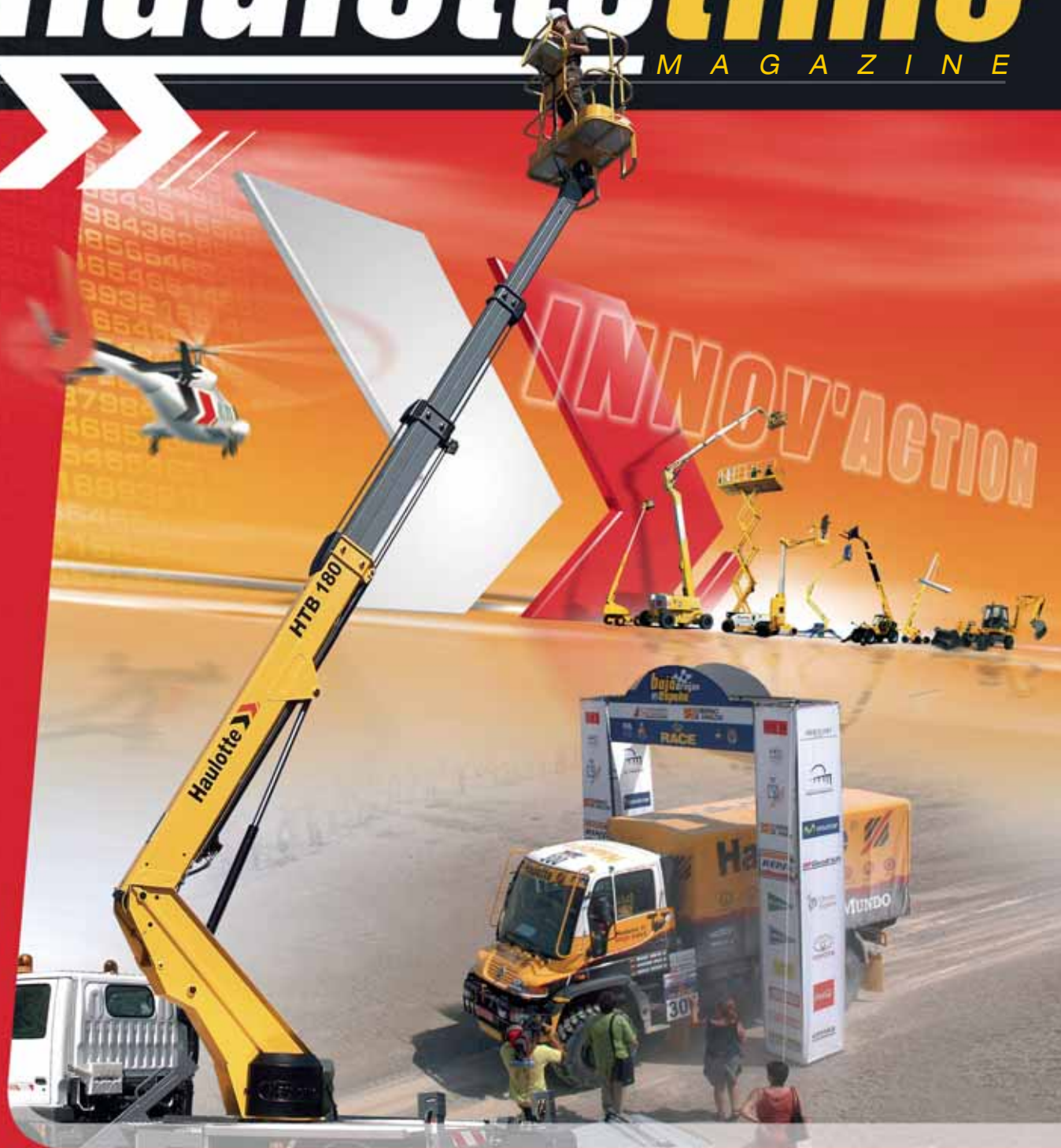


Haulotte **time**

N°2 - 09/2005
MAGAZINE



The Haulotte Group's 20th anniversary is a time for innovation. New name, new logo, new product ranges - A sign of our desire to keep on moving on.

