

Together we rise...

On 1st August 2019 Tadano Ltd completed the acquisition of Demag Mobile Cranes from Terex Corporation for US \$215m.

The transaction brings together two of the top names in the lifting equipment industry – each with market-leading reputations for safety, quality, innovation and performance as well as long histories of engineering excellence.

“The Tadano Group’s strategy is to become the global leader in the lifting equipment industry and the premier choice with our customers. The Demag Mobile Cranes acquisition is one vital step toward achieving that goal,” said Koichi Tadano, president and CEO of Tadano Ltd.

“It expands our penetration into many markets throughout the world, adds lattice boom crawler cranes to our overall product line, and enhances the capacity range of our all terrain cranes. By working together, we can better respond to our customers’ needs and give them greater added value than ever before.”

In addition to technological and manufacturing excellence, Demag’s mobile cranes give Tadano one of the most complete ranges of lifting equipment available from a single manufacturer. It expands the product line with eight lattice boom crawler crane models with lift capacities from 400 to 3,200 tonnes (440 to 3,525 US tons). Also, Demag’s 15 all terrain crane models enhance Tadano’s maximum lift capacity in this segment to 1,200 tonnes (1,320 US tons).

The enlarged Tadano Group now offers more than 80 models, including rough terrain cranes, all terrain



Mr Koichi Tadano

cranes, lattice and telescopic boom crawler cranes, truck cranes and more.

The Tadano Demag management team

In seeking to lead the industry, Tadano will build synergies with the Demag line to increase efficiencies and drive innovation. Tadano will unite and further



enhance the strengths of Demag and Tadano Faun GmbH (TFG), a pillar of the Tadano Group since 1990.

“Demag’s dedicated stakeholders, including customers, distributors and suppliers, among others, infuse the company with great value,” Mr Tadano said. “As our journey with Demag begins, our most immediate goal is ensuring ‘business as usual’ for current Demag customers.

We are committed to a

seamless transition that allows these stakeholders to continue with their important business smoothly and successfully, while we continue on with the Tadano Group Vision of *Pursuing Further Excellence for the World and the Future.*”

As a subsidiary of the Tadano Group, the Demag mobile cranes business legal entity name is now Tadano Demag GmbH.



Left: ‘Goodbye, Terex! Konichiwa, Tadano!’ says the headline in the local newspaper, *Zweibrücker Zeitung*

DEMAG®

**Celebrating
a new
beginning**

TADANO GROUP

On 23rd February 2019 it was announced that Tadano had agreed to pay Terex US \$215m (¥23.6bn) for its Demag Mobile Cranes business, including production and engineering in Germany and sales subsidiaries worldwide. By 1st August the deal was signed, sealed and delivered – and could now be celebrated.

For Tadano, there was no better way to start the company's centenary celebrations. For Demag, it marked the end of uncertainty and the start of a new chapter. "We were all waiting for this day with great anticipation," says Thomas Schramm, VP Sales Tadano Demag Mobile Cranes.

Conclusion of the deal was naturally accompanied by two days of ceremony, fanfare and excitement.

For Koichi Tadano, the Demag acquisition is integral to his vision of leading the lifting industry globally. He was in Zweibrücken with his senior team to welcome Demag team members to the Tadano family.

The first day began with a large management meeting in the prototype building at Demag's Dingerstraße site – where so many famous Demag innovations began. More than 100 Demag managers and the Tadano delegation met to get to know each other and begin strategizing for the future.

"Our meeting was marked by a pleasant and friendly atmosphere and great mutual respect. It was

evident how excited our Japanese colleagues were to finally meet us, and that goes both ways," Mr Schramm says.

Later in the day Mr. Tadano addressed the full Tadano Demag team of nearly 1,400. He introduced himself, his company and the goals that the Tadano Group will now pursue together with Tadano Demag, specifically to lead the lifting industry.

Mr. Tadano explained that the Tadano Group continually strives for progress and growth. While the company must make a profit to be a leader, Tadano does not seek profit for the sake of profit. To bear the volatility of global economics, the Tadano approach is 'slow and steady wins the race', like in the fable of the tortoise and the hare, he said.

"In the Tadano Group, we do not think like the hare, but like the tortoise to achieve our long-term objectives," Mr. Tadano explained.

