand what's needed from your vehicle suppliers.

*Shaun Boyson*

Trucksales website  
[www.emrogers.com](http://www.emrogers.com)

[trucksales@emrogers.co.uk](mailto:trucksales@emrogers.co.uk)

### **Shaun Boyson**

Sales Manager  
Mobile+44(0)7515328086  
Office: +44(0)1604593440  
Email: [shaun.boyson@emrogers.co.uk](mailto:shaun.boyson@emrogers.co.uk)

### **John Rogers**

Director  
Mobile+44(0)7885877324  
Office: +44(0)1604593440  
Email: [jr@emrogers.co.uk](mailto:jr@emrogers.co.uk)

### **EM.Rogers LTD**

Ryehill Close  
Lodge Farm Industrial Estate  
Duston, Northampton  
England  
Nn5 7ua

### **Transport Companies**

[www.emrogerstransport.com/](http://www.emrogerstransport.com/)  
[www.kentvale.co.uk/](http://www.kentvale.co.uk/)



# Leader of the pack

Last year was the best ever for the Hino brand, as the Japanese powerhouse continues to snap up value market share in the ultra-competitive medium-to-heavy commercial sectors.

**The much improved specification of the latest Hino 300 Series, which includes standard air-conditioning, driver and passenger airbags, ABS brakes and electric windows, has been welcomed by customers as driver comfort is seen as an increasingly important factor in improving productivity and contributing to road safety with an alert driver.**

*Dr Casper Kruger, Hino SA vice-president*

Dr Casper Kruger, Hino SA vice-president, said that the strong Japanese yen had put pressure on pricing in the ultra-competitive local market, but this situation was now improving as the yen weakened against the dollar.

With the much anticipated Johannesburg International Motor Show just around the corner Dr Kruger tells *Road Ahead* about Hino's launch plans: "We have introduced a new Hino 500 series tipper; this is based on the 1626 model and fills an important gap in the range.

This 15.5 ton tipper will be displayed at Johannesburg International Motor Show and it comes with a competitive price tag of R583 260.

"There will be an announcement of a new addition to the Hino 700 series bearing the 8x4 drive type, as well as other changes to the current range. The new Hino 300 bus will also be showcased at the show," he said.

Kruger goes on to outline the key benefits of the new lightweight Hino 300 bus as they try to corner the medium-size bus market.

"High strength super alloys are used in the vehicle's superstructure and thus fewer materials are used, allowing for additional carrying capacity, while still achieving the same structural integrity and energy absorption – This is important as it is a people carrier.

## **"Hino is consistently above the 90% benchmark target for the combined score of sales, service and parts"**

"The new bus also features attractive new looks that are more aerodynamic and the resultant benefit in fuel saving will translate to savings on the cost per passenger transported.

"Using the new construction methods the carrying capacity of the new Hino 300 based buses will increase with up to four extra passengers, depending on the selection of optional extras like rear air conditioning.

"There are plans to develop a longer wheelbase model which will lift carrying capacity even more," he indicates.

Hino has long been known for solid after-sales service which has certainly been a key 'differentiator' in a very competitive market. Kruger insists that research is being conducted to ensure that standards don't slip, especially with increased competition from South Korea and China.

"Through the Scott Byers Network, relevant research is conducted on a quarterly basis to determine how well we are servicing our clientele. After-sales and service is a core function of our business and we are pleased to say that we are consistently above the 90% benchmark target for the combined score of sales, service and parts. "This been said, we are still improving

our ways to provide the best possible service to our customers. We have implemented a dealer hotline last year to ensure senior management is immediately aware of what is going on and how we – at head office – can support the dealers in getting the customer's truck back on the road as soon as possible."

Moreover, Hino continues to push the boundaries of performance at the Dakar Rally, which translates in faster, more manoeuvrable trucks.

Based on the Hino 500 Series trucks, these mid-sized racing trucks continue to punch above their weight.

Kruger continues, "Hino has been participating in the Dakar challenge since 1991, and with our 22nd consecutive finish this year, it is noted that Hino used a production-based six cylinder intercooled turbocharged engine of 7 961cm<sup>3</sup> while most of the rivals had much larger capacity engines.

This is amazing as we are confident enough in our product to deliver its best in terms of reliability, toughness and durability – even in the most gruelling conditions.

With the completion of the first quarter of 2013, the South African market for trucks, buses and vans with Gross Vehicle Mass ratings of more than 3 500 kg has recorded cumulative year-to-date growth of 1.2% when compared to the result for the equivalent January-March period last year.

"It was notable that all the market growth in the first quarter was driven by the improvement in MCV sales.

"This segment is extremely diverse, being made up of distribution vehicles feeding the retail sector, panel vans used in fast freight delivery operations, small tippers serving building and renovation contractors, long-distance minibus taxis, local utility service units, and ambulances.

"This diversity makes the identification of driving forces behind improved sales a challenging task, but it can be said that the recent post-tsunami improvement in the availability of Japanese products, which dominate the chassis/cab element of the MCV segment, and some increased governmental buying activity in the panel van arena, have made contributions to the growth.

"MCV buyers tend to be spread widely across the spectrum from large fleet operators to small businesses, and also include a broad range of central, provincial and local government entities, so this performance is supportive of the view that the local economy, while not showing spectacular growth, is certainly not collapsing," he said.

