



TADANO GLOBAL NEWS

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New generation GR models are eco-friendly with reduced CO₂

Two new rough terrain models have been shipped from Tadano in Japan to Las Vegas, Nevada in the USA for their world premiere at the Conexpo-Con/Agg trade fair, 22-26 March.

The GR-1000XL-2 and the GR-750XL-2 have been specially developed for the North American market as the second generation of the Tadano GR global rough terrain series. They are rated at 100 US tons and 75 US tons capacity respectively.

As well as an improved lifting performance, these eco-friendly machines have three features for reducing CO₂ emissions: Fuel Consumption Indicator, Eco-Mode, and Positive Control System.

Other new features, as standard, include:

- Upgraded Tadano Automatic Moment Limiter computer system (AML).
- Added height safety features, including non-slip surface strips on the new flat deck and wider ladder steps for easier access.
- A satellite communication online crane management system, Hello-Net (see page 2).
- Stronger rounded booms and jibs made from high strength steel usually only seen on longer boom all terrain cranes.

The use of high tensile steel means that the 47m boom of the GR-1000XL-2 weighs less and lifts more than the 44m boom of the GR-800XL.

The GR-1000XL-2 has a device for self-attaching and dismantling the counterweight.

The 43m boom of the GR-750XL-2 is also rounded and made of the new high tensile steel. The lifting strength of both models has also been enhanced by a new design for the chassis frame.



See these new models in the Gold Lot Stand G-411

Green credentials

Tier 4i compliant engine:

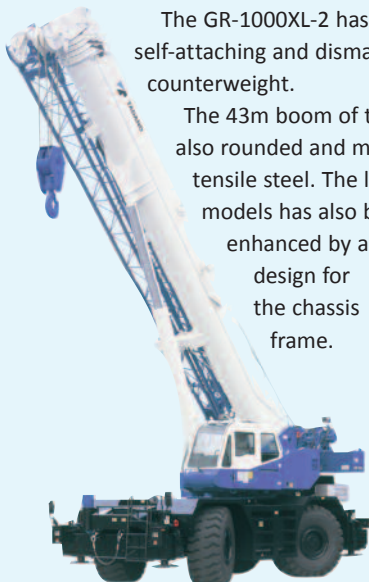
To meet 2011 US emissions regulations.

Positive Control System: When crane is on stand-by, fuel consumption is reduced by 20% by keeping hydraulic pump discharge to a minimum. When operating, hydraulic pumping is proportionate to pressure on lever control.

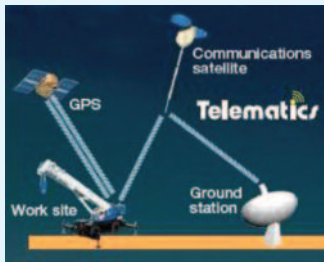
Eco Mode: When crane is in use, the engine speed is controlled. Eco mode 1 reduces fuel consumption and CO₂ emissions by roughly 22%; and Eco mode 2 reduces fuel use and emissions by up to 30%.

Fuel consumption indicator: To monitor fuel usage, even on stand-by.

The new RTs take the lead in environmental responsibility



How it works Hello-Net



The new Hello-Net crane management system from Tadano enables crane owners to remotely monitor the operating parameters of their machines from anywhere in the world by internet.

The technology comes as standard on the new GR-1000XL-2 and the GR-750XL-2 Global Series rough terrain cranes that are being launched at Conexpo-Con/Agg in the USA this month (see page 1). It will also feature in all future Tadano models.

Hello-Net will revolutionise the way that rental fleets are managed. By inputting the serial number of each crane on the Hello-Net website, fleet managers can check how many hours each machine has been operated and use this information for planning preventative maintenance programmes and to optimise fleet utilisation.

Thanks to Tadano telematics, owners can also track travel distance (in km or miles), overload events and fuel consumption.

Hello-Net also tracks the location of every machine, which means that in the event of a crane being stolen, it can be quickly and easily recovered.



Goodline takes first ATF 130G-5 in Australia



The first ATF 130G-5 in Australia has been delivered to Goodline in Port Hedland on the northwest coast, along with a GR-550EX rough terrain.

Goodline is a large construction and maintenance company servicing some of the most remote areas of Australia.

