

Haulottetime

N°8 - 04 / 2007

THE MAGAZINE

bauma 2007

The handler revolution!



WORLD PREMIERE

HTL 4017

HTL 4014

Unveiled at their World Premiere during the Bauma 2007,
the new range of HAULOTTE TOP LIFT telescopic handlers is already a sensation !

Come and meet the Haulotte Group at these forthcoming trade fairs:

- > 13-16 / 03 / 2007 **BYGGMASKINER** - Göteborg - Scandinavia
- > 23-29 / 04 / 2007 **BAUMA** - Munich - Germany
- > 7-10 / 05 / 2007 **REBUILD IRAQ** - Amman - Jordania
- > 9-12 / 05 / 2007 **MOVINT EXPOLOGISTICA** - Bologna - Italy
- > 14-19 / 05 / 2007 **CONSTRUMAT** - Barcelona - Spain
- > 16-18 / 05 / 2007 **MASZBUD** - Kielce - Poland
- > 20-23 / 05 / 2007 **AUSTRALIAN HIRE RENTAL INDUSTRY** - Adelaide - Australia
- > 12-15 / 06 / 2007 **CTT** - Moscow - Russia
- > 19-22 / 06 / 2007 **VICB 2007** - Ho Chi Minh City - Vietnam



SPAIN

"Platinum disk" aerial work platforms

You regularly find Haulotte aerial work platforms in the strangest places. During the last few weeks, in Spain, in Latin America and in the USA, two yellow scissors have appeared repeatedly on the music TV channels, in a video by famous Spanish singer David Bisbal. The 28-year old, a pure product of reality TV and finalist of the very popular Operación Triunfo series in 2002 (the equivalent of Star Academy), has been riding the wave of his success ever

since. A multiple diamond disk winner (for sales exceeding one million for a single album), his latest video was awarded a Grammy Latino in the United States. Maybe thanks to the Haulotte stars on the backing track?



MEXICO

A Haulotte subsidiary opens in Mexico

One more sales facility! Operational since January 2007, the new Mexican subsidiary will allow the Haulotte Group to reinforce its presence on the American continent - 5 subsidiaries to date, strategically spread over the USA and Brazil, while we still await the opening of two further facilities in South America. Laurent Demarez, a former robotics manager for another industry in Mexico and Spain, will manage Haulotte Mexico. He will report to Carlos Hernandez, Regional Director for Latin America.



Laurent Demarez
Manager Haulotte Mexico

GERMANY

Europa Park : Haulotte becomes an attraction

At Europa Park, the largest amusement park in the south of Germany, it is not only the visitors who reach for the sky! All year long, a dozen Haulotte machines allow site personnel to get up high to carry out all sorts of maintenance work. Supplied by the Paul Becker company, one of the biggest German rental companies with no less than 8 depots in the south of Germany,

the articulating platforms, scissor lifts and Star 10 (Star 26 J*) vertical masts are constantly in demand during winter closing months (February and March), in order to prepare for the next summer season. It's a vast open-air worksite where the HA16PE platform (see photo) has once again distinguished itself in front of the main entrance to the park: 16 m (52 ft) working height, 9 m (29 ft) outreach, 4 steerable wheels, dual power system (electric or diesel), suitable for interior as well as exterior work...

All of Haulotte's multiple skills at your fingertips!



ASIA

Singapore is reaching higher...

Singapore is a vast open air building site in which the Haulotte Group is participating ever more actively. In the last few months, JP Nelson, one of the most influential players in the industrial machinery rental sector, has confirmed their interest in our yellow lifting equipment. A specialist in the supply of equipment for the marine industry and shipyards, JP Nelson has placed an order for a new series of Haulotte extendible arms, including flagship models such as the HA 41 PX (HA 130 JRT*), HA 32 PX (HA 100 JRT*), HA 260 PX (HA 80 JRT*) and H25 TPX (HB 76 J*). In order to reach a little higher, maybe?



...And takes off in the aviation market

Haulotte Singapore has won significant new contracts in the aviation world with two major regional players: firstly with AMECO, who have ordered four H12SX (HS 3388 RT*) scissors; and with ST AEROSPACE, who took delivery of three Compact 8 (Compact 2032 E*), on which the platform has been specially equipped with a collision protection kit in order to protect the fuselage of the aircraft. This was a bespoke installation carried out by the team run by Roger Samy, the manager of Singapore Haulotte Services. And on the day on which the certificates were handed over, the Chief Operating Officer of the Haulotte Group, Alexandre Saubot himself, wanted to be present to meet the managers at ST ENGINEERING, SIA ENGINEERING and ST AEROSPACE (see photo). A complete service "made in" Haulotte...



