

FOR **VOLVO** DRIVERS, OPERATORS & ENTHUSIASTS

VOLVO TRUCK DRIVER MAGAZINE

VOLVOTRUCKDRIVER.COM ISSUE 8 WINTER 2013

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MESSAGE FOR YOU ROODEE

Chester based recycling firm Allan Morris Transport tells VTD that the first new Volvo to join the fleet for 10 years is doing a great job. Our snapper photographed the new FH-460 at the iconic Chester racecourse, known as

The Roodee. The venue is just one of the many companies serviced by Allan Morris. The new FH was supplied by the Deeside Dealership of Thomas Hardie Commercial who are carrying out maintenance on a four year

Volvo Gold Contract. The truck joins a fleet of 26. Fuel returns are reported by Allan Morris Transport to be 'in the region of 8.5mpg', making it one of the top trucks in the company's fuel usage league table.



Allan Morris's 1st new Volvo for 10 years



MOTWARD GET WOOD

Motward are another Volvo operator specialising in recycling. In their case, it's wood. They refurbish, recycle and re-manufacture wooden pallets. The family owned and run firm is based on the super clean and tidy ex RAF /

USAF airfield at Alconbury, Huntingdon. The latest top truck to join the growing fleet is a new Volvo FH-540 4x2 tractor unit finished in a jaw dropping bright red. As reds go, it's even redder than Red Ken Redditch, the Red Party candidate for Reddish's Red

River ward. In a bid to prove that, contrary to the opinion of the staff here, he is not 'red' colour blind, VTD's editor was quick to instruct his legion of art editors and highly qualified graphic artists (they are certainly some kind of artist Ed.) to seize the front cover in the name of the 'redolution'. In other words, VTD thinks this is as handsome a new FH as you will find. The highly polished Kelsa 'accoutrements' look particularly fine and add a touch of class to its striking appearance. Supplied by Volvo Truck and Bus Centre London's Bedford dealership, Motward's FH-540 is apparently on a seven-year Repair and Maintenance contract that includes Volvo's unique Uptime Assurance.

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DENBY TRANSPORT'S 'NO COMPROMISE' 120 TONNER



A specialist 'no compromise' Volvo new FH heavy haulage tractor unit, has joined the Machinery Removal and Installation Division of renowned Lincolnshire haulier Denby Transport. The new truck, which is plated for operations at up to 120 tonnes GCW, was supplied by Crossroads Truck and Bus. It will be engaged on continental as well as UK duties. With its tractor unit mounted Fassi F800RA.2.25 HE Dynamics 80 tonne metre crane and carefully engineered specification, which includes full chassis and cab air suspension, Denby Transport's new FH delivers premium versatility on site and virtually unrivalled lifting power. According to Denby Transport Machinery Removal and Installation Division Manager George Elliott, double-drive was the preferred solution on this occasion as it enabled the specification of a 10-tonne front axle. "When specifying tractor units with big cranes, we usually opt for a tag-axle 6x2 configuration. Volvo offer an appropriately specced tag-axle

tractor but with a 9-tonne front axle. However, we needed the 10 tonne front axle for optimum weight distribution. So this is the first 6x4 to join the Denby fleet. Volvo Trucks UK engineers told us that the 10 tonne front axle is an infrequently specified option and we have one of the first in the UK." The 6x4 double-drive tractor unit is powered by Volvo's versatile, high-torque, 13-litre D13C540 engine. Rated at 540hp (397kW) the Euro 5 six-cylinder diesel delivers 2,600Nm of torque between 1050 and 1450rpm. In addition to the 10 tonne front axle, the spec also includes Volvo's 14-speed manual gearbox and hub-reduction drive-axles. As well as the Volvo Engine Brake (VEB+), the truck is also equipped with a Volvo Retarder, the combination delivering unrivalled retardation effect at this high gross operating weight. A transmission oil cooler has been fitted. With its wheelbase of 3.9 metres, the FH is surprisingly manoeuvrable. The rear of chassis mounted air and electrics and a VBG drawbar coupling add to the versatility of the truck's overall specification.



