

## PEAK PERFORMANCE

Congratulations to super-fit Leyland Exports Parts Co-ordinator, Kevin Doherty, who recently took on the gruelling Three Peaks Challenge to raise money for charity.



This involves reaching the summits of the highest mountains in England (Scafell Pike), Scotland (Ben Nevis) and Wales (Snowdon) within a 24 hour period. Supported by Leyland Exports, Kevin completed the challenge in a time of 17 hours 35 minutes, covering 500 miles driving, 22 miles on the mountains and ascending and descending over 9800 feet. Kevin's achievement raised £450.00 for the Blackburn Baby Care Unit.

## WEBSITE UPDATE

Leyland Exports' brand new website is now fully operational, packed with information on our products, people and distributor network. You can check out vehicle specifications, find your nearest distributor, read the latest news and submit an enquiry or comment. You can even find a copy of OVERLAND.

<http://www.leylandexports.com>



# OVERLAND

A LEYLAND EXPORTS PUBLICATION

JUNE 1998

### COMPETITION CORNER

Just answer the five simple questions below and you could win a limited edition Leyland Exports sweatshirt. All the answers can be found within this issue of OVERLAND.

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. What is the name of the Leyland Exports distributor in Sierra Leone?</li> <li>2. On what date was the new Comet officially launched?</li> <li>3. What is the weight range of the new Comet?</li> <li>4. How many Comet skip loaders were recently supplied to Sri Lanka?</li> <li>5. When did production of the Leyland Hippo cease?</li> </ol> | <p>The winner will be selected at random from all correct entries received by the closing date.</p> <p>The winner's name and the answers will be published in the next issue of OVERLAND. Closing date: 31 August 1998.</p> |
|---|---|

#### Answers to Last Issue's Competition

1. Wanno Engineering
2. 213
3. Ladder type
4. African Review
5. 15

Just write your answers on a postcard together with your name and address and send it to arrive before 31 August 1998 to the following address:

**Winner**  
Congratulations to Mr Msafiri Thomas of Dar-es-Salaam, the winner of our first OVERLAND Competition.

**OVERLAND Competition**  
Leyland Exports Limited  
Farington House, LE Business Park  
Centurion Way, Leyland PR5 1TZ  
United Kingdom

### VIEWPOINT

We welcome your views about OVERLAND. Please send your comments and suggestions to:

THE EDITOR

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**Leyland**  
**EXPORTS**

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### OVERLAND ORDER FORM

TO BE SURE OF RECEIVING YOUR PERSONAL COPY OF THE NEXT ISSUE OF OVERLAND, PLEASE COMPLETE THE FORM BELOW THEN MAIL/FAX TO THE ADDRESS/FAX NUMBER SHOWN ABOVE:

Please add my name to the OVERLAND mailing list:

Name: .....

Job Title: .....

Company Name: .....

Address: .....

Country: .....

Telephone: .....

Fax: .....

e-mail: .....

## Welcome to OVERLAND

Welcome to the second issue of OVERLAND, the Leyland Exports newsletter, bringing you the latest news on our products, people, distributor network and customers. In this issue you can read about the new Comet, the latest generation in a range of trucks built for the toughest conditions. There's the second in a series of profiles of our key people, news of some of our latest sales successes and profiles of our distributors in Malawi and Sierra Leone.

We had a great response to our first issue and we hope that you will enjoy reading OVERLAND. Your comments and suggestions are always welcome. We'll bring you more news and updates in our next issue. To be sure of receiving your personal copy, please complete the form on the rear cover.

## COMET: THE NEXT GENERATION

The new Comet is the latest generation of a range of trucks which spans decades of successful operation in the developing world. In that time, Comet has earned itself a reputation as a rugged, reliable and durable truck designed to cope with the exceptional stresses which result from arduous operating and climatic conditions.