The day's excitement spread across Zweibrücken; the Mayor, Dr. Marold Wosnitza, raised the Japanese flag in front of the City Hall. Accompanied by Tadashi Suzuki, Executive VP of Tadano Ltd, and a delegation of Tadano Demag managers, Mr. Tadano met with Dr. Wosnitza for nearly two hours of in-depth discussions. The highlight of the visit to the City Hall was Mr. Tadano's entry in the Golden Book of the City of Zweibrücken, an honor given to few.

The day culminated with a celebratory barbecue, where new Tadano Demag T-shirts were worn by nearly all.

Day two started with the symbolic planting of a Japanese cherry tree at the entrance of the Wallerscheid site. The Japanese cherry blossom Sakura signifies an awakening and new beginning.

Senior representatives of the Tadano delegation then met with the Zweibrücken Works Council and management staff of Tadano Demag on the Works Council premises in Dingerstraße. At the same time, the remaining Tadano delegates toured the Dingerstraße and Wallerscheid sites.



Above: Mr. Koichi Tadano welcomes Demag team members to the Tadano family.

Watch 'Day 1' here:



Below: Mr. Tadano as he is invited to sign the Golden Book of the City of Zweibrücken



Below: Jens Ennen and Thomas Schramm help plant a Japanese Sakura cherry tree to signify the new beginning



Meet the new boss



Tadano has appointed Jens Ennen as CEO of Tadano Demag GmbH.

Jens Ennen joined Tadano Faun as executive vice president in April. He comes to Tadano with an impeccable crane industry pedigree, having spent more than 20 years with competitor Grove/Manitowoc. At Grove he rose through the ranks as a mechanical engineer, through product development roles to senior vice president of engineering, chief technology officer and ultimately senior VP of parent company Manitowoc.



100th Anniversary

On 29th August 2019 Tadano celebrated the 100th anniversary of its founding. We would like to express our gratitude toward all our stakeholders for their invaluable support.

Masuo Tadano, the founder of Tadano left Takamatsu for Asahikawa, Hokkaido, to start a welding business. That day, 29th August 1919, is the day we refer to as the date of our foundation.

At that time, welding technology was gaining ground and developing rapidly outside of Japan, and its introduction in Japan was only beginning. Captivated by the sparks of welding, Masuo Tadano was convinced that the technology would make a positive contribution to society and ventured to start a business in Hokkaido.

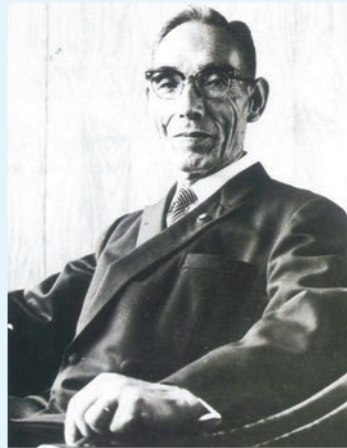
Tadano developed Japan's first hydraulic truck crane, the OC-2, in 1955, and now we have set a long-term goal of becoming number one worldwide in the lifting equipment industry, trusted and preferred by our customers. Guided by the spirit of *Sozo, Hoshi and Kyoryoku*, (*Creation, Contribution and Cooperation*) – still Tadano's business objective today – we are committed to continue offering products and services that are useful to society.

The world is presently in a state of great instability and we have entered an era of complicated, rapid and extreme change. Moving forward, we must fight two battles: the battle right in front of us and the battle with the current era. Each year and each month we must continue to fight the battles in front of us or there will be no tomorrow.

However, if that is all we do, we may survive today but will have no future beyond tomorrow. The use of



Above: the original Tadano workshop in Takamatsu



Left: the founder, Masuo Tadano

Below left: Masuo Tadano (second from left) at a young age



IoT and AI technology has increased dramatically. Cars and trucks are heading in the direction of full electrification, signalling the death of the internal combustion engine. We are on the brink of a technological revolution that will greatly change the world. Unless we fight the battle with this era there will be no future for us.

This year is not just our centenary; it is also the year of the single biggest corporate development in our history and our biggest ever transaction. The coming together of Tadano and Demag makes 2019 a landmark year and a new start for us toward the future.

We remain committed to offering products and services that are useful to society under Tadano's aspirations that have endured since the time of its founding. And today we are better placed than ever before to deliver on those aspirations.



