

Haulotte

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THE MAGAZINE



Haulotte Group & Bil-Jax : a bridge to the future



- > **SAIE** - 15>18/10 - Bologna - Italy
- > **INFRASTRUCTURE** - 16>18/10 - Adelaide - Australia
- > **CONSTROI** - 16>19/10 - Luanda - Angola
- > **CONSTRUCCION** - 22>25/10 - Seville - Spain
- > **MATELEC** - 28/10 > 01/11 - Madrid - Spain
- > **SAUDI BUILD** - 09>12/11 - Riyadh - Saudi Arabia
- > **BIG 5 PMV** - 23>27/11 - Dubai - Arab Emirates
- > **BAUMA CHINA** - 25>28/11 - Shanghai - China

ARGENTINA

A scissor lift covers a polo match

A level of performance rarely attained by championship polo... For the second time in 33 years, all eyes in Argentina were fixed on the championship match broadcast at Centauros 8 players competing with a total handicap of 80, the maximum for this sport. With a front row seat, an H18SX (HS 5388 RT)* scissor lift was used by the ESPN sports channel to broadcast the event.



SPAIN

Haulotte Iberica rewarded for its financial solidity

Haulotte Iberica has been recognized by an entry in the prestigious Spanish Rating Book published by Dun & Bradstreet, the world's provider of commercial and financial information on businesses. To be included in their listing of 25,000 companies, Haulotte Iberica has successfully passed Dun & Bradstreet's financial and credit risk evaluation. Another distinction in 2008...

GERMANY

Sponsoring: everyone behind the VfB Burbach!

In recent years, Haulotte Group has sponsored major events such as the Paris-Dakar and the Moto Grand Prix as well as lesser-known events: for example the young players of the VfB Burbach football team trained by Dirk Mühlhahn, director of the purchasing committee of Systemlift AG and a director of Dornseiff Arbeitsbühnen. The Haulotte name fits perfectly with the team colours: a dynamic and attractive look, paving the way for success!



AUSTRALIA

A 40 year career for Bernie Kiekebosch

Recently appointed head of worldwide operations for Haulotte Group (excluding Western Europe), Bernie Kiekebosch is celebrating 40 years in the aerial access equipment industry.



Virtually the same age as the sector itself in Australia! A rare accomplishment by this pioneer who began his career in 1968 as a designer at Abbey Engineering, specializing in truck cranes. Attracted by the challenge of creating a subsidiary in Australia, he joined Haulotte Group in 1999. A recognized expert in the field of lifting material and people, Bernie Kiekebosch is today a prominent member of many industrial and governmental organizations and chairman of the EWPA (Elevating Work Platform Association of Australia). Happy anniversary!



MEXICO

Art & Aerial Work Platforms: a monumental mural fresco

Haulotte's platforms chalk up another world record and a particularly original one at that with the "largest Mayan mural fresco" certified by the Guinness World Record. Taking more than three months to complete this project was requisitioned by a very popular hotel for tourists in Cancun. Almost child's play for the painter who was able to work with ease from his aerial platform...

PORTUGAL

Haulotte, time to tee off

The omnipresence of the aerial work platform manufacturer even includes the golf greens of Portugal where it is a supporter of the team participating in the industry national chairmanship "Golf Expresso BPI", held in the Azores. Driven to new heights by their ambition to win the title, the four members of the Haulotte team (including 2 representatives of the company Facil, 1 from the Portuguese airline TAP and the director of RTPA, the Portuguese television channel) were ultimately eliminated just missing entry into the world final in Ireland. But the golf swings were beautiful!





Challenges ahead

By Alexandre Saubot - Chief Operating Officer

Our market is not immune to the difficulties being experienced in developed economies, especially in Western Europe. This region has seen a considerable slowdown, even though markets in other continents, and particularly in the emerging markets of the Middle East, South America and Asia have continued to expand.

This trend that is cyclical in nature, it is true, has not come as a surprise.

In this environment, Haulotte Group has consequently adapted its organizations and refined its offering to continue to meet the needs of its customers and further improve its service quality. Faithful to its strategy of focusing on sustainable growth based on a solid financial structure, our Group will continue to deploy a strategy to sell and deliver its products worldwide. Research and development efforts in favour of innovation, investments in manufacturing capabilities, particularly in Romania to support continued growth in the expanding markets of Eastern Europe, will consequently be further increased.

Developing in the US market

Pursuing its strategy of worldwide expansion to ensure diversified sources for growth, Haulotte Group has taken a new step.

Following a phase of international expansion in recent years driven primarily by internal growth (Middle East, Southeast Asia, South America, Russia), we recently acquired a significant foothold in the United States through the acquisition of Bil-Jax located in Ohio.

The synergies from this partnership will strengthen our worldwide commercial presence, diversify our product range, give us a leadership position in the segment for scaffolding equipment and provide us with production capacity in the dollar region. The end result will be an even more competitive Group.

Haulotte Group thus remains on track. While continuing to pursue expansion in international markets, we are also making changes to adapt to new requirements of European markets in preparation for a resumption in demand for capital goods.

