



TADANO

100
100th Anniversary

Lifting your dreams

GLOBAL NEWS

Issue 48: MARCH 2019

WHEN SUCCESS IS YOUR ONLY CHOICE

Bauma to witness unveiling of newest Tadano models

This year, 2019, marks the 100th anniversary of the foundation of Tadano and at the Bauma trade fair in Munich the company will be demonstrating its strength to the lifting equipment industry under the slogan **WHEN SUCCESS IS YOUR ONLY CHOICE**.

Bauma 2019 takes place from 8th to 14th April at the Messe München showground and Tadano will be at booth **FS 1205**.

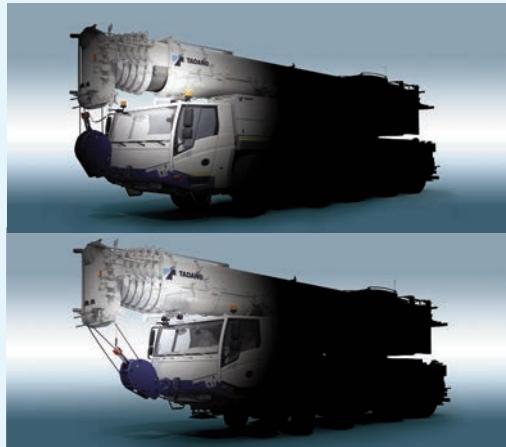
From the ATF all-terrain crane family, Tadano will exhibit: the ATF 400G-6 which has a maximum rated capacity of 400 tonnes and complies with Euromot Stage IV engine regulations; the ATF 60G-3 which is rated at 60t and is also Stage IV compliant.

In addition, Tadano will be presenting two new all-terrain models from the ATF product line in the four- and five-axle segment.

Representing the telescopic boom crawler crane series, the GTC-800 will be shown. This crane complies with EN standards and has a rated capacity of 80t. This crane was exhibited at Vertical Days in the UK in 2018 and it is targeted at off-road pick and carry operations and foundation work.

Tadano will also exhibit two cranes from different ends of its best-selling rough terrain crane product lines, demonstrating the breadth of Tadano's reach. At the larger end, the GR-1200XL (120 US tons) will be shown. This crane is for the North American market and the customer livery is sure to attract lots of attention. In contrast, the compact GR-200EX is a 20-tonne city crane for the Australian market, well-suited to running around built-up urban areas. It is a high-specification machine, with the latest technologies for safety and efficiency, which is why it has been producing a sensation in the market there.

In addition to these, Tadano will display two truck cranes – one from Germany and one from Japan.



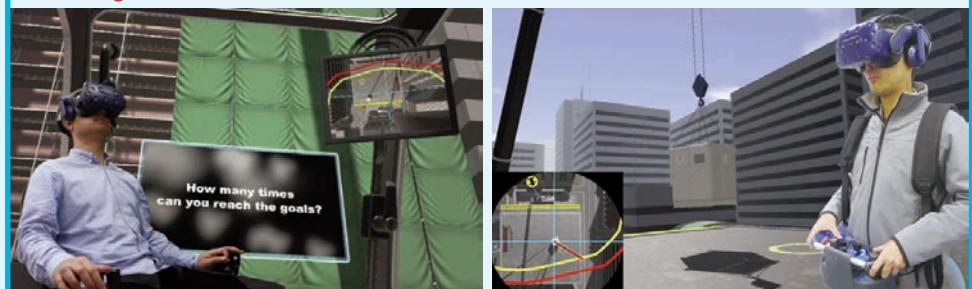
Tadano will unveil two new all-terrain ATF models at Bauma, one with five axles and one with four

bauma
APRIL 8-14, 2019, MUNICH
Booth No. FS 1205

WHEN SUCCESS IS YOUR ONLY CHOICE



Coming to Bauma? Don't miss the Tadano Innovation Area – where the future is revealed



[continued from page 1]

The HK 40 has a 40-tonne lifting capacity and is well known in the European market. Such a crane mounted on a commercial chassis in Germany has the appeal of drivability and easier maintenance for certain customer markets.



