

Haulotte^{time}

N° 4 - 03/2006
THE MAGAZINE

HAULOTTE ADVENTURE

INTERMAT 2006 Haulotte creates the event!



Meet Haulotte Group
at its forthcoming exhibitions:

- **AUSTRALIAN HIRE & RENTAL INDUSTRY**
Conrad Jupiters - Gold Cost - Australia - 30/04 > 3/05/2006
- **ASTANA BUILD CENTRAL ASIA** Astana - Kazakhstan - 17 > 19/05/2006
- **CONEXPO ASIA** Peking - China - 15 > 18/05/2006
- **M&T** Sao Paulo - Brazil - 06 > 10/06/2006
- **INTERBUILD AFRICA** Nasrec - Johannesburg - South Africa - 26 > 29/07/2006
- **PLATFORMERS DAYS** Hohenroda - Germany - 25 > 26/08/2006

INTERMAT 2006 : International exhibition
for the construction and building
industry in Paris at the end of April.

POLAND

Things get off to a flying start for Haulotte Polska.

Even before taking possession of its brand new premises in Warsaw (175 m² of offices and 650 m² of warehouses and equipment repair shops), Haulotte's Polish subsidiary, established on 1 December 2005, had already received two large orders: 50 machines for Ramirent, and another 50 units for Maropol, two major players in the rental market in Poland. No respite for Laurent Kopp (managing director of the subsidiary), Luiza Jucewicz (multilingual sales assistant), Marek Pelc (technical director) and Magdalena Tubylewicz (assistant), who got full marks at the Bumasz exhibition in Poznan from 24 to 27 January 2006 (see page 11). Like Romania, Hungary, Bulgaria, Belarus, Ukraine, Serbia, Bosnia, Albania and Macedonia, Poland offers a lot of potential. The future expansion of the mobile technical support team is essential if customers' needs are to be met.



The Haulotte Polska founder team (from left to right): Luiza Jucewicz, Laurent Kopp, Magdalena Tubylewicz and Marek Pelc.

SPAIN

Christmas in Madrid under the surveillance of Haulotte.

If there is one key event for the Spanish at the end of the year, it is the Three Kings Parade in Madrid, watched by millions of spectators each year. And guess who had a ringside seat to allow national television to broadcast the event live? Two Haulotte HA 26PX (HA80 JRT*) and H 18SX (HS 5388 RT*) aerial work platforms, installed in the famous



"Puerta del Sol" plaza, considered to be the heart of Spain and the epicentre from which distances to all other Spanish towns are measured. Proof that Haulotte aerial work platforms are right at the centre of the Spanish marketplace!

AFRICA / MIDDLE EAST

Haulotte takes off.

From Johannesburg to Dubai, Arthur Danelian lives the life of a busy executive.

Since Haulotte Group set foot on African soil in 2003, he has travelled to around 30 countries, from South Africa to Saudi Arabia. "As is often the case abroad, we take part in trade fairs to advertise our brand and the benefits of our products." Haulotte's "self made man" relies on distributors in a dozen or so countries. The rest depends on building customer relationships across a wide range of sectors, such as Ministries of Defence, shipyards, oil platforms and shopping centres. "The only obstacle to our development is the absence of safety regulations in some markets. However, this is an area which is expand commercially over

the next few years. "Haulotte Group will be present at trade fairs in Libya, Morocco, South Africa, Turkey, Egypt, Iran, Dubai, Saudi Arabia and Syria in 2006. And that's just the start of it..."



Our distributor Acarlar and the Haulotte team at the Yapi exhibition in Turkey.

SINGAPORE & SHANGHAI

Two subsidiaries for Asia.

Haulotte Group is capitalising on its steady growth in Asia. On 1 September 2005, the Haulotte sales office in Singapore became a subsidiary in its own right, trading under the name "Haulotte Singapore Pte. Ltd.". And since good news never comes alone, a second subsidiary has just launched in Shanghai, China to import and sell our equipment under the name "Haulotte Trading Shanghai Co. Ltd.". The two Asian subsidiaries are represented by six people in Singapore and six in Shanghai.