At the same time we remain focused on our goals of both increasing the number of customers and the level of customer satisfaction.





SELF PROPELLED BOOM LIFTS



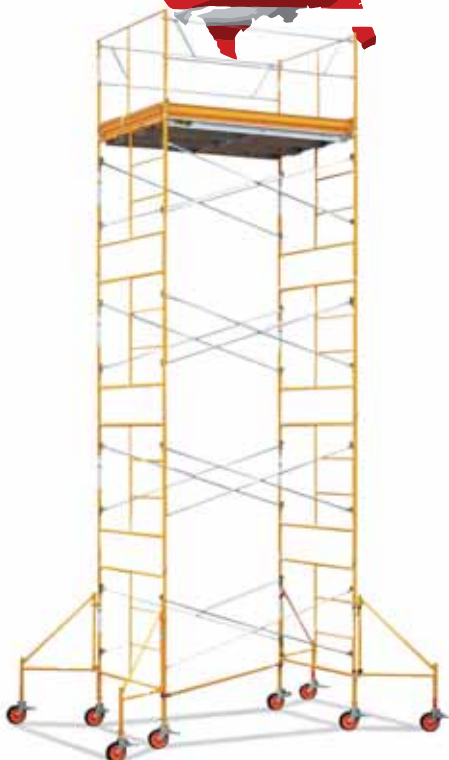
TRAILER-MOUNTED BOOMS



TELESCOPIC LIFTS

BIL-JAX joins HAULOTTE GROUP

With the acquisition of the US company Bil-Jax, a leader in North America in scaffolding and niche aerial work platforms, Haulotte Group has strengthened its position as a worldwide player in the access equipment market.



Haulotte Group launches an ambitious growth strategy

"Fortune favours the bold... and those that continue to advance". Haulotte Group has for a long time adopted this motto. In the increasingly competitive market for materials and people lifting equipment, developing alliances is crucial. To successfully build a position in this market, it is necessary to adapt to increasingly fierce competition while at the same time provide customers with even more comprehensive product offerings. In this respect, Haulotte Group's acquisition of Bil-Jax in July 2008 represents a remarkable opportunity. It offers an excellent fit with our range by adding complementary products recognized for their reliability, considerable potential for product innovation and total commitment to customer service... These two groups were clearly made for each other.

The first to benefit will be the customers

The US leader in the market for fixed and mobile scaffolding for the construction industry and events as well as a key player in the



field of trailer-mounted booms and self propelled boom lifts, Bil-Jax brings to Haulotte Group and its customers an even larger product range supported by the highest level of service. And this is not the only advantage:

"Through this acquisition Haulotte Group adds production capacity in the dollar zone, strengthens its commercial presence in North America and further expands the offering through its international commercial network with the addition of Bil-Jax's product range that our customers will certainly find attractive" remarked Alexandre Saubot, Haulotte Group Chief Operating Officer. The plan for integrating these two businesses should be completed before year-end. As a result, Bil-Jax's product lines should soon be available at Haulotte subsidiaries. Only a little patience is required...



SCAFFOLDING



ESCALATE TRAILERS



EVENT STAGING AND SEATING



DRYWALL EQUIPMENT



BIL-JAX IN BRIEF

- > **Location:** Archbold (Ohio), near Detroit
 - > **Business started:** 1946
 - > **Number of employees:** 300
 - > **Operating facilities:** 30 200 m² (325,000 sq. ft.)
 - > **Net sales (2007):** \$80 million (90% in North America)
 - > **Product range:**
 - **Scaffolds (Bil-Jax's historical business):**
 - Fixed and mobile scaffolding for the construction industry
 - Equipment for events (bleachers, grandstands, stages, portable and permanent performance staging)
 - Access equipment
 - **People aerial access equipment:**
 - Self-propelled booms lifts: "X-Boom" (articulating boom lifts 45XA and 55XA, telescopic boom lifts 36XT)
 - Trailer-mounted booms: "Summit Series" (articulating boom lifts 3522A, 4527A and 5533A, telescopic boom lifts 2622T, 3632T and 4642T)
 - Telescopic lifts
 - **Elevating equipment trailers: Escalate trailers**
- For more information:** www.biljax.com

Bil-Jax, 60 years of experience as a provider of aerial access solutions

The leading manufacturer of scaffolding in North America, Bil-Jax, a brand highly appreciated by rental companies, is recognized for the quality of its products and innovation.

The adventure began in 1946 when two brothers, Bill and Jack Ashenfelter, designed a "homemade" scaffold horse (forerunner to modern-day utility scaffold) to assist them with their plastering trade.

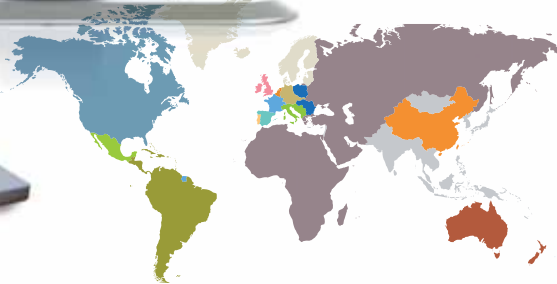
The concept produced such timesavings that word quickly spread and they were soon manufacturing units for other tradesmen. One year later, in response to a very rapidly growing demand, the Ashenfelter brothers sold the product rights of their invention to the local Archbold Ohio family. This was the beginning of the company Bil-Jax.

