



Tractor Times

A publication for and about Tractor & Equipment Company customers

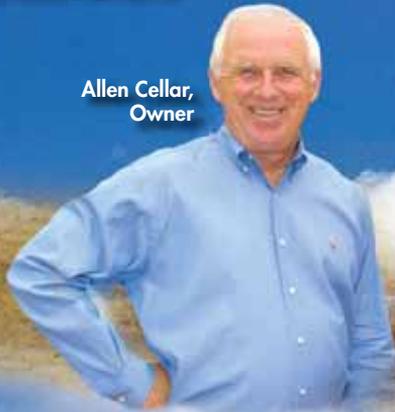
2013 No. 4

DRILLERS' CHOICE, INC.

This growing Marietta, Ga., company installs custom LoDril drilling units on Komatsu excavators

See article inside . . .

Allen Cellar,
Owner



PRATHER CONSTRUCTION

For 40 years, this firm has been building subdivisions in and around Augusta, Ga.

See article inside . . .

Larry Prather Jr.,
Vice President

Larry Prather,
President



A MESSAGE FROM THE PRESIDENT



Dan Stracener

**Wishing you
success in
2014**



Dear Valued Customer:

Like you, we're excited about what lies ahead this year. Economic indicators show a strengthening economy, and construction has been a major beneficiary. Spending hit a four-year high recently, led by a strong rebound in residential construction that includes significant gains in new housing starts. Non-residential construction also continues to do well, and many organizations expect the trend to continue into 2014 and beyond.

Something we're looking forward to is the upcoming CONEXPO. Held in Las Vegas on March 4-8, it showcases the latest in equipment and technology for the construction industry. As always, the manufacturers we represent, such as Komatsu, will have several innovative new products on display and will feature their world-class product support capabilities. We hope to see you there.

While new products are always exciting, sometimes purchasing a used piece makes perfect sense. In this issue of your TEC *Tractor Times* magazine, there's an informative article about Distributor-Certified used equipment available through Komatsu ReMarketing. These thoroughly-inspected machines offer a great alternative to new equipment.

Used or new, we can service your equipment, and encourage you to contact us about special incentives that may apply to parts and repairs on your machinery during the coming months. In some instances, subsidized financing may be available. Contact us for further details.

As always, if we can do anything for you, please call or stop by one of our locations.

Sincerely,

A handwritten signature in black ink that reads 'Dan Stracener'. The signature is written in a cursive style with a large, prominent 'D' and 'S'.

Dan Stracener
President



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PRATHER CONSTRUCTION

For 40 years, this firm has been building subdivisions in and around Augusta, Ga.



Larry Prather,
President



Larry Prather Jr.,
Vice President

In the early- to mid-2000s, many site development contractors specialized in subdivision work. Later in the decade, on the heels of the financial crisis and the housing bubble, subdivision work, for the most part, disappeared, and so did many of the contractors who depended on it.

One exception was Harlem, Ga.-based Prather Construction.

“We’re on the outskirts of Augusta, and fortunately the housing market in eastern Georgia never disappeared,” said Larry Prather, who started the company in the late 1960s and now runs it with his son Larry Jr. “I’m not saying it was gangbusters for us. Things did slow down, and during the worst of the economic crisis in 2009, it often felt like we were giving away work just to have something to do. But we were able to keep our heads above water, keep all of our employees and continue to work almost exclusively in the residential market.”

Augusta remained somewhat stable due to Fort Gordon, the large U.S. Army base that continued to grow during that period.

“We don’t see a huge market for high-end subdivisions any longer, but we do see continued demand for subdivisions with houses ranging from \$150,000-\$250,000,” said Larry Prather Jr. “We primarily attribute this change to Fort Gordon families. Augusta also has regional medical facilities, as well as some private plants, that stayed strong throughout the slow economy.”

While Prather Construction has benefitted from a better-than-average regional economy, it also benefitted from Larry Prather’s business history, reputation and philosophy.

“I finished college in the early 1960s and started Prather Construction a few years later,” he recalled. “Initially, I built some ponds and did a little clearing, but within a few years, I started building subdivisions, and that’s basically all we’ve done since. We have a handful of developers we’ve worked with since the beginning. They know us, and we know what to expect from them. Over time, we’ve established a lot of trust and loyalty.”

“For our clients, time is money,” said Larry Jr. “When their plans are complete, they want a project done, houses up and people in them as soon as possible. So that’s our calling card. We do quality work; we do it fast; and if there’s any problem, we take care of it. Because of our reputation and history, we have a loyal group of customers that call us first, which certainly helped us stay afloat during the recession.”

150 subdivisions and counting

Prather Construction does a small amount of commercial site work, but the vast majority of its work, and its specialty, continues to be subdivisions. The company typically does clearing, grading and utility work while subbing out the curb, gutter and pavement

A Prather Construction operator uses a Komatsu D65 dozer to push chips at a job near Augusta, Ga.



▶ VIDEO



▶ VIDEO

Prather Construction uses Komatsu equipment, such as this PC300 with a 'stump buster' attachment, almost exclusively for its subdivision work in the Augusta area. "I bought my first Komatsu excavator about 30 years ago, and it ran circles around a competitive excavator I had," recalled President Larry Prather. "We've been loyal Komatsu users ever since."

portion of the contract. Prather estimates he's built at least 150 subdivisions in and around Augusta, including Richmond and Burke Counties in Georgia, and Aiken County, S.C.

"We don't have to go far in any direction to come across a subdivision we worked on, and that's enjoyable for me," said Prather. "I'm very proud of the work we do. Owning a home is still very much a part of the American Dream. I am pleased that we've been involved in the industry and have had an impact on the Augusta-area housing market."

Something else that makes Prather feel good is having employees he can count on – employees like Grading Foreman Alan Chalker, Pipe Foreman Jeff Neal and Maintenance Mechanic Lawson Tankersley. The company employs about 20 people, a number that's remained steady for many years.

"We pay good wages and offer benefits including vacation and health insurance," said Prather. "As a result, we have virtually no turnover. Some of our men have never worked anywhere else. They've been with me since they were boys and now are in their 50s. They're like family."

For many reasons, it was important to Prather to keep the business going during the slow economy.

▶ VIDEO



An operator uses Prather Construction's newest machine, a Komatsu WA320-7 wheel loader, to haul chips at one of the company's newest subdivisions under construction near Augusta, Ga.

"I felt a responsibility to the guys who had been with me for so long. They had bills to pay and families to feed. I just couldn't lay them off. We had to put everybody on partial unemployment for a short time, but within three weeks, they were all back on the payroll. Of course, I also wanted to keep everybody because we have good crews, and I wanted all of them with us when things picked up again. Our guys know what they're doing and do their jobs well, which is why we're in such demand."