ROUMANIA

CDP Access, Haulotte at heart

For more than five years, a model partnership has been running, set up between the Haulotte Group and CDP Access, the exclusive importer and distributor for Haulotte equipment in Romania. This branch of French group Piroux (itself a supplier to the Haulotte Group, specialising in mechanical welding, sheet work, surface



treatment, paintwork, etc.), based in Mioveni, 130 km (80 miles) from Bucharest, is the main personnel and material lifting equipment rental company in the Romanian market. With a rental space which comprises a hundred or so exclusively Haulotte platforms (with 40 different models!), this rental specialist made a forceful impression in 2006 at the Construct Expo and TIB international construction and technologies trade fairs. The sales team led by Bogdan Dumitrache held high the Haulotte colours: real team spirit for the yellow jersey!





The client challenge

of the new Group Sales Manager

Marketing strategy
& sales dynamic:
the mission entrusted
to Pierrick Lourdain
is bringing the
Haulotte Group ever
closer to its markets.
Here is the
reason why.

The creation of the position of Group Sales Manager, entrusted to Pierrick Lourdain, transposes the new dimensions of the Haulotte Group to the global market.

And the current evolution of an organization which is growing in accordance with the needs of its clients must indeed be seen within the context of this double-digit growth. Pierrick Lourdain is clear and precise: *"My role is two-fold. Firstly, to improve the operational coordination of all of the distribution networks. This aims to energise the sales dynamic through market and product analysis. We need to further refine our marketing and sales policy, via this research, to get closer to the needs of the marketplace. Then, to continue to formalise a global service in order to keep totally abreast of our multinational clients by always bringing the same level of service, regardless of the country."*

From service to demand

The emphasis is palpable: to evolve from a policy of service to one based on demand. *"This is why we are going to be ever more ready to listen to clients, to develop services which are ever more adapted and ever more complete. There is also of course the broad-*

ning of our range of products - platforms, tele-handlers and related machines. By this I mean the offer of products and services in the larger sense, which will allow us to sell formalised "solutions" across all of our markets, together with excellent localisation and reactivity thanks to our network of subsidiaries."

It is clear how the management of Sales and that of Services under Patrice Métairie at the heart of the Haulotte Group are being brought to work together under the guidance of the Deputy Managing Director, Segundo Fernandez.

Furthermore, Sales Management on a Group scale also sends out a powerful signal: Haulotte is applying reinforced, dedicated means to better anticipate client needs. This clear desire - to master the trends and better forecast the needs of tomorrow - illustrates well the stance of leadership: to open up new paths of development through initiative and innovation. In this way, the Haulotte Group is objectively placing the interests of its clients at the centre of its mindset.

From this point of view, the challenge of the new Sales Management section, from marketing strategy to sales dynamic, is not small... Clearly, the Haulotte Group is taking up another client challenge! ■

Pierrick Lourdain : from operational to... operational

Pierrick Lourdain (34 years old), was appointed Group Sales Manager on 1 January 2007. This new mission fits his geographic course perfectly. Having first joined the Haulotte Group in 1999 as a Marketing Manager, Pierrick Lourdain in 2003 took over the UK subsidiary and later the country's rental facility, UK Platforms, which was bought in 2004. Despite his return to headquarters at Lorette, he will maintain a direct connection to the clients as he will also take on, together with his functions as Group Sales Manager, operational responsibility for the France, Italy and UK region, to which the United States has been added, as a market currently in full growth.





Flexibility to a new

Since 1st January, the Haulotte Group has launched a new manufacturing process which will allow the delivery of any order at the right time. This is the outcome of a project launched in 2006 allowing gains in flexibility and reactivity. Interview with Jean-Luc Trioulaire, Manager of the Group Supply Chain.

A new manufacturing process: so what's involved?

J.L.T. Previously, we were only able to put into production customized orders with or without options. Our project aimed to establish a manufacturing process which delays the machine personalisation phase to the end of the manufacturing cycle. In this way, we can produce a number of standard, i.e. "neutral" machines, with no link to any order. We, therefore, have a volume of machines at our disposal, ready to be customized. It is then simply a

and reactivity thanks production process

matter of the Sales Administration Department assigning the standard machines to orders in order to start the personalisation process. This allows us to be a lot more reactive.

Which allows a better response to demand...

J.L.T. This principle, which is aimed at optimising the timeframe for customization of the machines, effectively allows gains in flexibility and in reactivity. It is clear that an order book is constantly evolving, and that you must prioritise. With this stock of standard machines, we can give ourselves manufacturing room to manoeuvre which allows for variation, and thus for a faster response. We now work in demand pull.

This is a new management mode for the Haulotte Group...