The OC-2 in 1955



Now available: GR-1000N-1 scale model

Now available from Tadano is a scale model of the mighty GR-1000N-1, the four-axle rough terrain crane.

The GR-1000N-1 is the largest crane in the Tadano rough terrain series for the

Japanese domestic market. Demand for this scale model is sure to be keen among Tadano fans and collectors.

Ask your Tadano representative for further details.

New Kozai plant expands production

The opening ceremony of the new Kozai plant was held on 29th August 2019, with the Governor of Kagawa Prefecture and Mayor of Takamatsu City in attendance.

It has been built on a 200,000 m² plot of industrial land in the western Kozai district of the port of Takamatsu, purchased from the prefectural government in November 2016 after the core Shido plant had reached full capacity.

Kozai will produce rough terrain and truck cranes; along with the Shido plant, it will increase production for export markets to support Tadano's long-term goal to become No. 1 worldwide in the lifting equipment industry with 80% of sales outside of Japan. It will also produce booms and cylinders for Tadano operations worldwide.

The coastal location means large cranes can be transported directly to Kobe Port for shipment outside Japan.

Tadano has invested more than ¥20bn in the new plant, which covers 47,000 m² and has around 100 employees.

Tadano sees six attributes required for resilience to sudden demand changes: extending capabilities, being lean, flexibility, diversification, agility, and quality improvement.

The new factory has been built to support all these aims. The design is based on the concept of 'Next Generation Smart Plant', with clean and simple production lines, minimized environmental impact, reduced contamination, more robots and more use of electronic data storage.



The opening of the state-of-the-art plant attracted media interest and important visitors. Shown left (l-r) are the Governors of Kagawa prefecture Takamatsu city.



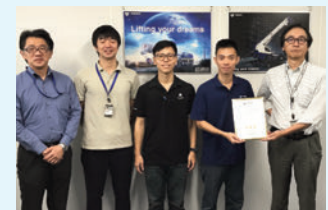
Factory doors open to top performers

Two employees of Tadano's distributor in Thailand, Italthai Industrial Co Ltd., were rewarded for outstanding performance with a four-day trip to Japan and a tour of no fewer than seven Tadano factories.

Service manager Preecha Phengphol and service frontman Wuttipong Chaibumrunmit were recognised by Tadano's Distributor Assessment Program conducted jointly by the Service Planning Group and the International Service Group in 2018. Italthai achieved excellent results in the program.

Mr Preecha and Mr Wuttipong arrived in Japan on 22nd July and on the next day visited three Tadano factories in Sakura,

Chiba and Shinkiba. In the evening they were entertained to dinner by the Ryogoku Office and were presented



with a certificate of achievement (pictured above).

On the third day they moved to Takamatsu and saw three more operational factories: Shido, Tadotsu, Takamatsu itself. They also visited the new Kozai factory, which had not yet begun operations.

At each site they were briefed on operations by factory directors and managers. The visitors showed a keen interest in how the factories are managed, particularly with regards to parts and servicing, and they raised plenty of questions.

Tadano staff also enjoyed sharing information and experiences with their Thai guests and look forward to welcoming other distributors next year based on their scores in the assessment program.



New Senior Executive Officer appointed

Several months after joining the company, Mr. Toshiaki Ujiie was appointed as Director, Senior Executive Officer at Tadano Ltd on 25th June 2019.

Having spent 30 years mainly in the construction and transportation machinery industry, Mr. Toshiaki Ujiie knows the business inside out and the

markets like the back of his hand. He understands how best to serve the needs of customers and markets.

He started his career climbing the management ladder at Marubeni Corporation, which is one of the biggest trading companies in the world and in 2014 became its Senior Operating Officer.

At Tadano, he has the opportunity to grow his influence and experience on the global crane industry and help many more customers.

TADANO SERVICE TRAINING

Russian Renaissance



For many years Tadano has held technical training programmes for its distributors around the world, to help ensure that their customers get the best possible service.

But in recent years, end-user customers have also started to benefit from these training programmes.

One such customer is Russian construction contractor Renaissance, which recently sent a team to Japan for Tadano training after it purchased a fleet of 30 Tadano rough terrain cranes. Delegates were given instruction on how to read manuals, how to interpret and respond to error messages on the screen, trouble-shooting and emergency operations.

