



TADANO GLOBAL NEWS

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Local manufacturing returns to Brazil after 30-year pause

A ceremony was held in São Paulo in March to mark the return of Tadano production in Brazil after a 30-year gap.

Tadano first set up a factory in Brazil in 1974 but withdrew after eight years because hyper-inflation at that time made economic conditions close to impossible.

Today, with Brazil now a global economic superpower, Tadano has returned to local manufacturing. Last year Tadano Ltd of Japan set up a joint venture company, Tadano Brasil Equipamentos de Elevação Limitada (TBL), with its long-time distributor TDB Do Brasil Industria e Comercio (TDB) and its owner Marcio Campos, who is also now president of TBL.

The new factory is in Itu, 80km west of São Paulo. The first model to be produced there is the GS-700BR, a 70t-capacity truck crane, using upper sections imported from Japan that are mounted on locally made Volvo carriers.

"This is a small start but a big step to a bright future," Tadano president Mr Koichi Tadano told invited guests at the launch event at the São Paulo Intercontinental Hotel on 1st March.

Preparations have already begun, he said, for the introduction of a 90t truck crane in early 2013. Mr Tadano said that the combination of a Japanese high performance upper and a truck made in Brazil with easy maintenance was expected to be attractive to Brazilian customers.

TBL is also planning a new a parts depot and to build up its after-sales service team.

The launch ceremony also heard from Mr Campos on the opportunities of the Brazilian market and Mr Antonio Luiz Leite, vice president of crane owner's association SETCESP. Mr Shigeki Nozawa of Tadano America Corp. also made a presentation on Tadano products and Mr Ed Hisrich of Tadano Mantis Corp spoke about telescopic crawler cranes.



An important market

As one of the so-called BRIC nations, together with Russia, India and China, Brazil has grown strongly in recent years. It has overtaken the UK to become the world's sixth largest economy.

Brazil is rich in natural resources and has a huge population. It is the world's ninth largest producer of oil and, with an estimated 200 million inhabitants, it has the fifth largest population.

Brazil will host the FIFA World Cup in 2014 and the Olympics in 2016.

Brazil was the world's third largest all terrain crane market in 2011, after Germany and the USA.



From left: Koichi Tadano, Marcio Campos and Yo Kakinuma (president, Tadano America Corp.)



The new factory near São Paulo



Mr Koichi Tadano officially launches Tadano Brasil Ltda

Family memories

It was Hiroshi Tadano who first set up manufacturing in Brazil in 1974 when he was head of the company. His son Koichi Tadano, company president today, was just a teenager then but remembers it well because his father returned home to Japan from São Paulo with the autograph of Pele. Hiroshi Tadano had seen the famous footballer quite by chance in a restaurant and asked him for an autograph for his son – a piece of paper still treasured to this day. Koichi Tadano has now followed in his father's footsteps in Brazil but regrets that, so far, he has not been able to get the autograph of Neymar (above), Brazil's new king of football, for his own son.



Open House launches Mantis in Saudi Arabia

The Tadano Mantis telescopic boom crawler crane series has been introduced to the Saudi Arabian market at an Open House event.

The launch was held in Al Khobar by Tadano Middle East and its Saudi distributor M/s. Saleh & Abdulaziz Abahsain Co. It was attended by approximately 100 leading customers as well as senior executives from Tadano Ltd and Abahsain Co. These included the general manager of Abahsain Co., Mr Naim A. Ansari, and Tadano's president, Mr Koichi Tadano.

Also in attendance were Mr Shinichi Iimura, executive officer of Tadano, and Mr Shiro Morita, CEO of Tadano Mantis Corp in the USA.

The Open House gave prospective customers the opportunity to witness first-hand the capabilities of these remarkably rugged and powerful machines and also to get their hands on the controls.



Tadano Mantis crane shows its rough terrain pick and carry ability

A GTC-400EX and a GTC-700EX were each put through their paces, demonstrating their ability to pick and carry their full load capacity through 360 degrees, to boom up and out with full load, to climb steep gradients, and to counter rotate on the spot.

With their crawler tracks, Tadano Mantis cranes have excellent mobility and low ground bearing pressure that is very useful in desert conditions. However, the telescopic boom and hydraulic elevation give them a strong advantage over conventional crawler cranes that depend solely on winch power to lift loads.

In addition to the two units that are currently stocked by Abahsain Co. in Saudi Arabia, there are a further seven Mantis cranes already working in the neighbouring United Arab Emirates.