J.L.T. There is greater emphasis on the management of information. Just-in-time manufacturing presupposes perfect management of stocks, both within the plant and within the subsidiaries. We are developing tools such as the kanban* to adapt as much as possible the gearing of production within all of the points in the manufacturing chain.

*The Kanban is a simple and fast communications method which allows for everyday real-time management of production. It relies on a visual system which transmits manufacturing orders sent by the Sales Administration Department.

You were talking about stocks: what effect does this have?

J.L.T. A process like this offers many advantages: while bringing about a reduction in the volume of stocks, it allows us to constantly maintain the most optimal level of stocks in the sales subsidiaries.

Does this process affect the entire Haulotte Group range?

J.L.T. The manufacture of standard machines involves all of our industrial divisions. So, in this sense, yes; except for big booms and truck-mounted platforms, the whole range of products is improved by using this new process. That comprises over 60% of our activities with constant production being reserved for special configuration machines.

Does this "delayed personalisation" process also affect so-called specially configured machines?

J.L.T. No, these machines are excluded from the delayed personalisation process because they require a specific configuration from the moment that production starts, which cannot be done during the finishing phase. In this sense, they meet precise client demands with their own colour schemes, and specific options.

Is the entire process operational?

J.L.T. The manufacturing plant phase has been launched. The stock supply phase to the subsidiaries will develop over the second quarter of 2007. The Haulotte Group will thus be even more at the service of their clients, anywhere on the planet. ■

“ More flexibility to satisfy our clients ”

“This “delayed personalisation” system allows a noticeable increase in our client service levels. The deployment of just in time processes - from marketing forecasts to machine delivery - allows a reduction of the production cycle and of course in client delivery timelines.

Our mission across this organisation is to meet the objective of “delivering a good quality machine within a good time-frame”. This methodology will allow us to meet our objectives for production increases to the order of 30-40% per year, all while improving our reactivity to our clients' needs.



José Monfront,
Deputy Managing Director

1881-2007

Alexandre PINGUELY takes over the company to which he gives his name.

AN OVER 120 YEARS OF INVENTIVENESS HERITAGE

When our past legitimises our future

A brief look back at the historic highlights of the French yellow trademark which is continually on the rise



> 1897

This steam locomotive is shown with its full crew, with the driver on the left and the greaser on the right. This is a "030" with shaft transmission. Note the huge water tanks on each side and the three large acetylene lamps.

> 1932

The first Pinguely shovels probably date back to the Twenties. They are naturally steam-powered, on tracks and built on demand. A steam-powered Type 6 shovel fitted out as a crane lifts hand-filled buckets. A cable-controlled catch mechanism operated from the operator's cabin tilts the bucket to empty it.

> 1924

Arthur Haulotte creates the "Ateliers de Construction A. Haulotte".



> 1980

Derrick crane ordered to carry out the renovation works of the Parthenon in Greece.

> 1928

A souvenir from the inaugural journey of the first Mountain locomotive - La Péronnière, L'Horme (France) - 28 July 1928



> 1947

A. Pinguely company party

> 1881-1924

The Pinguely and Haulotte companies were respectively established in 1881 and 1924. During the length of their lifetimes, the two companies have adapted their skills in the engineering sector to the needs of their market. The production of locomotives at the start of the 20th century gave way to the manufacture of mechanical diggers, then to derricks and mobile cranes.

> 1981

GTL 175 crane





> 1985

Pierre Saubot, current Group President, takes control of Pinguely-Haulotte from Creusot Loire. Haulotte slowly becomes involved in the emerging market for aerial work platforms, which are seeing rapid development in the United States but which continues to splutter in Europe. Mobile crane activities, mainly for the military, was concentrated in Pinguely.



> 1986

First Haulotte aerial work platform.

> 1995

The two companies merge and from then on, platforms are the core business of the new "Pinguely-Haulotte" business, born from two companies with recognised expertise. It is during this time that the market for aerial work platforms sees its strongest growth in the USA and starts to develop in Europe.



> 2000

Pinguely-Haulotte launches its new range of "Compact" electric scissors.

> 2003

"Haulotte loads up to charge ahead". This was the advertising message put forth by the large-scale publicity campaign launched by the Haulotte Group. The Group's product diversification began at this time, with material lifting equipment such as telescopic handlers (developed in partnership), radio-controlled self-powered cranes and backhoe-loaders with 360° rotation.

Haulotte GROUP



> 2005

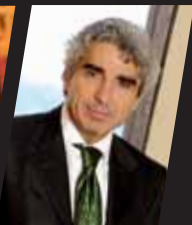
The name of the Group and its logo change. "Pinguely-Haulotte" becomes the "Haulotte Group", which better reflects the diversification in its activities and the international dimension which the manufacturer has acquired.

