



TADANO GLOBAL NEWS

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Celebrating the ATF 220G-5

Since its launch at Bauma 2007 and selection as 'Crane of the Year 2008' by the European readers of Kranmagazin, the ATF 220G-5 has firmly cemented its place in the popular five-axle crane market.

More than 200 units have now been shipped worldwide, with more than 60% operating outside of the European Union.

Some 30 units have been delivered in Germany, of which eight are in Tadano Faun's home state of Bavaria. Among these is a unit recently delivered to Munich-based Treffler. Owner Josef Treffler is a veteran of the German crane hire business and one of Tadano Faun's most long-standing and loyal customers. The crane's arrival was celebrated by more than 250 guests at the Ingolstadt branch, generously hosted by Josef Treffler, his partner Ilse Lindenmayr and his team (*photo 1, below*).



Also displayed was Josef Treffler's collection of nine vintage cars - the oldest being the legendary 1886 Benz Patent Motorwagen (*photo 2*).

Another Bavarian delivery was to Saller in Deggendorf. This was the first unit in Germany with the hydraulic version of the 37.2m extension (*photo 3*). Franz Saller Jr. (*left of photo*) collected the crane from the factory with assigned driver Armin Sobotha (*second from right*).

Another very happy customer is Markewitsch, based in Nürnberg, which recently took delivery of its third 220G-5 (*photo 4*).



The only crane of its size on the Spanish island of Lanzarote is this ATF 220G-5 owned by Transportes y Excavaciones Tiagua SL

Above: Norwegian customer Midtstøl spent 200 hours and 40 litres of paint to customise its new flagship ATF 220G-5 in spectacular fashion. Midtstøl, now in its third generation of family ownership, operates eight cranes, including five from Tadano and Tadano Faun.



20 years after: A story of German reunification

The fall of the Berlin Wall in November 1989 was followed by a wave of new enterprise in the former DDR. Numerous crane hire companies began but not all survived the challenges that followed.

One that has survived, however, is Daum HKS GmbH, based in Eisenach in the new state of Thüringen. Founded in 1990, the same year that Faun joined the Tadano group, this year Daum HKS celebrates its 20th birthday, which in the context is a remarkable achievement.

The company's roots lie in a chance meeting in December 1989 between Jürgen Klee, nowadays MD of Daum HKS, and Rainer Stremmel, the managing director of Karl Daum GmbH of Herborn.

Fascinated by the 'state-of-the-art' AT crane technology and being a certified crane operator, Jürgen Klee took the chance offered to him in these times of political as well as social uncertainty to work for Daum. Just a few months later, in April 1990, the time seemed to be right for Rainer Stremmel and Jürgen Klee to register the new Daum HKS GmbH as joint directors.

The initial post-reunification construction boom was followed by harder times, requiring the restructuring of the company. However, the name Daum was kept, out respect for and in solidarity with the original Herborn-based company.

Today, Jürgen Klee shares responsibility with his daughter Diana, who joined the company 15 years ago, ensuring the business stays within the family. Both are supported by Jürgen's wife Christine and their younger daughter Betti.



Managing directors Jürgen and Diana Klee (centre) take delivery of their new ATF 90G-4 from Tadano Faun sales area manager Siegfried Mueller (right) and Faun plant manager Klaus-Peter Grabe on the occasion of Daum HKS's 20th anniversary

Starting with a 50t used crane, the first new purchase was a Tadano Faun ATF 60-4. Today the company runs eight cranes, from 30t to 90t, with the ATF 90G-4 being their new flagship arriving just in time for the big 20th anniversary celebrations.

New premises in Eisenach were acquired in 1996, from where the Klee family and their team of now 14 people run the business, specialised in crane hire, heavy transport, corporate and industrial removals, and recovery services.

Based on his technical expertise and long term experiences, Jürgen Klee stresses and depends on his philosophy of 'Safety first'. Daum staff regularly attend seminars of the German Heavy Transport & Cranes Association (BSK), and of course all lifting equipment is regularly checked and certified by an independent third party.

Jürgen Klee attributes the success of the company today to its careful, even slow, growth, coupled with the solid support of his highly motivated and skilled team.

