

ROAD To SUCCESS

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A PUBLICATION FOR AND ABOUT ROAD MACHINERY LLC CUSTOMERS

DIAMOND D GENERAL ENGINEERING

Woodland, Calif., contractor builds long list of satisfied customers across various market sectors

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Spencer Defty,
Owner/President

BRAY CONSTRUCTION, INC. & BRAY MINING & MATERIALS, LLC.

Arizona contractor proved he could build a successful business even in tough economic conditions

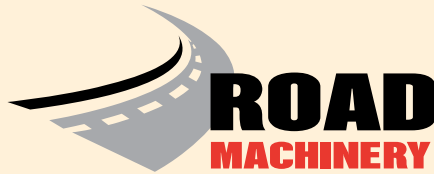
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Andy Bray,
President

A MESSAGE FROM THE PRESIDENT & COO

**Take time
to assess
your fleet**



Dear Valued Customer:

It seems every year the construction season gets longer. For some, it's now year-round. That can bring special circumstances to your machinery, such as more frequent service intervals and faster wear as the hour meter climbs. Our goal is to keep your owning and operating costs low, so you keep more of your hard-earned dollars.

Working year-round, or close to it, also presents the challenge of finding a convenient time to do needed maintenance and repairs. We can help by offering you cost-effective solutions to meeting these critical needs, including scheduling downtime after hours and at your location. Our technicians are trained to do the work efficiently to maximize uptime. Staying on top of scheduled preventive maintenance will keep your machinery running longer and more productively.

Our technicians are also skilled at spotting items that may potentially lead to catastrophic failures. We can help you address those before they lead to more costly repairs down the road.

If you believe new equipment is in order, we carry top-of-line products from leading manufacturers, including Komatsu. In this issue of your *Road To Success* magazine we highlight some of those products, and, of course, if you purchase a new Tier 4 Interim Komatsu machine, we'll provide complimentary factory-scheduled maintenance for the first three years or 2,000 hours through Komatsu CARE. We'll also track your equipment through KOMTRAX and contact you to schedule these services at a convenient time, using genuine Komatsu fluids and parts.

If you choose to do repairs yourself, we have a large parts inventory on hand. Call and tell our parts department what you need, and we'll have it ready for you to pick up or we'll ship to your location.

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

Sincerely,
ROAD MACHINERY LLC

A handwritten signature in black ink, appearing to read 'Dan Roush', with a stylized flourish at the end.

Dan Roush
President & COO



ROAD MACHINERY

ROAD To SUCCESS

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CORPORATE OFFICE - PHOENIX, AZ

4710A E. Elwood St., Ste. 6
(602) 252-7121
FAX: (602) 253-9690

REMANUFACTURING FACILITY - PHOENIX, AZ

716 S. 7th St.
(602) 252-7121
FAX: (602) 253-9690

PRESCOTT, AZ

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FAX: (928) 778-5640

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BRAY CONSTRUCTION, INC. & BRAY MINING & MATERIALS, LLC.

Arizona contractor proved he could build a successful business even in tough economic conditions



Andy Bray,
President

Even though the U.S. was starting to see some recovery from one of the worst recessions in its history, June 2010 was still well below peak construction levels of just a few years earlier. Many businesses were gone, others were continuing to tighten the purse strings.

"As bad as the economy was, I thought it was the ideal time to start a business," said Andy Bray, President of Glendale, Ariz.-based Bray Construction. "There's no such thing as a perfect world. I was willing to take the risk to build something of my own. My goal was \$1 million in sales the first year."

Bray nearly doubled that, and set himself up to take advantage of the recovery. "I did a lot of leg work, knocking on doors to let people know who we are and what we do. That helped me get a foot in the door, and as the recovery continues to come along — which we're seeing, especially in the housing market — I believe the groundwork was laid for success now and in the future."

About 95 percent of Bray Mining & Material's work is making mineral aggregates and road base material for DOT contractors.

Some of the potential customers Bray talked to were people with whom he already had a relationship. Originally from Wisconsin, Bray graduated with a degree in construction management from Northern Arizona University. A fan of the Southwest's climate, Bray decided to stay in the state and worked for a couple of companies in the Phoenix metro area before starting Bray Construction and its sister company Bray Mining & Materials.

"The first project I did was a more than half-million-dollar custom crushing job for Chevron Mining in Gallup, New Mexico," Bray recalled. "It was about 125,000 tons of riprap and 150,000 tons of base material. I've since done similar jobs for mines and construction companies through Bray Mining & Materials. About 95 percent of the company's work is making mineral aggregates and road base material for DOT contractors, and the balance is miscellaneous, such as riprap and special leach or drain rock."

Bray Construction works as a sub to some of the same contractors for which its sister company crushes. Bray said its specialty is grading, but the company also provides site work that includes importing and exporting materials, utility installation and paving. A recent project at Holloman Air Force Base included moving about 40,000 yards of dirt on site and importing another 20,000. The company also hauled in 15,000 tons of aggregate base and put down 4,500 tons of asphalt.