Kruger said vehicle, parts and fuel pricing are likely to remain areas of concern to transport operators while the rand continues to trade at current levels, but there are no present suggestions that the financing environment is under undue pressure, and vehicle availability, particularly in the MCV and HCV segments, should be better in 2013 than it was last year.

"Interest rates are unlikely to rise until some signs of improved macro economic conditions become evident, so a final 2013 market result broadly similar to the 2012 total still promises to be the most likely outcome," he said.

*Staff Reporter*



Altech Fleetcall is the largest commercial, national, I-ECNS & I-ECS licensed MPT1327 trunked radio network operator in South Africa. Altech Fleetcall established a control room in Centurion, which is manned 24/7/365, from where the entire network is monitored and managed and from where support is offered to the entire customer base, 24 hours a day. With a tariff structure based on a fixed monthly subscription per registered radio, there are no hidden costs. Customers receive excellent value for money, as users can make as many calls as they need to operate their business effectively, for a fixed monthly cost.



Altech Fleetcall understands the demands of mission critical voice communication solutions and have positioned ourselves to ensure that we are capable to "Innovate the Future of Mission-Critical" by providing our customers with leading edge digital communication solutions, perfectly suited for taking the way companies conduct their business to the next level.

The benefits of using the Altech Fleetcall managed service include but are not necessarily limited to:

- Unlimited airtime for fixed monthly fees
- Access speed
- World class technology
- No network monitoring (Altech Fleetcall operates a 24/7 Control Centre)
- Reliable high site infrastructure
- Network redundancy as integral part of network design philosophy
- Availability of the network maintained above 99.6%
- A network that ensures a high quality of services with no infrastructure and operating costs to the users
- Wide area coverage
- Making and receiving telephone and cellphone calls from the radio
- Group calls and emergency calls

We are proud to announce our Push to Talk Solution. The service are offered where the GSM networks have coverage, which greatly reduces the limitations on geographical coverage offered by other two way communication systems. It is a technology ideally suited for organisations with the need to communicate cost-effectively with their personnel in the field or on the road.

Contact Details

Tel: (012) 679-3000  
 Fax: (012) 663-4206  
 Email: info@fleetcall.co.za  
 Physical Address:  
 1282 Heuwel Avenue, Centurion, 0157  
 Postal Address:  
 PO Box 7526, Centurion, 0046

PTT switches a cellular device from full duplex mode, which is a mode where both parties can hear each other simultaneously, to half duplex mode, where only one party can speak whilst the other party listens. The party which pushed the PTT button has the floor until the PTT button is released. The operation of the phone, when used in PTT mode, is very similar to two way communication achieved with "walkie-talkies" or other radios. The other main difference between a normal cellular call and a PTT call is that users connect quickly due to the one-on-one relationship that gets configured by the service provider. Multiple parties could, however, be included in a conversation – similar to professional radio usage.

Benefits

- No infrastructure costs
- No rental fees
- No annual license fees
- Fix monthly cost
- Unlimited Pushes



Altech Fleetcall is currently the most successful wireless network provider in South Africa with an established track record spanning almost two decades. The wealth of experience within the organisation ensures that we maintain and grow our market share and enables us to successfully manage and handle in excess of 8 million calls per month. We have no doubt that there is no company better placed to handle your business communication traffic, now and well into the future.





A single vehicle may need up  
to 30,000 different parts.  
**You only need one partner  
to handle your automotive logistics.**

Sasfin Premier Logistics has both the experience and skills to meet the challenging logistics demands placed on the South African automotive industry, ensuring that parts reach their destination on time, every time. We are your automotive logistics partner beyond expectations.

Johannesburg: 011 573 9000

Cape Town: 021 421 5836

Durban: 031 312 9352

Port Elizabeth: 041 364 2555

[www.sasfinlogistics.com](http://www.sasfinlogistics.com)

# Revitalising your corporate image

Many fleet owners of commercial vehicles specify Acryline as their preferred automotive paint brand when upgrading trailers. This is no different for South African Breweries who recently upgraded their fleet of trailers.

**In response to heightened demand for the amber nectar, South African Breweries implemented a national project to upgrade their fleet.**

With all the required modifications to their trailers, a comprehensive make over was required.

This required significant changes to be implemented in the supply chain, including the modification of existing trailers to take a heavier load. Following the modification, total re-sprays were required for more than 800 trailers. The project, which was completed by 30 vendors across five provinces, was wrapped up in 11 months. In addition to supplying the product, the Acryline



team fulfilled an internal project management role, while also providing expert product support and technical advice to the 30 vendors, and continue to do so.

### Results

- Over 200 000l of paint were used to complete the project.
- The team's holistic, hands-on approach ensured that paint distributors always had products to supply and ensured that on-site visits and training occurred on a regular basis.
- The added-value that the Acryline team offered SAB, in terms of managing the project, ensured that each refurbishment was completed to specification and on time.

Added benefits for the customers included the following:

- Approved colour standards uniquely designed for the customer and distributed to all vendors.
- Accurate corporate colours were achieved across the entire fleet.
- The fleet now proudly represents the corporate image of the company.

Glenton Mdaki, SAB regional fleet manager in KwaZulu-Natal, reflected on a job well done: "I would like to take this opportunity to reflect on the assistance delivered by the

Acryline team throughout the project. "Initially, some jobs were rejected, but following the committed visits from the team to our areas, where in-depth training was completed with the spray painters, we are glad to report that no further jobs have been rejected to date.

