

Volvo Trucks India Organizes Fuel Watch 2014 Competition

Through this annual event, the tipper truck major is nurturing fuel-efficient driving practices.

Volvo's relentless quest to increase fuel efficiency in its tipper trucks in mining operations once again came to the fore at the recently concluded Volvo Trucks India Fuel Watch 2014 competition that was held at a coal mining site in Managuru, near Kothagudem, Telangana. The fifth edition of the event witnessed the participation of 24 Best Drivers from key Volvo tipper customers operating in mining segment across the country. Needless to say, through this annual event, Volvo aims to educate drivers, fleet managers, customers and other stakeholders about the importance of good driving practices to improve fuel efficiency, reduce cost and increase profitability. The competition promotes thorough understanding of the latest technologies of high performance tippers, to achieve the best man and machine performance.

The competition was conducted by Volvo Trucks Driver Training Centre following global standards and practices laid down by Volvo Trucks, giving each driver identical conditions and opportunity on a carefully selected route in a coal mine. Notably, Mr. R Satyanarayana, driver from BGR Mining & Infra Pvt Ltd, emerged as the winner of the competition followed by Mr. J Sampath Raju from SV Engineering Constructions and Mr.

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Event Report



Sudharshan Dhal from Montecarlo Limited as the 1st and 2nd Runner-up respectively.

“Fuel efficiency and vehicle productivity are critical aspects of truck mining operations. We are the undisputed leader in this market, thanks to our world-class technology and our focus on the combined performance of man and machine together,” said Mr. Philippe Divry Sr. Vice President AB Volvo & VECV Board member.

He further said “Volvo Trucks is the first CV manufacturer to set up a Driver Training Center in India to make good drivers better in demanding applications. So far it has trained over 50,000 drivers and it helps the drivers understand the latest truck technology, its proper use, safe driving practices and ways of achieving better fuel efficiency.”

Mr. Vinod Aggarwal, CEO VECV said, “Fuel reduction is vital; both for cost saving and lowering environmental impact. Fuel savings means CO₂ reduction, thus environment and economy go hand-in-

hand. At Volvo Trucks, we give special emphasis to superior driving skills because it plays an important role in achieving better fuel efficiency and increased profitability. Our Fuel Watch competition promotes both economic and environmental advantages of the good driving practices and brings out a positive spirit among Volvo tipper drivers.”

During the felicitation of the participants, Mr. A.S. Ramarao, Sr. VP Sales, Marketing & Aftermarket – Volvo Trucks, said, “This is the first of its kind competition, and it shows Volvo Trucks’ strong commitment as a leader in fuel efficiency and environmental care. The competitions are just as much about learning as winning, and hopefully everyone who took part now knows how to operate their vehicles more efficiently. This is a fantastic training event that we at Volvo Trucks are determined to continue year-on-year.” He further added, “Our Fuel Watch initiative helps our customers to get the very best in fuel efficiency.”

When asked by NBM & CW about the importance of preventive and periodical maintenance in achieving energy efficiency, and how Volvo educates the customers on the same, he replied, “We work closely with our customers to provide them highly customized premium service and in the last 15 years we have taken various pioneering initiatives such as on-site customer support at remote mining locations and service contracts. All the customers are systematically integrated into the system, and this includes training the operators and educating customers about preventive and periodical maintenance.”

Responding to a query regarding the customers’ growing tendency towards brand substitution, and how Volvo synergizes price competitiveness and quality, he said, “It’s expensive to develop new and fuel efficient products, and our customers know the value that our tippers provide over their life cycle. Our main strength is to not only provide premium trucks but also premium care for the technologically advanced vehicles, and we will continue to develop more path breaking, pioneering solutions.”

Mr. Ramarao also foresaw an overall growth in the country’s Mining Sector and was of the view that, “In the coming year, there will be more industrial growth, which will in turn push the mining activities upwards. We are expecting a surge in the sales figure in the coming years on account of forecasted growth in this segment.”

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