

AUTUMN 2024 / SPRING 2025

# DAF

## IN ACTION



**“DAF INTRODUCES  
ANOTHER NEW STANDARD  
IN EFFICIENCY”**

A PACCAR COMPANY DRIVEN BY QUALITY

**DAF**

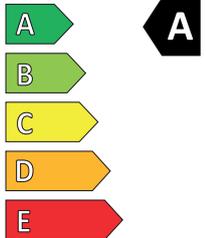
# NON-STOP EFFICIENCY



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**GOODYEAR**

# Everything for your success

‘Powering your success’. That’s what we do every day at DAF. We know we are a factor in the success of your business and we do everything we can to enable that. In this new edition of DAF in Action, you will read exactly how.

In this edition, we will introduce you to a series of innovations for our New Generation DAF models. They are still the only trucks that have been developed from the ground up on the basis of new European regulations, with all the accompanying benefits. At DAF we are constantly improving what we do, with the result that the New Generation DAF trucks are now even more efficient, safer and more comfortable. In short, the best trucks on the market are now even better.

‘Powering your success’ is also an important element of our recently launched ‘Plug & Play’ programme, an effective concept aimed at making the building of rigids even more efficient, both for the bodybuilder and, more importantly, for you, the customer. Cornelis van der Lee, Director Rigid/Vocational, explains everything in detail in this magazine.

DAF’s Chief Engineer Jeroen van den Oetelaar also describes how DAF is working on many different fronts to ensure a sustainable future for road transport. Electric, hybrid, hydrogen-powered engines, the fuel cell and, of course, the constantly evolving combustion engine – we are going to need a lot of different technologies to facilitate the energy transition. And DAF is ready!

What do our customers make of the ways in which we contribute to their success? You can read all about that in this edition, too. Their satisfaction with our products and services is the main reason why we continuously improve everything we do. And we do that for our customers. For you.

**Harald Seidel**  
President,  
DAF Trucks N.V.



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DAF introduces another new standard in efficiency

# 'POWERING YOUR SUCCESS'

**When DAF lifted the curtain on its new generation XD, XF, XG and XG+ in 2021, there was a great stir of excitement. Developed on the basis of the new European regulations for vehicle weights and dimensions. The new standard in safety, comfort and, last but not least, efficiency. The next step is now being taken with a range of new innovations. Once more, a new standard is being set.**

*Text: Rob van Tilburg*

**D**AF's outstanding new vehicles for regional, national and international transport are nothing short of revolutionary. The new European regulations presented an opportunity to extend the front of the trucks by up to 16 centimetres, with the aim of achieving the best possible aerodynamics, contributing significantly to the 10% improvement in fuel efficiency and reduced CO<sub>2</sub> emissions of which DAF is rightly very proud. The New Generation DAF trucks combine this optimal efficiency with the highest levels of safety, while the driver is pampered to by the unparalleled amount of space and the superb design of the cabs. No wonder DAF's new models have won almost every prestigious prize in Europe. From 'International Truck of the Year' to 'Green Truck of the Year' and from 'Fleet Truck of the Year' to 'Best Industrial Design'.

The success story of the New Generation DAF is set to continue with a stunning sequel. As part of the successful philosophy behind DAF Transport Efficiency, a series of innovations is being introduced that will make the XD, XF, XG and XG+ even more attractive for businesses and drivers alike. Even more efficient thanks to the innovations in the engine and powertrain and with a broader vehicle specification that is geared even more towards maximum efficiency. Safer for the driver and other road users thanks to an impressive series of safety features that are now standard. And even more comfortable as a result of innovations in the powertrain that facilitate better driving behaviour and an ultra-low noise level.

### THE POWER OF EFFICIENCY

Many transporters have already discovered that the 10% improvement in fuel efficiency with the New Generation DAF trucks is not a hollow promise. In fact, the models currently ushering in the next chapter in this success story – distinguished by the subtle chrome accents in the upper air vents – are set to enhance that improvement by another 3% – the result of improved valve timing, a new cooling pump and a new air compressor in the legendary PACCAR MX-11 and MX-13 engines. Other features that make an important contribution are a new pinion design for the rear axle and new rear axle reductions.

Besides this, DAF is expanding the standard equipment of most of the 4x2 and 6x2 versions with – amongst others – predictive cruise control (PCC), tyres with extra low rolling resistance and digital camera's instead of mirrors.\* Transporters who previously ordered their New Generation DAF trucks without these features can add another 6% extra to the 3% saving on fuel already provided by the new powertrain. In daily practice, the fuel efficiency gains will be even greater, as spoilers are now also standard, the benefit of which strongly depends on the vehicle type. Once again, DAF has taken impressive steps to reinforce its leading position in the field of transport efficiency.



It is also worth noting that DAF is offering several models that fall directly under Class 3 in the German Maut toll system. Transport firms that drive regularly in Germany know that this can save thousands of euros on toll charges.

The new PACCAR Connect online fleet management platform also makes it possible to improve performance per kilometre. Today, each new DAF is delivered as standard with a ten-year subscription to this outstanding system that facilitates 24/7 monitoring of the performances of fleet, truck and driver. Existing fleet management systems can also be easily integrated into PACCAR Connect. Transport efficiency at its very best.



