



Bauma China cements its place on international trade show calendar

There were record crowds for a Shanghai trade fair that witnessed the launch of two Tadano cranes onto the Chinese market.

The organisers of Bauma China 2014 report a 6% increase in visitor numbers, rising to approximately 191,000, compared to 180,000 in 2012, which was the previous time the event was held.

It was a record attendance for this trade fair, despite of a slowdown in the Chinese construction machinery market.

Data gathered by Tadano's own personnel shows an even stronger rise in traffic showing interest in its cranes and equipment. The Tadano booth registered more than 1,300 trade visitors. This was an increase of roughly 60% on the 800 visitors registered in 2012.

The Tadano Group booth was hosted jointly by Tadano Ltd of Japan and Chinese subsidiary company Tadano (Beijing) Ltd.

Together they exhibited the GR-800EX, an 80-tonne capacity rough terrain crane, and the GT-350E-2, a 35-tonne truck crane. Both models were officially launched onto the Chinese market at the fair.

Throughout the four-day event, held in November, Tadano sales staff held numerous meetings with established customers and potential new customers who had travelled to Shanghai from across Asia and, in many cases, from even further afield, such is the growing prominence of the Bauma China show.

Despite rain falling on the first day of the show, Eugen Egetenmeir, managing director of event organiser Messe München, said that he was impressed by the enthusiasm of visitors to the event. "After 12 years of development of Bauma China, this show is now not only a platform for product presentation, but also a grand industry party for communication and cooperation for further growth," he said.

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Tadano's Bauma China team made sure that customers were welcomed and had all the product information that they required



Bauma China

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Bauma China 2014 took place from 25th to 28th November at the Shanghai New International Expo Centre.

This was the seventh time that the event has been held since the inaugural event in 2002 and it has now clearly established itself as Asia's leading trade show for heavy construction machinery, providing an Asian counterpoint to North America's Conexpo and Europe's original Bauma fair, both of which are held every three years.

With the 2014 event now over, planning has already begun for the next Bauma China, which will take place from 22nd to 25th November 2016, once again at the Shanghai New International Expo Centre.

Right and below:
The GR-800EX exhibited by Tadano had been pre-sold to Singapore heavy lifting specialist Asia Group, which sent a team to the fair to take delivery of their new machine from Tadano Ltd president Koichi Tadano (shown in centre, below) and Tadano Asia md Hisashi Miyazaki (on right in middle photo)



Left: The GT-350E-2 truck crane on display, rated at 35 tonnes capacity

Left: Customers from the Philippines with Tadano staff



Throughout the fair, the Tadano booth registered more than 1,300 visitors and was the scene of many sales meetings



Scott Equipment celebrates 75 years

Scott Equipment LLC, one of the largest heavy-duty equipment suppliers in the Gulf Coast region of the United States of America, has celebrated its 75th anniversary.

Scott Equipment began business in late 1939 as Scott Truck & Tractor, supplying agricultural equipment in Louisiana. Through hard work and good customer service, the founders Tom Scott and his wife Mayme expanded the company across neighbouring regions including Arkansas, Tennessee, Mississippi, and West Texas.

Today its core business is construction equipment, cranes and materials handling machinery. It remains a family-run business focused on its customers. Tom and Mayme Scott's daughter Betty Cummins is chairman of the board of directors; Scott Cummins, grandson of the founders, has served as president since 2001.

With corporate headquarters in Monroe, Louisiana, Scott Equipment now has 21 locations across Louisiana, Texas, Mississippi, Arkansas and Tennessee.

On 10th October Scott Equipment hosted a series of events including an open house and an anniversary party in Monroe, where more than 150 people gathered to celebrate. Guests from overseas included representatives of Tadano from Japan, as the company is one of the largest dealers of Tadano cranes, shipping more than 80 rough terrain cranes last year alone. The company also ordered a further 53 Tadano rough terrain cranes in December 2014, which will join its fleet this year 2015.