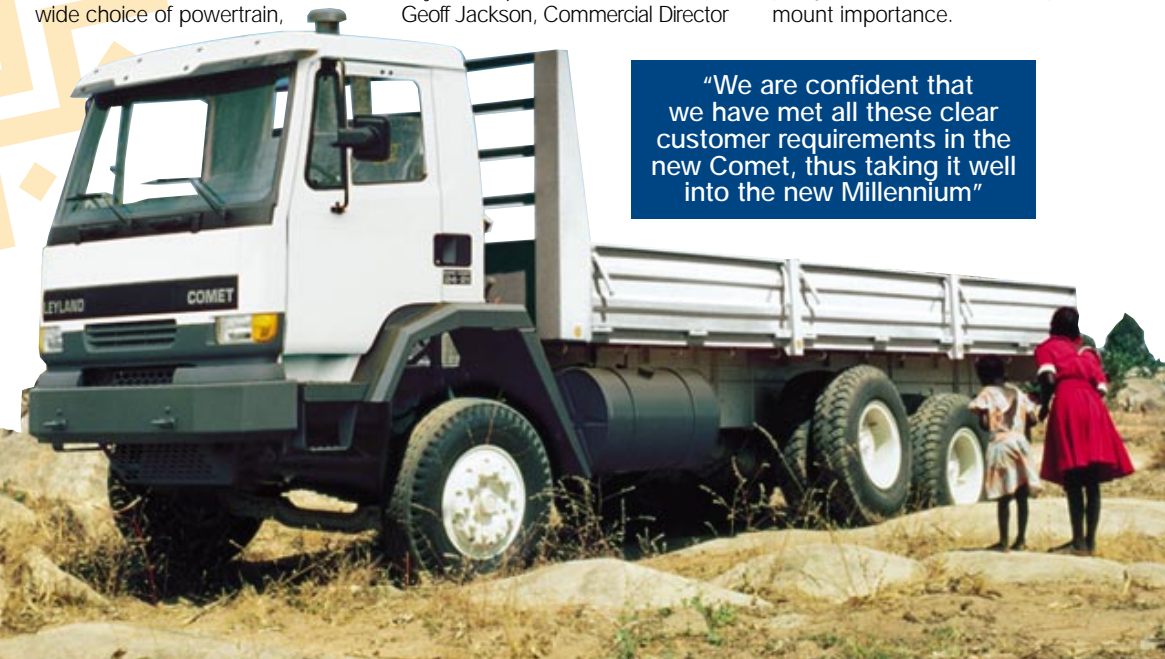
The new Comet combines Leyland Trucks' proven expertise in developing robust vehicles for the toughest conditions with the latest and most advanced features. With 4x2, 4x4 or 6x4 options, the new Comet range is engineered to cope with every task. The range extends from 12 to 24 tonnes GVW with a wide choice of powertrain,

wheelbase and axle configurations. The new Comet was officially launched on Tuesday 21st April at the prestigious headquarters of the Society of Motor Manufacturers and Traders (SMMT) in London. Representatives of the world's press and an invited audience of Leyland Exports' customers heard Geoff Jackson, Commercial Director

of Leyland Exports describe the importance of customers' views in the development of the new vehicle: "In working alongside Leyland Trucks' engineers and designers we listened closely to the views of our customers and their wishes have played a crucial role in the development of the new Comet. Some of the key points demanded by our customers and incorporated into the specification of the new truck were:

- Increased power throughout the range.
- Retention of heavy duty suspension but reduced complexity and easier maintenance.
- Improved driver comfort, reducing driver fatigue and thus resulting in safer driving standards - a top priority in many of the countries we deal with.
- Improved visibility, again an essential safety feature.
- Reliable and durable components. These trucks will be operating not only in tough and arduous conditions but in some of the remotest areas of the world. The nearest service points are often hundreds, if not thousands, of miles away. Trucks break down anywhere and in these operating conditions, simplicity of maintenance is of paramount importance.