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EPIC SPLIT HUGE SUCCESS

Thanks to an incredible 59 million views (and still rising), the Volvo video 'Epic Split' has become the most watched automotive commercial on YouTube ever. Within hours of its release, the startling video, which, in case you have been holidaying on the Moon for the last several weeks, features Jean Claude Van Damme, rocketed to several million views, leaving the legions of shaky vids of LOL cats and numb nuts falling off mountain bikes chained to the horizon. So successful it even generated a host of brilliant spoofs on the 'Epic Split' crutch aching theme, including one from Hollywood 'A' lister Channing Tatum. In social media, the effect was electric with over six million shares on Twitter and Facebook and ten million impressions on Google.com. Creating its own tidal wave of media coverage, The Epic Split video has been written about in over 20,000 articles worldwide so far. Then sheer weight of numbers is astonishing. The Epic Split even beat the fantastic success of Volvo's new FH 'Slack Liner' video from 2012.

From Volvo's point of view, the fabulous success of the six videos the company launched in 2012 and 2013 highlights the good will out there in world markets towards the brand. The cunning thing is that each video showcases the driver and operator benefits of a product feature available on the new range of Volvos. In the case of The Epic Split, that was the precision and ease of driving a truck equipped with Volvo Dynamic Steering. "Today's trucks are high-tech machines, designed to ease the driver's workload, safeguard the driver, the payload and the environment while still being as profitable as possible. But for both the drivers and operators, it is not only factors like these that affect their choices, but also the image of the truck they are driving," says Volvo Trucks' Per Nilsson. "It's a cost-effective way to communicate using the new media landscape," he concludes. Sounds good to VTD. According to our dodgy journo, they are waiting for 'The Epic Strip' featuring two FH16-750s and an 'A' list celeb not too far removed from Miley Cyrus. How about it Mr. Volvo?



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DHL GO FOR GAS

DHL LOWERING CARBON EMISSIONS WITH VOLVO FM METHANE-DIESEL FLEET



DHL has introduced 63 new Methane-Diesel, dual fuel Volvo FMs to its existing 32 – making the company the single largest dual fuel heavy trucks fleet operator in Europe. A further 51 dual fuel Volvos are on order. The latest batch of trucks will operate from the DHL's Bawtry site, which now houses a dedicated liquefied natural gas (LNG) refuelling station, designed to minimise environmental impact and costs with the use of 'zero loss' refuelling technology. Methane-Diesel is an innovative technology that allows natural gas to be used in conjunction with diesel, reducing the total consumption of diesel and cutting CO2 emissions. The vast majority of diesel used by DHL Supply Chain in the UK is through its heavy goods fleet for which alternative technologies such as hybrids and electric vehicles are not viable. According to DHL, the cost of diesel has risen by up to 43% over the last three years and produces 2.546kgs of CO2 for every litre burned, whereas LNG when used with diesel in a dual fuel vehicle typically reduces CO2 emissions between 10 – 14%. An estimated annual CO2 reduction of circa 1,200 tonnes is expected to be saved at the Bawtry site in the coming years – a figure equivalent to 5,933 trailers full of CO2. The move by DHL to use these vehicles, which are plated and designed to operate at 44 tonnes, will support the increasing need for DHL's customers to reduce their carbon footprint and the opportunity to reduce their overall logistics spend, as well as aligning to DHL's global 'GoGreen' commitment to reduce CO2 emissions by 30% by 2020. In addition, DHL look for specific expertise from companies such as BOC who have decades of experience in the building and operating of refuelling infrastructure and the supply and handling of cryogenic liquids, and Volvo Trucks with extensive knowledge of alternative drivelines and experts in Methane Diesel (dual fuel). Ian MacAulay, DHL Innovation & Business Development Manager commented: "The introduction of these innovative vehicles to the fleet at Bawtry marks the latest investment for DHL Supply Chain in our ongoing focus on sustainability and providing efficient solutions for our customers. We're delighted that the introduction of these new vehicles, now positions us squarely as the largest single dual heavy trucks fleet operator in Europe."



NINE IS FINE FOR D. STEVEN & SON

SCRABSTER-BASED D STEVEN & SON HAS RECENTLY ADDED NINE NEW VOLVO FH-540S TO ITS FLEET.