To mark the 75th anniversary, Tadano America Corporation president Yo Kakinuma presented Scott Cummins with a *Kabuto*, a traditional Japanese warrior's helmet, as a gift from Tadano president and CEO Koichi Tadano.

"A lot has changed over the last 75 years, but our commitment to customers remains a constant," said Scott Cummins. "Our business has been built on service to our customers and service to the communities in which we're located. We realise our customers are the biggest asset we have."



Photo copyright Patty Stewart

Betty Cummins, daughter of the founders, Tom and Mayme Scott, is chairman of the board

As a gift from Koichi Tadano, Tadano America's Yo Kakinuma gave Scott Equipment president Scott Cummins a traditional Japanese warrior's helmet, a *Kabuto*



Congratulations on Scott Equipment Company, LLC 75th Anniversary
細東威伊子喜徳彰
Koichi Tadano President
TADANO LTD

Meeting Mumbai crane owners



Tadano recently organised a special meeting with Mumbai crane hire companies to build relationships and learn more about the market.

Crane rental companies in Mumbai account for an estimated 75 to 80% of the total crane population in the Indian rental sector.

The event coincided with a visit to Mumbai on 20th October 2014 by Mr Koichi Tadano, President and CEO of Tadano Group.



Mr Koichi Tadano

The chief guest of this program was Mr Ashwin Gandhi, President of the Crane Owners Association of India. The event was also attended by the top management

of most of major rental companies in Mumbai.

In his address to the meeting, Mr Ashwin Gandhi praised the management system and the quality standards of Japanese companies. He also spoke about Prime Minister Narendra Modi's 'Make in India' initiative to promote manufacturing businesses and encourage international investors to India. Mr Gandhi said that he hoped Tadano would follow this lead and set up its own manufacturing plant in India.



Ashwin Gandhi (left) talks to Tadano's Kozi Hayashi and Sameer Govani of Total Equipment Solution

Mr Koichi Tadano, in his speech, said that the growth potential of India was widely recognised. He also briefly touched on the developing relations between Japan and India, and Prime Minister Modi's recent visit to Japan.

Mr Tadano then raised a toast to start cocktails and dinner, during which he took time to meet all the crane owners personally.

Otto Fischer lifts footbridge into place for Saxony garden festival

The German town of Oelsnitz, in the east of the country close to the Czech border, is hosting the Saxony state garden festival this year from April until October.

It is an important event for the town, which was once dominated by coal mining. Among the new infrastructure that has been built in preparation for the event was a 35-metre long footbridge on the festival site.

The bridge structure was assembled in sections alongside its final location and lifted into place as a single 24-tonne load.

The transportation and lifting was carried out by the company Otto Fischer, which is based 60km to the north in Neustadt an der Orla, Thuringia. Otto Fischer has been moving big things since 1863 and managing director Thomas Fischer is the fifth generation of the family to run the company.

For the lifting operation Otto Fischer selected its Tadano ATF 220G-5 because it needed the strength of a typical six-axle crane but the footprint of just five axles.

Thomas Fischer says that this combination of power and compactness very useful. "We are pleased to have the extremely reliable ATF



The ATF 220G-5 places the 24-tonne bridge



220G-5 in our fleet" he says.

"It is very often in use. The ATF 220G-5 is an excellent machine in this class, due to its good load-bearing capacity values."

In Oelsnitz the full capacity of the crane was needed. The 68-metre boom was extended to 42 metres, using the full counterweight of 71 tonnes, to place the bridge at a radius of 19 metres.

More reach from 70 tonne AT

The main boom length of Tadano's 70-tonne class all terrain crane has been increased by nearly a fifth.

The ATF 70G-4 is now available with a main boom that telescopes out to **52.1 metres**, more than eight metres more than the previous version.

Not only is the boom longer, it is also stronger thanks to the addition of an extra 1500kg of counterweight. Full counterweight is 16.5 tonnes, but the vehicle can be driven with loadings of either 12 or 10 tonne per axle for full 'taxi' flexibility of use.

