EBREX: PORTRAIT OF A RAPIDLY CHANGING FRENCH GROUP

JANUARY 2012
RENAULT TRUCKS INTERNATIONAL
www.renault-trucks.com
www.facebook.com/renaulttrucksdeliver
Dear customer,

In today’s questionable economic climate, performing better than others is not just an objective, it is imperative. For you as a professional in the transport industry, performing better means operating vehicles that put you ahead of the competition particularly in terms of safety, reliability, whole life cost, environmental care, driver comfort and image. At Renault Trucks, we relentlessly innovate to deliver products and services that increase your competitiveness. As the company’s new President, I can reaffirm we are more than ever committed to keeping this momentum.

As part of the world’s leading truck manufacturing group, Renault Trucks further aligned its global organisation to focus more closely on your needs and expectations regarding product quality, efficiency and resale value on one hand, and responsive aftersales support thanks to timely parts availability and highly qualified, customer-oriented staff on the other hand.

I take pride in stating that this is Renault Trucks; a company that leaves nothing unturned to stand by you anytime, anywhere.

Heinz-Jürgen Löw, Renault Trucks President
UNIQUE: THE ORION RALLY TEAM’S REMARKABLE RENAULT MAGNUM

“When we arrived at the end of the world, we found an incredible vehicle, dedicated to carrying rally cars over short distances, on specific routes. For our customer Orion, who is seeking to highlight its passion for motorsports, the result is spectacular!” Comments Thierry Richard, sales manager for Renault Trucks in Chile.

Located in Concepción, 500 km south of Santiago, Orion Transports offers its customers haulage services for every kind of load and boosts its image via a passion for motorsports. 28 people make up the Orion Rally Team which, by its efforts and consistency, has become a front runner in this field. The vehicles entered for the various championships held in Chile are taken care of by engineers, expert mechanics and a logistics assistance team. Backed by this top ranking infrastructure, the Orion Rally Team is fielding four drivers and four official cars in the current season’s competitions. The team has a workshop, a laboratory specialised in high-technology vehicles (Orion Performance) as well as a semitrailer for the drivers (Orion Rally Motor Home). As for the Claro Orion Truck, this is a specially designed Renault Magnum, manufactured to meet the team’s transportation needs. Its imposing dimensions (14m x 4 m) enable it to offer prime advertising space on either side of the vehicle - which certainly doesn’t go unnoticed! Between 10 and 15,000 spectators attend each event at the various tracks to watch these extremely popular competitions.

— Didier Rougeyron —

IN IRAN, REPAIR MECHANICS HAVE WINGS

Arya Diesel Motor (ADM), Renault Trucks’ importer in Iran, is setting up a flying breakdown assistance service for customers stuck at isolated locations. A unique solution!

For Arya Diesel Motor, Renault Trucks’ exclusive importer of the Heavy Duty range in Iran, customer satisfaction really means something. For drivers who have been immobilised by a breakdown in the middle of nowhere can now receive the assistance they need - by air!

Having chartered a single-engined light aircraft and hired a full-time pilot, ADM is able to provide a flying mechanic service to serve sectors furthest from the manufacturer’s workshops. This allows the mechanic to be flown to the area concerned where he can fit the required spare parts, or diagnose the origin of the problem. This is a totally unique way of providing breakdown assistance in Iran.

— Didier Rougeyron —
COMTRANS IS THE COMMERCIAL VEHICLE TRADESHOW HELD EVERY TWO YEARS IN MOSCOW. AN UNMISSABLE EVENT FOR MORE THAN 20,000 PROFESSIONALS WHO, THIS YEAR, VISITED THE RENAULT TRUCKS STAND TO FIND OUT MORE ABOUT ITS FLAGSHIP MODELS IN THE LONG DISTANCE, DISTRIBUTION AND CONSTRUCTION RANGES. AND ENJOY A FRIENDLY WELCOME IN A VERY FRENCH ATMOSPHERE.

COMTRANS 2011: A BREATHE OF FRENCH AIR

If the throngs of visitors in the aisles of the Comtrans show in Moscow from 19 to 23 September spent so much time on the Renault Trucks stand, it was of course to fully take in the manufacturer’s flagship models presented for the Russian, Eastern European and Central Asian markets. But also to catch a whiff of the fragrance of France...

A TOUCH OF PARIS IN MOSCOW

Renault Trucks brought a little piece of the real France to the banks of the Moscova for the Comtrans show. On its stand, built around an authentic French café, the manufacturer’s Russian subsidiary offered visitors an opportunity to enjoy pastries, cheeses, wines and other specialties of French gastronomy. And as they enjoyed the taste of France, they were also able to listen to the joyful music of an accordionist, admire performances given by a mime or get their portraits drawn by a street artist. In other words, throughout the five days of the show, Renault Trucks was an excellent ambassador for the French “art de vivre”.