"The support provided improved the skills of the spray painters significantly and this is where the true value lies.

"All the vendors agreed that this was a valuable learning experience and I believe they will utilise this new found knowledge well into the future.

The team also consistently answered all our queries and the backing we received was invaluable with regards to assisting vendors in capturing the Acryline warranties online," he told *Road Ahead*.

Meanwhile, Dirk van den Berg, SAB project management specialist added: "As always, it is a pleasure working with the Acryline team. The quality of their products is proven and we know exactly what to expect on completion of every a job.

"Offering reliable technical support and service, the assistance we got from the team during this particular project was simply outstanding. There was always sufficient stock, and the guys were always there, on the ground, ensuring the products were properly applied by the various spray painters," he concludes.





# Experts in Industrial Staffing Solutions

Kelly Industrial knows that a reliable and productive workforce is essential to maintain consistency and efficiency within an organisation.

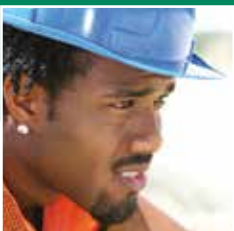
With over 28 years' experience in comprehensive staffing and workforce management solutions we are able to deploy on demand any number of skilled employees to your operations, increasing your business's agility and allowing you to focus on driving your business forward.

Kelly Industrial is passionate about productive people partnerships!

T | 0861 61 62 61

E | [info@kellyindustrial.co.za](mailto:info@kellyindustrial.co.za)

W | [www.kellyindustrial.co.za](http://www.kellyindustrial.co.za)



DIVISION OF  
**KELLY**  
GROUP

# Quality you Trust! Quality you Know!



  
**KANSAI  
PLASCON**

Fleet owners have chosen Acryline as their automotive coating of choice for almost three decades.

Specifically engineered to protect commercial vehicles, Acryline has demonstrated its extreme durability, long lasting gloss and good scratch resistance on vehicles subjected to the harshest terrains, often operating around the clock from one stretch of the country to the next. Designed to withstand extreme weather conditions, Acryline has the perfect gearings for the South African climate.

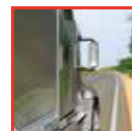
A complete 2K system, Acryline is formulated using top quality automotive resins, pigments, additives and solvents. The products are easy to apply, and can be air-dried or baked. Resistant to petrol and mild chemical spills, Acryline's ultra-smooth finish ensures low dirt collection and easy maintenance.

UV absorbers safeguard colour brilliance and prevent fading – a consequence of exposure to our intense sunlight.

With an extensive range of colour formulations, Acryline can be perfectly matched to the corporate colours of any fleet. Kansai Plascon's team of colour experts are perfectionists who have mastered the art of matching colours and ensure accurate colour formulations.

For complete peace of mind, Kansai Plascon offers a five year Paint Warranty to all Acryline customers. Fleet managers can track vehicle repairs by vehicle via our website.

For more information on Acryline or to schedule an appointment with our specialist sales consultants, visit [www.plascon-automotive.co.za](http://www.plascon-automotive.co.za) or contact us on (011) 861-0300.



[www.plascon-automotive.co.za](http://www.plascon-automotive.co.za)

# Acryline

# Are you adequately covered?

It is often during trying times that companies and people are tempted to under-insure their fleets or vehicles, often with disastrous consequences

**Wayne Rautenbach, national manager for Regent Commercial Vehicles (RCV) believes that it is in these economically challenging times that the security of being appropriately insured matters most.**



Wayne Rautenbach

“We have seen a lot of companies lose money or close down because of precisely this,” says Rautenbach.

“Protecting your commercial viability against a changing and increasing risk landscape should be your first priority, especially when times are tough.”

As a viable alternative, Rautenbach urges companies to work with their brokers and insurers to find innovative and intelligent ways to minimise their risk while maintaining the best insurance cover possible.

“Fleet or heavy commercial vehicle cover is not something that you buy on the fly; it is a specialised offering and product range that requires a very specialised approach. Our philosophy at Regent is to understand the unique risks that impact your business sustainability and to develop products and services that are best suited to helping you mitigate them,” says Rautenbach.

As an example of its innovative approach towards risk management in the heavy commercial vehicle space, Regent recently unveiled a value added service called RCV Risk Solution that allows fleet managers, truck owners and drivers to manage their on-road risk, saving Regent’s customers both time and money.

Rautenbach believes that by combining the advice of a qualified broker with the innovation, fleet management expertise and specialised focus of the right insurer, companies will be able to better protect themselves against economic instability while maintaining optimal cover.

He offers some advice in selecting appropriate cover for heavy commercial vehicles and fleets.

## **Choosing the right avenue to insure**

Rautenbach suggests that a company’s first port-of-call when finding the right insurer is a broker. Brokers dealing with specialised insurance such as fleet management are essential in making sure that the consumer is adequately covered,



and has the best deal to mitigate the risks that their business faces. “We have realised the importance of having a broker personalise the client’s policy. The business owner would need to find a specialised broker that has both the experience and the knowledge to navigate the complexities of heavy commercial vehicle and fleet insurance.

Also, going online does not guarantee a cheaper quote. In fact, the consumer might end up paying more without having a package tailored to suit their business.