The crane still benefits from the dual engine concept that

The ATF 70G-4 now has a 52.1m boom

maximises fuel efficiency and minimises wear and tear. Like the new ATF 100G-4, the ATF 70G-4 is now equipped with Euromot 4 engines in both the carrier and superstructure, reducing emissions of particulate matter by 90% compared to the previous Euromot 3a engines and NOx by 80%, making them even cleaner than before.



Management shuffles

Mr Akihiko Kitamura (*right*) has been appointed Officer, Europe Operations and vice-president of Tadano Faun GmbH in Germany. He succeeds Mr Satoru Oyashiki who returns to Japan to take up the role of president of Tadano IMES, a Tadano subsidiary whose primary business is trading used equipment.



In a separate move, Mr Kenji Munezawa (*centre, with his team*) is now president of Tadano Panama SA, which has taken over the sales and service operations for Central and South America (excluding Brazil). Tadano Ltd Panama office has been closed.



Thirdly, Mr Kazuumi Hiwatashi (*below right*) has taken over as general manager of the Tadano Middle East office in Dubai. He succeeds Mr Arihito Kabasawa, who has successfully increased Middle East business since he was assigned this position in 2009. Mr Kabasawa returns to Japan as manager of the Strategic Market Sales Department.





The winning crane and the winning team behind it, wearing special souvenir shirts marking the 35th anniversary of the company, a milestone reached in 2014

Leadership award for GTC-1200 telescopic boom crawler

The Tadano Mantis GTC-1200 telescopic boom crawler crane has received a prestigious accolade from an American lifting industry publication.

The GTC-1200 was one of five entrants in the crane category of the 2014 LLEAP awards for Leadership in Lifting Equipment and Aerial Platforms. The judges selected it as one of the two winners in its category.

The awards are organised by the magazine *Lift & Access*, one of the most important crane industry publications in North America.

Tadano Mantis developed the 120-tonne capacity GTC-1200 as a clean-sheet design with features designed to serve traditional core markets of power transmission, civil engineering, foundations and bridge construction while expanding the broader appeal of the crane in general lifting markets. In North America it is rated at 130 US tons capacity.

Comments from the judges included: "I'm impressed with the 52% gradeability, 1.6mph travel



Julie Fuller, Tadano Mantis vice president of engineering and purchasing, with the Leadership in Lifting Equipment and Aerial Platforms trophy

speed and full-capacity pick-and-carry capability."

Another judge was impressed by its "easy transportation, fast set-up and features that fit both general construction and utility work".

The GTC-1200 was launched at Conexpo 2014. It is the first totally new crane from Tadano Mantis Corporation since it was acquired by Tadano Ltd in December 2008.

The design represents a close collaboration between engineering teams in the USA, Germany and Japan. The GTC-1200 combines traditional Mantis pick-and-carry strengths with Tadano boom technology, Hello-Net telematics,

the Tadano AML-C load moment system and integration of hydraulic cylinders, winches and jib systems from the other Tadano Group companies.

As you can see in the photo above, the LLEAP award meant a lot to the Tadano Mantis workforce, who are justifiably proud of their newest machine.

Distributor focus

Our partners around the globe

HCT Automotive: Baltic States

HCT Automotive is the Tadano distributor in Latvia, Estonia and Lithuania.

It began representing Tadano in its home country of Latvia in 2004 and soon had its territory extended across the Baltic states.



The company was set up in 1992 in the wake of independence and the break-up of the Soviet Union to sell garage equipment to car mechanics. It is owned by the father and son team of Ilgvars Lecis and Alvis Lecis.

Garage equipment remains the core business but crane sales and servicing has become increasingly important to HCT.

The company has grown from a small apartment into a big complex of several buildings, with storehouses, tyre service and mechanical workshop.



Alvis Lecis (left) hands an ATF 70G-4 to Kauno Kranai of Lithuania

Most of the 37 employees work as technicians for garage installations. However, there is a highly trained team of four that are dedicated to Tadano sales and service. Harijs Buls was in charge of crane sales from the outset until his retirement last year. Now Alvis Lecis manages the crane operations himself.

