

# ENROUTE

Yutong Newsletter

**From the Yellow River to the Red Sea**

**Online Service Network:  
The Solution for Better Communications**



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Tang Yuxiang  
President of Yutong Group

Dear reader,

As year 2009 is nearing its end, I would like to take this opportunity to wish you and your family a Happy New Year.

The past few months witnessed several milestone political events. People's Republic of China celebrated its 60th anniversary. Yutong was honored to supply the float representing Henan Province. The 4th Ministerial Conference of Forum on China-Africa Cooperation was held in Egypt, and Yutong was the official bus supplier for the event.

The appearances on the national and international stages are results of long-term outstanding service. It is easy to sell the products, but it can never last long without continuous service. Yutong always sticks to the "Putting service

first" motto in both domestic and international market development.

Improving customers' service experience requires efforts from both Yutong and our partners. We will continue to optimize the service network infrastructures to facilitate the communications with our partners and customers. We will continue to improve the competence of service staff. We will continue to cooperate with local partners to provide the "Full Care" service for our customers.

Our recent actions in the above mentioned fields could be found in the following pages. I hope you will enjoy this issue of En Route.

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### Yutong Invitational Golf Tournament 2009

Oct 16 - Zhengzhou, China

The tournament is a traditional event for golfer customers, and was held in Zhengzhou for the first time. Players competed in a windy and tricky course for seven awards.

Mr. Rao Jinyou, Vice President of Yutong Group attended the awards presentation dinner.

### 2nd UITP MENA Showcase

Oct 25-27 - Doha, Qatar

The showcase hosted by Mowasalat, the Doha public transport company, is a premier event for the regional public transport business. Yutong held one of the largest booths in the showcase and exchanged views with officials and senior management of the region.

Yutong delivered 175 units city buses to Kuwait earlier this year.



### Yutong named "Best Luxury Coach" by Car Plus

Hong Kong, China

It is the fifth successive time that Yutong won the award, marking the great success Yutong has made in the Hong Kong market. Mr. Ocean Law, Managing Director of Winhoi Bus - Yutong dealer in Hong Kong, attended the awards presentation ceremony.

Car Plus is the most popular and authoritative automotive magazine in Hong Kong.

### Cuba

243 units coaches arrived at port ready for delivery to Cuba. These coaches are part of the 5348 units order signed in 2006.

There are nearly 3000 Yutong buses running in Cuba, and the number is expected to upsurge in the coming years.



### Saudi Arabia

100 units buses was delivered to Saudi Arabia in August. These buses will serve as commuter buses for students all over the kingdom.

Yutong has been in the Saudi market since 2006.



### China

Eight technicians from Sudan, Singapore, Macao and Philippines received qualification certificates from Mr. Ma Yong, Service and KD director of International Business Department.

The technicians completed training programmes at the Yutong Training Centre and passed the final test.



# Yutong: Official Bus Supplier for the 4th Ministerial Conference of Forum on China-Africa Cooperation

November 8-9, Sharm el Sheikh, Egypt

The Forum on China-Africa Cooperation (FOCAC) is the top level dialogue platform between China and African countries. The previous forums were held in Beijing(2000), Addis Ababa (2003) and Beijing again (2006). The 4th session, hosted at Sharm el Sheikh, Egypt, gathers officials from 49 countries and as Chinese Premier Wen Jiabao puts it, "represents a new stage of development in relations with Africa".



A Yutong coach picking up forum attendees at Maritim Congress Centre, Sharm el Sheikh.



Mr. Wang Xiang, Vice President of Yutong Group, making a keynote speech during the forum.

## Yutong Bus: From the Yellow River to the Red Sea

Sharm el Sheikh, the host city of the 4th Ministerial Conference of Forum on China-Africa Cooperation (FOCAC), is known as 'The City of Peace' for the numerous international peace conferences that have been held there. Located on the tip of the Sinai Peninsula, it holds the north end of the Red Sea.