Each subsidiary has its own maintenance centre, spare parts warehouse and training centre.



GROUP

IPAF: Pierre Saubot leads by example

The IPAF (International Powered Access Federation) acts as a point of contact for all issues relating to legislation (and the laws on equipment for lifting people in particular), health, safety, insurance and training. Pierre Saubot, its CEO, who is currently chairman of the organisation, passed the PAL exam (Powered Access Licence issued by the IPAF) with flying colours. This was a huge achievement for Mr Saubot who, despite his extensive experience in this area, wanted to set an example and show everyone the importance of this training. Handling, safe driving and regulations hold no secrets for him now!





Passing on the benefits of our success to our customers

ALEXANDRE SAUBOT Chief Operating Officer

The solid performance of Haulotte Group in 2005 was covered widely in the press.

In fact, the significant growth in sales (up 44% to €385m), outperforming the market, reflects the efforts of recent years, even at the height of the recession, and the permanent quest for excellence.

By increasing its profitability and demonstrating its commitment to long-term independence, Haulotte Group is able to step up its development and improve its customer service.

For all our teams, wherever they are in the world, the goal is the same: to allow the users of our products and services to build value, improve their productivity and boost their sales.

This challenge lies at the heart of our strategy, based on product innovation (introduction of high-lift equipment and truck-mounted platforms), geographical proximity (expansion of the distribution network in China and Poland) and the development of a comprehensive and tailored services package (creation of Haulotte Services).

More than ever before, our strategic goal is to become the "number one operator in the market".

Our performance in 2005 was just the first step towards achieving this goal. To build on the solid results of 2005 and to continue our working for our customers so that they can enjoy long-term success with our products: this is our goal for 2006.



"Haulotte will go very far!"

SEGUNDO FERNANDEZ Deputy Managing Director

At 48, Segundo Fernandez has just been appointed Deputy Managing Director of Haulotte Group. With a background in the power access industry, he joined Haulotte Iberica in 2000, a subsidiary that he took to the forefront of the Spanish market with a more than two thirds market share. Appointed Sales Manager in 2004, he is, by virtue of his drive and awareness, highly pragmatic and in tune with customer expectations, one of the prime movers behind Haulotte's current strong growth. He described the company's management vision for 2006.

From one continent to another! As he crosses time zones, journeying from one project to another, Segundo Fernandez's work schedule is punctuated by check-in times. The new Deputy Managing Director wants to do things on a grand scale. He is supported in his new role by his sales force, a team of around 30 men or women whose personal commitment and dedication are known to him. "If you're looking for oil, you need to make sure you can explore everywhere". Adept at the art of metaphor, he can also be very direct. Getting straight to the point could be his motto, borrowed from Olympique de Marseille, the town where he began his career. Market goals: to increase the number of wholly-owned subsidiaries from 15 to 18. "We're already becoming established in Asia, Shanghai and South America; next will be North Africa, South Africa and India". This is crucial, because a subsidiary can be a frontier post in the market and can adapt swiftly to demand and trends".

No time to lose: the logistics are already in place, just like the

United States, where the Group has huge ambitions.

"We are looking for factories, we will mainly operate in the truck sector, and we are aiming for 3 to 4% of the market initially." As for Europe, where "business is steady", it is clear that "Haulotte can boost its sales considerably." Product goals: to broaden the range to meet the expectations of rental customers who, increasingly generalist, want a generalist supplier. There you have it: a glimpse of the world of civil engineering. More than ever before, innovation is the key. Technical and technological innovation, as well as marketing, design...". Jumping from one idea to the next, Segundo Fernandez confirms that "Haulotte has all the advantages of outstanding progress": "I think there's room in the market for a fourth world-class manufacturer..."

Logical conclusion: "It is up to us now to do everything to build on our development".

2006 should bring even more changes for Haulotte.

INTERMAT 2006

Haulotte creates the event!

