



TADANO

GLOBAL NEWS

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Earthquake aid package strengthens ties with Chile



Tadano Ltd has shipped three boom trucks to Chile to help in the recovery from the massive earthquake that shook the county in February.

Two TM 20110 boom trucks (maximum lifting capacity: 20 US tons) and one TM 35100 boom truck (maximum lifting capacity: 35 US tons) were donated to the government of Chile through the Chilean Embassy in Tokyo. The products were loaded for shipping in the USA by Tadano America Corporation and arrived at the Chilean port of San Antonio in May. They were deployed to the three areas of southern Chile that suffered the greatest damage in the earthquake.

Nippon Yusen Kabushiki Kaisha (NYK Line) contributed to the donation by shipping the trucks free of charge.

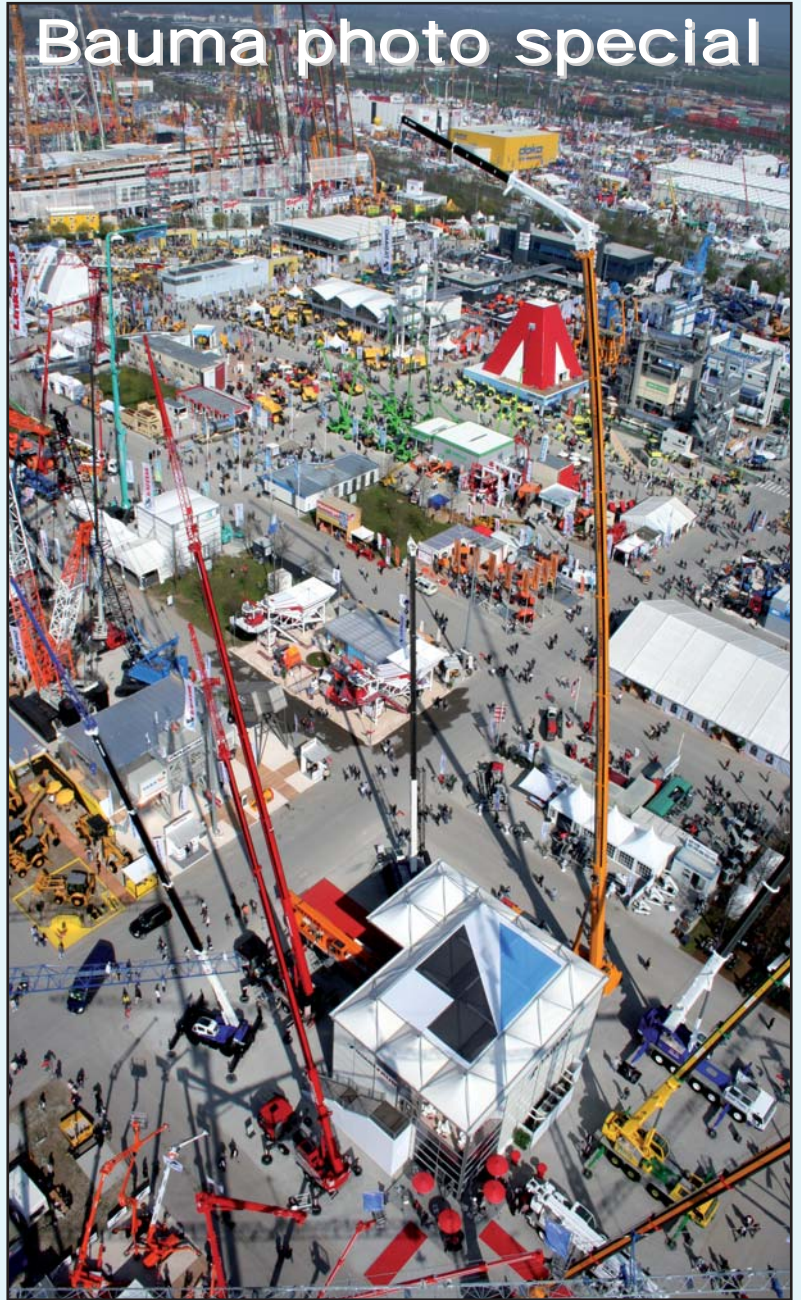
Through company president Mr Koichi Tadano,



Tadano Ltd expressed its heartfelt wishes for a speedy recovery from the devastation caused by the earthquake.

Tadano has long-standing strong relations with the government and people of Chile, having assisted with the Moai Restoration Project on Easter Island.

Bauma photo special



bauma
2010

If the volcano ash stopped you getting to Munich, here is what you missed. See inside for more pictures



The ground floor of the Tadano pavilion



Above: Director and Senior Executive Officer Tadashi Suzuki addresses the Tadano team



A real red carpet welcome



Alexander Knecht, President/ and CEO of Tadano Faun Group, formally opens the Tadano pavilion.



