



Truck talk



The evolution of a winner



MotorTransport
Awards 2009

The DAF CF85 has just been awarded Motor Transport's Fleet Truck of the Year 2009. It is an astonishing ninth time in the last 15 years that the CF85 has carried off this prestigious award!

Every year is a fresh challenge and every time the CF85 wins it's a major achievement. This year, the CF was measured against four other finalists: the Volvo FM, Mercedes Axor, MAN TGS and the Renault Premium - all aimed at precisely the same segment of the market as the CF85. Turning to the judges, the panel was made up of 25 large UK fleet operators - all with in-depth, first-hand experience of Europe's truck manufacturers and their individual model ranges. They know what's important to operators and they don't make decisions lightly.

The panel's verdict therefore carries a great deal of weight:
'The CF85 meets all of an operator's needs for reliability, back-up, cost management and driver satisfaction. By far the best overall vehicle.'



Evolution

In 1994, the 85 Series was a great truck, 15 years on and its successor is still winning. The reason for its continued success is evolution - not revolution. The most important product attribute to an operator is reliability and to DAF that means the consistent and continuous application of tried and tested, proven design and technology. With the CF85, the overriding priority is supreme reliability and it is that goal that drives its evolution. Its winning formula is due to its adaptation to the changing needs of fleet operators - maximum productivity and minimum downtime, and to legislation - primarily safety and the environment.

DAF

Motor Transport Roadtests		Emissions	GCW	MPG	Payload	Av MPH	Productivity
1993	85.360	Euro I	38 t	8.04	24.25 t	44.7	8715
1997	85.400	Euro II	38 t	8.47	23.23 t	44.8	8815
1998	85CF.380	Euro II	38 t	9.30	24.11 t	41.3	9260
2002	CF85.380	Euro III	40 t	8.55	25.40 t	44.7	9707
2003	CF85.430	Euro III	44 t	8.28	28.69 t	46.4	11022
2004	CF85.480	Euro III	44 t	8.43	29.28 t	45.2	11157
2008	CF85.460	Euro V	44 t	8.90	29.50 t	45.8	12025

Productivity

For years DAF has identified fuel economy and productivity as fundamental business propositions. As shown in the table, in 1993, the 85 Series recorded 8.04 mpg - one of the first vehicles at 38 tonnes (the maximum GVW) to exceed 8 miles to the gallon. The following year, the 85 Series beat all its competitors in *Motor Transport's* Trans Euro test for productivity:



'It exceeds anything from 330 to 380 bhp for productivity and economy.' It was duly awarded Fleet Truck of the Year for the first time.

Factoring in mpg, payload and average kph gives a 1993

productivity figure, as shown in the table, of 8715. Comparing that with *Motor Transport's* results in 2008, gives the 44 tonne CF85.460 a productivity factor of 12025 – an improvement of 38%.

That's 38% more work per litre than 16 years ago.

That's evolution.

Fuel economy

The 2008 figure for fuel economy of 8.9 mpg means the CF85 used less fuel per tonne of goods carried than any other vehicle ever tested by *Motor Transport*. And it was at Euro 5.

That's 35% less fuel per tonne/km than 16 years ago

Quoting *Motor Transport* again:

