

Red Rocket News



A **Hudaco** group company

The official Deutz
Dieselpower Newsletter

Jan - May 2005

Reaching Milestones



Leon Coetzer
Managing Director

I am delighted to see our first Red Rocket Newsletter come to reality. The idea of this newsletter is to communicate general information on what is happening within our company.

This edition covers the period January to May 2005.

During March 2005, Deutz Dieselpower joined a very small elite group of South African companies being awarded the three accreditations of ISO 9001/2000 for Quality, 14001 for Environment and OHSAS 18001 for Health and Safety by the certification body Dekra.

This milestone confirms our commitment towards our customers, staff, shareholders and communities to operate consciously of quality, safety and our environment.

Our mission and strategy statements are living documents within our company and are summarised as follows. I encourage all employees to familiarise themselves with the contents of our mission and strategy statements.

Mission/Vision Statement:

- Our objective is to market and distribute Deutz products in our territories of responsibility at the exclusion of any other party not authorised by us.
- We shall concentrate all our efforts towards customer satisfaction.
- We shall achieve this by providing the best service in our industry by investing and empowering our loyal employees.
- Our success will be measured by achieving superior returns for our shareholders.

Strategy Statement:

Our future success will be determined by our progress today towards the following actions in which we believe.

- Develop and maintain a healthy and enduring partnership with existing manufacturers of original equipment to ensure that Deutz engines remain their first choice.
- Ensure that all new opportunities for Deutz engines are vigorously pursued and followed up to conclusion, to maximize the market potential.
- Continuously develop and maintain a service-driven aftermarket culture, its success measured through customer satisfaction, in order to ensure the repeated sale of Deutz engines.
- Maintain a strong and healthy relationship with our principal and supplier Deutz, our major shareholder Hudaco, to promote the long-term sustainability of our company.

We intend to cover important product news in each edition, which brings me to the 914 and 2011 engines. You will find information on these engines elsewhere in this newsletter.

I trust you will enjoy our first issue of Red Rocket News. Happy reading.

Leon Coetzer

Branch Focus

We will introduce one of our branches with every edition of our Newsletter, starting with Durban Branch. Meet the team headed by Ian Marais.



Front: *Secebi Ngubane, Maxine Maharay and Busisiwe Sithebe*
Back: *Stanislaus Mkize, Pius Mtembu, Joe Dramowski, Ian Marais, Akbar Mahomed and Mike Lockey*

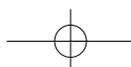
Successful Project for SAPS

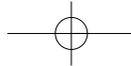
We have been supplying the SAPS building services with generator sets since 1998. The SAPS standardised on air-cooled Deutz engines because of their reliability, as the location of the sets are often in remote areas.

They have also standardised on an electronic control with modem to enable access to the engine from a computer via a cellphone line. This allows monitoring of the status of the generator set as well as downloading of a fault log. The maintenance crew is then pre-prepared as to what spares to take for repairs, saving them travelling time and costs.

We have sold 24 generators to them over a six year period. Out of 8 units currently in our workshop, 4 are being installed along the border posts between RSA and Botswana.

Ian Marais





NEW Engines Great Benefits



The 914 Engine

The introduction of the 914 air-cooled engines (44 – 141kW) confirms Deutz's future commitment to the air-cooled engine range.

These are available in 3,4,5 and 6 cylinder naturally aspirated, as well as 3, 4 and 6 cylinder turbocharged engines. Applications include mining, construction equipment, water pumps, generating sets, and many more.

The benefits users of these engines will experience are numerous. They are space saving with cost effective installation due to their low weight and the fact that only small installation space is required.

These engines have low exhaust emissions, therefore meeting the RL2000/25/EG Step II + USA Nonroad CFR, Part 89, Tier II exhaust regulation.

With low maintenance requirements and legendary durability, the engines offer not only cost saving in these areas too, but also peace-of-mind.

The combination of high quality and sophisticated simple design guarantees the best possible engine for the application, while they are backed up by a global service network with over 1000 locations.

The 2011 Engine

The 2011 engine, which is an update of the famous 1011 engine, is available with conventional integrated or external oil-cooled systems, and is supplied in 2,3 and 4 cylinder naturally aspirated, and 3 and 4 cylinder turbocharged configurations.

Powerful and versatile, this new addition has been designed with technical enhancements, providing performance, absolute reliability, long service, outstanding economy and low exhaust and noise emissions.

Here too the applications are varied, from construction and compressors, to agriculture, materials handling and welders and pumps.

Because the engine is compact, it offers space and installation cost savings. The 2011 engines have exceptional power/weight ratios, which means they perform brilliantly while complying with environmental regulations.

A further benefit is that cooling and lubrication with oil means avoidance of corrosion and cavitation. This reduces maintenance intervals and wear on parts. Servicing points are accessible from one side of the engine, while there are fewer spare parts and simplified training requirements for engineers.