GT-750EL

The 75-tonne capacity GT-750EL, released in October 2017, is one of the Next Truck Crane series that is crafted in Japan. New technologies here include the suspension system and automatic gear box, and the under-slung jib that is equipped as standard.

Finally, visitors will be invited to see Tadano's Innovation Area inside the booth pavilion where they can experience Tadano's latest and developing technologies, all dedicated to making the lives of crane users easier, safer and more profitable. Full details will only be revealed in Munich so come along to the Tadano booth at Bauma and find out for yourself.



For further details of
Bauma 2019, see
www.tadano.com/bauma2019

GR-200EX

New 15-ton GR debut in NA: GR-150XL Off Road Industrial

Tadano has launched the new GR-150XL-3 for the North American market.

A new 15-ton class GR-150XL-3 compact rough terrain crane is being introduced for the North American market. With an upgraded lifting capacity of more than 70% the maximum single line pull, this new operator friendly feature allows more lifting operations to be done with a single line. This allows for improved hoisting performance and lifting capacities at most working radii when using four parts of line.

This new GR has a host of other features that make it a more efficient and more competitive product in its class. While maintaining impressive compactness, the long boom has an underslung hydraulic offset jib for ease of installation in urban areas and busy plants. For added concentration, the tail swing has been reduced with stronger single hoist layout. The new storage for the main/auxiliary hook blocks provides easy access when hook blocks need to be swapped. A new operator cabin provides more comfort and better visibility by changing the angle and height of the instrument panel in relation to the glass.



New GM at Tadano Mantis



Mr Kozo Yoshida, COO at Tadano Mantis Corporation, has announced the promotion of James (Jamie) Land to General Manager of Sales and Customer Support for Tadano Mantis Corporation.

Mr Land has spent his entire career in the heavy equipment industry. For the past seven years, he has been a key part of the Tadano Mantis team and served roles as CS Engineer, CS Manager, and Export Sales Manager. During this time, he has built strong relationships with dealers and customers that will be an asset in his new role.

"In his new position as General Manager, Jamie will be an integral part of our sales planning and support," Mr Yoshida said.



In terms of technology, introduction of the new generation Tadano automatic moment limiter AML-E replaces the current 5.7" black and white screen with a vibrant 10.4" color touchscreen for ease of use and better working condition visibility.

Additionally, outriggers can be safely deployed asymmetrically. The AML-E system detects extension and provides maximum lifting capacity for the surrounding area of the crane.

Included in the GR-150XL-3 is the Tadano Positive Control system as a part of the Eco function: the crane controls the quantity of hydraulic pump emission during crane operation in response to the amount of movement applied, thereby minimizing the fuel consumption and carbon footprint.

There is excitement about this product in North America. Tadano America Corporation has received multiple orders, even before the first unit arrived. Initial deliveries are expected in April of this year.

Tadano at M&T Expo 2018

Sao Paulo, November 2018: Brazilian subsidiary puts on display at the largest equipment fair in Latin America



M&T Expo 2018, the International Trade Fair for Construction & Mining Equipment, was supposed to have been held in June 2018. But with a general election, accompanied by demonstrations and truck drivers going on strike, it was pushed back to 26-29 November.

With an economically liberal government returned, there is a climate of optimism in Brazil's construction and mining industries; there are firm hopes that planned big infrastructure projects will finally start up, with domestic and international investors returning. Thus Latin America's largest equipment event pulled an audience estimated at 40,000 visitors.

A total of 800 national and international brands were exhibited from 19 different countries across the 70,000 square meters of exhibition space.

President Masatoshi Hirano (second from left) and the Tadano Brasil team in front of the ATF 100G-4 at M&T Expo 2018

Right from the first day of the M&T Expo, exhibitors reported that they were closing deals.

It was the same for the Tadano Brasil team, who share the general industry optimism that economic revival is in the air.

Masatoshi Hirano, Managing Director of Tadano Brasil Equipamentos de Elevacao Ltda, says: "Brazil is very big and has many opportunities for the crane market. But in this transition phase, the rental segment is a bit complicated."

