

HEAVY EQUIPMENT RENTALS

Customer satisfaction focus helps
southern California company expand

See article inside . . .



General Manager Kent Porter (left)
and Sales Manager Todd Hoskins



ARIZONA STATE UTILITIES, INC.

Mesa company starts small and grows
to suit customer needs

See article inside . . .



(L-R) General Manager Wayne Dawson, President Gail
Dawson and Vice President Rodney Dawson

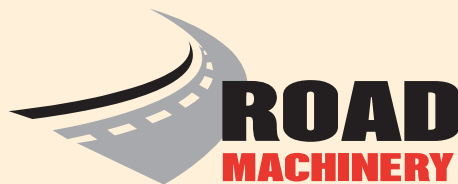
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A MESSAGE FROM THE PRESIDENT



Steve Branson

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Dear Valued Customer:

Signs continue to point to a recovering economy and an increase in construction activity. It's been a long time coming, and we're optimistic the upward trend will continue. As it does, the need for machinery will increase. At Road Machinery, we're ready to help you find the equipment you need, whether for purchase or rental.

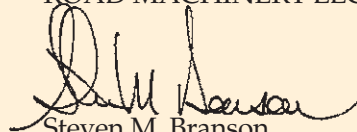
We believe we represent the best manufacturers in the industry and are proud to be aligned with companies such as Komatsu, which sets the bar in terms of new construction equipment features that provide efficiency and productivity. In this issue of your *Road To Success* magazine, read about how Komatsu is ramping up to bring those same attributes to Tier 4 engine standards, much of which go into effect January 1, 2011.

You'll also find articles on Komatsu's new D65 dozers and PC78US-8 excavator. Like other new Komatsu products, these are innovative machines designed to maximize productivity while at the same time, keeping your O&O costs in line. Some of you will look for financing to purchase these and other machines, and if that's the case, you'll be interested in the Komatsu & You feature that provides insight from Vice President & Treasurer Ben Norris on how Komatsu Financial can be of service to you.

We're always at your service as well. When you purchase or rent equipment from Road Machinery, it comes with our pledge to stand behind it with well-trained and highly skilled technicians who can diagnose and fix issues, and perform routine service along with preventive maintenance. We also have the parts you need if you choose to service your equipment yourself.

Whatever your needs, please don't hesitate to call or stop by one of our locations.

Sincerely,
ROAD MACHINERY LLC



Steven M. Branson
President



ROAD MACHINERY

ROAD To SUCCESS

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Find out how this family company started as a small utilities contractor and grew to take on full site development on large private and governmental projects.

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GUEST OPINION

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ARIZONA STATE UTILITIES, INC.

Mesa company starts small and grows to suit customer needs

Arizona State Utilities is in the midst of its largest project to date. The \$4.5 million site package the Mesa company is doing consists of moving mass amounts of dirt, installing utility lines, grading and paving for the 1,500-unit Toscana Condominiums at Desert Ridge.

"The fact we're able to do such a project really highlights our growth since we started the company about 15 years ago," said President Gail Dawson, who along with her husband, Wayne, founded the company. "It's certainly much bigger than what we started out doing, which was working on small utility jobs, mainly for commercial developers. Wayne and a couple laborers would do the installation using rented equipment because we didn't have any."

What the couple lacked in equipment and manpower they made up for in experience and determination. Originally from Minnesota, Wayne had worked several years for other excavation companies in the state, as well as in Texas. Gail's family was in the construction

industry as well. The couple had their own business in Texas, but when work in that area dried up, they moved west.

"I started out working for another company here, but on the side, I was bidding jobs myself to see if I could get any," Wayne recalled.

"Finally, I picked up a couple and was able to go out on my own. Within a couple years, we built a good reputation and some repeat customers, and things really took off."

Added help

With a growing business, Wayne knew he needed help, so he contacted his son Rodney who also had construction experience. Rodney flew from Minnesota, surveyed the situation, and came on board in 1996. Today, he and Gail are owners of the company with Rodney serving as Vice President. Wayne is General Manager.

"The company name is a reflection of what the business was focused on in the beginning," said Rodney. "Utility work is still our specialty, and a good portion of our work falls into that sector on governmental projects. But we also offer full site packages, and that's our preference on commercial and multifamily residential projects."

Recent projects include installation of about 3,600 feet of 20-inch water line that supplies a water tank for the city of Chandler. Arizona State Utilities laid the line at varying depths, tying into an existing 30-inch pipe as part of the job. It was one of several the company has on the books at any one time.

Arizona State Utilities does both governmental and private development jobs throughout the state with a staff of about 30 that's split into three to five crews. Key employees include General Superintendent Aric Smith.

(L-R) General Manager Wayne Dawson, President Gail Dawson and Vice President Rodney Dawson oversee operations of Mesa-based Arizona State Utilities. The company specializes in utility installations, but also offers full site packages throughout Arizona.



"Part of our success is a good work ethic, and that's something we look for in our employees," said Gail. "We certainly wouldn't be able to handle our work load without having people we can trust. We believe our employees are the best in the business."

Komatsu keeps maintenance costs down

The Dawsons say they need equipment and a dealer they can trust too, and that's why they've turned to Road Machinery for Komatsu wheel loaders (two WA320s), a PC300HD-8 excavator and a GD655 motor grader. They work with Gilbert-based Territory Manager Dan Kaercher for purchases and occasional rentals.

"We were strictly using another brand, and our maintenance costs were through the roof," said Wayne. "We decided to try Komatsu and bought one of our WA320 loaders about five years ago. Immediately we saw the difference and started adding the Komatsu machines. They're dependable, with minimal downtime."

"One aspect that stands out in the loaders is their versatility," added Rodney. "We've equipped one with a quick coupler, so we can easily change from bucket to forks to have one machine for loading, carrying pipe and backfilling. The other thing I like is that even though those machines are a little smaller than the same size class of a competitive brand, we're able to get as much, if not more, production."

Arizona State Utilities looked for a similar boost in production with its excavator, and that's why it chose a PC300HD-8 as opposed to the standard model. "It has a little more beef underneath it, so it's sturdier in the deeper digs," noted Wayne.

The company does its own routine maintenance, but for longer service intervals and more in-depth work, it turns to Road Machinery. "Road Machinery has always been right there when we've needed something, and they do an excellent job of servicing our Komatsu machines. Because of that, we've turned to them to service our other brands too."

