

Tying Up Loose Ends and Moving Forward: Interview with MAN Truck & Bus Malaysia Managing Director

It has been 18 months since Hartmut Mueller took the position of Managing Director of MAN Truck & Bus Malaysia Sdn Bhd (MTBM) in August, 2013. Being new to the role in his earlier exclusive interview with Truck & Bus News, Mueller told us that after-sales service and network expansion would be his immediate focus.

"Although MAN has been in Malaysia since the 1980s, I felt that we are not doing enough for this market. We need to improve our after-sales service and expand in network, to ensure our customers that we are reachable and they are well taken care of."

Under his forward-thinking and progressive leadership, MTBM has experienced great growth in 2014, with a 50-per cent sales increase as compared to 2013 without major sales coming from key accounts. Mueller believed that this was a result of the company's efforts in after-sales service and network expansion.

"It was a good year for us. Building on the strong growth, we have received many enquiries. Now with improved after-sales service and better network coverage, we are better equipped to convince our customers as these would be the good reasons for them to buy from us confidently. Investing in these two areas shows that we are committed to building a long-term relationship with them, earn their loyalty and grow with them."

To-date, MTBM had added two new service centres to its network. The Johor service centre was in operation since June 2014, followed by the Prai service centre that was opened in January this year. Mueller said MAN would continue to expand its network either through its own new service centres or working with dealers.

"We have signed a contract with an East Coast dealer during the Malaysia International Bus, Truck & Components Expo 2015 (MIBTC 2015) exhibition, who would help us to take care of the East Coast after-sales service. It would be an on-going investment. However, we need to look at the



Hartmut Mueller, Managing Director of MAN Truck & Bus Malaysia Sdn Bhd

处理零星问题与向前迈进 专访马来西亚曼卡客车董事经理

自哈穆特·米勒 (Hartmut Mueller) 于2013年8月担任曼卡客车马来西亚私人有限公司 (MTBM) 董事经理以来, 转眼已经18个月了。在较早的本刊专访中, 当时才刚接任的米勒告诉我们说, 售后服务及扩展网络是他当时的当务之急。

"虽然曼早在1980年代就已经来到马来西亚, 但我认为我们为这个市场所做的还不够多。我们需要改善售后市场服务和扩展网络来确保客户知道他们能够随时找到我们, 而且我们会好好照顾他们。"

在他充满远见和渐进式的领导下, 马来西亚曼卡车公司2014年的业绩与2013年的销售量相比, 取得了50%的巨大增长。值得一提的是, 这当中没有来自主要客户的关键销售。米勒相信这是公司在售后服务和扩展网络上不断努力成果。

"对我们来说去年是个好年。我们有来自于此强劲增长的许多客户询问。如今改善的售后服务和更好的网络覆盖, 让我们在说服客户方面拥有更好的装备, 因为这些都成了客户有信心向我们购买的好理由。我们在这两方面的投资也反映了我们立志与客户建立长期的关系, 赢得他们的忠诚, 并与他们一同成长。"

截至目前为止, 公司在网络上添加了两家新的服务中心。柔佛服务中心在2014年6月开始营业, 接着是今年1月新落成的北海服务中心。米勒说曼将会透过开设自己的新服务中心或与代理合作, 继续扩展其网络。

"我们在2015年马来西亚国际卡客车及零部件展中与一家东海岸的代理签约, 他们将协助我们处理东海岸的售后服务。这将是持续的投资。然而, 我们需要看看市场的需要和鉴定适合扩展的地点。"

米勒说除了公司现有的服务伙伴, 他们投资了3辆大型服务卡车作为设备完



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The new MAN TGS 41.480 8X4 rear tipper rigid truck

needs of the market and identify the right locations for the expansion.”

Mueller said that apart from the company’s existing service partners, MTBM had invested in 3 big service trucks to function as fully-equipped mobile workshops that were on-call to cover the whole Peninsular Malaysia. “These trucks are well-equipped with all the necessary tools and equipment to handle bigger repairs. They would go on-site or to the fleet owner’s workshop. This is to ensure rapid response time especially in remote areas and areas that are not covered by our appointed after-sales service workshops until we have developed a complete after-sales service network.”

Commenting on the importance of the local market to MAN, Mueller said Malaysia was a small market, but it was an important one for the company. He explained that the bus business was growing rapidly despite the restriction on bus licence permits and driver shortage, and MTBM saw good prospects in this segment. In addition, the strategic importance of Malaysia was in its location; being at the heart of Asean, Malaysia offered a gateway to the regional market that had more than 600 million people.

“Long-haul transportation and construction are the two main market segments for us in Malaysia. With the recent launch of our new robust TGS 41.480 8X4 rear tipper rigid truck at the MIBTC 2015, we hope to penetrate the mining industry as well. Powered by MAN’s 6-cylinder in-line Euro 3 engine for 480hp, 4-valve technology, EDC common-rail injection, turbocharging and intercooling, this truck is specially designed for usage in rough off-road conditions to transport ore and seams from open-cast mines. It is geared for demanding heavy-duty transportation while delivering high payload and outstanding economy.”

Moving forward, Mueller revealed that MTBM was looking at expanding its sales force, with the plan to hire two more sales personnel by mid-year. Another big plan, continued Mueller, was to set up the company’s flagship store in Shah Alam or Klang area.

“We are on the lookout for new commercial premises, which will be bigger than our current headquarters, to rent. The new premises will house MTBM’s headquarters, state-of-the-art flagship store, sales department, after-sales workshop as well as spare parts warehousing.”

善的流动修车厂，随时待命，为整个大马半岛的客户服务。“这些卡车拥有处理大型修理所需要的一切工具和设备。它们能够到现场或客户的修车厂，为客户提供服务。这是为了确保客户取得迅速的回应，特别是在我们所委任的售后服务修车厂所没有覆盖的偏远地区，直到我们发展出完整的售后服务网络为止。”

谈及马来西亚市场对曼的重要性，米勒说马来西亚是个小市场，但对公司来说却是个重要的市场。他解释说，尽管面对巴士执照限制和司机短缺的问题，马来西亚的巴士业务仍然发展迅速，而马来西亚曼卡客车公司在这个领域中看到了好的前景。此外，位居东盟国中心，具有策略性地理位置优势的马来西亚，乃是拥有超过6亿人口区域性市场的入口。

“长途运输和建筑领域是我们在马来西亚的两个主要的市场。随着我们的新且强大的TGS 41.480 8X4一体车架后翻斗卡车在2015年马来西亚国际巴士、卡车及零部件展中推出后，我们也希望能渗透采矿业。搭配曼直列6缸欧3引擎，最大功率为480马力，采用4气门科技，电子柴油控制系统（EDC）共轨喷射、涡轮增压及中冷器，该经过特别设计的卡车适合粗燥路面，可从露天矿山运送矿石和煤层。专为重型运输的苛刻要求而设计的它，可提供高载荷和卓越经济。”

米勒透露说，该公司会在未来扩充销售队伍，并计划在今年年中聘请多两位销售人员。另一个重要的举措则是在沙亚南或巴生设立公司的旗舰店。

“我们正在寻找比我们现有总部更大的商业楼宇。该大楼将容纳马来西亚曼卡客车公司总部、尖端的旗舰店、销售部门、售后部门及零部件仓库。”



Johor Service Centre



Prai Service Centre