\*) Depending on market and model



## THE POWER OF SAFETY

With the introduction of new vehicle dimensions, the aim of the European Commission is primarily to improve road safety. The expansive windscreen and low belt lines that DAF offers guarantee unparalleled direct vision, especially when the customer opts to add a kerb view window on the passenger side. Advanced camera systems, such as the DAF Digital Vision System (now standard on the vast majority of models) and the unmatched DAF Corner View, show that the New Generation DAFs are also leading the way with regard to indirect vision.

The newest models also come as standard with the latest safety systems that offer protection not only to the driver but also to the most vulnerable road users. The Advanced Emergency Braking System (AEBS) uses radar sensors and a camera to automatically activate an emergency stop when necessary in order to prevent a collision. Drive-off Assist warns the driver of vulnerable road users in the vicinity of the truck when they are about to set off. DAF Side & Turn Assist does the same when pedestrians, cyclists and other road users find themselves in the truck's blind spot, even when that spot is at the very end of the trailer. The list of features is almost endless and it clearly demonstrates DAF's power in the area of safety.

## POWER OF COMFORT

Drivers already familiar with driving a DAF XD, XF, XG or XG+ will probably say: "You mean they've made the truck even more comfortable?" They may find it hard to believe that the answer is "yes". Because, thanks to the new powertrain, the PACCAR MX-11 and MX-13 engines now have a lower rpm at cruising speed, which makes them even quieter. In addition, the automatic gearboxes facilitate even more responsive gear shifting, especially when going uphill, which is of enormous benefit to the driver.

**"THE BEST TRUCKS  
ON THE MARKET ARE  
NOW EVEN BETTER"**

The new functionalities in PACCAR Connect demonstrate that driver comfort is also a matter of practical details. Routes can be sent directly from head office onto the display on the dashboard and show a range of different options for the first and last kilometres of a journey. Drivers will be very happy with this feature. 'The best trucks on the market are now even better' – this one sentence sums up the many innovations that DAF is adding to its multi-ward-winning XD, XF, XG and XG+ models. To bring efficiency, safety and driver comfort to an even higher level. And all with one goal in mind: to power customer success. Every single day, every single kilometre. Fully in line with the philosophy of DAF Transport Efficiency.



## **DAF TRANSPORT EFFICIENCY**

DAF knows better than anyone what motivates you as a transporter: getting the most out of every kilometre. In other words, optimal vehicle availability for the lowest possible cost per kilometre.

A truck has to drive, day in, day out. And in the most profitable manner possible. That's why we deliver trucks that excel in terms of reliability and lifespan, with service intervals of up to 200,000 kilometres and industry-leading low levels of fuel consumption. A DAF can be specified right down to the smallest detail, has a low kerb weight and high load capacity and offers an impressive residual value after many years of loyal service. All part of DAF Transport Efficiency.

Our goal is for you to achieve a high return on investment, that's our philosophy. But it goes further than that, much further.

PACCAR Parts' first-class parts service – as well as DAF's unmatched International Truck Service (ITS) – guarantees maximum vehicle availability. PACCAR Financial Services offers attractive financing for low operational costs. And a MultiSupport Repairs and Maintenance contract provides maximum clarity from day one. Not to mention PACCAR Connect, the online fleet management platform that provides perfect 24/7 insight into the performance of your fleet!

DAF Transport Efficiency is a complete programme of products and services. Indeed, it is a philosophy. Our philosophy. One that can be found in all aspects of our business. From well-trained sales consultants and technicians to special programmes for parts for all brands of trucks and trailers. so that you can find all the services your fleet needs at one address: your DAF dealer. Because your return is our goal.



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**The new Conti Eco HS 5 and HD 5.**  
German engineered fuel saver for  
mixed regional and long-haul applications.

Generation 5. Together We Make A Difference.



Jeroen van den Oetelaar, Chief Engineer DAF Product Development:

## “SUSTAINABILITY IS A SHARED RESPONSIBILITY”

Europe has set the truck industry a number of very challenging goals. The trucks that will roll off the production line in 2025 must emit 15% less CO<sub>2</sub> than the trucks produced in 2019. In 2030 that figure will have to be 45%. “There is no single technical solution for the wide diversity of transport applications,” according to Jeroen van den Oetelaar, Chief Engineer DAF Product Development. “But let’s first make sure the preconditions for achieving zero emissions are achieved on time!”

by Henk de Lange



## IT'S IMPRESSIVE TO SEE WHICH STEPS ARE ALREADY BEING TAKEN TO ACHIEVE A SUSTAINABLE FUTURE FOR ROAD TRANSPORT



“All truck manufacturers, ourselves included, are working hard to find cleaner and more sustainable transport solutions,” Van den Oetelaar assures us. “Electric, hybrid, hydrogen-powered engines, the fuel cell – we have all of these technologies at DAF and at our parent company. And don’t forget the modern combustion engine, either. For the foreseeable future it will be a sustainable option for long-distance transport in particular, especially when we start using the HVO and CO<sub>2</sub>-neutral fuels that are gradually appearing on the horizon. And, as of next year, we will be offering engine models that can run on B100 FAME biodiesel, for example. Neither should we forget that in addition to all our efforts to reduce CO<sub>2</sub> emissions, the truck industry is also investing heavily in the new Euro 7 legislation. It will come into force in 2029 and will mean a reduction of 56% in NOx and 39% in particle emissions compared with the current Euro 6 norm. A big challenge in itself.”

