





## Innovation that puts people first.

Since 1935 UD Trucks has gone the extra mile to provide the products and services the world needs today. We listened to our customers and developed All New Quon to meet the needs of the times through smart technology and innovation that puts people first.

The new ESCOT-VI automated manual transmission, disc brakes, advanced driver support systems and ergonomic cockpit ensure unrivaled drivability, safety and comfort.

With the new road-predicting "Foretrack" function, clean high-torque GH11 engine and strong, lightweight chassis, All New Quon excels in fuel efficiency and productivity, putting your drivers and your business ahead of the rest.

It is the next generation truck for the age of smart logistics.

To find out more about All New Quon, visit our website at [udtrucks.com](http://udtrucks.com)

ALL NEW! **Quon**



UD TRUCKS

Going the Extra Mile

## Dear friends,

Welcome to a new exciting issue of *Roads*, your magazine about UD Trucks.

When our founder Kenzo Adachi developed his first truck, he had a vision to make the trucks that the world needs today. More than 80 years after, his vision keeps guiding us. Following the Japanese concept of *gemba*, we like to listen to you, who use our trucks every day in your activities, to understand what kind of truck would be the most useful, profitable and comfortable for you.

The launch of our new Kuzer in Indonesia perfectly illustrates this: equally at home in the crowded city streets of Jakarta as on hilly country roads, Kuzer doesn't belong to any existing category, defining its own to answer the actual needs of our Indonesian customers. In addition to maneuverability and agility, the new Kuzer offers superior drivability and comfort, with a powerful new engine and a spacious cabin, while retaining UD's traditional traits of reliability, durability and low running costs.

In this issue, we would also like to take you to a winter season in Hokkaido, in northern Japan, where our engineers ran tough, strict cold tests on our All New Quon models, including the snowplow. The soon-to-be-launched 8-liter All New Quon is also being tested with satisfying results.

In today's world, our industry faces - almost globally - an alarming shortage of drivers. At UD we are trying, with modesty but determination, to answer this issue, in a variety of ways.

One way is taking place in Ethiopia, where UD has joined forces with the United Nations Industrial Development Organization and governmental partners to open and equip a new school to train driver trainers for the country, and to reinforce the driving skills of current drivers. In this project, we contribute our knowledge - driving training programs, and our hardware - trucks, to help the development of the country's transportation industry. Additionally, the training courses will be registered in the country's national education curriculum, and in this way every Ethiopian school can make use of the courses thereby improving driving standards right across the country.

Another way that we deal with the global driver shortage is by improving the drivability of our trucks, which makes truck-driving more accessible and appealing to a larger demographic. Our All New Quon, for example, offers the new ESCOT-VI automated transmission and lighter controls, which contribute to superb drivability, comparable to that of a passenger car. Come with us on a visit to Heartful Co., Ltd. in Japan and meet their female drivers who make up the entire workforce of their dump truck fleet. Most of their drivers, as you will read, hadn't considered truck driving, and yet they are now taking part in major regional development projects, such as the Shinkansen (high-speed train) extension.

It is our pride and joy to see that the passion that runs in our veins is more and more widely shared by female drivers around the world.

It is our joy to see the different ways and views they bring to our industry.

To them, to each of you, we wish a long and pleasurable career behind the wheel!

**Yoshihiro Murakami**  
President  
UD Trucks Corporation



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## AUSTRALIA

### Australians compete to win a Quon for a year

The latest promotion by UD Trucks in Australia will see one lucky operator win a new Quon truck to use for a year. It will give one Australian transportation company a year's use of a new UD Quon, letting them enjoy its ability to handle bigger payloads, higher levels of safety, improved fuel efficiency and better driver comfort, plus 12 months' free servicing.

Mark Strambi, Vice President of UD Trucks Australia, says UD is gaining momentum in Australia now the new model has arrived. "We believe this is the best Japanese truck on the market. Being the best is a big claim to make, but when you have created a truck like the All New Quon, we are confident we can back it up. What better way than to

drive the All New Quon for an entire year! It's the ultimate real-world test and we know our customers won't look back."

Visit UD Trucks Website



### Quon rigid trucks shipped to Australia

Nine All New Quon rigid trucks were shipped to Australia in March, making the country the first overseas market to receive the new vehicle.

The rigid trucks will be mounted by a local body manufacturer and sold as cargo trucks to transport goods between regions and cities. Twelve All New Quon tractors also left for Australia earlier this year. UD's 6 x 4 tractors have won the top market share among Japanese brands in the same segment.

## SOUTH AFRICA

### Faster turnaround, increased uptime, planet-friendly New UD dealership in Port Elizabeth



The Billson Group, which was established in 1986, has been a UD Trucks franchised dealer since 2001. In March 2018, a new Billson Trucks dealership of 6,000 square meters was erected in Port Elizabeth – a key economic hub in the region. It boasts the newest developments in automotive technology and sustainable design.

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

The facility has eleven 30m-long service bays of which four also have service pits, a roadworthy test lane plus an additional eight repair bays. The roadworthy test lane also boasts a brake roller tester, chassis tester and wheel alignment equipment, which means that any brake repairs can be done on site with a safety certificate issued afterwards.

To deliver a superior level of service and support, Billson holds the principle of recruiting "the right person for the job". Investment plans for the continuous development and training of the staff are already scheduled.

The Billson team shares UD Trucks' philosophy of putting customers first. "Both Billson and UD believe in offering complete solutions that customers can rely on to keep their trucks running," says Swanepoel, the Managing Director of UD Trucks Southern Africa.

#### Sustainable design

The new facility has been built according to stringent environmental-friendly requirements and has a very low carbon footprint. The design includes the installation of solar panels, insulation throughout to improve temperature control and to reduce energy consumption, double glazed reflective glass, LED lighting with motion sensors, as well as an advanced water harvesting and storage system for up to 120,000 liters of water. There is also an oil-separation system in the wash bays for water recycling purposes.

Billson Trucks is one of UD Trucks 37 dealers in South Africa and 16 dealers in 14 other markets across southern and eastern Africa.

## RUNNING THE EXTRA MILE

### UD Trucks and its partners run the Extra Mile Great Ethiopian Run 2017 & Dubai Marathon 2018

Nyala Motors – UD Trucks official importer in Ethiopia, UD Middle East, East & North Africa team, and United Diesel – UD official importer in Dubai, ran their city marathons putting the UD brand promise into practice.



UD Trucks promotes running globally, as a part of their Running Around the World program.

Visit Running Around the World [www.udtrucks.com](http://www.udtrucks.com)



## Chosen for UD Trucks' reliability

Malaysia's largest electricity provider adds more Quester trucks to its fleet



Nine units of Quester 8-liter rigid trucks are expected to join the fleet of Tenaga Nasional Berhad (TNB), Malaysia's largest electricity supplier, bringing the total number of UD trucks in the fleet up to 40.

