UD Trucks reaffirms commitment to customers and growth markets with significant business milestone of Quester’s 15,000 units production





UD Trucks reaffirms commitment to customers and growth markets with significant business milestone of Quester’s 15,000 units production

Made to go the extra mile, Quester continues to accelerate progress by boosting business productivity, elevating local skillsets and supporting communities across key markets

September 10, 2018 – UD Trucks today celebrated its remarkable business achievement of 15,000 Quester units production, highlighting its unwavering commitment of “Going the Extra Mile” to customers’ businesses and the region. Announced at UD Trucks’ Bangkok plant, this business milestone represents the Japanese transportation solutions provider’s trusted legacy worldwide with the enhanced Quester line.

Jacques Michel, President, Volvo Group Trucks Asia & JVs Sales, said, “Quester was first introduced to the Thailand market in 2013 as part of UD Trucks’ foray into growth markets with Thailand as the regional production hub for SEA and worldwide. Incorporated with UD Trucks’ Ultimate Dependability standard and Gemba spirit, Quester marks the first in a new generation of UD Trucks specifically developed for the world of heavy-duty transportation.”

Supporting the booming Southeast Asia’s logistics industry

With SEA’s trade volumes set to increase by 130% in 2023 especially with the establishment of ASEAN Economic Community, demand for local and cross-border land transportation is expected to grow.

For the past 40 years, Volvo Group has invested two billion-baht with the aim of expanding UD Trucks’ Bangkok plant to 20,000 units of UD Trucks per annum.

Being the first completely built-up production facility for UD Trucks outside of Japan, the plant’s significant production of 15,000 Quester units aligns with its vision of supporting markets worldwide and furthering SEA as an economically competitive region.

Nicolas Weeks, Minister Counsellor, Embassy of Sweden in Thailand, said, “We are delighted to celebrate this important milestone of Volvo Group, one of Sweden’s leading companies, as we continue to promote trade and deepen the relations between our two countries. Thailand is a key market for growth, and we look forward to witnessing more successes to come for UD Trucks and other Volvo Group companies alike.”

Boosting productivity of customers with high-quality Japanese manufacturing and innovative Volvo Group technology

At UD Trucks, being defined by its Gemba spirt means being close to the ground and listening to the needs of local customers to be their most valuable partner in their respective markets and segments.

Designed to meet the holistic requirements of customers, Quester is a tried-and-tested truck that supports customers and businesses with high durability, reliability and fuel efficiency.

Combining advanced Volvo Group technology and UD Trucks' high-quality Japanese manufacturing, Quester's GH8E and GH11E engines ensure optimal fuel efficiency while maintaining high performance. The built-in Fuel Coaching system encourages fuel efficient behaviour by providing drivers with instant feedback during their journeys.

Every Quester truck is incorporated with UD Telematics Services which connects to a UD Trucks workshop to monitor and detect each vehicle's condition and service needs before a potential emergency occurs. With the analysis of real-time data communications, it guides customers based on their driving behaviour and fuel consumption to ensure higher uptime and more optimal fuel economy.

Quester is also built to deliver UD Trucks' ethos of "Ultimate Dependability". Complementing Quester's reliability, UD Trucks reduces downtime through the UD Extra Mile Support. Offering an extensive network of well-trained service technicians, it provides quality aftersales service with genuine parts, service planning and vehicle handover training that optimises fleet performance.

These are in line with UD Trucks' goal to reduce long-term operational costs for valued partners to accelerate their continued success, especially with fleet operators in Asia still spending up to 50% of their operating costs on fuel.

Since the introduction of Quester, it has earned the recognition of global logistics companies who have established cross-market accounts for the Quester line.

Quester has also proven its credibility among local customers. A logistics customer in East Malaysia continued to increase their fleet with Quester trucks since 2017 after experiencing business efficiency for their long-haul operations with the Quester trucks.

Today, Quester continues to be widely regarded by customers with 25 per cent of Quester trucks being booked by repeat customers in Malaysia.

Elevating local communities by enhancing skillsets and creating high-value jobs

In keeping with its commitment to add value to the global logistics and economy, UD Trucks addresses the skills gap problem by enhancing local expertise through knowledge transfer and the creation of high-value jobs within markets.

Quester, along with other trucks by UD Trucks, comes from the best of three worlds – UD Trucks' strong Japanese heritage and craftsmanship, Volvo Group's cutting-edge technology and sourcing and local manufacturing and customer support.

Kamlarp Sirikittiwatn, President, UD Trucks Thailand, said "We are humbled by the confidence and support our customers have in our trucks and services. We believe that this will only inspire us to continue learning from them to design the best trucks the world needs."

He added, "This achievement also highlights the importance of the Thailand market to our parent company, Volvo Group. We are positive to carry on this legacy with our local engineers to benefit

and support the Thailand economy and global market.”