



# TADANO GLOBAL NEWS

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## New 160-tonne AT wins awards and market leadership in Europe

The new ATF160G-5 all terrain crane from Tadano Faun has proved a huge success across Europe and is now available for worldwide delivery.

German crane buyers voted it their 2005 Crane of the Year in the five-axle category. The competition was organised by the influential *Kran & Schwertransport Magazin*, and more than 1,800 readers voted.

Boosted by this accolade, the 160-tonne capacity crane has rapidly established itself as the market leader in its class in Europe. It took more than 60% of the market in both the first two quarters of 2005.

As well as a lift chart that enables it to compete with many 200-tonne capacity cranes, a notable feature of the ATF 160G-5 is the patented Lift Adjuster technology. Lift Adjuster eliminates load sway at the flick of a switch and so increases the efficiency and

The ATF 160G-5 was voted five-axle Crane of the Year in Germany. The ATF 80-4 won in the four-axle category



productivity of lifting operations. (See next page to learn how Lift Adjuster works.)

The ATF 160G-5 has a 60 metre main boom, with a 37.2 metre jib, giving a maximum hook height of more than 100 metres. The offsetable boom extension also a 5.4 metre heavy duty jib with a capacity of 35 tonnes.

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## ATF 160G-5 at work in Shanghai

One of the first international customers for the new ATF 160G-5 is Shanghai Zenhua Port Machinery Co (ZPMC) in China.

ZPMC produces container-handling and dockside cranes. It uses its new Tadano all terrain crane to handle heavy equipment and materials, as seen in these photographs.

Kazuumi Hiwatashi, general manager of Tadano South China, says that the new unit has completed its running-in stage without any problems and is now being put to full use by the Shanghai crane builder.

Delivery of this ATF 160G-5 followed



soon after the Bauma China exhibition in Shanghai last year, where it was exhibited on the Tadano stand.

ZPMC's new 160-tonne Tadano at work in Shanghai

# How it works

## Lift Adjuster

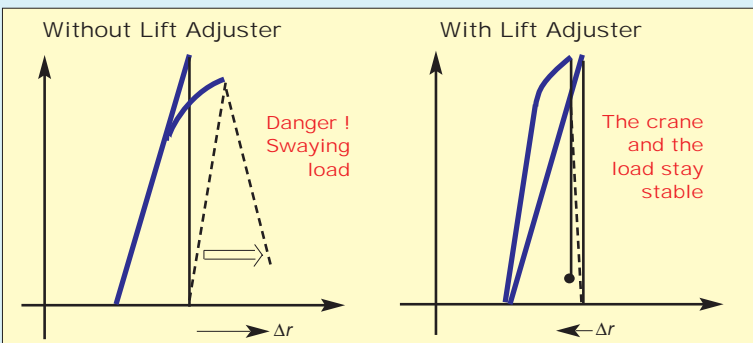
The development of modern lightweight booms from high tensile steel has opened up new possibilities for crane manufactures and users alike. Booms have got longer and lift charts have improved.

The disadvantage, however, is boom flex. This can result in the load swaying as it is picked off the ground, reducing the productivity of even the most skilled operator and presenting a potential safety hazard.

For example, with a 60 metre telescopic boom fully extended and lifting at an angle of 70 degrees the radius of the load after it is picked up can be as much as four metres further away from where it started, once it stops swaying, simply because of boom flex.

Below left: The team of engineers from Tadano in Japan that developed Lift Adjuster

Below: The Faun team in Germany that conducted all the tests and fed the collected data back to their co-workers in Japan



Load sway also increases the pressure on operators, who already have quite enough to concentrate on.

Strain in the chassis frame and deflection of outrigger beams can also contribute to load sway. These factors all vary according to crane operating conditions.

Tadano is the first crane producer to offer a solution to this problem – Lift Adjuster.

Lift Adjuster uses sensors to detect the weight of the load on the point of lift-off and, after a moment's pause, adjusts the angle of the boom elevation and the winch actions at precisely the right moment to compensate for any deflection in the boom, chassis and outrigger beams. This prevents the load swaying as it leaves the ground and minimises the change on working radius.

To activate Lift Adjuster the operator just flicks a switch on the dashboard before making the lift. The system automatically switches off once the load is stable. If the operator prefers not to have a pause in the lift, Lift Adjuster can be left switched off.

Lift Adjuster is a standard feature on the ATF 160G-5 all terrain and an optional extra on other new Tadano Faun all terrain models.

The technology took six years to develop, with teams of engineers in Japan and Germany collaborating on the project. Computer modelling work was carried out by the Tadano team in Japan, who applied algorithms to find the solution. The Faun team in Germany conducted practical trials on actual cranes and fed back the data they collected to Japan for further refinement.

## Abahsain hosts Saudi Open Day

Crane buyers from across the Middle East region attended an Open House on 9 August at the workshop of Saleh & Abdulaziz Abahsain Co.Ltd., the exclusive Tadano distributor for Saudi Arabia.

More than 130 guests witnessed a demonstration of the capabilities of the new 110-tonne capacity all terrain, the ATF 110G-5. This five-axle crane has a 52 metre main boom and a maximum hook height of 83m.

The first two units delivered to Saudi Arabia were formally handed over on the day to Bin Quraya Est. Proprietor Sheik Awad A.M. Quraya received a ceremonial key from Seiji Ozawa, general manager of the International Sales Division of Tadano (pictured right).