Another project involved about 16,000 yards of roadway excavation, 3,000 feet of storm drain installation and 15,000 tons of aggregate base import and placement as a subcontractor on a DOT project on State Route 189 near Nogales. Bray Construction also installed 3,000 feet of storm drain on a highway job near Wickenburg and





Bray Mining & Materials uses a Komatsu WA500-6 wheel loader to feed a crushing plant. "Constant production is key in crushing, and the Komatsu wheel loader gives us that," said Owner Andy Bray. "We really like the power and breakout force it provides. It will go into the pile without slipping or stalling."

about 1,500 feet of water line at the Mariposa Port of Entry.

"I believe in being diversified and versatile; I get that with the two companies, which sometimes work together, and within Bray Construction itself," said Bray. "We can provide a full site package or break out our services. We're willing to do whatever the customer needs."

"Between the two companies, we have a total of five crews, so we've grown considerably in three years," said Bray. "I now have about 20 of the best employees you could find, including key people such as (Plants Superintendent) Miguel Estrada, (Vice President) Mark Velasco and (Plants Engineer) Jon Pelto."

Komatsu WA500 provides optimal production

Bray started out renting equipment, but has since turned to buying. He recently converted a rented Komatsu WA500-6 wheel loader into a purchase with the help of Road Machinery LLC Account Manager Corey Barton. It's used exclusively to feed one of Bray Mining & Materials' crushers.

"Constant, consistent production is key in spec crushing, and the Komatsu wheel loader gives us that," reported Bray. "When we're trying to crush 2,000 tons of mineral aggregate per shift, we need a loader that can keep up. The Komatsu is strong and stout, so we don't have any problem getting the production we need."

"We really like the power and breakout force it provides," he added. "It will go into the pile without slipping or stalling. The operators really appreciate the comfortable cab and how easy it is to operate with the joystick steering."



Bray Construction and Bray Mining & Materials President Andy Bray (right) worked with Road Machinery LLC Account Manager Corey Barton to rent, then convert to purchase, a Komatsu WA500-6 wheel loader. "Anytime we need something, we know they'll answer the call, including on the weekend," said Bray of Road Machinery. "They understand the value of maximum uptime and work to ensure we get it with the loader."

Bray appreciates the service he's received from Road Machinery. "We've developed a great relationship with Corey, Regional Sales Manager David Weston and others at Road Machinery. Anytime we need something, we know they'll answer the call, including on the weekend. Road Machinery also keeps track of my machine through KOMTRAX and lets me know right away if there's an error code so we can address it. They understand the value of maximum uptime and work to ensure we get it with the loader."

Third plant added

Bray is also committed to providing a high level of service to his customers, both at Bray Construction and Bray Mining & Materials. He recently added a third crushing plant to the latter.

"I've grown to this point in an effort to offer our customers, many of which are repeat business, the best, most complete service possible," Bray noted. "I believe I'm at a point now to do that, so I'm looking for more controlled growth. The worst thing I could do is overextend myself and not be able to take care of the customer. I won't let that happen." ■

DIAMOND D GENERAL ENGINEERING

Woodland, Calif., contractor builds long list of satisfied customers across various market sectors



Spencer Defty,
Owner/President

The list of earthwork services Diamond D General Engineering performs is long and comprehensive. The Woodland, Calif.-based company works in nearly every sector of the construction marketplace, including residential, commercial, industrial and agricultural.

"During the past 25 years, we've continually progressed to the point where we can handle nearly 100 percent of the work on every project, including engineering, surveying and AutoCAD capabilities," said President Spencer Defty, who manages the company, along with his wife, Laura, and Vice President Kirk Johnson. Laura is Chief Financial Officer. "Our work is now about an 80/20 split between hard bid and negotiated agricultural."

Defty put down roots for Diamond D largely through negotiated work, starting in 1987. While working for another company, he bought a garden tractor and began doing small jobs in the evenings and on weekends.

Diamond D General Engineering uses a Komatsu Hybrid HB215LC-1 excavator to cut a ditch. "We're seeing a 40-percent reduction in fuel usage compared to a traditional machine of similar size," said Owner/President Spencer Defty. "Not only is it good for the bottom line, but also for the environment, from an emissions standpoint."



"Much of the work was residential, including grading backyards and around houses for landscaping, cleaning up weeds, mowing and rototilling, among other things," recalled Defty. "Farm friends would also hire me to run their equipment, building ponds and constructing or repairing ranch roads. It created opportunity, so I bought a dozer of my own and eventually went into business for myself."

Defty continues to offer those services to farmers and ranchers. In fact, building ranch roads is a specialty, and he has even presented seminars on best practices. "There's an art to it, and you have to be able to understand topography and hydrology in order to diffuse water and its energy away from the road because those have a profound effect on the road during its lifetime," he explained.

Additional agricultural work includes applications such as deep ripping and soil amendments for crops. Diamond D also offers flood-control measures, storm damage and ditch cleanup, underground infrastructure installation, and construction of check structures and weirs.

"Once many businesses get to a certain size, they no longer want to deal with smaller projects, but I don't think that way," said Defty. "I still believe no job is too small, so we'll take care of those customers just the same as we do our larger clients."

