

Press Release

Paris, October 2013

The words „customer satisfaction“ or „customer is king“ is a controversial statement if you are a company like Telma SA and a tier 1 supplier to the commercial vehicle industry (OEM). Our customer is not the final end-user or the driver who operates the Telma Retarder to slow down his vehicle and has the benefits of additional safety, less brake wear and the increase of comfort.

Our OEM clients are asking for technical advantages or commercial benefits against a market demand that is driven by “life cycle cost” and or “Return On Investment” with a focus on reducing downtime.

Telma is also confronted with the emission evolution to EURO 6 and the fact that vehicle brake systems and the use of the retarder are becoming an integral part of the power-train design with a constant requirement to adapt to the electronic platform of the different OEM customers. Last but not least is the push for more “environmental responsibility” or the increase for legislative safety of a design, use and life-cycle of the product.

What does this has to do with the “press release” of Telma SA...? Well Telma is answering with the new product line of the AF retarder range to all the before mentioned requirements.

The AF product design was based on weight reduction with the focus on size of the retarder, while the customer interface requirement was on electrical consumption or free ground clearance.

The AF range is also taking care of the economical request to optimize cost against the potential of the brake torque. This is possible due to design, experience and know-how of the Telma Team.

Telma designs to the future OEM requirement norm ISO26262 with safety-level ASIL-A for its control products. The recently released iRCS of Telma meets this approval in order to integrate with EURO 6 and the modern electronic braking systems.

CANBus integration and communication by zero's and one's (I/O), is a must for safety features like ESP or preventive distance control. Telma has introduced proportional retarder control, retarder integration with the cruise control, off-accelerator-pedal braking, full brake pedal control integration and features like universal diagnosis or blue tooth parameters with an android application. Now available with the new controls called iRCS.

Telma celebrated on the 19th of September the 194th birthday of Léon Foucault, who discovered the eddy currents. His birthday reminds us of the principal of our technology but also the potential into the future with hybrid and regenerative concepts.

All new developments make sense if the benefits can be found in a cost reduction for using the commercial vehicle or an improvement on the life cycle of our retarder products.

Come and visit us at **The Busworld 2013, Rambla.....Stand R 40.**



Telma SA is part of Torque Industry (Holding) Limited is an independent Industrial Group fully focused on the design, production and distribution of the Telma Electromagnetic Retarder System. The Telma Retarder is an auxiliary braking system for commercial vehicles and industrial applications, which are chosen by customers around the world to improve safety, reduce operational costs, increase vehicle/driver comfort and contribute towards an improved environment. Additionally in support of key environmental emission regulations, Telma Friction Free Technology is a large positive contributor to the reduction of fine brake dust particulates enabling a better and cleaner environment both today and into the future.

Telma Retarder is among the world's top retarder suppliers, and is the leader in the market segment as a result of 60 years of continually focusing on quality, cost control and customer satisfaction. Our mission is to provide clients around the globe with a retarder product that meets their needs in terms of cost, performance and quality; it is to maintain the industrial excellence focused on ISO/ TS certification 16949, 14001 and OHSAS 18001 (BS) with a commitment to a constant innovation of the product-line.

Torque Industry aims to be the model in the industry for 100% client satisfaction, loyal business partners, strong suppliers and mutual respect with our social partners.

Torque Industry operates 2 plants, 2 research centre, 2 business development centre and 4 distribution platforms including India and Brazil, which employs 265 people in 7 countries worldwide.

In Europe including Turkey, Telma SA is selling to 45 commercial vehicles production sites and 36 country based distributors working with hundreds of independent qualified workshops to support our products.

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