After joining the American rental association in 1964, the company experienced tremendous growth over the following years. In the late 70s a line of telescopic and towable boom lifts was added to their already extensive product range. In the mid-90s, Bil-Jax pioneered the powder coat finishing systems that are now in common use by the industry and was the first to use ID coated tube to prolong the life of scaffold products.

The advent of the 21st century marked the launch of a new line of trailer-mounted towable booms (the "Summit Series") and "X-Boom" line of self-propelled lifts where the hydraulic outriggers have replaced the heavy counterweights on conventional self-propelled machines to provide greater stability. Lighter and able to work on more challenging terrains, the machine can be loaded on to trucks that do not require special drivers' licenses.

The addition of event staging and seating equipment, loading ramps and trailers has completed the manufacturer's offering that is today recognized for the quality of its presales and after sales service.

With Haulotte Group, a new phase in this adventure has begun...



Subsidiaries with their own website:

Northern Europe:

- Haulotte UK : www.haulotte.co.uk
- Haulotte Scandinavia : www.haulotte.se
- Haulotte Polska : www.haulotte.pl
- Haulotte Hubarbeitsbühnen : www.haulotte.de
- Haulotte Netherlands : www.haulotte.nl

Southern Europe:

- Haulotte France : www.haulotte.fr
- Haulotte Iberica : www.haulotte.es
- Haulotte Italia : www.haulotte.it

North America:

- Haulotte US : www.haulotte-usa.com

South America:

- Haulotte do Brasil : www.haulotte.com.br

Asia – Oceania:

- Haulotte Shanghai : www.haulotte.cn
- Haulotte Singapore : www.haulotte.sg
- Haulotte Australia : www.haulotte.com.au

For all other countries:

- www.haulotte-international.com

An expanded presence on the World Wide Web

Internet can no longer be considered as just another media. It has today evolved into a platform for providing online services and applications specifically adapted for users. Consequently Haulotte Group has taken steps to strengthen its ties with customers by taking advantage of the new possibilities offered by the Web.

Think global...

A major showcase for the Haulotte Group, the corporate website www.haulotte.com was the first to have made this transformation. New graphics, a new website architecture and above all another approach to "selling" the brand name of the worldwide manufacturer of aerial access equipment.

"The objective of the corporate site is simple: Provide a global presentation of our Group and promote its new image. In terms of content, the previous website addressed customers and users in an identical manner. This is a mistake because they are not looking for the same type of information" noted François Barjon, multimedia communications manager at the headquarters in Lorette (France).

www.haulotte.com becomes a webspace for Internet users looking for general information about Haulotte Group: Presentation of the Group and its businesses, history, key figures, management, manufacturing plants, finance, information for the media, career opportunities...

... And above all regional

Customers do not lose in the exchange. Much to the contrary. The websites have above all

been redesigned with regional operations in mind. *"Our strategy focuses on maintaining an active presence in the field through our subsidiaries. It follows that our presence on the World Wide Web should reflect this organization that is so appreciated by our customers. Our websites must become true platforms for exchange and information"* continued François Barjon.

This means that customers will have a dedicated and personalized access to Haulotte information adapted to their location (see the world map above).

On the homepage, visitors are provided with regularly updated news about their subsidiary: product launches, open days, participation in exhibitions...

The website will have a strong product focus including full illustrated product data sheets for the entire range distributed by the Haulotte subsidiary.

"Our priority has been to offer websites that are both practical and enjoyable to use" emphasized the Web specialist. *"We have been particularly careful to ensure that the Web navigation experience is simple so Internet users can access information with the fewest number of clicks possible."* Judge for yourself!

Other Haulotte Group websites



> www.haulotte-multijob.com :
The specific characteristics of this machine distinguished by its remarkable versatility for civil engineering and construction projects (see pages 8-9) justify a dedicated website. See for yourself by watching the product demonstrations ...



> www.haulotte-boutique.com :
A showcase for the many objects and gadgets on sale under the Haulotte logo: scale models of aerial access equipment, textiles, children's toys, accessories, leather goods, Haulotte Racing products...



> www.haulotte-racing.com :
An essential stop on the web to follow the worldwide Moto GP championship and the Repsol-KTM team sponsored by Haulotte Group including contests to win a range of prizes after every Grand Prix.

www.easy-spare-parts.com



www.easy-spare-parts.com
 the interactive customer
 service platform

A major Internet innovation introduced in the last quarter of 2008 that will certainly be welcomed by all Haulotte Group customers. A customized and secure website to manage after-sales services for your equipment inventory from your PC 24/7 and anywhere in the world.