Large variety of projects

Those larger clients tend to be governmental entities that put projects out for bid, including the Army Corps of Engineers, U.S. Forest Service, the U.S. Department of Defense and the Bureau of Reclamation. In addition, the company works with local water conservation districts and county flood-control authorities. Diamond D typically has three to five projects



Diamond D General Engineering owns several Komatsu dozers, including a D65EX-15, a new Tier 4 Interim D61EX-23 and a D51EX-22, all shown here working together at a job in Woodland, Calif. "We started using Komatsu dozers because I believe Komatsu's quality and technology is now far superior to the brand we were running," said Owner/President Spencer Defty.

going at any one time in its territory, which is primarily northern California.

"Our services include everything from clearing and grubbing to final grading," Defty said. "We offer levee repairs, pipelines, road building, dams, bridges and demolition. If it has to do with earthwork, we're involved. We've even crushed material on site and reused it as part of a project."

Diamond D crushed at one of several projects it had at Beale Air Force Base. Other projects included building a bridge, fixing a main thoroughfare and repairing a failed levee. The contractor has also completed demolition and grading projects at Travis Air Force Base. Recently, Diamond D finished a project at Fort Hunter Liggett that involved excavating about 100,000 yards of earth to build ponds and wash stations for Army tactical vehicles. Installation of between 6,000 and 7,000 feet of water, sewer and other utility work was also part of the job.

The company also completed a 15-acre laydown area for a precast manufacturing company that's supplying materials to the new 49ers football stadium in San Jose. The fast-track project involved moving about 130,000 yards of dirt and installing infrastructure, including 48-inch reinforced concrete storm piping, and creating 26 acres of associated detention basin and waterways. Like many jobs that involve grading, Diamond D used GPS technology in putting it all to grade.

Dedicated, safe team

Defty credits his staff of about 30 employees for ensuring Diamond D's sterling reputation for delivering such projects on time and on budget. Defty said that's been a key factor in the company's success, along with an emphasis on safety, which has helped the company maintain



The most recent addition to Diamond D's fleet is this Komatsu D61EX-23 dozer, used here to grade dirt on a farm project near Woodland, Calif. "I believe the new D61 is really in a class by itself. With its production ratio and the power-angle-tilt blade, it has the capacity to do large cut/fill projects, while at the same time being nimble and agile enough for finish work," said Owner/President Spencer Defty.

a zero-lost-time accident record, twice winning a National Safety Award.

"We build relationships with our customers based on honesty and trust, and that's why they call us back to either do more negotiated work or provide a bid for an upcoming project," said Defty. "Diamond D delivers on its word because we have a dedicated staff, many of whom have been with us a very long time and bring a great deal of expertise to each project. I consider myself privileged to be the figurehead of this team."

In addition to the Deftys and Johnson, another key staff member is Senior Estimator/Project Manager Dan Cecil.

"There are three traits I tell people they must have to work here: honesty, work ethic and the ability to work as part of a team," Defty listed.

► VIDEO



Go online or scan this QR code using an app on your smart phone to watch video of Diamond D's equipment at work.

www.RMLRoadToSuccess.com

Continued . . .

Efficient new machines cut costs

... continued

"Everything else about the business can be taught, including how to operate machinery."

Komatsu heads equipment list

Defty takes it upon himself to train new hires, including operators. During the past several years, they've primarily run Komatsu equipment, including dozers, excavators and a wheel loader, from Road Machinery LLC. Defty's latest purchases include a new Tier 4 Interim D61EX-23 dozer and a Hybrid HB215LC-1 excavator.

"We started using Komatsu dozers, because I believe Komatsu's quality and technology is now far superior to the brand we were running," said Defty, who began buying Komatsu machinery about 20 years ago. "Similar to the D51 we purchased a few years ago, I believe the new D61 is really in a class by itself. With its production ratio and the power-angle-tilt blade, it has the capacity to handle large cut/fill projects, while at the same time being nimble and agile enough for finish work. It's built with cast steel, so the D61 is more

durable. I also like that the radiator is in the rear, which gives the operator better visibility, and the backup camera increases operator awareness."

Defty noted that the D61's fuel efficiency is another standout feature, something he also appreciates about the Komatsu Hybrid HB215LC-1. The second-generation Hybrid model captures energy during swing braking in its ultra capacitor and uses it to assist the engine. "We do quite a lot of work that involves swinging 90 to 180 degrees, and that's an ideal application for the Hybrid. We're seeing a 40-percent reduction in fuel usage compared to a traditional machine of similar size (48,000 pounds). We were using six to seven gallons per hour and that dropped to between three and four gallons per hour. Not only is it good for the bottom line, but also for the environment, from an emissions standpoint."

Under Komatsu's CARE program, Road Machinery takes care of scheduled maintenance on the D61EX-23 dozer, and Defty calls on Road Machinery as needed for additional help. Defty works with Territory Manager Jason Ketchum on equipment purchases. "We've received great support through the years from Komatsu America, and Komatsu CARE is another benefit that really shows its commitment to the customer," said Defty. "Ensuring that customers see those benefits means having strong dealers that back them up, and we've seen that with Road Machinery. Jason is great at working with us to find equipment, and Road Machinery is tremendous in service and parts to support it. That's another reason we've become so loyal to Komatsu."

Giving back

Five years ago, the Deftys held an appreciation event for World War II veterans in the Woodland area. It proved so successful, they've made it an annual event where veterans and their families can meet, catch up and enjoy rides in World-War-II-era planes and other aircraft. The occasion has also become a fundraiser to help area individuals in need, and Road Machinery has been a sponsor.