Established in 1920, D Steven & Son are one of Scotland's oldest family-run haulage contractors and operate a fleet of 30 traditionally-liveried tractor units, hauling a variety of trailers. They have purchased a variety of Volvos since 1981 and the company presently runs its youngest-ever fleet of trucks, with the eldest being just 18 months old. The latest additions to the fleet were supplied by Volvo Truck and Bus Centre North & Scotland, Inverness. The new trucks all feature Globetrotter XL cabs and Volvo's I-Shift automated gearbox. Managing Director, David Steven opted for the 6x2 tag axle chassis configuration

and noted that, "our experience has shown this configuration delivers increased traction levels during Northern Scotland's hard winters." The nine new FH-540 tractors replaced a number of similar specification 'Classic FH' models and two others from another manufacturer. The geographical remoteness of his Northern Highlands base, saw David Steven specify twin Volvo fuel tanks that give a total diesel capacity of 660 litres on the 3200mm wheelbase units. Michelin X Multiway 3D tyres were also selected on the new Volvos as a factory option, whilst D Steven & Son's immaculate two-tone red livery with gold lettering, was applied by Dingwall Panel Beaters Ltd. The demanding geographical terrain

Approaching its centenary in business, D Steven & Son was originally founded by David Steven, grandfather of the present owner

of the A9 trunk road between Inverness and Scrabster has a challenging effect on fuel consumption figures, but David Steven reports an encouraging 7.8 to 8.5mpg average from the new FHs. "Those figures should improve after the vehicles accrue mileage and once all our drivers have received specific product familiarisation from Volvo's driver training team," he added. Fast approaching its centenary in business, D Steven & Son was originally founded by David Steven, grandfather of the present owner, with just a single horse and cart. Today the company's 21st century, high horsepower trucks still pay tribute to those humble origins and carry traditional carter's horse head motifs on the front of every truck's front grille. Temperature-controlled, refrigerated trailers predominate within this business and these are backed up by a number of new curtainsiders, oil spec flats and extendable step frame trailers that stretch to 65 feet, to provide a true general haulage service.



ALFIE COLLINS WINS 'TOP TECHNICIAN' JIM KEYDEN AWARD



Volvo Trucks UK MD Arne Knaben (left) and Andy Walker (right) present the prestigious Jim Keyden Apprentice of the Year Award to Alfie Collins.

The Volvo Group UK 'Jim Keyden' Award has been won by Volvo Truck and Bus Centre London Apprentice Technician Alfie Collins. The prestigious trophy and a cheque for £500 was presented to Alfie Collins by Volvo Group UK's new Managing Director Arne Knaben at the annual Training Awards ceremony, held this year at the company's Warwick HQ. The 'Jim Keyden' Award was inaugurated in 2008. The award is made to the Graduating Apprentice

of the Year. Its name honours Jim Keyden who - together with Jim McKelvie - was one of the founders of the Volvo Truck and Bus organisation in the UK. Criteria for the 'Jim Keyden' Award include outstanding dedication to both practical and academic studies with consistently high academic achievement (with Merit and Distinction grades). The candidate must also display a high level of self-motivation and the ability to work effectively in close co-operation with other team

members. Other notable winners at the Volvo Group UK Training Awards 2013 included Matthew Hebb from Crossroads Group who won the 'Highest Academic Achiever' Award. In addition, Garyn Rees from Truck and Bus Wales & West won the 'Most Improved Student' Award. Others to receive their graduation certificates at the Volvo Group UK Training Awards 2013 included six Frontline Technicians from Volvo Truck and Bus Centre North &

Scotland. The Volvo Group UK Training Awards 2013 also saw the first graduates from the inaugural 'Electrics and Diagnostics' course for Volvo Trucks' Technicians. Following successful completion of the pilot of this new course, six Technicians from Volvo Truck and Bus Centre East Anglia were presented with their 'Electronic Graduation' certificates by the region's Aftermarket Director Con Rooney.



Most Improved Student Garyn Rees (left) from Truck and Bus Wales & West.



Outstanding Academic Achiever Matthew Hebb (left) from Crossroads Group.

This was the 16th group of Apprentices to graduate from the Volvo Truck, Bus and Coach UK & Ireland-sponsored apprenticeship programme since it was launched in 1995. A total of 567 Apprentices have graduated since 1995. There are over 1,400 skilled truck Technicians in the Volvo dealer network in the UK and Ireland.

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FIRST VOLVOS FOR WHITWORTH BROS.

