



# WELCOME CHAIRATCHAKARN

Say hello to our latest dealer in South East Asia

 SEE FEATURE STORY, PAGE 2



## WELCOME TO ASPIRE

RAJBIR SANDHU INTRODUCES THIS BRAND NEW EDITION OF ASPIRE

**Pleased to launch this new edition of Aspire in which you** will experience more stories of our customers, dealer partners and will also share updates taking place globally around the JCB.

We welcome Chairatchakarn to the JCB family. Thailand is an important market in Asia and for us. Look forward to establish a strong partnership with Chairatchakarn to build the success in construction machinery in Thailand.

After we connected in June, in the last couple of months, we celebrated Singapore's national day, Indonesia's independence day, and recently Malaysia's national day. Once again, I wish everyone to continue to prosper and progress together in a true spirit of unity.

During the recent Japan Olympic Games, it was heartening to see so many medals won by the sportspersons of the various countries in Asia – Thailand, Indonesia, Malaysia, Hong Kong, Taiwan, South

Korea, and the hosts' Japan. It just reiterates the resilience and especially during these difficult times.

Covid pandemic waves are becoming a new normal. Recently we observed new waves in Indonesia, Malaysia, Vietnam, and Singapore. It is highly important we all remain careful about the health and wellbeing of our families, teams, and everyone around us.

Construction equipment market continues to be on the growth path. Fuelled by the coal and nickel mining, to satisfy the demand of development for the electric vehicles. Import disruptions have also helped the domestic demand, especially on agriculture and plantations.

My compliments to you on all your efforts to ensure the business continuity of both JCB and all our customers. However, we all need to be agile and Growth focused as we steer through the year.



# FEATURE STORY

CONTINUED FROM PAGE 1 | PASCAL SRESHTHAPUTRA WELCOMES CHAIRATCHAKARN TO JCB

**In efforts to expand our operations in Thailand, JCB Southeast Asia joined hands with Chairatchakarn (Bangkok) Co. as our new JCB dealer.**

Chairatchakarn is owned by the Petcharapirat family, headed by Khun Sumit who established his company in 1991 and managed to become the biggest Hino Dealer outside Japan by selling 2,000 trucks per year and leading the Thai truck industry with a 20% market share.

With a customer base of over 40,000 customers in the machinery and truck industries, this partnership is a win-win collaboration with huge growth potential. Chairatchakarn can maximize its assets and manpower by offering a wide variety of world-class machines to complement its truck business and become a leading force in the machinery market.

With a network of 8 branches and 2 more upcoming this year, Chairatchakarn will provide a wide footprint for JCB, and supported by its sales team of 200 people and strong customer service team of 160 people.



We conducted our biggest training event ever over 2 days in September to 300 members of the Chairatchakarn team who displayed an eagerness to learn about JCB and to expand the business.

This is an exciting moment for JCB, and we would like to extend a very warm welcome to Chairatchakarn to the JCB family.



# GLOBAL UPDATES

FIND OUT MORE INFORMATION ABOUT THE NEW CEV STAGE IV MACHINES

**JCB India launched its all-new range of CEV Stage IV** compliant Wheeled Construction Equipment vehicles in July 2021. The launch of these machines made JCB India the first company in the Indian Construction Equipment industry to have brought in the CEV Stage IV Emission Standards across its range of Wheeled Machines.

The range includes the Backhoe Loaders, Telehandlers, Soil Compactor and Wheeled Loaders with Engines complying to the new Emission Norms.

The transition from BS (III) to CEV Stage IV Emission Standards requires a significant step-change in technology and JCB continued its investments in this area despite the Pandemic. JCB India started its state-of-the-art Engine manufacturing facility near New Delhi in 2010 and until now have produced more than 315,000 engines.

With five state-of-the-art factories in India, JCB group's sixth factory in India is currently under construction at Vadodara.

JCB also has the largest design centre outside of the UK in Pune where it develops exciting new technologies for the future.

With over 60 products in 9 product categories manufactured which are not only sold in India but also exported to more than 110 countries. To date, India has sold 350,000 backhoe loaders in the domestic market.



JCB's State of the Art Manufacturing Facility at Jaipur



# REGIONAL NEWS

SHIV GANIGA TELLS US ABOUT THE DEPLOYMENT OF 2 JCB 411HT BY PANSAR

**Two units of JCB 411HT wheel loader shovel have been** delivered to Samalaju Industrial Port (SIP) and deployed as one of the prime stock-handling loading shovels for Sakura Ferroalloys Sdn Bhd (Sakura).