HAULOTTE WORLDWIDE

Dakar rally 2006... by car and by truck!

Nothing can hold back the Haulotte Group's competitive edge. After a first taste of adventure on the 2005 Dakar rally, the Group plans to set out next January to take on the African desert a second time... by car and by truck! At the wheel again, the Spaniard Miguel Prieto (2nd in 1999 Dakar rally), who fell for a Haulotte Truck on his first drive at the "Baja España" Rally in Zaragoza (21st -24th July)... and at his side two exceptional co-drivers: Harald Becker, (German Haulotte customer) and Segundo Fernandez (Group Sales Manager), both crazy motor sport fans.



USA

California dreaming!

A second site established by Haulotte US! The American subsidiary, already with one site in Hanover (Maryland), has now got its foothold on the west coast, in Rialto (California). Four time zones and nearly 4,000 miles separate the two sites. Reasons for this new move: a booming market and a desire to be close to customers in California, the Rockies and the deserts of Nevada, Arizona and New Mexico.



Haulotte US - most recent opening: under Californian skies



SCANDINAVIA

From platforms to stationery

One Swedish customer liked Haulotte equipment so much that it ordered 109 brand new machines at once. Big thanks to the Lipac plant hire company! This batch included the full range of access platforms, from the Optimum 8 (Optimum 1930 E)* to the HA26PX (HA 80 JRT)*, mostly intended for the construction site for the Stora Enso paper mill in Borlänge (Centre of Sweden), better known as the "Kvarnsveden Mill". The world's biggest paper mill is being built on this vast site, with an unsurpassed capacity (11.3 meters – 37 ft wide, 2,000 metres – 6,560 ft - of paper produced per minute). A challenge to match Haulotte's ambition!

SPAIN

Could be a museum piece...

A Haulotte HA15 I platform (HA 43 E)* at work in the Queen Sofia National Modern Art Museum in Madrid? You don't see that every day! Manoeuvrability to match the size of the exhibition for the famous Pop Art exponent, Roy Lichtenstein (New York, 1923-1997): 360° rotation, electrical articulation up to 15 metres (49 ft) high, 8 metres (26 ft) outreach, with a width of only 1.50 m



(59 in). Dimensions in fitting with the exhibition, particularly a 10 metre (33 ft) high work in painted aluminium - "Brushstroke" (1996). A new market for the HA15 I (HA 43 E)*?

AUSTRALIA

Exceptional command for Sherrin

With 1,200 orders from the Haulotte Group since 1997, the Sherrin plant hire firm is what you could call a loyal customer. And the latest order has beaten all records: 10 million dollars. The boss, Michael Sherrin, explained his love of Haulotte products, "When we buy plant, we look at several criteria: design quality, ergonomics, capacity and performance, safety and quality. In this respect, the Haulotte Group meets all our requirements." Our customers do not hesitate to tell us when our products and spares service are top quality.

FRANCE

Along the route of the Tour

Guess what was waiting in the middle of the Champs-Élysées in Paris when the competitors in the Tour de France arrived on 24 July? Two Haulotte Compact 8 platforms (Compact 2032 E)*! They had been ordered by France Télévision Group, to provide a spectacular vantage point for broadcasting the prize ceremony live from the podium. What a godsend for the dozens of press photographers who made the most of the stands along the side of the platforms to get the best view of the event.



Perfect for giving seven-time winner of the Tour Lance Armstrong all the attention he deserved!!

GROUP

Haulotte meets its suppliers

On the Original Equipment market alone, the Haulotte Group has 200 suppliers, of which 85 % are based in Europe. On 16th June, a discussion day was held at Creusot (France) with the "Top 50" suppliers – around a hundred delegates in all – who all highly appreciated the meeting. On the programme: a full tour of a specialised production site for high reach access lifts, exhibition and demonstration of the leading Haulotte products, presentations on Group Strategy and Future Directions (by Alexandre Saubot) and New Products (by José Monfront). The goal is to work more closely with our partners on the Purchasing strategy and explain the quality requirements of a Group whose technologies and safety standards are at the market forefront.





Product innovation, Nothing new for us!