Transitioning ownership

With a firm footing underneath them, the Dawsons are looking forward to the next phase of the business, which includes a plan



An Arizona State Utilities operator uses a Komatsu PC300HD-8 to load a truck at a water-line installation project for the city of Chandler. "It has a little more beef underneath it, so it's sturdier in the deeper digs," said General Manager Wayne Dawson of the heavy-duty excavator.



Arizona State Utilities uses two Komatsu WA320 wheel loaders for multiple tasks, including moving rock boxes. "One aspect that stands out in the loaders is their versatility," said Vice President Rodney Dawson. "The other thing I like is that even though those machines are a little smaller than the same size class of the competitive brand, we're able to get as much, if not more, production."



Road Machinery Territory Manager Dan Kaercher (left) meets with Arizona State Utilities Vice President Rodney Dawson. "Road Machinery has always been right there when we've needed something, and they do an excellent job of servicing our Komatsu machines. Because of that, we've turned to them to service our other brands too."

to transition Rodney to total control of the company. For now, he'd like to keep Arizona State Utilities about the same size.

"There's potential for growth, but right now it's very manageable and that's important to us and our customers," said Rodney. "Of course, our customers have somewhat dictated our growth to this point as we've added services to meet their needs. We'll have to see how things progress and keep an open mind." ■

HEAVY EQUIPMENT RENTALS

Customer satisfaction focus helps southern California company expand

A little more than a decade ago, New Zealander Hayden Porter heard from an American friend that southern California's construction market was booming. Porter thought it could be a good time to add a new location to his company's heavy equipment rental business. So he flew to Los Angeles from his native country to scope out the area and he determined the information he got was solid.

Starting with a handful of machines, Porter opened Heavy Equipment Rentals (HER) in Murrieta and began serving the area with short- and long-term machinery rentals with a strong emphasis on customer satisfaction. The simple philosophy has helped HER grow to two locations, now in Corona and Pacoima, that carry more than 250 pieces of inventory to fit a wide range of needs.

Large earthmoving machinery is HER's sole focus, and the company carries a large and diverse range of equipment types, including excavators, graders, trucks, dozers, wheel loaders, backhoe loaders and mobile crushers.

General Manager Kent Porter (left) and Sales Manager Todd Hoskins work together to oversee operations at Heavy Equipment Rentals, which has two locations in the Los Angeles area.



"Our growth has been steady, because our aim is simple," said General Manager Kent Porter, who oversees HER operations now that his brother Hayden has returned to their home country. "Customer satisfaction drives everything we do. The goal isn't to be the biggest rental house on the block, but we do strive to be the best and have a larger selection of heavy equipment for customers to choose from."

Experience paves the way

That's been the Porters' aim since day one when Hayden opened HER's initial location in 1999. He firmly believed he could succeed in the competitive southern California marketplace because his family had plenty of experience in equipment rentals to tap into. They've been renting equipment in New Zealand since 1945 under the name of Porter Hire.

Porter Hire is that country's longest-established and largest independent rental company in the Southern Hemisphere. It's now part of a larger entity known as the Porter Companies, which also encompasses four other equipment-services components.

"Our businesses were able to build and grow because we take the time to understand our customers' needs," said Kent. "We've applied that same business model with HER, and it's served us well. Not only have we grown in terms of the volume of equipment in our inventory, but the service we offer as well."

Service includes pick up and delivery of equipment with a fleet of lowboys. Customers can also come to one of the company's yards and drop off or pick up a machine themselves. HER supports equipment with field service trucks that can handle routine and emergency on-site service.

"We make sure our machines are maintained at proper intervals, so customers can rest assured they're getting equipment that's reliable and won't cost them significant downtime," said Kent. "If service is needed, we can dispatch highly skilled technicians to practically any location within a couple hours."

Reliable, productive equipment is essential

Service technicians are part of an overall group of nearly 30 employees who work at HER's two locations. Among the staff are seven field sales coordinators, including Sales Manager Todd Hoskins. The sales team works with customers, most of whom are repeat renters, to ensure they have the proper machines for their jobsites.

HER's machinery fleet includes several pieces of late-model Komatsu equipment purchased from Road Machinery, LLC. Porter noted that HER began carrying Komatsu right from the outset. HER has excavators up to the PC800LC-8 (nearly 185,000 pounds) and wheel loaders as large as the 353-horsepower WA500-6, along with dozers, trucks and crushers.

"Our operations in New Zealand and Australia have carried Komatsu equipment for a very long time, so we had a familiarity going in," noted Porter. "It's quality equipment that's very reliable, so it fits in well with our goal of providing customers with machinery that's productive."

With its own technicians, HER handles nearly all service and repairs on its equipment, but calls on Road Machinery as needed for additional help. "We rely on Road Machinery for more technical issues," explained Porter. "If I need something, I know I can call Account Manager Matt Brast, Product Support Rep Brian Swoboda, or anyone else at Road Machinery at any time. Our customers work all over southern California, and Road Machinery has several locations, so they can get to customers anywhere relatively quickly."



Heavy Equipment Rentals offers several Komatsu products, including BR380JG mobile crushers. "Komatsu is quality equipment that's very reliable, so it fits in well with our goal of providing customers with machinery that's productive," said General Manager Kent Porter.



L-R) Road Machinery Account Manager Matt Brast and Senior Product Support Representative Brian Swoboda work with HER General Manager Kent Porter and Sales Manager Todd Hoskins. "If I need something, I know I can call anyone at Road Machinery at any time," said Porter.

Commitment to full service

HER has grown considerably since setting up operations in southern California, and Porter expects the growth to continue.

"Many of our customers only need a machine for a short period of time, so it makes sense to rent versus buy," Porter pointed out. "I believe that's always going to be the case, not just now when the economy is down. Our historical data points that out. HER's goal is to be their rental house of choice, and we can do that by offering a full-service commitment to them. That commitment has brought us to this point, and will continue to carry us forward." ■





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GUEST OPINION

LEGISLATION WEAKENS EFFORTS

AGC says proposed climate bill undermines efforts to build greener and make infrastructure more efficient

Improving the efficiency of our built environment — including commercial buildings, transportation infrastructure and water systems — presents one of the greatest opportunities to reduce power consumption and cut greenhouse gas emissions. After all, the U.S. building inventory accounts for 35 percent of the nation's manmade greenhouse-gas emissions and consumes 40 percent of the nation's energy, while our aging and inefficient transportation network accounts for another 27 percent each of the energy consumption and greenhouse gas emissions.