### ALREADY AT 90%

Despite the many developments in Europe at the moment in relation to alternative powertrains – of which the electric and hydrogen-powered versions are the most eye-catching – DAF’s chief of development bemoans the fact that Europe is still not grasping all of the opportunities to significantly reduce CO<sub>2</sub> emissions. Things that can be done now and in a relatively simple manner. “I’ve already mentioned HVO. For the authorities, the use of HVO doesn’t count as part of our efforts to achieve the required CO<sub>2</sub> targets. That’s a missed opportunity. Because with HVO we could achieve a 90% reduction in CO<sub>2</sub> emissions immediately without having to make any changes to our trucks or infrastructure. And this applies to all of the trucks currently driving around in the EU. If we achieve the EU objective of a 45% reduction in CO<sub>2</sub> emissions by 2030, there will be 400,000 zero

emission trucks driving around in Europe but the majority of the trucks on the road will still have a combustion engine.”

### GLOBAL PLAYER

In Van den Oetelaar’s own words, as a subsidiary of PACCAR, DAF is a global player. “We combine our development activities with those of our sister companies, Kenworth and Peterbilt, and divide them up strategically between us. DAF has already launched a series of fully electric trucks onto the market with ranges of up to 500 kilometres. And we have also completed very successful field tests with hybrid vehicles. The development of zero-emission hydrogen engines is very promising and I can see them coming onto the market in the next few years. PACCAR has also completed a long-running test in the US together with Shell and Toyota involving trucks that use a fuel cell. Kenworth and Peterbilt have already



announced that they are going to commercialise the technology. This all shows that as a leading and global truck manufacturer we have several irons in the fire with regard to sustainable road transport. Ultimately, there is not going to be one single technology for all of the different transport applications. Driving around a city in a truck with a light load is very different from driving a 40-tonner from Copenhagen to Milan. The choice of technologies should be left to the market and the truck manufacturers. That’s the message I have for Europe.”

**WHAT ABOUT THE LEGISLATION?**

DAF is working very hard to meet the strict European demands. Not only because it has to, but particularly because DAF wants to make a substantial contribution to achieving a sustainable world. However, in order to combat climate change, the preconditions need to be broadened. Van den Oetelaar: “The availability of zero-emission trucks is not the bottleneck. Just look at the XB, XD and XF Electric that we have available in our portfolio at DAF. One thing that public opinion often fails to take into account is that trucks are bought using a calculator. There has to be a business case. Trucks have to make money, every single day. In addition to making electric vehicles viable for a transporter, the required infrastructure has to be put in place so that zero-emission trucks are actually able to drive around Europe. The responsibility for that lies not only with governments but also with the energy suppliers.”



**FROM GUIDELINES TO LAWS**

Therein lies the key to ensuring that zero-emission trucks can be used on a large scale. “The role of the EU, as I see it, is to reinforce the obligation on member states to accelerate the roll-out of the



infrastructure,” says Jeroen van den Oetelaar. “At the moment all we have is guidelines in the form of the Alternative Fuel Infrastructure Regulation (AFIR, ed.). There is no obligation involved, no law, and that makes the parties involved less willing to invest. To achieve a 45% reduction in CO<sub>2</sub> emissions by 2030, we need 50,000 public charging stations in Europe, including 35,000 Mega-watt chargers, each one with a charging capacity equal to the electricity requirements of a small town. The development of the required network along the most important transport corridors in Europe is progressing far too slowly. This demonstrates once again that achieving sustainable road transport is a shared responsibility. Vehicles, a solid financial plan, infrastructure. It’s like multiplying x, y and z: if one of them is zero, the grand total will also be zero.”

“It’s impressive to see which steps are already being taken to achieve a sustainable future for road transport.” says Van den Oetelaar in conclusion. “For us, there’s a lot more to it than just delivering new generations of electric trucks. As a professional partner in the energy transition, we offer our customers a wide range of charging points, provide drivers of electric trucks with specialised training and support transporters – including with the new PACCAR Connect – in their efforts to get the most out of their electric trucks. We are seeing a significant increase in the interest in electric trucks, especially now that ranges are increasing and that covering up to 1,000 zero-emission kilometres per day on a single charge is now appearing on the horizon. This means that electric transport over long distances is already a reality.”