Therefore the company focuses on product support and after-sales services. "Our customer support team is calling on all customers asking what we can do to help ensure the availability and productivity of the machines to maintain their profitability even at depreciated rental prices," he says. "We need to have a strong and well-aligned after-sales service, so that when our customers get back to buying a Tadano machine, they know that our after-sales service is well-structured here in Brazil."

At the Tadano Brasil booth, the highlight was an ATF 100G-4 all terrain crane that had been recently sold to Real Guindastes, a major crane rental company.

Brazilian customers recognize the benefits of high quality all terrain cranes. As there are already plenty of cranes up to 70-tonne class in Brazil, Tadano intends to invest in larger cranes of more than 100 tonnes, with a focus on after-sales and training.

M&T Expo is organized by Sobratema (the Brazilian Association of Technology for Construction & Mining) and German exhibition company Messe München. It is held every three years and 2018 was the 21st edition.
[- With thanks to *Crane Brasil* magazine]

CTI-500XL makes debut at bc India

Bauma Conexpo India, 2018 held from 11 to 14 December, 2018 was the launch pad for new CTI-500XL, a city crane from Tadano Escorts India Private Limited.

Tadano Escorts India Private Ltd is a joint venture of Tadano Ltd (51%) and Escorts Ltd (49%) that began operations in December 2018.

bc India is one of the largest construction exhibitions in the country. Held in Gurugram in the outskirts of Delhi, 700 companies from 26 countries showcased their products and innovative technologies.

The CTI -500XL received a lot of attention from visitors. CTI stands for City Intelligence and is categorized as a



The CTI-500XL and Tadano Escorts team at bc India

city crane in India. It has a maximum travel speed of 50 km/h and double short elevating cylinders that allow visibility to the front and left side of the crane. A mirror on the boom head further enhances driving safety by providing a view of each side of the crane.

Maximum lifting capacity is 51 tonnes at 2.5 metres radius with a five-section boom extending to 42 metres. Other features include an 8.0/12.7-metre under-slung jib and asymmetric outrigger control powered by the AML-C system.

Launch of CTI-500XL at the exhibition maximizes the reach to potential customers across the country.

USA

Big B Crane, where service comes first

US crane rental agency Big B Crane & Rigging has taken delivery of another two new Tadano all-terrain cranes.

The ATF 220G-5 and ATF 130G-5 arrived at its headquarters in Burleson, Texas on 8th February and, after a week of operator training and familiarization, were out to work with Big B's West Texas Oilfield division.

"We're pretty new to Tadano, having bought our first Tadano A/T just a couple of years ago," says president Daniel Basden. "We have a few ATF130 machines in the field already and they've been great. They've got a great reputation so our customers are happy to see them rolling onto their jobsite."

He says: "We've been impressed with the engineering and build-quality but more importantly we've really loved the people behind the brand. Ken Butz and Todd Elkins [at Tadano America Corp] have been very helpful in finding timely solutions to the issues we've encountered. Cranes are machines that work pretty hard and it's very important that we work with companies that will stand behind their product. We feel like we've found that with Tadano."

Big B started as a division of Basden Steel, working mostly in steel erection. "In the last 15 years, we've really put an emphasis on growing Big B as its own company and branching out," Mr Basden says. "We still hang a lot of steel but we also do oilfield work,



Above: Big B Crane's new ATF 130G-5. President Daniel Basden says his Tadano cranes "bring pride to the jobsite".

tilt-wall, foundation, and a whole lot of other interesting projects."

Daniel Basden is a US Navy veteran who used to carry out mission-critical maintenance on the nuclear power plant that powers the *USS George Washington* aircraft carrier. He knows something about the importance of safe and reliable machinery. And team management too.

"I learned three things above all others from my time in the Navy," he says. "The first was that work happens most smoothly when there are systems in place to train new people and standardize work practices. It may not sound exciting, but having processes helps to communicate to our folks what is expected and how we intend to accomplish the mission.

"Secondly, I learned that you can go pretty far in life by being the guy always looking to help. This applies no matter the profession. Big B is a crane service company, with the emphasis on service. We've gotten to where we are by trying to make the customer the hero of their story and making their lives as easy as possible.

