

Telma thrust on Indian retarder market

Strong technology know-how driving growth

Telma has been a world leader in the design, manufacture and supply of electromagnetic retarders. The Global company with industrial footprint in France, China and Portugal showcased its latest technology in the field of auxiliary braking systems through the eco-friendly hybrid retarder, the new-age Telma Input Retarder (TiR), and the next-generation Integrated Retarder Control system (iRCS). Telma has taken up exclusive distribution of Eco-Drive-Assistance (EDA), an electronic support which eliminates 'aggressive' throttle behaviour and could prove to be an important product for Indian conditions on new emission standards (EURO IV or higher).



Mr. André Rüger, Business Development, Telma S.A, flanked by Mr. Jan Bor, Chairman, (left), and Mr. M. Sriram, Managing Director, Telma Retarders India Pvt. Ltd.

Globally, the retarder market is estimated to be around 280,000 units against any form of primary braking of around 3,250,000 commercial vehicles above 5T GVW category (courtesy: OIAC). The

penetration level of the retarder technology is estimated to grow to 35 per cent in the next five years from the current rate of 8 per cent. Telma is globally recognised through its collaboration with

leading component OEMs including ZF, Eaton, Fast Gear, Allison, Qijiang, Dana, Meritor, Kessler, Albion and many others. Emerging markets such as Middle East, Latin America, Africa and Asia includ-

ing India, have recognised Telma as a preferred partner owing to the sub-tropical climate conditions in the regions.

In October this year, Telma had officially established its Indian subsidiary Telma Retarder India Pvt. Ltd. (TRIPL). The company is keen on tapping the vast potential in the Indian market and is confident of garnering a strong market share in 2013. “The Indian retarder market is growing but at a slower pace than expected. The fleet operators many of whom are our customers recognize the need for retarders, however the penetration levels are still as low as three per cent in buses and almost nothing in trucks and tippers”, says Mr. Jan Bor, Chairman, TRIPL. In 2013, the company expects to sell close to 500 units imported as CBUs from its group production entities in France and China. It will start assembling units at its own production facility in Chennai by Q4 2014, by when it will develop a robust and reliable supplier base locally,

on par with Telma’s global quality standards. By Q4 of 2015, the company is likely to be ready with a completely localised product for the Indian market.

“We have a good opportunity to grow the Indian retarder market to more than five per cent in the next two years. We see huge potential in India in the medium and long term”, remarks Mr. M. Sriram, Managing Director, TRIPL.

Telma retarders provide a host of benefits to customers as they are autonomous from engine cooling system, frictionless, maintenance-free and suitable for all emission standards. The products are ideally suited for ‘Stop & Go’ applications since they provide maximum torque from speeds as low as 3 kmph. Telma retarders have already been integrated with commercial vehi-



cles made by leading manufacturers including Ashok Leyland, Volvo, AMW, SML Isuzu and Daimler, while they are under testing by market leader Tata Motors.

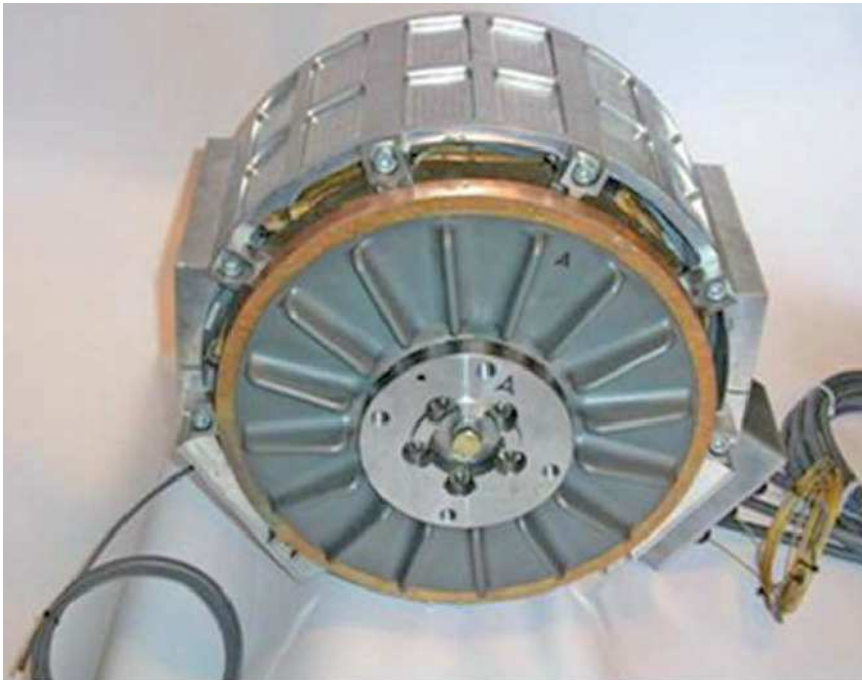
With a view of highlighting the importance of retarders, Telma, with the support of Race Innovations, a research and engineering project consulting firm, has been working closely with major bus operators in the country including Parveen Travels, ABT, Neeta Travels, Chowdhary Yatra Travels among others. The company is also exploring relevant applications on Daimler tippers which could go a long way in bringing retarder technology to the Indian truck market.