## XDC

- **Type:** XDC 450 FAD
- **Year of construction:** 2024
- **Max. Power:** 330kW/449 hp
- **Gross vehicle weight:** 33,000 kilo's

Concrete mixers A1600 and XDC:

# FIFTY YEARS OF EVOLUTION = REVOLUTION

**Half a century ago, as a concrete mixer driver you were more than happy to be driving a DAF A1600, the cream of the crop at the time. But when you compare the A1600 from 1968 with DAF's ultramodern 8x4 XDC you can see just how much things have changed in the space of fifty years.**

*By Henk de Lange*

'Kikker-DAF' (Frog-DAF) was the pet name given to the DAF A1600 and you only need to look at the headlights on this charming old truck to see why. An old concrete mixer like this one is a rare find, as they were usually driven to a complete write-off in the old days. Back then, the drums on concrete mixers had a capacity of three to four cubic metres – an enormous contrast with the nine cubic metres that a modern 8x4 chassis can carry these days.

## **PURE NOSTALGIA**

When you try to climb on board the A1600 you quickly realise the giant steps ergonomics has taken over the past five decades. With the Kikkerdaf you first have to place your right foot on the step behind the mudguard before grabbing hold of the door handle near the back of the cab. You then manoeuvre your left foot onto the thin edge of the mudguard, which although covered in rubber is only a few centimetres wide. After that it's 'merely' a matter of holding onto the steering wheel while swinging yourself into the cab.

## A1600

- **Type:** A1600
- **Year of construction:** 1968
- **Max. Power:** 110 hp
- **Gross vehicle weight:** 13,000 kilo's



### SEAT WITH SIMPLE SUSPENSION SYSTEM

And then finally you are settled into the driver's seat, which back then had a simple suspension system – mechanical of course. The view of the basic dashboard is surprisingly good: the set-up is simple, with a large speedometer on the left, a rev counter on the right that goes up to 3,000 and in the middle a temperature gauge and a fuel gauge. The engine is situated right between the driver and the passenger. An insulated hood has the job of keeping the noise down and the cab cool. It must have been very hot in there during the summer.



### AND NOW...

There's almost no comparison with the ultramodern DAF XDC FAD, which has a mixer drum almost twice the length of the DAF 1600! Although the cab is much higher than on the Kikkerdaf, it's a lot easier to climb aboard. The seat is comfortable and has excellent suspension, the leather-wrapped steering wheel is adjustable, the aircon keeps everything cool and the dashboard wouldn't look out of place in a luxury car.

And the drive? The manual gearbox on the 1600 is not synchronised and that means double-clutching. Taking the Kikkerdaf out for a spin is hard work. Then the XDC: it sits higher on the wheels for off-road use and boasts four-wheel drive. Flip the switch on the steering column to 'D' and the automatic transmission is ready to go. Press lightly on the accelerator and the DAF is set noiselessly in motion. The large windscreen, low belt lines, extra window on the passenger's side and ultra-smart (and standard!) Corner View Camera ensure an unobstructed view of the many obstacles that appear to have been scattered aimlessly around the construction site. In the meantime, the driver can casually retrieve a refreshing drink from the fridge. Half a century of evolution. Breathtaking!



Cornelis van der Lee, Director Rigid/Vocational at DAF

**“NO TWO RIGIDS  
ARE THE SAME”**



**WE WERE CONVINCED THE SPECIFICATION PROCESS COULD BE MADE MUCH EASIER**



**The first DAF truck was a rigid. Based on more than 75 years of experience, DAF recently launched ‘Plug & Play’, an effective concept with the aim of optimising the specification, ordering and body-building processes for rigid trucks. Making life easier for the client, the body builder as well as the dealer. Cornelis van der Lee, Director Rigids/Vocationals at DAF: “It’s the reason why every rigid should be a DAF, really.”**

*By Rutger Sylvester*



Not only the chassis can be prepared in advance, DAF also makes sure the connectors are installed correctly so that the information display on the dashboard and the switches in the cab can communicate with the superstructure and vice versa.

**A**nyone who has ever composed a completely new rigid knows it can be a very time-consuming task. Only those vehicles that have been specified down to the very last detail can deliver a return on investment. Van der Lee: “Custom design is always required. But that takes time and demands a lot of planning. There are often hundreds of options to choose from. We were convinced the specification process could be made much easier.”

Subsequently, the engineers at DAF consulted customers and 25 leading bodybuilders in Europe. DAF’s dealers – who advise customers when specifying the chassis for their rigs – were involved, too. Van der Lee: “We asked them all the same question: how can DAF support you in the best possible way when assembling our trucks here in the factory? We wanted to drastically shorten the turnaround time for the installation of superstructures on the chassis and make everything as convenient as possible, while still aiming for first-time-right.”

## INNOVATION

The result of those discussions is a unique initiative that once again underlines the innovative character of DAF: ‘Plug & Play’. This programme makes it possible for the transporter, bodybuilder and dealer to jointly select specified and tailor-made superstructure options in advance in the DAF order system. The customer chooses the bodybuilder they wish to work with and is then presented with a number of options. The truck is specified with a few clicks of the mouse and both the factory in Eindhoven and the bodybuilder can get down to work.