“Fleet maintenance is one of the largest expenses our clients face, especially with the current price of imported parts being so high. We are finding that fleet owners are delaying maintenance on their trucks or encouraging their drivers to haul freight over longer periods of time to mitigate these rising costs,” adds Rautenbach.

Brokers who work with Regent Insurance understand the challenges facing the industry.

According to SheqAfrica, Africa’s largest occupational health and safety, environment and quality management resource, 48% of vehicle collisions on Durban’s N3 highway involved heavy vehicles. Almost half of these accidents are single vehicle accidents, and can be largely attributed to driver fatigue, unsafe following distances, poor visibility, and poor/insufficient tyre and brake maintenance.

“If we can educate and ‘up-skill’ our drivers as well as keep them safe and healthy, we can go a long way in ensuring the stability of the industry as a whole,” he adds.

According to Rautenbach, the objective of optimum fleet management is vehicle accident prevention, driver education and alertness as well as to improve overall safety for all road users. Clients using Regent’s broker-based product have reported reductions in fuel and maintenance costs as well as healthier drivers, which equates to reduced insurance premiums and greater profit margins.

Over the past three years, Regent has found that adequate training provided to drivers of heavy commercial vehicles has led to a reduced number of accidents or incidents.

In light of this, the insurer has introduced a truck driver training programme and wellness initiative to assist truck owners to achieve further reductions in operating costs.

“We have set up driver training programmes and wellness kiosks along the N3 corridor, for the use of drivers insured with Regent. These kiosks facilitate driver education, provide counselling and perform sugar, blood and HIV testing. Although this project is still in its infancy, we plan to grow this initiative across all of South Africa’s major road arteries.

“At Regent, we want our clients to run successful businesses simply because that also ensures our future sustainability.

The challenges we face are much like any insurer around the world. Our objectives are to get the right rate, by working with the broker and client, to minimise claims,” says Rautenbach.

Rautenbach believes that innovative products, such as those offered by Regent, could go a long way in ensuring the success of many clients.

He adds that the aim of such innovation is not only to gain new business, but save companies money, save lives, as well as to create and sustain jobs for the industry.

*Trevor Jones*

*Wayne Rautenbach is the head of Regent Commercial Vehicle Unit, a position which he has held for the past five years. In his tenure, the department has grown into the second-largest insurer of trucks in the country. Wayne has over 25 years of experience in the short-term insurance industry, 18 of which were spent at Regent Insurance.*



WHEN YOU'RE TRANSPORTING  
GOODS FOR HUNDREDS OF  
KM'S PER DAY, KNOWING YOUR  
TYRES ARE LOOKED AFTER  
**THAT'S TOTAL TYRE MANAGEMENT**

**TTM**  
TOTAL TYRE MANAGEMENT

Total Tyre Management is the new system designed to make your fleet operate at peak efficiency at all times. From calculating cost per kilometre to alerting you when a vehicle's tyres need a re-cap or a re-fit. With a host of other features including financial options for the leasing of your fleet's tyre requirements, and 24-hour roadside assistance. Total Tyre Management, exclusively from Max T Solutions.

**BRIDGESTONE**

**MAX T**  
**SOLUTIONS**  
EFFICIENCY YOU DESERVE

Visit [www.maxtsolutions.co.za](http://www.maxtsolutions.co.za) for more info, or email [info@maxtsolutions.com](mailto:info@maxtsolutions.com) Call: 011 387 2000. 24-Hours: 086 162 9424

# Surging ahead

## Promoting a sustainable and environmentally responsible industry

**NORA-SA has enjoyed another successful year and remains an active, effective and well-functioning association – despite being inundated, if not swamped, by the continual flow of new and more onerous legislation and regulations.**

Don Hunter, chairman of NORA-SA, who addressed members and guests at the NORA-SA annual general meeting, held in Johannesburg on 12 April 2013, says that much of this new legislation, which is particularly disabling to Small and Medium Enterprises (SMEs), has become NORA-SA's biggest challenge, but that with the ongoing support provided by The ROSE Foundation, the association remains active and functional. Hunter highlighted some of the main achievements and challenges for NORA-SA over the past year.

### Notable achievements

"There has been an excellent working relationship between ROSE and NORA-SA – which is critical to success and needs to continue," says Hunter.

"Oil collections remain high with approximately 27.5 million litres of used oil collected by NORA-SA members in 2012 – with a total of about R4.65 million being paid in incentives by The ROSE Foundation."

"Oil collection volumes in the rural areas grew from 10.6 million litres collected in 2011 to 10.8 million litres in 2012.

A total of 232 372kg's of used oil filters were collected in 2012 while NORA-SA's support for grease disposal continued," adds Hunter.

"Another great success from the past year was the formation of SAICRA – an association formed to regulate drum re-conditioners in South Africa."

### Challenges

According to Hunter, one of the biggest challenges facing NORA-SA was to increase its membership. "We recognise that not all role-players in the used oil industry will want to join NORA-SA. We must consistently communicate that NORA-SA is a credible brand that offers members numerous benefits, such as collective representation coupled with training, compliance auditing, lobbying with government and more," explains Hunter. "Growth in general remains a challenge. We need to grow the quantities of lube oil collected, we need to grow the number



*Back Left to right: NORA-SA Exco Members, Adaan van der Merwe, Moses Mokgosi, Peter Hilliar, Michael Wurbach, Ashley Carolissen, Front left to right: Tiro Galekhutle, Don Hunter, Gary Pearce, Tom Nciweni, Emilia Mascis, Alison Haycock. Not in picture, Leonard Bianchina.*

of compliant NORA-SA operators and we need to extend the collection areas and focus."