> 2006

The undeniable European leader and world's 3rd largest people and materiel lifting equipment manufacturer generates a turnover of € 519.3 million and has a worldwide staff of 1,600. 2006 is a record year, with the successful stock exchange launch of Haulotte shares on Euronext Paris (SBF 120). A further step is also made in the service field, with the opening in the Rhône-Alpes region of France of the 6000 m² (64,585 ft²) Haulotte Services Expertise and Reception Centre, entirely dedicated to our clients. This adds a new dimension to client support on a global scale, emphasised by the opening of marketing and client service subsidiaries in Asia, Eastern Europe, Mexico, and South America...

> 2007

"Bauma", the innovation experience. The major international construction trade fair rendez-vous of 2007 is a turning point for the Haulotte Group, to the point that Segundo Fernandez comments that there will be "a pre- and post-Bauma period". By capitalising on its historic know-how, a strong expertise in platforms, the valuable experience gained from the rental companies, and an unerring focus on continuous innovation, the Haulotte Group gets ready to unveil its brand-new range of telescopic handlers.



Alexandre Saubot
Chief Operating Officer
of the Haulotte Group

Segundo Fernandez
Deputy Managing Director
of the Haulotte Group

**A handler revolution...
A Haulotte revolution!**

2007

The Haulotte Revolution

During Bauma, the world's largest construction trade fair, the Haulotte Group will unveil its entirely new range of telescopic lifting handlers. This will revolutionise this market, thanks to Haulotte's expertise and know-how in personnel and material lifting equipment.

Come to the Haulotte stand to discover:

> Big Booms

HA 41 PX (HA 130 JRT*)
H 43 TPX (HB 135 JRT*)

Designed for all work at heights up to 41 m (134ft 6in*) and 43 m (141ft 1in*) (which can handle almost any situation), the HA 41 PX and H 43 TPX platforms offer numerous advantages:

- > **Absolute safety**
- > **Manoeuvrability and precision**
- > **Mobility and compactness**
- > **Productivity**



> New range of continuous rotation (360°) Backhoe loaders

MULTIJOB MJX

It was during the Intermat 2006 (Paris) trade fair that the Haulotte Group gave a pre-launch preview of its completely new 360° continuous rotation Backhoe loader. After a successful commercial launch, the group expects to make the European earthmoving market move.

A natural development of multi-function worksite machines, the MULTIJOB MJX is based on a world unique concept. A multi-purpose machine by definition, the MULTIJOB MJX comes as standard with a telescopic handler, a continuous rotation shovel, four-wheel

all-steering drive, high-speed hydraulic jacks on both handler and shovel, as well as the potential benefits of switching and operating the machine from both working positions (shovel and loader).



bauma 2007

23 - 29 April MUNICH

S T A N D

OPEN AIR AREA**F10 . N°1005 / 3****New Exhibitions Centre, Munich**

Messe München GmbH
 Messengelände - 81823 München
www.bauma.de

Opening hours:

Monday 23/04/07 - Friday 27/04/07:
 9:30 am - 6:30 pm
 Saturday 28/04/07: 8:30 am - 6:30 pm
 Sunday 29/04/07: 9:30 am - 4:30 pm

Admission ticket prices:

Pre-booked (book on www.bauma.de):
 Day ticket: €18
 3-day ticket: €39
 Trade fair pass: €50

At Bauma :

Day ticket: €22
 3-day ticket: €45
 Trade fair pass: €58

> Telescopic handlers

HAULOTTE TOP LIFT (HTL)

**HAULOTTE
 WORLD
 PREMIERE!**

With a wealth of widely demonstrated expertise and know-how as a designer and manufacturer of lifting equipment, and with the experience gained with rental companies, the Haulotte Group has henceforth decided to grow in the handling sector.

A completely in-house development, the new Haulotte telescopic handlers integrate every technological innovation developed in the access equipment sector.

An optimal transfer of technology which guarantees handler users the highest levels of user comfort and safety. These new HTL handlers are extremely innovative in their market, as much for their compactness and environmental friendliness (with a significant reduction in noise and CO₂ gas emissions) as for their user safety, reliability, comfort, ease of use and transportation.