“The underlying principle is that after the superstructure has been mounted on the chassis (on the ex-factory installed carrosserie

mounting modules, ed.) all that needs to be done is to link the connectors and the superstructure is ready for use. Customers and bodybuilders have told us how this has helped reduce the turnaround time from more than two months to only one week.”

## PLUG & PLAY FOR ALL

The Plug & Play programme is based on an intensive joint effort involving 25 leading bodybuilders. However, DAF has also made the platform available to customers who want to have a crane, dumper, mixer or container unloading system installed by a different bodybuilder. Van der Lee: “What we see is that when mounting these kinds of superstructures, around 70 to 80% of the time the bodybuilder expects more or less the same thing from a truck. Customers and dealers can indicate to almost every bodybuilder which universal ex-factory preliminary work is required for an extremely fast installation of the superstructure.” And it’s not only the chassis that can be prepared in advance. DAF also makes sure the connectors are installed correctly so that the information display on the dashboard and the switches in the cab can communicate with the superstructure and vice versa. All of this ensures the highest quality and maximum operational readiness.



## EACH DAF IS BODYBUILDER-FRIENDLY

Flexibility is part of the DNA of each and every DAF truck. This means that components such as fuel tanks, air tanks and the Compact Unit in the Exhaust Aftertreatment System can be mounted on different locations on the fully flat chassis, depending on the transporter or bodybuilder’s own preferences. The superstructure can be mounted quickly and efficiently in combination with the DAF Body Attachment Modules (BAM) that have already been installed ex-factory. This also reduces costs and guarantees quick entry into service.



New online fleetmanagement system

# PACCAR CONNECT MAKES LIFE EASIER

**‘Simplify your life’ or in other words ‘we make your life as a transporter easier’. That ‘s the PACCAR Connect message. As a transporter, you want to know everything about your fleet: where your trucks are driving, how much fuel they are using, the condition they’re in, when they require servicing and so on. The new PACCAR Connect offers all of this and more.**

*By Henk de Lange*

**T**ransport firms use a lot of different systems to monitor and optimise the efficiency of their fleet; from planning programmes and fleet management systems to toll boxes and navigation systems. All these different systems makes it difficult to keep everything organised.

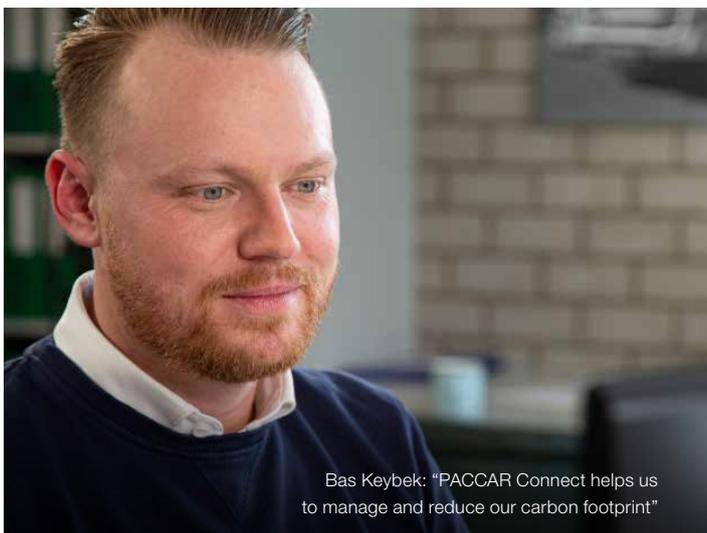
## **PLATFORM**

The PACCAR Connect system is very different from ‘normal’ fleet management systems currently on the market. In fact, PACCAR Connect is a platform. It seamlessly integrates the existing logistics systems of third parties, which allows the fleet owner to monitor their fleet ‘s logistical processes and performance all at once and in real time.

## **PERFECT FOR THE DRIVER**

PACCAR Connect helps to make the work of the driver easier and more efficient. For example, it can send routes plotted at headquarters directly to the truck ‘s navigation system. And PACCAR Connect is developing plenty of additional features, too, including the integration of other applications into the system, such as the various toll boxes that drivers often have lined up behind their windcreens these days. Wouldn’t it be great if they could





Bas Keybek: "PACCAR Connect helps us to manage and reduce our carbon footprint"

**Gering Furniture Transport in the Dutch town of Landgraaf specialises in the distribution of furniture. A crew of over 50 drivers keeps a fleet of 45 trucks (primarily DAFs) and 140 trailers on the road. Gering 's eye-catching green trucks can be found all over Europe. Director Bas Keybek has been a PACCAR Connect customer from day one. He shares his experiences.**

"Whenever we buy a truck we are always looking for more than just a vehicle. What we want is mobility", Keybek begins. "That's why it's so important to us that every truck is integrated into our fleet management system. All the data we need to do that is available in PACCAR Connect."

In today's world, the customer is demanding more and more of their suppliers in terms of sustainability. And the same applies to Gering Furniture Transport. Keybek: "We do our best to manage and reduce our carbon footprint. Our clients demand that from us. PACCAR Connect plays an important role in that by, for example, optimising our routes. It also allows us and our drivers to examine their fuel consumption and manner of driving together. There's always room for improvement in those areas."