"We've met some amazing people during these events, and it's taught us and our kids what that generation sacrificed and gave for our country," said Defty. "It's humbling and inspiring at the same time. We've gotten much more out of it than we've given, especially on a personal level, and you can't put a price on that." ■

(L-R) Diamond D Owner/President Spencer Defty and Chief Financial Officer Laura Defty meet with Road Machinery Territory Manager Jason Ketchum at their office in Woodland. "Jason is great at working with us to find equipment, and Road Machinery is tremendous in service and parts to support it. That's another reason we've become so loyal to Komatsu," said Spencer.



Diamond D General Engineering uses several Komatsu products, including wheel loaders, dozers, excavators and other equipment.



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GUEST OPINION

SEEKING A LONG-TERM STRATEGY

President's transportation plan sheds light on needs for infrastructure investment

President Obama is right to continue to focus on the nation's significant, and growing, infrastructure needs. As he noted in his State of the Union address, the condition of many of the nation's aging bridges, highways, and other essential infrastructure is unacceptably poor.

And he is absolutely right to point out the need to identify sources of revenue for transportation investment, including from the private sector.

We look forward to working with the administration as it acts on the key measures in the President's plan that were already authorized by last year's transportation law and require no additional legislation, including the federal infrastructure loan program known as TIFIA, and cutting the length of regulatory reviews by at least 50 percent.

There is no reason it should take federal officials nearly a decade on average to decide

whether to allow or deny new infrastructure projects, for example.

While we are encouraged by the President's consistent focus on infrastructure, we hope the administration will expend as much energy identifying ways to address the long-term funding challenges that threaten significant cuts in federal transportation investments over the coming years. Instead of just focusing on one-time investments, we need to address an estimated \$76 billion in federal transportation funding shortfalls projected during the next six years.

That is why we will work with congressional leadership and administration officials to craft long-term transportation measures that address funding shortfalls. The ultimate goal must be to craft reliable multi-year legislation that puts us on a path to repairing and expanding the nation's transportation infrastructure so it can continue to support robust economic growth for years to come. ■



Stephen E. Sandherr,
Chief Executive Officer
of the Associated
General Contractors

This article is a response by Stephen E. Sandherr, CEO of the Associated General Contractors of America, to the release of President Obama's Infrastructure Investment Plan.



Stephen E. Sandherr, Chief Executive of the Associated General Contractors says the President's call for more infrastructure investment is good, but he should also focus on long-term solutions to eliminate funding shortfalls.

NEW PRODUCTS

VERSATILE NEW WHEEL LOADERS

With standard parallel linkage, WA270-7 and WA320-7 provide benefits of two machines in one



Armando Najera,
Product Manager

Having one machine that offers the capacity and capabilities of two is a distinct advantage on construction sites. Komatsu's new WA270-7 and WA320-7 wheel loaders provide that, along with improved fuel efficiency compared to their predecessors.

"The Parallel Z-bar linkage of the previous PZ models is now standard on the new WA270-7 and WA320-7, so they replace both the previous Dash-6 models," explained

Komatsu's new WA270-7 loader and its big brother, the WA320-7, do the work of two machines in one, using standard parallel linkage that makes them ideal for a variety of applications.

Product Manager Armando Najera. "The linkage provides an increase of up to 10-percent lift force compared to the older PZ models. Combined with that increased lift force is a significant increase in bucket breakout force, which greatly improves digging performance. The new loaders have all the advantages of the previous models in a more efficient package that meets Tier 4 Interim requirements."

Smart features reduce brake, tire wear

Like other Tier 4 Interim loaders, the new wheel loaders have Komatsu's SmartLoader Logic, which functions automatically, providing optimal engine torque in all applications. SmartLoader Logic decreases engine torque when the loader isn't working hard, providing greater fuel savings.

"The WA270-7 and WA320-7 have hydrostatic transmissions (HST)," said Najera.

"The HST drivetrain delivers dynamic braking, meaning it slows the loader down when the accelerator is released, so brake wear is virtually eliminated. That makes them ideal in start-and-stop types of work, such as material transport in sewer and water and construction jobsites, as well as for pallet loading."

Additional improvements include an automatic traction-control setting, which adjusts traction to ground conditions, virtually eliminating slipping in slick conditions,





The new Komatsu WA270-7 and WA320-7 (shown here) wheel loaders feature Komatsu's SmartLoader Logic, which provides optimal engine torque in all applications, as well as hydrostatic transmissions and automatic traction-control that virtually eliminate brake and tire wear.

Brief Specs on the Komatsu WA270-7 and WA320-7

Model	Net Horsepower	Operating Weight	Bucket Capacity
WA270-7	149 hp	28,836 lbs.	2.5-3.5 cu. yds.
WA320-7	165 hp	33,731-33,984 lbs.	3.7-4.2 cu. yds.

saving tire wear and making it simpler for the operator. An S-mode setting is also available for very slippery conditions, such as snow removal.

Improved cabs

Komatsu improved the operator platforms with lower front glass and a redesigned dashboard for better visibility, and added a standard, rearview camera for increased awareness. Machine features with function-mode settings can be set from the comfort of the operator's seat through the large monitor panel.