In its initial version, www.easy-spare-parts.com will offer downloads for all technical documentation concerning use, maintenance and warranties for your equipment, a tool to find a spare part and above all, order online. "Simply enter the machine reference in the database and all available parts will be displayed on the screen" explains Jacques Dufieux, head of Haulotte Group Service Sales. "Our goal is that this will speed up the processing of orders and in so doing give us more time to respond to customers that require advice and local support in the field."

And this is only the beginning! In a second phase the Haulotte Services site will be enhanced with new functionalities: training tools available online, e-learning, and information on the availability and delivery time for spare parts in real time, order tracking... "Ultimately, our objective is to provide the customers with a webspace containing full information about them, from training courses taken and diplomas which can be downloaded to a "health record" of their equipment offering a complete historical record, from contractual documents to information on spare parts ordered" notes François Bosy, sales adviser for the Internet Project www.easy-spare-parts.com.

In addition, everything has been planned to ensure that the site is adapted to local needs and specific cultural characteristics, with:



- **Menus and messages in 12 languages:** Arabic (UAE), Danish, German, English (United Kingdom), Castilian (Spain), Finnish, French (France), Italian, Dutch, Portuguese, Russian, Swedish.
 - **Manuals and documents adapted for 24 cultures:** Arabic (EAU), Danish, German, English (Australia), English (Canada), English (United Kingdom), English (United States), Castilian (Spain), Estonian, Finnish, French (Canada), French (France), Croatian, Hungarian, Italian, Japanese, Latvian, Lithuanian, Dutch (Netherlands), Portuguese (Portugal), Romanian, Russian, Slovenian, Swedish.
- This also exemplifies Haulotte's commitment to service!



The Multijob MJX reinvented the worksite multi-function machine through its array of technological features. Uniquely versatile, the MJX combines a 360° fully rotational excavator with a telescopic loader, easy and rapid to use and manoeuvre this backhoe-loader combines stability, manoeuvrability, and precision movement. Because of its compactness, it is an ideally adapted tool for all worksites.



Multijob MJX, a day to convince

On 17 June Haulotte France organized a demonstration at Collonges-au-Mont-d'Or near Lyon to which 17 French distributors and members of the trade press were invited. Demonstrations in the field in conjunction with tests of competing products clearly established that the Multijob MJX offered all the benefits of major large-sized machines.

Almost everyone was there, distributors and journalists, for this real-life demonstration of the full potential of the continuous rotation backhoe-loader presented as a revolutionary machine since its launch. Combining the performances of a backhoe loader, a 10 ton wheel excavator and a multi-purpose machine, the Multijob is one-of-a-kind.

For a complete description of its full capabilities patience is necessary as the list is long...

A demonstration... and a comparative test.

Alternatively, one can adopt the method of the subsidiary Haulotte France that considers seeing is believing.

"It is truly a beautiful and top-performing machine! This is a great opportunity to demonstrate its qualities" remarks Olivier de Noyette, the Multijob sales manager. "It stands apart from other aerial platforms and scissor lifts available on the market and it is not destined to fulfil the same needs or for the same customers. For this reason, it is necessary to provide opportunities to inform customers about its characteristics."

The objective to give the attendees of the demonstration day an excellent understanding of the machine was successfully achieved.. Well prepared by Haulotte France in the weeks preceding the event the demonstrations were combined with an extremely

thorough comparative test "a practice that is not frequent in our field" commented Corinne Faure, communications manager for Haulotte France.

100 points were reviewed

"The goal was not to demonstrate that our product was most beautiful and powerful but rather to perform a series of fair tests to determine the real value of MJX compared to three well-reputed competing machines." Manoeuvrability, turning circle, measurement of speed of movements, lifting capacity, and ability to surmount obstacles, level of stability with and without buckets, excavation and sanding time for a trench, visibility from the cabin... Nearly 100 points were closely reviewed resulting in a verdict that Olivier de Noyette commented on with satisfaction: *"For many applications, the MJX delivered performances at least equal if not better than its competitors. And above all, it remains unique in terms of its versatile range of applications that the other machines do not have."*



Multijob, the king of versatility

CUSTOMER EVENT



The MJX in brief

A MULTI-JOB MACHINE LAUNCHED AT THE INTERMAT TRADE FAIR IN 2006



➤ **3 MODELS:**

MJX 950 950 (A standard monobloc boom. Strength: for a limited budget, perfectly adapted for earthwork, use of a hydraulic);

MJX 970 (A standard double offset boom. Strengths: An all-purpose excavator, ideal for urban worksites);

MJX 990 (A long telescope with a double offset boom. Strengths: ideal for handling work at heights or masonry).

➤ **KEY CHARACTERISTICS:**

Full 360° rotation, telescopic loader, four-wheel all-steering drive, switching and operating the machine from the shovel working position, easy to operate.

➤ **PRODUCTION:**

Haulotte Santander plant (Cantabria, Spain).

➤ **DISTRIBUTION:**

Started recently worldwide. Established markets in France (network of 17 distributors), Iceland, Luxembourg and the United States.

➤ **POTENTIAL APPLICATIONS:**

Civil engineering infrastructure and related work, canalization, earthmoving, roadwork, open spaces and swimming pools, regional governments, waste management, construction...