Renaissance was so satisfied that it has asked for another training course in the near future.

Q&A with Takashi Ishikawa, head of Tadano Training Center

When was the Tadano Training Center established?

The current Training Center was established at Shido, Japan in 2014, but the history of Tadano's training is very long – perhaps as old as the company itself. Its main purpose is to provide training for the operation and servicing of Tadano products that are made in Japan.

How busy are you?

We generally deliver more than 70 training programmes a year in Shido alone, as well as any number of overseas courses at distributors' premises. The training sessions are devised and delivered according to the distributor's need, the trainees' level of understanding and their skill level. All trainees are provided with training materials that we regularly update to reflect the latest products and technologies.

What feedback do you get from trainees?

We get very good responses. We use our products that are dedicated to the training only. The trainees tell as they are more than satisfied with the training, case study work and the trouble-shooting exercises that we have devised using the actual cranes.



What does the future hold?

We always want to update our training styles, to make them more sophisticated and more digitalized to expand our training offering to customers and service distributors. To benefit the trainees, we are looking to use more game-design elements, with more virtual reality and augmented reality training tools.

Middle East distributors' course



From 21st to 25th July 2019, new truck crane series training was conducted by Mr. Gotoh (Training Center, Tadano Ltd.) at Y.K. Almoayyed's training facilities in Bahrain exclusively for Middle East distributors' service staff.

A total of 10 participants joined from Bahrain, Kuwait, Oman and Saudi Arabia.

This type of training is very effective for intermediate or advance level service staff. It equips trainees with the skills and knowledge required actual troubleshooting.

Distributor focus

Our presence around the globe

United Alsaqer Heavy Equipment LLC: UAE



United Alsaqer Heavy Equipment LLC is a member of United Al Saqer Group LLC, one of the top automotive dealers in the United Arab Emirates.

The group represents several leading Japanese and European equipment manufacturers including Iveco, Astra, PM, Mitsubishi, COMET, Pramac and Paclite as well as Tadano, with which it signed an agency agreement in 1993.

Tadano sales and servicing accounts for approximately 40% of the business and gives it a steady 50+% market share.

United Alsaqer has one of the biggest and most modern showrooms, parts warehouse, workshop and training facilities in the UAE with a total area of about 7,445 m². The workshop has 24 bays and some unique facilities such as tropical air coolers, air conditioned engine overhauling sections and a large fabrication, welding and paint shop. Helping out is the only 55-tonne capacity scissor lift in the UAE and four post lifts of 25 tonne capacity.

There is also a centralized lube store and service ramps equipped with easy-drain facilities that store used oil in underground tanks. It has a computerized brake tester and an air-conditioned and fully computerized engine dynamometer room with exhaust ventilators for testing the efficiency and power of engines.

The 4,000 m² spare parts warehouse houses more than 60,000 line items of various products providing ready availability of parts. State of the art systems for online parts ordering minimize delays and ensure customer satisfaction.

Then there is the massive customized central store, with capacity to store hundreds of vehicles to ensure that they are preserved and delivered to customers in factory condition.

Recent business successes include the sale of seven GR-500EXL (50-tonne) rough terrain cranes to Al Jaber Heavy Lift & Transport. Another multi-unit delivery saw Suhail Al Mazroui Transportation & Heavy Equipment buying five GR-800EX (80-tonne) and two GR-600EX (60-tonne) rough terrain cranes.



Fairs & Events

Where to meet Tadano around the world

- ◆ **Matexpo**
11-15 September 2019 Kortrijk, Belgium
www.matexpo.com
- ◆ **Internationale Schwerlasttage**
13-14 September 2019 Hohenroda, Germany
schwerlasttage.de
- ◆ **SC&RA Crane & Rigging Workshop**
18-20 September 2019 Glendale AZ, USA
www.scranet.com
- ◆ **JDL Expo 2019**
25-27 September 2019 Beaune, France
jdl2019.com
- ◆ **International Construction & Utility Equipment Exposition**
1-3 October 2019 Louisville KY, USA
www.icuee.com
- ◆ **Giornate Italiane del Sollevamento (GIS)**
3-5 October 2019 Piacenza, Italy
gisexpo.it
- ◆ **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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