TNB's core activities comprise electricity generation, transmission and distribution. These nine newly purchased Quester trucks - seven units of 18-ton trucks and two units of 24-ton trucks - will all be used as mobile generator sets to support the national electricity needs in the event of a breakdown, standby or planned shutdown. The new Questers will be allocated to Fleet Management Department branches across the Malaysian Peninsula.

## Train the trainers

The first of a coming series of global Train the Trainer sessions for driver coaches hit the road earlier this year, with trainers attending from South East Asian, South African and Latin American markets.

The event took place in Thailand, and focused on tactics crucial for handling trucks in a safe and fuel economic way.

"We addressed not only the vehicle handover and fuel efficiency modules, but also more specialized ones such as mixer truck driving and dump truck driving. In addition, we developed several modules that are more generic and handle topics on driver day-to-day life," says Bengt-Göran Ingemar Rosqvist, Driver Development Manager.

UD has also launched a new website and online tutorials with a new module every month to improve driving skills, road safety, security and fuel efficiency.



Visit [udtrainingsupport.com](http://udtrainingsupport.com)

## Commercial showtime for UD Indonesia

UD Trucks' partners in Indonesia, Astra International UD Trucks Sales Operation (AI-UDSO) and United Tractors (UT), exhibited four Questers and two Kuzer light-duty trucks at their booths at the Gaikindo Indonesia International Commercial Expo 2018.



## The busiest exhibition booth

UD Trucks and Automekano join forces at Feria de Transporte de Guayaquil

UD Trucks Latin America and its partner Automekano, participated in the 2018 edition of the Guayaquil Transport Fair in Ecuador, with a focus on the new range of trucks launched in Latin America last October. The three-day event was dedicated to commercial vehicles, trucks, buses and vans. As the most important annual event for the transportation industry in Ecuador, the organizers invited all of the country's transportation companies and associations.

At the booth, two Quester models (GWE 420 & CWE 330), and two Croner models (MKE 210 & PKE 280) attracted the most visitors among all exhibitors. The UD Trucks booth was awarded "the best stand of the fair" prize.

Fabio Freitas, Head of UD Trucks Latin America Sales said: "These trucks were tested in rough local conditions, with a configuration and features selected in response to Ecuadorian roads and topography and the needs

of our target segments. The result is the ultimate truck to meet the needs of the country's transport companies, in terms of operational efficiency and costs, and with the ultimate dependability that is our core value."

Thanks to the event, and the prize-winning booth, a wide range of customers was able to experience UD Trucks' new range of products and services in person.





## World first: UD Trucks participates in multi-brand platooning tests on public roads



UD Trucks joined with other Japanese truck makers in platooning tests led by the Japanese Ministry of Economy, Trade and Industry (METI) and the Ministry of Land, Infrastructure and Tourism (MLIT), in the world's first public road demonstration of multi-brand truck platooning.

In this case, platooning technology aims at alleviating the burden on the drivers in the following vehicles of a platoon, with a view to ultimately making the following trucks driverless.

With the rapid development of e-commerce, improving logistics efficiency is a pressing matter for the transportation industry which faces driver shortages and long working hours. Platooning enables a truck to carry higher payloads with fewer burdens on drivers. In addition to improved logistics efficiency, platooning is expected to drastically reduce traffic accidents and traffic congestion, while lowering fuel consumption.

The tests, conducted from January 23 to January 25 on the Shin Tomei Expressway in Shizuoka Prefecture, and from January 30 to

February 1 on the Kita Kanto Expressway in the north of the Kanto region, focused on Cooperative Adaptive Cruise Control (CACC). The CACC technology, jointly developed by the four Japanese truck manufacturers, shares information between the leading and following trucks, enabling automatic acceleration and deceleration, and improving safety by maintaining a safe cruising distance. The trials tested the technical and open road traffic compatibility of the system, which had been fitted on a standard All New Quon and trucks from three other brands.

In 1989, with its millimeter-wave radar-based Traffic Eye Brake System, UD Trucks became the world's first truck maker to bring a collision-warning system to market. Since then UD has been vigorously promoting advanced driving support technologies such as AEBS (Advanced Emergency Brake System), LDWS (Lane Departure Warning System) and ACC. Considering autonomous driving as an extension of these technologies, UD is committed to various other automotive technologies to improve safety, reduce the environmental impact, and increase productivity.

The aim in Japan is to bring truck platooning technology to market by 2022 at the earliest. By 2020, METI and MLIT are planning to carry out platooning tests with a driver only in the front truck followed by driverless vehicles.



Visit UD Trucks on YouTube

## UD Trucks launches Croner in Sudan

UD Trucks has started sales of its new medium-duty Croner in Sudan, where the company has more than fifty years of experience. The launch event featured a full range of Croner, and also heavy-duty Quester, was hosted together with UD Trucks importer, Tara International Co. Ltd., in Khartoum in February 2018, gathering 260 guests from the trade and the media. In Sudan's hot, dry climate, Croner and Quester demonstrated effortless adaptation, making them perfect partners for local industries. Moreover, with their great range of variants, both trucks can match the precise needs of customers, and will contribute to expanding public projects and growing demand for goods transportation.

Until now the main demand was for dump trucks in the construction and mining sectors. Adding Quester's high-powered engine and hub reduction to the line-up will answer the needs of the reviving construction sector, but also the long-distance transportation demands of Sudan's emerging market. Urban modernization also brings a growing demand for refrigerated and chilled transportation, for which Croner is a perfect fit.



## Going the Extra Mile in Pakistan...



For over 50 years, UD Trucks has enjoyed a strong brand image in Pakistan, thanks to the quality and the durability of its trucks.

In the current Pakistan transport sector, where there is an evolution towards high-speed high-power transportation, UD Trucks has appointed VPL as its authorized importer in Pakistan. To officially represent the brand, UD has chosen a reliable partner, who has had a strong relationship with Volvo Group since 1970. With retail facilities in the three main cities - Karachi, Lahore and Islamabad - and an ambitious expansion plan in the country, VPL will offer all the services expected from the customers of the game-changing Quester, soon to be launched in Pakistan.

## ...And in Tunisia

To answer the growing demand of the Tunisian market, UD Trucks appointed Sayara as the official importer of UD Trucks in Tunisia. The Tunisian importer currently has three branches in the country - Tunis, Sousse and Sfax - and is planning to expand by three more to cover the market. Sayara also has a truck assembly plant to support UD Trucks operations in the region.