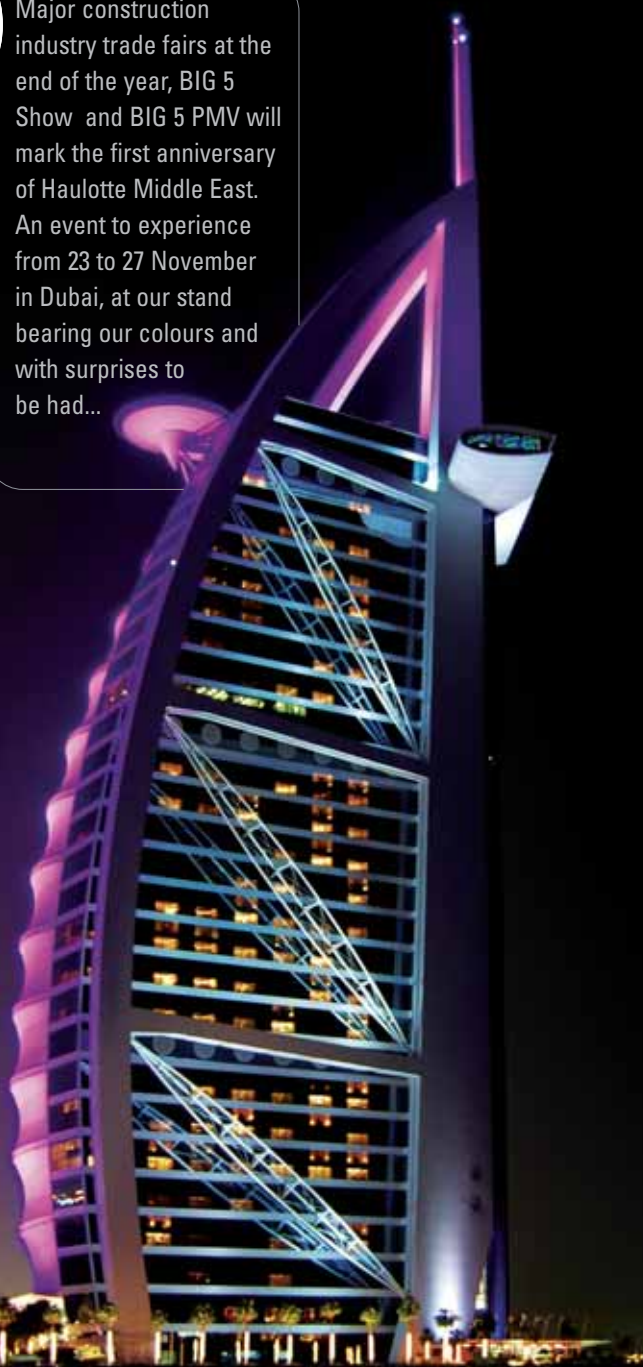
For more information:

www.haulotte-multijob.com





Major construction industry trade fairs at the end of the year, BIG 5 Show and BIG 5 PMV will mark the first anniversary of Haulotte Middle East. An event to experience from 23 to 27 November in Dubai, at our stand bearing our colours and with surprises to be had...



DUBAI still building higher, bigger

At the crossroads of the Middle East as dynamic as ever, Dubai, a bustling cosmopolitan metropolis, continues to develop the resources to attract the global leaders in the construction industry. In a region where supersized projects are the norm, two trade fairs are held, simultaneously reflecting the region's high ambitions: the BIG 5 SHOW (the Middle East's most important building and construction exhibition) and BIG 5 PMV (the region's premier construction plant, machinery and vehicles show). There is no need to look any further to find the most important event in the Gulf region for the construction industry and related sectors!

Local economic trends should continue to rapidly increase the importance of this event. Projects in this region are currently valued at more than \$2.8 billion according to the Gulf Cooperation Council. This exponential growth has had a direct impact on a market that has already been particularly favourable for the construction industry that has expanded by 20% over the last five years.

H28TJ+, launch to the Gulf region

Haulotte Group will once again be present in Dubai to meet customers and construction industry specialists. For this major industry meeting Haulotte has big plans including a unique presentation in the Middle East of the H28TJ+ (HB 86 TJ+)* telescopic platform that exemplifies the brand's capacity for innovation and ability to propose solutions to customer needs. The performance range of the H28TJ+ (HB 86 TJ+)* enables it to operate in the most inaccessible work environments (a 6 metre telescopic jib with proportional controls, an outreach of 23 metres, a platform of 2.44 metres, and a capacity to rapidly lift heavy loads of up to 350Kg). Other Haulotte machines will also be on display: the H43TPX, H15SXL, HA260PX, Compact 10, Star 10, HTL 4017. (HB 135 JRT - HS 4388 RT XL - HA 80 JRT - Compact 2632 - Star 26 J - HTL 9055)*

Haulotte Middle East, celebrates its one-year anniversary

BIG 5 2008 will also provide an occasion to celebrate Haulotte Middle East subsidiary's first year of operation. Launched in November 2007, this sales subsidiary managed by Arthur Danelian is continuing to gain momentum. The first results of their efforts are very positive: order books are full and new contracts are resulting in the purchase of several machines. In this ambitious market with such strong potential, Haulotte Group's strong customer focus is again producing results. We hope many of you will be there to celebrate this anniversary at the Haulotte stand!

