



TADANO GLOBAL NEWS

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Crane of the Year
success! – See p.3

Las Vegas ConExpo breaks the records



The 2008 ConExpo-Con/Agg drew record crowds and generated a record number of enquiries for Tadano cranes.

The event is held every three years in Las Vegas, Nevada, and is North America's largest construction equipment exhibition. This year it was held 11-15 March. Official attendance figures show that there were 144,600 registered attendees from around the world, including 28,000 visitors from more than 130 overseas countries. This broke the record of 125,000 attendees that came in 2005. It also makes it the largest trade show of any industry held in North America in 2008.

Anticipating huge interest, Tadano increased its display space this year to show 11 cranes – more than ever before at a US exhibition – as well as an ATF cab simulator. The extra investment was clearly worth well, with a hugely positive response. Over the five days there was a constant stream of interested visitors as well as current customers and end-users.

Attracting the most interest were the Tadano



Faun ATF 220G-5 all terrain and the TM-35100 Tadano boom truck. The ATF 220G-5 has been available in North America for some months but it had never been displayed at a major trade fair in the US before. The TM-35100 was making its public debut at Conexpo.

Although these machines drew the most interest at the booth, the entire product line drew a tremendous response and an unprecedented number of enquiries.

The Tadano stand featured 11 cranes while the booth was staffed by a dedicated and enthusiastic team, extending hospitality and information to all visitors.

Cranes displayed by Tadano at ConExpo

Rough terrains: GR-150XL and GR-800XL

Truck cranes: GS-300XL and GT-900XL

All terrains: ATF 50G-3, ATF 65G-4, ATF 90G-4 and ATF 220G-5

Boom trucks: TM-1052, TM-20110 and TM-35100

Tadano Faun draws in the customers for factory visits

The Tadano Faun factory in Lauf, Germany held a "Scandinavian Week" in January, opening its doors to customers from Denmark, Sweden and Norway. The visit was organised by our Norway distributor Knutsen Maskin, together with its subsidiary operations Arnab Kran & Lift of Sweden and Conenco of Denmark. This open house followed an earlier visit by a group of Dutch customers.



DENMARK

Danish customer Kranexpressen has placed an order for two ATF 90G-4 all terrains. It already has an ATF 160G-5 and an ATF 220G-5 in its fleet.

Pictured, *left to right*: Thor Nordahl, Sales Director of Knutsen Maskin; Hannes Gruner TFG's ATF specialist; Erik Hansen Managing Director of Conenco; Fleming Eriksen, Managing Director of Danish customer Kranexpressen; Jasper Kragh, Conenco's Parts Manager; and Arne Adolfsen, Knutsen Maskin sales rep.



SWEDEN

Swedish rental company Holmströms Kranar AB, founded in 1980, operates a fleet of 10 cranes, mainly serving the construction industry. Four of its cranes are from Tadano or Tadano Faun. Just last November, it took delivery of a GR-300EX, followed in early 2008 by its first new ATF all terrain, an ATF 90G-4. This was also the first unit of this model to be delivered in Europe with the new telescopic hydraulic luffing jib introduced at the 2007 Bauma Fair.

Picture shows company owner Ralf Holmström (*seated*) with Arnab sales rep Dan Gunmalm (*right*).

NORWAY

The Norway contingent was the largest, with 12 participants from Norwegian crane hire companies. They are seen here accompanied by Knutsen Maskin Sales Manager Per Olav Ulstad (*centre*) and other KM/ TFG team members. While some customers in Norway already run ATF cranes in their fleets, others are more familiar with Tadano rough terrain cranes which, after years of positive experiences with them, has led to increasingly strong interest in the all terrain product line.



AND FROM THE NETHERLANDS...

Once a year a team of crane enthusiasts from Dutch customer Roseboom-Ede make an eight-hour overnight bus journey to visit the Tadano Faun factory in Lauf. The group, led by the boss Ceel Roseboom, is treated to a tour of the factory and demonstrations of the latest cranes, before hitting the road again for the long journey home. The company has a fleet of 12 cranes, and 10 of them are from Tadano Faun.



Crane of the Year recognition for ATs



Tadano Faun's ATF 360G-6 and 220G-5 models have both been voted Crane of the Year in their class by the readers of German publication Kran Magazin.

Three other Faun all terrains – the ATF 40G-2, the ATF 65G-4 and the ATF90G-4 – were voted second in their class, while the ATF 50G-3 came third in the same class as the 65G-4.

No other manufacturer won as many awards in the competition as Tadano Faun.

The Crane of the Year competition is held every three years, with voting taking place some months after the Munich Bauma Fair to give crane owners and operators time to consider the new machines always introduced at that event.