Also exhibited to customers at the Open Day were the new 70-tonne capacity rough terrain GR-700EXL, the TR-500EX and the TM-ZF603G.



Sheik Awad Quraya takes the key from Seiji Ozawa. Watching are Abdullah Abahsain (left), COO of distributor Saleh & Abdulaziz Abahsain, and Takuji Murakami (right), general manager of Tadano Middle East

# Tadano quality passes Sterling's toughest tests

There can be few companies around the world that have tried and tested Tadano cranes quite as thoroughly as Sterling Crane in recent years.

Sterling is the largest crane rental company in Canada. It has a diverse fleet of more than 500 mobile cranes, of which approximately 175 are Tadano models, says David Snyder, who has been president of the company since 1989.

Sterling has been buying Tadanos since 1994, just a few months after the establishment of Tadano America Corporation in 1993. Its sister company Procrane Sales has been a Tadano distributor for the same length of time.

Sterling has 14 branches in Canada as well as four in the Rocky Mountains region of the USA. "They are all in extreme climates," says Mr Snyder.

Sterling's cranes work hard, and in all weathers. The Tadano cranes, Mr Snyder says, come out on top every time.

"Over the course of 10,000 hours of operations, the maintenance costs of Tadano cranes are just 10% of the maintenance costs of the other makes of crane that I own," he says.

"Even though we don't need much in the way of product support, because the cranes are so reliable, we are well served with whatever we need."

Residual value is also important to fleet



One of Sterling's 65 ton capacity TR 650XL rough terrains

owners. They need to know that they can always re-sell their machinery when it is time to trade up. Mr Snyder says that the residual value of Tadano cranes is "very good".

Asked why he favours Tadano, Mr Snyder answers with one word: "Quality."

"Tadano cranes have 10% of the maintenance costs of other cranes," says David Snyder, Sterling president

## Oil price rise boosts Middle East demand

The rising price of oil has led to a boom in oil and gas related projects across the Middle East.

In Dubai too, which depends on tourism and services rather than oil, there is a construction boom going on. Prestige luxury hotel and residential developments are keeping contractors very busy.

On the back of this, demand for new cranes in the region has increased rapidly in recent years. In 2000 the market for new mobile cranes was 136 units. Last year it was 433 units – a threefold increase.

In addition, a large number of used cranes have also been brought into the market. The trading state of Dubai and its Jebel Ali Free Zone, where Tadano's Middle East office is based, is a favoured landing point for shipments. Takuji Murakami, manager of



Tadano's office in Dubai, says as many as 1,000 used cranes a year are shipped from Japan to the Middle East through Jebel Ali.

Mr Murakami believes that sales of new cranes will continue at the current high level for a few more years at least.

Al Faris, one of Dubai's largest crane rental companies, has plenty of demand for its Tadano RTs

# Distributor focus

*Our partners around the globe*

## James Equipment: Australia

It was only two years ago that James Equipment became Tadano's exclusive distributor for Australia, but already it has established a strong position in the market. Its success has helped to make Australia one of Tadano's most important international markets.

"We have worked hard to reinstate Tadano to the top of the Australian crane market and the future of Tadano in Australia is looking very positive," says managing director Brendan James. "One of the main reasons why we are so proud to be a part of this association with Tadano is because of their 100% dedication to, and support of, our customers."

Recent deliveries by James Equipment include a 30-tonne truck crane to Sydney-based Stephenson's Cranes and a 50-tonne truck crane to Southern Rigging & Scaffolding in Victoria.

Says Southern Rigging co-partner Jeff Reinen: "Our business relies on the performance of our range of mobile cranes. Brendan James and his service manager Paul Collard have been a constant support to us. We have been very impressed with their knowledge, after-sales support and of course how their products have met our budget every time."

Stephenson's Cranes director Steve Gauci says: "Their service has been outstanding and the availability of select Tadano crane models was a big plus for us when it came time to update our fleet."

Barry James, Brendan's father, started James Cranes in 1973. James Equipment was set up in Melbourne in 1991, initially specialising in importing used machinery. It now has additional depots in Perth and Brisbane.



Managing director  
Brendan James –  
service with a smile!

# Fairs & Events

*Where to meet Tadano*

- ♦ **SC&RA Crane and Rigging Workshop**  
Hilton Americas, Houston, Texas, USA  
22-24 September  
[www.scranet.org](http://www.scranet.org)
- ♦ **ICUEE**  
Louisville, Kentucky, USA  
27-29 September 2005  
[www.icuee.com](http://www.icuee.com)



Products on show at ICUEE include the TM 1882 (shown here) and the TM 1052 boom trucks

- ♦ **Crane Industry Council of Australia Conference**  
Fremantle WA, Australia  
6-8 October 2005  
[www.cica.com.au](http://www.cica.com.au)
- ♦ **SAIE 2005**  
Bologna, Italy  
12-16 October 2005  
[www.saie.bolognafiere.it](http://www.saie.bolognafiere.it)
- ♦ **Building Component Manufacturers Conference**  
Milwaukee, Wisconsin, USA  
12-14 October 2005  
[www.bcmshow.com](http://www.bcmshow.com)

**Seiji Ozawa**, general manager of Tadano's International Sales Division, gave a presentation at the annual conference of the **Power Crane Association of New Zealand** in July. He gave an overview of the Tadano and Faun product line up and showed a DVD demonstrating the Lift Adjuster technology. Also present was Wayne Ferguson, managing director of Tadano distributor Cranes International NZ Ltd.



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