



## Record crowds drawn to world's biggest trade fair

### Tadano hosts the show's biggest display of all terrain cranes

Record numbers of people flocked to Munich for the Bauma 2013 trade fair, where Tadano cranes were prominent among the many innovative new construction machines on display.

The organisers report that 530,000 visitors from more than 200 countries visited the show, which was held during the week of 15-21 April. There were 3,420 exhibitors from 57 countries, covering 570,000 square metres of exhibition space. All these numbers were record highs for the event that is held every three years in Germany, ensuring that Bauma remains the world's biggest construction trade show.

Tadano's booth proved to be a popular attraction for many of the visitors. Star of the show here was the ATF 400G-6, the 400t-capacity all terrain flagship of the Tadano line-up, shown in the orange colours of UK customer Davies Crane Hire.

Alongside this was the biggest display of all terrain cranes on the showground: the ATF 220G-5, ATF 180G-5, ATF 130G-5, ATF 110G-5, ATF 90G-4 and ATF 70G-4 were all there, standing majestically alongside the ATF 400G-6.

There was also a GR-800EX rough terrain, an HK



Bauma visitors look up to the Tadano booms



65 truck crane, two truck loader cranes and, from the Tadano Mantis telescopic boom crawler crane series, a GTC-300EX.

Company president and CEO Mr Koichi Tadano opened the booth on the first morning of the show by reaffirming Tadano's primary goal – to become number one in the lifting equipment sector. He observed that the Tadano booth at Bauma was a true reflection of the company's core values of Safety, Quality and Efficiency. It was, he said, "the SQE booth."



# A week to remember in Munich



Tadano had more AT cranes on display than any other exhibitor. The booth was always busy with visitors wanting to know more about the products on show.



**Bauma was – as always – a busy week but, after the misfortunes of the previous event, this year’s turned out to be a crowning glory.**

Many will remember that the last Bauma, in 2010 was affected not just by global recession crippling demand for construction machinery. There was also the matter of that Icelandic volcano, Eyjafjallajökull, throwing an ash cloud across the skies of Europe preventing air travel. Unsurprisingly, visitor numbers in 2010 were a little down. In 2013 they reached a record high, reflecting modestly-rising global demand.

At the centre of Tadano’s booth was a two-storey pavilion. For the first half of the week, the weather was sunny and visitors to the Tadano pavilion enjoyed sitting on the upper balcony, taking in a spectacular view of the showground. For the second half of the week the weather was more ordinary and the catering area of the pavilion, on the ground floor, became the preferred place to be.

Throughout the week, visitors were hungry ➔



Mr Koichi Tadano (left) opened the booth



for information about Tadano products and future plans. There was also a surprisingly high level of firm orders placed at the event.

A crane simulator was set up inside the pavilion, close to its main entrance. This was used to demonstrate Tadano's unique Lift Adjuster safety function and it proved a popular draw.

Video technology was exploited throughout the pavilion. The ATF 400G-6 was supported by a big touchscreen display presenting the key benefits of the machine and also a short film showcasing the development and manufacturing of the new flagship 400-tonne. This 'Making Of' video was also shown in the catering area and in the lounge area upstairs and garnered a lot of interest and comment from customers. Other touchscreens were used to explain and promote the core SQE values of Tadano.

On three of the days Tadano ran a shuttle bus service take visitors to see the Tadano Faun factory in Lauf. Demand was strong for this offer, which included a tour of the works and demonstrations of the ATF 400G-6 and ATF 220G-5 in action.

Above left: The ATF 180G-5 all terrain crane on display

Above: The ATF 400G-6, sold to Welsh customer Davies Crane Hire



A crane simulator demonstrated Tadano's Lift Adjuster safety technology

## A buzz in the Fan Shop

It is not just the big cranes that attract lots of attention at Bauma.

Even the smallest displays are appreciated too, so enthusiastic are the visitors about all kinds of construction machinery and cranes. Therefore, as usual, one of the biggest attractions of the Tadano booth at Bauma was the 'Fan Shop', where – alongside company branded products such as T-shirts – were scale models of some of the Tadano range.