JOSÉ MONFRONT Group Industrial Manager

**"Innovation, research
and development
and industrial investment
will keep our group
independent
and international.
Development in these
areas helps us keep gaining
market share."**

Ambition

The big driver for innovation is always ambition – must do better! This attitude is vital if we are to look and think about things differently, stay ahead, anticipate new trends and meet our customers' requirements.

In addition, this ambition needs to be matched by the means to produce "what works" prototypes and to enhance already proven solutions. Each year the Haulotte Group invests on average more than 3 % of its turnover into new product Research & Development, with a permanent team of around sixty people.

Organisation

Innovation also means careful management of skills and resources. At Haulotte Group, the central R&D department works to design new technologies and new standards. Each industrial division (corresponding to a product line) can immediately access and apply these many innovations due to electronic information sharing. This work happens on a project-wide level – from taking the idea and drawing up the specifications right up to releasing the new product. Innovation is a long, hard road!

Imagination

The Haulotte Group cannot help but come up with new products and services to open up the market – both minor and major innovations. From "creative" projects such as Easy Crane, a leap forward in telescopic boom cranes: remote-controlled, self-propelled, or the new process for improving ground mobility via progressive movements. Well, we don't want to go into all details or we would be here forever talking about cab ergonomics or the performance on the on-board computers... and the rest!

Solutions on show

With all these innovations, the Haulotte Group is simply doing its job, simultaneously meeting performance and safety requirements in order to meet our customers' legitimate expectations. They, of course want to stay competitive. So, what next in terms of innovation? Look no further. They are already on the Haulotte stand at the APEX exhibition in Maastricht, Holland.

Quality : high customer service expectations



3 years after first gaining ISO 9001 version 2000 accreditation for the l'Horme site (Loire - France), this accreditation was renewed for all Haulotte Group industrial activities a few months ago. At the same time, internal product development procedures and supplier approval regulations have been tightened. Our Technical and Quality Assurance Director explains why.

Why are you so concerned with Quality?

Joël Maret-Verdant. Within the Haulotte Group, 44 staff are completely focused on Quality. It is a priority for us, because our management system, focused on customer satisfaction and constant performance improvements, can only work effectively within a specific framework that applies to all our collaborators.

So it is all focused around Quality... of service?

J.M-V. That's right. But making the right noises to our customers is meaningless, if it is not backed up with action. Our ISO 9001 Version 2000 accreditation shows that our internal procedures are up to the most exacting international quality standards. However, we are aware that both in new product validation processes and in supplier approval, we need to keep ensuring our procedures are robust. That's the price of quality customer service.

Exclusive... new products!

From 22nd to 24th September at the APEX exhibition at Maastricht, Holland, the HAULOTTE GROUP will be unveiling its latest product innovations for the second half of 2005. HA 41 PX, QUICK UP, Haulotte TRUCK BOOM, Star 10, HA 260 PX, H 12 SXL: - here is an in-depth review of the latest Haulotte innovations to help you find your way around our stand.

"Wider range - greater diversity"

Segundo FERNÁNDEZ, Group Sales Manager

"With the new products exhibited at Apex 2005, our aim is to bring further diversity to a current offer of nearly 50 models, always looking to meet our customers' expectations. And here, we are establishing a foothold in a market segment that we were not previously involved in: truck booms. Our trump card is our proven experience in lifting people and loads. At the same time, we are consolidating our presence in the high-reach boom lift market, going over 40 metres (131 ft) for the first time, whilst also improving user safety."



HA 260 PX: (HA 80 JRT)* total versatility

The HA 260 PX diesel articulated boom lift strikes the perfect balance between height and range. Maximum working height 26 m (85 ft), with a maximum horizontal reach of 16.2 m (53 ft). Ideal for construction and buildings maintenance, a mast for multi-purpose applications.

Features:

>> Complete safety:

Continuous optimum movement management, new platform load controller, 5° tilt alarm allowable in all positions, hydraulic platform compensation, stability management in all positions for more comfort.

>> Manoeuvrable and accurate:

Fully proportional, simultaneous controls for more accuracy and smoothness in movement, optimised performance in all working positions.

>> Compact and steerable:

4-wheel drive, 4-wheel steering, with swinging, extendable axles, simultaneous controls, large ground clearance. Extremely compact for access to tricky worksites.