**COMPREHENSIVE ANALYSIS**

"PACCAR Connect also helps us with regard to maintenance", adds Keybek. "Uptime is extremely important to us; standing still costs money. If we weren't using PACCAR Connect, we would be missing out on a lot of information, such as real time information on a driver's location. PACCAR Connect also allows us to carry out a comprehensive analysis of route data, including fuel consumption and the use of cruise control. As a result, we can support the driver in their efforts to reduce fuel consumption."



all be operated using one integrated system? And the tachograph as well. That would save the driver an awful lot of work. Not to mention the software updates for trucks that can be carried out remotely!

**EXCELLENT BASIS FOR FURTHER EXPANSION**

The introduction of PACCAR Connect represents an important step on the road to optimising transport efficiency. Connectivity – where the truck and its home base are digitally connected with each other – is the future and it will become increasingly important for operators who want to get the most out of their fleet.



TRUCK COMPONENTS

AND DAF  
PROUDLY PRESENT THE

NEW GENERATION DAF

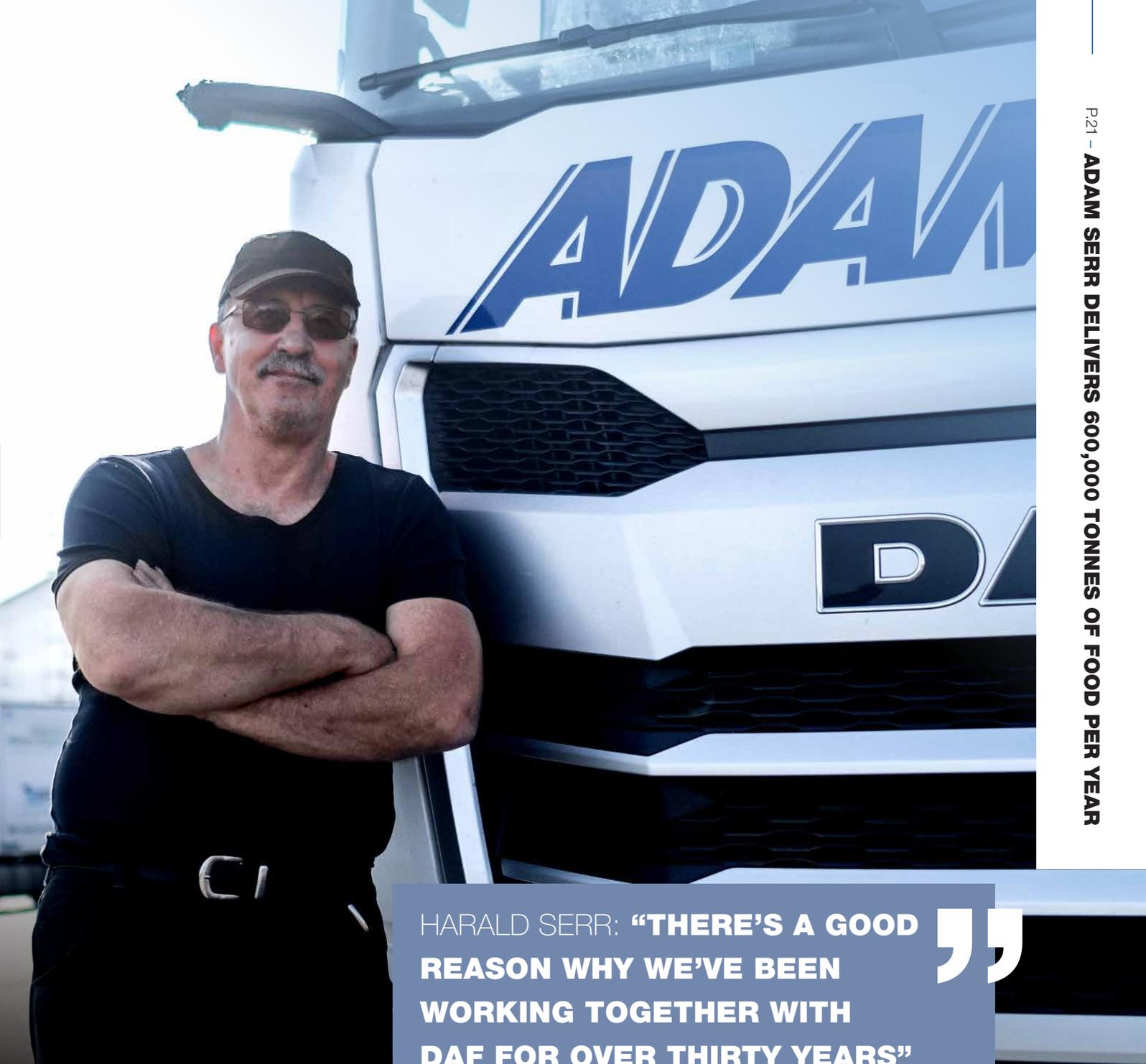


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HARALD SERR: “THERE’S A GOOD REASON WHY WE’VE BEEN WORKING TOGETHER WITH DAF FOR OVER THIRTY YEARS”

”

## ADAM SERR DELIVERS 600,000 TONNES OF FOOD PER YEAR

The Adam Serr Spedition transport company in Bad Wimpfen, Germany, earns its bread and butter by transporting those very same products. Each year, it distributes almost 600,000 tonnes of foodstuffs using 150 DAF tractor-trailer combinations.