## 18-ton Croner collects waste in Saudi Arabia

Saraya Al Jazirah, a major waste management company in Saudi Arabia, is starting to operate 150 new UD trucks, most of them Croners, added to their fleet in 2018. To answer the needs of waste management industry, a new 18-ton Croner was designed. This is a perfect illustration of how UD Trucks listens to customer feedback and responds to their specific needs in its different markets around the world.

"The specially designed 18-ton Croner fits our waste management operation perfectly. It helps us to increase the load freely without worrying about the chassis being damaged."

**Ali Al Hawari**  
Project Manager, Saraya Al Jazirah



## 40-ton 8x4 version of Quester launched in Qatar



Following local demand, this new version is now available to Qatari customers. Having been tested by a customer for a full year in their normal activities, the 8x4 Quester equipped with hub reduction has given complete satisfaction in hard climate conditions (see our Qatar story on page 08). The launch gathered 400 guests, who had the opportunity to discover three Questers, including this new 40-ton version.



# On the road with Quester in Qatar

*Running on a vast, seemingly boundless construction site in Qatar is an imposing, white 40-ton Quester, deployed by Alsarh Holding Group. Being put through its paces in the scorching, dry environment of the Gulf area for over a year, Quester is delivering a top-notch performance.*

**5,000**  
engine hours  
equivalent to  
**65,000 km**  
in the period of a year

40 ton 8X4 Quester identical  
to the one tested by Alsarh  
Holding Group





I have driven many different trucks, but once I started driving a UD truck, I discovered how good you feel behind its wheel. Overall, its gears, seat, power take-off, up and down dump movement are all very good. It can climb the hills and slopes easily. Whether you put it in the 3<sup>rd</sup> or 5<sup>th</sup> gear, it does the job no matter what. You can feel the power even at higher gears.

In terms of truck safety, it really delivers. The windshield and the large-sized side view mirrors offer very good visibility. You can see clearly the tires on both sides and in the rear view. Left, right side – all sides can be viewed clearly. The clear view over the surroundings makes sure that you operate safely.



Other drivers are envious that I'm driving Quester now. I can say that since I drove Quester, I feel like only driving Quester.

**Quester driver at Alsarh Holding Group**

I am an engineer, taking care of the maintenance and repair workshop of the group. The UD trucks are used for transporting gravel to the storage area where they get crushed and then back. They operate efficiently, taking more than 26 trips on a daily basis.

We are very satisfied with Quester. We feel that it has been made especially for the Gulf area.

**Mohamed Al Sayaad**  
Workshop Manager, Alsarh Holding Group



We own 25 UD trucks in various categories and they are some of the most important vehicles for our company. One of the latest models that we have is Quester – which we've been using for over a year - and it has delivered a high level of performance. We work closely with the Al Jaidah Group, the official dealership of UD Trucks in the country. The Quester that we got from them has earned good feedback from our staff and drivers and the UD aftersales service has been excellent. We would like to say thank you to UD Trucks, this truck is really very good, and we hope to keep collaborating on big projects with UD Trucks in the future.

**Mhd. Firas Sader Al Deen**  
Workshop and Transportation Manager, Alsarh Holding Group



One of our ongoing projects is by far the largest project in terms of space in Qatar. It is aimed at improving employment rates in the country, in line with Qatar National Vision 2030\*.

**Mousa Oman**  
CEO Representative, Alsarh Holding Group



Watch the movie of Quester with Alsarh Holding Group

**\*Qatar National Vision 2030:** The aim of QNV 2030 is to "transform Qatar into an advanced society capable of achieving sustainable development" by 2030. The plan's development goals are divided into four central pillars: economic, social, human and environmental development.



# Meet an all-women du

The first all-women transport company in

*Born from the vision of Mr. Masataka Mizushima, Chairman and CEO of Hokuriku Truck Unso Co., Ltd, and nurtured by Ms. Mayumi Watanabe, a veteran woman driver, Heartful Co., Ltd is not only a successful business entity, but could be considered a laboratory working on behalf of other transport companies looking to grow a female driver fleet.*





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**Heartful Co., Ltd.****Established** Jun, 2015**Business operations** Mountain sand, red clay, bed soil, aggregate shale, building surplus soil treatment transportation, subcontracting for civil engineering work, transportation of construction material**Drivers** 40

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# mp truck fleet

## Japan

Photos: Nicolas Datiche

### A strategic move to enter a new market

When the Shinkansen (high-speedtrain) extension works in Fukui prefecture between Kanazawa and Tsuruga started, it soon became apparent there was a shortage of dump trucks to remove the excavated earth and sand from the site. Witnessing the market needs in Fukui prefecture, one major logistics group CEO saw both a business opportunity and a pressing matter for the prefecture's local economy. "We need as many vehicles as possible now," was his immediate thought.

Enter Mr. Mizushima, at that time at the helm of Hokuriku Truck Unso Co., Ltd., a company making successful inroads into various logistics fields, from moving construction materials to transporting food, but not as yet operating dump truck on civil engineering projects.

Armed with the idea of launching a new business focused on dump truck operation, Mr. Mizushima faced an obstacle. Despite the shortage of dump trucks, a major logistics company's side move into the civil engineering industry might not be so warmly welcomed by local business owners.

It was an old saying that spurred Mr. Mizushima to further action. The saying says: "The stake that sticks out gets hammered in, whereas the stake that sticks out too much does not." Taking inspiration from the government's "Truck Girl Promotion Project" to encourage female truck drivers to enter the country's transport industry, Mr. Mizushima decided to form a new company with an all-female workforce. He named the company Heartful and received the full backing of the local business community.

### An unusual idea calls for an innovative approach

Ms. Mayumi Watanabe is the woman who built Heartful from ground up. She had worked as a truck driver for a civil engineering company and was also capable of managing a fleet. Mr. Mizushima saw her as the perfect candidate to create and lead an all-women transport company.

To bring such an inspiring and bold idea to life was a challenge that Ms. Watanabe accepted not without hesitation. "From my experience as a woman in the industry, no matter how motivated and capable, I felt a lack of understanding of the surroundings and the difficulty of working in a male-dominant workplace," she recalls. But she realized that



## Customer story Japan

establishing a company with only female drivers would not only solve these problems fundamentally but also strongly showcase women's skillsets and strength.

Her first, and seemingly insurmountable challenge was the lack of experienced female truck drivers. There was virtually no female pool from which to recruit so Heartful decided to recruit on the basis of motivation, and not experience. Women who didn't even hold a truck driving license were welcomed, supported financially through passing their license, and then offered an attractive package.

Her second challenge was to create an environment and work schedules that suited women. In Japan, women are still expected to give up their careers to raise children. In order for an all-female fleet to function, there needed to be some innovative, flexible thinking around how to arrange work schedules.

