

## TRACTORS SINGAPORE NAMED 'MOST POWERFUL' AT SEA ASIA 2011 EXHIBITION



(L-R): The C175 exhibit at the TSL booth garnered interest from visitors; TSL, SDI and CEL members with Mr Ng Pock Yin (Managing Director of TSL) *front row 3rd from left and on his left*, Mr Scott Cameron (Executive Vice-President of Sime Darby Industrial) at the booth

**T**ractors Singapore Limited (TSL), authorised Cat<sup>®</sup> dealer for Singapore, Christmas Island (Indian Ocean) and Maldives, participated in the Sea Asia 2011 exhibition which took place from 12 to 14 April 2011 in conjunction with Singapore Maritime Week 2011. Held at the Marina Bay Sands Expo and Convention Centre, the exhibition featured 340 maritime and shipping businesses from 40 countries.

Partnering with principal, Caterpillar<sup>®</sup>, TSL displayed the cut-away model of the Cat C175 engine that was specially flown in for the exhibition. A dynamic exhibit with lights which change colour with each movement of the piston, the cut-away model generated much interest from visitors as it showed a rare glimpse of the inner components of the engine at work. Members from TSL and its sister companies, The China Engineers, Ltd (CEL) and Sime Darby Industrial – Power Systems Division (SDI); as well as Cat Financial, were on hand to answer queries from customers and recommend Cat products and services suitable for their needs.

The TSL booth was named the 'Most Powerful' stand in the Sea Asia Today publication, an apt title alluding to both the distinctive presence of the booth at the exhibition and the performance of Cat engines.

The exhibition was officially opened by Singapore's Deputy Prime Minister and Minister for Defence, Mr Teo Chee Hean and drew over 12,000 visitors.

## TRACTORS SINGAPORE LIMITED ORGANIZES MARINE OFFSHORE DEALER DAY 2011 FOR ITS VALUED CUSTOMERS



Tractors Singapore Limited (TSL), the authorized Cat<sup>®</sup> dealer for Singapore, Christmas Island (Indian Ocean) and Maldives, held its Marine Offshore Dealer Day for marine offshore customers on Friday, 18 March 2011 at the scenic Republic of Singapore Yacht Club.

KC Chan, Product Support Director of TSL, kicked off this well attended event. This was followed by an introduction of the new engine service bays and enhanced manpower at TSL, which serve to reinforce its capability in handling the increase in offshore activities. Speakers from the TSL service team impressed the audience with their technical expertise and know-how which comes with the extensive engine overhaul experience gained over the years.

Three new product offerings were also unveiled at the seminar to better address customers' needs:

- *24/7 Offshore Technical Hotline* , fully supported by a dedicated team at TSL for customers to call in with technical queries anytime, anyday;
- Cat 3500 Series Top Overhaul Flat Rate Program, which enables customers to manage their fleet for all scheduled top end overhaul with guaranteed turnaround period and rates; and
- *Scheduled Oil Sampling (S.O.S) Analysis and Electronic Technician (ET) Diagnostic Package*, an in-house service that analyses and diagnoses engine health.

Customers were also made aware of the marine-specific training programs they could sign up for at TSL.

Speakers from Singapore's Caterpillar<sup>®</sup> Marine Power Systems (CMPS) team were present to introduce new product solutions, such as the recently released factory parts kits, "3500 Reman Top End Overhaul Kits", and the upcoming "Emissions Upgrade Kits" designed to meet emissions IMO and Tier I/II regulations. Also highlighted were the extra coverage offered by Cat Insurance products such as the Extended Service Coverage (ESC) and Overhaul Protection Coverage (OPC) contracts, which customers would find useful to incorporate into their fleet management strategy. The seminar ended with a well-received presentation on the latest Cat marine engine developments and updates on the Cat engine operation facilities by guest speaker Dave Dunlevy, Engine Product Manager from the Caterpillar Marine Center of Excellence in Greenville, South Carolina, USA.

Customers had the opportunity to get up close to an actual Cat C18 Genset and the new 3500 Reman Top End

Overhaul Kit which were specially brought in for display at the event. Interactive booths were also set up for customers where they could, for instance, experience an ET demonstration firsthand, and have their product support queries answered by the TSL Service Team. Customers also learnt more about the Partstore Integrated Procurement System (PSIP), an electronic Caterpillar interface which can be integrated with their procurement system to purchase Cat parts effectively.

