



Message from the CEO

“Thank you to all our customers for your loyal support”



Recently, FAW SA CEO, Mr Yusheng Zhang, paid tribute to the the loyalty and trust of FAW customers for the continuing success of FAW in South Africa.

FAW SA has remained committed to South Africa, with a consistant attitude of sticking to their stated support to the many local customers, both through good and bad times, through extreme cost pressures and highly demanding infrastructure challenges.

‘It is the unwavering belief of our FAW customers in our products and our aftersales support, that has inspired FAW to do ever more in keeping these dedicate customers satisfied.’

“Customer conviction which has been evident through continuing additional purchases and vehicle

replacement orders, has spurred us on and helped us maintain our operations in South Africa for over 20 years.”

“It is also this level of acceptance of FAW in South Africa that convinced our major shareholders to increase their South African investment and make a leap of faith to the value of over R600-million for the construction of a new local production plant, which is being built in Coega at present.”

“Thank you to all FAW customers for believing like we do – that FAW Trucks are robust and dependable; and that **FAW Trucks are more than tough enough for Africa.**”

A mature FAW South Africa comes of age

The FAW SA brand and its acclaimed products have entered their 20th year in South Africa, becoming firmly entrenched in the local transport industry landscape.

Since FAW first established a local presence in South Africa in July 1994, it has grown from very humble beginnings, to a multimillion Rand undertaking.

Today FAW SA has a sales and service dealer footprint of 23 dealers, three major regional centres, and a R70-million parts stockholding warehouse in Spartan. Added to this is a world-class Johannesburg headquarter campus together with its premium showroom; and a dedicated R600 million local production plant in Coega –

coming on line in July this year.

Over the past 20 years the FAW brand and the company have tenaciously worked at swaying public perception to accept high-quality vehicle manufacturing levels originating from FAW China, where production quality is upheld as a core value.

Rightfully celebrating its ‘coming of age’ FAW SA has proven its prowess as a serious contender in the market with an array of highly robust, reliable and affordable commercial vehicles in the medium, heavy and extra-heavy segments. These include specialised tippers, mixers, truck tractors combined with trailer or body configuration.

Founder of the local company, astute businessman Richard Leiter, originally recognised the inherent value in the FAW brand of trucks that embodied a unique level of durability, strength, simplicity and longevity and chose to establish a licencing business for import and local sub-assembly of FAW Trucks.

The China FAW Group Corporation is based in Changchun Province, and is China’s oldest and largest vehicle manufacturer. The international giant is the third largest truck producer in the world today and has over the last six decades evolved into one of the world’s overall leading vehicle producers.

FAW SA is committed to offering vehicles engineered,

developed and rigorously tested to meet the harsh operating conditions in Africa. Along with this commitment, it is the company’s desired intention to continue expansion into the emerging markets of Mozambique, Zimbabwe, Botswana, Zambia, Namibia and Angola, making FAW South Africa a major distribution hub for trucks and parts for Africa.

The company prides itself on giving optimum value for money and this, combined with being a world-class product, has made FAW SA one of this country’s champions in the truck industry. FAW has matured into the leading Chinese commercial vehicle brand in the southern African and greater Africa Regions.



FAW hits the market with a ground-breaking 8-ton truck offer

FAW SA has literally put its money where its mouth is and has come out 'guns blazing' with one of the most affordable 8-ton payload truck on offer on the southern African market at present.

In their drive to provide customers with their unique value-

for-money FAW experience, the company decided to promote its highly efficient FAW15.180FL, 8-ton payload drop-side 4x2 freight carrier truck at one of the lowest prices for a vehicle with these specifications on offer today

The vehicle, which is currently retailing at a virtually incomparable R355 000 (R404 700 with VAT), includes a oneyear/

60 000km service plan, which is backed by a two-year unlimited kilometre factory warranty and 24-hour roadside assistance. The FAW 15.180FL also features air-conditioner and ABS braking for added comfort and safety.

The 15.180FL sports one of the most spacious and comfortable semi-sleeper forward-tilt cabs available. The driver and passengers have the luxury of a high fidelity radio, easy instrumentation and quality finishes throughout. The cab design features wide door openings and low entry height for everyday convenience. Grab handles and anti-slip steps are well positioned for effortless

movement in and out the cab. The seating area is equipped with an optional folding centre seat, while the cab offers abundant head, shoulder and legroom for three people. The driver has the luxury of a panoramic windshield and easy to view instrument panel. With a tilt and telescopic steering column to assure the best possible driver comfort.

FAW prides itself on giving 'extreme service' and this, combined with world-class products, has made it one of this country's champions in the truck industry. Today FAW SA can rightfully add the badge 'SA's most affordable 8-tonner' to their accolades.