"We are confident that we have met all these clear customer requirements in the new Comet, thus taking it well into the new Millennium"



## PEOPLE

# WHO'S WHO AT LEYLAND EXPORTS

### GEOFF JACKSON Commercial Director

Aged 50 and an engineer by profession, Geoff has over 33 years experience in the commercial vehicle industry. He began his career with Leyland initially in Research and Development, moving to Zaire in 1974 to set up a truck and bus assembly facility. After his period in Zaire, he moved into sales and marketing with British Leyland International in London, where he was responsible for sales of the complete product range to West and Central Africa. His commercial vehicle career with Leyland and DAF has taken him all over the world as Sales Director Middle East (1985), Africa (1987) and Rest of World (1989). After leaving DAF in 1991, Geoff worked for three years in the materials handling industry as European Sales Director and latterly in the bus industry as Overseas Projects Director. Since joining Leyland Exports Limited two years ago he has been responsible for all commercial sales and after-sales activities.



### MARK BRISTOW Sales Executive-Africa

Mark joined Leyland Exports Ltd three-and-a-half years ago and he has already proved himself to be a vital part of the sales team. Aged 21, Mark spent the last three years supporting the UK sales operation dealing direct with construction companies, aid agencies, NGOs, multinationals, trading houses and bodybuilders. In his new role as Africa Sales Executive, Mark is responsible for the day-to-day dealings with overseas customers as well as maintaining good relationships with our African distributors.



### KEVIN DOHERTY Parts Co-ordinator

Kevin graduated from Liverpool Polytechnic in 1992 with an honours degree and came to Leyland Exports in 1995, following a postgraduate work placement from Lancaster University. His initial role was to monitor and control the ordering, receipt, packing and despatch of parts orders ranging from small VOR orders through to large sea freight stock orders. A recent move to the after-sales team means that Kevin is now responsible for parts sales to UK exporters. This covers trading houses, construction companies and bodybuilders. Aged 27, Kevin enjoys an active lifestyle and excels at outdoor activities such as fell (mountain) running, cycling and rock climbing.



## CUSTOMERS

# NEW COMETS FOR GHANA: AID AGENCY ORDERS FIRST NEW COMETS

Leyland Exports recently supplied the first two new generation Comet 13.13 trucks to Ghana, destined for use by an aid agency.



Both of the bright orange trucks are four wheel drive which will equip them for all eventualities while working as part of the agency's field operations. One unit is fitted with an all-steel cargo body complete with 8 tonne metre loading crane and the other

with a large Atlas Copco compressor with a capacity of 768CFM @ 20 bar. Leyland trucks can be seen all over Ghana, hard at work on many specialist construction projects. Other recent sales to Ghana include 6x4 Super Comet chassis fitted with Hymix mixer bodies and 4x2 Comet chassis fitted with Phoenix bitumen distributors.



highly competitive market. Initial feedback is that the operator is highly delighted with the FA45.150 vehicle, which will hopefully help in our efforts to supply their future requirements.

### SRI LANKA

Six Comet 17.18 chassis cabs fitted with Edbro skip loading equipment were recently delivered to Sri Lanka for operation in the Port of Colombo by the Sri Lanka Road Reclamation & Development Corporation. The vehicles, in sunshine yellow livery, were supplied as part of a larger package of equipment. They are being put to full use in a land reclamation project funded by the Japanese. As expected, they are performing exceptionally well in very tough operating conditions.

### UGANDA

The Dairy Corporation in Kampala, Uganda has operated Leyland trucks since 1986 and now has 15 vehicles in total. Recently, they purchased a further quantity of Super Comet 6x4 milk tankers for their fleet.

### CARIBBEAN

Sales of Leyland trucks continue to grow in the Caribbean. The complete range of Comet and Super Comet trucks have recently been supplied to a number of Caribbean countries. These have included the 1213, 1616 and 2416 chassis with various types of bodies ranging from tipper to fuel and water tankers. In addition, water tankers were recently supplied to the Fire Service in Guyana.

### HONG KONG

Leyland Exports has supplied a 55 Series truck for use as a saw-dust sucker in Hong Kong. The vehicle will be used to collect wood chippings created by 'mincing up' pallets which have been used in packaging. The vehicle then distributes the wood chips for use in gardens and as cattle bedding. The FA55.210 unit was sold to a UK tanker manufacturer

with direct negotiations in Hong Kong being handled by a UK trading company. The urgent nature of the requirement meant that a new build chassis was made available in 4 weeks!

