

Hunt is on for top truck drivers of 2012

The new year brings with it the launch of the 2012 Scania Driver Competitions. More than 55000 drivers from across 39 countries are expected to compete to be declared the best truck drivers, and with the new online registration process, qualifying is just a few clicks away.

Initiated in 2003, the Scania Driver Competitions were originally held in Europe. They have since spread out globally, including to SA, evolving into challenging events that highlight the importance of driver skills, as well as driver training and development to enhance road safety awareness and proficient eco-driving.

"The driver is the single most important factor for economy, environment and safety," says Leif Östling, president and CEO, Scania. "Skilled and committed drivers deliver transport efficiently, reduce emissions, contribute to better road safety and improve any company's profitability. These types of drivers are real assets and prove that environmental pursuits and positive financial results can go hand-in-hand.

"Scania, a worldwide provider of transport solutions, wants to demonstrate its commitment and responsibility to building a sustainable, robust and profitable global transport system that benefits all. To achieve this, the skills and attitude of the driver must be first-rate.

"We set up the Scania Driver Competitions to shine a spotlight on the drivers, celebrating their skills and highlighting their valuable contribution to society," says Östling.

"In so doing, we also seek to elevate the status of drivers and attract more young people into the profession."

The company took a novel approach to recruit drivers for this year's event. For its call for entries campaign, it placed competition invitations near the world's most challenging roads, such as the hazardous road to Balsas in Peru. Drivers who frequently use these types of roads for work must exhibit tremendous skill and safety awareness, and are just the type of contestant the competition would like to attract.

"The Scania Driver Competitions provide an ideal platform to discuss and address issues that help cut road accidents and increase profitability and sustainability within the industry," says Erik Ljungberg, senior vice president, corporate relations.

The new online registration process includes a theoretical test where knowledge about safety, equipment and the transport industry is essential. Only those who receive the best scores on the test will be invited to participate in the practical driving tests, which include fuel efficient driving, manoeuvring and load securing.

Professional drivers who have the requisite skills and determination to meet the challenges of the competition are urged to

enter via www.scania.com/drivercompetitions. Register by clicking on the country-specific website.

Over the next few months driver competitions will be launched worldwide, including such disparate places as Australia, Brazil, Hong Kong, Argentina, Korea, Mexico, Singapore, China, Chile, Malaysia, Peru and here in South Africa, as well as across Europe.

Taking part in the competition gives drivers more than just an unforgettable experience. Not only is it an invaluable opportunity to improve driving skills and increase road safety awareness and energy efficiency, it is also a great chance to meet other drivers and become part of the global truck driver community. For those who have the winning combination of exceptional driving skills, stamina, professional pride and a positive attitude, there is also the chance to become a world champion.

Source: Business Day

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