"Operators can also adjust third-spool hydraulic flow to attachments through the LCD monitor panel," said Najera. "Because these machines replace previous standard and PZ models, running a variety of

attachments, such as different buckets, lift and hay forks, sweepers and many others, will be commonplace. The biggest difference between the two new models is really in terms of the lifting capacity needed, as well as how much space the user has at the jobsite.

"Komatsu designed these loaders with features to maximize productivity," he added. "Another way we do that in our Tier 4 Interim machines is by backing them with Komatsu CARE, which provides complimentary service for the first three years or 2,000 hours by trained distributor technicians. We encourage anyone who's considering good all-around loaders, to test the WA270-7 and WA320-7. We believe users will find them the most productive and efficient in their size classes." ■

PC490LC-10

From Komatsu - The Excavator Experts



The Komatsu PC490LC-10 provides more power, 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 engine and advanced hydraulic system maximize productivity while providing up to 5% lower fuel consumption.
- Increased lift capacity with a larger machine design and a reinforced undercarriage
- Komatsu CARE provides complimentary Tier 4 maintenance, including KDPF exchange filters. Contact your Komatsu distributor for details.

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GENERATION NEXT

Komatsu introduces new PC390LL-10 log loader that makes a tough business a little easier

Logging is a tough business. It's tough on equipment and can be tough on an operator. So loggers are always looking for something that can make the job a little easier. That's where the new Komatsu PC390LL-10 log loader comes into play.

"Whether shovel logging, loading trucks, processing logs or sorting them on a mill yard, operators want a comfortable and productive machine," said Komatsu Forest Marketing Director Kurt Moncini. "That's what they get with the new PC390LL-10."

The PC390LL-10 is the first in a new, upgraded line of Tier 4 Interim Komatsu log loaders. Komatsu started with a PC390LC-10 excavator base that features higher horsepower yet lower fuel consumption compared to its Dash-8 counterpart. As with all Dash-10s, it comes standard with KOMTRAX and is covered by the industry-leading Komatsu CARE package of complimentary scheduled maintenance services for three years or 2,000 hours.

"On top of those standard Dash-10 machine features, we've also made a number of forestry-specific modifications to the PC390LL," noted Moncini. "They include a swing system and undercarriage components from the next-size larger excavator, a PC490, as well as an upgraded revolving frame and final drive.

"Another big change loggers are noticing is our new Komatsu-designed forestry cab," he added. "It's quieter and more comfortable, thanks to the standard Komatsu cab fit-and-finish, but with stronger doors, windows and guarding for maximum durability."

The new unit is available with a Komatsu-designed, live-heel forestry boom with Komatsu cylinders. These features are designed to improve machine durability and performance.

"We had this machine out on a demo with two different logging companies in two separate states recently, and received extraordinarily positive feedback on it," Moncini reported. "We heard many strong comments regarding the cab, controllability and smoothness, the track power and slope performance, and, of course, the fuel efficiency. In fact, one of the loggers demo'ing it liked it so much, he is considering purchasing it. That kind of response makes us very excited to get the machine out to other logging operations so they can see the Komatsu Forest difference for themselves." ■



Kurt Moncini,
Komatsu Forest
Marketing Director

Brief Specs on the Komatsu PC390LL-10

Model	Operating weight	Net Hp	Reach
PC390LL-10	107,000 pounds	257 hp	42 feet

The new PC390LL-10 from Komatsu Forest is the first in a line of upgraded Tier 4 Interim log loaders. It offers higher horsepower, lower fuel consumption and a host of operator safety and comfort features.



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ADDED-VALUE MACHINE TECHNOLOGY

VP: Komatsu's "intelligent" machines are about to get even smarter

QUESTION: During the past few years, Tier 4 Interim standards were implemented across the lineup of construction and mining machinery Komatsu offers. What are the results?

ANSWER: Our Tier 4 Interim implementation has been highly successful, with improved quality across the board. Komatsu made a conscious effort to go beyond just meeting the mandated emissions-reduction standards. Through customer input and our own research and development, we built upon the already-proven and productive features of our previous Tier 3 equipment. Our extensive engineering and field testing helped us design and manufacture Tier 4 Interim machines that not only lower emissions, but significantly reduce fuel consumption. According to the millions of accumulated hours and the resulting data, we are confident these new models carry on Komatsu's tradition of durability and reliability.

Part of ensuring a machine continues to be productive and reliable throughout its life cycle is taking a proactive approach to service. With Tier 4 Interim, we introduced our Komatsu CARE complimentary maintenance program, which provides complimentary scheduled maintenance for the first three years or 2,000 hours, as well as two Komatsu Diesel Particulate Filter (KDPF) exchanges. Factory-certified distributor technicians do all the work, using genuine Komatsu parts and fluids. Distributors track machines through our innovative KOMTRAX system, and as services come due, they contact the customer to set up a convenient time to perform the work.

QUESTION: What's the next step?

ANSWER: As we did with Tier 4 Interim machines, we're building from already-proven



Erik Wilde,
Vice President ICT
Business Division and
Product Marketing

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.

Erik Wilde's responsibilities range from planning and marketing of new products and technologies to developing the necessary training and support materials to ensure their successful launch. That includes new technology built into Komatsu machinery, including Intelligent Machine Control (iMC), such as 3-D machine-control systems. Last year, Komatsu formed an iMC team that provides customer support for machine technology and supports the training and development of Komatsu distributor capabilities in this field.