HA 41 PX (HA 130 JRT)* high-reach aerial lift: higher and safer.

The Haulotte Group is renowned for the design of aerial lifts, and now it has unveiled its new HA 41 PX, a 41-m (134 ft) high diesel articulated boom lift, which is particularly versatile due to its articulation point at 16.5 m (54 ft) and its 19.2 m (63 ft) outreach. Go higher, go safer and with optimum comfort! Use Haulotte Group products.



Features:

>> Complete safety:

Continuous optimum movement management, new platform load controller, 4° tilt alarm allowable in all positions, hydraulic platform compensation, stability management in all positions for more comfort.

>> Manoeuvrable and accurate:

Fully proportional, simultaneous controls for more accuracy and smoothness in movement, optimised performance in all working positions.

>> Compact and steerable:

4-wheel drive, 4-wheel steering, with swinging, extendable axles, simultaneous controls, large ground clearance. Extremely compact for access to tricky worksites.

>> Productive:

Climb to 41-m (134 ft) in record time, use its high articulation point to negotiate around any obstacle and use the boom articulation design to come back down without using the arm.

Exclusive: There is no holding back the Haulotte Group, which is now forging ahead to develop a 43 m (141 ft) telescopic boom, to work alongside its little sister, the HA 41 PX diesel articulated boom lift!

INNOV'ACTION

SPECIAL APEX

SPECIAL
APEX
22-24
SEPTEMBER 2005



nd théâtre
massene



HAULOTTE TRUCK BOOM : HTB 160 - HTB 180 - HTB 200

A range of boom lifts for trucks

On the back of its experience in self-propelled work platforms, feedback from experience in renting this type of equipment, and its worldwide commercial reach, the renowned Haulotte Group has now made its presence known on the truck-mounted platforms market, raising performance and safety levels. With the range of 16 (52 ft), 18 (59 ft) and 20 metre (66ft) telescopic booms, the Haulotte Group is targeting various different users: plant hire companies, local authorities and associations, builders and tradesmen, logistics companies, etc.



Features:

>> Haulotte's know-how:

proven expertise in aerial work platforms applied to respond to the legitimate expectations of customers wishing to remain competitive.

>> Maximum safety:

automatic centralised locking, shutdown in the event of tipping movements, redundant back-up sensors, management of boom position with respect to truck, constant outreach management.

>> Comfort and Ergonomics:

Greater strength, with hexagonal boom made of high elastic limit steel, easy access platform, flexibility and accuracy in movements, intuitive user interfaces, ergonomic layout of controls.

>> Reliability:

products designed and manufactured for long-life, using proven components already known in self-propelled aerial lifts. Protected stabilisers, robust structure.

>> Productivity:

easy "set-up" cycles, automatic locking from upper control unit, simultaneous movements, automatic detection and return to transport position, memory for repeated tasks, dual access, rapid dismount platform.

>> Record-breaking compactness:

for more mobility in town-centre worksites and to take up less space on the public highway thanks to a 4-stage boom.

>> Important working area:

based on optimised outreach management and capacity carried display.

INNOV'ACTION

SPECIAL APEX

SPECIAL
APEX
22-24
SEPTEMBER 2005

New "QUICK UP" range:

indoor manoeuvrability

This is a new range of vertical mast "push around" lifts. It is aimed for any tradesmen wanting to work safely indoors at heights from 7 to 14 m (from 23 ft to 46 ft): builders, maintenance companies, manufacturers, sports halls, concert venues, etc. The main feature of the new QUICK UP range is maximum manoeuvrability, making it ideal for a wide range of applications: lighting, decor, air conditioning, heating, curtains. An ideal product to work alongside self-propelled platforms for heavier industrial applications.

Features:

>> Light:

Because they are not heavy, you can work on fragile floors, where a self-propelled platform could not be used (Suspended floor, Parquets, etc.).

>> Reduced dimensions:

The QUICK UP range is smaller, lighter and more compact, so it can get through standard office and/or lift doors. Ideal for working on sites with very little space.