The ATF 70G-4 scale model, made by WSI, was available for sale in the shop and the



entire stock of 205 units was completely sold out to collectors. The prototype of the new ATF 400G-6 scale model was also displayed and orders for more than 30 of these were taken.

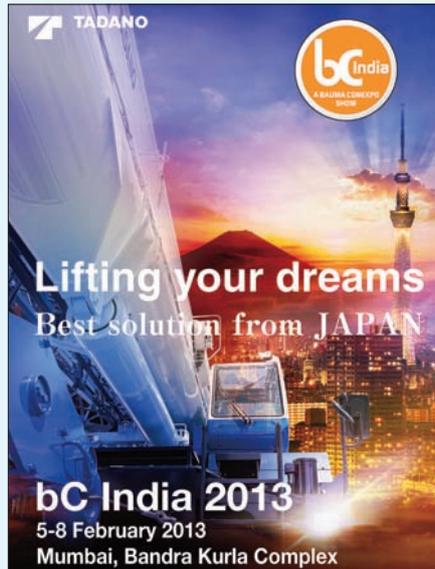
# TIP makes impression at Mumbai trade show

The second bC India international trade fair for construction machinery took place 5-8 February 2013 in Mumbai with Tadano making its debut appearance at the event.

Tadano was represented by Tadano India Private Ltd (TIP), which was founded in Bangalore in 2012.

TIP exhibited the 80t-capacity GR-800EX rough terrain crane, which generated lots of attention from India's crane buyers and raised the profile of both TIP and Tadano products.

As is well known, India is one of the fastest-growing economies in the world. This is evident in the growth in the bC India event itself. There were 508 companies exhibiting when the event was first staged



in 2011. This year there were 708 exhibitors, occupying an exhibition area nearly doubled in size, from 88,000m<sup>2</sup> in 2011 to 150,000m<sup>2</sup> in 2013.

Visitor numbers were also up strongly, from 22,000 last time to more than 28,000 in 2013.

TIP's managers report that they expect further growth for this event when it is next held in December 2014 in Delhi.

While competition among international crane manufacturers is getting increasingly keen in India, TIP believes that it has good opportunity for growth by providing customers with high quality products and excellent service, further growing the Tadano name and reputation.



Left: TIP displayed a GR-800EX



Right: Tadano India's enthusiastic team

## Singapore

# Technicolor ATFs on parade with Multico



Nine Tadano ATF all terrains were recently shipped from the Tadano Faun factory in Germany to Singapore distributor Multico, where they briefly assembled for this dazzling photo opportunity.

Included among them is the first ATF 130G-5 to come to Singapore.

Demand for all terrain cranes has increased strongly in Singapore in recent years, thanks to construction work on the Mass Rapid Transit (MRT) railway as well as oil refinery developments and other major projects. Tadano ATF cranes have therefore become a familiar site on Singapore sites and have made their contribution to developing the country.

The colourful display of all terrain cranes in Multico's yard



## Saudi Arabia

# Forty rough terrains for Bin Quraya

One of Saudi Arabia's largest construction equipment rental companies has taken delivery of a shipment of 20 Tadano rough terrain cranes from our exclusive distributor Saleh and Abdulaziz Abahsain Co Ltd, and it has 20 more on order.

Bin Quraya has provided cranes and heavy equipment to customers such as the oil company Saudi Aramco since 1975.

It has already received 20 of the 80t-capacity GR-800EX, through Tadano Middle East. The new cranes are already busy at work in the field now.

Later this year Bin Quraya will also take delivery of a further 20 units of the 50t-capacity rough terrain GR-500EX.

Bin Quraya has approximately 250 mobile cranes in its fleet and most of them are Tadano ones, including all terrain and truck cranes as well as the rough terrain models.

The first 20 of Bin Quraya's new cranes



## ATF for Sankyu Manar

Sankyu Manar (Saudi Arabia) Co. has expanded its capabilities by taking ownership of a Tadano ATF 220G-5 all terrain crane from our exclusive distributor Saleh and Abdulaziz Abahsain Co Ltd.

Sankyu Manar is a Japanese-Saudi Arabian joint venture company that provides maintenance and logistics support services. The new ATF 220G-5 is the first crane that it has purchased.