Wilde has been involved in the transformation to more intelligent and productive machinery during his 16 years with Komatsu. He started in 1997 in the service side of the business, directly supporting customers in positions such as area service manager for Komatsu Mining Systems. After several years in service, he moved into a position as an excavator product manager and, in 2004, he became Director of Product Marketing, which has since evolved to his current role.

"Komatsu's proven yet cutting-edge technologies save customers time and money by making them more efficient and productive, resulting in better profitability," said Wilde. "Innovations like these add value for our customers and, when bundled with excellent support by our distributors, I believe this value-proposition truly sets us apart."

Continued . . .

New technology improves owner's bottom line

... continued

platforms in telematics with added machine intelligence. We're really excited about expanding on our Intelligent Machine Control solutions or iMC. Several years ago, we started developing integrated control systems for construction products, or as they're sometimes known, 3-D grade-control systems, offered by companies such as Topcon. Currently we provide factory-fitted Topcon "plug-and-play" systems on the D51 through D155 and have local options for Trimble-compatible systems. With the full system installed, people recognize these dozers by the mast that's mounted on the blade and the wires that run from the chassis to the blade-mounted mast.

Soon, customers will see Komatsu machines with integrated 3-D control that doesn't require

Erik Wilde, Komatsu Vice President ICT Business Division and Product Marketing, said extensive field testing and research and development of Komatsu's Tier 4 Interim machines helped Komatsu build machines that met emissions standards while increasing productivity and efficiency and lowering fuel consumption. He expects similar results when Tier 4 Final machines begin rolling out soon.



Construction companies are used to seeing machines with GPS grading systems that have masts attached to the blade and external wiring. Komatsu will soon introduce D61EXi-23 and D61PXi-23 dozers that eliminate those items, with control built into the machine.



those external items. Komatsu is introducing D61EXi-23 and D61PXi-23 dozers that have integrated sensors in the cylinders and a rooftop antenna. Inside the cab is an easy-to-use operator interface that not only brings up the design files but interacts with the machine's system controls, including blade control and tractive-effort management. As with the Tier 4 Interim machines, we have extensive customer field testing that shows improved productivity and efficiency, which reduce owning and operating costs and add value. The feedback has been phenomenal.

QUESTION: Are you working on other new technology?

ANSWER: We're always looking to innovate. Like Komatsu, our customers are on the cutting edge when it comes to technology. They're more mobile than ever before, and with that in mind, we'll soon release a KOMTRAX app for smart phones and tablets that lets customers access critical machine data without having to carry a computer. In addition, quick links to their distributor will automatically connect users to their KOMTRAX coordinator, sales, parts and service representatives, simply by clicking on icons.

It's just part of KOMTRAX's continued evolution. In its earliest days, KOMTRAX offered basic information, such as hours and machine location. Through the years, it's become an even more valuable fleet-management tool that provides comprehensive information, including how a machine is being used, its productive hours versus idle time, fuel consumption, eco guidance that provides operators tips for reducing fuel, and a host of other offerings.

QUESTION: What's on the horizon for Komatsu?

ANSWER: Tier 4 Final regulations, which further reduce emissions, actually begin this year with compact equipment and will start to be implemented on 175- to 750-horsepower machines in 2014. In 2015, machines in the 76- to 174-horsepower range will need to transition. Komatsu's Tier 4 Final platform will be based on our proven Tier 4 Interim solutions and will deliver on our commitment to quality and reliability. By 2018, we will have completely refreshed our fleet. ■

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PRODUCTION POINTERS

TIME-SAVING TECHNOLOGY

Contractor gets to grade, builds levees faster with Komatsu/Topcon GPS combination

Pruss Excavation is a third-generation family business that does all types of site work, grading and land leveling, including building and capping landfills. Much of its work also centers around water and how to control it.

"My dad started the business in 1968, and I came on-board in 1972," Jim Pruss recalled. "At the time, we did mostly ag-related work, basically making land more farmable through improved drainage and soil-conservation practices. We continue to do farm work, but through the years we've branched out considerably."

"Today, we still perform many drainage-type jobs, building lagoons, wetlands, and dams," said his son, Matt, who joined his dad full time in 2001. "Recently, we've done a substantial amount of levee work for the Corps of Engineers."

Recent Corps projects to rebuild and strengthen the levee system along the Missouri River following flood damage in 2011 have been the company's main focus during the past two years. Pruss Excavation completed a three-mile section earlier this year and is currently building two one-mile-long stretches, moving about 1 million yards of material in the process.

To complete the levee projects, Pruss Excavation added manpower and equipment. Pruss turned to its local Komatsu distributor to augment its fleet with several rented Komatsu machines and Topcon 3D-MC² GPS units, including Tier 4 Interim D65PX-17 and D65WX-17 dozers, which come plug-and-play ready for GPS grading technology.

"We're longtime proponents of Topcon GPS grading, because it's proven to us to be the

best technology in the marketplace," said Matt Pruss, noting that Pruss Excavation uses a twin antenna system with its Topcon grading units. "We've used GPS grading for more than a decade, starting with another brand before switching to Topcon several years ago. It's very user-friendly and a time and money saver. In most cases it cuts finish-grading time in half. On these levee jobs, it's probably saved us weeks, if not months of time."