COMTRANS 2011

- From 19 to 23 September 2011
- At the Crocus Expo International Exhibition Centre, Moscow
- 320 exhibitors
- 20,227 visitors
- 515 accredited journalists
RENAULT TRUCKS HONOURS AN “ORDINARY” HERO

On that particular morning, Sergueï Sapronov was driving his Renault Magnum when, in the gloom of the early dawn, he saw smoke coming out of a building close to the road. He had the presence of mind to sound his horn and wake up its occupants and immediately warn the fire department. But the blaze was spreading rapidly throughout the building and Sergueï didn’t wait for the fire engine to arrive before going inside and helping the victims escape from the flames. A perfect illustration of the spirit of solidarity which characterises truck drivers, this act of courage saved the lives of eight people and was featured in the Russian media.

For Renault Trucks, Comtrans was the ideal opportunity to publicly focus on the courage of one of its customers and show all its respect for him at a ceremony during which Sergueï Sapronov - an “ordinary” hero - was awarded three years’ free maintenance for his Renault Magnum.

THREE RANGES IN THE SPOTLIGHT

If there is one country where long distance really means something, it must be Russia! It is therefore not surprising that the Renault Magnum 520 hp and the Renault Premium Long Distance 420 hp, on display in the long distance area of the Renault Trucks stand, have earned quite a reputation on Russian roads. The Renault Premium Long Distance has even become one of the most popular long distance trucks in this vast country stretching across 2 continents.

But Russia is not only the homeland of distant horizons, it is also a major market for distribution, ranging from transporting cars to the urban and inter-urban distribution of food products such as water. This is why a Renault Premium 340 hp coupled to a car transporter semi-trailer and a Renault Midium 240 hp with a Thermo King body were featured in the Distribution part of the stand. A fine demonstration of the Renault Trucks Distribution range’s versatility!

The largest city in Europe has to be Moscow, with its conurbation’s population of 15 million. Moscow is a megalopolis where construction sites are springing up the whole time, as in other Russian urban areas. This is why the flagships of the Renault Trucks Construction range were so relevant to the Comtrans show. Exhibited in a dusty, construction site type environment surrounded with metal barricades, the Renault Kerax in 8x4 440 hp and 6x4 380 hp versions, as well as the Renault Premium Lander 6x4 440 hp, were therefore seen in a familiar context.

THE SPIRIT OF COMPETITION

Sharing a passion for trucks with its customers, Renault Trucks also had an area on the stand dedicated to Truck Racing, a sport in which the manufacturer has been involved for several years. This gave fans an opportunity to admire the Premium Truck Racing 460 hp and the European Championship trophy that the Renault Trucks MKR Technology Team won in 2010 and relive the best moments of the competition via a photo exhibition. Finally, a Renault Sherpa, on display at the entrance to the show, served as a reminder that Renault Trucks will be launching several versions of this famous military vehicle, until now distributed by Renault Trucks Defense, at the beginning of 2012.

— Jean-Christophe Hédouin —
RENAULT TRUCKS INTERNATIONAL IS LAUNCHING THE CIVIL VERSION OF THE FAMOUS RENAULT TRUCKS DEFENSE SHERPA LIGHT, UNTIL NOW ONLY DEVOTED TO MILITARY OPERATIONS. IT STANDS OUT FOR ITS REMARKABLE OBSTACLE CLEARANCE CAPACITY, OFF-ROAD MOBILITY AND HIGH MAXIMUM PAYLOAD. A UNIQUELY SCALED ADDITION TO THE CONSTRUCTION RANGE.

RENAULT SHERPA, THE CIVIL VERSION!

Already serving with French and NATO Armed Forces, tested on the Cape to Cape expedition (covering 30,000 km) and used as an assistance vehicle on the Dakar, the Sherpa Light has proved its worth over several years, operating on all types of terrain and in every kind of climate. The Sherpa Light’s unique and impressive characteristics have made the international launch of three civil versions [see box] into a keenly-awaited event.

RENAULT TRUCKS, CHAMPION OF EXTREME SITUATIONS

With an approach angle of 60° and ground clearance of 300 mm, the Renault Sherpa can handle fords with a depth of up to 1,500 mm, 40% banks and gradients from 60 to 100% (45°). Featuring double reduction rigid drive axles with differential lock, it can easily and comfortably overcome the most challenging obstacles. In particular, it can negotiate steps of more than 700 mm. With its DXi 5 engine offering 800 Nm torque, used in conjunction with its automatic Allison 6 speed gearbox, it is very nearly as easy to drive as a conventional saloon.