*"I commend Tractors Singapore (TSL) for this excellent meeting. It represents a great example of what we call "best practices" in sharing information and finding better ways to serve our customers,"* commented Dave Dunlevy.

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## **IMPROVED ELECTRICITY SUPPLY WITH CAT® GENERATORS FOR THE LAND BENEATH THE WIND - SABAH**

**The vast areas in rural Sabah now experience reduced power interruptions**



*World Heritage Site -  
Mount Kinabalu (4,095m)  
Highest in Malaysia and fourth in Asia*

Sabah is the second largest state in Malaysia after Sarawak on the island of Borneo.

Sabah's geographical structure is a mix of mountainous regions, beaches and tropical rainforests. The lower lying areas of the mountain ranges are mostly covered with rivers and dense rainforests. The forest surrounding the river is the largest forest covered floodplain in Malaysia. Most of the urban towns are located along the coastal areas while small villages and town form the interiors.

With this topography in mind, one can empathise with the authorities who are tasked to deliver Improved standards of living to those in the inner sanctuaries of Sabah.

*"Providing reliable electricity in Sabah is indeed a challenging task for my ministry, considering the state's vast land area and its generally mountainous landscape."* In this regard, Energy, Green Technology and Water Minister Datuk Seri Peter Chin Fah Kui says the Government has provided allocations to continuously improve the electricity supply system nationwide, particularly in Sabah.

In its mission to improve the quality of life of all Malaysians, especially those living in rural areas, the government will ensure everyone has access to reliable electricity supply and allocated a budget of MR103 million towards this project.

The team from Sime Darby Industrial's Power Systems Division (SDI-PSD) worked with Sabah's Energy, Green Technology and Water Ministry for the best fit to address these issues. A mix of Cat diesel gensets models 3512 and 3516 totalling 80MW canopy generator sets were deployed in Melawa, Tanjung Aru, Sim-Sim Sandakan, Pasir Putih Tawau and Lahad Datu over a period of 14 months from May 2009 to July 2010. The supply was bundled with Customer Service Agreements (CSA) and operators.



Reliable Cat gensets steadily providing power to the hinterlands of Sabah

The reliability of electricity supply is assessed using the System Average Interruption Duration Index (SAIDI). It measures the length of interruption experienced by a customer in a year, measured in minutes. As part of the minister's Key Performance Indicators (KPIs) for 2010, the ministry was entrusted with the task of ensuring that the SAIDI for Sabah is reduced from the 2009 figure of 2,867 minutes per customer to 700 minutes per customer. The ministry not only achieved its target but also surpassed it.

"We are proud to announce that the SAIDI for Sabah at the end of last year was 687.39 minutes per customer. To reduce the SAIDI from 2,867 minutes to a mere 687.39 minutes was an extraordinary feat."

Apart from government allocations to improve the SAIDI rating, several strategies have been put in place to ensure a reliable supply of electricity in the state.

These strategies will be worked out in stages between now and 2018. The immediate, medium and long-term strategies that have been drawn up include the installation of canopy generator sets, transmission and distribution development and the construction of more power stations.

"These Gensets have significantly improved the reserve margin, especially for the east coast of Sabah, and have helped to reduce the SAIDI."

Sabah Electricity Sdn Bhd (SESB) has also reinforced the existing systems to improve stability and reliability of supply, apart from generating capacity, to meet the future increase in electricity demand in the state.



Close-up of SDI-supplied Cat power to SESB

All 69 units of SDI-PSD-installed Cat 80MW Diesel Generator Sets in Kota Kinabalu, Sandakan, Tawau and Lahad Datu are currently performing satisfactorily at all four sites. Sime Darby Industrial Sdn Bhd is the authorized Cat dealer for Peninsular/East Malaysia and Brunei.