Come and see us in Shanghai

Tadano will be exhibiting at Bauma China, with BQ-Tadano (Beijing) Crane Co., Ltd., at the Shanghai New International Expo Centre, 23-26 November 2010.

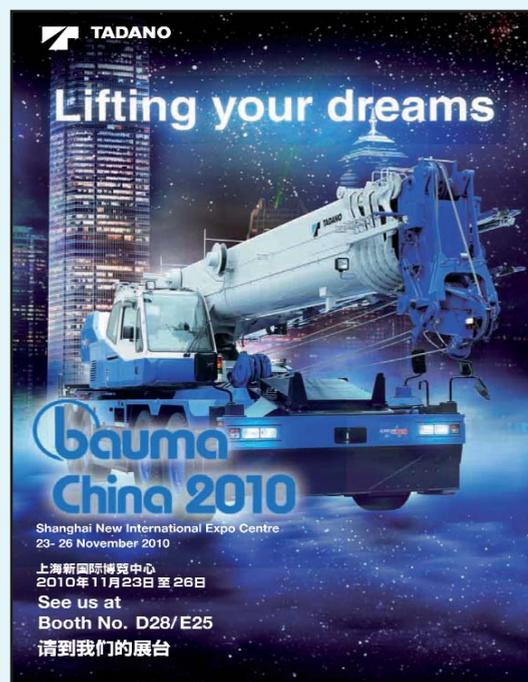
On show will be the Tadano GR-600N (Crevo 700) rough terrain from Japan and two truck crane models that are made in China by BQ-Tadano, Tadano's Chinese subsidiary company.

The Crevo 700 is a four-axle RT introduced last year and featured in the June 2009 *Tadano Global News* (issue 15).

The GT-1000E truck crane, rated at 100t capacity, is a new model that will be introduced to the Chinese market for the first time at Bauma China. Alongside it will be the 55t-class GT-550E truck crane, which is also for the Chinese market.

Bauma China is held every two years and is Asia's largest construction equipment fair. This year some 1,700 international exhibitors have booked 215,000 square meters of exhibition space. The last event, in 2008, attracted 112,674 trade visitors. The organisers expect even more this year as the exhibition continues to grow.

Tadano and BQ-Tadano invite all Bauma China visitors to come and visit the stand at D28/E25 and enjoy our hospitality.



Postcards from Europe

The marketing team at Tadano Faun have been collecting photos from distributors and customers of some of the more scenic projects carried out recently.

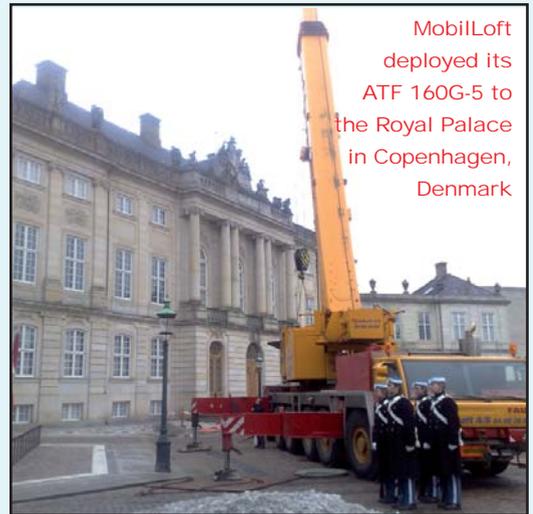
Here is just a taste of some of the surprising and beautiful places we have found our ATF cranes at work around Europe. If you can match these, anywhere in the world, please send them in to us.



Fjordkran's ATF 90G-4 amid the wonderful Norwegian Fjords



An ATF 90G-4 owned by Lobina at the historic Arena in Verona, Italy



MobilLoft deployed its ATF 160G-5 to the Royal Palace in Copenhagen, Denmark

European Distributors Meeting



The Tadano Faun factory in Lauf was the venue at the end of June for the annual European Distributors Meeting to review successes of the past year and discuss plans for the year ahead.

DHS of France and Waterland Trading of the Netherlands and Belgium, were honoured with the 'Excellent Performance Award 2009'.