“The civil versions have been based on the military vehicles, to meet the needs of international customers operating under extreme conditions,” comments Philippe Òeuf, head of marketing for Renault Trucks International. “This makes them the ideal complement to our existing Construction range. Furthermore, Renault Lander and Renault Kerax have already demonstrated Renault Trucks’ capacity for adapting to the most challenging applications and supplying sturdy and reliable vehicles dedicated to a world of specialists.”

The Renault Sherpa will be added to our Construction range from the beginning of 2012. Demonstration models will be sent to Russia, the Middle East and Africa.

— Didier Rougeyron —
AT THE RUSSIAN TRUCK RACING GRAND PRIX, THE RENAULT TRUCKS - MKR TECHNOLOGY TEAM PUT ON A GREAT SHOW DESPITE THE STIFLING HEAT. THE MANUFACTURER’S RUSSIAN SUBSIDIARY TOOK ADVANTAGE OF THE EVENT TO DEPLOY ALL ITS EXPERTISE SO THAT INVITED CUSTOMERS COULD SHARE IN ITS PASSION.

IN THE HEAT OF THE ACTION AT THE SMOLENSK GRAND PRIX

On 30 and 31 July, for the second 2nd year in a row, the Smolensk Ring in the west of the country was the setting for the Russian Truck Racing Grand Prix, which counts for the European Truck Racing Championship. First of all, from a sporting point of view, the weekend stood out for the MKR Technology Team’s extremely strong showing, pulling off two Superpole victories, several one-twos and five podium places including two firsts. A clear demonstration of the form that had won them the 2010 European Team Championship crown!

THE BRAND WAS EVERYWHERE!

The event had also given ideas to the manufacturer’s Russian subsidiary, which chose to sponsor some of the races and share its passion and enthusiasm for the competition with the customers it invited to the paddocks. The Renault Trucks colours certainly got a good showing on the track and the podiums during the weekend, and were also very prominent all around it, thanks to the various events and attractions prepared by the Russian subsidiary’s team. In a family-friendly atmosphere, spectators were offered the chance of watching a series of wild dances between the races, while the children enjoyed themselves taking part in a makeup workshop.

In fact, the brand was everywhere on the Smolensk Ring. For example, this enabled truck enthusiasts to get a close-up view of the three vehicles Renault Trucks Russia had brought in for demonstrations: a Renault Premium Long Distance, a Renault Kerax and also one of the Premium Truck Racing special edition models, inspired by the success of the team led by Mario Kress. Finally, one “pace truck” out of two also turned out to be a Renault Trucks vehicle.

— Didier Rougeyron —

CLOSE-UP ON RENAULT TRUCKS RUSSIA

The Renault Trucks Russia hub employs 70 people in Vostok and manages 30 dealerships that also cover Belarus and Kazakhstan. Highly active in Russia, the brand is planning to have a network of 50 dealerships in 2013. At this point, it intends to have gained a 12% market share, which explains its high profile (a 1,000 m² stand and 8 vehicles) at the recent Comtrans trade fair in Moscow, a major event in the Russian transport industry calendar.

In terms of manufacturing, the production plant located at Kaluga can produce up to 5,000 vehicles a year for the local market: Renault Premium, Renault Premium Lander and Renault Kerax, which was voted Russian truck of the year in 2010.
IN JULY 2011, THE WELL-KNOWN FRENCH PHOTOGRAPHER AND REPORTER FRÉDÉRIC BOURCIER, SHARED A TRUCK WITH ITALIAN DRIVER ANGELO ON A TRIP FROM MILAN TO PALERMO VIA NAPLES. SPENDING ONE FULL DAY AND NIGHT ON BOARD A RENAULT MAGNUM, PLUS A MEDITERRANEAN CROSSING, THIS EPIC 840 KM ASSIGNMENT TOTALLY CHANGED HIS VIEW OF THE TRUCKER’S WORLD. READ HIS IMPRESSIONS OF THE JOURNEY.
Frédéric, what was it like to meet Angelo, and what did you think of your first contact with the world of truck driving?

When Renault Trucks asked me to travel with a long distance truck driver from Milan to Palermo and write a report of the trip, I didn’t have any preconceived idea about this profession but, as always, I was very curious.

