

The Son of The Technician who built Jimma Bus

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Exclusive Interview with President Wang, Y.J. of “IJI Vehicle”

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AS Wang recalled, since most of the technicians who used to work under his father in Highway Bureau and followed him to “IJI Vehicle”, as the Cradle of Talents for vehicle technicians in the 70’s, finally left to start their own business, “IJI Vehicle” had come across the most harsh challenge ever. Upon his uncle and elder brother’s assistance, the company then made its way to the field of metal material supply. With an Engineering background, Wang then had strived to break through the bottleneck by collaborating with the downstream customers since 1999. He once even attempted to work with the one who used to take orders of Benz bodywork designs; however, the sky-high prices upon their request surely made him “turn back to his own help” and start from the very beginning on his own. Upon the investment of 6 years, from Year 2004 to 2010, and 60-70 million NTD, the company has finally turned into the one and only Car Bodywork Manufacturer that is capable of the integrated Coach Bodyworks Design and Production in Taiwan and even in the entire Asia.

Due to the great pity that his father had left nearly none technical documents to him and his family, President Wang had made his mind to apply the most advanced scientific manufacturing process rather than copying from the certain European major brand back in the old times. The taskforce had managed to develop the advanced design and manufacturing process and enhance the superior travel performance with application of the exclusive structural steel for vehicle bodyworks by China Steel Corporation. Mr. Wang, J.M. was the supervision engineer who had been sent to Japan and USA for advanced technology learning by Highway Bureau; whereas Jimma Bus was literally built up by him. Later, he then established his own company of “IJI Vehicle” as the manufacturing factory of Coach Bodyworks after his retirement at the age of 45 in 1974. Unfortunately, Mr. Wang passed away at the age of 49 in 1977 and passed down no technical documents to his 14-yr-old son, Wang, Y.J.

In favor of the design talents who are bold, curious, imaginary, and daring to challenge him with creative ideas, Wang shows great respects to the designers’ concepts without any cost concerns, just

like Lushi's style in the ancient Chinese history. For the years of development, IJI Vehicle has been certified with six patents as follows: City Bus Passenger Seat Design, Bodywork Structure Design, Natural Series Seat Base Sleeve Cover Design, Natural Series T-Sleeve Cover Design, Natural Series Seat Top Sleeve Cover Design and Low Base City Bus Bodywork Style Design.

After conquering all the tackles among the way and harvesting the fruitful achievement afterwards, IJI Vehicle has won the cognitions of the related industries in Taiwan by acquiring lots of patents. In 2005, IJI Vehicle was commissioned of the design of Intercity Bus by Taoyuan Bus; whereas the LOGO of spanning wings in the shape of a smile has successfully established the friendly and trustful image of Taoyuan Bus. In 2006, the design of the high end series of Coach commissioned by DAEWOO has made a successful changeover on the perception of high body heaviness into "a dancing elephant" which really surprised the other competitors in the industry !

In 2007, IJI Vehicle was commissioned of the style design of BRT City Bus by Chiayi Bus. Since BRT coach bodyworks had been built with Volvo low bases for leveling at the same heights with the platforms directed by Tangeng; IJI Vehicle employed a simple elegance of North- European style as a compliment to the brand image of VOLVO. In 2008, the brand new city bus of Chungli Bus was on the way and won the cognitions of the bus industry and the passengers' hearts for its fashionable and comfortable interior design.

'Safety' always comes first to the designs of IJI Vehicle. In 2010, the self-owned brand COACH HANSKE (meaning Elephant in Indian language, referring to a safe and reliable vehicle) was designed with the wind-resistance coefficient of 0.49/ 80 km/h, 0.47/ 100 km/h (while 0.6~ 0.8 for most of the general vehicles); most important of all, due to the fact that the separations of vehicle roofs and bodyworks used to cause terrible passengers' injuries and deaths during sightseeing bus accidents, Wang has managed to develop the design of "Bird Cage Structure". Based on the company's pursuit of kindness, Ms. Yeh, L.L., President Wang's wife, had finally found the bus its first owner as a charity organization without any cost concerns. By doing so, IJI Vehicle has contributed to the society with its social responsibility even greater than an elephant!

"IJI Vehicle" as the best legacy of a father to his son

The loss of the beloved father in his youth had made President Wang struggle all the way up with all the sorrows and bitterness borne by himself. However, such a tough growth of his has made him a kind

father to his employees. During the interview, Wang would always stop and listen to the young employees when they came in to ask him questions without losing tempers or playing bossy to them at all. The name “One Plus One” was the only thing that Wang, J.M. had left to his son; whereas it came from Wang, J.M.’s idea of turning his last name Wang “王” in 90 degrees to 「1 + 1」 and later to the English letters of「I J I」with the two “I” on each side as the eyes of an elephant and the J in the center as the shape of the long and curly elephant nose; therefore, the company logo was designed as an elephant profile. As a matter of fact, what Mr. Wang, J.M. really left over to his children was the legacy of the extraordinary persistence like an enormous elephant; so that the spirit of 「1 + 1」 > 2 will be passed down to the 22nd Century as the glory of Taiwan !

IJI Vehicle has found HANSKE its most meaningful owner

With new fashionable designs of Skylight and Appearance, HANSKE as a breakthrough innovation against tradition has successfully won the public’s cognitions and recommendations.