Above right: Tadano Faun president Satoru Oyashiki with DHS president Jean-Claude Régis and DHS sales manager Geoffroy Burg

Right: Waterland Trading sales manager Richard Beenen (left) with Tadano Faun general manager sales Thomas Schramm



40 years for TO Bull

T.O. Bull, Norway's biggest crane rental company and long-standing Tadano customer, has celebrated its 40th anniversary this year.



The company was founded in 1970 by Tom Ola Bull (above) when he was aged just 21. He is still managing director today, aided by his 40 year old son Kent.

Over the years, TO Bull has bought more than 100 Tadano and Tadano Faun cranes. The first was a TS-130 truck crane (13t) in 1977. In the current fleet of more than 100 mobile cranes and 35 truck loaders are 28 Tadano and Tadano Faun cranes, ranging from the Crevo 100 up to the ATF 220G-5.

Mr Bull says that he buys Tadano and Tadano Faun "because of the quality, and the good service we get from the dealer here, Knutsen Maskin."

Mr Bull says his favourite crane is the ATF 65G-4, of which he owns five. "It meets the Norwegian road rules very well. We can carry most of the counterweight so we don't often need to run a truck with it."

Business conditions are tough these days, he says, but over the years he has seen markets fall before. "This is not the first time. We survive. We just have to be careful and work together," he says.

Distributor focus

Our partners around the globe

United Tractors: Indonesia

United Tractors (UT) was established in 1972 as a heavy equipment distributor in Indonesia. In September 1989 the company went public and listed its shares on the Jakarta Stock Exchange, with Astra International as the majority shareholder (59.5%). UT is not only the largest distributor of heavy equipment in Indonesia, but also is active in mining contracting and coal mining. The three major business units – Construction Machinery, Mining Contracting, and Mining – have 14,000 employees and total assets of US\$2.3bn.

UT is the sole distributor of Tadano, Komatsu, Nissan Diesel, Scania, Bomag and Valmet equipment. It has a nationwide after-sales service network of 17 branch offices, 15 site-support offices and 12 representative offices.

A series of subsidiaries provide related products and services: United Tractors Pandu Engineering produces attachments and components for heavy equipment; Komatsu Remanufacturing Asia (KRA) provides engine reconditioning and remanufacturing; Bina Pertiwi distributes farm tractors; and Multi Prima Universal provides equipment for rent as well as sales of used equipment.

The Mining Contracting business unit is managed through one of the company's subsidiaries, Pamapersada Nusantara, or Pama. Established in 1988, Pama provides a range of world-class coal mining services that extends from mine design, exploration, mining, hauling, barging and loading. Pama is the largest coal mining contractor in Indonesia. By the

UT exhibiting at a mining trade fair



end of 2009, Pama had produced 68m tonnes of coal, or almost 30% of Indonesia's national coal production.

Mining business unit manages UT's recent venture as a coal mine operator or coal concession owner. Currently it operates two

Fairs & Events

Where to meet Tadano around the world

- ♦ **Rio Infraestrutura 2010**
17-20 November Rio de Janeiro, Brazil
www.rioinfra.com.br/en
- ♦ **Bauma China**
23-26 November Shanghai, China
www.bauma-china.com
- ♦ **Conexpo-Con/Agg**
22-26 March Las Vegas, USA
www.conexpoconagg.com
- ♦ **Komatek**
20-24 April Ankara, Turkey
www.sada.com.tr/k11_en.html
- ♦ **Conexpo Russia/CTT**
31 May - 4 June Moscow, Russia
www.conexporussia.com



UT has successfully marketed the GR-550EX to Indonesian customers since 2008

coal concessions. The first one is Dasa Eka Jasatama (DEJ), a subsidiary of Pama, with production capacity of about 3m tonnes per annum. The second mine is Tuah Turangga Agung (TTA) that covers an area of 4,897 ha and contains an estimated reserve of 40m tonnes.

The growth of the mining business has benefited Tadano sales. UT has sold four ATF110G-5 units in the past couple of years, as well as regular sales of the GR-550EX and the GR-300EX.

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