An appointment was made to meet Angelo, with whom I would be travelling, at the end of the morning in Milan. I was given a very warm welcome by a 47-year-old man, slightly reserved and with a certain elegance about him. Angelo delivers pallets of children’s magazines. He immediately wanted to show me the cab of his Renault Magnum, his home when he’s on the road. I sensed the pride he had in welcoming me, as he said, to his ‘living room’. Once this was done, he took care of the loading operation, paying particular attention to ensuring that the load was stable and that the truck would not suffer any internal impacts during the journey. My first surprise was the lack of any unnecessary noise in the loading bay, no shouting; everyone knew what had to be done and loaded the pallets carefully. Although I did think it took a very long time.

Angelo then gave the load a final check and coupled with the semi trailer. I felt he was impatient to be on the road, particularly because of the heavy traffic and his time schedule.

Did the job of a truck driver turn out to be what you expected?

First of all, I discovered real enthusiasm: that of the driver for his profession and for his truck. Plus a determination to do his job well and pay special attention to all loading and unloading operations, as well as taking care of the vehicle and the goods he is carrying. I was particularly impressed by the fact that drivers lavish such care on the tools of their trade, the trucks! In the morning, after freshening themselves up, they do the same to their trucks: dusting and polishing. They’re all very attached to their vehicles and are always exchanging notes on specification, performance, etc.

It must be admitted that they don’t always have an easy job. They have a tight schedule and their working hours are always changing. Conditions are not always ideal, either. For example, motorway parking areas are not always very well looked after. In Italy, service station parking lots fill up quickly and drivers are often prevented from stopping when they need.

“I DISCOVERED REAL ENTHUSIASM: THAT OF THE DRIVER FOR HIS PROFESSION AND FOR HIS TRUCK. PLUS A DETERMINATION TO DO HIS JOB WELL AND PAY SPECIAL ATTENTION TO ALL LOADING AND UNLOADING OPERATIONS, AS WELL AS CONSTANTLY TAKING CARE OF THE VEHICLE AND THE GOODS HE IS CARRYING.”
So what impression did you get of a truck driver’s life?

I very quickly realised that although these long distance truck drivers are used to working alone, they very much appreciate having someone to talk to. Angelo wanted to tell me about his family, he showed me photos of his wife and children. I can’t speak a word of Italian, but despite that we understood each other perfectly! For him, like a lot of people, the most important thing is to be able to spend as much time as possible with his family. We talked about our respective jobs, about his company and his very understanding boss, but also about leisure activities and food. He also talked about the technology of his Renault Magnum, no doubt thinking I was a connoisseur. But when he realised I didn’t know very much about that, he didn’t push the topic. He was very polite. Apart from that, I was impressed by his patience. That is something you must have to do this job, because you sometimes have to wait a long time between trips. These are professionals with a great deal of concentration, who are very attentive and despite what some people may think, are very considerate and concerned for other road users. Sometimes, Angelo gave me the impression of being like a metronome. He rests at a particular time and when the alarm rings, he gets behind the wheel at once and drives out of the parking lot. In other words, he is immediately operational. And to dispel another preconception, I met several truck drivers who pay careful attention to their lifestyle. Angelo drinks no alcohol of course, doesn’t smoke and eats a balanced diet. In fact, one of the first things he showed me, was the amount of fruit he has in the fridge on-board his Renault Magnum.

A JOURNEY THROUGH ITALY

Frédéric met Angelo, a driver for the Adragna haulage company, at 9:30 AM. Once the pallets had been stowed in the semi trailer, the rig set out for Naples, leaving Novara (40 km west of Milan) around 6 PM.

The first pallets were unloaded at a depot in the Neapolitan suburbs around 4 AM. "We slept on board the truck. Angelo offered me the bunk, but I refused. I wasn’t going to take his place! In any event, the passenger seat, which reclines to a horizontal position, is wonderfully comfortable and it’s even better than being in a plane."

The next morning at 8 AM, after the two men had freshened up in the facilities at the logistics platform, and the Renault Magnum had also been cleaned and polished, the semi trailer was reloaded. “We took the ferry one hour later. As the boarding papers were filled out, I realised that I was the second driver! When I was told I’d become a teammate, I felt I’d really joined the family. That’s the kind of complicity I must have for me to do my job properly.”

Concerned for their comfort, Angelo’s boss had reserved them cabins on the ferry, which allowed both men to recover from the fatigue they felt after such a short night. “After a refreshing shower, we went and had something to eat at the ship’s bar.” After leaving the Gulf of Naples, dominated by the massive silhouette of Vesuvius, the crossing to Sicily takes seven hours. Upon arrival in Palermo, and once the logistics operations had been completed, Angelo drove off in the night to complete his round of deliveries on the island. Frédéric then returned to his base, at Lyon in France, with his precious photographs in his bag.
ON THE ROAD AGAIN… HEADING FOR THE FERRY TO PALERMO.