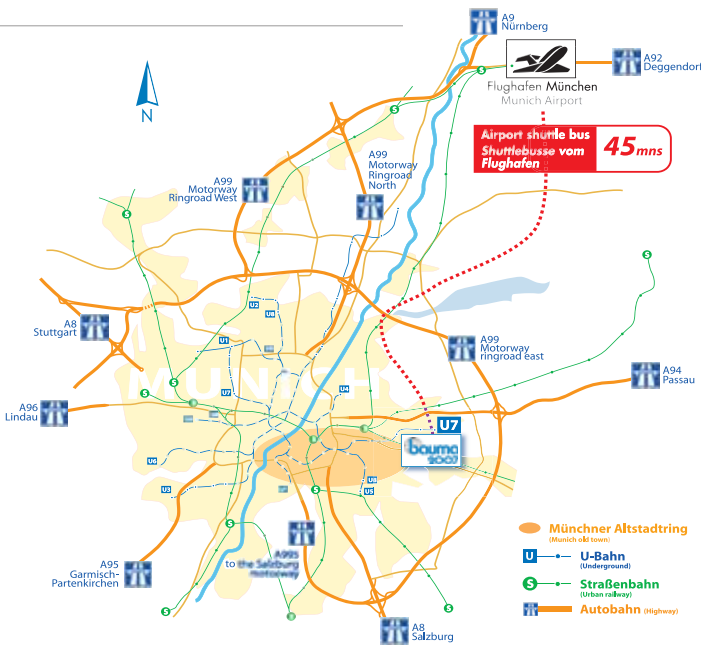


BAUMA 2007 practical information

"Passport to Bauma", your practical guide

You already know that service is one of the key values of the Haulotte Group. To help you find your way around the beautiful capital of Bavaria, to which visitors from all over the world will rush during the seven days of Bauma, we have come up with a practical guide in which you will find all the information you will need to move about easily.





- How do I get to the fair from the airport?*
- Where can I find the shuttle buses, and what are their operating hours?*
- How do I use public transport?*
- How do I get around the town centre?*
- How do I call a taxi?*

Get there relaxed: the Haulotte Group has planned everything to make your stay easy and comfortable! We have even discovered the best places to go, day or night, without forgetting a few suggestions for neighbourhoods not to be missed ... In short, a valuable addition to the contents of your suitcase. That's how far Haulotte Service can go!



Wine tasting

When you are a French group with a rich and captivating past full of tradition and savoir-faire, present on all five continents, and firmly focused on client satisfaction, what could be more normal than taking the time to discover great wines from the best vineyards amongst friends?

Come taste and appreciate the great wines from around the world in a relaxed atmosphere. A wine-expert will share his passion with you, and guide you in the art of tasting these true nectars. Come and benefit from this initiation to the world of wine!

BOUTIQUE

➤ A STYLE. A BRAND. AND YOU.

Do your shopping at the Haulotte Boutique

You have walked for kilometres (miles) through the trade fair and are anxious to find a last-minute souvenir for your loved ones? Don't worry, the Haulotte Boutique is there for you!



www.haulotte-boutique.com



A MILITANT RENTAL COMPANY ...

UMESA : 25 years of service

providing quality and safety



WITNESS

The Spanish company UMESA finished 2006 on a high, having just seen the strongest global annual growth in the lifting platform market. This was a windfall for this family-owned business specialising in equipment rentals and sales and which celebrates its 25th anniversary in 2007. Its very active General Manager, Gaspar Puig, celebrated with a very human wish: "May work accidents be reduced to their very minimum!"

UMESA is flourishing in its national market, having started from almost nothing.

"Our early days, dedicated to the manufacture and maintenance of electrical installations, were not easy," Gaspar Puig likes to remember, but he knew to maintain his family's independence, and made client service and safety his key values. "A group which is steadfastly moving ahead", was the unwavering praise in the July/August 2006 issue of ACCESS International magazine, a reference publication for the construction and industrial sectors. UMESA is the lifting platform rental company which recorded the world's fastest growth in 2006, with a huge leap forward in its turnover of 53%! In International Rental News, UMESA was placed 89th in a list of the world's most important equipment rental companies, regardless of sector of activity!

> New Management for modern times

To attain such spectacular results in such a short time, the General Manager, Gaspar Puig, imbued his staff with an extremely positive corporate dynamic. In his own words, it is "essential to inculcate a participative corporate culture which aims to involve each employee in the company's aims. Thus, as soon as they enter the company, this person receives training, during which they pass through each of the company's departments in order to gain a global vision of UMESA's operations, and to understand the direction and aim of the task which is entrusted to them." Proactive leadership, encouragement to take on responsibilities, individual initiative, tasks delegation... These are notions which are echoed as much by the company's headquarters in Barcelona as in the eleven depots spread across Spain. "Even when we work under

pressure because of the rapid expansion which our company is undergoing, I am very vigilant of the atmosphere which prevails in each UMESA team. Maintaining the dynamism of our staff is a vital element to ensuring the smooth operation of our company", Gaspar Puig is careful to point out.

> Spearheading safety

The group's commercial success is built upon the construction sector, "which today still constitutes the largest portion of our client base." But, a sign that the time are changing, "we are finding new applications to develop the rental of the aerial work platforms every day: gardening, petrochemical industries, painters, event management, sign makers, industrial maintenance...", precises Gaspar Puig.