Despite this tremendous opportunity, senators have proposed legislation that makes it harder to construct new, more energy-efficient buildings and factories, improve aging infrastructure and eliminate traffic congestion that wastes fuel and pollutes the environment. By allowing the EPA a virtually free hand to approve or deny construction and rehabilitation projects, the bill creates regulatory obstacles that will raise construction costs, delay projects and stifle demand. Worse, by taking funds raised through the proposal's new transportation fees and committing all but a small percentage of unrelated spending, the legislation leaves our aging and inefficient roads, airways and transit systems vastly underfunded.

The inevitable consequences of this bill are higher taxes, fewer jobs, and continued reliance on wasteful buildings, inefficient infrastructure and leaky water systems. Stifling economic growth and neglecting our primary environmental challenges is not an effective way to address climate change. Instead, Congress and the Administration should focus on the measures we identify in our "Building a Green Future" plan.

Our green construction plan identifies steps public officials, developers and the construction community must take to lessen the impact of our built environment. Measures in the plan include doubling existing energy-efficiency tax credits for commercial buildings; passing the Building Star program that invests \$6 billion in improving the efficiency of commercial buildings; and speeding review and boosting tax credits for green building projects.

The plan also calls for public building projects to incorporate state-of-the-art environmental solutions and for the federal government to make pragmatic investments in research and technology. It makes it easier to launch new transit projects, shifts cargo traffic to energy-efficient barges and accelerates federal approval for new transportation projects in congested corridors. And it calls for making the level of transportation investments virtually every expert agrees is needed to improve capacity and reduce traffic.

What the senators appear to have forgotten is that you can't simply regulate a greener future, you have to build it. ■



Stephen Sandherr,
CEO of AGC

Construction equipment, such as Komatsu's revolutionary Hybrid PC200 excavator, can play a major role in reducing the impact construction has on the environment.



LOOKING AHEAD

A BLUEPRINT FOR ECONOMIC GROWTH

AGC lays out a plan to “Build Now for the Future”

While there are sparks of an economic recovery, many believe it is tenuous and needs an added boost of both confidence and dollars to firmly take hold. That’s especially true in the construction industry, where investment spending has been dramatically lower in the past couple of years and unemployment is nearly double the national average.

While the American Recovery and Reinvestment Act, also known as the stimulus package, may have helped stave off an even worse crisis, there are those in the construction industry who believe it didn’t go far enough. They also think that while it had some short-term effect, it doesn’t address future construction or economic needs.

“The money (in the stimulus plan) will be invested over several years and much of it will be used to offset declining state and local investment,” said the Associated General Contractors (AGC) of America. “In other words, the stimulus is not enough to turn around a trillion-dollar industry.”

AGC’s plan calls for increased infrastructure investment, as a way to jump start not just construction, but the overall economy.

Industry groups are calling for increased investment in housing, infrastructure and transportation. AGC is leading the charge with its recently released “Build Now for the Future: A Blueprint for Economic Growth.” It’s a comprehensive approach to rebuilding a construction industry that’s seen more than 1 million workers unemployed and construction spending decline by \$193 billion last year compared to 2008, an 18-percent drop.

AGC’s blueprint lays out a case that rebuilding the construction industry will boost job creation and economic growth. The document asserts that construction and infrastructure investments enhance our ability to compete globally and construction investments help improve public health and protect the environment.

“This plan outlines a series of common-sense incentives, tax credits and policy changes designed to stimulate new private- and public-sector demand for construction,” said the AGC. “While these changes are critical to reversing the current crisis in the construction industry, they are also essential to rebuilding, expanding and sustaining the broader U.S. economy by raising tax revenue and creating a more efficient national infrastructure for the movement of goods and services.”

Three key areas

AGC’s plan hits three key areas, including rebuilding private construction that accounts for 70 percent of construction activity. To do this, the organization calls for net operating loss carryback, repeal of the alternative minimum tax, increased tax credits for energy efficiency and extending tax cuts to preserve private capital.

It also wants to eliminate disincentives on global investments in U.S. commercial real





estate, restore “Fast Track” trade promotion authority and remove trade barriers that inflate costs. Additionally, the plan calls for extending Term Asset Backed Securities Loan Facility, which allows private investment programs to fund construction projects, and extending first-time home buyers credit.

The second key area is boosting investments in infrastructure to provide industry stability and economic efficiency. AGC wants federal investments in transportation programs to double. Revenues would come from a transition to vehicle-miles tax, a right-size federal gas tax and encouragement of public-private partnerships. Further investment in federal buildings, clean-water programs, flood control, inland waterway navigation and establishment of a national infrastructure bank are necessary.

Further funding in this area could be possible from expanding and making permanent the Build America Bonds program and adding an exemption on construction from the private activity bond cap.

The third part of AGC’s plan calls for a revision of what it terms “restrictive policies and regulations” in order to speed construction and ease costly delays. It wants to streamline environmental reviews, accelerate licensing of new nuclear power plants and establish a multiyear capital budget for public works. The organization calls for a rejection of the Clean Water Restoration Act, but encourages green construction, avoiding



government-mandated labor agreements and rescinding Buy American requirements.

Significant return on investment

AGC believes the public will see a significant return on investment with its plan. By boosting economic activity, tax revenues will rise, offsetting some of the tax credit costs in the blueprint. By raising and modernizing user fees, establishing a Water Trust Fund and expanding public-private partnerships, revenues for infrastructure investment will rise. “The cost of inaction will be far greater than anything outlined in this plan,” said AGC.

“Every billion dollars invested in nonresidential road activity adds \$3.4 billion to the gross domestic product, increases personal earnings by \$1.1 billion and creates or sustains 28,500 jobs,” according to the group’s plan. “Almost 19,000 of those jobs would be in areas outside the immediate construction sector, including equipment manufacturing, materials supply, food service, health care and retail. In other words, the best way to generate new economic activity, increase employment across economic sectors and grow the economy is to rebuild demand for construction services.” ■

Boosting infrastructure investment would provide stability and efficiency, according to AGC’s plan.

“The plan outlines a series of common-sense incentives, tax credits and policy changes designed to stimulate new private- and public-sector demand for construction,” it said.

CLEANER FUEL

Ultra-low-sulfur diesel now more widely available for off-road vehicles

Cleaner-burning diesel fuel is now more widely available for off-road vehicles as ultra-low-sulfur diesel (ULSD) became available at retail facilities June 1. The new fuel contains 97 percent less sulfur than previous diesel fuel, and can be used in existing engines, providing about a 10 percent reduction in emission particulates.