The ministerial conference of FOCAC is the highest ranking dialogue between China and African countries. Huge improvement of trade and cultural exchange has been made since the first session held in Beijing in 2000.

Yutong was approved by the Egyptian Ministry of Foreign Affairs to be the official bus supplier for the conference. Gathered from all across Egypt, 54 units Yutong coaches

stayed in Sharm el Sheikh through-out the session. Some of the buses came from Luxor and Aswan through the Suez Canal Tunnel, traveling more than 1,500 km to serve the conference. Yet the service team of Yutong's local partner, Egyptian International Motors, managed to keep all the coaches in good shape. The team comprised one engineer and two technicians, and a mobile workshop van with regular spare parts.

Headquartered in the Sharm el Sheikh Airport, the coordination team kept on picking up phone calls from the organizers all the time, and dispatch the coaches accordingly to greet or drop attendees.

The fleet successfully completed its task during the forum, thanks to the support and

cooperation from the organizers and participants. The coordination team received appreciation calls from the Egyptian Ministry of Foreign Affairs for the sound organization and good condition of the coaches. The Chinese Embassy in Egypt also sent a letter of acknowledgment to mark Yutong's contribution to the forum.

It is our honor to be of some help to the successful forum, which is now the bridge of friendship between Chinese and African people. As Mr. Wang Xiang, Vice President of Yutong Group, concluded in his speech during the forum: "Bus industry ... is a small segment among Sino-Africa cooperation, but Yutong will spare no effort in contributing to the public transport development in Africa."



Letter of Acknowledgment from Chinese Embassy in Egypt

Service Month:

## OFF TO EGYPT WE GO



Egypt is one of Yutong's earliest export market. After 5 years of market development with our local partner Egyptian International Motors (EIM), more than 230 Yutong coaches are running across the country, bringing a fresh breeze to the famous scenic spots.

### Yutong Service Month Campaign

To improve vehicles' conditions and passenger experience during the tourist season, Yutong and EIM hold service month campaigns every year. It is held from July 18th to August 16th this year.

During this period, Yutong and EIM service staff formed a joint team to provide free check-up for the buses all over the country: from Cairo to Alexandria, from Aswan to Luxor, from Hurghada to Sharm el Sheikh. There are two ways of doing this, either to call the vehicles to gather in the local workshop, or

to make on-site check-up with the mobile workshop.

After the check-up, customers can enjoy special discounts for labour and spare parts, if any maintenance is needed.

### EIM: Make every effort to serve the customers

EIM company introduced Yutong bus to the local market in 2004. EIM set up two service centres in Cairo and Aswan to cover most of the service needed in the country. Both centres are well equipped and with sufficient spare parts inventory. EIM also provides a mobile work-shop solution for emergent occasions and those areas out of the service centre coverage.

The outcome is great. Customers made very

positive comments on EIM's service work, says Mr. Henry Du, Service Manager of Africa.

### Customers: We trust Yutong even more

The customers are said to be looking forward to the service month campaign even long before it is officially started this year. It has become a routine for the customers, and comes as on-time as any holidays.

One ZK6120HA coach came to the service station in Aswan during the service month looks very new, but the mileage metre shows it has covered 420,000 km already. The owner told En Route the secret to keep the coach new is that he took the coach to the service centre for maintenance strictly according to service manual. "The service staff at the centre are always very friendly

and maintain his coach professionally", he said, "and that's why I'm willing to be here instead of some other workshop after the warranty finishes. They are keeping me happy."



Mr. Ma Yong, Director of Service and KD, International Business Department

## Yutong's Global Service Blueprint

— Interview with Mr. Ma Yong

**En Route:** Yutong started export in 2004. What's Yutong's overall service strategy since then?

**Ma:** "Putting service first" has been the cornerstone of our entire global strategy from the very beginning. We have seen so many Chinese companies failed in the international markets due to lack of sufficient service support. That has brought about a bad name for Chinese goods.