The necessary machinery stock which the company owns - over 4,000 units of a variety of models, in which the Haulotte Group is well placed - is no stranger to this diversification. For the other facet on which UMESA's solid reputation is founded is its healthy commitment to platform Quality and Safety. Its very active participation in various associations in the platform sector is proof of this commitment: firstly there is the European Rental Association (ERA), of which UMESA is a founder member, which coordinates the main construction equipment rental companies and contributes to regulatory and legislative standardisation across Europe. In parallel, the group has a large stake in numerous "militant" Spanish associations such as AEM (Asociación Española de Manutención - Spanish Handling Association) - the sole Spanish member of the FEM (European Handling Federation), ANAPAT (Asociación Nacional de Alquiladores de Plataformas Aéreas de Trabajo - the National Association of Lifting Platform Rental Companies) and ANAPEM (Asociación Nacional de Arrendadores de Plataformas Elevadoras - the



National Association of Mast Platform Rental Companies).

"We have invested a lot of time and energy over the last 25 years, and we hope to further our efforts to reduce work accidents and as a consequence, to increase the quality of our service. When we provide equipment to people who trust us, this must have optimal reliability. This is a case of professional conscience", Gaspar Puig strenuously insists. ■

UMESA - 25 YEARS OF CONTINUOUS GROWTH

- > Founded in 1982 in Barcelona by the Puig family, who still preside over the group's future, UMESA S.L. in 2006 achieved a turnover of € 55 million (a 53% rise!) and employs almost 400 staff at 11 agencies/sites in Spain. By the end of 2006, UMESA had an active fleet of 4,000 machines.
- > 2007, which marks the company's 25th anniversary, is set to be an auspicious year, with record forecasts: UMESA has ambitious expansion plans, with the opening of two new agencies in the Malaga and Murcia regions, and the expansion of its Barcelona HQ, where the buildings will spread to cover 32,000 m² (104 992 ft²).
- > The company is also forecasting record turnover of € 70 million (a forecast 40% increase) and a growth of its range of machines to 5,500 units (an increase of 1,500 in a single year!), for which they expect to invest € 60 million. This should confirm a little further their leadership in the Spanish access equipment market ...

" What are your criteria for selecting your platform providers? "

What are your criteria for selecting your platform providers?

Gaspar Puig. Firstly, the reliability of the platforms, the delivery timeframes and the after-sales service. On this final point, the Haulotte Group is the supplier which has made the greatest efforts to improve its service quality across Spain.

How do you rate your partnership with the Haulotte Group?

G.P. When we first started, we began by working with truck-mounted platforms, and, because of market demand, we wanted to bring in self-propelled platforms. After the Intermat trade fair in Paris, at the end of the 1980's, we bought our first Haulotte platform: a diesel-powered scissor lift (2565D). Then came the 46N and HA16 platforms. When Haulotte set up a subsidiary in Spain, our partnership increased, and has now evolved into a truly close relationship which I can personally vouch for, to the point that Haulotte is participating in our growth and our success. In the future, we hope to continue to grow beside the Haulotte Group and to be able to participate together in the consolidation and growth of this sector.

How do you explain your strong commitment in the field of safety at height?

G.P. As a rental company, we are in the best position to bring to bear the widest experience and the most in-depth information on accidents which occur with platforms. Work must not necessarily entail a risk to the employee, this would be untenable! Accidents are not only due to flaws in safety systems, but also due to the lack of training of the personnel who operate the platforms. We must boost training and be more analytical when it comes to accidents, by setting up technical committees to study their causes. All of these actions can be led by different associations, within which we have been very active since our earliest days. From this safety point of view, I am only comfortable renting out quality such as that of the Haulotte platforms: these are machines which place the most emphasis in control and safety systems.



Gaspar Puig - General Manager



The world's sixth largest country with an area of 7.5 million km², of which only a tiny part is inhabited, Australia appears to be a promising commercial conquest for the Haulotte Group, which has been present there since 1999, without forgetting their neighbour New Zealand, where a lot remains to be done...



FOCUS ON OCEANIA



Haulotte Australia's

A fascinating country characterised by its geographic, climatic and human diversity, with its aboriginal tales of the Dreamtime, or even the wealth of its natural resources: Australia is undoubtedly one of the world's wealthiest places.

The Haulotte Group first set foot there on a beautiful morning in March 1999.

Bernie Kiekebosch, assisted by Robyne Kerr, presided over the subsidiary, based in Dandenong, a south-eastern suburb of Melbourne. This duo, reinforced by the recent arrival of Mike Corbett, General Manager of the Australian subsidiary, has developed a healthy dose of humility and patience in making the Haulotte brand one of the major players in the access equipment market.