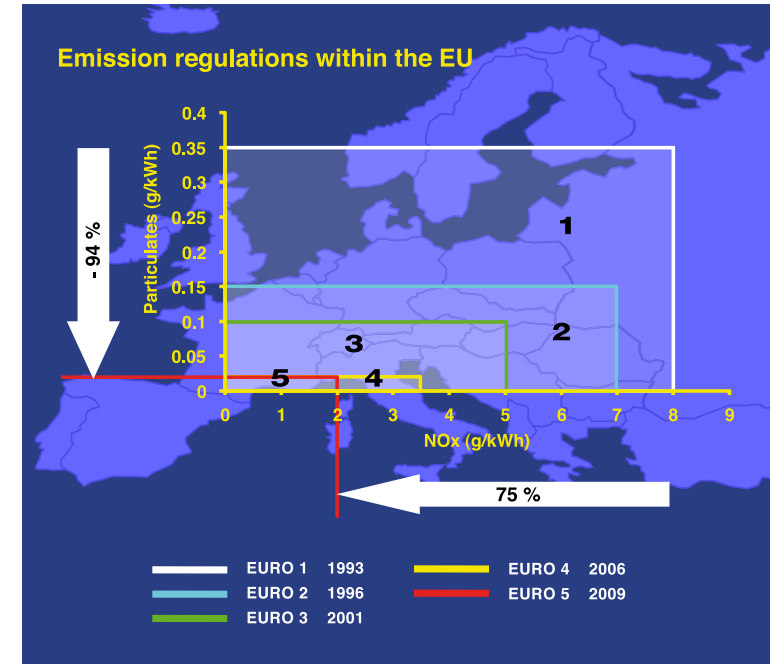
'Right across the board the DAF posts excellent mpg figures...From a productivity bias, the CF is almost everything you need from a 44 tonne unit: frugal, light, comfortable and spacious.'

That's evolution.



Care for the environment

Back in 1994, DAF was the first manufacturer to offer Euro 2 level specification across the model range – well ahead of its implementation date. More recently, DAF has adopted the same approach to Euro 5 – offering it across the model range 18 months ahead of implementation.



Over the 16 year period, DAF and the European truck industry have made astonishing progress in the reduction of harmful exhaust emissions. Particulate emissions have been cut by 94% and NO_x by 75%. At the same time, as the CF85 uses 35% less fuel per tonne of goods carried, and fuel consumption and CO₂ emissions are directly proportional, it means that carbon emissions are also reduced by 35%.

The CF has evolved into a very environmentally-friendly means of transporting goods by road.

Driver appeal

So the CF85 clearly makes good business and environmental sense. But there's little point in owning the most productive truck if drivers are not happy with it. From the start the cab was designed for the driver. In 1994, the cab was recognised as providing the driver the largest space in which to operate – height, reach and, importantly, footwell size.



Today, the CF still has the largest driver's working area in the fleet class of trucks and driver comfort is still the main priority for DAF's product planners: all part of 'evolution improving the breed.'

Safety

The same is true of safety. Today, the CF offers, among other safety features, Xenon headlamps, axle load monitoring, driver's airbag with seat belt pre-tensioners, Adaptive Cruise Control, Vehicle Stability Control and Lane Departure Warning System and a verbal parking brake warning. DAF's telematic systems not only contribute to safety, they also lead to better fleet management.

That's evolution.

The largest dealer network in the UK

But a truck is only as good as the organisation behind it. 15 years ago, DAF had 113 dealers 'providing more heavy truck experience, commitment and geographic coverage than any competitor.' Now DAF has a 139 strong dealer network – the largest in Britain – with the same overriding priority of service to the customer. They are now open longer to allow extended out of hours servicing. The development of DAF's Back-Up is all part of the evolutionary process.



DAFaid has maintained the standards with which it has become the industry's yardstick. In the early nineties, in a comparative independent test, DAF beat all the competitors to the breakdown. Now, DAFaid remains the premium service - helped by the recent installation of electronic navigation and communication in DAFaid vans to locate and control the nearest appropriate van. The average response time from call out to arrival on scene is now just 46 minutes and within a further 47 minutes the truck is back in operation.

That's evolution.



The genius of evolution

Ultimately, evolution comes about through a combination of factors. In product terms, it is the determination to optimise reliability. In customer service terms it is the drive to perfect the Back-Up offered to operators. This is summed-up by Jim Cardillo, President of PACCAR, when he heard about the recent award of Fleet Truck of the Year 2009:

'Great news and a great accolade for your team. One thing I have come to realise about the British market is that the product is only one piece of the equation. And that the DAF UK team and dealer network deserve a large share of the credit.'