

# Automotive digital transformation

Explore the dynamic evolution of automobile logistics with **Dr. Pushendra Pratap Singh**, Country Head, Asia Shipping. From digitization to strategic logistics, gain invaluable insights into industry trends and success stories.

In recent years, the landscape of automobile logistics has undergone a transformative evolution, as elucidated by **Dr. Pushendra Pratap Singh**. The automotive sector, a cornerstone of today's logistics industry, has rapidly revolutionised in response to escalating demand. The onset of the decade witnessed discussions in research and development centred on electronic vehicles as a means to combat decarbonization. Navigating a reformatory phase, automobile logistics witnessed the pivotal role of digitization in augmenting market growth. Artificial intelligence, coupled with warehouse automation and autonomous vehicles, has streamlined operations, employing predictive analytics to simplify diverse processes. These robots, operating independently with sensor guidance, enhance speed, ensure safety, and significantly mitigate human errors, reducing the risk of injuries.

## Strategic shift

In the competitive automobile market, a robust logistics strategy is a mandate. Facing vulnerability and turbulence, the industry demands a strategic approach amid pandemic-induced supply chain crises. Embracing technology to minimise human interaction in repetitive tasks is crucial for risk mitigation. Developing multifaceted plans, including shift scheduling and timely vendor coordination, along with leveraging technology for streamlined operations and real-time data-driven decision-making, shapes a resilient logistics strategy. Collaboration with experts like Asia Shipping International, known for efficiency, flexibility, and proactive management, is vital. The future of automobile logistics foresees dynamic trends, including e-commerce evolution, transparent last-mile deliveries, and



Dr. Pushendra Pratap Singh, Country Head, Asia Shipping

**"Decade started with discussions on research for decarbonizing through electronic vehicles"**

ASEAN market surges. The APAC region anticipates high growth, especially in electric vehicle production, emphasising the need for specialised logistics and the promising testing of round-the-clock, self-driven vehicles.

## Fleet mastery

Effectively managing the logistics chain is imperative for preserving vehicle quality. Fleet management optimises cost and resource utilisation and ensures timely delivery, profitability, and regulatory compliance. Asia Shipping employs structured practices such as routine maintenance, oil changes, and tyre rotations to enhance vehicle agility, especially on diverse terrains. Vigilant fluid level checks and regular cleaning further contribute to sustained quality. Drivers are instructed to avoid abrupt manoeuvres, fostering long-term vehicle preservation. This holistic approach by Asia Shipping underscores its commitment to maintaining vehicles in

top condition throughout the transportation journey.

## Innovative triumph

Asia Shipping's success in South America and LATAM stems from its logistics prowess. Offering diverse services, including ad-hoc, odd-dimensional, and dangerous goods cargo, the company excels at understanding client needs. A recent triumph involved a critical odd-dimensional road movement—a sugar refinery project spanning 600 km. Strategically placing a special trailer for direct offloading ensured swift action within 5 hours of vessel arrival. A dedicated team managed the journey, guaranteeing safe transport and timely delivery and surpassing customs clearance expectations by 72 hours. This instance exemplifies Asia Shipping's commitment to innovative solutions, fostering strong client relationships, and solidifying its position as a logistics leader. ●