There were six categories for telescopic mobile cranes: up to 40-tonne capacity, up to 110-tonne, up to 220-tonne, up to 400-tonne and over 400-tonne capacity. The winners were announced in March at the ConExpo Fair in Las Vegas, USA.

Tadano Faun thanks to all supporters who voted us the best!



German experts voted the Tadano Faun ATF 360G-6 as the best telescopic mobile crane in the 221- to 400-tonne category, while the ATF 220G-5 was chosen in the 111- to 220-tonne category.

ATF 40G-2 shipments start



Deliveries of the new ATF 40G-2 are now happening at full pace, with more than 30 units shipped to customers across Europe already. The 40-tonne all terrain was launched at the Bauma Fair in Germany last year.

One of the first units was bought by German company Kranverleih Reichert, located near Frankfurt. Managing director Werner Reichert, together with his young son Tobias, visited the factory in Lauf to collect the crane. Reichert operates only Tadano Faun all terrains and now has six units, with the biggest being an ATF 160G-5. A seventh will arrive this month in the shape of a new ATF 65G-4.



Werner Reichert straps son Tobias into his new crane, ready for the journey home.

New America HQ

Tadano America Corporation has moved to new headquarters. Still in the city of Houston, Texas, the new facility occupies a 46,000 square foot (4,300 square metre) site.

New facilities include a mounting plant for boom trucks, a technical training centre and an exhibition room for demonstrations. The parts warehouse has also been expanded to serve the rapidly growing population of Tadano and Tadano Faun cranes across North America with the unbeatable customer support for which Tadano is famous.

The new address is **4242 West Greens Road, Houston, Texas 77066, USA.**

Phone and fax numbers remain unchanged.



Dutch hire company Kraanverhuur G. Sierdsma from Wijckel, in Friesland, is seen here using its ATF 65G-4 to move a vintage sail boat, the 18-metre long *Lemster Aak*. With precise control, the 35.2-tonne load was safely handled. The crane was supplied to Sierdsma by Dutch distributor Waterland Trading B.V.

Distributor focus

Our partners around the globe

Continental Ltd: Bangladesh

Continental Ltd is the exclusive distributor for Tadano mobile cranes in Bangladesh. The company was established in 1976 and began representing Tadano in 1982. The company is owned by Mr Shafiqul Islam, who is the President and CEO. He has a staff of 26 employees and a network of 15 sub-agents, as well as its own after-sales service facility.

Continental also sells other types of construction and industrial machinery, such as Komatsu excavators and TCM forklifts. When it comes to cranes, it is the rough terrain type that most customers in Bangladesh want, although Continental has also sold Tadano truck cranes in the past.

Bangladesh is not a huge market for cranes, with the whole country typically buying in the region of 10 new cranes each year and 20 used ones. However, it is a market that is growing and, thanks to Continental, Tadano maintains a very strong market-leading position. "There is a lot of construction going on now," Mr Shafiqul Islam says. Continental also supplies cranes to gas production fields, fertilizer factories and, through the Bangladesh



Continental Ltd conducts checks on a GR-120NL before delivery to the army.

Army, to the United Nations peacekeeping forces, as reported in the last issue of Tadano Global News.

With demand for cranes growing, Continental is gearing up for expansion.

"We are now preparing for a much bigger market in the coming years," says Mr Shafiqul Islam. "We are getting ready."

Fairs & Events

Where to meet Tadano around the world

- ♦ **SMOPYC**
22-26 April Zaragoza, Spain
www.smopyc.com
- ♦ **Ankomak**
25-29 April Istanbul, Turkey
www.ankomak.com
- ♦ **Global Petroleum Show**
10-12 June Calgary, Canada
www.petroleumshow.com
- ♦ **CTT** **17-21 June** Moscow, Russia
www.mediaglobe.ru
- ♦ **Kazkomak**
17-19 September Kazakhstan
- ♦ **Building Components Manufacturers Conference (BCMC)**
1-3 October Denver, Colorado, USA
www.bcmcsow.com
- ♦ **SAIE** **15-18 October** Bologna, Italy
www.saie.bolognafiere.it
- ♦ **Bauma China**
25-28 November Shanghai, China
www.bauma-china.com

Multico celebrates 35th anniversary

Multico, Tadano's partner in Singapore, is celebrating its 35th anniversary this year with a series of events.

A party for customers and guests was held on 20

March where, after a speech of welcome by Multico managing director Mr HJ Hendra (pictured), various Tadano cranes were displayed and demonstrated, including the GR-300EX, GR-550EX, GR-700EX and GT-550EX. This was followed by a dinner and entertainment. The event was attended by 36 customers and 10 corporate guests such as accountants and bankers. The next planned event is a golf day for Tadano customers on 24 June.



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