Even if you’re not a technical expert, what is your impression of the Renault Magnum?

First of all, its panoramic windscreen makes the journey more pleasant. I know that drivers appreciate it for its road-holding, comfort, flexibility of use and a great feeling of safety. And then, of course, they love being able to stand fully upright inside the cab! There are many fittings designed to improve life on board. For example, the blinds that completely block out the light. Finally, the journey didn’t seem to be so long to me. As soon as we arrived in Palermo, I had to leave for home, but I think I would have enjoyed accompanying Angelo on his delivery round in Sicily.

— Interview by Didier Rougeyron —

“Drivers appreciate the Renault Magnum for its road-holding, comfort, flexibility of use and a great feeling of safety. Then, of course, they love being able to stand fully upright inside the cab!”

BECOMING PART OF THE SCENERY

Frédéric Bourcier is 48 years old. He has been a professional photographer for more than 30 years. As a well-known reporter, he has covered a variety of events in some of the world’s hotspots, such as Kosovo, Afghanistan and the Horn of Africa. His view of the job contains a certain dose of humility. As he explains, “My aim is to create trust and confidence so that people can forget I’m there. I don’t try to organise a pose, I’d rather capture a natural attitude. When I’m reporting, I like to spend time with my subjects, try and understand their world and find out what their everyday lives are like. I work in a spontaneous, dynamic way without rushing to take shots and most of the time using just the ambient light without a flash. I always strive to adapt to the prevailing circumstances...”
GERMAN HAULIER SPEDITION BARTKOWIAK GMBH BELIEVES IN RESPONSIBLE GROWTH - ECONOMIC, SOCIETAL AND ENVIRONMENTAL. THIS IS WHY THE COMPANY APPLIES THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT TO EVERYTHING IT DOES, PARTICULARLY BY RELYING ON THE OPTIFUEL PROGRAMME.

SPEDITION BARTKOWIAK GMBH, AN ENGAGED HAULIER

ANDREAS MANKE AND STEFAN SCHRÖDER WITH A TRUCK OPERATED BY HAULIER SPEDITION BARTKOWIAK GMBH.
Management consultants are invariably thought of as men in suits carrying a briefcase, sitting huddled in private meetings with the CEO of the company they are advising. Well, that certainly doesn’t apply to Stefan Schröder and Andreas Manke, from the HI-Consulting company. With diplomas in mechanical engineering and having learned their trade in the automobile industry - one of the most emblematic examples of Made in Germany - these two 40-year-olds decided to adopt a two pronged approach on Spedition Bartkowiak GmbH. One of them worked with Klausz and Wolfgang Bartkowiak, the current managers, while the other joined the company at the bottom as a warehouseman. This allowed them to thoroughly understand Bartkowiak and assess the work of re-engineering required to apply the lean management concepts and methods, which make international manufacturing groups so competitive, to a conventional haulage company.

MEASURING TO KNOW, KNOWING TO ACT

The IAA commercial vehicle exhibition, brings together all the major truck manufacturers in Hanover every two years and attracts thousands of hauliers keen to compare the various solutions on offer. Stefan and Andreas remember the decisive contact that was established between Bartkowiak and Renault Trucks in 2008: “Fuel prices were rocketing and we were looking for the keenest offer in terms of fuel savings. That was when Renault Trucks came up with something that delivered real results: Optifuel Infomax. So we went away with a cable and software to install on one of our vehicles to closely monitor its performance. We soon realised what a very straightforward system it was, one we have now extended to the entire fleet, that delivers raw data on more than 100 different parameters for each vehicle.” Armed with this valuable tool, Stefan Schröder and Andreas Manke are now launching a policy of optimising vehicles’ fuel consumption, and indeed all aspects of their operation.

THE TRUCK, A MOBILE PRODUCTION UNIT

Adopting a very methodical approach, Stefan and Andreas are aiming to carefully examine not only the technical aspects of their fleet, but also the company’s operational processes. They see a truck as being a production tool, just like any other plant and equipment, and believe a haulage company should be managed with the same exacting methodology as a factory. Despite the initially sceptical attitude of the Bartkowiak staff, they are planning to introduce processes directly inspired by the manufacturing sector into the everyday lives of their drivers and warehousemen, etc. Drawing a curve in the form of extended staircase steps, Stefan Schröder explains: “The real change we have introduced is to adopt an ongoing improvement approach. Starting from the current level, we are setting a clearly defined set of improvement objectives. Those who are able to reach the ‘next step up’ will be rewarded during a certain time, until this new step becomes the standard from which we then go on to set a new improvement objective, and so on.” Applied to driving, with the help of the Optifuel Programme, this approach has enabled Bartkowiak to make its drivers into real champions of economic driving. “With a litre of diesel costing €1.50, and perhaps €2 before long, the effect this has on the company’s balance sheet is certainly not insignificant!” asserts Andreas Manke with satisfaction.