“(This) is another milestone for clean diesel and clean air, as our nation’s farm tractors and construction machines will now have access to cleaner ultra-low-sulfur diesel fuel,” said Allen Shaeffer, Executive Director of the Diesel Technology Forum. “Two-thirds of all farm and construction equipment relies on diesel engines due to their unique combination of power, fuel efficiency, economical ownership and operation, and legendary reliability and durability.”

Beginning June 1, all highway diesel fuel supplied in the U.S. must be ultra-low-sulfur diesel, and at least 80 percent of fuel refined in the country for use by off-road vehicles must be ultra-low-sulfur diesel. The new fuel contains 97 percent less sulfur than previous diesel fuel, and can be used in existing engines.

Availability of the fuel comes ahead of a big step in Tier 4 engine mandates. Beginning next year, Interim Tier 4 standards take effect for 175- to 750-horsepower engines. Diesel machinery will be required to use cleaner grades of oil and fuel in the effort to reduce particulate matter, such as nitrogen oxides and hydrocarbons.

According to the Diesel Technology Forum Web site, “This new, ultra-clean fuel is important because sulfur tends to hamper exhaust-control devices in diesel engines, much like lead once impeded the catalytic converters on gasoline cars. Just as taking the lead out of gasoline in the 1970s enabled a new generation of emissions-control technologies that have made gasoline vehicles more than 95 percent cleaner, so will removing the sulfur from diesel help usher in a new generation of clean-diesel technology.”

“Benefits are significant”

Ultra-low-sulfur diesel has been available since 2006, but as of June 1, all highway diesel fuel supplied in the U.S. must be ULSD, and at least 80 percent of fuel refined in the country for use by off-road vehicles must be ULSD, containing a sulfur content of only 15 parts per million. Shaeffer said its widespread availability will help expand opportunities for clean-diesel retrofits for off-road use in existing fleets.

“The advanced clean diesel system — combining cleaner fuel, state-of-the-art engines and effective exhaust-control technology — will play a leading role in helping cities and states meet strict new air-quality goals set by the federal government,” said Schaeffer. “The benefits of the new cleaner fuel are significant.” ■





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NEW PRODUCTS

NEW D65-16 DOZERS

A long list of new features, including 6-way and sigma blade options, adds to efficiency and lowers O&O costs

More dozing capacity and greater efficiency in a variety of applications are always an advantage. Komatsu's new D65-16 model dozers — EX, WX and PX — provide both, thanks to a long list of new features, including a Power Angle Tilt (PAT) blade and a fuel-efficient, 205-horsepower, Tier 3 engine.

Unavailable in some previous models, a six-way PAT blade can now be used on all new D65s. The hydraulic blade tilt, angling functions and manually adjustable blade pitch expand versatility and productivity in a wide range of applications. It's well balanced for light and medium dozing operations as well as providing precise grade cutting required in site prep, golf course or house pad applications. The blade is 100-percent Komatsu, and is stringently tested for durability.

"Users like the PAT blade because it rolls material forward so well, it takes less horsepower to move it," said Product Manager Bruce Boebel. "Komatsu designed the blade to keep that material rolling in front of it and away from hoses and cylinders. That extends their life and reduces maintenance costs."

Boebel said adding a PAT blade to all new D65s came about as a result of customer feedback, but it's not the only blade option. A revolutionary Komatsu SIGMA blade is available for the D65EX-16 and D65WX-16 models. It's designed for heavy dozing applications and keeps more material to the center, giving it a 15-percent boost in productivity when compared to a typical semi-U. PX and EX models can also be equipped with a straight blade.

"Having blade options allows users to choose what's going to best suit their business and the type of work they do," said Boebel.

"Each blade has its particular purpose, and matching the blade to the application is a vital part of being able to move material efficiently so per-yard costs stay low."

Lock-up torque converter, two modes

Power to push any blade full of material comes from a highly efficient lock-up torque converter that automatically transfers engine power directly to the transmission. The result is increased dozing speeds compared to

Continued . . .

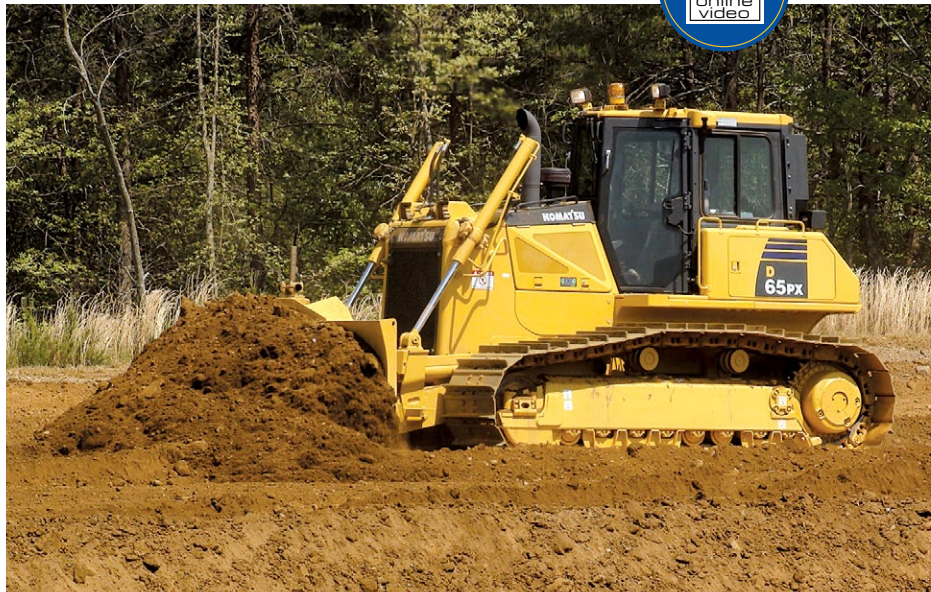


Bruce Boebel,
Product Manager

Brief Specs on the Komatsu D65-16 Dozer		
Model	Operating Weight	Net Horsepower
D65EX-16	43,980 lbs.	205 hp.
D65PX-16	46,960 lbs.	205 hp.
D65WX-16	45,570 lbs.	205 hp.

All new D65-16 models can be equipped with a six-way Power Angle Tilt blade that rolls materials forward, resulting in less horsepower used and better fuel efficiency. A lock-up torque converter and two-mode transmission are also new features in the Tier 3 machines.

To read the magazine online
and watch this machine
in action, go to
www.RMLRoadToSuccess.com



Longer undercarriage life, easier maintenance

... continued

previous D65 models. Operators can select from two gearshift modes, automatic and manual, to fit the appropriate application.