We can't tell you everything about both these engines in such a limited space, but all in all, both ranges are designed to provide versatility, reliability, problem-free use and noticeable cost savings.

Leon Coetzer



Left to Right: Craig Kritzing, Ettienn Rabie and Jean Pelser

We're not only Champions in Diesel Engines

DEUTZ Dieselpower's very first inter-company triathlon challenge has come and gone. The event was classed as a Sprint Triathlon. Some brave and dedicated people gathered together to provide lots of thrills and spills, and make this day a success.

As in all competitions, there is a winner. Team Red Rocket (SPARES), comprising of Craig Kritzing, Ettienn Rabie and Jean Pelser, made a thrilling dash for the line when they passed Team Horsepower (ENGINES) to take the winning flag and the cup.

Our teams completed the course in around 1 hour 30 minutes, while the winning team, currently the National Champions, crossed the finish line in 43 minutes. As can be seen, we have a long way to becoming National Champs (our next long-term goal).

Red Rocket Spares Winner Team

Well done to all the participants and our thanks go to all the supporters, made up of families and friends.

Rowan Michelson

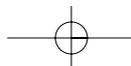
Latest News on ISO

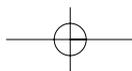
As from May 2005 Mike Tilston has taken over the responsibility as DDP's ISO Management Representative.

Mike's responsibilities will include managing the quality, environmental and health safety system, internal audits, controlling of records, etc.



Mike Tilston, Human Resource Manager, appointed as the National ISO Management Representative





Service Division



Rowan Michelson
Divisional Head

The Problem With Pirate Spare Parts

The rise in pirating of Genuine OEM spare parts has become a serious problem. As much as 20% of automotive parts traded in South Africa are pirated, and the figure within the heavy-duty diesel market is significantly higher.

The common law of business balance prohibits paying little to get a lot, for it can't be done. Dealing with the lowest bidder means it is best to add something for the risk you run. If you can do this, then you have enough to pay for something better (the OEM DEUTZ product).

Our first and foremost task as the OEM-DEUTZ is to educate our Service Partners, fellow OEM's and the end users, to place them in a position to recognise pirate parts, as well as understand the dangers, and disadvantages of using and promoting them.

Pirate parts will diminish the OEM equipment and product value. They increase final costs, endanger personal safety, have a negative impact on brand image and trademarks, and are always of sub-standard quality. These parts lead to further engine damage, massive equipment downtime, OEM equipment failure and the eventual loss of jobs in the manufacturing sector. To top it off, these components fail to meet worldwide exhaust and noise emission legislation requirements, making them unfit to work in certain key countries and/or business sectors.

It is thus key to protect the OEM's rights to produce and market quality OEM researched and designed (R&D) funded spare parts. Genuine DEUTZ spare parts are manufactured with extensive DEUTZ know-how.

Quality is optimized through state-of-the-art development standards and manufacturing is carried out to the DEUTZ quality standard. Components are readily available and easily installed, meeting and even exceeding future exhaust and noise emission legislation.

The benefits of Genuine DEUTZ researched, developed and field-tested spare parts are perfect fit and function, low failure risk, high operation reliability, reduced repair costs, low downtime, excellent availability, and, most important of all, the original part for the original engine for the original equipment.

Now that I've given you a lot of food for thought, I'll leave you, the valued customer, with our very accurate pay-off line:

"Genuine DEUTZ Spare Parts – first choice: technically and economically."

Customer Support Division



Steven Moss
Divisional Head

On Certification & Our Partners

A sale is not something your pursue, it is something that happens to you while you are immersed in serving your customer.

Unknown

Being on par in terms of price and quality only gets you into the game. Service wins the game.

Tony Alessandra

It stands to reason that customer service is not merely critical to our business; it's our business. It is in customer service that we are really measured by those that count.

As mentioned in Leon Coetzer's article, we were recently awarded three ISO accreditations.

Also note that approximately 70% of our local Service Partners are now ISO accredited (ISO 9001:2000) thanks to the recent accreditations of JR Mackay Diesel & Motor Engineering and On-Highway Diesel Services.

We thought it would be apt to acknowledge in this, our first issue of Red Rocket News, who our Service Partner Network members are. Our service network is extremely important to us, and these organisations enable us to offer our customers top-notch back up service.

Service Partners (South Africa)

ABCO Engineering (Pty) Ltd – Springbok
Dyno Diesel Trust – Phalaborwa
Valfira Motor Engineering (Pty) Ltd – Pretoria*
Valfira Motor Engineering (Pty) Ltd – Jhb*
Engine Rebuild Centre – Nelspruit
Force Motor Engineering – Kimberley*
NWN Automotive Precision Engineering – Dbn*
On-Highway Diesel Services (Pty) Ltd – Jhb*
JR MacKay's Diesel & Motor Engineering cc – Springs*
*(ISO accredited)

Service Partners (Africa)

Bell Equipment – Namibia
Diesel Electrica – Mozambique
Engine Exchange - Botswana
Hubert Davies – Zimbabwe
Namib Diesel cc – Namibia
Pittsburg Engineering – Zambia
Reiss & Co. – Ghana
Tractor & Equipment – Mauritius
VME Motor & Industrial Engineering - Botswana

Training

In line with our goal to offer increasingly better customer service, one of the areas that we are intent to focus more and more attention on is training. Note that training is not isolated to the classroom but should be cultivated as a state of mind amongst all of us.