>> Transport and handling:

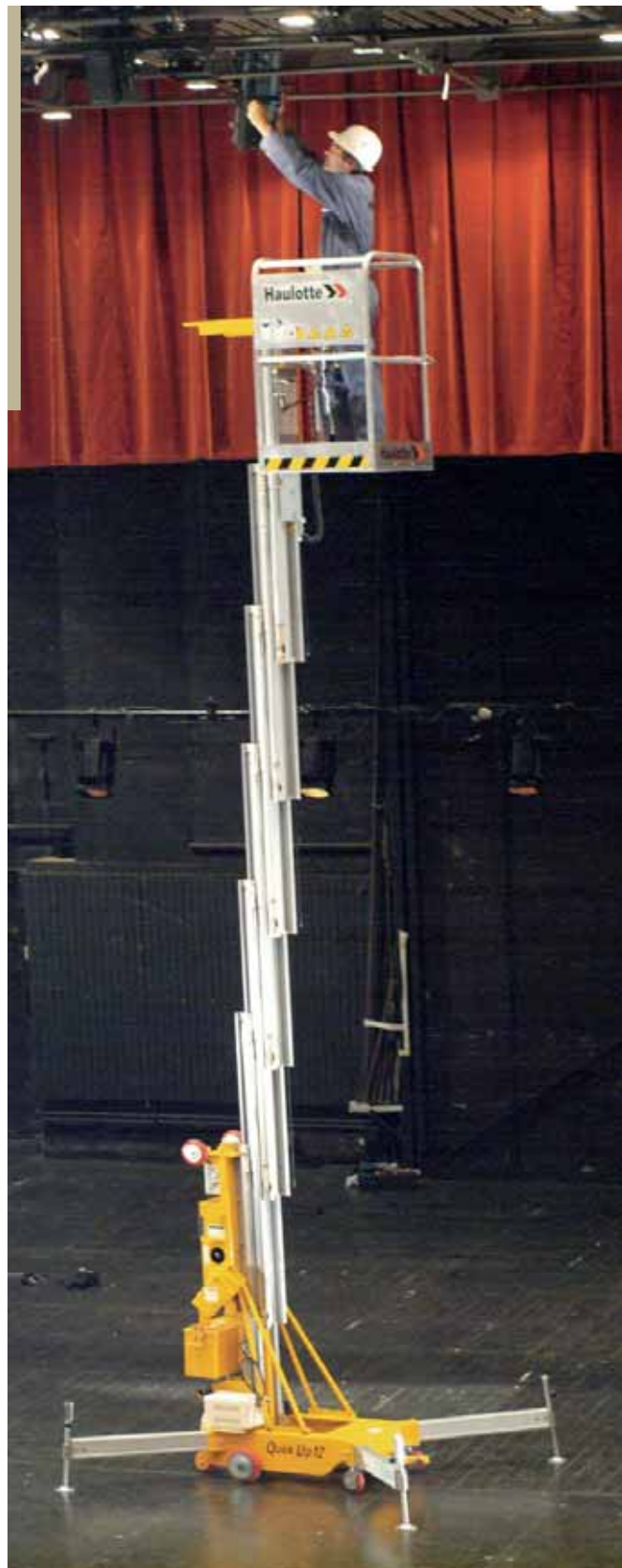
Its light weight and reduced dimensions mean one person can load and unload any QUICK UP range product. It can easily be transported in a van.

>> Power:

Battery or mains.

>> Working height:

from 7 to 14 metres (from 23 ft to 46 ft):, depending on the model selected (7 models available).



New STAR range of vertical masts:

practical and manoeuvrable

The current STAR range has been upgraded, with greater user comfort and accuracy. With a new generation of mast, the lift can be used outdoors with the load of up to 200 kg (440 lb).

>> Features:

New load controller, greater user comfort on lifting function.



New range of "SXL" scissor lifts:



H 12/15/18 SXL

HS 3388 XL / HS 4388 XL / HS 5388 XL*
super-platform

The Haulotte Group has brought out a new range of "SXL" series diesel scissor lifts, with a 7.3-metre (24 ft) long platform for activities requiring very long loads, such as laying wall panels, windows and sprinkler installations, etc..