Continued . . .



Go online or scan this QR code using an app on your smart phone to watch video.

Subdivision work heats up for Prather Construction

... continued



Lawson Tankersley,
Maintenance
Mechanic

A Komatsu fleet from TEC

In addition to good crews, the Prathers count on productive equipment to help them get their work done. They use Komatsu machines from Tractor & Equipment Company in Augusta.

"I bought my first Komatsu, an excavator, about 30 years ago," Prather recalled. "At the time, I had another top brand, and it kept blowing hoses, so we tried a Komatsu. It ran circles around the other machine. We've been loyal Komatsu users ever since."

Today, the Prather fleet includes four Komatsu hydraulic excavators (a new PC88MR-8, a PC220, a PC270, a PC300 and a PC450); three Komatsu dozers (a D39, a new D61PX-23 and a D65); three Komatsu wheel loaders (a WA180, a WA250 and a new WA320-7); and a Komatsu GD655 motor grader.

"We're looking for equipment that's productive and reliable, and we get that from our Komatsu units," said Larry Jr. "We want

our machines to start in the morning and run all day, then do the same thing the next day. We get outstanding uptime from Komatsu. Resale value is also important to us, and we've found our Komatsu machines hold their value very well."

In addition to the quality of the equipment, Prather Construction also appreciates its long relationship with TEC, as well as its predecessor, Stith Equipment.

"TEC, and Stith before it, has always had good sales people," said Prather. "Today, Brian Bacon takes good care of us. Before him, we worked with John McMahan, who was excellent. TEC gives us fair prices and good support. We have our own mechanic, but when he can't do something, we call on TEC for service. They respond quickly and efficiently. They have a good team in Augusta, and we're happy they're here."

Glad to be busy again

Although Prather Construction weathered the downturn better than many contractors did, Prather says he's still happy to see the economy picking up, both regionally and nationally.

"We're busy right now. Late last summer, we were working on different phases of as many as nine subdivisions. That's not been typical during the last few years. One reason we were so busy was because the weather was wet last spring, and we got behind. Another reason we're busy is because jobs keep coming in, so I definitely think the economy has improved."

Looking to the future, both Prathers say they're cautiously optimistic.

"We're pleased with where we are and what we're doing," said Larry Jr. "We're not interested in expanding our services or our territory. We've basically been the same size for the last 20-30 years, and we feel we're as big as we need to be. If you get too big, you lose control, and we don't want that to happen."

"Overall, things are good," said his dad. "Of course, you never know what's coming down the pike, but we survived a very bad time, so hopefully, the worst is over. Our goal is to continue what we're doing and work with our regular customers to keep them happy. As long as we do that and the region continues to grow, we should be in good shape." ■

(L-R) Larry Prather Jr. and Larry Prather work closely with TEC Sales Rep Brian Bacon on equipment matters. "We've had an excellent long-term relationship with TEC and its predecessor Stith Equipment," said Prather. "They have a good team in Augusta, and we're happy they're here."



Grading Foreman Alan Chalker uses a Komatsu PC220 to load a truck with chips created from ground stumps. Prather Construction uses the chips for erosion control.



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DRILLERS' CHOICE, INC.

Growing Marietta, Ga., company installs custom LoDril drilling units on Komatsu excavators

Over the last several years, Allen Cellar of Drillers' Choice, Inc., based in Marietta, Ga., has expanded his business with the purchase of a number of Komatsu machines from Tractor & Equipment Company in Kennesaw, Ga.

He purchases Komatsu excavator "carrier" machines and ships them to his manufacturing facility, where his staff installs LoDril drilling units and configures each machine based on the customer's requirements for drilling depth and hole diameter.

The LoDril is a versatile, excavator-mounted foundation drill featuring telescoping Kelley bars that allow the operator to drill deep with a low profile attachment. Models include those from 10,000 ft./lbs. of torque to 200,000 ft./lbs. and drilling depths to 80 ft.

Cellar said that while he always knew Komatsu was a premium brand with cutting edge technology, dependability and competitive pricing, he had never purchased Komatsu machines until last year. "We now have 10 Komatsu excavators. We've been very pleased with them – pleased with the service that we get from the local dealer and very pleased with their KOMTRAX system. We can track these units wherever they are, and we know when they need

service. If there are any issues with them, we and the local dealer are notified."

KOMTRAX is a GPS monitoring system that is free for the life of the machine. Newly purchased machines also come with Komatsu CARE, a three-year/2,000-hour complimentary scheduled maintenance program that includes oil changes every 500 hours, no matter where the machine is located. Also included are two complimentary diesel particulate filters.

"Our machines work all over the country, and when it's time for service, the machine notifies us and the local distributor through the computer program, an on-board GPS system. Then a service technician from one of the local Komatsu dealers goes out and services the machine," Cellar said. "That's critical to us in our decision making, because it's an expense I don't have to incur, and I don't have to hire someone to go out and do oil changes when the machines are out of our normal service area."

Mack Brice services Drillers' Choice, Inc.'s account with Tractor & Equipment Company, and Cellar has been pleased with the relationship.

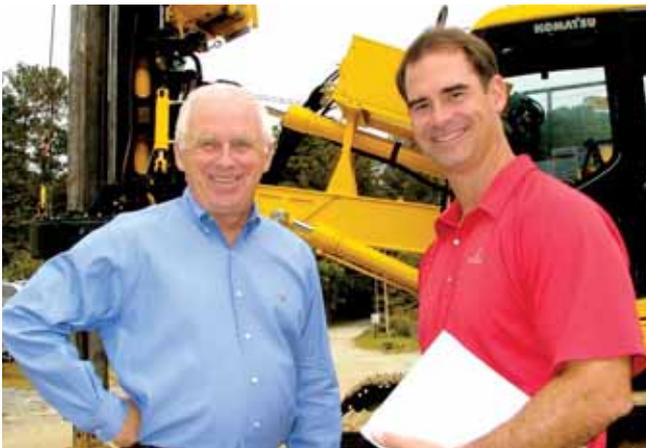
"Mack has been with us for about the last five years," Cellar said. "There is no turnover. He follows everything from initial discussion to the delivery of the machine. He goes above and beyond what is needed."

Currently, Drillers' Choice, Inc.'s Komatsu excavator fleet ranges from a PC138 to the PC360-size machine, and the company has eight machines in its rental fleet. When a new machine is purchased, Cellar noted that the extensive modifications and the installation are completed at their facility.

"The LoDril drilling units are designed to meet a customer's job specifications as far

This article is reprinted with permission from Construction Equipment Guide.