One of Britain's most technologically advanced flour millers, Whitworth Bros. Ltd., have taken delivery of two new series Volvo FH-460, Globetrotter-cabbed 6x2 tractor units. These are the Wellingborough based company's first Volvo trucks. They are used on curtainsider trailer work, transporting palletised finished products for onward shipment to customers. The new FHs, which were supplied by Volvo Truck and Bus Centre East Anglia, Wellingborough, are maintained on Volvo's Gold Contract at their state-of-the-art, £6 million, new build dealership located just

ten minutes' drive away from Whitworth Bros Ltd's iconic Victoria Mills. An important part of the decision to choose Volvo in this purchasing round, reports Whitworth Bros. Ltd's Distribution Manager Colin Spurrier, was the Uptime Assurance that is included in the Gold Contract. "As we deliver to customers who are operating product lines," says Mr. Spurrier, "we can't afford unscheduled loss of vehicle availability. That's why vehicle reliability is vitally important to us. Only Volvo offers a 100% uptime guarantee. The availability of Uptime Assurance definitely played an important part in the decision to choose Volvo."



HAYTON COULTHARD TAKES POLE POSITION

Fast approaching its 100th anniversary in business, Dumfries & Galloway based Hayton Coulthard Transport Ltd has recently added 25 new Volvo FH 6x2 tractor units to its operation. The trucks all come with Globetrotter cabs, Volvo D13 460hp engines and I-Shift gearboxes. Managing director Duncan Coulthard said: "We've opted for the rear lift axles as we carry out a lot of farm deliveries, where good traction and manoeuvrability is vital. Volvo's Globetrotter cab is also extremely spacious and we specify a number of extras for our drivers like refrigerators and microwave ovens, whilst all our new FHs also have swivelling passenger seats for comfortable off duty spells. Volvo Trucks have been a big part of our business since my father purchased his first F86 model back in 1967 at 21 years of age. My first truck was an F7 tractor unit in the late 1980s and I subsequently progressed to a larger F12 model, which was a tremendous vehicle."





FL & FE STREETWISE

In November, VTD was privileged to be invited to attend a major Volvo customer event in Sweden. During the course of a week, we were to take part in the Volvo Trucks Driving Experience along with several hundred UK and Ireland based operators. The group included both Volvo operators and potential customers, from owner drivers to fleet buyers and many well known hauliers. We were all there as guests of Volvo Trucks UK who were represented by their driver development and technical / engineering teams from Blighty. Even Arne Knaben, the new MD of Volvo Trucks UK was there to listen to customer and driver feedback and our thoughts after trying out the latest trucks on Volvo's fantastic Demo Centre test circuit. The first day started with a tour of the incredibly busy factory at Tuve, where the new FH is built, followed by a trip to the Volvo Museum in Gothenburg. An absolute must for any Volvo fan. This was followed a very special 'launch' event and gala dinner for the customers (see pictures on these pages). The first day's driving kicked off with a chance to try out a full range of bodied and loaded examples of the new FL and FE. The circuit included areas where we could test manoeuvrability as well as ride and handling. The pouring rain and wet test track only helped emphasise the sure footed handling of the new range.





FM EXCELLENCE

The FM has always come across as something of the workhorse of the Volvo range. The plain Jane sister of the fabulous FH and the 'A' List celebrity FH16. It's always seen as a hard working truck for hard working hauliers and, in its 6 and 8 legger configurations, equally hard working tippermen. Some surmised that the FM in its latest incarnation, which received its global premiere at the CV Show in Brummagem earlier this year, was a simple upgrade, FM 2.2.2. They haven't even changed the mirrors, they said. Well, we have some news for those folks who haven't yet driven the new FM: 'Hello Boys', here comes Lady Gaga's better looking younger sister. Frankly, thanks in no small part to the introduction of Volvo Dynamic Steering, this new FM is a revelation to drive. VTD made the most of the 18 or so fully freighted examples at the customer ride and drive in Gothenburg recently and we were well impressed. Not just by the way the steering wheel automatically self-centres, or the smooth as a buttered banister feel to the steering itself. Not even to the tomb like quietness inside the cab, that we believe is such an aid to driver comfort, and that equates with driver safety. No, what impressed us most is that, judging from what we learnt from our time behind the wheel, the FM has got its mojo back; To the point that it's singing 'Got My Mojo Working' by Sonny Boy Williamson accompanied by Leadbelly on 12 string guitar. Go FM, Go Volvo!