In general, truck drivers' working hours are determined based on the daily schedule. Heartful decided to build their schedules around the hours women drivers wanted to work. This solution can also be a reference to any transport company looking for a way to attract more drivers.

Behind the promotion of such an innovative way of working was Ms. Watanabe's own experience of raising a family while working as a truck driver. "The point that workplaces with female drivers should focus on is how to create a system or an environment where they can work comfortably during their child-rearing years." Ms. Watanabe believes that once you achieve this you increase work satisfaction with a positive knock-on effect on the employee retention rate.

One Heartful driver who previously worked for another transportation company explains, "Because female drivers are also required to work in the same way as men, it was hard to ask for paid vacation for children or other family matters." A common assumption is that the operation will not function if every woman is allowed to work the hours that fit around her family life. At Heartful, there is always a driver on standby, often Ms. Midori Sasaki, General Manager of General Affairs Department, in case of an emergency. When a job runs into overtime, children are not forgotten as



# All New Quon

## The best truck for all drivers

However determined they are, the inexperienced female drivers are often intimidated at first driving a heavy-duty truck. When the new Quon came along in 2017, the company saw a great opportunity to expand their driver team faster.



The new generation of women who had only licenses for automatic cars, even after acquiring a truck license, often felt uneasy when operating manual dump trucks and would end up giving up because of these difficulties.

When I drove the new Quon I realized its excellent operability would solve these problems effectively. The Quon allows you to focus on safe driving and improving your work skills and I expect that it will contribute largely in acquiring female drivers.



**Mr. Masataka Mizushima**  
Chairman and CEO  
Hokuriku Truck Unso Co., Ltd.



## Escape function - made for tough terrain

Inspired by dump truck drivers who deal with tough road conditions on a daily basis, UD's innovations with software offered the necessary breakthrough technology – the Escape function.

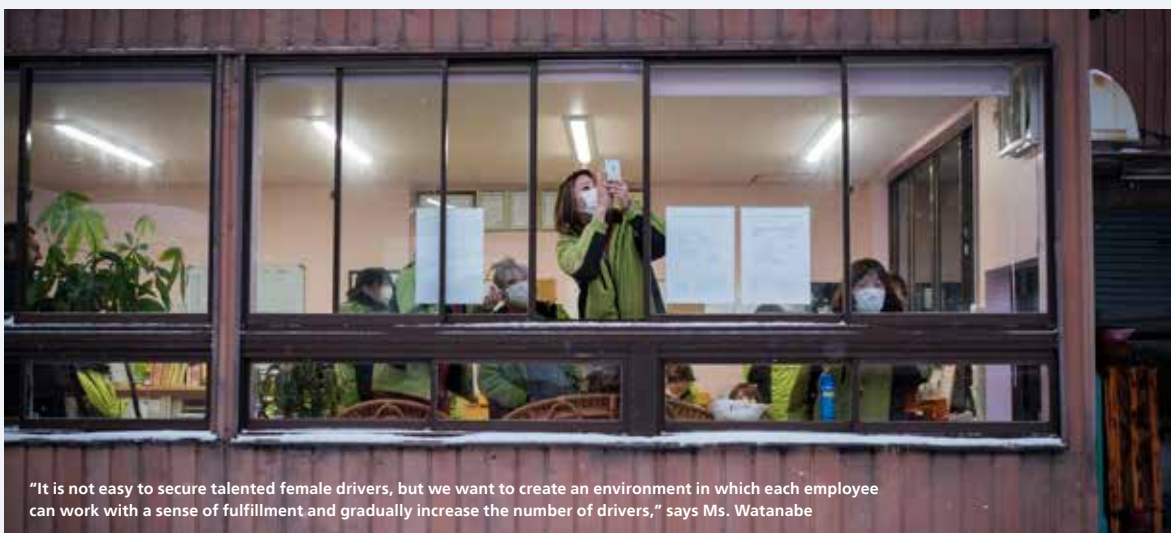
When the truck gets stuck in a ditch on snowy or muddy ground, the driver can now simply press and release the

accelerator pedal, and the vehicle will start to sway back and forth to get itself out of its sticky predicament. With ESCOT-VI, even a new driver is able to handle this type of situation as easily as an experienced driver with a manual gearbox.

“ In the past, we were not convinced when test-driving other manufacturers automatic vehicles in tough terrain. We felt we wouldn't be able to use the vehicle on construction sites for fear of getting stuck. When we added five new Quons last year, it dispelled the image of an automatic vehicle completely. You can move forward and backward smoothly even in muddy ground, snow-covered roads, and slopes. Now our drivers are squabbling over which trucks they drive, 'We want to drive the new Quon!' they all say. ”

**Ms. Mayumi Watanabe**

Representative Director and Executive Managing Director  
Heartful Co., Ltd.



“It is not easy to secure talented female drivers, but we want to create an environment in which each employee can work with a sense of fulfillment and gradually increase the number of drivers,” says Ms. Watanabe





“ I feel that the truck features which support drivers are extremely important. It has not been so long since I started driving the new Quon, but it is easy to drive even for someone petite like me. I used to drive a manual truck, and now I’m adapting to drive with new Quon’s ESCOT-VI automated manual transmission. I found this transmission reacts obediently to the intended operation of the gas pedal. ”

**Ms. Masumi Miwa**  
UD new Quon driver at Heartful Co., Ltd

## Career development: a job for life as a truck driver

Ms. Midori Sasaki, Director of General Affairs, who previously worked as a temp in the service industry, did not have a truck driver license until three years ago. “I never imagined becoming a truck driver in my fifties,” she exclaims. But she was intrigued by the job advert published by Heartful at the time of its creation. She applied, and took the job when she felt the company’s passion for an all female-fleet and her prospects of developing a stable career in the industry. She speaks highly of her new Quon, “It’s an automatic. It’s stress-free and definitely comfortable to drive.” Ms. Hiromi Tokuhashi, who has a 15-year driving record, also trusts the new Quon. “Quick gear changes is a feature of ESCOT-VI. Moreover, the clutch operation enables safe driving with attention to the circumstances,” she says.

**Ms. Midori Sasaki**  
General Manager of General Affairs







Ms. Sasaki goes to the day-care center to pick up the driver's child. The solution after all, is cooperation and team support.

#### The fleet at *gemba*

On the site of the Hokuriku Shinkansen, there is a fleet of 80 dump trucks supplied from various sub-contractors. The lead vehicle is responsible for assessing work conditions, in conjunction with the heavy equipment operators, and instructing the following vehicles. Here, a holistic *gemba* approach with acute attention to detail is required as minor judgment errors can be amplified and impact on safety and work progress. Heartful drivers are supported so that they can acquire the advanced field skills necessary to drive a lead vehicle.