Hunter also addressed guests at the AGM on the topic of compliance challenges within the used oil industry. "While NORA-SA members remain at the forefront of compliance in the face of increasingly strict legislation, we do still experience worrying challenges such as illegal storage sites and non-compliant collection vehicles being driven by untrained drivers who lack the necessary first aid and Hazchem training. Literacy also remains an ongoing problem and an impediment to SMEs," says Hunter.

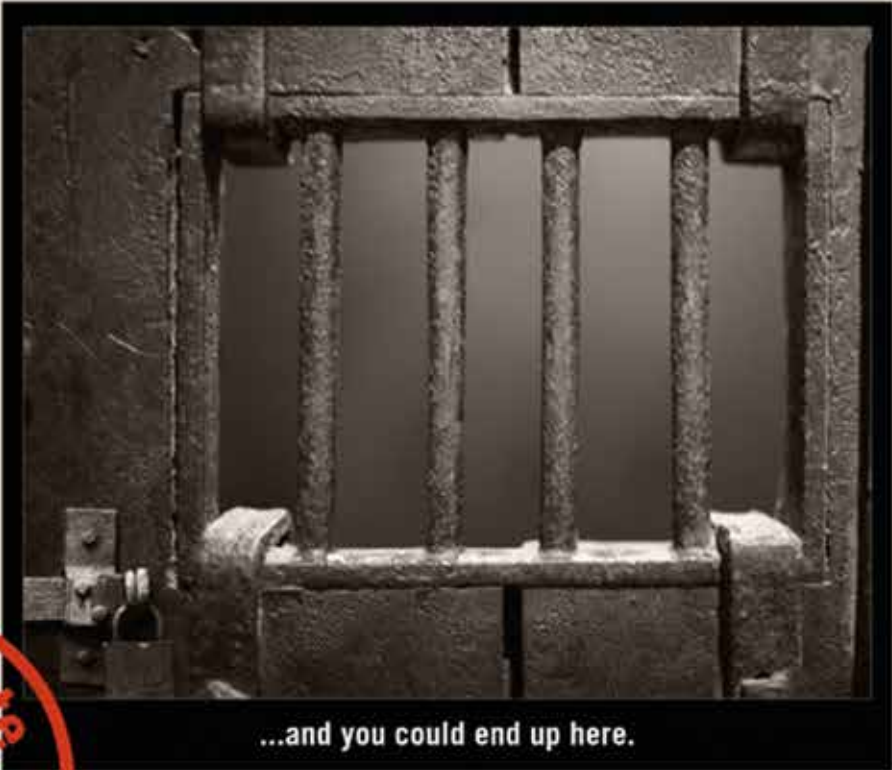
"To address this NORA-SA will continue to actively educate collectors on environmental and transport logistics and our members continue to undergo considerable training to ensure that they are suitably trained."

Hunter says that going forward NORA-SA will also interact more with government regarding impending legislation, most notably the Waste Act and the Waste Information System (WIS), but also regarding the new fuels specification and emission standards.

"Thank you also to the committee members and chairpersons of the branches and the executive directors for giving of their valuable time and expertise for everyone's benefit and another successful year."



Dispose of your used oil here...



...and you could end up here.

Up to 15 years imprisonment.



So for peace of mind, contact a NORA-SA approved collector or recycler to safely dispose of your used oil. Call 0860 NORA-SA (6672 72) for a collector in your area.





# On time is everything



With increasing overheads and competition in the cut-throat business of logistics only the strong survive – and that is exactly why Sasfin Premier Logistics is thriving, posting healthy interim profits

**Sasfin Premier Logistics' business provides metal transportation from the steel foundry to the ultimate consumer in the most safe and effective way. Besides ocean shipments, they also provide domestic transportation services of any destination; including railway transportation, container sending, shipment on barges and trucks.**

Transportation of steel cargoes requires careful packing and delivery of the goods to the customer has to be performed without any damages, or your reputation goes out the window.

A leading light in the success of Sasfin Logistics comes from charismatic chief executive officer, Peter Ehrenreich – who is also a non-executive director at Hecny Transportation.

Ehrenreich cut his teeth working for Maersk in Denmark, and crunched the numbers with *Gregory Simpson* recently.

**How have you managed to expand into many new markets without losing levels of customer service, speed and satisfaction?**

We have been very selective in whom we partner with to ensure that once we do – it works well for both parties.

If we are not sure we will add value and can contribute to a strong mutually beneficial partnership – we rather walk away.

Also, we always make sure we do not over-commit and under-deliver.

**What are your core values and how does that come out in the daily workings of the company?**

Honesty, integrity, communicating proactively with our clients even if the message is negative to allow the customers to take precautions in time, team-work, and commitment to success for all stakeholders.

**What are some of the challenges facing trucking and ways to navigate around fuel price hikes, red tape, corruption and strike action?**

Reliability can be a huge issue as we outsource to trucking companies and they form part of the supply chain we are responsible for towards the clients.

Hence, trust and reliability are paramount in our rapport with our selected hauliers. The trucking industry is a cut throat market place but quite frankly so is the entire logistics industry – and in fact most other industries these days.