It is not easy to build up a sophisticated service network abroad. Yutong put a lot of efforts in the development of service network and gradually formed our own system. Now we believe the basic platform is in place. Qualified local service provider, plus Yutong's in-time support is meeting the current service requirement.

**En Route:** Cooperating with local service provider is an integral part of Yutong's global service strategy. How does Yutong choose the service providers?

**Ma:** We authorize local service providers who meet with our qualification requirements. In this way, we guarantee the competence of every provider, and they all have a very good reputation in the local community.

The new service provider is required to send technicians to Yutong to get the training programmes. Although they are often very experienced in the automotive field, they need some particular training before becoming proficient in maintaining our products. They will also learn our managing system, including the general requirements for the workshops and the settlement process,

etc.

**En Route:** What are the key projects in the service segment of this year and what is the outcome?

**Ma:** The greatest success this year is the establishment of the Online Service Network. It is designed for providers to inquire, order and track spare parts, all online. The first stage of the project has already been put into use, allowing more convenience for our providers.

**En Route:** What is Yutong's future development plan for overseas service?

**Ma:** I believe, given the current situation, standardization is more important than innovation. We will continue to optimize the service work process and IT platform to ensure smooth communication with providers and customers.

By setting up new facilities, the recently-launched Training Centre for example, we can improve the level of service for our customers worldwide. Gradually, we will eliminate the barriers of language, culture, distance and time difference.



**DING YU**

Service Manager of Intl. Business Department

## Online Service Network:

A more convenient solution for service communications

The Online Service Network (OSN) was officially put into use on October 12th, marking a new era of the international service of Yutong. Mr. Ding Yu, Service Manager of International Business Department, accepts our inter-view.

### Why OSN?

**En Route:** What is the purpose of setting up the OSN system?

**Ding:** The service system comprises two parts: the physical and the virtual. While the physical part often consists of the workshops, spare parts, wrenches and jacks, it is comparatively easier to reach a decent level. Once the facilities are there, as your business grows you will increasingly feel that you need a system to manage all these things. I think that's what the OSN is for.

In short, the OSN is a platform between Yutong and its service partners for communications. Service staff of Yutong could make use of the platform at any time and anywhere in the world. It's a 24/7 robot for us all. We don't have to count the hours in Cairo, Moscow, or Santiago anymore. Everything will be communicated and processed by the system, without disturbing their dreams anymore.

### The Infrastructure of OSN

**En Route:** What are the main functions of the OSN?

**Ding:** Generally it includes five sections. First is the online spare parts order system. It enhances the order convenience and accuracy while decreasing the risks. The whole order process, from booking to delivery, all before your eyes. You can also track your order history at any time.

Second is the information feedback. Service staff could report the breakdowns through OSN, and our Quality Control Department would give the solution. It is more convenient and accurate than emails and phone calls. More importantly, you keep track records of all the information which in time will help to improve your products to another level.

Third is the warranty claim module. It accelerates and eases the settlement of the warranty bills for service agents.

Fourth is the information database. You will find everything you need here, the maintenance manual, parts catalogue, so on and so forth.

Last but not least is the training management.

It has a list of the service training programs made available to the service agents and customers, so you can choose the ones you need and indicate the time frame, and we can arrange accordingly.