Please communicate your product-specific training requirements to our Technical Department (contact Dirk Jacobs).

Furthermore, we wish to recognise our branches not only to let you know where they are, but also to salute them for all their hard work and good efforts.

Cape Town

Tel: 021 552 1062 / Fax: 021 551 3768

Durban

Tel: 031 705 5002 / Fax: 031 705 5008

Johannesburg

Tel: 011 923-0600 / Fax: 011 923 0685

Kimberley

Tel: 053 833 4231 / Fax: 053 833 4233

Port Elizabeth:

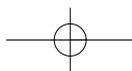
Tel: 041 451 0351 / Fax: 041 451 0352

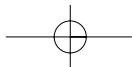
Rustenburg

Tel: 014 536 3692 / Fax: 014 536 3704

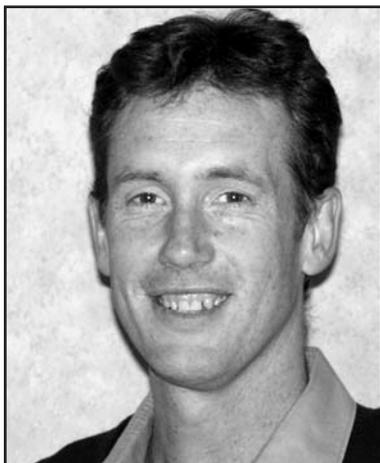
Welkom

Tel: 057 396 1891 / Fax: 057 396 1892





Engine Division



*Maurice Pringle
Divisional Head*

BOART LONGYEAR BF6L914 Project

DEUTZ has confirmed their commitment to the continuation and development of the air-cooled range of DEUTZ engines by introducing the 914 engine series. The engine design is based on the same reliable and robust design of the DEUTZ 912/913 series but has incorporated new design technology to further improve the exhaust emissions and torque characteristics.

One of the first DEUTZ 914 engines to be tested in a mining application in South Africa was a BF6L914 installed in a Boart Longyear LF 5.5 Aardmajor Load Haul Dumper (LHD). This machine is traditionally fitted with the DEUTZ BF6L913 engine which has also had an excellent performance record in mining applications. The design and installation was done by Boart Longyear with technical assistance from DDP at their manufacturing facility in Roodepoort. The installation started in February 2004 and the machine went into operation at the end of March 2004 at Amandelbult Mine, 16 West shaft in Northam.

To date the engine has done in excess of 5000 operating hours without any major component failures or engine problems. Machine availability to date has been in the region of 95% since going into operation. The machine is a Boart Longyear contract machine operated by the mine and maintained by Boart Longyear.

The 914 engine range is a direct injection engine which offers excellent exhaust emission characteristics. The air-cooled system has been based on the reliable and proven technology of the 912/913 engine series and new injection and combustion system designs have been incorporated. The 914 covers the complete power range of the 912/W/913 engine series and will have MSHA (Mine Safety & Health Administration) certification. This engine is proving to be extremely popular for mining applications and we expect the 914 series to become the mining engine of the future.

Welcome

Welkom Branch

Isaac Khoesha - Cleaner/Helper.

Rustenburg Branch

Rudi Jones - Internal Salesperson.
Theuns Faasen - Field Service Technician.

Transfers

Welkom Branch

JJ Rousouw has been transferred from Rustenburg to this branch as Field Service Technician.

Exhibitions

DDP Kimberley successfully participated in the Kimberley Mining Expo show that took place from 12 – 14 May 2005 at the Kimberley Show Grounds.



Vossie Moller, Kimberley Branch Manager, attending to customers visiting the show.

Staff Promotions

At Deutz Dieselpower, we strive to develop our staff to their fullest potential and encourage them to take on challenging responsibilities and projects to enable them to discover and expand on their capabilities.

Because of this, and because all our people rise to these challenges, we take pride in promoting those who have proved themselves, and continue to do so, and who focus on teamwork and servicing our valued customers.

Congratulations to the people who have been promoted this year.



Basil Mtabela was promoted to Workshop Supervisor: Engine Division, Johannesburg in February



Andre Gouws was promoted to Branch Manager of Cape Town from March.



Maurice Pringle, whose designation changed in April, is now Divisional Head: Engines, Johannesburg.



Steven Moss became Divisional Head: Customer Support, Johannesburg, in April.