We are very selective in choosing service providers and we have a check list they need to conform with from anything like broad-based black economic empowerment or BBBEE to insurance, service level agreements etc.



## What are the main points in building strong relationships within the industry?

Key to a sustainable collaboration is honesty and integrity between ourselves and the hauliers we engage with.

At the end of the days – we need to communicate accurately to also keep our clients up-dated all the time and this is very important for the customers.

## Most common problem to slow down the supply chain and ways to maintaining high standards within a highly competitive industry?

The South African Revenue Services (Sars) and the police manning border posts checks are very much delaying factors and obviously hugely irritating and costly for our customers.

More flexible working hours from Sars and the police (over weekends too) would enable the importers and exporters to comply with the rules but also get business to move quickly again. Slow process by the authorities really hurt business.

## Keys to cutting costs and running a streamlined operation during a recession?

Key to success for us is to have the right calibre of employees who are willing to live our values linked with a strong IT system.

You have to continuously do more with less to excel in today's market. We have been through a significant restructure to ensure we not only have the right people on-board but also that we have the leanest and keenest organisational structure, which can always swiftly respond to customers' needs.

What is also important is to constantly find more competitive solutions to our existing clients.

## Is the country doing enough to ensure that it is one of the main gateways into the flourishing continent?

The country should do far more to take the role Rotterdam has as the gateway to Europe.

The new port in Coega needs to have better infrastructure to Johannesburg and it has to be competitive on both price

and service so we can get a flawless product. Namibia and Mozambique are both trying to make their respective ports the natural choice but it really ought to be South Africa.

## What greener technologies/software are you looking into to reduce your carbon footprint?

We are building a new head office and warehouse very close to the OR Tambo International Airport and we are using all available green technologies there. In addition to this we have invested in a very sophisticated IT system, which we can already now see has reduced the need to print as much as previously. We are also scanning internally far more than before.

## “SA should do far more to take the role Rotterdam has as the gateway to Europe”

## Where do you see the biggest growth points for the industry going forward?

The intra-Africa market with cross border traffic – there is so much buying power in the countries north of the border.

## Ways to holding onto your specialised talent – with South African know-how in hot demand overseas?

I think the demand for talents from South Africa has reduced and more international companies have cut down on expatriates to save money. We focus on having the right people on-board and overall remunerate everyone at what we believe are good market related packages.

## Is the government putting enough resources into ensuring that road and rail infrastructure is running at optimal efficiency, and how can we encourage more usage of our vast rail network?

There is no doubt that the government prioritises the transport of coal on rail over the containers.

This is sad as we should really have more containers on rail as too many trucks are very damaging to the roads and adds to congestion and accidents on the road as well.

Rail has yet to prove itself on price, time and service against road – most importers in Gauteng need their goods yesterday and would still rather choose the truck versus the train.

## Challenges of delivering on time to certain parts of Africa with outdated roads and questionable driving levels?

This boils down to working with the appropriate partners in other African countries – partners who know how to make it happen in their environment.

For one to sit and claim to know what goes on in Lubumbashi would be arrogant – and probably detrimental to one's business. As we do in South Africa – we also choose our partners in the rest of Africa with care.



# BNR

Business Network Radio



**ON THE AIR**



**A CAPE MEDIA PROJECT**

Log on to  
**[www.bnradio.co.za](http://www.bnradio.co.za)**



# Keep moving forward

**Innovation, safety and reliability  
are the watchwords in heavy haulage**



*Andre Jansen van Vuuren, divisional director: marketing*

**For supply chain specialists Cargo Carriers ([www.cargocarriers.co.za](http://www.cargocarriers.co.za)), innovations in both technology and operations are the key to client-centered value creation. Witness to this is its contract with ArcelorMittal South Africa to haul cargo between ArcelorMittal's Saldanha and Vanderbijlpark plants.**

Each plant produces different grades of steel, and a certain volume of the metal produced in Saldanha is sent to Vanderbijlpark for further processing. Much of the steel finished in Vanderbijlpark, in turn, is destined for the export market via Saldanha. Cargo Carriers keeps the supply moving in both directions.

The Cargo Carriers fleet includes trailers specifically designed to carry steel coils to maximum capacity. World-class logistics software allows the tracking and tracing of all loads throughout their journeys, and driver performance is monitored closely by onboard technology. Back-loading is essential in ensuring an optimised supply chain.

## **A history of steady growth**

Cargo Carriers has been in business since 1956, making a name as a reliable, efficient and ethical hauler. When the company listed on the JSE in 1987, it was one of the largest privately owned transport operations in Southern Africa. Since 2002, it has been reinvented as a specialist transport logistics and supply chain service provider.

A demand of this transition has been the establishment and adherence to industry leading Safety, Health, Environment and Quality (SHEQ) protocols, and an upgrading of its B-BBEE rating from that of a level seven to a level four. These improvements have resulted in improved service levels to clients and a significant increase in capability and capacity.

