

ADVERTISING CAMPAIGN

As part of a broader campaign designed to create awareness and support distributor sales efforts throughout Africa, Leyland Exports is running a series of corporate range advertisements in pan-African media on the theme "Made for Africa". The eye-catching whole page advertisements in full colour have already appeared in "African Review" monthly from the June issue.



LEYLAND EXPORTS NOW ON THE WORLD WIDE WEB

Internet surfers will soon be able to find the latest Leyland Exports news and product information on our web site:

<http://www.leyland.co.uk>

The site is currently under construction.

COMPETITION CORNER

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

1. What is the name of Leyland Exports new distributor in Uganda?
2. What is the number of the Leyland Exports stand at International Aid & Trade '97?
3. What type of chassis does the new *le bus* have?
4. In which publication has the Leyland Exports corporate/range advertisement already appeared?
5. How many Leyland Super Comet Tipper are included in the contract with Kasap Limited in Ghana?

Just write your answers on a postcard together with your name and address and send it to arrive before 30 November 1997 to the following address:

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

The winner will be selected at random from all correct entries received by the closing date. The winner's name and the answers will be published in the next issue of OVERLAND. Closing date: 30 November 1997.

INTERNATIONAL AID & TRADE '97 EXHIBITION

Leyland Exports has extensive experience of meeting the demanding needs of NGOs, humanitarian relief organisations and overseas projects where a rapid, efficient and effective coordinated response is required.

As part of a drive to develop its already highly successful aid business, Leyland Exports will be exhibiting on Stand 213 at International Aid and Trade '97, the United Nations exhibition. Held at

Madison Square Garden New York, the event will run from 10 to 12 September and will attract procurement officers from UN, humanitarian and relief agencies from around the world.



United Nations Field Operations Conference and Exhibition
Madison Square Garden, New York, September 10 - 12, 1997

We would like to know your views about this first issue of OVERLAND. Please send your comments and suggestions to:

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OVERLAND

A LEYLAND EXPORTS PUBLICATION

SEPTEMBER 1997

Welcome to
OVERLAND
THE ALL NEW
LEYLAND
EXPORTS
NEWSLETTER

Bringing you the latest news on our products, people, distributor network and customers. And we certainly have some news in this issue.

You can read about *le bus* our exciting new 40-seater bus, our new TR range of pick-ups, station wagons and 4x4 vehicles and our forthcoming participation at International Aid & Trade '97, the United Nations exhibition in Madison Square Garden, New York. There's the first of a series of profiles of our key people, news of some of our latest sales successes and profiles of our distributors in Ghana and Uganda. There's also a reader competition.

We hope that you will enjoy reading OVERLAND and we welcome your comments and suggestions. We plan to feature a readers' letters section in our next issue, so please send in your contribution. We'll bring you more news and updates in our next issue. To be sure of receiving future issues, please complete the form on the rear cover of this issue.

le bus - MOVING PEOPLE IN STYLE

The latest addition to the Leyland Exports range is *le bus*, a stylish 40-seater bus, specifically designed for heavy duty requirements and hot, humid climates. Designed by Optare, the UK company at the leading edge of bus technology, *le bus* is assembled in Sri Lanka by Ceymo Automobile Manufacturers (Pvt) Ltd at its brand new, purpose-built factory on the outskirts of Colombo.

le bus features full width 2.5 metre bodywork built on a ladder frame chassis and is designed to take air conditioning systems. There is a choice of two front mounted 6 cylinder engine options matched to a five speed synchromesh gearbox. The bus has dual circuit air brakes, multileaf spring suspension, double acting shock absorbers and power assisted steering. The sleek, streamlined body, quite different from other buses in the market

place, is constructed of high quality steel tube with comprehensive anti-rust treatment. All saloon windows are bronze tinted with deep sliding sections and the driver enjoys the benefit of a fully adjustable suspension seat and a dedicated fan-assisted multi-directional air blower on the instrument binnacle. *le bus* brings European levels of passenger comfort with an extra wide door for easy entry, ergonomically designed interior and heavy duty, com-



fortable seat fabrics. Longitudinal ceiling rails and vertical stanchions are fitted to assist standing and internal movement. Additional features include anti-slip floor covering, bright textured handrails, palm operated bell pushes, interior fluorescent lighting, pantograph wipers, twin headlamps and shatter resistant mirrors. Routine maintenance is simplicity itself. The full width bonnet provides easy access for daily checks and batteries are fitted to a slide-out carrier. The body is made up of easily replaceable sectioned panels to minimise downtime and cost. Designed to meet the needs of state bus companies and owner operators throughout Africa, *le bus* sets new standards of style, quality and passenger comfort.



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:

PRODUCTS

A NEW RANGE OF MULTI-PURPOSE VEHICLES FOR AFRICA

Leyland Exports Limited has been appointed official African distributor for the TR range of multi-purpose motor vehicles, manufactured in Thailand. The distribution agreement was signed by Inder S. Brar, Managing Director, Leyland Exports and Mrs Geawjai P. McDonald, Managing Director, Thai V.P. Corporation Ltd, part of the Thairung Group of Thailand at a ceremony held in Bangkok earlier in the year.