(L-R) Allen Cellar of Drillers' Choice, Inc. and Tractor&Equipment Company Sales Rep Mack Brice discuss future machine purchases.



as hole diameter, hole depth, and overhead restriction," Cellar explained. "We buy the Komatsu excavators without a stick and bucket, and sometimes even without a boom, depending on the type of LoDril unit installed on the carrier machine"

Cellar said that the life of the combination excavator with LoDril unit installed is currently in excess of 10 years.

"Here's an impressive figure: 98.1 percent of all LoDrils sold since 1991 are still at work," he said. "These products have been manufactured since the late 70s or early 80s."

Drillers' Choice also has an extensive shop facility for new machine installations and for the overhaul and rebuild of drill attachments.

"Because the hydraulic and electrical systems on the excavator require such major modifications, we don't sell the LoDril separately," Cellar said. "They're usually mounted on something. I don't recall ever selling just the LoDril attachment."

Cellar noted that the company still works with other excavator manufacturers as well. For example, if a customer had a preference for another manufacturer's machine, or had a used machine that he wanted a LoDril mounted on, his company can effectively perform the installation and testing.

Overall, Cellar is very satisfied with Bayshore Systems, which manufactures LoDril.

"I can say that having been in the construction equipment industry for 35 years, and having worked for a manufacturer and with local equipment dealers, I've been quite pleased with the relationships I've developed over the years with distributors like Tractor & Equipment Company and with manufacturers such as Bayshore Systems."

Drillers' Choice, Inc. is currently celebrating its 15th year in business.

"My background was in drilling and blasting," Cellar said. "We've been in the foundation-drilling equipment business for 13 years. Our primary customers are transmission line, road builders [bridges and sound barriers] and foundation contractors. Having evolved from drilling and blasting into



A Komatsu PC240LC with LoDril DH40 drill unit assembled in Georgia and working in Wyoming.



A new Komatsu PC138 with LoDril unit just installed at the Drillers' Choice, Inc. facility in Marietta, Ga.



Part of the quality team at Drillers' Choice, Inc. that brings the machines and the attachments together and keeps them rented and maintained includes (L-R) Office Manager Mike Schneider, Service Technicians Edwin Prado, John Greene, Brian Griffis, and Steve Newman and Service Manager Jay Brack.

foundation-drilling equipment has been a smooth and rewarding transfer. I enjoy the customers and the equipment manufacturers. I enjoy working with them, and we see an opportunity for continued growth." ■

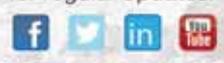
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GUEST OPINION

HOW MUCH GAS TAX DO YOU PAY?

Americans need to be educated on infrastructure and its funding

Americans are largely clueless about how much they pay in gas taxes, according to a new poll released by the American Road & Transportation Builders Association.

When asked how much the average household pays in state and federal fuel taxes, 63 percent of respondents said they either don't know or estimated the total amount at more than \$100 per month. According to Federal Highway Administration data, however, the average U.S. household pays \$46 per month based on the current gas tax of 18.4 cents per gallon.

While 9 percent of those polled responded in the correct range (\$40 to \$59), infrastructure advocates are troubled by the public's unfamiliarity with the critical element of the infrastructure funding debate. Before expiration of the current highway bill (MAP-21) on Sept. 30, 2014, Congress must find new revenue streams, either through a politically difficult gas tax increase or another financing mechanism, to maintain the solvency of the Highway Trust Fund (HTF).

Fortunately, the poll also revealed most Americans believe the federal government should play an integral role in infrastructure investment; 74 percent of respondents supported this philosophy, while 20 percent disagreed.

Raising public awareness

Pro-infrastructure lawmakers and transportation industry organizations are working to raise public awareness of the federal government's vital role in infrastructure investment and why Congress and the administration must work together to find a long-term solution to maintain the solvency of the HTF for decades to come.

A recent AED-funded report by researchers at William & Mary University projected a \$365 billion shortfall for the HTF over the next two decades (assuming spending levels and revenue streams stay the same). That same study found that restoring the gas tax's purchasing power to what it was in 1993 (the last time it was increased) by raising it to 25 cents per gallon and indexing it for inflation going forward would eliminate that deficit and generate an additional \$167 billion for roads, bridges and transit. ■



Christian Klein,
AED Vice
President of
Government
Affairs

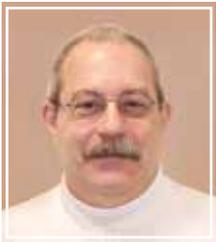
A recent poll by the American Road & Transportation Builders Association revealed that few Americans know how much they actually pay in gas tax. A large percentage believe the federal government should play an integral role in infrastructure investment, which is largely funded by the current 18.4-cents-per-gallon federal tax.



NEW PRODUCT

UP TO THE CHALLENGE

Rugged design of new PC360LC-10 Waste Handler provides maximum uptime in tough applications



Kurt Moncini,
Product Manager,
Excavators

Waste handling can be an extremely tough application for equipment. Not only is waste material highly varied and difficult to handle, it produces a lot of airborne debris that can wreak havoc on engines and other critical systems. Komatsu designed its new PC360LC-10 Waste Handler to stand up to both types of challenges.

“Anyone who works in transfer stations, demolition, scrap handling and recycling centers knows how severe these applications can be,” said Kurt Moncini, Product Manager, Excavators. “Komatsu built the PC360LC-10 Waste Handler with these conditions in mind and came up with a package that helps minimize the impact of these unique environments. We reduced associated downtime and kept the focus where it should be: the work at hand.”

Komatsu engineered the PC360LC-10 Waste Handler with a severe-duty revolving frame undercover that has thicker steel for greater protection of internal components. Operators are also well protected from falling debris with standard cab-top guarding. Additional falling-object protection and front window guards are also available.

The heavy-duty boom and arm are made with high-tensile strength steel and have large cross-sectional areas and one-piece castings in the boom foot and boom and arm tips. The design provides excellent strength and durability.

Debris accumulation reduced

Several features reduce debris accumulation and improve airflow, allowing the operator to focus on the job instead of the temperature gauge. Improvements include a high-capacity Sy-Klone® engine precleaner, remote-mounted A/C condenser, engine door and hood corrugated screening package, auto reversing fan and radiator clean-out covers to keep air flowing through the coolers and make cleaning easier. Engine and hydraulic-compartment gap seals prevent debris from entering the radiator-cooling air stream. A wide core cooling package with wide fin spacing keeps air flowing through the radiator, hydraulic oil and charge air coolers. The standard auto reversing fan changes air flow direction to clean screens and coolers on a regular interval.