"It's excellent," stated Operator Tavis Trujillo. "I've been grading with Topcon for about five years, and it's very easy to use. I like that I can quickly manipulate the model in the field, if necessary. Topcon certainly makes a difference when it comes to speed and accuracy." ■

Pruss Excavation uses Topcon GPS grading equipment and Komatsu dozers as part of its levee rebuilding projects. "We're longtime proponents of Topcon GPS grading because it's proven to us to be the best technology in the marketplace," said Vice President Matt Pruss. "On these levee jobs, it's probably saved us weeks, if not months of time."



Go online or scan this QR code using an app on your smart phone to watch video of Pruss Excavation machines at work.

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BRANCH UPDATE

FREMONT CELEBRATES ONE YEAR

Road Machinery seeing positive response to new Bay Area location



Steve Asmann,
Product Support
Representative

What a difference a year makes. At this time last year, Road Machinery's Fremont, Calif., branch was in the process of being set up. Now, it's fully operational with a staff and inventory ready to serve customers in the Bay Area.

"We have received a tremendously positive response from customers," reported Product Support Representative Steve Asmann, who's been instrumental in overseeing the store's opening. "For the most part, we had been serving them from our Sacramento store. That's quite a haul if they have to take a machine in to be worked on, or if we have to dispatch a service truck to their location. The Fremont branch alleviates those issues."

Located at 43801 Osgood Road, the 10,000-square-foot Fremont branch offers a convenient location near both Interstate 880 and Interstate 680. It has ample area to bring in large and small construction and mining machinery and take it back out. The store has four service bays for on-site work, but Asmann said most service work is conducted in the field.

The Fremont branch has three service technicians: Matt Hill, Jeremiah Figueroa and

John Jacini. With fully equipped trucks that include cranes, they cover about a 175-mile radius of Fremont. In addition to routine work, they perform repairs on products that Road Machinery carries and others. They also handle tasks such as oil analysis.

"The branch is convenient for bringing in a machine that may need a major repair, such as an engine replacement, but, for the most part, customers are calling us for minor work or scheduled maintenance," said Asmann. "We can do that at a location of the customer's choosing with our field technicians and service trucks. Our technicians are well-trained to provide most any service in the field that can be done in the shop. In most instances, that saves customers money and increases their uptime."

Greater parts capabilities

Prior to the Fremont branch opening, Road Machinery mainly served the Bay Area with one resident technician and parts-drop locations. The parts-drops are still active, but availability is better with the new store, which stocks a large inventory.

"We're actually still building the inventory, even after a year," said Nick Metcalf, Parts Sales, who's been with Road Machinery and the previous Komatsu dealer in the area. "The majority of parts are still shipped out, but our foot traffic into the store continues to increase. Our customers are very pleased that when they need something, they can come in and get it right away, without having to wait for it to be shipped or placed in their parts-drops."

Metcalf said inventory is based on machine population, as well as other factors, including recommendations from manufacturers, such as Komatsu, and working with customers to

Road Machinery's Fremont branch, which serves the Bay Area, is conveniently located on Osgood Road between Interstate 880 and Interstate 680.



better meet their needs. He noted that the store also has a hose machine, so technicians can quickly make nearly any size or type of hose.

"We have common wear items on hand, as well as essentials needed for service, such as oils and filters," said Metcalf. "If there's something we don't have on hand, in most cases, we can have it the next day through another Road Machinery location, Komatsu's parts depot in Las Vegas or its main parts facility in Ripley, Tennessee. Customers can come into the store and pick it up, or we'll ship it to them; whatever is most convenient."

Joining Metcalf on the parts team is Robert Ortiz who handles warehouse duties, pulling customer orders and filling out parts lists for the service technicians.

Sales part of a larger presence

Another important component of the Fremont branch offerings is its sales team, which includes Territory Managers Dennis Belli and Bret Weatherby. They work with customers to help find the right piece of machinery to fit their needs, whether it's Komatsu, Finn or another brand of equipment from the host of manufacturers Road Machinery carries.

"The new store is a big help for us and customers," said Belli, who's been with Road Machinery since it became the Komatsu dealer in northern California, after working with the previous dealer. "Customers tend to stay loyal if you have good products and good parts and service to back them up. This branch shows our commitment to them and, in turn, we've seen customers rely on us for more of their equipment and parts and service needs."

Road Machinery expects that commitment to continue to strengthen going forward. "The Fremont branch increases our presence in several positive ways for customers," said Mark Caldwell, California Product Support Manager. "We're working to ensure it stays that way. We're here for the long haul, and to that end we're working to build an even greater presence with additional equipment, parts inventories and service capabilities. Bay Area customers can be sure we're committed to being an integral part of their success." ■



Road Machinery technicians, such as Matt Hill, use fully equipped trucks to perform nearly any service in the field that can be done in the shop, saving customers money while increasing uptime.



Warehouse Parts Person Robert Ortiz pulls parts to fill an order at the Fremont branch. The store continues to increase its parts inventory, which includes common wear and service items. Items not in stock can be delivered the next day, in most cases.