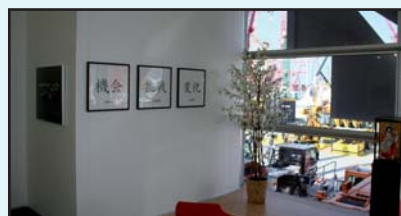
The patio balcony



Left: A mobile made from mobile cranes. This artistic display of mobile cranes cut from steel plate, was created for the pavilion by apprentices at the Lauf factory, under the tutelage of Mr J Haas.



Above: Thomas Schramm, a well-known industry figure who joined Tadano Faun as General Manager – Sales shortly before Bauma, was surprised to be presented with a huge cake to celebrate his 50th birthday during the fair.



Left: The stylish lounge on the upper floor provided a place to meet and relax.



The upper floor of the Tadano pavilion



Bauma brings out the best

Tadano and Tadano Faun put on a spectacular show at the Bauma fair in Munich in April, with a new two-storey pavilion showcasing the values and technologies of the whole company.

Outside a wide range of machinery was displayed, including six models from the ATF all terrain series, two truck-mounted HK models, a GR-300EX rough terrain and the Tadano Mantis GTC-700EX. Order intake was very encouraging, with sales of five-axle cranes in particular surpassing expectations.

Overseas attendance at the show was impacted by air traffic being grounded by a cloud of ash from the Icelandic volcano Eyjafjallajökull. More than 415,000 visitors still made it to Munich, but this was 17% down on the last Bauma in 2007. About 35% of visitors came from outside of Germany.

The ban on air travel prompted many visitors to demonstrate real commitment to get to Munich, with Tadano distributors driving by car for more than 40 hours from Scandinavia, Russia and eastern Europe. Satoru Oyashiki, president of Tadano Faun GmbH said: "We were, and are still, truly impressed by the positive atmosphere predominantly caused by the entrepreneurial spirit set free by the unexpected circumstances. Our special appreciation and thanks to our customers, distributors, suppliers and involved organisers alike struggling so well with the situation."



Above: A popular attraction in the Tadano pavilion was a video animation that demonstrates the hydraulically telescoping luffing jib (HTLJ) feature.



Just in time for Bauma, two representatives of TÜV confirmed CE approval for the GTC-700EX, the first Tadano Mantis model available in Europe. The TÜV men are shown, with Julie Fuller (right), Mantis VP Engineering, placing the CE plaque at the factory in Lauf.

On the last day of the fair, after a busy week, the core team in charge of managing the pavilion assemble for a final photo call.



Distributor focus

Our partners around the globe

DHS: France

DHS, which stands for Diesel Hydraulique Services, is one of Tadano Faun's longest-serving distributors. It is based in Ennery, in the east of France, close to Metz.

It is part of the family-owned enterprise Groupe Fabbri and was established as a subsidiary by Jacques Fabbri in 1980 to represent Faun in France. This year is the company's 30th anniversary. In 1991 it began representing Tadano.

DHS specialises exclusively in selling and servicing Tadano and Tadano Faun cranes. It has 15 employees including those in the office and in the workshop and the service technicians on the road. Its turnover in 2009 was more than € 18.5 million.

DHS president Jean-Claude Régis says that DHS represents 20% of the French mobile crane market, with the ATF 65G-4 proving to be a particularly popular model, along with the ATF 90G-4 and ATF 50G-3.

This year, however, like in so much of the world, market conditions are very difficult, with no prospect of an early revival in the lifting business, Monsieur Régis says.

Monsieur Régis has been with the company almost from the beginning, having joined in 1981 from the mining industry.

Groupe Fabbri was founded in 1961 by Inoré Fabbri, father of Jacques. The company also has businesses that represent Scania trucks and

Volkswagen commercial vehicles. Another division hires out powered access platforms. In recent years Groupe Fabbri has also been active in the renewable energy business. Group turnover last year was € 105 million.



DHS has had most success with the ATF 65G-4 (above) and the ATF 90G-4 (below).



Fairs & Events

Where to meet Tadano around the world

- ♦ **SC&RA Crane and rigging workshop**
22-24 September San Diego, USA
www.scranet.org
- ♦ **Bauma China**
23-26 November Shanghai, China
www.bauma-china.com
- ♦ **bC India**
8-11 February Mumbai, IndiaUSA
www.bcindia.com
- ♦ **Conexpo-Con/Agg**
22-26 March Las Vegas, USA
www.conexpoconagg.com



MANTIS MEETING: During the countdown to the official world premiere of Tadano Mantis telescopic boom crawler cranes at Bauma 2010, an international distributor meeting was held for the first time at the homeland of Tadano Mantis Corporation in Virginia, USA on 8-9 March. Attendees came from seven distributors and seven of Tadano's subsidiary and representative offices around the world to kick-start the launch of a global sales and marketing campaign.

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