"Thirdly, it's extremely important to have the proper tool for the job. It's important that we provide our people and our customers with a machine that is not only capable of handling the load, but is reliable, safe, and brings pride to the jobsite.

"We feel like we've found that in Tadano and couldn't be happier with this partnership."

GTC-350

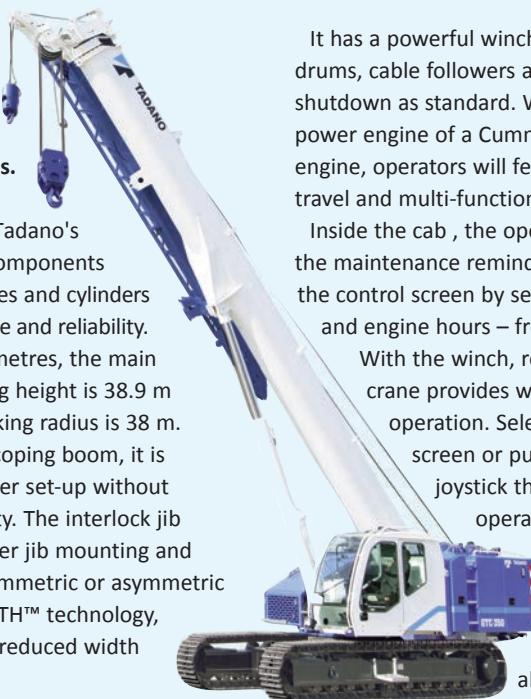
Introducing our 35-tonne crawler

The GTC-350 is the ultimate long-life tool for confined sites, bringing the features and benefits of Tadano's quality products to the smaller size class of telescopic boom crawler cranes.

The new GTC series, including this crane, combines superior design from Tadano's global engineering team with proven components from Tadano Japan, such as jibs, winches and cylinders to achieve improved quality, performance and reliability.

The lifting capacity is 35 tonnes at 3 metres, the main boom extends to 27.2 m, the max lifting height is 38.9 m (main boom + fly jib) and the max working radius is 38 m.

With a three-section full power telescoping boom, it is designed for easier transport and quicker set-up without compromising stability or lifting capacity. The interlock jib pinning system ensures safer and quicker jib mounting and stowing. It can be set up with either symmetric or asymmetric track positions thanks to the OPTI-WIDTH™ technology, which optimizes lifting performance in reduced width configurations.



It has a powerful winch with grooved drums, cable followers and third wrap shutdown as standard. With the high power engine of a Cummins QSB4.5 engine, operators will feel its superior travel and multi-function performance.

Inside the cab, the operator can set the maintenance reminder function on the control screen by selecting the required maintenance items and engine hours – from 50 hours up to 2,000 hours.

With the winch, rear and side view color monitor, this crane provides wider views around the crane for safer operation. Select travel mode either by the touch screen or pushing a button to make the right joystick the travel controller for improved operability.

Even with its compact build, the ability to reach full useable capacity is unparalleled, with level ground load charts up to 4° and still maintain about 83% of level ground capacity.



Italthai hosts truck crane presentation

Italthai Industrial Co Ltd and Tadano have begun selling three new truck crane models into Thailand in earnest.

On 30th November 2018 Italthai hosted an event to introduce the new models to customers: the GT-750ER, which has a maximum lifting capacity 75 tonnes, the GT-600ER, with maximum lifting capacity of 60 tonnes; and the 30-tonne rated GT-300ER.

Many customers attended and were suitably impressed. One of the highlights, they learned, was the high quality of the new cranes, which are 100% manufactured in Japan.

"The lifespans of Tadano cranes are usually more than 20 years, so the cranes have a very good reputation in Thailand," says Italthai Industrial Executive.

"The value of Tadano's second-hand cranes is often higher than some brand new cranes of other competitors."

"As a result of the Thai-Japan Economic Partnership Agreement, the import duty of truck cranes is being adjusted from 40% to 0% and lots of crane users in this country have got an opportunity to benefit from Tadano's truck cranes



**Japanese crafted
GT-series truck cranes
were introduced to
Thai customers**

with this additional incentive."

Italthai and Tadano are confident that the new three-axle truck cranes will generate positive feedback from customers and meet all their requirements.