Before the new 130-tonne Tadano all terrain arrived, Goodline's biggest crane was a 55-tonne truck crane. "We were spending about \$1million a year hiring larger cranes," says managing director John Kennedy. "I like to keep as much equipment in house as possible, so when we saw the amount of work we were called in to perform requiring a larger crane I started to look more closely at the options."

Goodline's requirement was not so much for lifting capacity but for reach. Mr Kennedy checked the charts of the ATF130G-5 and confirmed that it would comfortably lift 20 tonnes to 18m radius. This lift is commonly required on the plant work being undertaken at Port Hedland.

"Purchasing the Tadano was a pretty easy decision," Mr Kennedy says. "The second-hand 90 to 100 tonne cranes were commanding a million [Australian] dollars. So to have extra lifting capacity in a brand new Tadano crane for really not a lot more investment made the decision easy."

"We have a number of Tadano cranes in the Goodline fleet, 55t, 50t and 20t models, so we have plenty of experience and knowledge on which to base our opinion. The service support from Tadano is first rate. The guys there know their parts and we have experienced first hand the lengths beyond the call of duty that they go to help us out."

Come and see Tadano at Las Vegas Conexpo

Visitors to the Tadano booth at the 2011 Conexpo-Con/Agg exhibition in Las Vegas, USA (22-26 March) will see the North American debut of the Tadano Faun ATF 130G-5, as well as the two new RTs featured on the front page.

The ATF 130G-5, rated at 130 tonne capacity, was launched in Europe in 2009 but until now has not been shown at a North American exhibition debut. The five-axle crane is available in either 10x6x10 or 10x8x10 drive/steer configuration. Maximum main boom length is 60m.

The ATF 130G-5 will be on the Tadano stand at Conexpo alongside the larger 220t ATF 220G-5.



Tadano's newest family member, Tadano Mantis, will exhibit the 15010 telescopic boom crawler crane, rated at 75 US tons capacity.

Mr Koichi Tadano, president and CEO of Tadano Ltd, says: "As your hosts, my colleagues and I will be welcoming you to our booth, G-411 in the Gold Lot.

We are very enthusiastic about displaying the three newly launched models in our product line which shall be making their North American debut".

Mr Tadano added: "I am very much looking forward to seeing you in Las Vegas!"



Network expansion across the Americas

New joint venture strengthens presence in booming Brazil

Tadano Ltd has formed a joint venture in Brazil with its long-standing local sales agent TDB do Brazil Industria e Comercio Ltda.

The new joint venture is based in Itu, Sao Paulo. First president is Mr Marcio Guimaraes de Campos, the owner of TDB.

The new company will handle all Tadano's sales, marketing and after-sales services in Brazil, one of few economies of the world that has continued to perform strongly in recent years. It will also undertake full local assembly of semi-finished cranes.

Because of government controls on importing finished truck cranes, the joint venture will bring in crane uppers from Tadano factories in Tadano and Japan and mount them in Sao Paulo on local trucks. Some crane components will also be produced locally to improve services and increase market share.

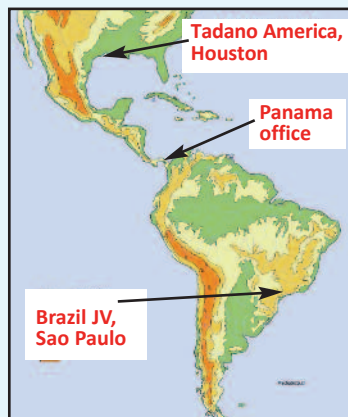
Tadano is targeting sales of US\$ 46 million in Brazil in calendar year 2013.

Brazil is rich in natural resources and growing global demand for these natural resources is expected to generate significant and growing demand for construction machinery.

The country's construction industry is also energized by preparations to host the 2014 FIFA World Cup and 2016 Olympic Games.



Tadano president Koichi Tadano (right) and TDB president Marcio Guimaraes de Campos seal the deal to set up the Brazil joint venture



Tadano America opens Panama office

Tadano America Corporation has opened an office in the Republic of Panama to serve as a new base for its sales and service operations across Latin America.

Management of the Latin American network was previously handled by Tadano America's headquarters in Houston, Texas. However, with the growing economic development of countries to the south, however, demand for cranes in the region justifies a new dedicated operation.