At the same time, in Auto mode the lock-up torque converter helps reduce fuel consumption by as much as 10 percent with the new D65s. New Power and Economy modes allow operators to match the needed performance to the job for maximum efficiency. E mode can be used for all general dozing, leveling and spreading applications, providing the right mix of speed and power for maximum fuel savings. P mode is for slot dozing, ripping or other applications requiring maximum production where engine power has priority over fuel efficiency.

"Our excavator users rave about the ability to choose modes based on work load, and it makes sense in dozing as well," stated Boebel. "If you don't need full power to get the job done, why use it? The ability to change modes to suit the application gives users added versatility. They have one machine for multiple uses."

PLUS extends undercarriage life

The new D65-16 models come with Komatsu's Parallel Link Undercarriage System (PLUS) — the EX and WX models also have an additional foot of track on ground — that provides up to double the wear life of conventional undercarriages. The rotary bushing system virtually eliminates bushing wear, and wear

limits of the link and carrier roller are increased to balance the extended life of the bushing.

Added undercarriage life also comes from an improved, self-adjusting, idler support that applies constant downward pressure to the wear plate of the idler guide, preventing bouncing and vibration and reducing noise. It also acts as a scraper that keeps materials out. A full guarding package, designed with customer feedback, offers added durability and lower maintenance time and cost.

"The biggest cost of owning and operating a dozer is the undercarriage, and by extending its life, Komatsu is keeping that cost down," noted Boebel. "We want customers to produce with these machines for a long time to come, and the new and enhanced features we added to the undercarriage accomplish that."

Efficient maintenance

Added efficiency in the D65-16s comes from better visibility in the larger ROPS/FOPS cab that puts the operator higher and more forward for improved sight to the blade. The cab is ultra quiet at a 75-decibel rating, and an air-ride seat and rear hydraulics are standard. A seven-inch, in-cab, color monitor allows owners and operators to track fuel consumption and idle time, as well as other functions, using Komatsu's KOMTRAX technology that comes standard and is free for the first five years.

KOMTRAX helps provide better maintenance tracking to ensure proper service intervals are met, further keeping owning and operating costs down. Komatsu's new D65 models also feature easy routine maintenance that includes daily engine checks grouped at the left-hand side of the engine compartment. A wide-core cooling package and manually reversing fan allow for quick cleaning of the radiator without leaving the cab.

"There are so many things you can point to that make these new models an upgrade over previous ones," said Boebel, who noted that the dozers can come with Topcon plug-and-play or Trimble ready. "We designed these from the ground up with a list of enhancements our customers wanted. The result is more efficient and reliable machines, which is what they asked for." ■

EX and WX models can be equipped with a SIGMA blade designed for heavy dozing applications. Blade visibility is better in the new D65s as the cab was designed to move the operator up and forward.





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MORE NEW PRODUCTS

NEW PC78US-8

Compact excavator provides upgraded features that increase productivity, reduce O&O costs



David Caldwell,
Product Manager

Brief Specs on Komatsu's PC78US-8 Excavator

Model
PC78US-8

Operating Weight
16,240 lbs.

Net Hp
55 hp*

Digging Depth
15 feet, 5 inches

**Interim Tier 4
emissions-certified engine*

A machine that offers more horsepower, operating weight and increased digging depth at lower owning and operating costs and emissions would be a major asset to your business. Komatsu's new PC78US-8 excavator offers all that in a compact package that works well in small and mid-size applications.

The PC78US-8 replaces the PC78US-6, offering almost 400 additional pounds of operating weight. The popular long arm is now standard, offering a larger working range than the previous standard arm. A 55-horsepower, direct-injection, Interim Tier 4 engine provides better fuel efficiency without sacrificing power or productivity.

"It's a great machine for a variety of construction projects, as well as utility and landscaping jobs," said Product Manager David Caldwell. "With the tight tail swing, it's very useful in confined areas."

Using Komatsu's HydrauMind™ hydraulic system, the PC78US-8's pressure-compensating Closed Loading Sensing System (CLSS) ensures each function works according to its control input regardless of the load, giving the operator precise control. An engine-speed sensing system maintains engine speed under all

conditions, so the engine's full power potential is always available. An auto-idle feature senses when the machine is not working and reduces rpms to conserve fuel.

Productivity features

A number of the new PC78US-8's features add to productivity, including load-sensing, automatic, two-speed travel that provides 10.7 percent faster high-speed travel. Komatsu also improved traction force by 2.6 percent, enhancing blade performance and enabling the new PC78US-8 to power through turns.

Auxiliary hydraulics and the Level 3 KOMTRAX package (Komatsu's exclusive wireless machine-monitoring system) are standard equipment. Inside the spacious cab that's 3.6 percent larger, a seven-inch, color, multifunction monitor gives the operator the ability to easily navigate between functions. The monitor allows operators to select from five working modes for power, economy, lifting, breaker and attachments; to adjust the flow rate to auxiliary attachments without leaving the cab; and to modify the heat and air conditioning for maximum comfort throughout the day.

Komatsu made maintenance easier with an engine hood that can be opened in confined spaces, a wide-opening side hood, and extended, 500-hour arm and boom lube intervals and 500-hour engine oil and filter changes. In addition, the new machine comes with a standard three-year, 3,000-hour warranty.

"Our previous PC78US-6 model was very popular because of its power and productivity in tight jobsites, and we have further improved upon that," said Caldwell. "It's a valuable addition to any fleet, especially for those contractors who do utility work, landscaping, residential and non-residential construction." ■

The new PC78US-8 has several upgrades that make it more productive and efficient in small to mid-size applications.





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INDUSTRY IMPACT

READY FOR NEW REGULATIONS

Komatsu is geared up for the big leap in Tier 4 emission standards that start next year

Throughout the past several years you've heard a lot about Tier 3 emission standards for construction equipment, and chances are you have one or more machines that meet that criteria. In the next few months, the industry will shift to another gear, bringing a heavy dose of new Tier 4 standards to a large number of engines and all the compliance levels that go with them.

Tier 4 standards come in two phases, with the interim phase beginning next year and focusing on particulate matter reduction requirements. Final standards will come later and deal with oxides of nitrogen (NOx) and hydrocarbons. Tier 4 interim standards for smaller engines, ranging from 25 to 74 horsepower, are already in effect. However, OEMs have the option of skipping Tier 4 interim standards if they implement Tier 4 final standards one year ahead of schedule, in 2012.

Emission standards don't cover the type of machine, rather they apply to the horsepower of the engine, and a very large number of construction machines with engines in the 175 to 750 range will be affected when the interim phase comes in January of 2011. A year later, 75- to 174-horsepower machines will have to meet the interim phase.