### JORDAN

Final delivery was recently made of a 45 Series mobile medical unit for use by the Jordanian authorities. The order was secured by the medical equipment supplier in this

## DISTRIBUTOR NETWORK

### MALAWI

The Leyland Exports distributor in Malawi is Leyland DAF (Malawi) Limited. Originally a wholly owned subsidiary of Leyland and then later DAF, it is now an independent company.

The company's head office is in Blantyre, the commercial capital, where the majority of the 130 strong workforce is employed. There is a service facility and parts outlet in Lilongwe, the capital city and a parts outlet in the northern city of Mzuzu. As well as supplying new vehicles, Leyland DAF (Malawi) looks after all the after-sales servicing and supply of spare parts for the many Leyland trucks operating in landlocked Malawi. The service facility in Blantyre is very comprehensively equipped and also includes spray painting and body building facilities. Leyland DAF (Malawi) has a fully equipped mobile workshop and a heavy commercial vehicle recovery unit catering for the international operator as well as the local transporter. Contact details are available on our website.

### SIERRA LEONE

Sierra Leone has gone through some turbulent times recently. It is therefore particularly pleasing to learn that our distributor in Sierra Leone has survived the turmoil and recently re-opened its doors for business.

The Leyland Exports distributor in Sierra Leone is Blackwood Hodge (Sierra Leone) Limited. The company was originally set up in 1962 to sell and service large earthmoving equipment, soon diversifying into other areas of earthmoving plant and allied equipment. In 1988, the company bought up the assets of Compair Holman (Sierra Leone) Ltd which included several other principal agencies. In mid-1993, the company was purchased by two of its managers and in 1996 was appointed the Leyland Exports distributor. Blackwood Hodge's offices and workshops are its own and are on 1.2 acres of land on the eastern side of Freetown near the port area. The district is known as Kissy and houses the majority of the automotive sector agencies. Blackwood Hodge employs 20 staff. The covered workshops/offices and stores cover an area of approximately 840 square metres. The company carries out after-sales service, supplies spare parts and carries out major overhauls on all types of automotive and earthmoving equipment. Contact details are available on our website.

## PRODUCTS

# INSIST ON GENUINE PARTS

Leyland Exports prides itself on offering the highest quality products. All parts supplied undergo the most rigorous quality checks. Our policy of offering only genuine replacement parts gives the customer complete peace of mind. By always insisting on genuine and original parts, reliability and cost-effectiveness are assured.

Parts distribution is controlled from sophisticated high-technology warehouses. With its extensive stockholding and computerised stock control, order picking, despatch and invoicing, Leyland Exports ensures that genuine parts get where they're needed, when they're needed. It is no longer true that genuine means expensive. Leyland Exports' policy of total customer support provides real value for money. Cost of ownership is a crucial factor for the operator and Leyland Exports fully recognises this by offering parts at competitive prices together with a complete back-up service.

show that building trucks to last is not a new idea. Recent orders have included spare parts for a Leyland Hippo (production of which ceased as long ago as 1976) which the customer says can outperform some of the newer vehicles in his fleet. Parts orders are also frequently received for the Leyland Chieftain, Leyland Clydesdale (production ceased circa 1985) and the Leyland Landmaster, production of which also ceased around 1985.

### PLAYING OUR PART

Following Leyland Exports' presence at the International Aid and Trade show in New York, several parts orders have been received from UN agencies.

### BUILT TO LAST

The Leyland Exports' After-Sales team often receives enquiries for parts for very old Leyland vehicles. These incredibly reliable vehicles, from the same stable as the Leyland Comet, continue to perform in some of the most arduous operating conditions. It just goes to

menced in 1996. The three Leyland Comet 12.13 vehicles supplied by Leyland Exports operate in the Quelamaine region of Mozambique. Leyland Exports' After-Sales operation is supporting these vehicles with technical support and supplying fast moving spares and maintenance parts to keep the vehicles on the road and operating in very demanding operating conditions.