If there is one place to be in 2006, it's INTERMAT! Haulotte Group welcomes you to the international exhibition for the building and construction industry, which will take place from 24 to 29 April in Paris Villepinte, where it will have stand packed full of surprises. If you have an adventurous spirit, you won't be disappointed!

What about a gift to begin with?



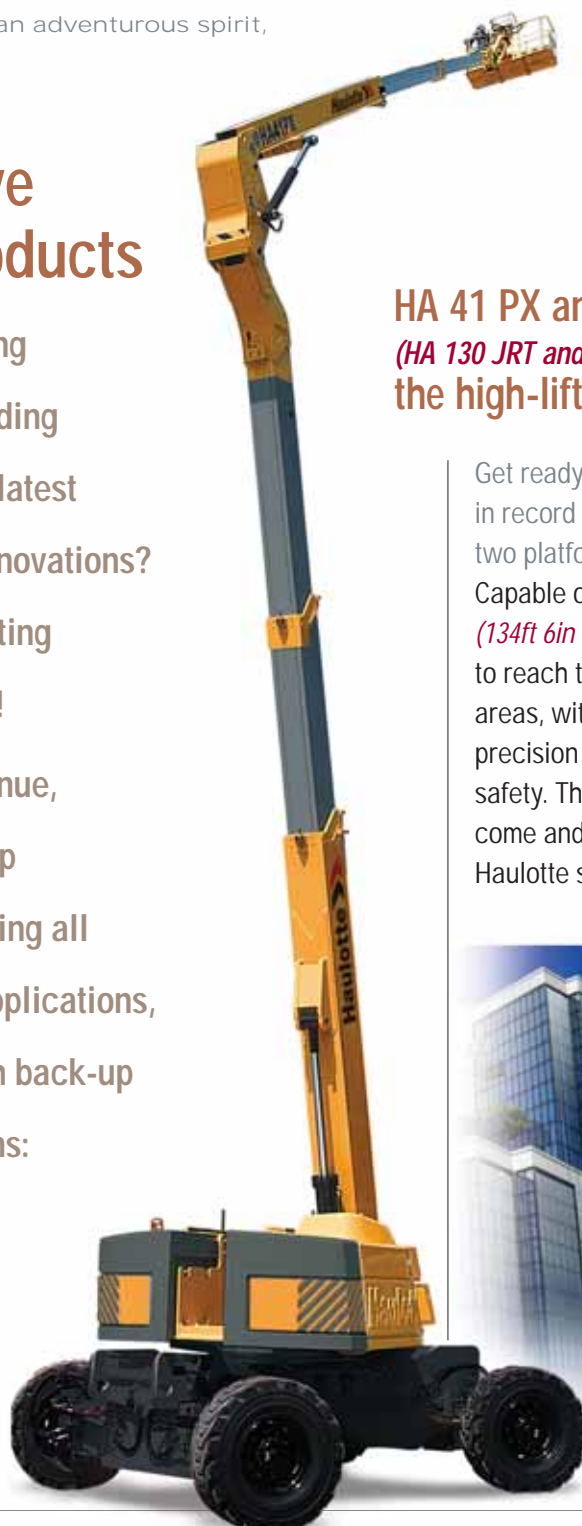
When you arrive at the Haulotte stand, you will be given a surprise gift on presentation of your pass.

Exclusive new products

Are you looking forward to finding out about the latest people and innovations? It's worth waiting a few months! At a single venue, Haulotte Group will be unveiling all of its latest applications, complete with back-up demonstrations:

HA 41 PX and H 43 TPX, **NEW**
(HA 130 JRT and HB 135 JRT)*
the high-lift platforms:

Get ready to take off in record time with these two platforms. Capable of lifting to 41 and 43m (134ft 6in and 141ft 1in)* to reach the most inaccessible areas, with the utmost precision and in complete safety. Thrill-seekers, come and visit the Haulotte stand!



* American name

HAULOTTE ADVENTURE



2 050 m² just for YOU!