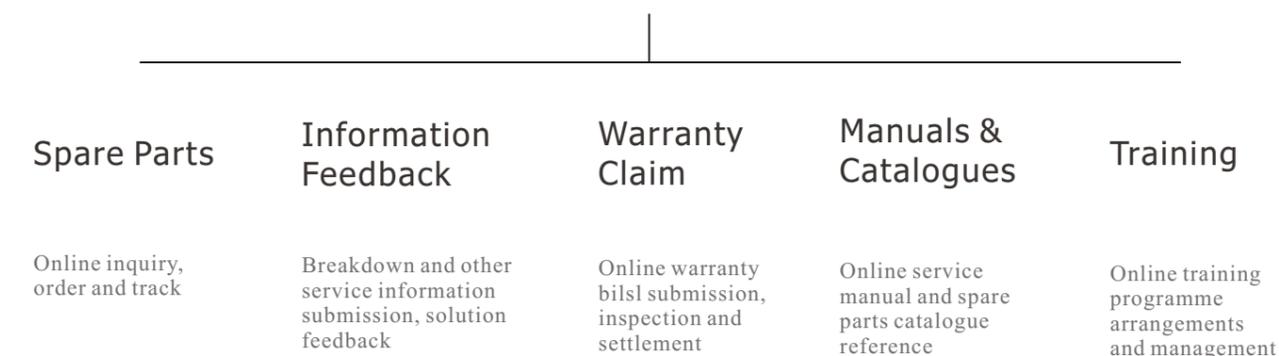
**En Route:** The OSN was put into trial use by October 12th, so what are the plans for the future?

**Ding:** According to the feedback we have collected up to now, most users are satisfied with it. Obviously it greatly improves the efficiency and convenience. After all this is a

brand new system of course we should listen carefully to any complaints, so as to fix the bugs.

And we are also planning the second stage of OSN which shall include inventory inquiries, advanced claim settlement and IM service desk, etc. The second stage will be hopefully put into use in the first quarter of 2010. We are always dedicated to making everybody satisfied.

## Online Service Network





## Launch of Yutong Training Centre

The new facility is set to boost Yutong's global service capability



The Yutong Training Centre was officially put into use on October 27th, marking a new era of Yutong service training. Mr. Wang Xiang, Vice President of Yutong Group, spoke at the launch ceremony and unveiled the plaque.

The new facility is equipped with bus components for trainees, such as engine, gearbox, axle, suspension, electrical circuits and so on. It will greatly enhance the field operation capability of the trainees, as well as their familiarity with Yutong products.

Yutong is expanding fast in international markets, which raises higher requirements for service providers. The centre is set up to improve the competence of the local service staff so as to meet the increasing service demand from end users.

Technicians from Sudan, Philippines, Macao and Singapore attended the launch ceremony and will start their training programmes in the coming month.



## OCEAN LAW: Servicing for a Better Future

Hong Kong, the Pearl of the Orient, has been the financial and logistics centre of the East all these years. Yutong entered this market in year 2004 with its local agent Winhoi Bus, and is on the road to success ever since.

Talking about the first days of market development, Mr. Ocean Law, Managing Director of Winhoi Bus, tells En Route that Yutong was not the first mainland bus supplier to enter Hong Kong market. But when Winhoi introduced the ZK6100H model, a 10.5-metre coach which was unprecedented in the market, it soon became the best-seller in the tourism coach segment, and the competitors followed Yutong to introduce similar models to the market. By then Yutong is by all means the leader of mainland manufacturer in Hong Kong and has never stepped down from that position.

The success is not all because of the wise choice of the right model. Winhoi Bus has been dedicated to providing customers with the highest standard quality of service from the very beginning of the business. The 24/7 service workshop is one and unique in Hong Kong market, Winhoi puts quite a lot of effort in managing the shifts and overtime to ensure all the buses can be main-tained at any time. None of the competitors could afford the same and almost all of them outsource the service to appointed workshops.

Mr. Law also emphasizes that Yutong has played an important role in supporting such a service system, by providing technical training and sound spare parts supply system.

Another feature of Winhoi's local practice is



the special service campaigns. Almost every year Winhoi holds the Service Month for customers, during which they receive free inspection and maintenance for their coaches. So the owners can better understand the current status of their coaches.

Hong Kong tourism market was severely hit by the credit crunch and H1N1 prevalence. The tourism bus market is therefore undergoing the bitterest winter in years. Looking into the future, Mr. Law is confident that the market will recover from the current downturn. Winhoi will continue to provide high-profile service to guarantee a smooth on road experience.