With an increase in operating capacity to handle a significant upturn in production output at Sakura, the two units JCB411HT were added to SIP's fleet dedicated to handling the export bulk materials.

Sakura Ferroalloys is a joint venture of South Africa's Assmang Ltd, Japan's Sumitomo Corp and Taiwan's China Steel Corp. At full capacity, the smelting plant's total production of both the furnaces will be around 110,000 tonnes of high carbon ferromanganese and 70,000 tonnes of silicomanganese. Ferromanganese and ferroalloys are essential ingredients in the production of various types of carbon, alloy steel and alloy iron.

JCB wheel loader was chosen for its proven quality and reliability along with outstanding after-sales service provided by Pansar Heavy Equipment Sdn Bhd, the authorized dealer for JCB in East Malaysia, who supplied four units of JCB Tracked Excavator JS220LC to the same client earlier this year.



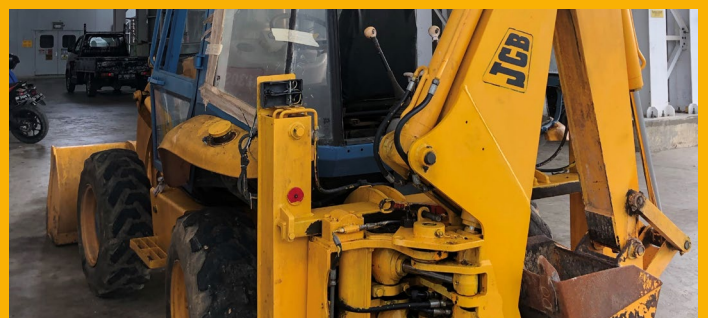
# BACKHOE LOADER DURABILITY

JIMMY SUGENG SHARES ABOUT A WELL-PRESERVED JCB 2CX IN SULAWESI

**Since it was appointed as a JCB dealer in Sulawesi,** Indonesia, Mandiri JCB has always been fascinated with why customers love JCB machines. One common reason voiced by various customers is the durability of JCB machines.

PT Consolidated Energy Power Asia (CEPA) is one of many customers who has the same voice. Located in Sengkang, South Sulawesi, CEPA group employs JCB backhoe loader 2CX to provide operation and maintenance services to a 315 MW combined-cycle gas-fired power plant. The 2CX is primarily used in digging pipe trenches, mud clearing and maintenance and repair work. The 2CX started its operation in 1996; the versatility, ease of maintenance, and durability are the main reasons why the unit is still in operation.

This unit was experiencing low hydraulic power. CEPA contacted Mandiri JCB, who immediately dispatched the service team and swiftly identified the issue. Satisfied with the service, CEPA has engaged Mandiri JCB to provide maintenance and repair works on this particular unit.





# PRODUCT HIGHLIGHTS

DAVE WHISTON UPDATES US ON SOME NEW PRODUCT LAUNCHES

The past 18 months have proven to be a testing time for many of our customers. The Covid Pandemic and the resultant lockdown measures have had and continue to have a controlling effect on their businesses. JCB recognizes the need to work with and for our customers to help during these troubled times. To aid our customers we have principally focused on bringing new cost-effective and productive machines to the market.

JCB launched the first telescopic handler in 1977. Today, we have launched the JCB TH530-70, a 3-tonne capacity machine incorporating modern technology in a rear-wheel steer model, giving our customers an entry-level machine giving a lower cost of ownership and improved profitability. Together with the side range of attachments, this makes the TH530-70 the most useful machine on your job site.

We recognise the needs of our customers to reach further, we have addressed our compaction models to ensure that the JCB 116D is ranked amongst the most productive on the market. When fitted with the optional Compactronic system, the JCB 116D will save money and time hitting the required compaction levels quicker and more efficiently.

JCB remain committed to ensuring the right machines meet the needs of our customers, and we look forward to meeting you at our dealer locations to demonstrate the unique benefits you can expect from us.



# MARKETING & EVENTS

MANDY TAN INTRODUCES THE NEW LOOK OF ASPIRE AND REGIONAL SOCIAL PAGES

First of all, I am sure you have noticed the new Aspire layout design. We wanted to update and streamline the look of Aspire and increase the readability, especially the mobile readers. We had also made some changes to the content and included a couple of new ones.