Established in 1967, Thairung pioneered automotive manufacturing in Thailand and has developed an enviable reputation for its design expertise, technological leadership and high standards of manufacture. Leyland Exports will initially offer a range of pick-ups, station wagons



and 4x4 off-rovers with high specification features such as air conditioning as standard. (Market and model restrictions apply.) These durable vehicles are the ideal extension to our range of commercial vehicles and an attractive proposition for both fleet and individual customers.



Leyland Exports' distributors arrive to preview the TR range in Bangkok.



CUSTOMERS

LEYLAND EXPORTS WINS MAJOR CONTRACT: £2 MILLION ORDER FOR ROAD CONSTRUCTION MACHINERY IN GHANA

Leyland Exports Limited has won a major contract worth £2 million for the supply of road construction machinery to Kasap Limited of Ghana. The contract includes 15 heavy duty Leyland Super Comet tippers, a Comet fuel tanker and 5 Leyland Roadtrain tractor units.

Kasap was established in 1971 and has undertaken a large number of construction projects throughout Ghana. Clients include the Ghana Highway Authority and the Department of Urban Roads. Mr Armah, Kasap's Executive

Chairman said: "Our decision to purchase Leyland trucks was taken on the basis that they build durable and reliable quality trucks. Our Company can only survive on the basis that we meet our commitments and deadlines. Therefore

we have to purchase plant and equipment that does the job and is reliable. Our experience of Leyland both in terms of product and back-up is second to none". Also in Ghana, Leyland Exports has secured an order from the Ghana Police Force for the supply of six personnel carriers

and three recovery trucks. All nine vehicles are based on the Comet 1616 chassis. And UK bridge builder, Mabey & Johnson recently ordered nine Super Comet 2416 tippers, a Super Comet 2416 fitted with a massive 25 tonne/m crane and a Comet 1213 bitumen sprayer for use on a building project in Ghana.



DISTRIBUTOR NETWORK

GHANA The Leyland Exports Distributor in Ghana is International Automobile Limited. With its headquarters in Old Fadama Road, Accra, International Automobile has a workshop at Winneba Road, Accra, and branches at Kumasi, Takoradi, Tamale and Wa, all fully equipped and capable of carrying out major overhauls.

Technical staff based in Accra include three company directors, all fully qualified and with more than seventy five years experience between them. There are a further five fully qualified and experienced workshop managers supported by 60 technicians and 72

administrative, stores and security personnel. State of the art equipment and a commitment to quality and customer service ensure full support for the complete working life of all the vehicles in the Leyland Exports range.

UGANDA Wanno Engineering, part of the Spear Group of Companies has been appointed as the Leyland Exports Distributor for Uganda.

Operating from purpose-built facilities in Kampala, Wanno is able to provide a complete sales and after-sales service for the many Leyland trucks and buses operating in Uganda.

Wanno will be providing the after-sales service for the recently delivered Comet 1616 tippers which will be used on a project to control the growth of water hyacinths in Lake Victoria. Leyland Exports worked closely with the authorities in designing the tippers which were purpose-built to meet the special requirements of the project.

Geoff Jackson, Commercial Director, Leyland Exports handing over the distributor agreement to Gordon Wavamunno, Chairman of Wanno Engineering and the Spear Group of Companies.



PEOPLE

WHO'S WHO AT LEYLAND EXPORTS



INDER S. BRAR
Managing Director
Aged 35, Inder is a shareholder and one of the founder members of Leyland Exports.

His career started with the Rover Group, followed by Freight Rover (now LDV) where he headed up Export Service Operations. He then moved to the Netherlands to join DAF Trucks where he was responsible for sales into East and Central Africa. As well as the day to day running of the business, Inder is also responsible for all marketing activities and new product development.



JOHN F. GILLIGAN
UK Sales Manager
Aged 29, John moved to sales following a successful period in contracts and logistics, which involved travel to a number of African countries. In his current position, he is responsible for



CYRIL P. SCOTT
After-Sales Manager
A sprightly 60, Cyril has 42 years experience in the commercial vehicle industry, starting as an apprentice in

Research and Development. He is responsible for all Leyland Exports After-Sales activities from ensuring the supply of genuine spare parts, to technical service, warranty and training. He has travelled extensively throughout the world and has also lived and worked in a number of African countries. Cyril devotes a substantial part of his spare time to charitable activities and was recently elected as President of Chorley Lions, an organisation which raises over £20,000 per annum for local charities through various fund raising events.



THE FALKLANDS NIGERIA

Leyland Exports continues to supply vehicles to the Falkland Islands. Recent deliveries have included a gritter, a 4x4 tipper and a refuse compactor, all based on the highly successful Leyland Comet 1313 chassis.

A UK construction company has been awarded a contract by Ondo State in Nigeria. The package includes 5 "Chelsea type" refuse trucks and a vacuum tanker, all mounted on Leyland Comet 1313



chassis. The trucks will be operated by the Ondo State Waste Management Programme in Akure. Three Leyland Super Comet 2416 chassis have been delivered to a UK bodybuilder for conversion into refuse compactors, also for Nigeria.

MOZAMBIQUE

As part of an ODA supported road building programme in Quelimane, Northern Mozambique, Leyland

Exports has supplied four Leyland Comet 1313 trucks, one to be used as a fuel tanker and the others as general purpose cargo vehicles.

PAKISTAN

Despite stiff international competition, Leyland Exports has secured an order for the supply of nitric acid tankers mounted on Leyland Super Comet 2416 chassis.