

# Tadano Triple-Boom innovation to take centre stage at

Tadano extends a warm invitation to all visitors to the upcoming Bauma Fair in Germany to visit the company's stand and see the very latest lifting equipment and technology on offer.

The 31st Bauma Fair takes place in Munich from 11th to 17th April 2016.

The Tadano booth will follow the theme of the company's slogan: 'Lifting your dreams'.

Among the new machines on display will be the ground-breaking ATF 600G-8 all terrain, which with its revolutionary Triple-Boom System is likely to be a technical highlight of the entire fair. It is quite unlike any crane ever produced. The ATF 600G-8 was shown in prototype form in June 2015 to invited guests at a company Crane Day at the Nuremberg Messe near to the Tadano Faun factory in Lauf.

Bauma 2016 represents the first opportunity for the wider public to see this innovation.

Other machines that will be exhibited on the Tadano stand include the GR-1450EX rough terrain crane and the Tadano Mantis GTC-800 telescopic boom crawler crane, as well as the entire ATF family of all terrains.

The Bauma Fair is the world's biggest trade show for construction machinery and equipment. It takes place every three years and the 2016 event comes at a good time for Tadano, with its international sales on the rise.

In the first half of the 2015 financial year Tadano's



The revolutionary ATF 600G-8 will be on display in Munich



The three-axle rough terrain GR-1450EX (right) and the ATF 220G-5 (below) will also be exhibited



international sales (outside of Japan) rose 3.2% to ¥53.3bn and with domestic sales rising an even healthier 9.5%, total first-half sales topped ¥100bn for the first time. Net sales reached ¥104.2bn (2014 H1: ¥98.1bn) and with net income up by nearly 18% to more than ¥10.7bn, it was the fifth consecutive year of interim fiscal year growth for Tadano.

Compared to the previous fiscal year, sales grew by 13.3% in North America, 14.9% in the Middle East, and 7.8% in Asia. They fell by 2.9% in Europe but Tadano hopes that Bauma will provide a stimulus to help European sales return to growth too.

The Tadano booth at Bauma 2016 will be located in the outdoor area F12, stand number F1205.

For more information about Bauma, see

[www.bauma.de](http://www.bauma.de)

## Tadano shows presence at trade fairs across the world

# Supporting Conexpo Latin America's debut



The first ever Conexpo Latin America took place in October 2015 at Espacio Riesco Convention Centre in Santiago, Chile.

There were more than 32,000 visitors, attracted by more than 313 exhibiting companies from all around the world, including Tadano.

Tadano exhibited an ATF 100G-4 all terrain crane and a GR-1000XL rough terrain crane. The team on the booth were kept busy by good traffic, showing interest in the high quality products and services.

**Koichi  
Tadano  
rallies the  
booth team**



Tadano president and CEO Koichi Tadano gave a speech at the booth. He said that although market demand in Latin America had fallen sharply recently, there was still huge potential and growth would return soon enough. "This exhibition must be the start of our business growth," he said. "We need to provide our core value safety, quality and efficiency to potential customers in this region."



## To EXCON India...



Visitors to India's largest construction machinery trade fair had the opportunity to get up close with the Tadano GR-500EXL in right-hand drive version and a TM-ZT505H loader crane.

These were just some of the highlights of EXCON 2015, which was held from 25th to 29th November at the Bangalore International Exhibition Centre (BIEC) in Bengaluru, Karnataka. Tadano was among more than 850 exhibitors, including 275 from abroad, which exhibited in the 220,000 m<sup>2</sup> exhibition area. The event attracted more than 32,000 visitors to learn more about all the latest machinery.

The GR-500EXL that Tadano exhibited is rated at 51-tonnes maximum lifting capacity and has a five-section 42-metre boom with an 8.0/12.7-metre under-slung jib. The TM-ZT505H, which has a capacity of 5,050kg and a five-section 13.34-metre boom, was shown mounted on a Tata truck.



**The Tadano team  
in Bangalore**



# Blue Hat's Royal celebrations

## Excitement in Kansas City!

When the Kansas City Royals beat the New York Mets in November to win the USA's baseball World Series tournament in November, there was naturally much jubilation back home.

The Royals had been the runners-up the previous season but it had been 30 years since they were last champions, so victory was not going to be allowed to pass without appropriate celebration by the fans.

The following day the people of Kansas City turned out in force to watch their heroes parade through the streets. And Tadano's newest representative, local firm Blue Hat Crane, sent an appropriately liveried crane along for support.

It seemed like the whole city had turned out. In fact it was more like just half. The crowd was estimated at 800,000; the population of the metropolitan area is roughly two million. Children were given the day off from school and traffic getting to the parade and party was so heavy that many motorists finally gave up and abandoned their cars on the street.

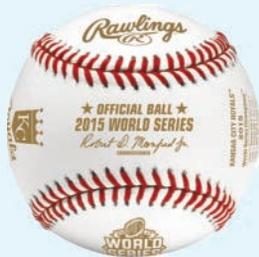
Blue Hat Crane parked its Royals-themed Tadano ATF 180G-5 on the parade route. It provided a good vantage point for operator Jeff Stegner and members of the Blue Hat family from which to watch the procession pass by, as well as a good promotional opportunity of course.