So what do the new standards mean for construction machinery? Tier 4 rules cut the soot an engine can emit by 90 percent compared to Tier 3, and cut NOx by 45 percent during the interim phase. When final compliance goes into effect in 2014, NOx will have to be cut by an additional 80 percent, meaning new-machine emissions will be close to zero.

In addition, diesel machines will be required to use Tier 4-specific engine oil, use ULSD

fuel containing less than 15 ppm sulfur, and maintain emission filters. While meeting these new standards is challenging, Komatsu has already announced it's set for the new requirements to take effect.

"We were ready for Tier 3 compliance in advance, and that's also the case with Tier 4," said Senior Product Manager Chuck Murawski. "Komatsu has always been an innovator, and constantly looks for ways to not only meet current and future standards, but exceed them when possible."

Technology behind the engines

Murawski said machine performance won't be affected, and in some cases, may actually be improved. Komatsu engineered new excavators, dozers, wheel loaders, trucks and other equipment in the new horsepower range to meet the standards without sacrificing productivity or fuel efficiency.



Chuck Murawski,
Senior Product
Manager

Continued . . .

Equipment in the 175- to 750-horsepower range, such as Komatsu's WA500-6 wheel loaders and HM400-2 articulated trucks, must meet Tier 4 interim standards beginning January 1, 2011. "Komatsu was ready for Tier 3 compliance in advance, and that's also the case with Tier 4," said Senior Product Manager Chuck Murawski.



Komatsu steps up to Tier 4 with innovative design

... continued

Komatsu did so in a variety of ways, including a newly designed, KVG (Komatsu variable-geometry turbocharger) that varies the air flow and delivers optimum air volume to the engine combustion chamber under all speed and load conditions. The result is cleaner exhaust gas and improved fuel economy while maintaining power and performance.

"Our initial feedback has seen more responsive machines that consume less fuel," said Murawski. "The Tier 4 machines are completely Komatsu-designed and -manufactured, including components, so we control quality and performance. All machine systems work in harmony."



Dozers such as the Komatsu D155AX-6 Sigma will be required to meet interim Tier 4 standards next year, while smaller dozers, such as the D51EX-22, have until 2012 to meet regulations.

The PC88MR-8 is equipped with a 65-horsepower engine that meets Tier 4 interim standards.



Other key features of the new technology include:

- A Komatsu-designed and -developed high-efficiency, diesel-particulate filter that captures more than 90 percent of particulate matter. The engine controller initiates passive and active regeneration automatically as needed to oxidize the particulates while the engine is running, which allows uninterrupted machine operation. A special oxidation catalyst eliminates the need for a traditional fuel burner, reducing maintenance costs and increasing reliability.
- A computer-controlled, heavy-duty High Pressure Common Rail System delivers the precise quantity of pressurized fuel into the engine combustion chamber, using multiple injections to achieve complete fuel burn and reduce exhaust emissions. Wear-resistant materials provide improved fuel-injector life.
- A heavy-duty, cooled Exhaust Gas Recirculation System, which has already proven effective in Tier 3 models, has been enhanced for increased capacity to further reduce NOx to Tier 4 levels. Larger, more robust components ensure reliable performance during demanding work conditions.
- A new fuel/air combustion chamber, located at the top of the engine piston, has a new shape designed to improve combustion and further reduce NOx, particulate matter, fuel consumption and noise.
- The engine and machine equipment function in harmony as the electronic control system performs high-speed processing of information from sensors throughout the machine. The result is reduced fuel consumption, noise, NOx and particulate matter.

"What customers get with these machines is solid production with lower emissions and less fuel consumption," said Murawski. "Komatsu technology has once again produced machines with a competitive edge." ■

IN THE FIELD

DEMO DAYS

Hands-on event gives attendees opportunity to see and operate variety of equipment

Customers attending Komatsu's most recent Demo Days got the first look at new products — the GD655-5 motor grader and the D65EX-16 and D65PX-16 dozers. They were among the more than 20 pieces of equipment featured at the event held at Komatsu's Training and Demonstration Center site in Cartersville, Ga.

In addition to the motor grader and dozers (see related dozer product article), attendees operated everything from a tight-tail-swing utility excavator, such as the PC88MR-8, to the D275AX-5 dozer with Komatsu's patented Sigma blade. The Sigma is also an option on the new D65EX-16, and customers had a chance to see how it works on the smaller dozer.

"Being able to not only see, but operate any piece of equipment we have on site is a real advantage for those who attend," said Bob Post, Director of Marketing Communications and Sales Training. "We want them to walk away seeing the breadth of our product offerings and appreciating how productive Komatsu equipment is. You can only do that by getting in the cab and running the machine, which is a big part of what Demo Days is all about."

Attendees could also take advantage of educational seminars designed to help them get the most out of their machinery in productive and efficient ways. An optional tour of Komatsu's Chattanooga Manufacturing Operations, where excavators and articulated trucks are built, was available too.

Several of those products were on site to operate at Demo Days, along with wheel loaders, a crusher and a rigid-frame haul truck. For more information on any piece of Komatsu equipment, contact your sales representative or visit our nearest branch location. ■



Komatsu's newest dozers, the D65EX-16 and D65PX-16, were available to operate for the first time during Demo Days.



Attendees could operate all types of Komatsu equipment, including the new Hybrid PC200LC-8 excavator and the PC270LC-8.



In addition to operating machinery, customers could get in-depth information about Komatsu equipment from on-site product managers.

Those attending Demo Days got to see the depth of Komatsu's construction equipment line, which includes dozers, excavators, crushers, motor graders, wheel loaders and trucks.



KOMATSU & YOU

OFFERING FINANCING SOLUTIONS

VP Financial Services and Treasurer Ben Norris says helping customers purchase equipment is top priority



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.

Ben Norris,
VP Financial Services/Treasurer

Ben Norris has witnessed firsthand the massive growth Komatsu has undergone during the past 30 years. He's currently Vice President Financial Services and Treasurer of Komatsu America, as well as President of Komatsu Financial, a wholly owned subsidiary of Komatsu America. He's also served as Finance Sales Manager and Controller in his 25 years with Komatsu.

Ben started in finance operations after graduating with a Bachelor of Science degree in finance from Illinois State in 1984. He received his MBA in 1990 from DePaul University, and served on the 2006 National Security Forum as a civilian guest at the Air War College at Maxwell AFB in Huntsville, Ala.