The picture shows (*in the centre*) Mr Koji Kakudo, senior service manager of Tadano Middle East, with the staff and management of Sankyu Manar Co.

# New global website for Tadano

The spirit of continual improvement is evident not just from Tadano's new product development but also from its online presence.

On 1 April 2013 the Tadano global website was re-launched with a new, clearer design and crisper look to reflect the corporate branding and colours.

Product and company information are presented even more clearly than before in a simple fashion to give worldwide customers accurate, meaningful and timely information.

Take a look for yourself at:

[www.tadano-global.com](http://www.tadano-global.com)



# Distributor focus

*Our partners around the globe*

## Allcrane Sales & Service: New Zealand

When Allcrane Sales & Services was appointed the Tadano distributor for New Zealand in 2011 it marked the renewal of a very long-standing association.

Allcrane owner Mike Morris goes way back with Tadano – in fact, right back to the very first Tadano crane shipped to New Zealand in 1969. In those days, New Zealand had import restrictions to protect a local crane manufacturer. The 13t-capacity TM-130 upper was therefore mounted locally on a commercial chassis. Mr Morris was a technician with Industrial Steel & Plant, carrying out the work.

In 1985 he joined Hydraulic Machinery Company (HMC) and took with him the Tadano dealership as product manager. When HMC fell victim to economic recession in the late 1980s, the Tadano dealership went to a large corporate entity; Mr Morris, meanwhile, set up his own business.

Over the next 20 years he sold and serviced all kinds of cranes and equipment, including marine cranes and scrap handling machinery. Allcrane also has the New Zealand agency for Cormach and Amco Veba knuckle boom loader cranes.

Securing the Tadano dealership was the catalyst Allcrane required to invest in a new facility in the Mount Wellington suburb of Auckland. Today, Tadano accounts for roughly half of his business and it is growing steadily. He expects it to be two-thirds of his turnover before long. The sales business is evenly split between new and used equipment.

Since the two earthquakes that shook Christchurch in 2010 and 2011, there is a lot of rebuilding work to be done and Tadano cranes are likely to be needed. Reconstruction will be a 10-year project, Mr Morris reckons, and it has been slow to start because the second quake forced a rethink on design codes. Allcrane delivered a Tadano GT-600EX to Christchurch-based



Allcrane's Mike Morris |



Handing over an ATF 110G-5 to Concrete Structures

# Fairs & Events

*Where to meet Tadano around the world*

- ◆ **Conexpo Russia**  
**4-8 June** Moscow, Russia  
[www.conexporusia.com](http://www.conexporusia.com)
- ◆ **Construction Expo**  
**5-8 June** São Paulo, Brazil  
[www.constructionexpo.com.br](http://www.constructionexpo.com.br)  
*Come and see ATF 220G-5, GR-1000XL and GR-550XL*
- ◆ **Exponor Chile**  
**17-21 June** Antofagasta, Chile  
[www.exponore.cl](http://www.exponore.cl)  
*Come and see GR-750XL*
- ◆ **BICES**  
**15-18 October** Beijing, China  
[www.e-bices.org](http://www.e-bices.org)
- ◆ **World Crane & Transport Summit**  
**29-30 October** Amsterdam, Netherlands  
[www.khl-group.com/events/wcts](http://www.khl-group.com/events/wcts)
- ◆ **Conexpo USA**  
**4-8 March 2014** Las Vegas, NV, USA  
[www.conexpoconagg.com](http://www.conexpoconagg.com)

Higgs Construction just in May this year. Other recent customers include Waikouaiti Auto & Engineering, which also bought a GT-600EX, and Concrete Structures, which bought an ATF 110G-5.

Since he last sold Tadano cranes, the market has changed quite a lot, Mr Morris has noticed. Back in the 1970s and '80s it was all 20- and then 30-tonners. These days, a 200-tonne crane is normal.

Mike Morris speaks highly of the enthusiastic young team he has supporting his company and his customers. The workforce of eight now includes Hamish Morris, Mike's 31-year-old son, who joined the business earlier this year. Mike Morris is now 63 and is aiming to work full-time for just another couple of years before handing over, he hopes, to the next generation.

## Tadano worldwide

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