World Series victory is not the only thing that Blue Hat Crane had to celebrate in 2015. It also signed up to represent Tadano in its region.

"Blue Hat will be a key player in growing Tadano's market share in Missouri and Kansas," said Jay Shiffler, executive vice president of sales, marketing & customer service at Tadano America Corporation. "We're glad to have a committed partner that will serve our customers and products well."

Rising to the challenge before it, Blue Hat Crane has built a new 22-acre facility with a 60,000 square foot (5,600 m<sup>2</sup>) maintenance shop and warehouse.

"The new crane shop is part of our commitment to supplying the latest equipment, parts and service available in the industry," said Blue Hat sales representative David Lapin.



You get a much better view from the top of a Tadano ATF 180G-5



An estimated 800,000 people turned out to cheer the Kansas City Royals' victory parade



# Open house in Saudi Arabia



Tadano held an open house in Saudi Arabia on 19th October 2015 with its distributor Saleh & Abdulaziz Abahsain Co.

Approximately 150 customers came to this event at the various premises of Abahsain to see Tadano product demonstrations.

Tadano exhibited nine models, including the GR-1450EX, the largest rough terrain crane in the world. The hydraulic luffing jib, self-mounting/-dismounting counterweight, and tilting cab were all demonstrated.

It was a Saudi Arabian customer that bought the first unit of the GR-1450EX. The questions from the attendees about the crane's technical specification indicated a strong interest in this model, confirming Tadano's belief in its huge potential for the Middle East market.



Mr Naim Ansari of Abahsain (left) and Mr Tadashi Suzuki of Tadano present the key for a new crane to Mr Abdullah Al Suwaiket (seated) and Mr Mohammed Al Suwaiket of Arabian Machinery Heavy Equipment Co.

## Here is a TL-200M-1 produced in 1982 and still going strong

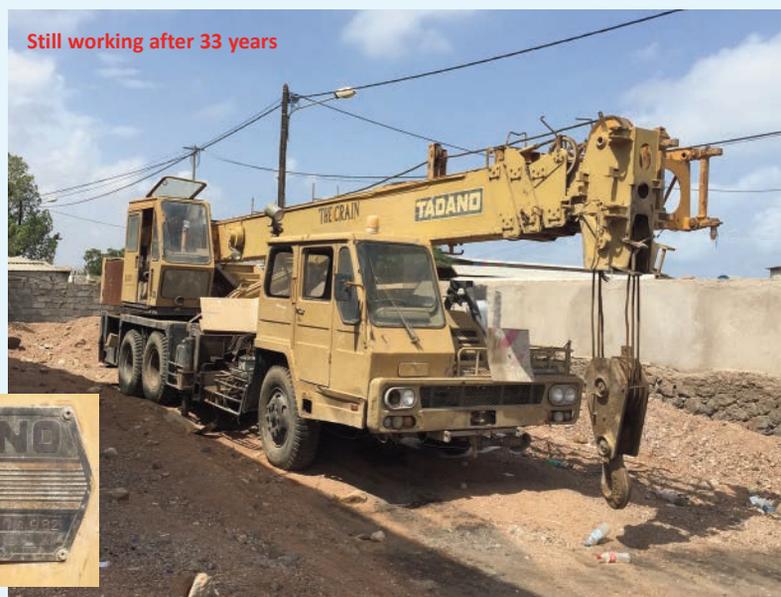
During a business trip to Djibouti in Africa in November 2015, Tadano colleagues found this wonderful old TL-200M-1 working at a customer's yard.

As verified by the plate, its year of manufacturer was 1982 – more than three decades ago!

It was originally delivered to a Japanese customer in 1982 and was later exported.

That this crane is still in operation offers the finest testament to the quality and reliability of Tadano. It also shows the value of diligent maintenance.

Clearly this TL-200M-1 has been highly valued by its successive owners, as it has been well looked after to remain in good working condition. We hope it continues to work for the next decade and beyond.



## New Product

# Introducing the newest Tadano 50-tonne rough terrain crane

Tadano Ltd is launching a new rough terrain crane that is specially tailored to the needs of emerging markets.

The new GR-500EXS/GR-550XLS boasts a 50 metric tonne capacity with a four-section boom that extends to 33 metres. The GR-500EXS type will be sold in Africa, Asia, the Middle East and Oceania and the GR-550XLS version will be sold in Central and South America.

With its good lifting chart, Tadano reliability and compact carrier, this new model is designed for customers who require rough terrain cranes to operate in confined job sites in urban areas. With a conventional 200kW Euromot II Mitsubishi engine, maintenance is kept simple. This strategic new model represents high performance at a great value.

The overall width of the GR-500EXS/GR-550XLS is less than three metres, so it can set up and manoeuvre in narrow spaces, like those found in urban areas.

Maximum traveling speed is 44km/h, which is faster than other cranes in this same class, and it can travel without having to stop to cool down, which is a big advantage on large sites like huge opencast mines.

