

Formosa Plastics Commercial Vehicles: one decade and beyond



The China Post news staff

Ever since Formosa Plastics Commercial Vehicles entered the truck industry in Taiwan in 2006, it has worked tirelessly to market its brand name, one step at a time, to create a diverse variety of vehicles to meet the transportation needs of customers for close to 10 years. Starting with its FTG three-wheel tractor and building up to its two-wheel FT model, the FAR large truck, the FTT 6x4 tractor, as well as the mid-sized LF and LF Hybrid model, Formosa Plastics Commercial Vehicles leads the island in market share in products ranging from 12 to 43 tons. After it introduced a one-of-a-kind automatic transmission model, Formosa Plastics has gained praise on the market for creating a breakthrough in Taiwan's truck industry. The most important contributions to this change are fuel efficiency and a safer and more comfortable driving experience — in other words, a vehicle that delivers emissions reductions and meets corporate social and environmental responsibility.

In 2014, Formosa Plastics Group executive Wilfred Wang and Taiyu Automotive CEO Chen Sheng-guang led Formosa Plastics Commercial

Vehicles to incorporate well-known European small truck manufacturer Iveco, and will soon sell the Iveco Daily — a 3.5-to 7-ton truck with sales of 2.6 million vehicles in Europe — in Taiwan. The introduction of the Daily to Taiwan breaks with the tradition of using primarily Japan-produced vehicles, generating shockwaves on the island. European standards of safety and high degrees of ruggedness are hard to match. The Iveco Daily's advanced and ultra safe ninth-generation electronic stability program (ESP), when compared to regular Japanese-engineered vehicles, clearly demonstrates that Formosa Plastics is giving a high degree of attention to driver safety, as the firm believes profit and safety go hand in hand.

As Formosa Plastics Commercial Vehicles moves toward its first decade, it has already proven to be a market leader in vehicles ranging from 3.5 to 43 tons. Starting from 2014, it is now selling the new CF65 model (17 tons), the CF 85 FAC 8x2 heavy tractors and the 460-horsepower FT 4x2. The most crucial aspect is that all vehicles will utilize engine braking systems to ensure the highest level of safety, making Formosa Plastics and

DAF vehicles champions of safety in the transportation industry. Aside from attaching importance to meeting the demands of transportation, DAF's strengths lie in being able to provide better safety and fuel efficiency. Formosa Plastics and DAF vehicles are the first of their kind in Taiwan to launch advanced emissions-reducing green technology with the introduction of the LF Hybrid. This vehicle, aside from using a fuel-efficient engine, also takes advantage of a lithium battery system, providing an interchangeable power source, with energy savings of up to 20 percent. More critically, this leads Taiwan's truck market in an important first step toward a greener side.

Formosa Plastics and DAF vehicles, featuring sophisticated refinement to meet the highest quality demands of industry customers in Taiwan, will officially launch the DFA XF 105, a 510-horsepower bestseller on the European market. The spacious, comfortable and safe addition will once again prove the company's leading position in the Taiwanese heavy vehicles market. In addition, it will allow the drivers of heavy vehicles to experience the advantages of an environmentally friendly, safe and comfortable vehicle. ■