FMX MUD MASTERS

For the FMX Ride & Drive we decamped to a working quarry near Källered a few miles south of Gothenburg. Not only had Volvo built an impressive hilltop village where their customer's were looked after in style, they had also provided around 20 of the latest FMX 6 and 8 wheel tippers for some of the UK and Ireland's top tipper operators to put through their paces. Large areas of the granite quarry had been 'remodelled', using Volvo Construction machinery of course, to offer a true working demo of how the trucks would perform in the roughest and toughest of off-road conditions. Volvo's own UK driver development guys rode 'shotgun' in the cab as their guests at the event gleefully drove these amazing tippers through axle deep mud and giant pools of waist deep freezing cold water.

THE FMX TRIDEM IS SUPERB. LOADED TO 40 TONNES, IT'S EASIER TO DRIVE THAN MY CAR. WITH VDS, THE STEERING IS AS LIGHT AS A FEATHER.





FMX — ROCK MONSTERS

Despite there being such a staggering variety of truck configurations to try out, Volvo had organised it superbly so that everyone had the opportunity to drive their maximum number of FMX types. While operators waited for their turn driving, they took part in interactive information sharing sessions led by Volvo's engineers and technical guys from the UK. These gave the guests a chance to get answers about specifications, options and solutions to their operational challenges, such as: Is the Tridem suitable for tipping into a Barber Greene asphalt paving machine? The answer to which is affirmative as its compact design means that there is almost no overhang beyond the rear wheels. All the sessions were conducted indoors in a superbly equipped, purpose built village at the top of the quarry. The presence of yet more brand new FMX chassis and beautifully presented displays of components, like the new off-road capable air-suspension (a boon to driver comfort) and new Euro 6, 13-litre 540 engine, helped get the message across loud and clear that the new FMX is a very driver oriented range of trucks.

THE COURSE IS MORE EXTREME THAN YOU'D MEET UNDER NORMAL CIRCUMSTANCES. IT'S GOOD TO KNOW THAT THE FMX CAN HANDLE THIS KIND OF TERRAIN SO EASILY.



KICK OUT THE JAMS WITH THE NEW FL & FE

VOLVO'S NEW FL & FE ARE EASIER TO DRIVE IN THE CITY THAN EVER BEFORE.