Cargo Carriers' relationship with ArcelorMittal also includes a contract to transport pitch and tar from Vanderbijlpark, to KwaZulu-Natal, Zimbabwe and Mpumalanga. The contract bears testament to their ability to increasingly add value to client supply chains. When asked what the business does, divisional director: marketing, Andre Jansen van Vuuren replies "we are in the business of value creation – of creating advantage from the waste in existing supply chains". He sounds more like an Alchemist than a supply chain specialist. Cargo Carriers is creating their own brand of 'magic' with clients



## Are you and your logistics partner on the same page?

Safety. Service levels. Carbon footprint. Transformation. Profitability. You're under increasing pressure from all directions. Outsourcing your transportation at the lowest cost/km might increase your margins, but you ought to be partnering with a logistics service provider who can deliver value beyond lower costs. Reliability, service and quality excellence. High levels of health, safety and empowerment. Low environmental impact... This is how we do transportation.

**Call us. We go the extra mile.**

**CargoCarriers** 

*Innovative supply chain solutions*

t +27 11 485 8700 marketing@cargocarriers.co.za  
www.cargocarriers.co.za



# Win a trip to

'Like' the Road Ahead Facebook page and you could enjoy a relaxing five-day stay on the south coast of Mauritius at the five-star Heritage Le Telfair Golf & Spa Resort worth R55 000



**T**he island of Mauritius, a jewel set in a turquoise-blue sea, is an oasis of peace and tranquillity. Of volcanic origin and sheltered by barriers of coral reefs forming natural, safe, crystal clear lagoons, Mauritius has long been a dream destination – the Hawaii of the Indian Ocean.

Dream no further ... You and your partner could be whisked away, on board Air Mauritius, the island in the sky, and transported to

the ultimate in luxury island resort living. Your accommodation, the Heritage Le Telfair Resort, situated on Le Domaine de Bel Ombre on the south coast of Mauritius, stretches over 15 lush acres, perched at the edge of a blue lagoon. This elegant hotel, inspired by Mauritian colonial architecture, opens out onto a magnificent tropical garden, through which the Citronniers River flows, offers a special ambiance, recalling the charm of yesteryear and enshrouded in beauty.

The rooms and suites, most of which command fabulous sea views, are beautifully furnished, while a superb spa, an 18-hole championship golf course, a diverse choice of restaurants and a private beach complete the idyllic picture of a lazy island break-away. By day, take part in water sports at the Heritage C Beach Club, with two restaurants, a bar and its own beach, or venture into the Frédérica Nature Reserve to spot monkeys, deer, wild boar and parakeets. In the evening, dine on

# Mauritius

**Holiday  
Factory**.co.za  
Straight from the factory to you

  
**AIR MAURITIUS**



## HOW TO WIN

To stand a chance to win this amazing prize, you have to 'like' the Road Ahead Facebook page and subscribe to the magazine's weekly newsletter.

1. Go to <http://www.roadaheadonline.co.za/#> and subscribe.
2. Visit <https://www.facebook.com/pages/Road-Ahead-Magazine/336936186347977> and click on the 'like' button.  
It's as easy as that!

## Exclusive reader offer

The Holiday Factory is offering readers a 7 night stay in Mauritius at Heritage Le Telfair for only R15 400 per person sharing, including flights to/from the island on Air Mauritius, airport taxes (currently R2800 pp), 7 nights accommodation with breakfast and dinner daily. Land and watersports are featured by the resort, complimentary unlimited green fees at Golf du Chateau, plus a 50-min spa treatment. BONUS offer: free lunch daily plus a free room for up to 2 kids under 17 years. Valid for travel from 1 May until 20 September 2013 – a school holiday airfare surcharge applies from 21 June until 19 July 2013. Quote CMC Reader Offer. Booking conditions apply. Call 0860 ISLAND (0860 475263), email [res@theholidayfactory.co.za](mailto:res@theholidayfactory.co.za) or visit [www.Holidayfactory.co.za](http://www.Holidayfactory.co.za).

## Island in the sky

Air Mauritius is your daily direct connection to Mauritius from Johannesburg (and three times a week from Cape Town). Call 011 601 3900 or go to [Airmauritius.com](http://Airmauritius.com) or [Smarttravel.co.za](http://Smarttravel.co.za).

gourmet Mauritian cuisine at the enchanting Le Château de Bel Ombre.

### The prize includes

- return flights from Joburg to Mauritius, courtesy of Air Mauritius (domestic travel to Johannesburg excluded);
- return transfers to Heritage Le Telfair Golf & Spa;
- accommodation for two people sharing a beautiful superior room for five nights and daily breakfast and dinner, courtesy of Holiday Factory;

- non-motorised water sports; and
- complimentary unlimited green fees at Golf du Château (excluding golf-cart hire).

### The prize excludes:

- airport and departure taxes;
- motorised water sports;
- excursions, activities and items other than those specified on these pages;
- personal expenses.

### Terms and conditions

By entering the competition you agree to the terms and conditions as they appear below. Failure to do so will result in disqualification from the competition or forfeiture of the prize.

• Only people resident in South Africa are eligible for entry. Entrants must be 18 years of age or older. • Prizes may not be redeemed for cash nor are they transferable. • The judges' decision is final and no correspondence will be entered into. • The winner will be notified via email once the draw has been audited. • Personal information collected will not be shared with any third party but Cape Media Corporation (CMC) may, from time to time contact you in connection with products and information that it may deem of interest to you. • Staff members of CMC, their agencies and affiliates as well as their immediate families may not enter. • If the prize is not claimed within two months of the winner being announced, the winner forfeits the prize. • It is the participant's responsibility to make sure that all the personal information submitted is complete and accurate. • Participants enter and accept the prize at their own risk and at no point is CMC or the sponsors responsible for any injury, loss or damage that arises out of the use or participation in the prize. • CMC does not guarantee or take any responsibility for the quality of the prizes, though we do endeavour to run competitions where the prize is of a suitable quality and standard. • Travel is restricted to low season / off peak holiday season.