>> Features:

Extra wide platform, no restriction on extensions, load capacity up to 700 kg (1,545 lb), automatic locking as standard.

*American names

INNOV'ACTION

Pinguely - Haulotte has a new image a sign of its desire to keep on moving on.

Haulotte G R O U P



"Graphic design is not just a strategic resource - this change reflects our passion and desire.

We want to work alongside our customers on their projects by providing quality services and advice, being ever more responsive, available and efficient.

This new logo sums up our identity and reflects our desire to keep on moving on," explains Alexandre Saubot.

From now on, Pinguely-Haulotte will be known as the Haulotte Group. There are a number of reasons behind this change: continued, sustained business growth, increasing development at an international level, an improved innovation and development policy for all product ranges, and an enhanced services offer. A new management team has taken over and is now heading up the company and the group now needs a new dimension as a sign of its ambitions.

This change coincides with significant events in the group's history: 1985<2005: On the group's 20th anniversary, operational management has been handed over by Pierre Saubot to his son Alexandre.

When, in 1985, Pierre Saubot took over the Pinguely and Haulotte companies, respectively established in 1881 and 1924, he decided to focus on the aerial work platforms market. In 2005, after twenty outstanding years, Pierre Saubot decided to step back from day-to-day management of the group and hand over to his son Alexandre.

Although Pierre made sure he passed on the group's key values of innovation, determination and passion to Alexandre, this change of management also represents a renewed vision.

Haulotte Group, simplicity and international recognition

With this change, we underline importance of the Haulotte tradename, so important to the group's reputation. The word Group is there to express both the diversity of our businesses and our genuine international dimension. All this is aimed at making the Group better known and more effective in communication on the world stage.

New look, continuous development

The angular design of the two chevrons in the new logo represents the unfolding of an articulated boom, and this movement, along with the symbolic arrow, speaks of the direction to take, constantly moving forward. Finally, the zebra shape communicates safety in the Building and Civil Engineering sector. The colour scheme remains the same.



CUSTOMER service included - that's the way it is!

To designing a new "proactive" services offer takes time and energy.



However, Customer Service Director Patrice Métairie, does not see it as a "desk job". "My field of work is out there, with the customer," he emphasises. "That's why I am often on the road. I go all around the world to meet our customers and listen to their needs and expectations." It also involves checking that the thirty-direct staff employed at the head office in L'Horme (near Lyons, France) are going in the right direction when working on the best way to offer after-sales services, whether for aerial work platforms, telehandlers or excavators. So, service-wise, the Haulotte Group is looking to move forward. The various Customer Service departments (Spare Parts, Training, Documentation and technical resources, major export customer management, Group-wide technical coordination) provide on-going services

to more than hundred operators in the subsidiaries around the world. Our aim in developing our own services business is to provide standard services so that our solutions become known for quality right around the world". It is an issue of image and identity and the Haulotte Group Customer Service department means to make the most of this. For Patrice Métairie, it's no secret. "This is an important area for development. We want the services offer to take a significant role in the group's business. In the immediate term, we aim to increase our share of turnover from 5 % to 10 %."

Customer service included: that's the way it is for HAULOTTE GROUP customers!

4 steps to customer service heaven:

The new services offer is here and at the APEX exhibition this September, three specific services options and a fourth "full service" concept are being presented. The Haulotte Group just keeps on giving you more.

1 Spare parts

Complete competitiveness from Haulotte.

40,000 original parts, dispatched within 24 hours*throughout the world, offering you maximum quality for money and availability. Six months guarantee.

* while stocks last.



2 Training

Complete know-how from Haulotte.

Concrete, modular training courses:
1. to get driving and operators licences after training validation (as per international standards);
2. to increase technical expertise via general and specific trade-focused models.

3 Technical Support

Complete expertise from Haulotte.

Complete reliability and flexibility with call centres providing the most appropriate solution to each request. As simple as picking up the phone, whatever the request: troubleshooting, advice, overhaul, training, etc.



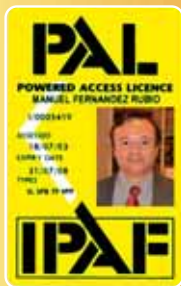
4 Service Solutions

Complete solutions for full satisfaction!