As Vice President Financial Services and Treasurer, he's responsible for assets and liabilities for Komatsu America. He oversees a staff of more than 50 finance professionals who work with Komatsu distributors and customers to provide financing options for equipment purchases.

"Komatsu Financial provides support to about 20,000 Komatsu end users, as well as our distributors throughout the United States and Canada," said Norris. "That's considerably higher than when I started with Dresser Leasing, which eventually grew into Komatsu Financial. One thing I'm most proud of is that through the transition into Komatsu Financial, and especially through the peaks and valleys of the construction industry, we've consistently provided stable, cost-effective and competitive financing."

Ben and his wife, Marybeth, are celebrating 20 years of marriage and have two sons aged 18 and 13. The Norrises enjoy golf, fishing, sports and travel.

QUESTION: What role does Komatsu Financial play in customer purchases?

ANSWER: First, Komatsu Financial is interested in the success of every deal, but we're not a replacement for traditional lenders. We encourage those buying equipment to shop around and find the best rates and terms that they believe will benefit them the most. However, Komatsu Financial offers a vast array of options that equipment buyers can use to finance or lease their Komatsu machines.

Komatsu makes efficient and productive products that are cost-effective, and we believe, put more profit in our customers' pockets. Komatsu Financial wants to help ensure customers are able to purchase Komatsu pieces by providing financing solutions, whenever they're needed.

QUESTION: Will you only finance new Komatsu equipment?

ANSWER: First and foremost that's what we do. Most of our customers are buying new pieces of equipment because, again, newer models tend to be more efficient and productive. But, if a customer believes a used piece is more of an advantage to them, we'll certainly work with them. From the used side, we'll finance competitive brands as well. For instance, if a distributor took a competitive piece on trade, and a customer is interested in purchasing it, we're here to help.

QUESTION: What's the advantage to using Komatsu Financial?

ANSWER: First, Komatsu Financial offers a stable, cost-effective and viable financing solution to customers by providing core product financing of Komatsu equipment. Second, we provide the best service in the



Komatsu Financial offers cost effective and viable financing solutions for all types of equipment.

industry. We don't offer other types of loans or lines of credit. But because our rates and terms are in line with other lenders, customers can finance equipment with Komatsu, leaving their other sources of credit open to continue to grow their businesses.

Because equipment financing is our core business, we have been incredibly consistent throughout the years in providing affordable solutions through all types of market conditions. We understand that the construction industry has peaks and valleys, and the last couple of years would indicate that sometimes there are deep valleys. But through it all, we've maintained our book of business and haven't shied away from lending until the next peak hits. We also have more than 50 people on staff, many of whom have been here a decade or more, and they understand the industry better than anyone else.

QUESTION: Given the current economics, there are sure to be businesses that may fall behind on payments. How do you handle those situations?

ANSWER: Really, that happens in all economies for a variety of reasons. As I said, we understand there are going to be some rough times, and to be honest, there are times when we have to take a machine back. That's a last resort, however. Maybe it's just a matter of the customer waiting to get paid for a job, or the customer has work lined up months ahead but hasn't been able to start yet. It helps if the customer contacts us, and lets us know the situation. Our first priority is to work with customers to find solutions that will allow them to keep their machinery so they can continue working.

QUESTION: What do you see ahead?



Vice President Financial Services/Treasurer Ben Norris said Komatsu Financial's main aim is to help customers purchase new Komatsu equipment, such as the all-new D65EX-16 dozer.



According to Ben Norris, Komatsu VP Financial Services/Treasurer, the company is optimistic about the construction industry's future, and projections are for gradual growth ahead. Komatsu factories are ramping up production again, Norris noted.

ANSWER: We're optimistic about the construction industry going forward. We believe the industry has hit a firm bottom, and projections are for a gradual recovery and growth ahead. Our factories are ramping up again, so that as the market grows, we're in position to have the machinery ready that end users can put to work.

Those who are looking for machinery should contact their distributor first to find the right equipment to match their needs. That's the most important step in the equipment-buying process, and our distributors are excellent at doing that. Next comes financing, if needed. Komatsu distributors have strong credit or finance managers who can help buyers find financing with Komatsu Financial or an outside lender of their choice. ■

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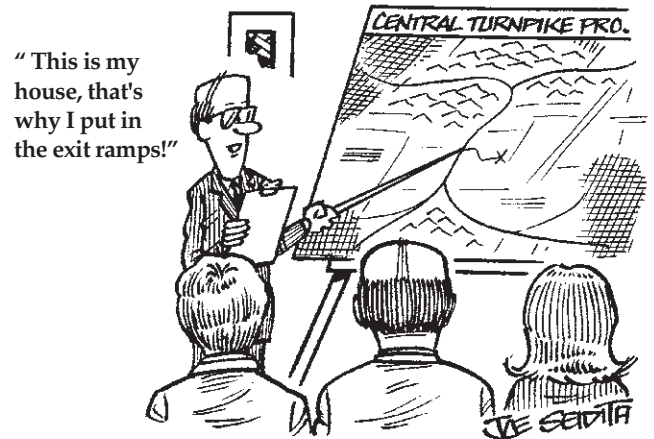
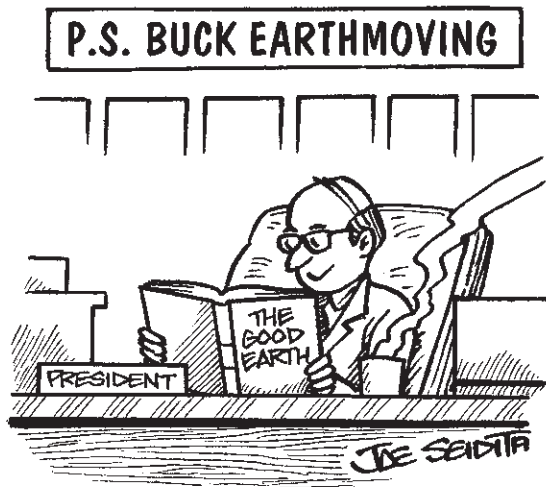
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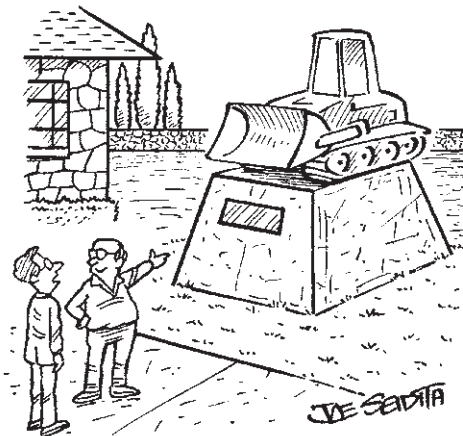
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SIDE TRACKS

On the light side



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Did you know...