SHARED COMMITMENT

“What is the point of a truck manufacturer investing millions of Euros in designing engines and vehicles with improved performance if hauliers don’t make the effort to get the most out of them in technical terms?” asks Andreas Manke, adding: “This would be a waste on two fronts. First of all for the manufacturer and then for us. This is why we are fully committed to adopting the Optifuel Programme approach. “For Bartkowiak GmbH, this commitment implies a sustainable company management policy. A position which is fully understood by the staff, who receive a bonus based on the company’s results, plus individual bonuses according to individual effort, and also by its customers who know that they can count on the performance delivered by a visionary.

— Jean-Christophe Hédouin —
12 JULY 2010. THE COHEN GROUP RECENTLY TOOK OVER EBREX WITH THE AIM OF QUICKLY GETTING THE BUSINESS BACK INTO THE BLACK, A CULTURAL REVOLUTION LED BY THE NEW EBREX CEO, SIMON SYDNEY COHEN, AND A CHALLENGE SUCCESSFULLY MET THANKS TO ACTIVE SUPPORT FROM THE COMPANY’S STAFF AND RENAULT TRUCKS.

**EBREX: PORTRAIT OF A RAPIDLY CHANGING FRENCH GROUP**

Simon Sydney Cohen, CEO of EBREX.
Mr Cohen, what was the situation when you took command of Ebrex?
Our teams quickly became engaged with running the company. This applied to the managerial team, the depot managers, the drivers, the loading bay teams, the administrative departments and the entire staff. Their motivation enabled the company to generate a significant income of €130 million, but with a level of profitability which did not yet reflect the efforts of all the Ebrex teams. We also noticed the company, largely created by amalgamating a number of regional firms, had not completely finished the strategic plan of identifying all the possible commercial and technical links between its network depots.

How did the staff react to the changes that had to be made?
You can’t bring about a change of company culture without a certain amount of frank discussion. From the outset I was very clear about having no intention of reorganising the company against their will; everything would be done with the staff’s support or else it would not be done at all. This wasn’t just rhetoric, I am deeply convinced the success of any corporate project depends on the support it has from everyone in the company. It now appears the staff trust me and, I will not disappoint them, because in addition to our 1,000 strong workforce we have over 1,000 families depending on us.

After significantly reducing costs, what was your next strategic decision?
The rationalising of spending at Ebrex is ongoing and it will continue to bring benefits. At the same time, we are continuing to work on costs, since the savings we have so far made in that area add up to more than €5 million. Our second strategic decision, taken by the board, was to strengthen the sales teams throughout our territory, so as to have an even closer contact with transport operations and with our customers. When I became the CEO of Ebrex, I also noticed that the company had not raised its rates for the past three years. We therefore renegotiated existing contracts and, with a price increase of around 1.7%, were able to improve our turnover by €2 million. However, like a lot of other company managers, I am expecting 2012 to be a difficult year commercially and am in the process of increasing the resources we put into new business development by about 40%, so that we don’t suffer too much from the predicted crisis. Similarly, I immediately called in consultants to help us reduce our spending and asked a company that specialises in sales training to come in and give our sales team a boost.

How do you plan to handle such an uncertain economic climate?
First of all by being flexible. We are getting organised with the directors of our regional depots to ensure that we can very quickly adapt to rapid
changes in customer service requirements. Being flexible may also mean using temporary staff and a fleet of rented vehicles so as to reduce the company’s fixed charges for as long as it takes to get over the difficult period. We must be able to act quickly. During our weekly board meetings, we closely examine the situation at each one of our 23 regional depots. This means turnover, operating costs, fuel, temporary staff, permanent staff, in fact all the important variables we need to accurately calculate the breakeven point or produce a profit. We don’t simply analyse the difficulties that particular depots may be facing, we act immediately to support them. The board is convinced that the strategic solutions we are in the process of bringing to Ebrex (in-house synergies, the development of a sales force close to the operational teams, constant examination of company costs, etc.) are what we need to face an uncertain economic climate.