Foselev takes four 70-tonne all terrains



Foselev's new ATF 70G-4 cranes

Foselev Group is one of France's heavyweight crane service providers, with a fleet of 270 mobile cranes up to 600t capacity operating from depots across the country.

In January and February Tadano Faun and its French distributor Diesel Hydraulique Services (DHS) handed over four new ATF 70G-4 all terrain cranes to Foselev subsidiaries in Paris, Nancy, Lyon and Fos-sur-Mer.

Foselev has been a Tadano Faun and DHS customer since 1997 and it was this previous happy experience with Tadano Faun cranes that prompted the company to return for more. The ATF 70G-4 is rated at 70t capacity, with a boom length of 44m. It can be operated either in taxi version with a loading of 10t per axle, or in full lifting mode at 12t per axle.

Foselev says that it preferred the ATF 70G-4 to competitor models in this class because of the exceptionally strong lift capacities throughout the chart, coupled with the compactness and manoeuvrability.



Hong Kong debut for GT-550E-2

Major construction projects being planned in Hong Kong, such as the bullet train project to Guangzhou, the 30km bridge and tunnel to Macau and more mass transit rail (MTR) subway lines, are encouraging crane rental companies to start expanding their fleets for the first time in several years.

One of the leading crane companies, Kanson Crane Service Co. Ltd., took delivery in November 2011 of Hong Kong's first GT-550E-2 truck crane, manufactured in Beijing by BQ-Tadano.

Mr Nelson Kan, director and owner of the company, reports that the crane has surpassed expectations. He says that it is proving to be strong and stable, with a powerful engine and responsive gearbox.

The GT-550E-2 has a 42m boom, a safe working load of 55t at 3m radius, and can travel at 75km/hr.

Photo: Tadano South China managing director Ken Nitta and director Winnie Tsui hand the crane to Kanson director Nelson Kan (centre)

Distributor focus

Our partners around the globe

Eurogru: Mexico



Eurogru SA de CV is one of the newer members of the Tadano distribution network. It was appointed as the company's exclusive sales and service representative for Mexico in 2010.

Eurogru was established in Guadalajara City, near Mexico's west coast, by Thomas Notter, a Swiss businessman with family interests in cranes. In Switzerland the Notter family also owns Notterkran and Fassitec to distribute Italian-made Fassi knuckle boom loader cranes. Mr Notter realised that there was growing potential to introduce the Fassi cranes to Mexico.

With the financial backing and technical support of the Swiss parent company, which has been going for more than 50 years, Eurogru in Mexico has grown to approximately 50 employees. And with Tadano, it is now expanding into new types of cranes, including truck cranes, rough terrains and all terrains.

Tadano cranes already account for a fifth of the company's sales, after just two years of the relationship.

While Eurogru offers the full range of Tadano and Tadano Faun cranes, it has had most success so far with the Tadano truck-mounted types.

"Our most successful crane type is the TM-20110 because of its long outreach," says Eurogru CFO Daniel Salazar.

The loader crane market in Mexico is slightly unusual in that



A TM-35100 owned by the national water authority, Conagua

Fairs & Events

Where to meet Tadano around the world

- ◆ **Specialized Carriers & Rigging Association (SC&RA)**
– annual conference
17-21 April Austin, Texas, USA
www.scranet.org/meetings
- ◆ **CTT/Conexpo Russia**
29 May - 2 June Moscow, Russia
www.conexporusia.com
- ◆ **Bauma China**
27-30 November Shanghai, China
www.bauma-china.com

straight boom and articulating boom cranes are almost equally popular. Japanese and US produced stiff boom loaders compete side by side with European knuckle booms. In most markets, one type dominates over the other, but not so much in Mexico.



Eurogru workshops are equipped to offer full technical support

To support its customers, Eurogru has full sales and service facilities in: Mexico City, the capital; Queretaro, 200km north in the main industrial corridor that supplies goods to the USA; and Villahermosa to the south, which is the main centre for state oil company Pemex. It also has a sales operation in Puebla, an important automotive centre 130km southeast of Mexico City where there is a Volkswagen plant.

The health of Mexico's economy is closely tied to that of the US. However, while demand for Mexican-made goods in the US has been suppressed in recent years, construction has remained active, Mr Salazar explains. This is helping to keep demand for cranes at a sustainable, although not spectacular, level, he says.

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