- A giraffe can go without water longer than a camel can.
- A mole can dig a tunnel 300 feet long in just one night.
- On average, a person laughs about 15 times a day.
- February 1865 is the only month in recorded history not to have a full moon.
- Maine is the only state whose name is just one syllable.
- One quarter of the bones in your body are in your feet.
- Our eyes are always the same size from birth, but our nose and ears never stop growing.
- The only 15-letter word that can be spelled without repeating a letter is uncopyrightable.
- Months that begin on a Sunday will always have a Friday the 13th.
- It takes a drop of ocean water more than 1,000 years to circulate around the world.

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.RMLRoadToSuccess.com

1. ANPETIWORR _____
2. NITAROTC _____
3. KOBECAL _____
4. RBIYDH _____
5. TAFESY _____
6. WYGAHIH _____

MORE INDUSTRY NEWS

Study shows theft of construction equipment a major issue

Results of a recent study show more than 13,000 pieces of construction equipment were stolen last year, with towable items such as generators, welders and air compressors being the top targets. The thefts were largely committed by organized crime rings, according to the 10th Annual Construction Equipment Theft Study done by LoJack Corporation.

Newer equipment is the most common theft target because of its high resale value. While towables were the top items stolen, backhoe loaders, skid steers, wheel and track loaders

were not far behind. More than 82 percent of the pieces stolen were never recovered.

Poor on-site security, easy access to open cabs, one key that fits all and a lack of product identification numbers and records make construction equipment easy targets, according to the study. LoJack suggests labeling all equipment with unique ID numbers in several locations on the equipment, keeping accurate records, focusing on site security and using theft deterrent systems, such as wheel locks and battery disconnects. All are good practices in theft prevention and recovery. ■

Komatsu provides assistance to Chile following quake

As it did following the Haiti earthquake, Komatsu donated to the relief and cleanup efforts of the Chile quake. Komatsu donated material assistance with a focus on addressing immediate and specific needs, such as bulldozers and operators to remove debris in the streets of Santiago.

Wheel loader and light tower donation, along with fuel and operators, was part of the assistance effort in the southern areas. Komatsu also purchased water trucks to provide potable water to the victims in the worst-hit areas.

In addition, employees donated to relief funds, with Komatsu matching those donations. ■

Lawmaker says passage of highway bill unlikely this year

It may be next year before a new surface transportation bill is passed, according to a ranking member of the House Transportation and Infrastructure Committee. The previous bill, SAFETEA-LU, expired last fall, and a series of stop-gap measures and stimulus spending has provided funding for projects.

"I think we're looking at next spring, though I haven't given up on December of

this year," said Rep. John Mica, R-Fla., about the prospects of Congress passing a new bill during a meeting with transportation attorneys, according to an article in the Journal of Commerce.

An agreement is not likely before the November election, said the article, as debate over a new bill and other legislation has stalled a transportation bill's passage. ■

New national Health Hazards Awareness Program

A new national Health Hazards Awareness Program for the construction industry is due out later this summer. It offers a comprehensive curriculum that covers hazards on construction projects of all types, including industrial, commercial, residential and demolition.

Presented by The Construction Safety Council, the program consists of modules focusing on topics developed around the chemical, physical and biological health hazards that may be found on construction sites. Modules can be mixed and matched to customize a program to fit a contractor's particular needs. ■



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KA-14

NEWS & NOTES

Group says nation needs long-term, coordinated freight plan

The American Association of State Highway and Transportation Officials (AASHTO) joined the chorus of organizations calling for a significant boost in highway, rail and other transportation funding in its new report, *Unlocking Freight*. It identifies key projects across the country that would improve freight delivery and dependability and offer needed relief for freight congestion, job generation and improved productivity.

"The simple fact is: no transportation, no economy," said AASHTO President Larry L. "Butch" Brown. "They are inseparable. We must invest to maintain and strengthen

the American 'transconomy.' Congress must invest in all transportation modes, from waterways to roads and rails, to get us where we need to be as a competitive nation. Millions of jobs and our nation's long-term economic health depend on it."

The report highlighted deficiencies on roads, rail, waterways, ports and other forms of freight transportation. Noting that the freight transportation system supports more than 10 million jobs, many are calling for increased national and regional investments that include all freight transportation modes. ■

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USED EQUIPMENT FOR SALE

HYDRAULIC EXCAVATORS

YEAR	MAKE	MODEL	HRS	STK#	PRICE
2006	KOMATSU	PC200-8	1,456	EMD58	\$89,000
2005	KOMATSU	PC200LC-7	1,651	EMD57	\$89,000
2005	KOMATSU	PC200LC-7	1,832	EMD62	\$121,053
2005	KOMATSU	PC200LC-7	1,507	EMD61	\$100,000
2005	KOMATSU	PC200LC-7	1,279	EMD60	\$103,158
2004	KOMATSU	PC200-7	1,388	EMD59	\$75,000
2004	KOMATSU	PC200-7	2,239	EMD39	\$89,000
2003	KOMATSU	PC228US-3	3,127	EMD40	\$68,421
2006	KOMATSU	PC300LC-7	823	EMD65	\$175,000
2005	KOMATSU	PC300LC-7	2,397	EMD55	\$125,000
2005	KOMATSU	PC300LC-7	3,901	EMD56	\$145,000
2005	KOMATSU	PC400LC-7	3,255	EMD16	\$185,000
2005	KOMATSU	PC400LC-7	3,572	EMD54	\$215,000
2005	KOMATSU	PC450LC-7	3,756	EMD5	\$155,000
2005	KOMATSU	PC750LC-7	2,939	EMD1	\$330,000

WHEEL LOADERS

2003	KOMATSU	WA380-5	5,624	EMD41	\$75,000
1998	KOMATSU	WA380-3	7,250	EMD4	\$60,000
2005	KOMATSU	WA500-3LK	7,131	EMD124	\$150,000
2005	KOMATSU	WA500-3LK	6,191	EMD127	\$150,000

DOZERS

2005	KOMATSU	D65EX-15	2,499	EMD145	\$145,000
2001	KOMATSU	D65E-12	3,242	EMD125	\$70,000
2007	KOMATSU	D155AX-6	2,075	EMD275	\$368,421
2008	KOMATSU	D155AX-6	2,000	EMD129	\$350,000

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