At INTERMAT, Haulotte Group is doing all it can to welcome you. You won't cease to be amazed by the Haulotte adventure, reflecting the company's pioneering and trail-blazing approach.

MJX 900, continuous rotation backhoe loader:

NEW

Nominated for the Intermat 2006 Innovation Award, the 360° rotation backhoe loader represents the earthmoving equipment of the future. The only multifunction machine in the world to combine a fully rotating shovel with a telescopic loader, its outstanding performance has already been recognised with the Intermat 2006 Innovation Award.



Haulotte Truck Boom, truck-mounted platform range:

NEW

The new range of truck-mounted platforms has three working heights of 16, 18 and 20m, (52ft 6in, 59ft 1in and 65ft 7in)* combining performance workability, safety and reliability with all the get-off-the-ground know-how of Haulotte Group. The perfect solution for vertigo!



HAULOTTE
ADVENTURE

Haulotte puts on a show

Every two hours,
during the six days
of the exhibition,
the Haulotte stand
will host an "adventure"
show.

Dying to find out more?

Come and see
for yourself
at our stand.

All we can promise
is that you will be
amazed!

Permanent demonstration

There's nothing like a real-life
equipment demonstration
for assessing performance.
Outside, in the
"Paris Demo" zone, the MJX
will be putting on an
outdoor performance
all week to show off its
functionalities.



The Haulotte Boutique

New for Haulotte Group at Intermat 2006:

is a new range of spin-off products, including T-shirts, jackets and office accessories to make your life easier. Come and visit the store on our stand and pick up the special Haulotte Boutique catalogue.

The first 50 will get a welcome gift!



