

CONNECTION

 VBG GROUP

NEWSLETTER FROM VBG GROUP TRUCK EQUIPMENT

1/2007

SHOW CALENDAR 2007

 The
COMMERCIAL
VEHICLE SHOW '07

See you all in Birmingham!

At this year's Commercial Vehicle Show at the NEC on 24 – 26 April you can see the Optimal drawbar, the new generation 3.0 couplings and the exciting MFC 2000 multi-function concept, among other things. See you at stand no. 5025! Other shows this year include:

- Transport 2007 in Lillestrøm, Norway, 10 – 12 May
- Mittiamässan in Ljusdal, Sweden, 17 – 18 August
- The European Road Transport Show in Amsterdam, Holland, 25 October – 3 November

MFC CONCEPT MEETS THE PRESS



British journalists impressed

In the middle of the Scandinavian winter one of VBG GROUP's test vehicles received a visit from a group of British journalists. The reason for the trip was VBG's unique future concept, the automatic multi-function coupling MFC 2000 with its integrated connection of electricity and pneumatics. The test vehicle has now been rolling with tough timber transports for more than a year. Read more about the visit on the next page!

Our new name – a matter of clarity

**NOW WE'RE
VBG GROUP SALES
ALL OVER THE
WORLD!**

"The group has expanded rapidly in the last few years, with the addition of many new companies and trademarks, and this trend continues. As part of our strategy for growth we are now introducing a new and more explicit name structure – VBG GROUP. We expect this to simplify communication with all our customers and partners around the world."

*Anders Birgersson,
President and CEO of VBG GROUP*

READ MORE ABOUT THE NEW NAME
STRUCTURE INSIDE!

New Swedish rules benefit the trucking business

After consulting the Swedish Association of Haulage Contractors and the Association of Swedish Truck Body Manufacturers (LFG), where the VBG GROUP is one of the driving forces, the Swedish National Road Administration has now reviewed regulations for the coupling of different classes of vehicles. This has resulted in a change in the regulations, which means that more combinations of old and new vehicles can be coupled together. A large number of haulage contractors and truck owners have been very pleased with this new, modified interpretation.

In future it will be possible to connect old coupling-rated towing vehicles with new or re-registered centre-axle trailers and dollies to a larger extent.

"It's a wise decision that the entire industry has been waiting for," commented Thomas Bergenkleiv, Marketing Manager at VBG GROUP TRUCK EQUIPMENT in Sweden, and reminds us that a detailed informative brochure on the classification system can be ordered free of charge from VBG, or alternatively downloaded from www.vbg.se.

VBG GROUP – our new face to the world!

FROM NOW ON VBG GROUP will be our joint profile to the world – what you and all our other partners in the truck industry will face.

The business area VBG GROUP TRUCK EQUIPMENT includes the trademarks VBG (coupling equipment, etc.), Armaton (dropside locking pillar system), OnSpot (anti-skid protection), Ringfeder (coupling equipment), Edscha Trailer Systems (sliding roofs) and Sesam (sliding roofs).

In association with the new name structure we will also be renaming most of our wholly-owned sales companies, which will be called VBG GROUP SALES plus a local designation. VBG GROUP SALES BENELUX NV, for example, is a newcomer to our sales companies and is based in Beringen not far from Brussels.

VBG GROUP TRUCK EQUIPMENT



THE MULTI-FUNCTION COUPLING CONCEPT STANDS THE TEST:

One year's tests without any problems



The triangular drawbar makes all connections in one simple operation, which can be comfortably monitored from inside the cab.

Prototypes for VBG's revolutionary multi-function coupling MFC 2000 have been shown on film at several trade fairs, and have attracted considerable interest from the press and people in the trade. The concept offers a completely new way of thinking, with a unique triangular drawbar eye that integrates all the coupling functions into one instantaneous moment – apart from the purely mechanical coupling, the electrical and pneumatic functions as well. But we have shown enough films now – at NEC in May the new concept will be shown in full operation!

By this time a prototype has been mounted on a Swedish timber truck for more than a year and has functioned perfectly according to plan, in spite of very tough conditions on poor forest roads in slushy winter climate. A group of journalists from three British trade magazines experienced this with their own eyes in the middle of last winter. They heard from the driver about his entirely positive experiences, despite heavy loads and demanding conditions.

"Most people who see the concept in action have a genuine "aha" reaction, and the same thing happened to these experienced journalists who have seen most things during their trips all over the world. There was no doubt that they were really impressed," says Gunnar Nyvaller at VBG in Vänersborg, who hosted the visit. Gunnar emphasises that the MFC 2000 is still a concept and that neither a launch date nor a price have been determined as yet.



NEW AT VBG GROUP SALES LIMITED



Welcome aboard, Ian!

SOME OF YOU MAY have already spoken to our newest team member, Ian Harrison. He joined us in August 2006 and will be your Warrington sales office contact. Ian joined us from the motor transport industry but has also worked within the after sales business in the motor trade.

Co-operation with Ireland



Easier & more direct!

Anders Birgersson, why are you renaming the companies in the group? After all it is quite a big job to change names on such a wide front.

"It has become necessary because the group has expanded so quickly in recent years. Our product range has been extended by several new and strong trademarks, and we want to give them the best possible opportunity to develop on the world market. We think we can do this best by reinforcing the status of individual product names, while also consolidating our sales channels out to our customers in the business area Truck Equipment under the name VBG GROUP to simplify communication. Most of our wholly-owned sales companies are now called VBG GROUP SALES, with the addition of local and legal designations.

But what will happen to the classic red and white VBG logotype?

"It will live on to represent our largest product area, that's to say couplings and drawbars. On the other hand OnSpot, Armaton and all our newly acquired and future trademarks will be autonomous product areas with their own strong profiles on the market, which will become increasingly noticeable.

The more direct we are, and the stronger our trademarks grow, the more opportunities we get to continue to develop new product at the forefront of the industry for the benefit of our customers and partners. Obviously I hope that the new structure will also contribute to strengthening the "we feeling" at all levels!

Newbridge Metal Products, based in County Kildare in Southern Ireland is a family run business and no stranger to VBG products. Newbridge have been VBG's Southern Ireland partner since 1990 but in April 2006 they took on the responsibility for Northern Ireland as well.

Newbridge supply a full range of VBG products – couplings, drawbeams, fitting kits, etc., and offer a next day delivery service throughout the whole country.

Newbridge's Managing Director, Oliver Murphy, has many years experience in the trailer industry before starting his own business. His son Alan and daughter Margaret are also key members of the team.

Alan is responsible for the After Sales side of the business, while Margaret takes care of the Sales and Marketing. Newbridge Metal Products are supported by VBG GROUP SALES Ltd in Warrington, England – the British branch of the VBG GROUP.