“Operators can adjust the interval to match conditions, and they can manually reverse the fan at any time with the flip of a conveniently-located switch on the right-hand console,” said Moncini. “Six working modes allow operators to match machine performance to the application, which offers high production in tougher tasks and greater fuel efficiency in less strenuous situations, so users get dual benefits.” ■

Brief Specs on the Komatsu PC360LC-10

Model	Net Hp	Operating Weight
PC360LC-10	257 hp	78,255-79,930 lbs.

Komatsu designed the PC360LC-10 Waste Handler for maximum uptime in severe-duty applications such as transfer stations and recycling.



DASH 10 EXCAVATORS

From Komatsu - The Excavator Experts



Komatsu Dash 10 excavators provide increased horsepower, improved operator comfort and reduced fuel consumption. The excavator experts at Komatsu can help you complete jobs more quickly, while lowering your fuel and maintenance costs.

- Efficient Komatsu Tier 4 Interim engines and advanced hydraulic systems maximize productivity while providing up to 10% lower fuel consumption.
- Enhanced operator environment improves comfort and machine control.
- Komatsu CARE provides complimentary Tier 4 maintenance, including KDPF exchange filters. Contact your Komatsu distributor for details.

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WA500-7

From Komatsu - The Loader Experts



The WA500-7 Tier 4 Interim Wheel Loader is a class-leading performer in the aggregate industry with improvements in production, fuel efficiency, operator comfort and serviceability.

- Large-capacity torque converter with lock-up delivers power, speed and efficiency.
- New operator's cab offers improved visibility and ergonomics.
- Efficient Tier 4 Interim engine provides up to a 7% reduction in fuel consumption.
- Komatsu CARE provides complimentary Tier 4 maintenance, including Komatsu Diesel Particulate Filter exchange. Contact your Komatsu distributor for details.

KOMATSU®



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A CLOSER LOOK

TRIED AND TRUE HAULER

Komatsu's 930E mining truck boasts industry-leading availability and longevity

There's a reason you see so many Komatsu 930E haul trucks in mines, not just throughout the U.S., but worldwide. Actually, there are two reasons. First of all, nearly 1,700 930Es have been sold since the model was first introduced in 1996. Second, they last a long time, so once a mine has one, it's not unusual that it's still running 10, 12 or 14 years later.

"It's one thing to have a truck that old with 100,000 or more hours on it; it's another for it to still be producing at a high level," said Tom Stedman, Komatsu Product Marketing Manager, Electric Drive Trucks. "But we have many 930Es out there with double-digit years and six-figure hours delivering exceptionally high availability. Historically, we have had the highest mechanical availability of any of the large-haul trucks, and we're very proud of that."

One of the primary reasons for the success of the 930E is the electrical retarder system.

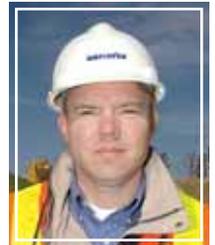
"We believe dynamic electrical retarding is far superior to the mechanical braking system of our primary competitor," said Stedman. "It virtually eliminates brake wear and requires far less maintenance, which improves operating costs and contributes to our high mechanical availability. The other big advantage is speed on grade. Trucks equipped with an electric dynamic retarder can navigate downhill loaded grades as much as 40-percent faster than an equivalent size mechanical-drive truck."

At 320 tons, the 930E is a perfect four-pass match for a shovel with a common 80 ton bucket.

While Komatsu is already at work on a Tier 4 model that will be required in 2018, Stedman

says the "bones" of the truck will remain the same. "It's still early in the redesign process, but the bulk of the changes will be related to the engine and emissions, including improved fuel economy. We will be building on the elements that have made this model so successful, while modernizing important areas, such as the cab, control system and electronics."

For more information on how the 930E-4 or the 3,500 hp 930E-4SE can improve performance on your mine site, call your local Komatsu Distributor. ■



Tom Stedman,
Komatsu Product
Marketing Manager,
Electric Drive Trucks

Brief Specs on Komatsu 930E-4

Model	Gross Vehicle Weight	Gross Output	Payload
930E-4	1,106,670 lbs.	2,700 hp	320 tons

The dynamic electrical retarding system is one reason Komatsu's 930E-4 haul truck provides maximum uptime. It also allows operators to increase hauling speed and improve productivity.



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BUILDING LASTING RELATIONSHIPS

Ed Powers says listening and the “gemba” philosophy lead to improved equipment performance and product support

QUESTION: The initial push for Tier 4 Final machines begins soon. Is Komatsu ready?

ANSWER: Most certainly. As government emissions regulations mandate, we will be introducing our Tier 4 Final products in 2014. As of now, we haven't announced which models are included, but when you visit our booth at ConExpo in March, you will see our introductory-line machines. Komatsu's introduction of Tier 4 Interim machines proved to be very successful, and we expect similar results with our Tier 4 Final machines.

QUESTION: Why were the Tier 4 Interim machines so successful?

ANSWER: Komatsu CARE was one of the major factors in the success of our Tier 4 Interim machines. Prior to their launch, we listened to our customers' concerns relating to this new technology. Their primary concerns were reliability and maintenance. Based on that, we created Komatsu CARE – a complimentary package for all our Tier 4 machines, which provides factory-scheduled maintenance for the first three years or 2,000 hours, whichever comes first, and includes up to two Komatsu Diesel Particulate Filter exchanges. In addition to addressing the required government mandates and supporting our customers' Tier 4 Interim concerns through Komatsu CARE, we also improved the overall efficiency of our products, especially when it came to fuel usage.

A good example of improved efficiencies is our D61i-23 dozer, the next generation of machine-control technology and the first *intelligent Machine Control* (iMC) model in the North American market. It provides automated blade control from rough-cut to finish grading, and it is setting a standard by changing the traditional mast- and cable-aftermarket systems. We plan to introduce more dozer-model sizes

Continued . . .



Ed Powers, Vice President and General Manager, Construction Equipment Division & General Manager, Northern Latin America Division.

This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries — and their visions for the future.

This year marks Ed Powers' 25th anniversary with Komatsu. He has served as Vice President and General Manager, Construction Equipment Division for the past five years, and in January 2012, he increased his responsibilities to include General Manager, Northern Latin America Division. Prior to that, he served as Vice President of Construction Equipment Sales, West Region Construction Equipment Manager, Director of North America Sales Utility Division, Regional Manager of Rental Services, Deputy Regional Sales Manager (NJ) and Finance Field Representative.

"I have witnessed our business evolve during the past 25 years. The level of sophistication and how rapidly technology advances is mind-boggling. This is the advantage Komatsu has over the competition – we are recognized as an engineering leader. Most manufacturers have huge marketing campaign budgets, whereas Komatsu prioritizes its budget into research and development. This is how we can provide our customers with the most technologically advanced product in the market – the D61i-23 dozer," said Ed, who graduated from the State University of New York in 1988 and later earned his MBA at Keller Graduate School of Management in Chicago, Ill.