*By Frank Hausmann*



The trucks at Adam Serr cover between 120,000 and 160,000 kilometres a year

Anyone who buys their bread, milk, fresh fruit or deep-frozen pizzas in Southern Germany can be pretty sure those products were delivered to the store by a DAF, as Adam Serr Spedition supplies a large number of the supermarkets south of the Main-Danube canal. The company employs 150 DAF tractors with a refrigerated trailer to ensure that the shelves are fully stocked with fresh and deep-frozen produce. Founded in 1946 in Heilbronn, Adam Serr Spedition has grown to become a genuine specialist in the transport and distribution of fresh, chilled and frozen foodstuffs.

### LATE DELIVERY? EMPTY SHELVES

In the food distribution business, uptime is crucial. Supermarkets don't maintain a large stock of their own products, so failure to deliver on time almost always results in empty shelves. And that's exactly why Adam Serr has been relying on DAF for over thirty years. The first DAF 95.330 ATIs have, of course, long since been replaced with trucks from the XF and XG series. The lifespan of a DAF tractor at Adam Serr is between four and five years and the company replaces 30 to 40 vehicles in its fleet each year. "We chose DAF because of its proven reliability. But also because the brand has the largest cabs on the market," explains owner and

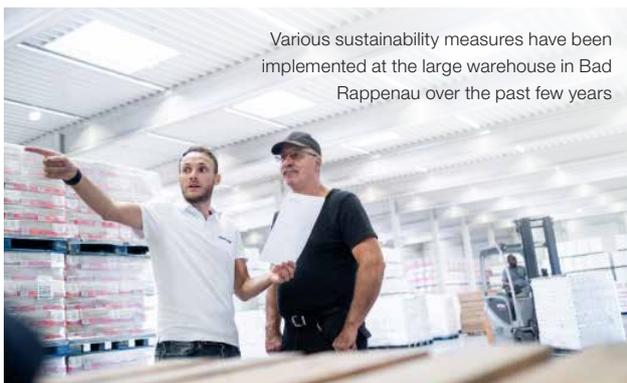
managing director, Harald Serr. "The extra comfort means that our drivers are very happy to drive a DAF. And it also helps us to recruit drivers, which is important given the current labour shortage. We generally buy twin-axle tractors with 480 hp and choose either the large XF Super Space Cab or the XG cab on the New Generation DAF trucks."

### SOUTHERN GERMANY

Adam Serr Spedition operates primarily in Southern Germany. "But we also deliver to other parts of Germany and even to neighbouring countries," says Harald Serr. "We usually drive double-deck trailers, or Doppelstock, as they are known here in Germany. Very efficient because that allows us to deliver to multiple addresses in one journey. You only need to look at our mileage: our trucks cover between 120,000 and 160,000 kilometres a year." Each driver has a tablet for communicating with head office, which sends them their loading and unloading locations and times. The telematics system provides real-time monitoring of the temperature in the refrigerated trailer, which can also be sent to the customer if required. And if all else fails, there's always the mobile phone.

### SUSTAINABILITY

Adam Serr Spedition also looks after its customers' warehousing needs and provides added logistics value. Naturally, the company conforms with all HACCP requirements and is a certified transporter of organic products. Various sustainability measures have been implemented at the large warehouse in Bad Rappenau in recent years, including the installation of energy-saving floor heating and solar panels on the roof that allow the building to be fully autonomous in terms of its energy needs. Pre-cooling and maintaining the temperature of the trailers on site and at the dock is all done with electricity generated on the premises. This saves on diesel and reduces CO2 emissions. And it still leaves enough capacity to provide the offices, workshop, filling station and



Various sustainability measures have been implemented at the large warehouse in Bad Rappenau over the past few years

washing facility with electricity. Any surplus is fed back into the national grid. Thanks to these efforts, Adam Serr Spedition won the Lean & Green Award for sustainability and the sustainable use of resources in 2017. The aim of the Lean & Green programme is to encourage companies to reduce their greenhouse gas emissions by at least 20 per cent within five years.

### 5% LESS CO2 EACH YEAR

At Adam Serr, the aim is to reduce CO2 emissions by five per cent each year. To that end, the company is switching over to LED lighting as of next year. Serr is also aiming to reduce water usage by 10 per cent compared with 2019 and to cut back dramatically on the use of paper.

### MAKING A CONTRIBUTION

The DAFs are also expected to make a contribution to these sustainability activities. The XG tractors already boast the extremely efficient PACCAR MX-13 engine, of course, as well as the most aerodynamic cab on the market. Adam Serr has also extended the side skirts on the chassis and limited the speed on all its trucks to 85 km/h. In addition, not only do the DAF Digital Vision System and DAF Corner View camera system guarantee excellent vision and improved safety, but they also improve fuel efficiency by an extra 1 to 1.5 per cent as a result of lower air resistance. Adam Serr also has its trucks fitted with the Luxury Air driver's seat and parking cooler. Because in Bad Wimpfen they know that a relaxed and well-rested driver is a safe driver.

