



TADANO GLOBAL NEWS

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Fireworks launch ATF 400G-6

Global distributors, several hundred customers and members of the trade press came to the Tadano Faun factory in Lauf, Germany, at the end of May for a first sight of the ATF 400G-6, a new flagship for the Tadano product family.

The ATF 400G-6 is a six-axle all terrain (AT) has been designed for simplicity of use, coupled with market-leading technology. Features include powered luffing jib, Lift Adjuster load sway prevention and a Mercedes Bluetec engine to make this the cleanest, greenest crane in its class.

The five-section boom extends from 15m to 60m and can telescope even under partial load. With luffing jib, maximum tip height is 124m.

The chassis is powered by a Euromot IIIB compliant eight-cylinder Mercedes OM 502 LA diesel engine with Bluetec, generating 480kW (653hp). Tadano is the first crane manufacturer to use Mercedes Bluetec emissions reduction technology across its range as standard.

The 12x8x12 steer/drive chassis uses the ZF-Servocom steering system, and has longitudinal and transverse differential locks. On highway, rear axle steering is speed-dependent. First and second axles are permanently steered; axles 4 and 5 lock in the straight ahead position when a speed of 30km/h is reached; axles 3 and 6 lock at 50km/h.

The upper is powered by a six cylinder Mercedes OM 926 LA engine, rated at 195kW (265hp).

Key to this crane, however, is the strength of the boom. Load chart highlights, with full 138t counterweight, include the ability to lift 65.4t out to 16m radius and 40.9t out to 26m radius. At 52m radius it can still pick 10.8t using just the main boom, or 12.8t by adding a derricking system.



Mood lighting



Senior management: Koichi Tadano, flanked by Tadashi Suzuki and Alex Knecht



Customers get up close to the new machine



Conexpo marks start of global recovery

Two new rough terrain crane models, specially developed for the North American market, got an enthusiastic reception from visitors to the Tadano booth at the 2011 Conexpo-Con/Agg exhibition in Las Vegas, USA in March.

As described in the last issue of *Tadano Global News*, the 100 US ton-capacity GR-1000XL-2 and the 75 ton GR-759XL-2 have several eco-friendly features as well as long reach and outstanding capabilities.

Mr Yo Kakinuma, president of Tadano America Corporation, says that the launch of these new RTs has proved to be well timed for the recovery in crane demand in the USA, particularly from the energy sector, where Tadano RTs are very popular, with their reputation for excellent reliability. Visitors to the Tadano stand reacted very positively to new models, he said.

Also displayed by Tadano was the ATF 130G-5 all terrain, making its North American exhibition debut, and the Tadano Mantis 15010 telescopic boom crawler, both which also attracted a lot of attention.

More than 120,000 construction industry professionals attended this year's Conexpo, with 24% coming from more than 150 overseas countries.

The sense among visitors was that, globally, the crane market had reach the bottom and was now beginning to turn. Buyers from Asia, Australia, India and Brazil, as well as North America, were all talking postively about their business prospects.

Tadano Ltd and Tadano America Corporation extend their thanks to all who stopped by the booth – both returning customers and new ones – and took a good look at the equipment on show.



The Tadano booth at Conexpo featured new RT models as well as boom trucks, the all terrain ATF 130G-5.

Also on show was a Tadano Mantis 15010 crawler crane, equipped with a Berminghammer pile-driving attachment to show the crane's versatility.



With the weather perfect, visitor traffic to the Tadano booth was brisk and many sales and business leads were generated.



Message from Tadano Ltd, Japan

Tadano Ltd would like to express its deep appreciation for the hearty support and words of encouragement so kindly given by its friends, colleagues and business partners from all around the world in reponse to the earthquake and tsunami that devastated eastern Japan on 11 March.

Despite the difficulties being faced by so many in Japan, Tadano Group continues to strive as one to achieve its business objectives, to meet your expectations, and would therefore like to ask for your continuing support and cooperation.

GT-550E-2 debuts in Saudi Arabia

Tadano has delivered five units of the GT-550E-2 truck crane to its exclusive distributor in Saudi Arabia, Saleh & Abdulaziz Abahsain Co.