BIG 5 Show / PMV key figures

- > Trade fair held every year at the Dubai International Exhibition Centre
- > Dates: 23 to 27 November 2008
- > 3,100 exhibitors*
- > 35 international pavilions*

- > More than 50,000 visitors*
- > 67 countries represented from five continents*
- > 30,000 m² of space for the exhibition of large materials,

- machinery and civil engineering equipment*
- > Haulotte stand: 300 m²

* 2007 figures



Next stop BAUMA CHINA from 25 to 28 November

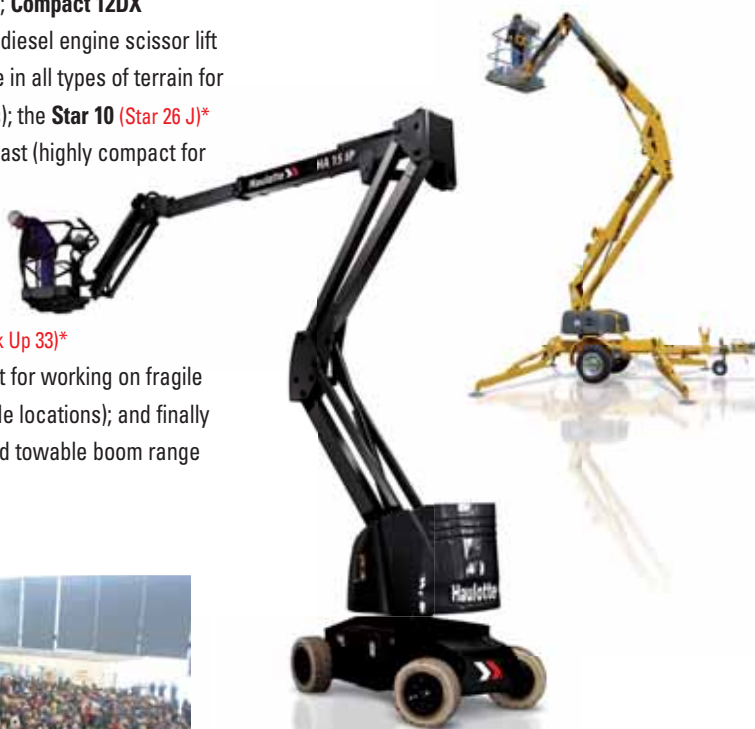
The international trade fair for construction machinery, building material machines, construction vehicles and equipment will be one of the major events of the year: 200,000 m² of exhibition space, 1,200 exhibitors and more than 80,000 visitors are expected. A major event for the Haulotte Group to unveil the H28TJ+ (HB 86 TJ+)* telescopic platform for the first time in Asia . At a press conference Alexandre Saubot will present the Haulotte commercial organization and its plans for development in the Asian region.

To be discovered at the Haulotte stand:
 the high aerial work platforms **H43 TPX (HB 135 JRT)*** (providing access to more challenging worksites for a wide range of applications);
HA 15 IP (HA 43 JE)* the electric articulating boom (ideal for work at heights of up to 15 m in confined areas); **Compact 12DX (Compact 3368 RT)*** diesel engine scissor lift (to work with ease in all types of terrain for many applications); the **Star 10 (Star 26 J)*** electric vertical mast (highly compact for working at heights of up to 10 m in confined spaces);
 the **Push Around Quick Up 12 (Quick Up 33)*** (light and compact for working on fragile surfaces and inside locations); and finally the trailer-mounted towable boom range

of the **Bil-Jax Summit Series**, to provide a maximum range of solutions to meet the challenges of professionals. In addition, Haulotte Racing several special events will be organized including a contest at the Haulotte stand !



*American names



More information: www.bauma-china.com



Philip James, Manager of Haulotte UK since April 2007.

Haulotte UK - The key to success

It is no easy task to develop a position in a mature market with well-established competitors... Despite this, through its determination, commercial skills and highly efficient customer service, Haulotte has been successful in establishing itself as an important player in the United Kingdom.

This subsidiary thrives on challenge. Haulotte entered an already mature market in 1997 convinced of the potential of its products to meet the needs of increasingly demanding rental companies and end users.



"We were well aware that it would not be easy given this competitive market" commented Philip James, Manager of Haulotte UK "This is why we focused our efforts by targeting a selected number of important potential customers - a strategy that has paid off".

Haulotte grows market share

11 years later, Haulotte UK accounts for around 30% of sales of aerial work platforms in the UK. A significant success that the subsidiary's manager explains in part by the quality of Haulotte's products: *"Everyone knows how difficult it is to change people's habits. However, we succeeded by offering products that provided even higher performances than those of our competitors in certain market segments. In this way, we were able to progressively build our reputation."*

Haulotte subsidiary UK Platforms, combined with a number of key rental companies in the UK, enabled Haulotte Group, located near Birmingham, to accelerate the distribution of its equipment.