**Acknowledgement:** All excerpts from *New Straits Times* dated 23rd March 2011

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## **SATISFIED CUSTOMER REPEATS ORDER FOR CAT® 3512B GENSETS**

**Xibu Drilling Engineering Company (XDEC) deploys Cat gensets  
to power its drilling rigs at Tarin, Nanjiang and Beijiang oilfields**

Cat 3512B genset is a popular power choice in the petroleum industry around the world with its outstanding

performance and product value. For any petroleum application, Caterpillar and The China Engineers, Ltd (CEL) - a member of the Sime Darby Group and the authorized Cat® dealer for Hong Kong, Macau, Southern China and Xinjiang - can meet the customer's precise requirement with a factory customized package. Cat engines, generators, enclosures, controls, radiators, transmissions – anything the project requires – can be custom-designed and matched to create a one-of-a kind solution.

3512B's key features include:

- Designed to perform in oilfield conditions, including high ambient high altitude applications, with long overhaul life proven in oilfield applications
- Advanced Digital Engine Management
- Ease of installation and packaging
- Improved serviceability
- Reduction of owning and operating costs
- Custom packaging



Cat 3512B (1200KW) Generator Set

Xibu Drilling Engineering Company (XDEC) is a China National Petroleum Corporation (CNPC) affiliated company, headquartered in Urumqi, Xinjiang. It employs 22,300 employees and has 112 billion (RMB) in assets. Restructured from Xinjiang, Tu-Ha and Qinghai oilfield engineering companies, WDEC is the first drilling company to offer extensive engineering services for multiple oilfields. The company has business covering well drilling, well logging, drilling technology development and related interests.



WDEC's 7000-M Drilling Rig at one of its oilfields



CEL staff ensuring rating meets load requirement

As a repeat customer with power equipment sourcing from CEL, XDEC is familiar with Cat products, especially the Cat 3512B package. XDEC's priority is to ensure the rating meets load requirement and working with CEL, they have peace of mind that this is religiously conformed to. A repeat order of 26 units of Cat 3512B was confirmed by XDEC in April 2011. 20 units will be adopted on 7000-M drilling rigs for Tarim oilfield, while the other 6 units will be used for 5000-M drilling rigs at Nanjiang and Beijing oilfields.

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## SNIPPETS FROM OUR PRINCIPAL

### CNH GLOBAL NV CONSOLIDATES CONSTRUCTION EQUIPMENT BUSINESS IN INDIA

#### Full ownership acquisition confirms CNH's commitment to Pithampur Plant

CNH Global NV's acquisition of L&T-CASE Equipment Private Limited which employs more than 600 staff and has a distribution arm of 56 dealers and 144 outlets realizes its long term commitment to consolidate its construction equipment business in India and other export markets. President and CEO CNH Global NV, Harold Boyanovsky views it as a step towards developing a manufacturing base in India , fully integrated in the CNH global industrial footprint.

The new acquisition at Pithampur builds backhoe loaders and vibratory compactors in state-of-the-art facilities on a 40+ acre complex. It will be renamed Case New Holland Construction Equipment India Private Limited. It joins CNH's existing agricultural equipment base, New Holland Fiat India Pvt Ltd, located in Greater Noida where it manufactures tractors, transmissions, engines and 4-wheel drive axles for CNH's agricultural and construction equipment brands.

CNH Global N.V. is a global leader in the agricultural and construction equipment businesses with an estimated 11,300 dealers in approximately 170 countries.

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**CATERPILLAR AND SHAANXI FAST GEAR ESTABLISH JOINT VENTURE TO PRODUCE MACHINE COMPONENTS AND ON-HIGHWAY TRANSMISSIONS IN CHINA**

Caterpillar Inc. (NYSE: CAT) and Shaanxi Fast Gear Co., Ltd. (Fast Gear) announced that they have signed an agreement to form a joint venture that will manufacture drivetrain systems and other Cat machinery components, as well as produce a full line of on-highway automatic transmissions built upon the existing Cat CX series for global distribution in China.

Hans Haefeli, Caterpillar vice president with responsibility for the Advanced Components and Systems Division, said that this joint venture continues the Caterpillar strategy to develop partnerships with leading Chinese companies. Once the joint venture is approved by the Chinese regulatory authorities, Caterpillar would have a 45-percent stake in the joint venture; Fast Gear, which is partially owned by Weichai Power Co., Ltd. would have 51 percent, and Shaanxi Fast Auto Drive Group Co., Ltd. would hold a 4-percent stake.



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