Most of all, Komatsu understands that manufacturing the most advanced products isn't the sole answer to satisfying customers' needs. In this market you must offer a premium product, but what sets Komatsu apart from its competitors, is providing superior product support and progressive telematics capabilities. It's all about preventive maintenance and being able to control your costs. Komatsu can provide all the necessary tools, no matter the objective. We listen, focus on gemba and deliver."

Ed and his wife, Berta, have been married for six years and have two children, three-year-old Joselyne and eight-month-old Liam.

Komatsu providing more options for its customers

... continued

Gemba: a Japanese word meaning "where things are actually taking place." Komatsu regularly visits customers' jobsites (their gemba) to see first-hand how customers use their equipment. The gemba philosophy is one of the key principles Komatsu applies to demonstrate its commitment to quality and reliability.

Komatsu met emissions regulations with its Tier 4 Interim machines, as well as improved productivity and efficiency that resulted in lower owning and operating costs. Tier 4 Final standards begin in earnest next year.

in the months ahead, and we will have an impressive display of our excavator line at ConExpo.

QUESTION: What else is Komatsu doing to make the customer experience better?

ANSWER: Today's construction-equipment users are much more knowledgeable when it comes to owning and operating costs, and they are fully literate in the world of instant communication. Komatsu continues to elevate its telematics capabilities by incorporating new technology, such as KOMTRAX and our new mobile app, which allows users to view real-time critical machine information on their Apple or Android smart phones or via tablet device. Komatsu customers can also order parts online through eParts and communicate with us via text and email. The next generation of contract owners is here, and we are running right along with them.



Komatsu introduced its new D61i-23 intelligent Machine Control dozers with integrated grade-control technology that provides automated blade control from rough-cut to finish grading. According to Komatsu's Ed Powers, the machines have received rave reviews.



Komatsu strives to know its customers and their specific needs, so we've made a commitment to visit customers' work sites and witness first-hand their work flow. This gives us a true understanding of their needs and helps build long-lasting relationships. The Japanese refer to this visualization process as gemba, and during the past few years, Komatsu has aggressively employed the gemba philosophy. I firmly believe that this has contributed to our success today.

This customer-centric approach is very important to Komatsu. The Tier 4 technology is extremely complex and there is still a steep learning curve for some of our customers. Komatsu and its Distributors are working together to help customers tackle that learning curve more quickly, which is another advantage of Komatsu CARE. During the program's regularly scheduled maintenance visits to customers' jobsites, we have additional opportunities to share KOMTRAX data, visualize their applications and personally ensure that customers are entirely satisfied. Komatsu is committed to being more than just an equipment provider – we are a one-stop-shop solution provider.

QUESTION: What market opportunities exist?

The rental market has always been a good opportunity for growth. That's even more apparent now, as the Construction Equipment (CE) market recovers from one of the worst economic downturns since the Great Depression. Typically the rental market has represented approximately 20 percent of our entire CE demand, but it's currently at nearly 45 percent, and we expect it to remain a dominant segment of our business. Through our Rental and ReMarketing Division, Komatsu and our Distributors are ready to enhance and reinforce our rental presence in the growing market.

QUESTION: You mentioned the CE Market returning to pre-recession levels. How are markets looking today?

ANSWER: During the past several years, the CE market recovery has been fueled by the commercial, infrastructure and rental segments, with much of this growth resulting from increased energy demand. We are very optimistic that as the housing market continues to recover at a long-term sustainable rate, the CE demand will also remain solid, which will invigorate the overall economy. ■



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NEW INCENTIVES

NEW PROGRAM REDUCES COSTS

Komatsu offers incentives and financing to help you make needed repairs now

For many construction companies, the winter months are a time to take stock of and make critical repairs to equipment in order to ensure it's ready for the next season. Among those critical repairs are major items such as hydraulic or drive train overhauls and engine rebuilds, which are designed to bring machines back to like-new performance.

Although repairs can be costly, delaying those repairs can lead to unexpected downtime and higher lost-time costs. Komatsu recognizes this, so it is participating in and supporting distributor incentives for major machine repairs using new and Komatsu Reman parts. Additionally, Komatsu recognizes that it can be difficult to pay in-full for the needed repairs, so they are also providing attractive financing for qualified customers, including zero-percent financing for 12 months and no payments for 90 days through Komatsu Financial.

"We understand that there are a variety of reasons for putting off needed repairs, but doing so could put you at risk for significant downtime when a machine is most needed," said Glenn Schindelar, Senior Marketing Manager. "Komatsu is committed to finding solutions to help ensure those larger repairs get done now so that our customers' machines are running at peak performance when it's time to go to work. This is a way to do that at a reasonable cost that can either be paid for outright or financed over a period of months."

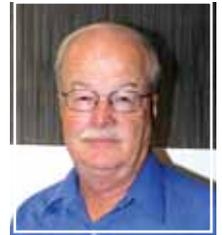
To take advantage of this program, repairs must be done by TEC's Komatsu-certified technicians either in the shop or in the field. All parts carry a one-year, unlimited hours warranty.

"Having the work done by Komatsu-certified technicians offers peace of mind that it's done right, and having a warranty provides added value," said Schindelar. "We encourage those

considering repairs to check out their distributor incentive programs and financing to see if it's right for them. We find that customers who take advantage of specials like these tend to greatly benefit."

Schindelar cited examples, such as a sand and gravel company that was having a difficult time affording the upkeep of its machines during the economic downturn. The company fixed what it could, but a more comprehensive solution was required. Using the local distributor's incentive program, combined with zero-percent financing through Komatsu Financial, the company was able to put one machine back into proper working order. Because the program worked so well, the company decided to finance repairs on two additional machines. This one customer, and many others like him, was able to completely repair his machines and have them totally ready for full production without impacting his short-term cash flow.

"We have many similar stories where customers used an incentive program and financing to lower their cost and manage their payments, so they were able to repair their machines without a major impact to cash flow," said Schindelar. "It showed them that Komatsu and their distributor were committed to their success." ■



Glenn Schindelar,
Senior Marketing
Manager

Komatsu is participating in and supporting dealer incentive programs with discounts on new and Komatsu Reman parts used to make major repairs. Komatsu is also providing attractive financing options for qualified customers, including zero-percent financing for 12 months and no payments for 90 days through Komatsu Financial.



NEW ATTACHMENTS

Increase productivity in rock excavation and demolition with Xcentric™ Rippers

www.TECtractorTimes.com



Go online or scan this QR code using an app on your smart phone to watch video.

