

TADANO INVITES CONEXPO ATTENDEES TO TAKE A CLOSER LOOK AT THE COMPANY'S SIGNIFICANT ADVANCEMENTS

NEW CRANE MODELS, ENHANCED SERVICE SUPPORT, TECHNOLOGIES AND SOLUTIONS HELP TO DELIVER BEST-IN-CLASS CUSTOMER EXPERIENCE

Since ConExpo 2020, Tadano has made significant strides globally and in the PanAmerican Region, in working more closely with customers and providing a range of lifting solutions to ensure their success. As part of the OneTadano strategy, the company has streamlined its product line, added new models, implemented a sales one-point-of-contact approach, and bolstered its service and parts support for customers throughout the Americas. The company invites all ConExpo- attendees to “Take a Closer Look at Tadano” and experience all the advancements made over the last three years.

Tadano has undergone a significant transformation globally, but also in the PanAmerican Region to streamline its operation, increase distribution and improve sales efficiency for the full range of lifting solutions offered to companies. The result – Tadano today offers customers a more focused product strategy and expanded parts and service team availability to deliver a best-in-class customer experience throughout the Americas.

“As evidenced by the advancements made by our organization in the Americas, the Tadano Group is combining our collective strengths of the global teams, streamlining company management and maximizing synergies across the organization to provide maximum value for our customers, helping us to achieve our goal to become the number one in the lifting equipment business,” says Toshiaki Ujiie, President and CEO of Tadano Ltd. “At the same time as a company, our mission is to improve the global environment and realize a decarbonized society. At ConExpo we are excited to present six products and concepts, including models that go beyond low emissions to achieve zero carbon emissions. And this is just the beginning.”

Innovation on display

Tadano's passion for the industry will be on full display during ConExpo through its equipment innovations. Two such advancements falling under the Tadano Green Solutions initiative, are the new electric GR-1000XLL EVOLT Rough Terrain Crane and the new Auxiliary Power Unit for the GR-800XL-4.

Unveiled to the world at ConExpo, the new battery-electric GR-1000XLL-EVOLT delivers the same performance and 100-ton (90.7-tonne) capacity as its diesel counterpart, plus the added benefits of zero exhaust emissions and low noise at the jobsite.

Also new is an Auxiliary Power Unit (APU) that is on display at the booth with the GR-800XL. By adding the APU to the crane to operate the air conditioning and cabin power supply during standby, the use of fuel is 25% less and engine emissions are reduced.

Tadano is also adding two new Truck Crane models to their line up in the United States and Canada in 2023, the 120-ton (108.8-tonne) Tadano GT-1200XL-2 and 80-ton (72.5-tonne) GT-800XL-2. The GT-1200XL-2 on display at the show features a 500-hp (373-kW) Cummins diesel engine, a full width cab and independent front and rear air suspension for superior ride comfort. Wide spacing helps to reduce axle loads, allowing it to quickly move from site-to-site with no or minimal permitting. It has a new five-section pinning boom design that offers lengths from 41 to 167.3 ft (12.5 to 51 m), and jibs are available in 33.1 to 58.1 ft (10 to 17.7 m) lengths.

The exhibit also includes recent introductions of the Tadano AC 4.070-2 All Terrain Crane and three GTC Series Telescopic Boom Crawlers. The most compact crane in the 75-ton (70-tonne) capacity class, the AC 4.070-2 will be making its North American tradeshow debut and can transport its maximum 13-ton (11.9-tonne) counterweight while staying within a 13.2-ton (12-tonne) axle load limit. It will be equipped with the Tadano e-PACK electrohydraulic system for zero emission crane operation. The GTC-1300 is exhibited with an industry-first optional third winch combined with an optional power pack, delivering unyielding flexibility, power and performance.

Rounding out the equipment display of models introduced since ConExpo 2020 are the compact AC 2.040-1 All Terrain Crane that delivers a strong lifting chart and impressive carrier with excellent gradeability and acceleration, plus the versatile GR-1300XL-4 Rough Terrain Crane offering an impressive 184 ft (56 m) boom length and self-removing counterweights.

Streamlined sales and support

Formed using the OneTadano concept, the Americas sales teams have been transformed to offer a single point of contact for an enhanced customer experience. The North American sales

team members today can guide customers in the selection of the right lifting solution from the broad range of rough terrain, all terrain, telescopic and lattice boom crawler, and from now on truck crane models. An expanded distribution network and flexible financing options help to make crane equipment sales and servicing more accessible and affordable for customers.

The recent appointment of Antonio Battazza as Vice President and General Manager of sales for Latin America has ushered in a new era of a harmonized single sales reporting structure that benefits all customers in Brazil, Mexico and throughout Latin America. The realignment strategy helps to significantly expand the range of Tadano lifting solutions for customers all over the region.

A recently implemented dedicated call center at the Houston, Texas, Tadano America headquarters has elevated the level of service and parts support customers receive from Tadano. Service team members will be on hand at the exhibit to show customers how service tech requests can be easily filled and submitted from their mobile devices, and they will offer insight into a new OEM diagnostic tool. In addition, all service techs are cross trained on all Tadano lifting equipment, and the full-service workshops in Houston and Edmonton, Alberta, can assist customers with all repairs on any Tadano crane model.

To ensure a best-in-class parts support experience, team members will show how Tadano America has made significant improvements in quickly supplying quality spare parts through consolidation of multiple warehouses into a single location in Houston. Leveraging Houston's strong transportation infrastructure to support North America and Latin America, Tadano offers freight consolidation of orders, after-hours and "White Glove" shipping services that has boosted fill rates.

Digital offerings

Equipment technology is quickly improving crane performance and allowing companies to make more informed business decisions. Tadano offers new technologies, digital lifting solutions and online tools for customers, so they can work more efficiently and drive their business forward – today and tomorrow.

Tadano will feature its two telematics solutions HELLO-NET and IC-1 Remote at ConExpo that can provide operational status, positioning, and troubleshooting, among other key operating data, to increase efficiency and reduce crane downtime.

Exhibit displays will highlight Tadano's range of online tools that expand and enhance crane capacity and flexibility, while ensuring safety and efficiency, so customers can operate Tadano equipment to its maximum potential. These technologies include 2D and 3D CAD forms, BIM

data models, and lift planning tools and outrigger reaction plans for the Tadano mobile equipment lines. In addition, rigging condition and working range online tools can be accessed for a range of Tadano models.

Attendees also will learn how the new Tadano Pro app for smartphones and tablets, offers a single source for quickly accessing these online tools - plus crane brochures, datasheets, pictures, videos and more.

New equipment. New technologies. New online tools. A streamlined operation for customers throughout the Americas. Tadano has a compelling story to tell ConExpo visitors this year. “Tadano’s significant operational, equipment and technology advancements made since 2020 are helping customers to operate more efficiently with increased crane uptime availability. Tadano is proud and excited to welcome visitors to our booth at ConExpo, which will allow them to witness the numerous innovations we offer to deliver the best-in-class customer experience,” says Dean Barley, CEO, Tadano America Corporation. “We invite all show attendees to ‘Take a Closer Look’ at Tadano inside our outdoor Festival Lot exhibit #F9707.”

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About the Tadano Group

Since Tadano developed Japan’s first hydraulic truck crane in 1955, the company has grown globally, while constantly striving to implement our Corporate Philosophy of Creation, Contribution, and Cooperation. The Tadano Group delivers our Core Values – Safety, Quality, and Efficiency Based on Compliance (C+SQE) – in each and every one of our products and services.