To Ms. Masumi Miwa, who started driving a dump truck at the age of 20, remarks that "the close collaboration with many people at *gemba*, such as the heavy machinery operators, gives me a great sense of fulfillment at work. I want to be a dump truck driver for as long as I can."

The most important thing for dump truck driving, according to Heartful driver trainer Ms. Hideko Uchida, is to acquire the skill to respond at *gemba*. "There are many things a driver needs to learn: Reliable driving in various road

conditions such as wasteland, muddy roads, snow-covered roads in winter, as well as loading and unloading skills, and the rules at *gemba*. People may have the impression that dump truck driving is men's work; however if trucks are designed with women drivers in mind and female drivers acquire the skills, they are every bit as capable as their male colleagues. It is so inspiring to see our promising young female drivers growing up."

The company is celebrating its third year in operation. Mr. Mizushima is unstinting in recognizing the female drivers' contribution, "The fact that the company has only female drivers draws attention to us and we receive positive feedback from our customers." He believes that when women are united they demonstrate undefeatable power. "I admire the power that makes the impossible possible," he adds smiling.

Both Mr. Mizushima and Ms. Watanabe want to build on Heartful's initial success and further strengthen the company's reputation and capacity in the dump truck field. They plan to have 50 vehicles as an initial goal and eventually want to set up a construction department that uses heavy machinery, with a view to developing it into a comprehensive civil engineering company. Who will drive their expanding fleets? Only female drivers – of course!



# An academy for training the trainers

Text: Duncan Forgan

*A new academy in Ethiopia spearheaded by UD Trucks and its partners aims to bolster road safety standards in the burgeoning African country.*

**UD** Trucks is helping to cement recent economic progress in Ethiopia by improving road safety standards at its new driver academy in the African nation.

One of the most strikingly beautiful countries on the continent, Ethiopia is also one of its most dynamic success stories.

## **A fast growing demand for skilled drivers**

In 2000, the nation was the third poorest on the planet with more than 50% of the population living below the poverty line. What has happened since then has been nothing short of miraculous. According to estimates by the International Monetary Fund (IMF), Ethiopia was the third largest growing country of 10 million or more people in the world between 2000 and 2016, as measured by GDP per capita.

Put simply, the country is booming and its rapidly expanding infrastructure and civil engineering industries are creating a huge demand for skilled drivers.

Until now though such a demographic has been in short supply. Poor driving standards and a challenging topography that encompasses stirring deserts, high plateaus, craggy mountains and vertiginous canyons have contributed to a traffic accident rate that accounts for 2.77% of the country's total deaths annually.

Stepping into the breach, UD Trucks and Volvo Group – with financial assistance from an aid arm of the Swedish government and administrative support from the United Nations Industrial Development Organization (UNIDO) – is taking tangible action to put existing and potential drivers in Ethiopia on the right road.

## **Improving road safety**

Johan Reiman, the Manager of CSR Projects at Volvo Group Headquarters, who has been working closely with many colleagues from UD Trucks and Volvo Group to bring the project to reality shares, "We want to contribute to society by reducing the number of accidents linked to heavy vehicles on the road

by training drivers through this PPDP: Private, Public Development Project," Kris Meuleman, Director of Competence Development at Group Trucks Asia adds: "The aim of the academy is to raise the industry standard in Ethiopia when it comes to driver training with the result of increased safety on the roads and a polishing of the image of the truck driver."

To achieve these ends, UD Trucks contributed three brand new Qvester vehicles for exclusive use of the academy. In addition to providing the trucks, experts from the company have also contributed in evolving the curriculum at the academy with their invaluable knowledge on truck driving skills, as well as training the teachers in accordance with its own driver training program.

"Our expectation – or perhaps hope is a better word – is that by supporting this school with our top of the line vehicles and knowledge accumulated throughout the years, the students will be able to grow and take the next step in their ambitions in life," adds Johan.



# How the academy will work? What's next?



## Sharing knowledge and skills

The new academy in the Ethiopian capital Addis Ababa will provide industry leading tuition – directly informed by UD Trucks' acclaimed driver training program – to existing drivers and new students alike.

Altogether the school, which will be directly administered by the United Nations Development Organization, will have 480 students per year.

Of these, 440 will already have experience of driving trucks. They will participate in a 12-week program divided into two six-week segments.

With Ethiopia's economy on the rise, more and more private companies require competent drivers. Indeed, Nyala Motors – UD Trucks Importer in Ethiopia – has witnessed a strong growth in demand for vehicles in recent times.

"Locally the UD importer can make use of this kind of initiative," says Kris. "It's their customers who are at the receiving end of

this training. They are also contributing to the project by setting up local campaigns, taking care of vehicle maintenance and repair."

The remaining 40 students at the academy will be new to the trade and will go through a meticulous three-year program where they will gain knowledge – not just of how to handle the Questers provided by UD Trucks – but also in heavy duty truck maintenance and repair, English and IT.

Initial funding for the initiative, which is provided by Volvo Group, UD Trucks and the Swedish International Development Cooperation Agency (SIDA), is in place for five years. However, the hope is that the model – which will see private companies pay a fee for the tuition of existing drivers – will be self-sustaining in the long run.

## Going beyond the school

To further ensure the long-term improvement of driver standards in Ethiopia, the curriculum will be logged



in the country's national database. "If another school in Ethiopia wants to open a driver academy at a later stage, it can make use of the curriculum, so that we get a sustainable long-term change effect," says Johan, "When we do this kind of project, it needs to be leveraged upon more than one school."

#### More initiatives across Africa

The new academy in Ethiopia is in keeping with Volvo Group and UD Trucks' track record of compelling CSR work in Africa. The group has five of these projects in Africa. Three mechanics training schools, one in Zambia, one in Ethiopia and one in Morocco. The next driver-training academy after Ethiopia is slated for Morocco. Like in Ethiopia, all curriculums are registered in the official database of their respective countries, so it can be replicated elsewhere.

"Our social responsibility should not limit itself by just supplying trucks and patting ourselves on our shoulder," adds Kris. "It needs to be consistent and sustainable."



## The road to Ethiopia from Thailand

With the new academy in Ethiopia, UD Trucks and its partners are going the extra mile to improve driver standards in the country. And such an adage can also be applied to the ground covered in bringing the three Quester trucks designated for the exclusive use by the school to Africa.

To reach the Ethiopian capital Addis Ababa from Thailand – where they were previously located – the trucks travelled several thousand kilometers, a journey that posed a serious logistical challenge for everyone involved.