### IN-HOUSE MAINTENANCE

Adam Serr maintains and repairs all of its trucks itself. As an official DAF partner, the workshop is equipped with all the required diagnostic tools. Serr even has its own recovery truck for breakdowns. "For our maintenance and service requirements, we

work closely together with EBB Truck-Center Heilbronn and with DAF itself. The lines of communication are short and that makes it easier to acquire new parts and maintain our stock of spare parts. There's a good reason why we've been working together with DAF for over thirty years," says Harald Serr. He recently ordered two electric charging stations from PACCAR Parts, each with four charging points and a 360 kW charging capacity. Because the first DAF XF Electric trucks are due to be delivered to Adam Serr in January 2025. All with the aim of delivering foodstuffs in a quieter, more efficient and environment-friendly manner to supermarkets.



Still diesel-powered; soon to be accompanied by electric



The washing facility is powered by electricity generated by solar panels



The DAFs also make an important contribution to the sustainability initiatives at Adam Serr



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Simone Gheller from Overservice on DAF:

**“EFFICIENT AND  
WITH AN OPTIMAL PRICE-  
PERFORMANCE RATIO”**

Delivering meals to hospitals and retirement homes is a responsible job. That's why Overservice in Vicenza, Italy, relies on DAF.

By Henk de Lange

**O**verservice was established in 2005 by Simone Gheller. Initially, he specialised in the transport of fresh products. In 2008 he purchased a warehouse and took his first steps in the world of logistics. At the time, the fleet consisted of five vehicles; by 2012 it had grown to thirteen. All second-hand.

## QUALITY

Satisfied with the size of his business, Gheller decided to invest further in quality by increasing the number of temperature zones and movable partitions, introducing remote-controlled temperature gauges and, of course, investing in quality trucks. His search for that last missing piece took until 2016 when after trying out a number of brands he opted for DAF. "Extremely reliable trucks," he explains. "Efficient and with an optimal price-performance ratio." The Overservice fleet now has 14 trucks, the majority of which are DAFs. Replacement trucks in the event of a calamity are no longer needed and if something unexpected does happen, Gheller can always depend on his dealer. "They have really helped us to specify the right vehicles. Most of our trucks are used for short trips between Veneto, Friuli and Lombardy. But we also drive longer journeys on fixed dates to Piemonte, Genoa and Rome that can take several days. We always have a truck available for every kind of job."

## SPACIOUS, COMFORTABLE AND EFFICIENT

For urban and regional distribution, the firm chose the LFs, primarily the 19-tonne version. The longer routes to Genoa in the north required them to consider two important factors: the 700-kilometre journey meant that the driver needed more working and living space, as well as more comfort and a bed. However, the lack of space to turn at the final destination also demanded sufficient manoeuvrability and optimal vision. Overservice found the ideal solution in the DAF XD complete with sleeper cab. "The employee who drives it is well over six feet tall but he sleeps like a baby in that truck."

## LOWER FUEL CONSUMPTION

When the XD is compared with its predecessor, the numbers clearly justify the investment: "On a hilly motorway like the one to Genoa, the XD consumes only 18.6 litres per 100 kilometres, while its predecessor needed 21.5 litres. Which was also very good, of course! However, it means that we save around twenty litres on each journey now. Given that we cover the route thirteen times a month, the result is a saving of 260 litres per month, which is over 3,000 litres per year. No prizes for guessing what that saves us in money."

For the long journeys to Rome, Overservice uses a three-axle XF rigid with 330 kW/450 hp. "It only needs 20 to 21 litres per 100 kilometres. Yet another model of efficiency."



**THE EMPLOYEE IS WELL OVER  
SIX FEET TALL BUT HE SLEEPS  
LIKE A BABY IN THAT TRUCK**



### **THE VALUE OF LOGISTICS**

Overservice will take its next step along the growth curve with the opening of a new 2,200 m<sup>2</sup> distribution centre strategically located between Vicenza and Padua. "The warehouse will serve as a hub between the different customer locations," says Gheller. "We hope it will reduce the number of kilometres we drive and the expansion should also help to increase our margins, which have been under severe pressure for some time because of rising costs."

### **FROM FATHER TO SON**

Taking care of the driver is very important at Overservice. "We want our drivers to be comfortable and to enjoy their work. For example, we consult with them on holiday plans as early as

January and try to accommodate everyone's wishes. The new distribution centre means we won't have to cover unnecessary kilometres anymore and will be able to load and unload whenever it suits us best. That benefits the driver, too. And our DAF trucks make their work more enjoyable as well, of course. My eldest son, Simone, agrees with me on that. He got his driving license last year and is now working here as a driver."

His younger sons are also planning to join the team at Overservice, meaning that the continuation of the business – a major challenge for many family-run transport firms – won't be a problem.

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