Queenland Branch Office in Brisbane (Australia)



Top Row (Left to Right): Tim FOWLER, Helena BOULTER, Robyne KERR, Aaron WILSON, Bernie KIEKEBOSCH, Alexandre SAUBOT, John MARTIN, Mike CORBETT, Dee MCGARRY, Darren WHEELER, Steven BOX
Front Row (Left to Right): Russell MONK, Barry JACKSON, Ted FISHER, Eric LENSER, Steven CLARKE, Brad KENNAUGH

"I must admit it was difficult to bring in our products, of which no one had ever heard in Australia, and all the more so because competing American brands were already well established before our arrival", remembers Bernie Kiekebosch.

> The strength of permanent belief

The first three years were effectively no walk in the park. The Haulotte Group did not at the time have a large stock of machines, and platforms on order had to be built on an ongoing basis in France, before being shipped to Australia. "Our delivery timeframes without a doubt held back our commercial development, but the clear interest in our products was a real encouragement", points out Bernie Kiekebosch.

Where others would have quickly become discouraged, the Australian Haulotte team found an extremely motivating source of challenge, against which the Haulotte Group likes to measure itself.

Six months after its launch, the branch was proud to see the arrival of a technician, tasked with carrying out pre-delivery machine inspections and to ensure after-sales service. Bernie Kiekebosch at the time was already convinced that it was with service that Haulotte Australia would make the difference. Seven years later, in Roo's land, our yellow machines have begun to bound as well: the branch's premises, which have grown from 750 m²

(8,000 ft²) to 1,700 m² (18,300 ft²), now have a large stock of machines and spare parts at their disposal. Haulotte Australia, which has grown from 3 to 21 staff, is continuously expanding its footprint in Australasia.

> Haulotte Services, always

"We were the first European manufacturer to penetrate the Australian market, and the French touch of our products, in terms of design and due to the different options from what our Australian users were used to, both played in our favour. It is this differentiation which our clients seek out today. In this sense, we have added another dimension to the Australian access equipment market", Bernie Kiekebosch affirms without hesitation. In this vast and now mature market, the Haulotte Group continues, month after month, to develop and is today based in three Australian cities (Melbourne, Sydney and Brisbane, and soon Perth) and also in Auckland in New Zealand. This is thanks to universally recognised product innovation and reliability, but also thanks to a quality of service which the Haulotte team is perpetually seeking to optimise. "For our clients who are looking for the best return on investment, Haulotte Services is today one of our most effective tools to win over new parts of the market", points out Bernie Kiekebosch.



The natural splendours of Australia are a wonder to behold – a land of contrasts, from its interior to its oceans, from its immense plains to its immaculate white beaches: a vast open country whose beauty, majesty and grandeur are unparalleled.

Dreamtime*

> Innovation, again

Reactivity, reliability and machine availability, all of which are characteristic selection criteria for a clientele which is 80% specialised in rentals, suits Haulotte Australia perfectly, as they can count on the loyalty of the major rental market player, Sherrin Hire. Sherrin Hire has bought over 500 Haulotte machines in a few years for its national rental network and SA Access in Adelaide is a firm partner for over six years now, with approximately 300 Haulotte machines.

But let's mention as well Porters Access Hire based in Hamilton in New Zealand, a prime partner. Thanks to the innovative strength of the group, there are endless opportunities in this corner of the world which is very open to change. *"Since our arrival, we have got into the habit of changing the set order of things and to surprise people, and that is not going to change any time soon!"*, insists Bernie Kiekebosch. The imminent arrival of the new range of Haulotte Top Lift (HTL) telescopic handlers could this time truly rock the Australasian market ...



> New Zealand: the benefits of proximity

Its first Polynesian settlers called it "Aotearoa", Maori for 'Land of the long white cloud'. Today home to a little more than 4 million inhabitants, New Zealand, located 2,000 km (1,240 miles) South-east of Australia, can count on two choice allies to help the locals stroke the sky: Mount Cook, which dominates the South Island at an altitude of 3,754 m (12,316 ft), and... Haulotte platforms, which provide numerous services on the two main inhabited islands of the New Zealand territory. The Haulotte Group first stepped foot in Auckland in 2002 through the rental company named Central Hire. Four years later, in autumn 2006, Haulotte Australia decided to switch into higher gear by opening a proper commercial presence. *"Working with a single rental company was limiting our ability to open this market, and didn't allow us, for example, to develop our activities with other New Zealand rental companies which are also very influential locally"*, observes Bernie Kiekebosch, Manager for the Australasia region. Rather than let the competition gain ground, the subsidiary took the step of bringing itself directly under Group control, which ever increasingly emphasises localised marketing and after-sales service, *"in order to better understand the needs of our clients and offer them the best reactivity possible"*, insists Aaron Wilson, Sales Manager in Auckland. Almost coincidentally, a little over six months after the opening of the agency, the Haulotte Group has now eased into second place in the access equipment market. And this is only the start...