**ON-LINE**

# Technica

ON-LINE TRAINING RESOURCES

## HEAVY VEHICLE CURRICULUM

### A Complete Curriculum for Medium/Heavy Truck Technician Training Programme

Technica CDX is now your source for a complete teaching and learning solution for Medium/Heavy Truck Technician training programs. This comprehensive curriculum consists of new interactive online courses with accompanying textbook materials from MAVCC, a leading multi-state consortium of heavy vehicle educators in the USA. This full course solution offers instructors and students the theory and practical application needed for entry-level technician training.

### Technica CDX Heavy vehicle:

#### • Preventive Maintenance and Inspection

This is a cutting-edge online training module that offers instruction on proper vehicle inspection procedures and safety practices. All major vehicle systems are illustrated and tasks are demonstrated with live videos to provide a highly engaging learning experience.

#### This complete training package includes:

- Engaging videos and animations
- Step-by-step procedures
- Handout activity sheets
- Quizzes and exams
- Assessment and reporting tools.

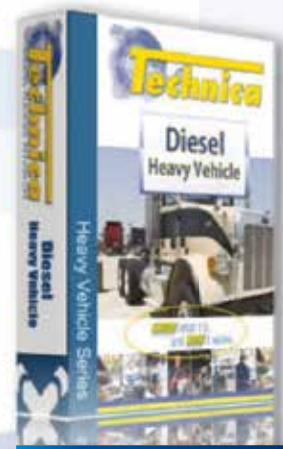
#### Provides instruction on:

- Exhaust system, steering, electrical, and complete in cab inspection
- Air pressure testing and critical fluid check
- Brakes inspection of air and hydraulic systems
- Tyres and wheels inspection
- Under the vehicle inspection of the chassis and driveline
- Engine compartment inspection, including coolant systems
- Routine engine maintenance procedures
- Electrical inspection, including engine control and power train modules
- Cargo handling devices inspection, including tailgate lifts
- How to achieve compliance with interior and exterior vehicle inspection standards

### Technica CDX Heavy vehicle:

#### • Complete Modules on:

- Technica CDX Heavy Vehicle: Electrical and Electronic Systems
- Technica CDX Heavy Vehicle: Hydraulics
- Technica CDX Heavy Vehicle: Brakes
- Technica CDX Heavy Vehicle: HVAC
- Technica CDX Heavy Vehicle: Engines
- Technica CDX Heavy Vehicle: Steering & Suspension
- Technica CDX Heavy Vehicle: Drive Trains



**R2274.00**

**merSETA compliant  
CBMT  
Textbooks now  
available**



POWERED BY  
**CDX Automotive**

Michael Turnbull  
Marketing Manager

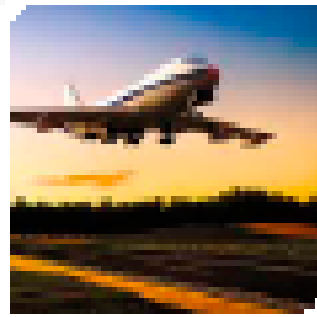
Tel: +27 (0) 11 879 6065  
Cell: +27 (0) 79 502 2368  
Fax: 086 566 8065  
E-mail: michael.turnbull@technica.co.za  
Website: www.technica.co.za



**merSETA**  
MANUFACTURING, ENGINEERING  
AND RELATED SERVICES SETA

CBMT Compliant  
CBMT approved modules only

[www.technica.co.za](http://www.technica.co.za)



**TRAVEL AND SUPPLY CHAIN MANAGEMENT PROGRAMS**

# On track to your skills destination

with a variety of specialised training programmes in Transport and Supply Chain Management, these enable industry role players to reach their full potential.



## **BCam Degree Programmes**

- Logistics Management
- Transport Economics

## **National Diploma Programmes**

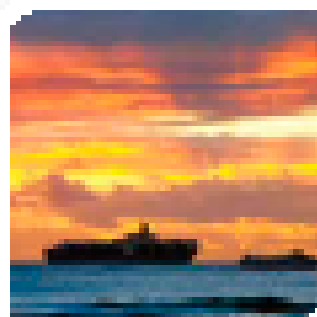
- Logistics
- Transportation Management

## **Postgraduate Programmes**

- Transport and Logistics Management (including the Course Work MCom specialising in Supply Chain Management)

## **Professional Development Programmes**

- Diploma in Road Transport Management including the Certificate in Road Transport Management
- The Transportation Management Diploma
- Certificate Programme in Logistics Management
- Diploma in Logistics Management



These qualifications offer

- Industry related focus areas
- Ethical professionalisation
- Flexible study options



**Enquire:**

Department of Transport and Supply Chain Management  
Auckland Park Highway Campus (our Highway & University Road)  
University of Johannesburg

Telephone: 011 559 6374

Fax: 011 559 2629

Email: [enquiries@uj.ac.za](mailto:enquiries@uj.ac.za)

[www.uj.ac.za/transport](http://www.uj.ac.za/transport)