The origins of the Tadano relationship, however, were almost by chance. "About 10 years ago a friend asked us if we could help him get a mobile crane," recalls Alvis Lecis. "We contacted various companies across to see who might be interested in supplying that kind of equipment and the first answer we got back was from Tadano Faun."

Since then, the relationship has grown not just with Tadano – "the Tadano Faun factory people are always very kind and supportive," Alvis says – but also with fellow distributors. "The dealers from other countries are always open to help if necessary, should there be an urgent requirement for a spare part, a used crane or just some advice," he says. "More or less, we are like family."

In the Soviet days, Russian made cranes were the most common types seen in the Baltic states. Some of these still survive to this day but Latvia, Estonia and Lithuania are now

Fairs & Events

Where to meet Tadano around the world

- ♦ **International Cranes & Transport Latin America Conference**
8 June 2015 São Paulo, Brazil
www.khl-group.com/events/catla
- ♦ **Conexpo Latin America**
21-24 October 2015 Santiago, Chile
www.conexplotinamerica.com
- ♦ **Bauma**
11-17 April 2016 Munich, Germany
www.bauma.de

part of the European Union and these cranes do not meet EU standards. Crane buyers these days, most of whom are specialist rental companies, require modern West European or Japanese cranes, Alvis says. However, although they want modern technology, they also prize simplicity, which makes easy-to-handle Tadano and Tadano Faun cranes popular, he says.

HCT's best-selling machines are ATF 90G-4 and ATF 220G-5 all terrain cranes, with customer such as: Arsava and Sture-V in Latvia; Ithal, Kraana Kaks in Estonia; and Strele Logistics and Kauno Kranai in Lithuania. It has also sold smaller 30-tonne rough terrains to building companies that want a crane mainly to work at their own premises, rather than going on the road.

Since January 2014, Latvia is also now in the Eurozone, which has made doing with the factory in Germany simpler still – no more calculations or conversions required, he says.

Alvis Lecis is optimistic about business prospects. The construction sector is gaining momentum in the region and crane rental companies are looking to replace their older machines.

"There are plenty of new projects to be built and investments are increasing through the Baltic states," he says.

Tadano worldwide

TADANO Ltd

International Headquarters (Japan)

phone: +81 3 3621 7750
email: info@tadano.com

www.tadano.com

TADANO America Corporation (USA)

phone: +1 281 869 0030
email: tac.sales@tadano.com

www.tadanoamerica.com

TADANO MANTIS Corporation (USA)

phone: +1 615 794 4556
email: sales@mantiscranes.com

www.mantiscranes.com

TADANO FAUN GmbH (Germany)

phone: +49 9 123 1850
email: info@tadanofaun.de

www.tadanofaun.de

BQ TADANO Ltd (Beijing) Crane Co Ltd

phone: +86 10 8949 8703
email: sales@bq-tadano.com

www.bq-tadano.com

TADANO Ltd Middle East Office (Dubai)

phone: +971 4 887 1353
email: tadano@tadano.ae

TADANO Asia Pte Ltd (Singapore)

phone: +65 6863 6901
email: tdn-crane@tadanoasia.com

TADANO Korea Co Ltd

phone: +82 2 714 1600
email: tadano@korea.com

TADANO Oceania Pty Ltd (Australia)

phone: +61 7 3120 8750
email: info@tadano.com.au

TADANO (Beijing) Ltd (China)

phone: +86 10 5190 9026
email: beijing@tadano.co.jp

Taiwan TADANO Ltd (Taiwan)

phone: +886 2 2754 0252
email: tadano@ms18.hinet.net

TADANO Panama SA

phone: +507 209 5787
email: sales@tadano-cranes.com

TADANO Brasil Equipa. de Elevacao Ltda

phone: +55 11 4772 0222
e-mail: tadano@tadanobr.com

TADANO India Pvt Ltd

phone: +91 80 4093 1566
e-mail: info.india@tadano.com

TADANO (Thailand) Co Ltd

phone: +66 33 010 939