



bauma 2013





Technology for Your Success— Komatsu at bauma 2013

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Overall, bauma 2013 was an amazing success with record-breaking numbers for visitors, exhibitors and show space. Between April 15 and 21, close to 530,000 travelers from more than 200 countries around the world converged on Munich, Germany, to the Messe München exhibition center to visit the displays of 3,420 exhibitors spread out over an indoor and outdoor area encompassing 570,000 m² (6,135,480 ft²).

This gigantic triennial fair is the leading show for the European construction industry. In these uncertain times, this year's outstanding response can only be a welcome boost to the sector.

"Good business was done here," says Mr. Klaus Dittrich, chairman & CEO of Messe München. "Our exhibitors were delighted with the quality of the visitors and with the international spread represented among them."

A New Stand for Komatsu

Komatsu showcased industry leading technologies, fuel efficient machines and exclusive products and services, designed and manufactured to provide customers with advanced and complete solutions to help run a successful earthmoving business.

A total of 32 Komatsu machines were presented at an impressive 4,500-m² (48,438-ft²) indoor stand, in which all visitors could easily receive quality information from dedicated Komatsu staff. Several meeting rooms provided discreet areas for business discussions, and a giant screen displayed videos and information about Komatsu's latest technologies and services. The dining area was cozy and comfortable and able to accommodate large groups.

Visitors were also welcomed to an additional 1,000-m² (10,764-ft²) outdoor demo area, with an

interactive excavator simulator and a Komatsu gift shop. Showcased there was a huge 56-tonne/29-m³ (61-U.S.-ton/1,024-yd³) mining Komatsu bucket, in which hundreds of delighted visitors chose to have their picture taken for a customized souvenir of this special event.



A family in traditional Bavarian clothing poses in an impressive Komatsu mining bucket.

Komatsu Hybrid Technology as a Main Attraction

Komatsu's innovative HB215LC-1 hybrid excavator, a precursor in the industry as a "green" machine already at work on hundreds of job sites around the world, was once again a main attraction at the bauma fair. Four other new Komatsu machines with EU Stage IIIB/Tier 4 Interim engines and featuring the latest innovations aimed toward improving customer profitability were presented to the public for the first time: the WA320-7 and WA470-7 wheel loaders, the

The Komatsu HB215LC-1 hybrid excavator won an Environmental Innovation Award at the Plantworx exhibition in the UK in March.



PC138US-10 crawler excavator and the PW180-10 wheeled excavator. The new WA70-7 compact wheel loader also premiered at the fair.

Komatsu high-tech product support and customer services were showcased and visitors welcomed the opportunity to learn more about how a business could be made more efficient with Komatsu CARE, Komatsu Remarketing, Komatsu genuine parts or Komatsu finance. A special space was allocated to the KOMTRAX machine tracking system and the latest upgrades available as standard on Komatsu machines. The mining corner and an actual PC8000 mining excavator cabin also drew the interest of the crowds.

Intelligent Machine Control: The Future Today

A joint Komatsu/TOPCON press conference was held on April 16. Mr. Tetsuji Ohashi, president and CEO of Komatsu Ltd., unveiled the D61EXi/PXi-23 to a full room of close to 100 international journalists. This medium-sized Komatsu bulldozer is equipped with "intelligent Machine Control," a groundbreaking Komatsu technology developed jointly with TOPCON Corporation. Mr. Ohashi described how the world's first fully automated blade control featured on the D61EXi/PXi-23 now gives it an outstanding edge in productivity. Also presented was the prototype of an ICT-based hydraulic excavator with machine guidance and control functions.

At bauma, in a world premiere outdoor performance, these two revolutionary machines with intelligent Machine Control demonstrated how Komatsu technology will help customers enhance their productivity, reduce costs of operations and improve job site safety.

Clearly, Komatsu is once again shaping the future of the construction business.

VIP "Get Together" Events

For three consecutive evenings, after most people left the busy fair, VIP customers invited by distributors along with selected members of the



The Komatsu D61PXi-23 is the world's first dozer with full auto blade control.



VIP "Get Together" attended by more than 350 guests every night

international press were treated to a special event at the Komatsu stand. Everyone relaxed around a delicious meal and socialized while discussing machines, competition and the market.

On the third evening, a unique Gold Edition of a PC18MR-3 compact excavator was handed over to Schernthaler GmbH, the winning company of the Komatsu customer contest organized in celebration of the 50th anniversary of Komatsu Utility Europe S.p.A.



A Gold Edition PC18MR-3 compact excavator presented at bauma 2013 was the grand prize of a contest organized by Komatsu Utility Europe S.p.A. to celebrate their 50th anniversary.

With a total of 1,170 guests, the special VIP Get Together evenings were praised as a resounding success by distributors and customers.

A Fair to Remember

Feedback from Komatsu participants regarding bauma 2013 was very positive and interest among visitors was high. A record number of orders for Komatsu machines were received, and many valuable contacts were renewed with customers, journalists and suppliers.

Ms. Keiko Fujiwara, managing director and CEO of Komatsu Europe International N.V., said: "At bauma 2013 Komatsu shared groundbreaking concepts and innovations for the success of our customers with the industry and the world. This was an exceptional event."

About bauma 2013



- **Date:** April 15–21, 2013
- **Venue:** Messe München exhibition center
- **Exhibit Space:** 570,000 m² (6,135,480 ft²)
- **Exhibitors:** 3,420 exhibitors
- **Attendees:** Approximately 530,000
- **Komatsu booth:** 4,500-m² (48,438-ft²) indoor stand and 1,000-m² (10,764-ft²) outdoor demo area
- **Featured machines:** 32 machines in total, including HB215LC-1 hybrid excavator; WA320-7 and WA470-7 wheel loaders; PC138US-10 crawler excavator; PW180-10 wheeled excavator; WA70-7 compact wheel loader; D61EXi/PXi-23 intelligent Machine Control dozer; PC5500 bucket; PC8000 cabin, etc.

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