Maintenance and overhaul, mandatory inspections, extended warranties and maintenance support... Haulotte can provide full maintenance and regulatory services for your fleet.



Haulotte Group in partnership with IPAF: Safety First.



The Haulotte Group is an active partner of the IPAF (International Powered Access Federation), whose President is Pierre Saubot; The Group leads the safety standard committee.

The IPAF was set in 1983 to be an industry-wide body for all self-propelled access platform devices. The Federation is based in 20 different countries and has various working committees. It provides information and advice to its members in their professional activities. The IPAF also represents the whole industry on questions relating to legislation (standards and

directives), MEWP laws (Mobile Elevated Work Platforms) on and off public highways,; health and safety, insurance, training, etc.

The IPAF is constantly working to develop new standards in the area of Safety, and regularly provides demonstrations and communicates on this subject at trade fairs.

Along with Training, the topic of safety is becoming increasingly important as legislation evolves. The European directive on working at a height (2001/45/EC) could be mentioned in this respect. It is inevitable that this legislation will alter many working practices and will make employers and contractors liable in new areas, as it is stricter in terms of work planning in the construction sector, particularly for working at a height.

Complying with these new requirements is a major challenge and alongside Pierre Saubot, the Haulotte Group wants to work closely with the IPAF to help Federation members to meet these requirements, via a specific user training programme.

Moreover, in the face of increasing training demands, the IPAF is continuing to widen its existing network of training centres throughout the world in order to deliver the PAL/IPAF Certificate.

www.ipaf.org

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Financier's

Multiple choice quiz to give you an idea of the Haulotte Group's financial standing.

1) What was Haulotte Group's turnover in 2004?

- € 258 M € 285 M € 350 M

2) What was the like-for-like increase in turnover in the 1st quarter of 2005?

- 61 % 71 % 81 %

3) What was the dividend issued per share?

- € 0,03 € 0,05 € 0,10

4) By how much did orders increase in the 1st quarter of 2005?

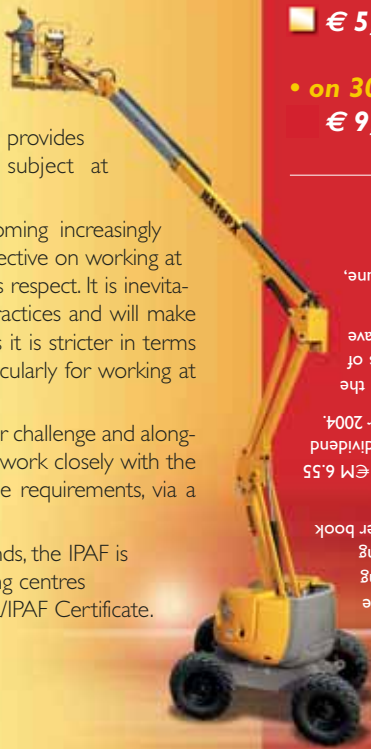
- 35 % 45 % 65 %

5) What was the share price: on 31st January 2005?

- € 5,32 € 6,69 € 7,31

on 30th June 2005?

- € 9,56 € 11,40 € 10,52



Answers:

1) € 285 M: an increase of 30 % on 2003 (or 15 % like-for-like increase). This excellent performance shows the Group's recovery after restructuring at the start of the dollar in the market. Despite the weakness of the dollar and the increasing steel prices, our company has not been knocked off course.

2) 61 %: this accelerating growth is due on the one hand to renewal in plant hire fleets, which started at the end of 2003, and on the other hand, to the increasing fleets acquired by plant hire companies due to increasing demand from end users. What is more, the Group's order book was up 50 % by the end of March.

3) € 0,10: the Group's performance, making a profit of € 6,55 enabled € 3,41 to be distributed in dividends. The dividend per share has increased from € 0,06 for 2003 to € 0,10 for 2004.

4) 65 %: record sales in the 1st quarter underline the recovery in the market, and the Haulotte Group's goals of a 20 to 30 % growth in turnover and net profitability have been shown to be more than attainable.

5) € 7,31 on 31st January and € 11,40 on 30th June, an increase of more than 60 %.

French Gaap