Apart from setting up a Southeast Asia LinkedIn page, we identified that social media localization is a great way to leverage on the power of social networks to create content and campaigns to target customers in the right language and location. Hence why we have also set up local Facebook and Instagram pages dedicated to Indonesia, Malaysia, the Philippines and Thailand. To follow us on our dedicated social media page, here are the links:

				SOUTHEAST ASIA
		INDONESIA		
		MALAYSIA		
		PHILIPPINES		
		THAILAND		



# IN CONVERSATION WITH...



WE FIND OUT ALL THERE IS TO KNOW ABOUT OUR EAST MALAYSIA DEALER PANSAR

## WHO WE ARE

Founded in 1961 as a family-owned hardware store in Sibu, Sarawak, Pansar is a major engineered solution and B2B distribution company. Today, we have over 30 subsidiaries and associate companies with 15 branches across Malaysia, Singapore, and Brunei.



## OUR BESTSELLING JCB MACHINE

Our best-selling JCB machine in East Malaysia is the JCB 3DX backhoe loader which contributed over half of our sales. We have also been promoting the 6-in-1 bucket and other configurations to showcase JCB's prowess in backhoes. The majority of our sales come from the palm oil and construction sectors. In addition, investments in stocking, demos, marketing and advertising led to an increase in sales for the telehandler and roller compactors.

## SUCCESSFUL DEALS THIS YEAR

A few successful deals worth mentioning in 2021. Starting with the first deal for 3 units of backhoe to Musyati. Musyati is one of the main contractors for the Pan Borneo Highway project in Sarawak. For more than 20 years, they had been a long-term customer of our building material products. They had always been a long-term supporter of one of our competitors in Sarawak. Over the years, the after-sales service by the competitor had deteriorated, directly affected the customer's work progress. Identifying the opportunity, we offered the customer to try the 3DX 4 Wheel-Drive. They were satisfied with the machine, and our after-sales service and parts availability that they ordered two more units two weeks after.



The next company is one of the top 3 plantations in Sarawak and owns 13 palm oil estates. Although they were familiar with the 3DX backhoe, they had never considered JCB roller compactors. With consistent follow ups for over a year, they finally purchased one unit

of JCB 116D. Our team stood out against the rest as they saw our dedication and persistence.

Recently, we closed a deal with the pioneer and founder of the sago industry in Sarawak. They have been operating for more than 50 years in Dalat. Sago is an important commodity crop in Sarawak with high potential for economic growth. To gain the confidence of this customer, the team organized many meetings and demonstrations for them. We also deployed a unit each of the 3DX and JS140 to their plantation for a month. We worked closely with the customer to understand their stockpile operations and recommended them to use the special tooth bucket that not only suits their operation but also increased their production efficiency. In the end, the customer chose the 3DX fitted with the special tooth bucket.



Lastly, our customer Pekah is a hotel and resort operator in Sabah which operates the Hilton Hotel and Resort. They visited our showroom in Kota Kinabalu (KK), Sabah to purchase one unit of backhoe loader for their resort project in KK. The challenge we faced was they wanted the machine urgently with the optional breaker kit. At that time, all our machines were with our other customers while new shipments were delayed by Covid restrictions.

As the customer could not wait even one more week, we managed to get our sub-dealer to swap a unit of their aged stock which was already two years old. We had only three days to refurbish the machine, install the breaker kit, cleaned up the interior of the cabin and custom-made the seat cover. We also found a reliable operator for the customer. The customer was not only happy with the machine but also cultivated a strong trust in our team.

**(continued...)**



### CHALLENGES THIS YEAR

The Covid-19 pandemic and the associated lockdowns and movement restrictions negatively affected many businesses, including Pansar. We moved quickly to maintain customer engagement while prioritising health and safety, by pivoting our operations to embrace new ways of working and thinking. In the span of a few months, we moved to online selling platforms, virtual meetings, video-call technical training and machine handover, online presentations, and webinars for customers.

### COVID-19 CORPORATE SOCIAL RESPONSIBILITY

Apart from our business operations, Pansar took the initiative to

support the National Immunisation Programme. Together with the Sarawak State Government's Disaster Management Committee (SDMC), Sibu Division Disaster Management Committee (SDDMC), Kementerian Kesihatan Malaysia (KKM), COVID-19 Immunisation Taskforce (CITF), ProtectHealth Corp, University College of Technology Sarawak (UCTS) and SEGI University, Pansar launched one of the state's first industrial vaccination centres (PPVIN) which vaccinated about 25,000 people in Sarawak. As the largest state in Malaysia with population scattered throughout, the mobile PPVs and outreach task force organized by Pansar was dispatched to rural areas to ensure that nobody was left out of the vaccination programme.



# PRODUCT SUPPORT

KEITH TEO EXPLAINS HOW JCB ARE STRENGTHENING THEIR SERVICE NETWORK

**As a continuous improvement action towards delivering** the industry's finest customer support, JCB Southeast Asia is strengthening its network of service outlets.