**The Dreamtime (mythology) tells of how the earth was given to men at the beginning of time when the ancestors came out of the earth to become animals, then men, and created the scenery that we see today. The stories of the Dreamtime are passed down by the Aborigines through the generations through songs, dances, ritual ceremonies and art, body painting, drawings in the desert sand, on bark, rock paintings...*

HAULOTTE AUSTRALIA IN BRIEF

- > 21 staff with an average age of 39 years.
- > 4 commercial agencies and Haulotte Services in Melbourne (HQ), Sydney, Brisbane and Auckland (New Zealand).
- > Further premises will open in Perth (Western Australia) in the second quarter of 2007.
- > A 1,700 m² (18,300 ft²) centre at Dandenong, a south-eastern suburb of Melbourne (administration, machine and spare parts stocks).
- > 80% of machine sales are made to specialised rental companies.

At the fairs which matter

In the USA and in Europe, whether for rental or for building industries: the Haulotte Group has been very active on the trade fair front since the start of this year.

> The Rental Show (USA)

This was "hot"! Over 11,500 visitors, of which half were from rental companies based in the USA, Canada and almost thirty other countries: The Rental Show 2007 (51st show!), which was held in Atlanta (Georgia) from 7-10 February, is one of the showcase events for the global rental industry. This is an estimated market of US\$ 33 billion, with a recorded annual growth of almost 8% over the last ten years. The 600 m² (6400 ft²) Haulotte stand displayed for the first time on the American market the HA 130 JRT* (HA 41 PX) and HB 135 JRT* (H 43 TPX) high working height platforms (with working heights of 41m and 43m), as well as the new range of Haulotte DI Trailers. And what's more, the Optimum 1930 E* (Optimum 8) electric scissor lift almost stole their thunder: a donation from the



The donation of an Optimum 1930 E* (Optimum 8) scissor lift by Chris Koch (Sales Manager, Haulotte US, centre) overjoyed Bill Pedersen (President of the ARA Foundation, left) and Allison Box, Vice-President of ARA, (right).

Haulotte Group for the auction benefiting the ARA Foundation (ARA: American Rental Association), it attracted the highest bids of the auction! Haulotte was certainly noticed...

> Bouwbeurs (Netherlands)



If there was one exhibitor who felt at ease under the snow, it was indeed the Haulotte Group!

> Préventica (France)

380 exhibitors, 110 conferences, 7,800 visitors: from 6-8 February, Préventica Lyon, dedicated to professional risk and to the optimisation of work conditions, could not have happened without the Haulotte Group. Dominique Arondel, the Group's Training Manager, memorably livened up an

Well used to operating in the most extreme conditions, the yellow platforms shone brightly from 5-10 February under the fine layer of snow at Utrecht in the Netherlands. Bouwbeurs, the Benelux's most important construction trade fair, once again attracted over 100,000 visitors, despite difficult weather conditions. For Dirk Kolenbrander, the Manager of Haulotte Netherlands, and his team, the weather forecast was fine: loyal clients to meet, firm orders and new clients ready to be locked in!

eagerly awaited conference on the regulatory obligations and constraints connected with PEMP (Plates-Formes Elévatrices Mobiles de Personnel - Mobile Personnel Lifting Platforms). And on the operating track, the yellow platforms were there to give very instructive demonstrations.

FINANCIAL RESULTS 2006 : The year of the challenges

> In the final quarter of 2006, the Haulotte Group achieved a turnover of € 173.1 million, an increase of over 50 % in comparison to the 4th quarter of 2005. This performance allowed a final annual increase of 34 % - higher than the target forecast in September - to reach € 519.3 million.

> The financial analysts noted this performance and Haulotte shares (ticker: PIG) listed on the second market of the Paris Stock Exchange (SBF 120) are maintaining an upward movement.

> With 2006 barely over, the Haulotte Group has already turned to the future. "We have been able to meet numerous challenges which will need to be continued in 2007 and beyond," comments Alexandre Saubot, General Manager of the Haulotte Group. "We must continue to focus on our effectiveness and our reactivity in order to anticipate and keep abreast of market movements. Only in this way will we be able to prepare for the sustainable growth in the coming years within the framework of our original and inventive model."

> The first steps taken in 2007 are testament to the Group's dynamism: reinforced production capacities during the first quarter (with the opening of two new manufacturing plants in Spain and in Romania), continued development of the sales network (Asia, Latin America, Middle East) and a noticeable presence in all of the main international trade fairs (The Rental Show in February in Atlanta, USA, Bauma in April in Munich, Germany).

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*American name



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