How will you do that?
We have already set up the departments we need, and at the required strength, to implement our strategic ambitions. This included creating the position of operational director, who will be very closely watching each depot’s results in the field, and contributing to solving problems raised during the weekly reporting. This operational director will be the company’s former CEO, William Gaillard, who is totally familiar with everything to do with the company, right down to the smallest detail. The two of us complement each other extremely well, William from the operational point of view and myself on the financial side. We consider each one of our 23 depots to be an independent company, responsible for its own business and its own profits. We are now seeing that depot managers are making it a point of principal to produce good financial returns and they are genuinely proud of their achievements. This is another major aspect of the cultural shift we are bringing to Ebrex.

How do you see Ebrex’s long term future?
I am certain that in the medium term, Ebrex will be at least ranked number two in its market segment. But in planning the growth of a company over the medium and long term you need to be able to stand back from everyday activities. Unfortunately, there isn’t the time to do that at present, even working non-stop all day without a lunch break. I have therefore decided to recruit a managing director who will work with the operational director. This will free me up to carry out my real work as CEO of Ebrex, which is to build the best possible development strategy for the company.

What are the broad outlines of your development strategy?
This will be based on a twin strategy - based on geographical and market sector coverage. The first aspect involves getting us established in regions where we do not have any depots at present,
with the aim of achieving a significant regional positioning. This is particularly the case in the east and south-east of France. As for the market sectors, Ebrex is still too focused on parcels services and pallet load transport. I am consequently going to look at ways of developing our business to include dedicated distribution for companies with large and medium-sized premises as well as own account logistics. Furthermore, Ebrex is currently focused on refrigerated transport and I would like to develop its activities to cover ambient goods. Within the context of this growth strategy, I am planning to develop synergies with large, intelligent competitors to take advantage of our complementary working practices, a type of cooperation similar to those among airlines. Furthermore, I am looking for all possible opportunities for external growth liable to be profitable for the company. But in all cases, I will take great care to minimise risks and create a calm and confident climate for the entire workforce.

How does Renault Trucks contribute to Ebrex’s growth?

Ebrex makes it a point of honour to remain loyal to all its suppliers. The company currently leases a total of 595 vehicles, of which 122 are from Renault Trucks. This proportion is constantly growing, because Renault Trucks is more of a dedicated partner than just a chassis supplier. None of our other renters have this kind of attitude. Having gone to great lengths to build up a relationship of confidence, our contact at Renault Trucks was able to convince us of the benefits of working directly with him. This was because of the manufacturer’s strength in France, where Ebrex has all its depots. Renault Trucks is able to respond rapidly in all circumstances, to keep to the prices it has quoted and the quality of its vehicles, [all compliant with the EEV standard]. Renault Trucks contributes to our growth, particularly through its efforts to help us reduce our fleet’s fuel consumption by equipping vehicles with deflectors and fairings to optimise their aerodynamics or via Optifuel Training. After having trained our 650 drivers to drive economically, we are now planning to set up driver challenges to find out who are the champions of low fuel consumption. That is another major cultural shift that we will be able to bring about with support from within the company - and from Renault Trucks who demonstrates its loyalty to Ebrex by actively enabling us to benefit from its policy of growth and cost reduction.

― Interview by Jean-Christophe Hédouin —

LEARN MORE:
www.ebrex.fr
VICENTE GINER, OWNER OF GINER S.A. (VALENCIA, SPAIN) OPERATES AN ALL-RENAULT TRUCKS FLEET OF 18 VEHICLES. HE CONSIDERS QUALITY OF SERVICE AND AVAILABILITY OF SPARE PARTS TO BE DECISIVE CRITERIA WHEN IT COMES TO CHOOSING VEHICLES.

TESTIMONIAL.

Vicente Giner, your company’s loyalty to Renault Trucks is unfailing. What is this confidence based on?

It’s true, since we started our container transport business in 1960, we have always stayed loyal to the brand. For us, fuel consumption and payload are important factors when it comes to choosing vehicles. That said, being so close to Valauto (the Renault Trucks dealer in Valencia), the quality of service we receive has also played an important role in this loyalty. Vehicle servicing and repairs are carried out quickly, and downtime is kept to a minimum. This means our trucks are on the road as much as possible, while remaining perfectly safe. That’s why I am so confident in Renault Trucks.

What do you think about spare parts’ quality and availability?

We only use Renault Trucks approved spare parts, and we always keep a stock of them for small maintenance jobs at our on-site workshop. These include air and fuel filters as well as Renault Trucks Oils lubricants.

MAINTAINING ORIGINAL PERFORMANCE

Certified ‘Renault Trucks Approved Parts’ either new or remanufactured, make it possible to preserve a vehicle’s original performance, particularly in terms of optimising fuel consumption and safety.