FAW bucks the trend, and displays a high level of business confidence in the South African transport industry

A visit paid by FAW Trucks' board of management earlier this year reconfirmed the confidence expressed by the group in the growth potential of both the South African market and the southern African region in general. This is borne out by the fast-track progress of R600 million investment in a new state-of-the-art FAW truck plant currently being built in the Coega Industrial Development Zone in the Eastern Cape. The facility has reached roof height, and plant and equipment is being installed at present.

FAW's decision to build the plant in South Africa is significant, as it is, to date, one of the most important investments made by a Chinese entity in South Africa. The total investment has been financed by FAW China and the China-Africa Development Fund (CAD-Fund).

FAW SA has established itself as a

leader in the local commercial truck market amongst the manufacturers and importers of Chinese-origin vehicles. Contrary to older misconceptions the FAW brand and its commercial vehicle and passenger car products epitomize the company's legendary ethos of producing good quality vehicles, easy-to-operate, easy-to-maintain and highly efficient in all aspects, with reliability and cost-of-ownership the top priorities.

The arrival of FAW in the Eastern Cape region adds yet another blue-chip automobile company to the province. It has already created 280 jobs, with an additional 500 lined up.

The first-phase 30 000 m² plant – complete with training facilities – will allow the company to provide its southern African client base with the first of the commercial vehicles from a plant by the latter half of this year. Expected to

eventually produce 5 000 trucks per annum, the first vehicles to be assembled in the commercial vehicle plant are scheduled to roll off the assembly line in July 2014.



Concrete 4 U relies heavily on their fleet of FAW trucks.

Concrete 4 U, which operates in Port Elizabeth, Uitenhage, East London and Colesberg, has established a strong reputation as a trustworthy partner in construction projects large and small.

Concrete 4 U clients range from homeowners, wishing to build private residences, to large-scale government tenders for major infrastructure undertakings like bridge and road projects, and building hospitals and factory facilities.

To support their on-time delivery pressure Concrete 4 U relies heavily on its fleet of dependable and tough vehicles, mainly main up of specialist mixers units.

Their original acquisition of the latest FAW vehicles has given them the success rate and performance efficiency they expect from their fleet. So much so that they have additional units on order for delivery in the next few weeks.

Concrete 4 U run a fleet of 36 mixer trucks which include 13 FAW units made up of the FAW 28.280FD, as well as the FAW 33.330FC and FAW 35.340FC (J5) mixer trucks.

During the two-year warranty period of each unit the service and maintenance requirements are carried out by the nearest dealer, thereafter Concrete 4 U attends to the vehicle maintenance through a

self-service programme supported by an excellent parts supply from FAW.

Deon Fourie, managing director at Concrete 4 U is proud of the company's success. He explains: "Our return on investment on the FAW fleet of vehicles has been really good. The FAW units have been performing exceptionally well and are showing good performance and cost efficiency profiles. We have a solid commitment from FAW to keep our trucks on the road. It is easy to understand therefore that because of our satisfaction with our FAW fleet we have recently ordered another five units, due for delivery in the next weeks.



As a satisfied FAW Trucks client, Scribante Concrete pumps up its fleet order

Scribante Concrete is a division within the Scribante Construction Group, one of the largest construction groups in South Africa, established over 13 years ago.

Troy Petzer, operations manager for Scribante Concrete, explains: "In simple terms our core business is the supply and delivery ready mixed concrete – that's it.

"Critical to the timeous supply of concrete is, of course, a highly reliable and well-managed fleet of trucks. Over the last 8 years our fleet has grown from 35 vehicles to 130 vehicles of which 98 units are mixer trucks equipped to carrying either 6 and 8 cubes of ready-mixed concrete, the remaining 32 are primarily tipper trucks used in the preparation process of the ready mixed products supplied to customers."

"We rely of our fleet to answer our supply and delivery promise to customers." Currently Scribante Concrete runs 35 FAW trucks in its fleet and has another 10 on order. All-in all the FAW fleet will be made up of 45 units then. Mostly mixer units, together with two new FAW J6 units, three new J5 28.380 6X4 truck tractors, alongside two FAW 28.280 6X4 10 cubic metre tipper trucks.



Honouring construction customers in the Western Cape

FAW SA's Cape Regional Office held a special customer day for all its customers involved specifically in the construction industry.

With a special display of FAW vehicles well-suited to the construction industry, close on 20 MDs and leaders of serious FAW fleet owners whose businesses service the construction industry joined senior executives from FAW SA, including CEO Mr Yusheng Zhang and FAW SA founder, Mr Richard Leiter.

Enjoying the opportunity to exchange experiences and observations about the vehicles both customers and the FAW's Cape Regional Office

sales and service staff literally 'cemented' their relationships to improve the FAW fleet performance and derive both optimisation and best cost of ownership ideals for all concerned.

Mr Zhang praised the customers for their initial trust in the FAW product and their continued loyalty to the product as borne out by the numerous re-orders and fleet expansions.

FAW SA plans to host a variety of special customer days throughout the year in various regions and transport sectors.