"It was quite a journey," says Johan. "To organize shipment and send the trucks to the school in Addis Ababa was a huge learning process for all of us. It goes outside of our normal process because in this case there isn't an end customer that is going to use the vehicles for commercial operations. Instead they are for a school founded as part of a CSR initiative." Thanks to the people at UD Trucks at our hub in Dubai, our factory in Thailand and Nyala Motors, the UD Truck's importership in Ethiopia, the trucks finally arrived at the school on January 2018.



# UD Trucks cold tests

Meet our test engineers

Text: Junko Yagi / Photos: Nicolas Datiche

In the motor industry, excellence can only be reached through thorough testing in all kinds of conditions. During a three-week period every year, UD engineers and technicians conduct tests on the island of Hokkaido, one of the coldest areas of northern Japan. In conditions tough for machines and for men, the team put the trucks through grueling tests to make sure every eventuality is identified and remedied, allowing them to guarantee truck uptime, even in the coldest climates.





## Masahiko Hoshino

### Feature Verification & Validation (FVV) Test Engineer

Coordinator cold weather tests

Electric devices Performance Validation test

#### My role in this test

To make sure that each of the vehicle's features meet our customers' expectations.

We focus on the reliability of our trucks, because we know we can't cause inconvenience to our customers by stopping or delaying their operations. To us, the best news from customers is no news. And in order to achieve that, we must solidly cover all our bases to provide trucks that perform consistently, regardless of the environment.

Our tests are tailored to reflect the way our customers actually use the vehicle rather than

based on specs. What I mean by that is that the truck starts smoothly even on the coldest morning as soon as the gas pedal is pressed down, the heater works right away, etc., we test whether these "just ordinary things" work as they should in extremely cold weather.

We conduct tests all year long, but for cold weather tests, we look for more extreme conditions. Hokkaido offers the perfect test conditions: the temperatures drop very low but snowfalls – which slow down our tests – are minimal. The hardest part of this job is what's uncontrollable – the weather. And that's why we plan a generous three-week schedule every year around early February, which is the most ideal weather-wise – the temperature is coldest with just the right amount of snow. I always feel like a weatherman around this time of year; I become obsessed with pressure patterns.

Today you might think the temperatures

are freezing cold, but not enough for some of our tests. Luckily for us they reached -20°C (-4 °F) last week and some very cold weather is also announced in the coming days.

Some of the tests my department conducted focus on Active Safety Equipment. For example, we test the Traffic Eye Brake functioning in cold and snowy conditions.

The truck's camera and radar work together in a complementary manner and have to distinguish whether the obstacle is snow or not. So, as part of the Active Safety Function test, we test the camera, tricking the software by putting snow on it.

These are all little details that we observe carefully and modify accordingly if needed.







**Hideyuki Koshikawa**  
FVV Department Director

**My role in this test**

To oversee the cold weather tests

The main purpose of this test is to evaluate the vehicle's running performance and braking efficiency on icy and partially icy roads. The temperature went down to -20°C (-4 °F) last week so this year we are enjoying an ideal test environment.

For these tests we need a long icy road, where we can artificially create the worst road conditions.

It is a long process to create these treacherous conditions while not damaging the road doing our tests. For several days and nights, we spray water on it to let thick layers of ice buildup. This process not only creates very slippery conditions, but it also protects the road during the three weeks of our tests.

Then for 6 days a week, from 5 am to 3 pm, we run tests on this one-kilometer

track. We also run tests on public roads to check uphill/downhill performance in more natural conditions. It's a very intense, busy time for us.

With a few exceptions, namely snowplow trucks, our new Quon comes standard equipped with Electronic Stability Program (ESP), which makes vehicle control much easier. Less experienced drivers can now drive safely on these icy roads, whereas these difficult conditions would have been reserved for experienced drivers in the past. We conduct extreme tests for the ESP: we test stability with high-speed slaloms on the icy track, a test far more demanding than on 'normally' dangerous icy roads.

We also test the traction for which the Escape Function on the new ESCOT-VI transmission is a great addition.

Hearing our customers say "UD is great!" motivates me. Producing good trucks produces positive feedback. Snowplow trucks have to work in extreme conditions; citizens rely heavily on them to keep the roads safe, and we don't spare any effort to make sure that they work properly at our customers' sites.

**Hiroshi Watanabe**  
FVV Durability and Reliability  
Team Manager

**My role in this test**

Our team is responsible for checking the overall reliability of the vehicle in snow and extreme cold weather.

New Quon is superior to previous models in terms of drivability, reliability, and safety as major improvements on the electronic control system enable fine-tuning and precise control of the vehicle. During the tests we make sure the electronic components of new Quon are not affected by the cold and snow.

These tests have been designed jointly with Volvo Group engineers, who are used to dealing with extreme cold. Some of our engineers have been in Sweden, and Swedish engineers also have come here.



**High speed slalom to test ESP abilities on slippery terrain**





At the Ageo Plant, we have special cold chambers in which we test the behavior of each part in cold conditions, all year long. We spend a lot of time there. These cold weather tests in Hokkaido are a chance to validate in real conditions the simulations we run at our headquarters near Tokyo.

In addition, we check the influence of accumulation of snow and ice on air piping, electric harness, control wires and rod etc. We check that nothing affects the reliability of the truck's electronic devices. For example, cold could freeze and ultimately break electrical harnesses, so they are specially designed to avoid that.

For this year we are focusing on the modified parts on the 11-liter Quon, snowplow trucks as well as on engines under development.

## Noriaki Miyake

### Project Leader, Product Maintenance Verification and Validation

Engine Reliability Tests

#### My role in this test

To test the reliability of the engine in different conditions, such as extremely cold weather.

On the 11-liter engine, we validate reliability to assure clean exhaust in extreme conditions. That is the main part we are checking this year, as the rest of



the engine has previously been thoroughly tested and validated. Through this rigorous test, the engine will meet the upcoming OBD II regulation.

We conduct endurance and reliability evaluation tests for the 11-liter Quon on public roads by applying various driving patterns to cover all possible conditions used by our customers. To detect potential flaws, we tailor our tests to identify specific issues.





Avoiding snow and salt agglomeration under the chassis







## Toru Kobayashi

FVV Project Manager

### My role in this test

In charge of testing the engines under development.



This year we are testing a few elements on the 11-liter, but we will be mainly focusing on giving the 8-liter engine a thorough testing.

We conduct a comprehensive evaluation to check the vehicle's abilities in this cold region, taking a customer's point of view. For example, at the coldest of the night, at 4 am, we start engines, which must start immediately and warm up as smoothly as in normal conditions. We also check the heating system in the cabin, and the defroster function.

## Ren Xuhui

PE Control Systems  
Verification Engineer

### My role in this test

To verify and test the engine's software control system.



