



CONEXPO-CON/AGG 2011



Komatsu Makes Big Impact at CONEXPO-CON/AGG 2011

The U.S. city of Las Vegas, Nevada, hosted the 2011 CONEXPO-CON/AGG exposition, globally the largest construction industry show this year with over 2,400 exhibitors utilizing more than 217,391 m² (2.34 million ft²) of indoor and outdoor exhibit space. Nearly 120,000 registered attendees passed through the massive venue over the five-day show held from March 22 to 26. International registrations accounted for a record 24% of the total attendance, representing more than 150 countries.

Komatsu's participation at this year's show included a 2,788-m² (30,000-ft²) booth for exhibiting 24 units of construction equipment, from the PC37 and WA50 to the WA600 and HD605. Seven of the units were powered by Tier 4 Interim engines and a Tier 4 engine with a cutaway Komatsu Diesel Particulate Filter (KDPF) and Komatsu Variable Geometry Turbocharger (KVGT) generated tremendous customer attention.

In addition, one unit of forestry equipment and two units of forklift trucks were also shown, drawing a great response from attendees.

This presented an opportunity for customers to see the new Hybrid HB215LC-1 second-generation excavator, which offers significant savings in fuel and CO₂ emissions. The Komatsu crew working the Hybrid spent most of their days talking with customers who were interested in and amazed by Komatsu's unique hybrid technology.

The Komatsu theme for the show was "Proven Commitment—Proven Results" and stressed the following points:

Commitment:

- To listen to our customers' needs
- To be customer-focused
- To provide productive, eco-friendly customer solutions



Parts and service customer support area

Results:

- Provide high-value products and services
- Increase operational and business efficiencies
- Positively impact the customer's bottom line through everything we do

Although there are still significant challenges in the global construction industry and the overall economy, the customers who came to the Komatsu exhibit were very optimistic about an economic upturn. Most visitors to the Komatsu booth stated that they came to see the latest equipment, technologies and innovations that could help their business.

These individuals left the Komatsu exhibit with a clearer understanding of how Komatsu can be a partner which can help them achieve the next level of success that they aspire to anywhere in the world.

The next major equipment show in North America will be MINExpo in September 2012.



Interactive video pods



About CONEXPO-CON/AGG 2011



- **Date:** March 22–26, 2011
- **Venue:** Las Vegas Convention Center, Las Vegas, Nevada, United States
- **Exhibit space:** More than 217,000 m² (2,340,000 ft²)
- **Exhibitors:** Over 2,400 exhibitors
- **Attendees:** Nearly 120,000
- **Komatsu booth:** More than 2,700 m² (30,000 ft²) booth
- **Featured machines:** HB215LC-1 hybrid excavator; PC240, PC360 and PC490 hydraulic excavators; PC18 and PC37 mini excavators; D155 bulldozer; WA50 and WA600 wheel loaders; HD605 dump truck; a forestry machine; two forklift trucks, etc.

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We welcome any comments from readers via email:
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