"This strategy contributed to our commercial success and enabled us to rapidly establish the Haulotte brand name in the United Kingdom and Ireland."

Focus on the industrial segment

The HA16PX (HA 46 JRT)* articulated boom in particular, selected by professionals in the construction industry for its performances and robustness, has proven to be perfectly adapted for the building sector and heavy steel structures.

In response to market concentration (the top ten rental companies in the UK account for around 70% of the UK market) Haulotte UK is expanding its commercial focus.

"We are also directly targeting industrial companies. While potential sales from this segment are undoubtedly lower than from rental companies it nevertheless represents a potential source of additional growth.

We must not neglect any opportunities."

To this end, the subsidiary recently doubled its sales team while pursuing efforts to improve the quality of services provided to rental companies. *"We know that these companies are subject to considerable pressure by their customers. If one of our machines breaks down, we must be able to respond immediately. It is this capability that can give us a competitive advantage"* indicates Philip James. First-class products, a commitment to detail and unflinching determination: the key to success.



Multiple initiatives by the subsidiary pay off

> Customer demonstrations

Haulotte UK is constantly looking for ways to meet customers' needs. On 23 July of this year the subsidiary devoted a day to present to around 30 customers the H28TJ+ (HB 86 TJ+)* new telescopic platform. This full-scale test gave everyone a precise idea of Haulotte's expertise through on-site demonstrations as compared with competitor performance. This contributed to providing a very precise idea of the very high potential of the H28TJ+ (HB 86 TJ+)* that outperforms its rivals in several areas...

> Award for elegance

Haulotte's participation in the country's major trade fair for construction machinery, SED, once again provided the French manufacturer with an opportunity to showcase its refinement and aesthetics. The Haulotte elegantly fitted stand won an award (photo) reflecting Haulotte Group's commitment to quality.



After-sales customer service is a key priority for Haulotte UK.



HAULOTTE UK IN BRIEF



- > **Business started:** 1997
- > **Location:** Telford (Northwest of Birmingham) in the West Midlands region of England.
- > **Operating facilities:** Building space of 1,500 m² and outside storage area of 800 m².
- > **Employees:** 26 (4 in sales, 3 in finance, 5 for operating activities and customer warranties, 2 for spare parts, 1 for training, 11 for customer after-sales service).
- > **Customer mix:** rental companies: 90%; distributors and direct business: 10%.

*American names

MONASH

www.monashhire.com.au

HIRE

1300 83 HIRE

Monash Hire, an Australian

The equipment rental company Monash Hire, located near Melbourne, was one of the first to reward Haulotte Group with its confidence when it entered the Australian market almost ten years ago. Today the two partners have a relationship based on shared values and interests.

Barely 15 kms separate the headquarters of Monash Hire and Haulotte Australia in the southeast suburbs of Melbourne. With the State of Victoria in the southeast part of the country representing its primary market, Monash Hire is, like Haulotte Group, a family company reputed for the professionalism and quality of its services... and for this reason highly appreciated by its customers. Founded in 1966 by renowned builders (Hansen and Yuncken), 1995 represented a decisive turning point for the company when it was acquired by Enrico Abbonizio, the founder and owner of Huntingdale Cranes. Today, his son Greg heads the rental company turning it into one of the most successful hire companies in Australia and is continuing the family drive of success. Both Haulotte Group and Monash Hire have grown considerably since this time and the two companies indeed have a history built on close relations...

➤ A growth market

The new management has not regretted its decision to invest in the rental business for building and aerial access equipment.

"The current environment is very favourable for rental companies in Australia", explains Greg Abbonizio. *"Many construction companies prefer not to have their own inventory of equipment and machinery, finding it easier to rent it when needed."* Monash Hire reflects the spirit of its management: ambitious, determined... and thoroughly devoted to satisfying their customers. Staff with significant expertise in their specialized areas and with a strong sense of purpose, a very developed commitment to the importance of training and safety, the most advanced and modern equipment, an extensive offering of equipment for rental... This is illustrated by





coup de cœur

the affirmation on their homepage "Every job needs a different tool. We have all of them" (www.monashhire.com.au)

➤ A strong commitment to quality customer service

Monash Hire's commitment to quality service has become a competitive advantage. "While our priority is of course to provide customers with reliable and safe equipment, we seek to ensure it is maintained in optimal operating condition. This is achieved by being highly efficient and responsive including during the after-sales phase" insists General Manager Steve Marsland. To this purpose, a dedicated logistics, transport and maintenance division were created to service the construction industry. A bold move expected to increase its current workforce by nearly 50%!

"We consider that the acquisition of a customer must never be taken for granted and that ongoing efforts are required to maintain its trust. By being no longer dependent on transporters, our goal is to provide our customers with greater local and higher quality service." These represent the qualities on which Haulotte Australia is also building its reputation.

➤➤ Questions to... George Bekos, Operations Manager of Monash Hire

What do you expect from your suppliers such as Haulotte Group?

