



HELLO & WELCOME

////// **Rajbir Sandhu** welcomes you to Aspire. ///////////////

Great to connect with you all again and hope you are doing fine. Covid pandemic waves are becoming a new normal and it is highly important to remain careful about the health and wellbeing of our families and teams. My compliments to all who continued to work from home or from the office to ensure business continuity. Growth of Infrastructure, Mining, Agriculture and Construction, have remained strong since the beginning of this year.

We expect demand to be robust for the balance half of the year. JCB factories across the globe have reopened to cater to the demands on construction equipment. Teams are taking all safety measures and each machine built and sold during these times is a reflection of resilience and immense hard work. Having been the world's leading manufacturer of backhoe loaders and telescopic handlers, our machines are specifically designed to bring

maximum performance and productivity to the job site. Our new products, the Telescopic Handler 530-70 and Backhoe Loader 3DX Construction will continue to deliver high utility and have already arrived in your regions. Please contact your local JCB dealer to experience the machines. The health and safety of you and your families remain our greatest priority. I would urge you and your families to be vaccinated as per the local guidelines and schedules in your countries.



REGIONAL OUTLOOK

////// **David Whiston** updates us on the economic outlook for SE Asia. ///////////////

2020 has proven to be one of the worst years in recent history. There is a Latin description "Annus Horribilis" for such an event which translates as Horrible Year. We have seen over the last year the downturn and closure of businesses that had been profitable before the Covid. The effects of the pandemic have caused businesses to relook at how they operate and change their business model to meet new market conditions. We have seen a huge drop in the availability of manual or "migrant" workers. This in turn has

driven the need to innovate how we manipulate materials more cost effectively to meet the needs of a modern construction workplace. JCB has been the world's leading manufacturer of backhoe loaders and telescopic handlers, two machines specifically designed to bring maximum utility to the job site. We see a global increase in Backhoe loader instead of a 10-14 tonne excavator, because an excavator does only one thing, excavates, whilst a Backhoe is both an excavator and a loader.

The Telescopic Handler is the prime machine for materials handling on the job site carrying and placing materials at ground level or as high as 20 meters, and it can also be an access platform, loading shovel, forklift, and more. An effective Covid vaccine will bring some easing to the restrictions, but the rebuilding of your business will rely on how you can increase profitability and productivity, and the JCB Backhoe and Telescopic Handler will help you achieve this. Talk to your local dealer and learn more.





LATEST NEWS



Jimmy Sugeng and Shiv Ganiga provide a round-up of the regions news

3DX CONSTRUCTION SUPPORTS GLASS BOTTLE MANUFACTURER OPERATIONS IN INDONESIA

PT Kangar Consolidated Industries (PT KCI) is one of the 72 plants across 21 countries operated under the World's leading glass bottle manufacturer – Owens Illinois (O-I). The Jakarta plant was established in 1973 and produces 2.3 million glass bottles per day for various food and beverages, and pharmaceutical companies in Indonesia.

Since 2017, PT KCI has been using JCB backhoe loaders (3DX and 3CX) to support its loading and unloading of silica sand and broken glass bottles, stacking and transporting materials within the plant.

In 2020, PT KCI had planned to refurbish its equipment. However, with a constrained budget due to Covid, Fajar Adi Dharma, Airindo JCB's Product Manager, introduced the newly launched JCB 3DX Construction to address their needs.

Their initial doubts as the first owner of the 3DX Construction in Indonesia, were addressed by Airindo and JCB who ensured the specification of the machine met their operation needs.

JCB backhoe loader's superior versatility and manoeuvrability within the warehouse and operations area, and economical diesel consumption, and Airindo JCB aftermarket professionalism eventually convinced PT KCI to procure two units of JCB 3DX Construction.

The machines started operating in April 2021 and currently operating 6 – 8 hours a day. Thanks to Airindo JCB's relentless effort in growing the market and underlining the versatility of backhoe loaders in various industrial applications.