I conduct verification on the vehicle and simulation environment to validate the software used for ESP, Escape Function, etc. in extreme conditions.

No software is bug-free. My job is mainly to check the software, find bugs, troubleshoot, and fix them to meet the technical requirements. As far as this particular test is concerned, the checking part has been done already so I validate whether the software actually works in these cold conditions. For example, Engine Control Unit (ECU) is very sensitive to temperature and we validate ECU can also work fine in this cold environment when temperature gets down below -10°C. The tests have proved that it works very well at sub-zero temperatures.







# Made to deliver

## Kuzer, a little superhero in your neighborhood

*Launched at the Gaikindo Indonesia International Auto Show last year, Kuzer combines a powerful and durable new generation CRS engine with an agile and practical design, to deliver performance and maneuverability unique in a truck this size.*

**T**he birth of Kuzer firstly, is a fruit of our gember spirit. After listening to the needs of the Indonesian transport industry, UD specifically designed and built the ultra powerful light-duty truck to fill the gap that Indonesian transporters were longing for.

It illustrates perfectly UD's motto to build

the trucks the world needs today.

By matching a powerful engine with a comfortable cab in a compact format, Kuzer has created a totally new product category. Its own.

### **In a class of one**

Calling it unique may sound bold, but Kuzer is confident it will live up to this

label. Delivering matchless power and fuel efficiency up front, the Kuzer RKE 150 undoubtedly raises the bar higher.

### **Power for a new generation**

To make driving effortless even on rough or steep terrain, empty or heavy-loaded it packs 150 HP. For a highly reliable and durable engine, it houses a 3.0 Engine Management System, perfectly matched





# extra neighborhood

## Renowned Japanese design

A new front design and bumper-mounted headlamp offer a lively, fresh look for the street, with stylish integrated headlamps complementing the aesthetic from any angle.



to the distribution sector with its frequent stops. For fuel savings and environmental preservation it features an advanced fuel injection system.

Robust and flexible, the new generation 3.8L CRS engine combines the latest technologies to offer unrivalled power and performance, with low running costs and maximized uptime. Although it was

designed with urban driving in mind, with the power it generates and its built-in reliability, it can handle rough and steep terrain with ease. It goes wherever you want it to go.

The six-speed overdrive gearbox provides higher speed, with a smooth gear change for restful driving. Kuzer drivability and the spacious and well-appointed cabin make

every journey a pleasure.

## A relaxing cabin to enhance focus on the road

Offering extra space and comfort, the 2.1-meter-wide cabin is the result of the preoccupation of engineers to greatly reduce fatigue behind the wheel. To tackle the challenge of narrow city streets, a six-way adjustable driver seat and a tiltable





and telescopic steering wheel offer a comfortable and relaxing driving position, while the seat height adjustment increases visibility.

Access to the cabin, so important in frequent urban deliveries, is helped by a wide door opening, a B-pillar grab, and a lower foot-step.

Once inside the cabin, it is immediately obvious the driver's comfort has been considered. The cabin features plentiful storage, excellent lighting and an inbuilt music system to ensure the driver is relaxed and comfortable – a plus in congested

urban traffic and an aid in reducing driver stress and fatigue.

### **The strength of its bigger UD brothers**

Regarding durability and reliability, Kuzer is a UD, and that says it all. For additional reassurance, Kuzer customers can rely on a full range of UD services: UD Trust, to plan maintenance expenses ahead by spreading costs in monthly settlements; UD Telematics Services, to conveniently manage a fleet in real time; UD Mobile Workshop, and UD Road Support, to make planned and unplanned maintenance as minimally disturbing to operations as possible.

**Designed to be the perfect partner for urban distribution, Kuzer delivers reliability and durability, power and performance, comfort, and fuel efficiency. A powerful and robust truck in a compact agile format.**





# Smart logistics across borders

*Nanon is a Thailand-based logistics group, operating cross-country deliveries to Laos, Cambodia and Myanmar.*



## A handy tool makes a handy man

At Nanon, our culture is to focus on the wellbeing of our drivers. We care about them and therefore driver fatigue management is one of our top priorities. When UD launched its Croner, which offers an automatic version, we found our answer. It is just excellent! Since we have had UD trucks in our fleet, we have seen our cross-country operations become more efficient. Their addition has improved not only the quality of our service, but also the image of our company.

**Narongsak Sermasuk**  
CEO of Nanon Group



## From a company's choice to a driver's choice

I've been working as a driver at Nanon for about eight years now. I drive a Croner with an automatic gearbox. It's comfortable and very easy to drive; the steering is light and responsive. The roomy cabin of Croner makes for a comfortable and enjoyable driving experience.

I really like driving UD trucks. If one day I were to become a business owner myself, I would choose Croner for its fuel economy, safety, durability and power.

**Narongsak Sermasuk**  
Driver at Nanon Group



## A good partner for good business

UD's 24-hour aftermarket service has greatly helped us in terms of cost savings. For example, in a cross-country operation, a break down 1,000 km away from the depot would be quite troublesome. It would be hard to locate a mechanic to sort out the problem, and unthinkable to dispatch our own team there.

Thanks to UD Trucks' extensive service network throughout Thailand, we don't need to worry about this scenario anymore. In the event of an emergency, we only need to contact the nearest UD service center and they would help get us back on the road as fast as possible.

As our business grows, so do UD's products and services. They always meet our needs before we realize we have them. UD Trucks is a good partner for good business.

**Narongsak Sermasuk**  
CEO of Nanon Group



# Five reasons why UD Telematics Services works for Rapid Plas

In the summer heat out the back of Bourke and the winter snow of alpine country, UD Telematics Services helps keep Rapid Plas supplying rainwater tanks across New South Wales and southern Queensland.

From its humble beginnings in 1990 on a farm outside Tamworth, Rapid Plas has grown to be one of the biggest players in rainwater tank manufacture and distribution across New South Wales and southern Queensland. Although agriculture is their bread and butter, it's not uncommon to see one of their UD Trucks' Condor MK 11 280 delivering rainwater tanks to Sydney or Brisbane.

Production Manager Geoff Bower joined the business in 1999. Starting on the factory floor, he now organizes the day-to-day running of the production and oversees its distribution side. With seven MK 11 280's fitted with telematics, Geoff and his team rely on its real time data and reporting capabilities to get the most out of their trucks to serve two thirsty states.

"It lets us make sure that the trucks are being driven to the optimum."

## Reducing wear and tear

# 1

Reducing wear and tear is paramount for Geoff, especially the trucks' gears.

"This is where telematics really is our friend," says Geoff, "we use it to monitor for over-speeds, harsh breaking and acceleration, over-idling, even revving. It lets us make sure that the trucks are being driven to the optimum of what the factory requires."