If your list of services includes rock excavation and/or demolition, you're always looking for increased performance and production output with lower maintenance costs and less downtime. You can get those benefits with Xcentric™ Ripper attachments.

Nine models are available for seven- to 150-ton excavators, and all were developed with Xcentric's patented Impact Energy Accumulation Technology, which features amplified eccentric gears and enables efficient rock breaking and demolition. It provides high production in even the most severe conditions, and it can be an economical alternative to drilling and blasting in areas where that may not be possible or is limited.

Xcentric Rippers feature patented Impact Energy Accumulation Technology with amplified eccentric gears that enables efficient rock breaking and demolition. It provides high production in even the most severe conditions, and it can be an economical alternative to drilling and blasting in areas where that may not be possible or is limited.



▶ VIDEO



"The unique design provides greater energy and force than traditional hydraulic breakers," said Rob Brittain, Product Manager, Specialty Attachments with Hensley Industries (a Komatsu company). "That patented technology increases the speed and the blows per minute. Depending on size, it could be up to 1,500 bpm."

Xcentric Ripper attachments have two- to five-times higher production rates in most applications and conditions, according to Brittain. "There are a wide range of uses, from trenching in rocky applications to demolition and underwater use, as well as quarries and tunnels. There is an Xcentric Ripper that will suit nearly every need."

Built for durability

Xcentric Rippers are made with wear-resistant steel for long life, and have a simple structure for ease of maintenance and durability. Adding to Xcentric Ripper's durability is a closed-energy chamber that keeps the attachment virtually free of dust, water and other potential contaminants, even in underwater applications. That helps ensure lower maintenance and repair costs normally associated with severe working conditions.

"Other key benefits include minimal wear-parts consumption and maintenance, with no daily lubrication required; long-life components; less fuel and emissions per ton; easy operation; and increased operator comfort with low-noise performance on par with that of using a bucket," said Brittain, noting the rippers work with competitive brands as well as Komatsu. "We encourage those who do these types of work to consider an Xcentric Ripper. I believe they'll see a noticeable difference in increased production and lower maintenance costs." ■

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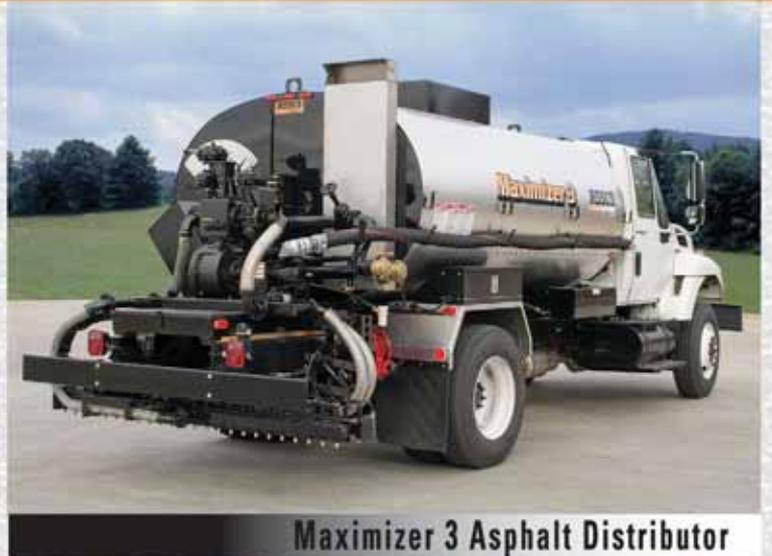
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SweepPro Broom



Maximizer 3 Asphalt Distributor

Rosco's Maximizer 3 asphalt distributor features an extendible spraybar that smoothly and efficiently moves from 8-foot to 16-foot width in 4 inch increments. The EZ Spray extendible spraybar makes radius and taper spraying, along with maneuvering for obstacles such as bridges, a smooth and efficient operation.

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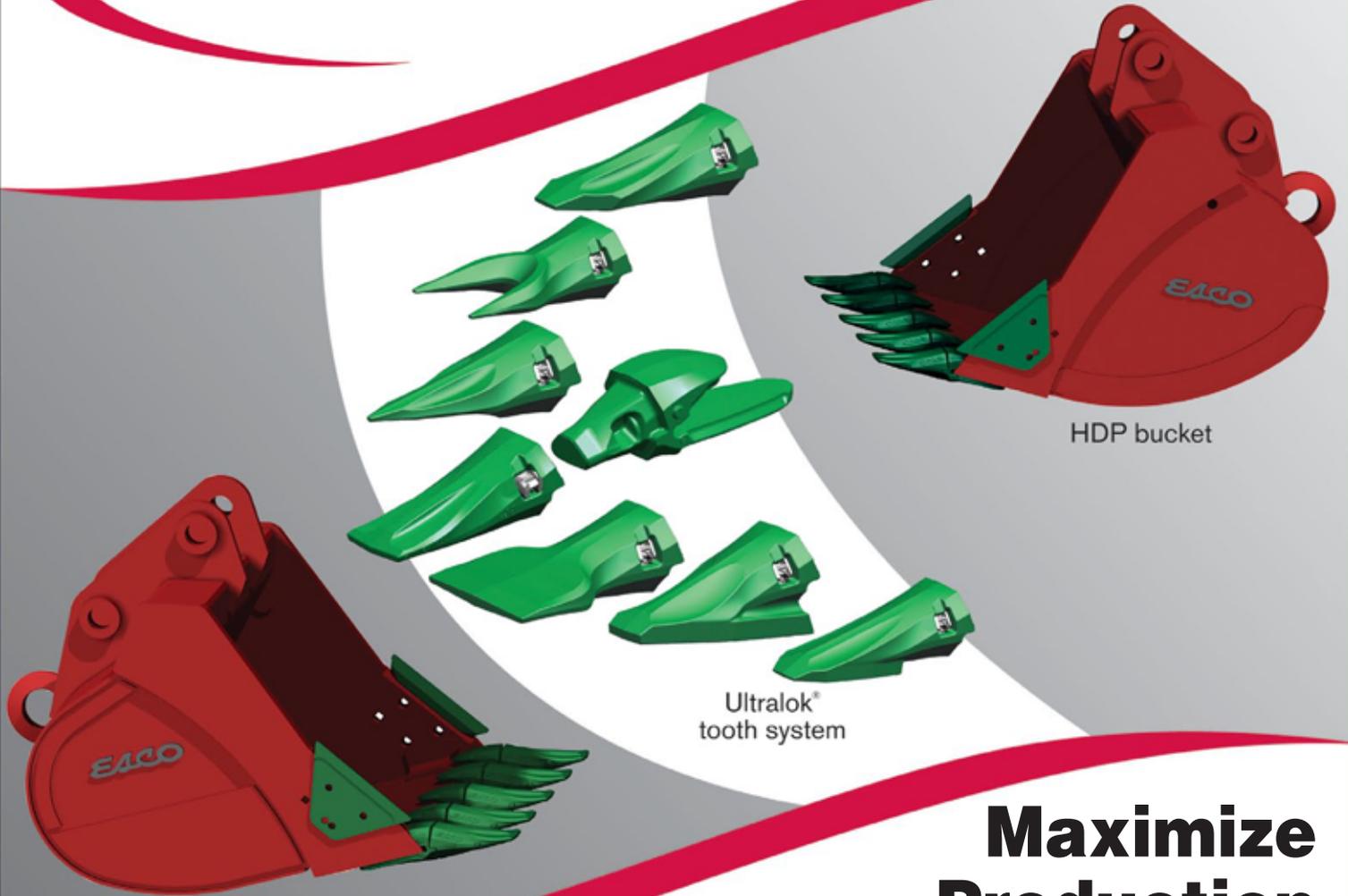
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Komatsu increases its offering of quality Distributor-Certified used equipment