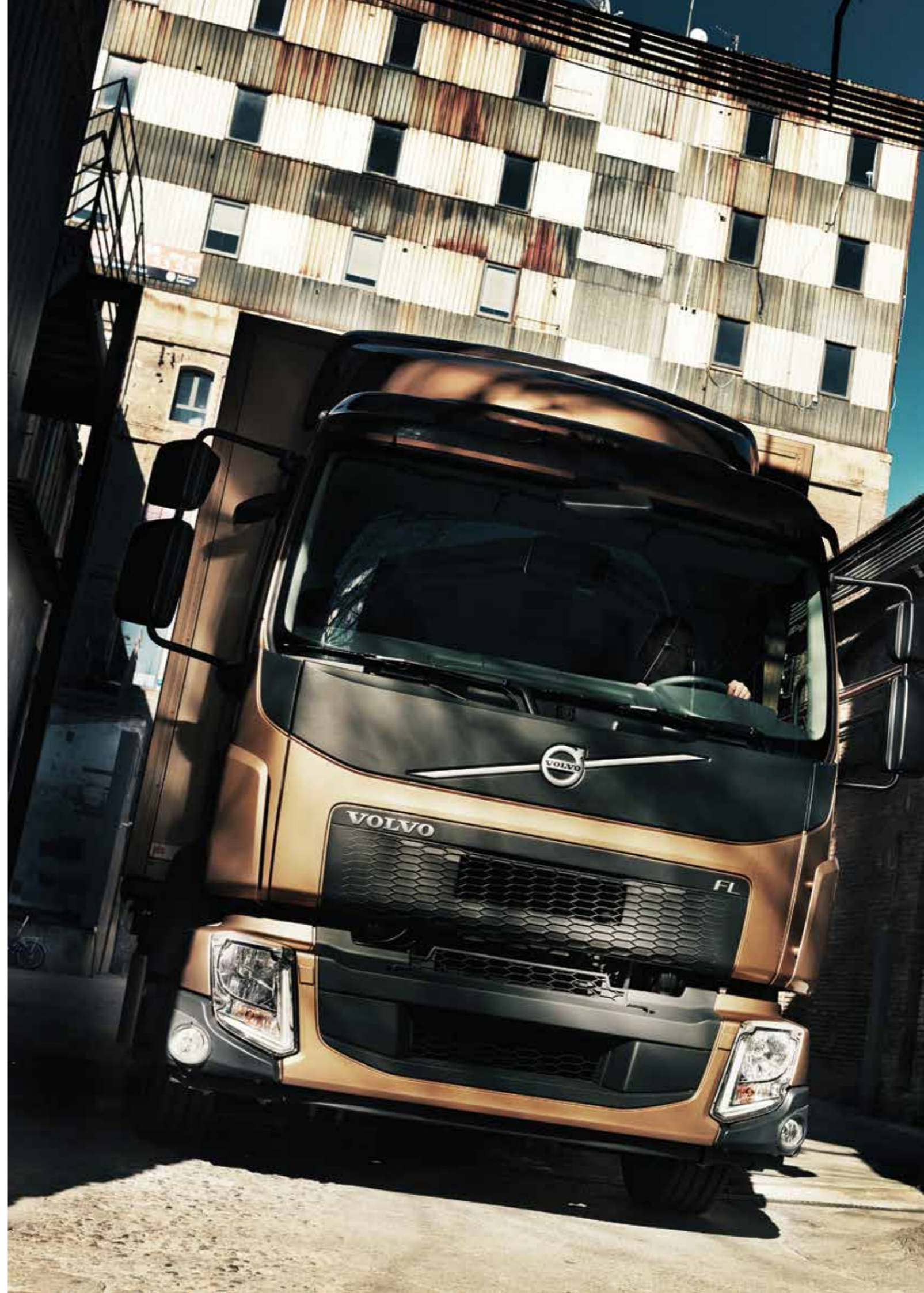
To guarantee maximum driver comfort, everything on and in the new FL and FE has been tested – from steering wheel and mirror vibration to engine noise levels. One of the most important parameters in the development of the new trucks was to design a truck that is easy to drive and supremely comfortable. “We want to offer our customers high-quality products. It is just as important for trucks to overcome the purely physical challenges as it is for them to comply with customer needs and expectations,” says Hayder Wokil, Quality Director at Volvo Trucks. Of all the tests Volvo conducts, field tests are some of the most important. They are used to secure that the advanced product development is match real-life conditions. “The feedback from test drivers is extremely valuable for us. It’s the confirmation of everything we do,” says Hayder Wokil. “At the end of the day, it’s a question of one self-evident factor: quite simply, meeting our customers’ expectations.” One of the most important factors is low noise levels in the cab. For this reason, every single detail – from mirror, seat and steering wheel vibration to the sound made by the engine and windows – has



been thoroughly studied and evaluated. Thanks to the new Euro-6 engines, the engine noise registered in the cab has been significantly reduced. “The new engines have a lower engine speed, making them quieter and more optimised for driving in the city. The greatest advantage when it comes to a quieter cab is that the driver is less tired and an alert driver is also more attentive and therefore safer,” says Tobias Bergman, Product Manager FL and FE trucks at Volvo Trucks. Another important part in the improvement of the cab is

We want to offer our customers high-quality products. It is just as important for trucks to overcome the purely physical challenges as it is for them to comply with customer needs and expectations

comfort tests on uneven roads, over bumps and potholes. The vibrations in the trucks are measured and they can then be reproduced right down to the lowest level of shaking in a laboratory. After thorough testing on laboratory rigs, the trucks have covered lap after lap on Volvo Trucks’ test track in Sweden. The capacity of the transmission has been tested when starting on hills with gradients of up to 25%. “We have then conducted accelerated endurance tests on the complete vehicle. These are some of our most comprehensive tests in which the total service life of the truck is verified. In all, these new models are driven 7,500 miles on the challenging test track and open roads, which corresponds to over 300,000 miles, or the service life of a truck, in normal driving conditions,” concludes Hayder Wokil.



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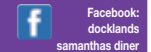
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Winner of Summer Autumn issue: Mr Ken Clarke of Kent Winner will be displayed in the Winter/Spring issue of VTD Magazine



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Suppliers of Quality Clothing to professional companies who take image & safety serious. Ultimate ID are proud to supply garments to a standard not just a price, We believe in value for money that's why we only supply clothing that performs & are sure won't let you down. We are official suppliers of Transemo Workwear & Lyngsøe Rainwear within these ranges you'll find superior garments that perform to highest level in the of hardest Industries. Our in-house Embroidery & Print service ensures quality results every time, We are a family run company, no middle-man you're dealing direct. Owner drivers to national companies, one driver pack to 5000 garments.

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