➤ money-off voucher for
the Haulotte Boutique

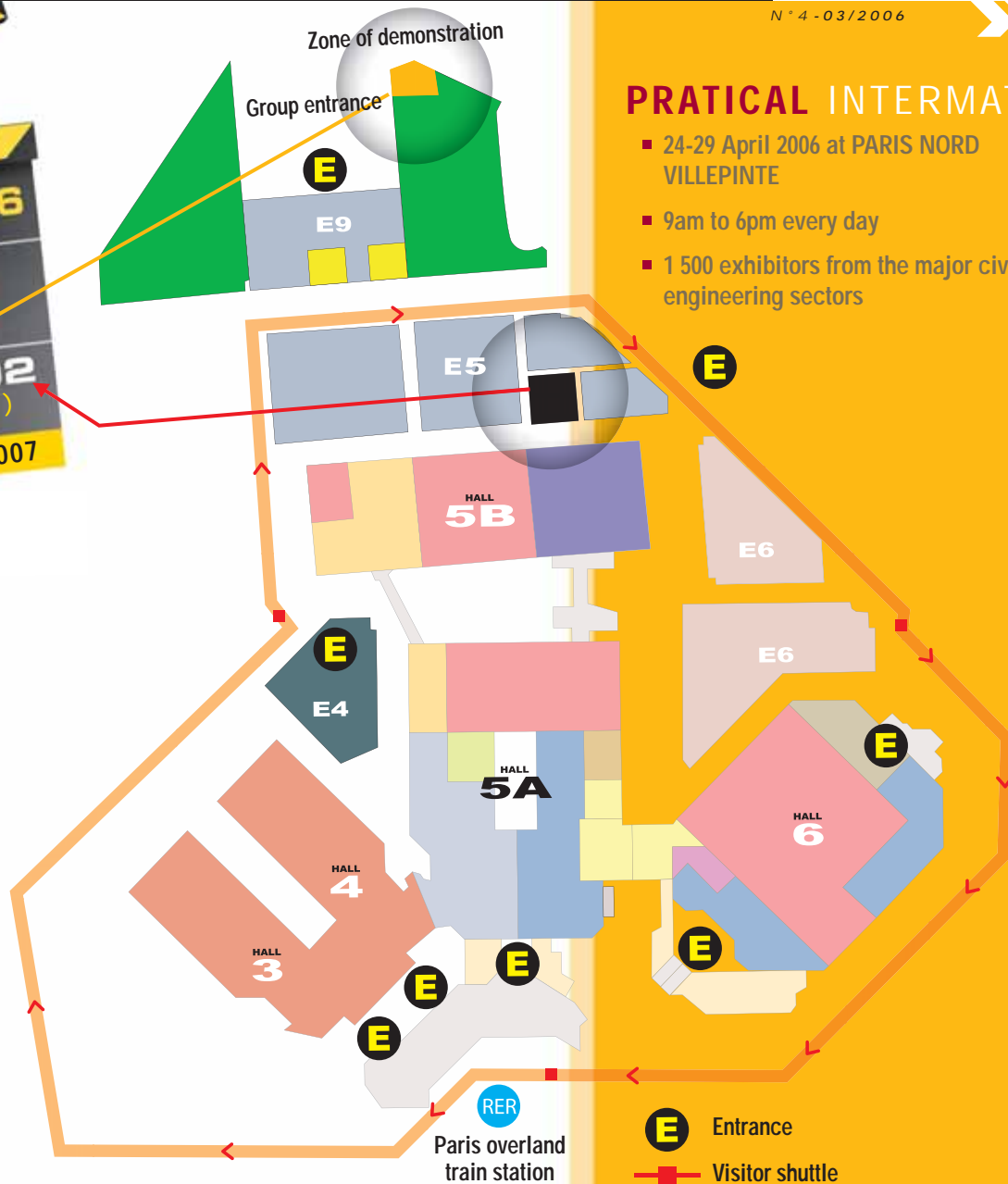


➤ 1 "Haulottee" soft toy



➤ 1 MP3 player





Haulotte chill-out lounge

Are you exhausted from all the goings-on at the exhibition?

Haulotte has it all covered. No matter what time it is, take a break in our chill-out lounge.

Everything has been organised with your comfort in mind. relaxing music, a relaxation and chill-out room, a dining area serving exotic cocktails and sweet and savoury nibbles. A whole host of surprises awaits you....

Relive the excitement of Dakar

Are you as adventurous as Haulotte?

On the Haulotte stand, you will be able to see the car that took part in the 2006 Dakar Rally. You will also be able to meet and chat about the event with Miguel Prieto, the Spanish driver, and leave with his autograph.

PRATICAL INTERMAT

- 24-29 April 2006 at PARIS NORD VILLEPINTE
- 9am to 6pm every day
- 1 500 exhibitors from the major civil engineering sectors

AVOID THE QUEUES BY APPLYING FOR YOUR PERSONAL PASS FOR PERMANENT WALK-IN ACCESS TO THE EXHIBITION

How to get your free personal pass:

- 1) Log on to www.intermat.fr ("Order your exhibition pass" menu)
- 2) Enter the special access code: **MA INT0605LO**
- 3) Order your free personal pass





CENTRE Haulotte Services

Brand new, just for you!

Haulotte Group has entered a new phase in service history by opening, a few miles from its head office in France, a customer-focused centre of excellence and visitor centre.

Patrice Métairie doesn't beat about the bush when he talks about customers: *"If we don't make a difference in terms of level of service, then having the best equipment in the world won't mean a thing, regardless of how efficient it is."*

Our customers today expect the full service, in other words, a complete range of after-sales services, from fault diagnostics to maintenance programmes and training".

Great speeches are not the sole preserve of Haulotte Customer Service Manager.

When he wants to say something, he speaks his mind. In early 2006, a new centre – the only one of its kind – opened between Saint-Etienne and Lyon

A 6000 m² ground-breaking new service centre, exclusively for customers, this centre aims to develop around four activities:

Corporate training



The aim of this division is to define, for all of the Group's commercial subsidiaries, customer training programmes and tools.

"The centre will also offer training for customers who need the kind of expertise and the breadth of resources that our subsidiaries don't necessarily have", explains Patrice Métairie.



