



**MaxiTRANS Australia Pty Ltd**

**346 Boundary Road  
Derrimut Victoria 3030**  
Telephone (03) 8368 1177  
Facsimile (03) 8368 1178

## **New Classic Hit for Maxi-CUBE**

The new Maxi-CUBE Classic, launched earlier this year at the Queensland Truck & Machinery Show has met with enthusiastic acceptance from the transport industry, resulting in strong orders that began with the sale of the first production unit on day one of the Show.

Geoff Richards Refrigerated Transport from Bethania in Queensland snapped up the display unit at the Show to add to his fleet – and is now using it to carry fresh fruit and vegetables from North Queensland to all Australian capital cities.

Geoff, who has been a long time Maxi-CUBE customer, describes the Classic as the best performing refrigerated van on the market and says he appreciates its new clean lines and finish.

The Classic purchased by Geoff carries a full option pack, including the new MaxiTRANS Auto Reversing Brake that will ensure that his van keeps looking like new by escaping the routine rear bumps and scratches that commonly occur through accidental contact with loading docks.

Programmed to a pre-set length, signals emitted from the sensor detect the distance to the loading dock as the van approaches in reverse and applies the brakes to stop just before contact is made.

The first fleet sale for the Maxi-CUBE Classic was the delivery of seven units to P&O Cold Logistics as part of a total concept package that included truck and refrigeration units teamed with Classic reefers and Hi-CUBE reefers.

The seven units are now employed carrying chilled and frozen goods to regional supermarkets throughout Victoria.

MaxiTRANS Technical Manager, Greg Brown, describes the new Maxi-CUBE Classic as the culmination of 31 years product development and refinement, based around MaxiTRANS' ability to produce its own body panels at the company's plant at Hallam, on Melbourne's outskirts.

The Classic is the first Maxi-CUBE to feature new methods developed by MaxiTRANS that use high performance adhesives to bond the van panels – providing superior strength and eliminating metal fixings that add weight and allow temperature leakage.

Greg says independent testing of Maxi-CUBE'S foam insulation, which is bonded into the core of its insulated panels and manufactured in a single sheet to the specifications of each van order, proves the foam to have significantly greater insulation efficiency than that used by competing vans. This represents a direct saving for transport operators, through reduced refrigeration fuel usage.

**...2**

“Recognising that sleek lines and ease of cleaning are important issues for contracts involving transport of chilled and frozen food, the new Classic features smoother metal body extrusions and corner caps and new airflow flooring with concealed fasteners for better sealing and cleaning.”

“Feedback from operators has influenced the Classic re-design. This has resulted in new options such as cam locks encased in the rear door panels to provide for a clear and uncluttered area to sign write the rear panelling.”

Greg says the aptly-named Classic marks the 31 year anniversary of Maxi-CUBE with a van that incorporates all the product innovations derived from a process of design evolution that never ends.

“Almost every year of the 31 year history of the product there have been new milestones in a quest for greater durability, lower tare weight and innovations that generate greater thermal efficiency and bring new occupational health and safety benefits to drivers. Although the Classic is currently the most advanced van design on the road, we are always looking for ways to improve and evolve the Maxi-CUBE range,” Greg says

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**Further information contact:**

Stuart McMurtrie  
Marketing Manager – MaxiTRANS  
Tel. (03) 8368 1183  
Fax. (03) 8368 1178  
[www.maxitrans.com.au](http://www.maxitrans.com.au)

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Freighter Maxi-CUBE  
Queensland’s Brian Baillie  
(left) with Jake Richards.