"We can sit the driver down with the telematics data and work on changing a few habits."

## Driver education

# 2

Telematics lets Geoff and his team identify areas where a driver may need to change their driving style, particularly new drivers.

"They've often never driven a UD truck, so they drive Condor as they've driven other trucks," explains Geoff, "but that often isn't the best way to drive a UD. We can sit the driver down with the telematics data and work on changing a few habits."



"We can then get on with dealing with the problem early."

### Trouble shooting

# 3

Geoff says that telematics is a great tool to work out whether a performance problem is because of a driver's style or something to do with a truck itself. "Let's say we're seeing a truck revving more than others," says Geoff, "if it's happening regardless of who's driving, it's probably an issue with the truck. And we can get that information from telematics. We can then get on with dealing with the problem early before it develops into something more serious."

"This added safety is very important because of the remote places our drivers go."

### Driver safety

# 4

The GPS tracking built into telematics gives an extra layer of safety to drivers in remote parts of the state. "Our drivers cover territory which is out of mobile phone coverage," explains Geoff, "just the other day we had a driver call before he headed out of Cobar. We were able to keep track of him in real time and make sure that if something happened, we could get help to him. This added safety is very important because of the remote places our drivers go."

"Telematics lets us monitor our trucks' routes and travel hours."

### Compliance

# 5

"Telematics helps us make sure our drivers are taking their compulsory breaks and not driving for too long," says Geoff. "Also, because our freight is oversized, we have curfews we have to abide by, so no travel between sun down and sun up," he explains, "being oversized also means that there are restrictions on the roads we can take. Telematics lets us monitor our trucks' routes and travel hours to make sure we comply. We just can't afford to run afoul of the law."



Geoff Bower (left)  
Production Manager, Rapid Plas



# A project to return goodness to society

Quester transformed into an advanced mobile blood donor unit

*Welcome to this unique Quester. Walking around it, you would hardly recognize it as a truck. A road giant that usually moves heavy loads of goods or materials now moves your conscience.*





**Pranadda Yoovidhya** (right)  
Administrator  
Chaleo Yoovidhyanusorn Foundation



**T**his special Quester was donated by Chaleo Yoovidhyanusorn Foundation to Khon Kaen Hospital in Bangkok Thailand, and transformed from the inside out into a mobile blood donor unit. If this modified Quester drove past you on the street, you wouldn't fail to miss it: the exterior is covered with bright cheerful cartoons characters and the slogan "Give Blood, Give Life" beckons blood donors. Not only is the unit welcoming on the outside, once you step inside you would think you were in a modern-day clinic.

The entire design from exterior to interior is focused not only on functionality but also comfort and aesthetics. Nestled on the top of this special one-off unit lies the sophisticated air-conditioning and ventilation system, a sign that the comfort

of the staff and donors has been prioritized. Walking into the trailer, you are greeted by muted sandy shades – the interior is instantly warm and welcoming. The padded inclining beds are especially comfortable, and with no effort spared for the donor, as they can charge their mobiles and listen to music while their blood is being drawn.

"We wanted not only to provide modern and efficient equipment, but also to create a, comfortable, enjoyable and friendly experience in return for the donors' contribution in helping other people," says Ms. Pranadda Yoovidhya, the Administrator of Chaleo Yoovidhyanusorn Foundation, "We hope it conveys our gratitude to the staff and blood donors."

You get a feeling of spaciousness when you step inside, thanks to the soft harmonious colors, the neat organized rows of reclining beds and the unclutteredness of the design. In this limited space, there is even a seating unit where people can rest after their donation, or wait for a bed to be free

in the cool air-conditioned interior. In the current configuration there are eight beds comfortably laid out. "It can be extended to accommodate up to 24 beds. This enables the team to collect a higher volume of blood, particularly during the festive season when the rate of emergency cases rises," explains Pranadda.

Since UD Trucks delivered the Quester to the foundation in January 2018, its Thailand team has closely supported the whole modification process. Everyone at UD Thailand is proud to be a part of this effort. They were as invested and excited in the project as the Foundation, and were available whenever it was needed to provide assembling and bodybuilding guidance as well as follow-up services.

"This donation is one of the many projects of the Chaleo Yoovidhyanusorn Foundation aimed at giving back to Thailand. It has always been one of my father's missions to 'return goodness to the country,'" says Pranadda. "This mobile unit is completely transformed into a modern, friendly looking unit displaying freshness and offering comfort to blood donors. It will certainly attract more donor traffic and we hope it becomes a prototype for future blood donation vehicles."

# Tips from UD Trucks drivers

## Series one: highlighting the basics

*For new drivers, going through training can be tough at first, with so much information to memorize. Here, Paul Munro, one of our UD Trucks trainers covers some basic issues that drivers need to master to improve fuel efficiency.*

### Read the rev meter

The green colored zone of the tachometer, from 1,000 to 1,500 rpm, is the range where the engine delivers the most torque, and where the engine operates most fuel efficiently. This is where the engine should be driven the majority of the time. The black zone, after the green zone, is the horsepower range in which the torque of the engine drops off and isn't fuel efficient, but it can be used sparingly to maintain momentum to climb steep hills and mountains. The black zone is also the most efficient rpm for the use of the auxiliary brake, with maximum retardation at 2100rpm.



### Engine idle is an engine life reducer

Engine idling is an engine life reducer, unproductive and a large contributor to fuel inefficiency and unnecessary emissions. So restrict idle time to a minimum. Forget old myths that there is still a need to warm up and cool down engines before and after a drive; there is no need to excessively idle engines unless they have been under high load pressure up steep hills or mountains. Most idling is for personal comfort.

### Learning theory is also important

#### Power VS Torque

Most drivers aren't aware of the difference between torque and power. Torque is the force that gets the truck moving from stationary and gets it up steep hills. It could be described as the pure strength of the engine. Horsepower is a more theoretical value, the product of the torque and the engine rpm. Horsepower is responsible for moving the vehicle along and gives it the ability to cruise on the highway and accelerate in normal conditions.



# ver trainer - Paul Munro



**UD TRUCKS**  
Extra Mile Challenge



## ULTIMATE DRIVERS KEEP THE WORLD MOVING

There is an unsung hero at the very heart of smart logistics: the ultimate driver. Drivers that cut fuel emissions, save money and make the roads safer, we call them **ULTIMATE DRIVERS**.

UD Trucks is out to find the very best drivers out there. That's why we created the UD Extra Mile Challenge driver competition.

The UD Extra Mile Challenge Global Final will be held in Ageo, UD Trucks' home, in October, when we will find out who is the 2018 ultimate driver.

*For more information please contact your nearest UD Trucks representative.  
\*Please note the conditions may differ by market.*