Spare parts



The Haulotte Service Centre will act as the Group's central parts warehouse, with more than 40 000 parts permanently in stock. This is also where the group's "parts" policy will be defined: maintenance kits, special offers and events will be promoted within each subsidiary.

Technical division



A technical support team will be responsible for meeting the needs of customers situated outside subsidiaries and those traditionally managed from head office. Warranty requests, technical questions... dedicated advisors will be on hand to respond to all your needs and will dispatch a team of engineers on site, anywhere in the world, if necessary.

Documentation division



So that we can constantly improve our service to you, a dedicated team has been set up to produce user, repair and diagnostic manuals that are even more comprehensive and user-friendly than before. It won't be long before you'll be able to judge the results for yourself!



HAULOTTE GmbH

Straight to the point

An advanced, highly responsive customer service: in just eight years, the German subsidiary has become a major supplier in the highly competitive aerial work platforms market.



The German Haulotte team, managed by Patrick Degen.



Patrick Degen
the subsidiary's
Manager

Despite his German-sounding name, Patrick Degen, manager of the subsidiary, who before 1998 led the German market from the Haulotte head office near Lyon, in France, claims to be 100% French and strongly pro-European. "I was born in Paris, and although my distant roots are certainly Germanic, my career in Germany is purely coincidence." A well-

plotted destiny, some might say! Once the German market was mature enough, Haulotte Group set up its own subsidiary in the country to provide customers with an invaluable local service, and Patrick Degen was the obvious choice for its head.

and Switzerland, which the head of the subsidiary was quick to capitalise on: "We erected a huge Haulotte billboard clearly advertising our equipment. The countless German and northern European drivers passing along the motorway can't fail to see us. This publicity means that we have at least one impulse visit each week!"



Haulotte, unavoidable since the motorway

Customers... on the motorway

His innate ease with German culture – an affiliation he cannot explain – had an immediate effect on customers. "80% are rental firms that specialise in renting aerial work platforms, whom we are on good terms with. This is essential if we are to build long-lasting professional relationships. Located near Freiburg, in southern Germany, the subsidiary covers a wide German-speaking area: not only Germany, but German-speaking Switzerland and Austria, as well as the Czech Republic and Slovakia. Strategically located along the A5 motorway, one of the busiest motorways in the country, the main north-south axis between Germany and southern Europe via France

Constant service improvements

However, the commercial strategy of Haulotte GmbH relies on more than just a billboard. Like the group, the German subsidiary has pulled out all the stops when it comes to customer service over the past two years. "It is no coincidence that we suddenly took off commercially six years ago", says Patrick Degen. "We expanded our sales force, as well as increasing customer service through the rapid response times of our engineers in case of equipment failure, short lead times on spare parts, the permanent availability of the entire Haulotte range, and the proposal of maintenance contracts."



Salon BUMASZ

Haulotte scoops awards in Poland!

The Haulotte GmbH team, consisting of around 20 employees, of whom more than half is now dedicated to customer service, has improved response times. Across its entire market, the subsidiary is committed to delivering any Haulotte standard equipment within a week, and equipment can usually be customised with the customer's livery in just four to eight weeks. The German subsidiary plans on striking while the iron is hot.

"In 2006, we will continue increasing our mobile technical support so that we can offer our customers a near-flawless after-sales service. And we will add 800m² to our premises to increase our stock of spare parts and our repair and inspection centre". When you know that Haulotte platforms clean the dome of the Reichstag in Berlin, you know to what extent customer service is an affair of state! For more than a year, Patrick Degen has also been in charge of the business in Eastern Europe and the Netherlands, which also includes Flanders.



The Haulotte Polska subsidiary was conspicuously present at Bumasz (Poznan), the international exhibition for plant, tools and equipment for the building and construction industry, which took place from 24-27 January 2006.

Established just two months ago (see page 2), Haulotte Polska already has two medals to its name. Their first time at a trade fair, Laurent Kopp's team set high standards, with a huge number of visitors, confirmed orders and awards.