The exacting standards applied by the manufacturer to its spare parts are demonstrated by the stringent testing they undergo. For example, Renault Trucks original ball joints can withstand over 300,000 cycles (stationary steering and parking operations), as opposed to 250,000 cycles maximum for a generic product.

For hauliers, having their vehicles serviced at Renault Trucks with Approved Parts, means maintaining the value of the company’s capital investment.

Being able to obtain parts is crucial. When we have a problem, I know that if the part is not immediately available, the Renault Trucks workshop will have it the next morning by 8:30 AM at the latest. This means we can always be sure our trucks can continue operating.

Do you use Renault Trucks remanufactured eXchange parts?

We use them frequently and, in our experience, they are just as good and as safe as new items. In fact, on some parts, we can save as much as 50%. That helps us reduce our costs. Being able to use Renault Trucks remanufactured parts is a big advantage.

— Interview by Didier Rougeyron —
HAVING CONFIDENCE IN THE QUALITY AND EFFICIENCY OF AFTERSALES IS ESSENTIAL FOR HAULIERS. PACKAGES CALIBRATED TO THE KEENEST PRICES ALLOW THEM TO PRESERVE THE INVESTMENT THEY HAVE MADE IN THEIR FLEET. DEMONSTRATED BY EXAMPLE AT ARC TRUCKS IN ALGERIA.

AFTERSALES PACKAGES: PRESERVING INVESTMENTS WITH RENAULT TRUCKS’ AFTERSALES SERVICES

In May 2010, Arc Trucks was the first Renault Trucks dealer to offer aftersales packages in Algeria. This new service offering, predominantly covering the vehicle’s regular maintenance or air filter changes, has significantly contributed to increasing workshop intake. At the end of August 2011, Arc Trucks had sold 1,550 aftersales packages, an average of 200 a month (36% of all sales in Algeria). Altogether, 10,000 Renault Trucks packages were sold throughout the entire Algerian network.

“This success can be explained by a high quality of service which includes original spare parts and labour at a predetermined price. It is therefore totally transparent and based on the information supplied,” explains Karim Assaoui, director of Arc Trucks. Omar Chouchene, head of the resources department at Universal Transit, states, “We are totally satisfied by the way our vehicles are looked after - and we have absolutely no intention of having them serviced anywhere else!”

— Didier Rougeyron —

MEETING EVERY NEED: A FULL RANGE OF SERVICES

OFFERING SWIFT, EFFICIENT INTERVENTION, PLUS QUALITY AND TRANSPARENCY, THE RENAULT TRUCKS SERVICE OFFERING PROVIDES MAXIMUM MOBILITY UNDER THE BEST CONDITIONS.

The full range of Renault Trucks services is designed to increase its customers’ operational efficiency by meeting their expectations and those of their drivers, by anticipating their needs and being available to provide assistance at all times.

Expandys
A 5 year maintenance contract covering technical risks, meeting all costs associated with parts and labour in the event of a vehicle breakdown.

Start & Drive
A maintenance and repair contract designed to reduce unforeseen downtime, plan and control the servicing budget.

Servicing packages
Servicing packages make it possible to offer “all-inclusive” parts and labour contracts to match individual hauliers’ operational intensity.

Optifuel Solutions
An adaptable product and service offering enabling operational costs to be reduced, instruct drivers in rational driving and cut fuel consumption.

Approved parts
The guarantee of original parts.

Unit exchange
Parts adapted to your vehicle’s age.

PRESERVING THE VALUE OF INVESTMENTS

For hauliers, entrusting their vehicles to the Renault Trucks aftersales teams means preserving the value of their investments. It also means having the certainty of being able to satisfy their customers under all circumstances. A survey carried out between January and August 2011, covering 16,500 Renault Trucks customers in Europe, confirms the excellent reputation its aftersales service enjoys. For it revealed that 78% of them on average* would recommend their colleagues to have their vehicles serviced in a Renault Trucks network workshop!

* Weighted average according to the market in each country.
RENAULT KERAX

Even more robust!

Renault Kerax XTREM benefits from a new 8x4 configuration in addition to 6x4 and 6x6. Moreover, some significant technical improvements reinforce all the most demanded organs: frame reinforcements extended, drive axles and suspensions reinforced, shock absorber attachments oversized... Renault Kerax XTREM satisfies all your needs in terms of reliability, robustness, pulling power and payload capacity. This confirms it to be the most efficient solution when working conditions are particularly harsh.

www.renault-trucks.com