The Panama City office will work closely with the new Tadano sales, service and assembly joint venture in Brazil, as well as with Tadano America head office in Houston.

Brazil is already booming (see left) and other countries across Latin America are expected to follow as they develop their valuable mineral resources, generating further demand for construction machinery.

Panama City was selected as the ideal place to base the new operation. Located between North and South America, Panama has long benefited from its geographic advantages, serving as a hub of activities associated with commodities distribution and finance.

Panama is also well-known for its attractive corporate tax system and its accommodating visa processing.

From here, Tadano will be well placed to respond rapidly to market needs and develop its business across Latin America.

Distribution deal signed in Vietnam for truck-mounts

Truong Long Engineering has been appointed exclusive distributor for Tadano truck-mounted cranes in Vietnam.

The distribution agreement was marked by a signing ceremony in Ho Chi Minh City in November, with Tadano's international operating officer, Mr Shinichi Iimura, and Truong Long managing director Mr La Van Truong Son. Sumitomo Corporation, a shareholder and strategic partner of Truong Long, was also represented.

Truong Long Engineering and Auto Joint Stock Company, to give the company its full name, has had much success as a truck dealer and body builder over the past 10 years as a distributor for truck manufacturer Hino.

Truong Long is expanding its market-leading position by offering special purpose vehicles such as garbage trucks, as well as Tadano



The signing ceremony in Ho Chi Minh City, with Tadano's Mr Iimura on the left

Right: The deal was front-page news in Vietnam

truck-mounted cranes.

Recent rapid development of Vietnam has seen it change from a market only for used equipment to one with growing demand for new cranes and machinery. Japanese, Korean, and Chinese truck manufacturers are all active in the market and there is strong competition.

However, Truong Long has held its position firmly and Tadano is forecasting to double the sales of its truck-mounted cranes in Vietnam over the next three years.



Distributor focus

Our partners around the globe

Scott Equipment Company: USA

Mr. Tom Scott first opened Scott Truck & Tractor in 1939 and spent more than 60 years growing the business. When he died in 2001, his grandson Scott Cummins succeeded as president.



Mr Cummins shares management and ownership of the company with three branches of the family: named Scott, Cummins and Borschen.

Scott Equipment Company is one of the longest serving Tadano dealers in North America, having represented Tadano in the states of Louisiana and Arkansas since the 1980s.

Its rental operations extend further afield across neighbouring states. Because of the location of the company – serving the petrochemical plants of the Gulf Coast – its business has been comparatively unaffected by the downturn of recent years, says Mr Cummins.

“Our market is still good. The Gulf Coast never really slowed down,” he says.

“We are still selling a lot of cranes and just about everything we have got is out on rent,” he adds.

For this sector it is Tadano’s rough terrain models that are most in demand and Scott Equipment has about 120 of these in its rental fleet. It also sells a further 15 to 20 to its customers each year.

“It’s no secret that the Tadano is a quality product,” Mr Cummins says.

“It is probably the lowest maintenance product in our entire fleet. We just don’t have to spend any money on them.”



Fairs & Events

Where to meet Tadano around the world

- ◆ **Conexpo-Con/Agg**
22-26 March Las Vegas, USA
www.conexpoconagg.com
- ◆ **Komatek**
20-24 April Ankara, Turkey
www.sada.com.tr/k11_en.html
- ◆ **Project Qatar**
2-5 May Doha, Qatar
www.projectqatar.com
- ◆ **Conexpo Russia/CTT**
31 May - 4 June Moscow, Russia
www.conexporussia.com
- ◆ **Comtrans**
13-17 September Moscow, Russia
www.mediaglobe.ru
- ◆ **Mining Indonesia / Oil & Gas Indonesia**
21-24 September Jakarta, Indonesia
www.pamerindo.com/events/6

Not long ago, it was the 30 US ton class of RT that was the crane of choice for Scott Equipment’s customers. Now it is all about reach, and 50-ton and above are the most popular sizes.

As well as Tadano cranes, Scott Equipment distributes a wide range of construction and materials handling machinery on behalf of numerous manufacturers, including Case, Kobelco, Gradall, Volvo, Little Giant and Metso Minerals.

Sister company Scott Powerline is also a Tadano distributor, representing the Tadano Mantis telescopic boom crawler crane product family.

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