JCB 51-R PENETRATES THE AQUACULTURE INDUSTRY IN SARAWAK, MALAYSIA

Pansar JCB, recently delivered the first unit of the JCB 51-R Mini Excavator to Neocrab. Neocrab is the first vertically integrated, hatchery based mud crab farming company in Sarawak, Malaysia. It produces premium quality crabs & softshell crabs for both local and overseas markets, such as Singapore and China. The company manages all aspects of mud crab production from hatchery and nursery to post-harvest processing and distribution.

The first delivery to Neocrab is an important milestone for Pansar JCB as they have successfully penetrated the booming aquaculture industry which was mainly dominated by Hitachi and Kobelco. "We worked very hard to get this order. The competition was tough but the customer finally chose Pansar JCB for its known quality, good local aftersales service support network and excellent value for money. We hope that with good customer service and word of mouth, we will be able to sell more units to this customer and similar aquaculture companies in this region," said Sylvester Ngo, Pansar JCB Regional Sales Manager.

The JCB 51-R mini excavator is currently used at the crab farm for road and pond maintenance, and pond bund repair. Hard to reach peat swamp area can now be easily accessed thanks to the small, lightweight and high manoeuvrability of the JCB 51-R.





PRODUCT UPDATE

////// Dane Tuach talks about the innovative 3CX Pothole Master from JCB //

HOW ARE POTHOLES FORMED?

Potholes form on roadways from the expansion and contraction of groundwater, which penetrates the surface layer agitated by stress related forces.

In warmer climates found in SEA, which are not subject to water freeze-thaw cycles, the cracks in the surface layer result from the relentless heat and traffic movement. This allows water to enter, eroding the sub-surface layers. As traffic continues to pass over this comprised structure, the surface layer collapses and crumbles, forming a pothole.

Interesting Fact – In 2017, the Malaysian government collaborated up with Waze to allow Malaysians to report potholes, specifically around Selangor and Kuala Lumpur. Between 2019 and 2020, the Selangor Chief Minister Amirudin Shari said that there have been 52,295 potholes reported on Waze in Selangor (one of thirteen states) alone!



OUR SOLUTION: THE JCB 3CX POTHOLE MASTER

As a single-machine solution for permanent pothole repairs, this backhoe loader combines a powerful patch planer and sweeper shovel with the facility to operate handheld tools. You can therefore clean, prepare and fix any pothole within a single coned-off roadway.

The 3CX Pothole Master's 400mm cutting drum ensures that only a minimal cut is planed; this ensures cost-effective repairs and precise 10m² planing areas to a depth of up to 115mm for even the largest potholes.

We've fitted the Pothole Master backhoe loader with a sweeper collector to ensure thorough surface preparation, reduced clean-up time, and tidy safe work sites; its high capacity hopper extends working stints.

This JCB backhoe loader is highly versatile and by no means limited to pothole repair work; it can be used all-year round for everything from general materials handling, trenching, pipe-laying and flood protection, thus ensuring maximum return on your investment.

The JCB 3CX Pothole Master comes with features not traditionally found on BHLs in Asia like:

The JCB 3CX Pothole Master comes with features not traditionally found on BHLs in Asia like:

Powerslide – The ability to hydraulically reposition the Excavator boom for precise planning work and cutting time. This feature also avoids costly damage to the surrounding surfaces and the attachment through manual positioning.

High Flow Hydraulics – This increased flow and pressure is necessary for the effective functioning of the cold planer and the effortless operation of the sweeper collector.

HHTC – The HHTC or Hand Held Tool Circuit option is an additional hydraulic function to power handheld tools for more precision or lighter tasks on the job. This feature opens another wave of versatility.



PRODUCT SUPPORT



////// Keith Teo reminds us on the value of JCB service contracts

In support of JCB's newly launch 530-70 Loadall, JCB Southeast Asia has delivered bespoke Loadall Technical Training to our dealers.

Dealer Service Teams were trained on the JCB 530-70, that's powered by JCB Powertrain – JCB 448 Dieselmax engine, JCB transmission and axles, and offers absolute versatility on the job site.

For more information on JCB's 530-70 Telescopic Handler, please contact your local dealer.