First, Haulotte Polska was awarded the exhibition gold medal (the PIF Gold Medal)



for the most innovative product with the H15 SXL (*HS 4388 RT XL*)* *"This award will obviously bring vital recognition for the new subsidiary, and we can only welcome this publicity",* observed Laurent Kopp with a smile. Then the trophy for *"Best Marketing Strategy and Best Stand Design"* went to the Haulotte stand, confirming the strong commitment of Haulotte Group towards the promotion of its products and its image. With two major orders placed in quick succession at the start of the year, Haulotte Polska has got off to a good start, justifying, dare we say it, Haulotte Group's development strategy for Eastern Europe.

* American name

Haulotte US Rental Show

Haulotte Group was conspicuously present at this landmark show for the rental sector, held from 6-9 February 2006 in Orlando. The "Haulotte Show" for the 50th Rental Show: if ever there was a fair where the company had to make an impression, this was it! New releases from the Haulotte stable were unveiled for the US market (HA 260PX, H 12/15/18 SXL, STAR 8 and Quick Up range) (HA 80 JRT, HS 33/43/5388 RT, STAR 22 J and Quick Up range)* before 11 000 pairs of curious eyes.

It was also a chance to introduce the new management team of the subsidiary and to meet the major players in the US rental market. A press conference was held for around 50 journalists, where it was standing room only. Haulotte Group announced the opening by 2007 of four new Haulotte offices in the major economic regions of the US (North East, South East, Middle West, West Coast), with a view to delivering a more local service to its customers.



And on the Haulotte stand, confirmed orders were placed and various contacts made, confirming the strong potential of Haulotte aerial platforms in the US market. A place has already been booked at the next Rental Show from 7-10 February 2007, which this time will be in Atlanta, Georgia.



* American name

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2007

Dakar odyssey

Haulotte Group has already renewed its commitment to the ASO organisers for the next Dakar Rally in 2007.

The best stories are written in the face of adversity and difficulty. The story of Haulotte Group at the Dakar Rally (retirements in 2005 and 2006) proves something: not just anyone can be crowned king of the Dakar Rally. Even a first-class team (driver Miguel Prieto finished second in the Dakar Rally in 1999) is no guarantee in the chaos that is the long-distance rally. Self-denial, courage, solidarity and humility are all needed by the bucket-load. Words that will ring in the ears of Segundo Fernandez, Deputy Managing Director who confirmed the participation of Haulotte Group in the 2007 Dakar Rally, at least as a major sponsor of the event.

"When we see the passion awakened in our subsidiaries and factories, among our customers and associates, it makes us want to dive back into the action!" Participant or spectator, Haulotte Group knows something for sure about Dakar: it is the great challenges of life that make us stronger!

DAKAR COMPETITION WINNERS

Haulotte Group held a competition to mark the 2006 Dakar Rally in the form of a quiz for the less athletic among us. What was the number of the Haulotte car in the 2006 Dakar Rally? 357 of course... Congratulations to the observant winners!

- **A GPS system** went to Max GUILLERD (L'Horme, France).
- **A digital camera** went to Alain CIVIDINI, Gérard GOHIER, Patrick FERRER, Catherine CAULET, Mathieu CHEVALIER (LEV, France), Lionel BLAZY, Lionel POINTUD, Patrick MARINOT, Antoine BROSSON, Serge GASTEL (L'Horme, France).
- **A Dakar Team Haulotte suit** went to Felice PADOVANO, José Ignacio NAYA BENZAC (Haulotte Ibérica, Spain), Pierre PASSET (Haulotte France, France), Jean-Christophe FLICOURT (Le Creusot, France), Sascha MEIER (Haulotte GmbH, Germany), Serge VADON, Rémy COGNET, Rachel RAFFIN, Guy GROSSEMY, Smail GHASSIRI, Françoise LAMONICA, Alain RIUAT, Magali PERRET, Frédéric VERDIER, François RICCOBENE (L'Horme, France).