"We are particularly attentive to technological innovations capable of enhancing the value of our equipment offering and in so doing the quality of our global service. This is a fundamental criteria in the selection of our suppliers that should be both active in the field of R&D while at the same time able to deliver reliable, effective and innovative equipment. We also place considerable importance on the quality of after-sales service of our partners that must be highly responsive in the event of equipment breakdown. In these areas, Haulotte has been successful in providing serious guarantees for nearly 10 years..."



MONASH HIRE IN BRIEF

- > **Location:** Mount Waverley (Victoria), Australia, approximately 20 km southeast of Melbourne
- > **Number of employees:** 35 (plus 50% approx staff growth for the creation of the new logistics, transport and maintenance division)
- > **4 branches in the Victoria State:** Head office plus three sales offices
- > **Equipment inventory (80 Haulotte products) to meet the needs of the broadest range of construction and civil engineering projects:** backhoe loaders, forklifts compaction/earthmoving equipment, scaffolds, aerial work platforms...
- > **Commercial coverage of all Australia**

What else do you expect?

"That our partnership with Haulotte Group will continue to be as successful in the years ahead! Sharing the same philosophy of customer service has been a key factor for the success of this relationship. Regularly proposing new solutions, maintaining a constant presence in the field and remaining attentive to our customers' needs: these priorities exemplify our corporate culture. We were one of the first rental companies to reward Haulotte Australia with our confidence and they have stood by us ever since providing market leading service and support. This has been achieved by providing staff with significant expertise and high quality product development and after-sales service. It is no surprise that models such as the HA18PX (HA 51 JRT) and the Compact 10 and 12 DX (Compact 2668 and 3368 RT) have experienced such a success in our market."



From one season to the next...

> SED Rockingham (13-15/05, United Kingdom)

More than 20,000 visitors, 400 exhibitors... and the award for the most beautiful stand presented to Haulotte on the first day. Haulotte UK's sales at the show included the first sale in the UK of the much awaited H28TJ+ (HB 86 TJ+)* telescopic platform. This is what you call getting off to a fast start!



> IRE Amsterdam (3-5/06, Netherlands)

IRE Show, the new international exhibition for construction equipment rental hosted in conjunction with its own event the ERA (European Rental Association) convention. A golden opportunity for Haulotte Group to present two flagship products on its stand: the H28TJ+ (HB 86 TJ+)* telescopic platform and the HTL 40-17 (HTL 9055)* telehandler that was a sensation once again.



> CTT Moscow (17-21/06, Russia)

A vintage year for the ninth edition of this major event for the construction industry in the CIS, Russia and the Baltic states. Haulotte Vostok, that has registered exceptional growth in Russia, benefited from this event to present at its stand a view of its "best-sellers": the Compact 12 (Compact 3347 E)* electrical scissor lift, the Star 10 mast (Star 26 J)*, the all-terrain H18SX

scissor lift (HS 5388 RT)*, the HA15IP articulating boom (HA 43 JE)* and the HTL 40-17 telehandler (HTL 9055)*.



> MOVIMAT São Paulo (5-8/08, Brazil)

The highly popular trade fair for specialists in logistics, warehousing, handling and transport, Movimat 2008 attracted to São Paulo major professionals of the sector, rental companies and service providers. Many contacts were made at the Haulotte stand that showcased the Star 12 mast, the electric Quick Up 9 push around lift and the Compact 10N scissor lift (Compact 2632 E)*.



> PLATFORMERS DAYS Hohenroda (29-30/08, Germany)

The enormous "Platformers Days" country fair. Once again the sun shined at this event in the countryside of Hohenroda, a small town with a population of 3,000 located in the centre of Germany. High in the sky a superb aerial ballet was offered by the new telescopic big boom H28TJ+ (HB 86 TJ+)* that resulted in a sale to a customer immediately after a demonstration. Special praise as well for the high aerial work platform HA20PX (HA 61 JRT)* that brilliantly passed the "Vertical Check" comparative test.



*American names

FINANCE

2008 first half financial highlights

> Impact of the slowdown in Western Europe in the aerial work platform market

First-half sales of €258.7 million compared with €294.0 million for the same period last year, down 12%. Robust growth in emerging countries (+22%) and Services (+27%) were not sufficient to offset the decline in sales in Western Europe (-23%), reflecting the slowdown in the aerial work platform market.

> Net income boosted by gains from the disposal of the French rental business

Net income increased 39.5% to €52.2 million in the 2008 first half (compared with €37.3 million in the same period last year), primarily on gains from the disposal of the French rental business of approximately €30 million. Excluding the positive impact of this disposal, the EBITA margin declined significantly (-14%) primarily on lower sales volumes.

> Group investment projects confirmed

In an environment of a strong euro and rising raw material prices combined with weakness in the European market and the wait-and-see approach adopted by a number of equipment rental companies, Haulotte Group has initiated a cost reduction plan targeting 10% in the second half of 2008. This plan will not affect efforts to prepare for our future expansion through R&D or measures to increase production capacity in Romania to reinforce our ability to support the strong growth of countries in Eastern Europe.

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