The GT-550E-2 is made in China by BQ Tadano. This is the first time that Chinese-produced Tadano cranes have been exported to the Middle East. Major components, such as the engine and hydraulic cylinders, are imported from Germany and Japan and assembled by BQ Tadano in Beijing under strict supervision and quality control of engineers from Tadano Ltd, Japan. This strategy has made the GT-550E-2 one of the most price competitive truck cranes in the market without compromising quality.

Responding to demand for keenly priced truck cranes with superior quality, Tadano has now begun exporting from China to other export markets. The GT-550E-2 has a 42m boom, a safe working load of 55t at 3m radius, and can travel at 75km/hr.

The first GT-550E-2 has already joined the crane



Mr Naim Ansari, general manager of Saleh & Abdulaziz Abahsain Co. (left), took delivery from Mr Toshiaki Yamamoto, sales manager of Tadano Middle East, of the first BQ Tadano cranes to be exported from China



fleet of M/s. A.R. Namlah Heirs Co. in Yanbu, a major Red Sea port in Saudi Arabia.

Tadano Middle East sales manager Mr Toshiaki Yamamoto said: "We are getting a tremendous response from customers through our distributors. Two more sales are being finalised with another customer, and others are on the way to work sites soon. While Saudi Arabia is a traditional market for Tadano truck cranes, we are getting more inquiries from other Middle East markets as well. We hope that with more deliveries of BQ Tadano cranes, we can meet the demand of the customers."

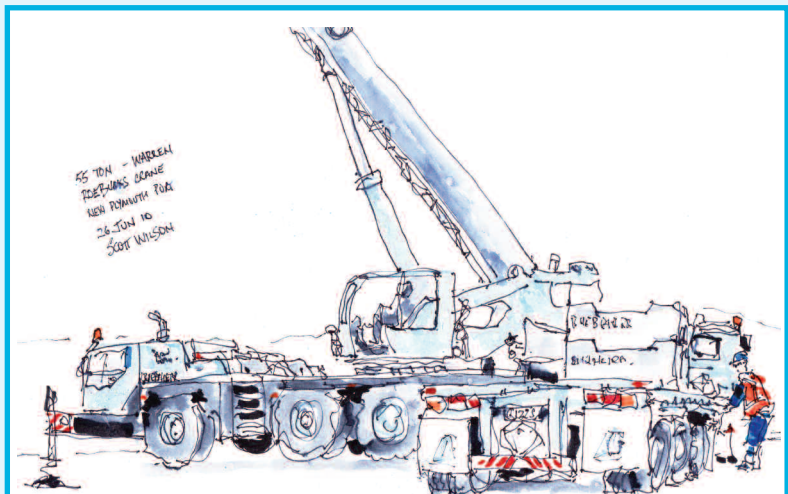
Tadano at the Tower of London



UK rental company City Lifting reports plenty of demand for its Tadano Faun ATF 220G-5 all terrain.

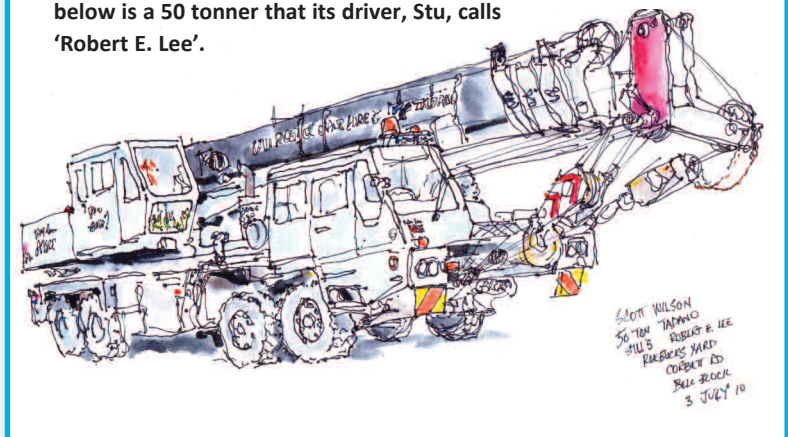
Here it is seen working at the Tower of London, where every winter a temporary ice skating rink is installed, and every spring it is removed. (In the background of the photo below is The Shard, which when completed will stand 310m high, making it the tallest building in the European Union.)