TAIWAN

Open house at Chi Deh Crane Engineering

Chi Deh Crane Engineering Co., Ltd., a major provider of crane engineering services in Taiwan, held a two-day open house at its premises in December 2018.

More than 40,000 visitors came to see the array of construction equipment that was put on show. Standing at the entrance, given pride of place, were three brand new Tadano GT-750EL truck cranes, presented by Tadano and its Taiwan distributor Mangchong Enterprises Co Ltd.

Chi Deh Crane has had high regard for the quality and durability of Tadano cranes ever since it purchased a TG-500E in 2004 with manual transmission and leaf spring suspension.

The company has followed the evolution of Tadano technologies closely since. Features that prompted Chi Deh Crane to add three units of GT-750EL to its fleet are its



automatic transmission, under-slung jib and the new-look carrier cabin. The ZF-AS Tronic automatic transmission of the GT-750EL provides easier operation for crane drivers.

In Taiwan, as in most other countries of the world, it is hard to recruit new crane operators into the industry. Providing automatic transmission is one of the ways that Tadano seeks to remove barriers where it can for new/young crane operators joining the industry.

The under-slung jib of the GT-750EL is also valued by Chi Deh Crane as it makes installation simple and does not need a lot of space – another customer-pleasing innovation from Tadano.

Distributor focus

Our presence around the globe

Horoszcoop: Hungary

1989 was a year of great political and economic change in eastern Europe. For Csaba Orosz, it brought new opportunities for private enterprise.

A mechanical engineering graduate specialising in railway vehicles, he had 10 years' experience in the public sector. Economic reforms offered him the chance to start on his own. He set up Horoszcoop, servicing machinery and selling low cost products like lawn mowers and chain saws.

Soon he moved into lifting and construction equipment, offering his services as a local representative for foreign manufacturers.

It was tough going, with high inflation and little demand for foreign machinery but gradually the business developed, buying an office building in 1991 and moving to a new site in 1995 with a service depot.

It was 1995 when Csaba Orosz first contacted Tadano. A Japanese competitor was winning sales in Hungary even though it had no local representative and no service network. Csaba figured that by offering local in-country support, he could help Tadano catch up and overtake. And it worked.

In the late 90s satellite operations were set up in the northeast and the south of Hungary, and then in 2002 an office and workshop in Kolozsvár, Romania.

In 2004 came a further step-change in Hungary's economic development when it joined the European Union, bringing free trade across the continent. This made administration simpler, but also brought more competition. Finding customers for new cranes continued to be difficult, with many buyers preferring cheaper second-hand machines so as not to face 27% VAT, so Horoszcoop concentrated on servicing, repairs and spare parts. This strong customer ethos has sustained it over the years, even when selling just one or two cranes a year.

Notable sales successes over the years have included 14 all-terrain and recovery cranes to the Hungarian Fire Services, for which Horoszcoop continues to provide maintenance. On the back of this, it has also won several tenders from the Hungarian Defence Forces, and delivered a crane to NATO forces on the Uzbek-Afghan border. This required securing ISO 9001, ISO 14001 and AQAP 2120 quality certification.

Horoszcoop today is an organisation with 50 people, operating out of new premises near to Budapest Airport, where it has 20,000 m² of land and an 8,000m² office and warehouse building.

Csaba Orosz is now 64 years old and plans eventually to transfer the business to his daughter Orsolya, who graduated in vehicle engineering from Budapest University of Technology and then gained a Masters degree in London, but he has no plans to step back just yet.



The Budapest HQ



Fairs & Events

Where to meet Tadano around the world

♦ BAUMA

8-14 April 2019

Munich, Germany

www.tadano.com/bauma2019

Booth location FS 1205

♦ SC&RA Annual Conference

23-27 April 2019

Carlsbad, California, USA

www.scranet.org

♦ Bauma CTT Russia

4-7 June 2019

Moscow, Russia

www.bauma-ctt.ru

♦ Crane Industry Council of Australia (CICA)

17-19 October 2019

Hunter Valley NSW, Australia

conference.cica.com.au

♦ Excon

10-14 December 2019

Bengaluru, India

www.excon.in

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