Furthermore, by changing the elevating cylinder from the currently used long, single-



GR-500EXS/GR-550XLS

cylinder design to a shorter twin-cylinder design, and by moving the cabin position forward, the driver's visibility has been substantially improved, making for a much safer operator experience while driving on site.

Extra reach is provided by a two-stage (8.0/12.7 metre) under-slung jib that stows alongside the base boom section.

Compared with conventional swing-around type boom extensions, installation on confined job sites is easier. With the jib attached, maximum lifting height is 45.9 metres and radius reach is 40.0 metres.

Though simple to operate and maintain, the GR-500EXS/GR-550XLS still benefits from Tadano's state-of-the-art fuel monitoring system, and Eco-mode, reducing fuel consumption during crane operations. It also benefits from Tadano's HELLO-NET telematics system, which is used to support crane operations via computers or mobile devices.

The customer can monitor crane activity, work history, machine position data and maintenance information, as well as exploiting Tadano's advanced customer support through the HELLO-NET system.



The 12th Tadano Golf Tournament took place on the third weekend of September 2015 in Herzogenaurach, Germany. Tadano welcomed customers and friends from all over the world to what is becoming a firm fixture in the company's calendar. Over the years the attendance has steadily risen from an initial 15 to 110 for the latest tournament. Tadano president and CEO Koichi Tadano travelled from Japan for the event to greet the guests.

"We are delighted that the number of participants is increasing year by year," said Thomas Schramm, head of sales at Tadano Faun GmbH. "The Golf Tournament is a sign of our appreciation of our customers. We are proud of our strong, amicable relations with our customers, many of which are long-standing."

# Distributor focus

*Our partners around the globe*

## Imer Chile: Chile and Peru

Imer Chile SA is a family business founded in 1993 by Claudio Muñoz, who remains managing director today.

Señor Muñoz had already more than 20 years' experience in the machinery

industry in Chile, Perú and Ecuador at that time. His objective was to develop the business model of a supplier and distributor of well-regarded brands to the construction, utility and mining markets.

January 2015 saw the company relocate to a new headquarters facility in Santiago that has more than 6,000 m<sup>2</sup> of property, including machinery parks, offices, warehouses and workshops to provide better product support for the brands that Imer represents. In Chile, the main office is here in Santiago. There is also a branch in the north, in Antofagasta, and two branches in the south, in Concepción and Puerto Montt. The main office in Peru is located in Lima, where there is also a workshop and warehouse, and there is also a branch operation in Arequipa to the south.

Chile and Peru, between them, account for almost the entire west coast of continental South America, with Chile the southern one of the two neighbours.

The first international manufacturer that Imer began to represent was Versalift of the USA. Imer has been distributing Versalift aerial lifts since 1993. Since 1998 it has also distributed Fassi articulated loader cranes, and a more recent addition to the product line is Anteo tail lifts.

Imer Chile began representing Tadano in 2004, starting with the TM-type of loader cranes and expanding into the distribution of mobile cranes in both Chile and Peru in 2012. Over the past four years since then, Tadano has represented approximately 25% of Imer Chile revenues.

The recent Conexpo Latin America held in Chile in October 2015 (see page 2) provided Tadano and Imer Chile with a good opportunity to show the crane models GR-1000XL and ATF 100G-4, which both arrived in Chile earlier in the year.

As is well known, the fall in copper prices in 2015 has led to many mining contracts being postponed and as a consequence several potential crane orders are on standby. Despite the difficult times, Imer has managed to find other Tadano applications such as with the Chilean Navy and municipal local authorities.

One of the goals for 2016 is to sell one of the new Tadano



Imer's new Santiago HQ



Inside the new workshop

# Fairs & Events

*Where to meet Tadano around the world*

- ♦ **Bauma**  
**11-17 April** Munich, Germany  
[www.bauma.de](http://www.bauma.de)  
**See us in Munich at Outdoor Stand No. F1205**
- ♦ **CTT Moscow**  
**31 May-4 June** Moscow, Russia  
[www.ctt-moscow.com](http://www.ctt-moscow.com)
- ♦ **Bauma China**  
**22-25 November** Shanghai, China  
[www.bauma-china.com](http://www.bauma-china.com)
- ♦ **Conexpo-Con/Agg**  
**7-11 March 2017** Las Vegas, USA  
[www.conexpoconagg.com](http://www.conexpoconagg.com)

model GR-1600XL cranes, to Sasipa, the Ministry of Public Works on remote Easter Island in the middle of the South Pacific Ocean. Sasipa already has two Tadano TR-600XL cranes, which have been donated by Tadano in the past to help with lifting the fallen Moais statues that had collapsed due to ground erosion. Imer Chile says that this potential sale to Sasipa is a big challenge both for itself and for Tadano, as there are many factors that have to be taken into consideration relating to the geological conditions to handle the whole operation in Rapa Nui.

However, Imer Chile SA has well-founded hopes and expectations for 2016 to grow Tadano's market presence in both Chile and Peru.

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