The course covered:

1. 530-70 Telescopic Handler

Operations and maintenance

2. Major Components

JCB Synchroshuttle gearbox, JCB PD70 front axle, JCB SD50 Steer Drive rear axle, Tandem Hydraulic Pump, Diagnostics

Note: All these components are common to the existing market leading 3DX Backhoe Loader

3. Control System

Safety Features, Instrument Cluster, Cab Mechanical Controls, Electrics

4. JCB 448 Dieselmax Engine

Engine, fuel system, engine checks and troubleshooting, Engine lubrication and cooling system.



PARTS & ATTACHMENTS

////// Tay Kok Wee talks to us about getting the correct bucket for the task

The filleted blade maintains the current tooth design and welded blade of current JCB General Purpose and Bladed Buckets with all the gaps filleted, ensuring all spoils are broken up when entering the bucket. Another benefit is that the toe plate is more visible from the cab and its extension from the bucket can be useful when excavating underneath pipework. Please see below the part numbers for the different wearparts on these buckets:

PARTS	24in GP (20T)	24in GP (13T)	18in GP (13T)
Buckets	980/B0951	980/A0426	980/A0425
Toeplate	980/A9010	980/84699	331/14000
Fillet Plate (Bottom)	401/H1032	401G9646	401/H1047
Fillet Plate (Top)	401/H1033	401/G9697	401/H1048
Teeth	980/84766	980/84670	980/84670





MARKETING AND EVENTS

//// //// //// //// //// Mandy Tan tells us all about an exciting new partnership. //// //// //// //// ////

Mandy is delighted to be part of the team at JCB Southeast Asia and is excited to share the upcoming marketing activities.

With new products including the 530-70 Telescopic Handler and 3DX Construction arriving in dealerships across the region, it's the perfect time to speak to your local dealer about how these machines can help your business in the months ahead. Even during these uncertain times, our dealers are running a range of webinars on JCB products and technologies such as LiveLink Telematics. To find your local dealer, please **click here**.

Not only do we have exciting new products, we also have a new partnership in place with

Aston Martin Cognizant Formula One team. For the 2021 season, the JCB logo appears in several locations on the cars as they hit the track. With a few races now completed, a notable highlight was a podium finish for the team at the race in Azerbaijan. We look forward to supporting the team and do catch the cars live in action for the rest of the season.

To keep up to date with the latest regional news, we have recently launched a new LinkedIn Southeast Asia page focusing on business news and updates within the region. To follow our LinkedIn page, please **click here** or search for JCB Southeast Asia with the app.

NEW APPOINTMENT

Mandy Tan joins us as the Regional Marketing Manager for JCB SE Asia. With over 13 years of marketing experience in various industries from consumer electronics to cybersecurity and electrical components covering the APAC region. With a strong background in marketing, Mandy will plan and execute marketing strategies suited for the region.



ADDITIONAL NEWS

//// //// //// //// //// Will Fisher talks to us about the success of the BE THE BOSS initiative. //// //// //// //// ////

BE THE BOSS, is an initiative that allows operators in Southeast Asia to become entrepreneurs using the iconic JCB Backhoe Loader. This is a competition that not only provides the winning operator with a chance to own the JCB 3DX on a six-month lease but also the unique opportunity to kick start their own business.

The **BE THE BOSS** campaign fundamentally promotes social mobility in Southeast Asia by positioning the backhoe loader as a fantastic business investment that empowers operators to become self-employed and financially independent.

Mr Tan, our winner from Kuala Lumpur Malaysia, unfortunately, lost his job as a machine operator during the Covid pandemic in 2020. Apart from getting a brand new 3DX for six months, our dealer in Peninsular Malaysia – Mach1 JCB, is supporting Mr Tan with the relevant skills such as maintenance and business administration training to start his entrepreneurial journey.

In his first month, he has secured a long term contract supporting the construction of a light



rail infrastructure project. He is using the versatile backhoe loader to work on utilities, road maintenance and landscaping jobs in his spare time.

After six months, Mr Tan plans to purchase the machine for himself and continue his journey

to build his business. His success story will motivate budding entrepreneurs across the South East Asia region to 'be the boss' and use their machines to make a difference in the infrastructure development of their countries.