The ATF 220G-5 is the largest machine in City Lifting's fleet of more than 30 mobile cranes. The company, celebrating its 30th anniversary this year, also operates several dozen tower cranes.



Taranaki Sketchers

The Taranaki Sketchers are a group of art enthusiasts in New Zealand who meet up at weekends to sketch for fun. After spotting, and sketching a Tadano crane at New Plymouth Yacht Club by Port Taranaki, the sketchers were invited to visit the yard of the crane's owner, Ian Roebuck Crane Hire. Here they had the opportunity to create more sketches of Tadano cranes. Above is a 55t truck crane; below is a 50 tonner that its driver, Stu, calls 'Robert E. Lee'.



Distributor focus

Our partners around the globe

600 Cranes: Australia

Tony Henson set up 600 Cranes Australasia Pty Ltd in 1999 after the former Tadano dealer, 600 Group, withdrew from the crane business.

Mr Henson, national sales manager with the previous business, wanted to continue to offer support to Tadano customers so, with support from his wife, set up on his own as soon as 600 Group withdrew. The business has grown to have 41 employees.



Tony Henson

600 Cranes represents Tadano's line of cargo cranes, or stiff boom loaders. Traditionally, Australia has been a knuckle boom crane market, which 600 also offers through a dealership with an Italian manufacturer. In recent years, however, stiff boom loader cranes have become increasingly popular.

Mostly, it is the smaller Japanese-style cargo cranes that 600 sells from the Tadano product range, although Mr Henson reports that he is also slowly making progress with the larger boom truck types that Tadano has developed in recent years for the US market.

Of course, with loader cranes the business is not just sales and after-sales service. There is the installation work too, mounting cranes on truck chassis. "We mount Tadano cranes on virtually every type of truck cab/chassis that is available in Australia, from Japanese to European and of course American," Mr Henson says.

Mr Henson estimates that with Tadano he has increased his market share in stiff boom cranes to approaching 50%, battling fierce competition to do so.

"There is no doubt that business is tough, but we are steadily increasing our market share. Sales in 2011 will be similar to last year, which was better than previous years," says Mr Henson, adding: "Our job is made much easier by the expert and timely support of Tadano's staff."



600 Cranes recently supplied a truck-mounted Tadano ZE290 to a major construction company installing anti-suicide barriers on Melbourne's Westgate Bridge. (An average of 17 people a year throw themselves off the 58m-high bridge to commit suicide.) To fit the barriers, the crane had to operate in a restricted space without stabilisers. Rigorous checks were required to ensure absolute safety of lifting procedures and eliminate any risk of the truck toppling over the side. Tadano safety systems provided this guarantee and also helped complete the job ahead of schedule.

Fairs & Events

Where to meet Tadano around the world

- ◆ **Comtrans**
13-17 September Moscow, Russia
www.mediaglobe.ru
- ◆ **Crane Industry Council of Australia conference**
14-16 September Gold Coast, Qld, Australia
www.cicaconference.com
- ◆ **SC&RA Crane & Rigging Workshop**
21-23 September Philadelphia, USA
www.scranet.org/meetings
- ◆ **Mining Indonesia / Oil & Gas Indonesia**
21-24 September Jakarta, Indonesia
www.pamerindo.com/events/6
- ◆ **World Crane & Transport Summit**
10-11 November Amsterdam, Netherlands
www.khl.com/events/wcts2011



ATF Inspection Tour: Tadano Middle East and Saleh & Abdulaziz Abahsain in association with Tadano Faun GmbH, Germany conducted an inspection tour of Saudi Arabia in June. Engineers from Tadano, Tadano Faun and Abahsain visited ATF customers to check machines, hear customers' views and offer advice on servicing. The aim of these tours is to promote customer satisfaction and maintenance best-practice. Proper and timely maintenance helps ensure optimum performance with minimum downtime. A similar tour was made in Saudi Arabia in January and further ones are planned every month until November.

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