In 1999 Komatsu formed its ReMarketing Division to offer quality Distributor-Certified used equipment. Since then, hundreds of contractors throughout North America have taken advantage of these lower-cost alternatives to new equipment.

"We continue to see contractors turning to the rental and used equipment market to augment their fleet so they're not tying up their capital in new machines," said Lee Haak, Director, ReMarketing, which is now a part of Komatsu's Rental and ReMarketing Division. "Komatsu's aim is to offer customers the highest-quality used machinery in the industry, and we've made a concerted effort to expand our organization to meet that goal. For instance, Komatsu employs ReMarketing regional managers (featured on next page) to work directly with Komatsu distributors. ReMarketing has also trained more than 1,000 Komatsu-certified evaluators at our distributors."

Those evaluators do more than just take a cursory glance at a piece of used equipment to determine its resale value. Each machine is put through a thorough, 200-step evaluation process that checks machines from stem to stern. This process includes measuring items such as the undercarriage on a bulldozer. Any item not meeting Komatsu standards is clearly identified.

"We strive for consistency in our evaluations no matter who does it or where it's done," said Haak. "That's important for two reasons. One, buyers know exactly what the condition of the machine is and what's been done to it, as opposed to buying a machine at auction or through another source. Two, if they buy from outside their geographic region, they can trust in the machine's condition without investing time and money to physically go look at it."

Web site available

Haak noted that ReMarketing customers have a large variety of needs. "Some buyers want a machine that's had everything replaced, and others want a fixer-upper that they can buy in the fall and have their mechanics work on during the winter. One contractor may want a used excavator to start a new business, while another is looking for a quality, older wheel loader to park at a gravel pile where they occasionally pull material. We can accommodate practically any need because we have a vast network of inventory available."

Those interested in used equipment will often find certified ReMarketing machines through their local distributor, according to Haak. "That should be the first place they check. Our Web site that's dedicated to ReMarketing machines is also available at www.komatsuused.com. The Web site allows customers to search by machine and category and has listings from across our distributor network. Information on the Web site includes condition, asking price, location and contact information for each machine."

Continued . . .



Lee Haak,
Director,
ReMarketing

To view available distributor-certified used pieces available through Komatsu ReMarketing, visit www.komatsuused.com.

Used equipment available through Komatsu's Rental and ReMarketing Division is Distributor-Certified, so buyers know the condition of the machine and what has been repaired. "Buying a ReMarketing machine can be a great low-cost alternative to a new purchase," said ReMarketing Director Lee Haak.

The image shows a screenshot of the KomatsuUsed.com website. At the top, the logo "KomatsuUsed.com" is displayed next to the Komatsu ReMarketing logo. Below the logo is a navigation bar with links for "Home & ReMarketing", "Distributor Locator", "Used Equipment", "Advanced Searching", "About Us", "Using Site/Help", "Online Auctions", and "Sales Park". The main content area features a "Quick Search (Make & Model)" form with fields for "Search", "Category", "Manufacturer", "Model", "Hours From", "Hours To", "Year From", and "Year To". To the right of the search form is a large image of a yellow Komatsu excavator. Below the excavator image is the text "BUY WITH CONFIDENCE" and the KomatsuUsed.com logo. At the bottom of the page, there is a row of icons representing different types of equipment: Excavators, Dozers, Wheel Loaders, Trucks, Motor Graders, Other Equipment, and Attachments.

Komatsu offering a lower-cost alternative to buying new

... continued

Many Komatsu ReMarketing machines also qualify for subsidized financing, and warranties are available for purchase. "No other manufacturer does it like we do," said Haak. "We're flexible when it comes to

warranties. For example, someone may want a 90-day warranty. Komatsu will do that. If a customer wants a warranty, we'll work with them to purchase one for up to six years and 8,000 hours." ■

Meet Komatsu ReMarketing's Management Team



Lee Haak,
Director, ReMarketing

Lee Haak has been with Komatsu for 33 years and Director of ReMarketing during the past seven years. He's overseen the ReMarketing division's expansion throughout North America and recently into Latin America. Haak is one of two management members who covers the United States as part of its regional management team. "Buying a new piece of equipment isn't always necessary or the best option. ReMarketing machines can offer a lower-cost alternative, and buyers know right up front the unit's condition and what's been repaired. It's a solid alternative."



Ken Van Zanten,
Regional Manager -
ReMarketing Division

Kent Van Zanten is ReMarketing's other United States Regional Manager, covering the Northeast and Midwest. Van Zanten has been with Komatsu for nearly 20 years, the last nine with the ReMarketing Division. "Komatsu is synonymous with quality and has a strong dealer network that's invested in customer success. ReMarketing adds to that by providing good-quality, used machines that can help users build their business in a cost-effective way. Customers can also buy with confidence knowing that they will be backed by Komatsu's world-class parts and service support."



Josh Alters,
District Manager,
ReMarketing

Josh Alters joined the ReMarketing team two years ago as a Regional Manager for Canada after 11 years with Komatsu Financial. "Customers have the assurance that machines certified through their Komatsu distributor have been thoroughly inspected and are ready to work. If they view a used unit through their distributor's Web site or our ReMarketing site, they can be confident it will be delivered as represented, with no surprises."



Mario Muxo,
Regional Manager,
Mexico and Latin
America

Mario Muxo covers Mexico and Latin America and has been with Komatsu for 20 years. "I started handling ReMarketing exclusively about three years ago, and what I've found is that customers appreciate that we offer a solid alternative to new machines. Added value comes in knowing that we'll support it with OEM parts and well-trained distributor technicians."