Whilst JCB Southeast Asia has 25 dealers with an extensive service network spanning approximately 50 locations around Southeast Asia, it has been identified that customers will service their JCB at an independent mechanic due to the distance between their workplace or residence and the JCB dealership.

To bring service to the customers' workplaces, JCB Dealers are increasing their service points organically and through Service Dealer partnerships.

In East Malaysia, PansarJCB now offers local service coverage to customers, from their branches in the Bintulu, Miri and Sandakan.

In West Malaysia, MachI-JCB has appointed Ngee Foh Engineering and BS Equipment & Parts as their Service Dealers, for the Cameron Highland/Gua Musang and Ipoh/Manjung areas respectively.

In Sumatra Indonesia, PersadaJCB now offers local service coverage to customers, from their branches in the Jambi, Lampung, Padang and Bangka.

To find your closest JCB Dealer outlet and to get the latest parts and service offers, please visit the JCB Dealer Locator today at <https://www.jcb.com/en-sg/dealer-locator>.



# PARTS AND ATTACHMENTS

TAY KOK WEE DISCUSSES THE IMPORTANCE OF GREASE TESTING

**JCB greases provide long life protection to hard working machinery under extreme conditions.** The comprehensive range optimises maintenance schedules helping to reduce costs in all applications.

## GREASE TESTING

JCB grease undertakes a rigorous programme of testing to ensure it provides the maximum performance and protection for your JCB machine. JCB Engineering standards lay down performance levels and criteria for JCB grease which EXCEED INDUSTRY STANDARDS. The Four Ball Weld Test is a typical example of how JCB Grease outperforms other grease that claim to be the same.

### FOUR BALL WELD TEST:

For this industry standard test grease is put under rotating speed and then a 450Kg load is applied. To pass the test the ball bearings have to last for 15 seconds before they 'fail' (seize) and weld together. You can see below that the non JCB 'equivalent' grease fails immediately while the JCB HP Grease continues well past the required time. JCB grease is manufactured to provide significant load protection for your JCB.

In this test the JCB product clearly outperformed both the low cost alternative and the industry standard requirement. Choosing anything else but the approved JCB approved grease is a false



economy which can lead to component wear and ultimately premature component failure.

JCB Grease needs applying as per the machine service inspection checklist Grease should also be reapplied after a machine has been cleaned. All Grease is not the same, therefore different Grease is required for different applications.

It is important not to mix Grease types as many are not compatible with each other which can lead to separation and inefficiency.

Grease colour does not indicate any properties however there are variants in the colours of JCB Grease. JCB Grease can also be used in other industries and applications, as per shown in this table:

JCB Product	Soap Type	NLGI							Pack Size	Industries	Applications
JCB Special HP Grease 4003/2000 ●	Lithium Complex	2	✓	✓	✓	✓	✓	✓	400g/500g 12.5kg 18kg 50kg 180kg	Many industries	High temperature and high load applications
JCB Special MPL-EP Grease 4003/1500 ●	Lithium	2	✓	✓	✓	✓	✓	✓	400g 12.5kg 18kg 50kg	All industries	Multi-purpose in many applications
JCB Extreme Performance Moly Grease 4003/1300 ●	Lithium	2	✓	✓	✓	✓	✓	✓	400g 12.5kg	Construction Agriculture Haulage Waste & Recycling	High impact applications, PTO sliding shafts and splined couplings
JCB Special Hammer Grease 4003/1100 ●	Lithium	2	✓	✓	✓	✓			400g	Construction Quarrying Demolition Haulage Waste & Recycling	Rock breakers, chisels, hammers, pins and bushes, quickhitches
JCB Extreme Performance Hammer Grease 4003/2100 ●	Aluminium Complex	2		✓		✓			400g 12.5kg	Construction Quarrying Demolition	Rock breakers, chisels, hammers
JCB Special Boom Grease 4003/3900 ●	Lithium Complex	2.5	✓						400g	Construction Agriculture Haulage	Booms, teleporters, truck HI-AB cranes
JCB Special Slew Pinion Grease 4003/1600 ●	Organically Modified Clay	2		✓	✓	✓	✓		400g	Construction	Slew ring teeth
JCB Autogrease 4003/2300 ●	Aluminium Complex	2							500g	Construction Agriculture Quarrying	Socket tools, hydraulic and pneumatic hammers

If you have a story to contribute, please contact [mandy.tan@jcb.com](mailto:mandy.tan@jcb.com)