Hybrid – regenerative retarders

In the coming years, product innovation and development will lead the market to regenerative braking and ultimately the E-Drive with transmission- or axle- integration of retarders. Telma’s focus is on product Innovation with a goal of establishing a sustainable business model with strong growth for the next 25 years in the commercial

Complete retarder solutions using Telma Input Retarders (TIR):

- ◆ Compact design
- ◆ High power density in each transmission gear & at each vehicle speed and no torque drop.
- ◆ Friction free braking
- ◆ Modular design for wide brake performance range (900 – 3300 Nm)
- ◆ Integrated Electronic control (TiReC) 12-24V with can bus capability and vehicle brake-system integration
- ◆ Low weight (78 kg) & Less power consumption (50A)
- ◆ Instantaneous ON & OFF response time with <0,2 sec
- ◆ Maximum torque availability from very low speed (3 km/h)
- ◆ Very low drag-loss
- ◆ Water cooled & integrated cooling system
- ◆ With maintenance free, increased life, maximum utilization, simple vehicle system integration, TIR reduces the Cost of Ownership to a minimum



vehicle industry. In this regard, the Telma hybrid retarder targets cost-saving through enhanced fuel efficiency, reduced brake wear, less maintenance and repair, better engine performance, availability of extra electric power and lesser VOR time. All these result in increased profitability and at the same time helps in supports the green initiative and environmental responsibility.

Eco-Drive-Assistance (EDA)

The EDA, installed between the electronic throttle and the engine ECU, measures the vehicle speed and the engine rpm, without any vehicle CANBUS connection. It also recognizes the vehicle load, driver rhythm and acceleration cycles. The device helps to keep the engine rpm in the particular ‘Green Zone’ which reflects the optimum running condition, leading to a reduction in fuel consumption by around 5 to 12 per cent. The EDA is most suited for transportation modes which

involve frequent stop-start cycles and can be integrated independent of vehicle type, brand, application or size.

Integrated Retarder Control System (iRCS)

iRCS is linked into the vehicle CANBUS and replaces the conventional ECU’s and power to the retarder with 1 single module. Its state-of-the-art technology brings many advantages and benefits. From increased brake performances, less power consumption, extended retarder durability, highest safety approvals, less installation work, optimum vehicle integration and minimized wire con-

nections, up to a uniform software with parameter setting. The robust design allows a chassis frame installation and uniform use with all Telma retarder types. Optionally iRCS can, via retarder activation, add new functionality to the vehicle brake system, fe. downhill-cruise control or an increased engine brake performance.

iRCS is the answer to multiple control boxes and system integration responsibility that is a key target of the vehicle OEM in India. The brake system is an integral part of the quality and durability of each vehicle on the roads in India which is sooner or later a given standard by legislation in an attempt to make the road safe and reduce the amount of accidents. The end-user will benefit from the efficient life cycle cost without the negative impact of overheating the cooling system or causing fuel consumption due to drag in the transmission oil.