Lauri McNulty,
ReMarketing,
Business Analyst

Lauri McNulty is ReMarketing's Business Analyst and handles data and marketing, including posting certified machines to the division's new komatsuused.com Web site. "ReMarketing has grown considerably during the 10 years that I've been with the division. We have more than 2,000 machines up on our site with pictures, condition and inspection reports upon request. Soon that will include a mobile app. It's a terrific resource for researching what ReMarketing has available."

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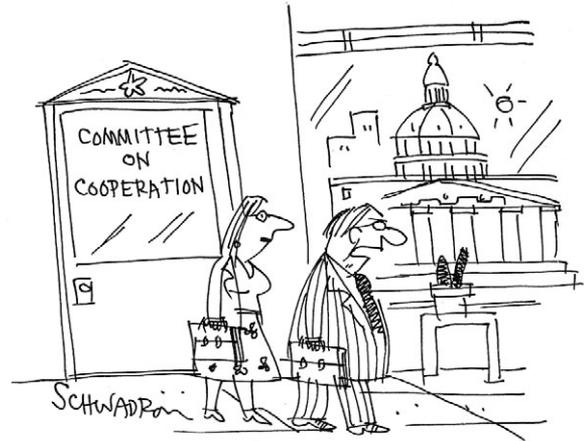
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"Those were the good old days leading Santa's sleigh. Then along came GPS..."



"I'll work with people from the other party, but don't expect me to 'Friend' them on Facebook!"



"Balance the federal budget – surely there must be an app for that."

Did you know...

- It took only 95 minutes to construct a Model T Ford in 1914.
- The first in-flight movie was shown on an internal U.S. flight in 1929.
- Motorized ambulances were first used in France.
- The average suit of armor weighed between 50-55 pounds.
- The first hurricane named after a man was Hurricane Bob in 1979.
- There are 119 grooves on the edge of a quarter.
- The phrase "The quick brown fox jumps over a lazy dog" contains every letter in the alphabet at least once.
- Alaska has over 5,000 earthquakes each year.
- Tug of War was an Olympic event between 1900 and 1920.
- The largest snowman ever built was made in Maine in 1999. He stood 113 feet tall.

Brain Teasers

Unscramble the letters to reveal some common construction-related words. Answers can be found in the online edition of the magazine at www.TECTractorTimes.com

1. N C A R E _ R _ _ _ _
2. D U B G I L I N _ _ _ _ D _ _ _
3. L E V D E O R E P _ _ _ _ _ _ _ _ _ P _ _ _
4. N E R E G _ _ _ E _ _ _
5. O B X O L T O _ _ _ L _ _ _



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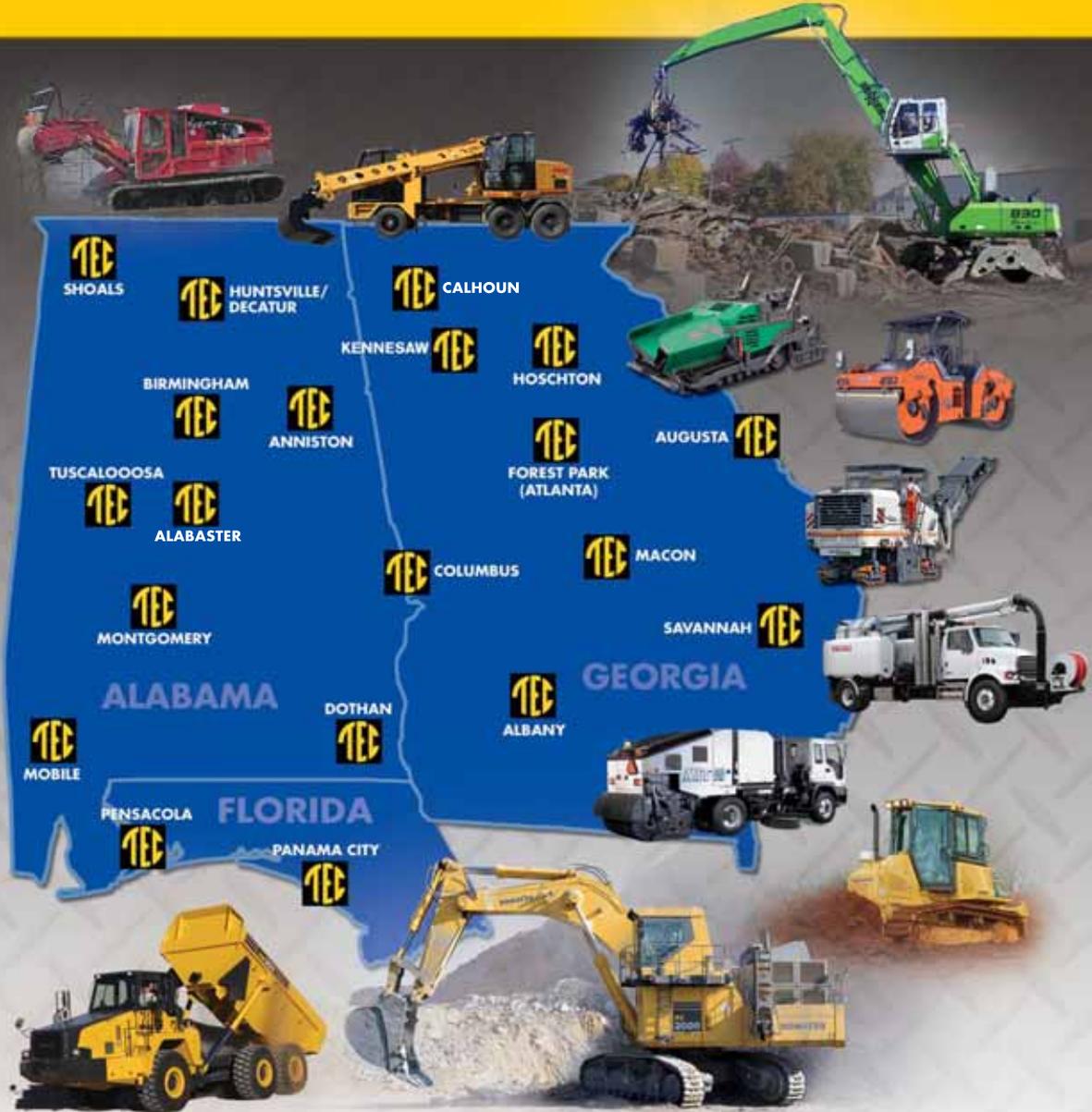


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