volvo group launches FuelWatch Competition 2015

Thailand chosen for Volvo Trucks APAC Final FuelWatch Competition 2015
• 5,800 drivers joined APAC FuelWatch Competition last year and this year Volvo Trucks expects the number will be greater
• Volvo Trucks Thailand has kicked off local competition, jointly supported by the Energy Ministry

Volvo Trucks Thailand has announced the final decision of Volvo Trucks Sweden making Thailand as final destination for Asia Pacific Final FuelWatch Competition 2015 held in Phetchaburi during 15–18 September 2015, the upper southern part of the kingdom.

Mr. Jacques Michel, President of Volvo Group (Thailand) Co., Ltd, said it would be the first time for Thailand to accommodate the Volvo Truck's well-known competition which would focus on fuel efficiency and safety driving. The winners from APAC Final FuelWatch Competition 2015 will be offered to join the Volvo Trucks World Driving Challenge 2016 in Sweden.

"For this very special occasion, I would like to thank the Ministry of Energy giving us strong support to Thailand's fuel efficiency and safety driving competition and it is the first time for us to have the Government agency to attend our FuelWatch Competition. I would also sincerely thank the other two business partners of us – Siam Michelin and Heil Trailer Asia – also giving us strong and long-term support for Volvo Trucks Thailand FuelWatch Competition since 2010 as we shared the same goal in fuel efficiency," said Mr. Michel.

Under the process for Thailand finals, Volvo Group (Thailand) has started the registration process now until the 5th of June. "Off course, only Volvo Trucks drivers are welcome to do the registration." Mr. Michel said.

In the Thailand finals, the competition will be divided into five regions which are Surat Thani, Tak, Sara Buri, Khon Khaen and Chon Buri to qualify the candidates during 15 June to 15 July. The committee will announce 24 qualified drivers to enter into the final round seeking the Thailand champion on 15 of August. The winner will be trained and compete in APAC Final FuelWatch Competition during 15 – 18 September this year.

Mr. Michel added that Thailand FuelWatch Competition had been organized for six consecutive years, starting in 2010 when only 56 drivers joined the competition. The number was increased to 65 in 2011, 73 in 2012, 81 in 2013 and dramatically jumped to 120 in last year.

"The increasing number of competitors has explained that Thailand FuelWatch Competition has been well accepted by Volvo Truck drivers and this year I personally believe the popularity will be carried on because of the supports from Ministry of Energy and our parent firm in Sweden," said Mr. Michel.

Meanwhile, Mr. Ian Sinclair, Director Product Management, said Thailand was chosen for the APAC Final FuelWatch Competition 2015 because Thailand was considered as one of Volvo Trucks' most important strategic location. Thailand is production base for Myanmar, Laos, Cambodia, Vietnam

and the Philippines. Moreover, Thailand is considered as one of the most important countries for AEC, the regional free trade zone and would be implemented by the end of this year.

Volvo Trucks was also confident Thailand's competition track in Phetchaburi was considered as one of the best racing tracks in terms of quality and the challenge, he said and adding that the APAC Final FuelWatch Competition last year had around 5,800 drivers entered the competitions from 12 countries and expect more participants this year.

"In fact, Thailand is one of our strategic locations in Asia as it is a growing market especially when AEC is starting at the end of this year and it is our production base. During the past few years, Volvo Group Thailand has invested more than five billion baht in production and distribution facilities. The investment explains how importance of Thailand. It will also be a good opportunity from some of our customers and drivers from ASEAN counties to visit Thailand and see logistic system in Thailand. ," said Mr. Sinclair.

He added that the APAC Final FuelWatch Competition would take place during 15 – 18 September in Phetchaburi selecting the winners from 2 categories: on-road and off-road, to join the Volvo Trucks World Driving Challenge 2016 in Sweden.