Nick Metcalf,
Parts Sales



(L-R) The Fremont branch staff includes Product Support Representative Steve Asmann, Territory Manager Dennis Belli, Parts Sales Nick Metcalf, Warehouse Parts Person Robert Ortiz and Technician Matt Hill. Not pictured are Technicians John Jacini and Jeremiah Figueroa and Territory Manager Bret Weatherby.

TRADE SHOW NEWS

WORLD AG EXPO

Road Machinery displays agriculture-related offerings at annual show

Road Machinery increased its presence at the annual World Ag Expo with its largest display area ever at the event, featuring Komatsu and Finn products useful in agricultural applications. Six products were on display during the three-day event held at the International Agri-Center show grounds in Tulare, Calif.

The World Ag Expo featured more than 2.6 million square feet of exhibit space, making it the world's largest annual agricultural exposition.

Visitors to Road Machinery's exhibit at the World Ag Expo could climb into machines on display, with Road Machinery and Komatsu personnel on hand to answer questions.



Road Machinery had one of the largest equipment exhibits at the World Ag Expo, displaying Komatsu wheel loaders, a Komatsu excavator and dozer, and Finn products.



Estimates indicated more than 100,000 people attended. In addition to equipment, the show offered seminars and educational opportunities.

"This is an excellent opportunity for attendees to see the latest technology in agriculture, as well as some other areas of interest," said Mark Caldwell, Road Machinery California Product Support Manager. "We realize that heavy equipment dealers like us are not often thought of when it comes to agriculture, so this is a way for us to show products we carry that fit ag applications, such as dairy feeding, field and drainage improvements and other applications."

One of the most popular machines in Road Machinery's display area was a 354-horsepower D155AX-7 dozer. Numerous attendees took the opportunity to climb in the cab of the 87,000-pound machine.

"At first glance, you might think a dozer doesn't fit in agriculture, but they do have a significant presence," Caldwell pointed out. "For example, they can be used in building ranch roads and ponds, for clearing and land improvement, and for deep ripping to prepare for planting new fruit or nut trees. The D155 has the longest track-on-ground in its class, which lends itself well for those long pulls that come with ripping. So they offer plenty of versatility. We have several contractors in California and beyond that use Komatsu dozers in ag fields."

Bill Schwenk, Road Machinery Regional Sales Manager for Southern California, pointed out that Komatsu wheel loaders also offer versatility on the farm and ranch. Road Machinery displayed two loaders in its exhibit, including a new Tier 4 Interim WA320-7.

"We've seen many instances where Komatsu wheel loaders replaced tractor loaders because



Getting an up-close look at machinery on display was a highlight for many World Ag Expo attendees.

they offer greater production capacity,” noted Schwenk. “With quick couplers, users can easily switch among a myriad of attachments, including different buckets, hay forks, pallet forks and rakes, just to name a few. The hydrostatic transmission works well for short cycles, and traction control is great for slick ground conditions, such as cleaning manure in pens.”

Teaming up with Kirby Manufacturing

Additional equipment on display included a Komatsu PC138USLC-10 tight-tail-swing excavator, for use in and around farm and ranch buildings and for cleaning ditches and brush; a Finn P70 bark and straw blower; and a Finn 1020 hydroseeder.

Road Machinery also partnered with Kirby Manufacturing and Easy Rake. Road Machinery’s display featured a Kirby Manufacturing economy vertical mixer coupled with a Komatsu WA380-7 wheel loader. Kirby’s exhibit showcased an Easy Rake sileage rake attached to a Komatsu WA250PZ wheel loader.

“The World Ag Expo is a great event that gives attendees a real opportunity to see the latest technology in equipment and other items that can improve and make operations more efficient,” said Schwenk. “Our participation demonstrates we’re committed to helping those efforts by getting the word out about what Road Machinery has to offer. We enjoyed talking with people who stopped by our display area, and we encourage anyone who wants to know more about our agricultural offerings, to contact us. We’re looking forward to participating again next year and in other future shows.”

Next year’s World Ag Expo returns February 11-13 at the same venue. ■



Road Machinery’s exhibit was a major attraction at the World Ag Expo, showcasing several pieces of Komatsu and Finn equipment.



Road Machinery’s Rick Dennis (right) and Komatsu’s Mike Gidaspow (center) talk with an attendee who stopped by Road Machinery’s display area.



Road Machinery teamed up with Kirby Manufacturing to display an Easy Rake sileage rake attached to a Komatsu WA250PZ parallel tool carrier in Kirby’s display area.



Road Machinery highlighted ag applications of its equipment by showing how a Komatsu wheel loader could be used with a Kirby vertical mixer.

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AN EASY WAY TO SAVE MONEY

For a better bottom line, Komatsu says shut your machine off rather than idle it

Have you ever heard an operator say, “It costs more to shut my machine down and restart it than it does to just keep it running.”? It’s a common misconception that actually costs machine owners in terms of fuel and excessive machine wear.

“Idling is often a habit that’s been part of the equipment user’s culture for years,” said Ken Calvert, Komatsu Director of Product Support Systems. “Komatsu wants to change that culture, so for nearly two years we’ve worked to raise awareness of the costs and consequences associated with excessive idling. In nearly every case, it would be better to shut the machine down when it’s not in production.”

Here’s an example. Studies show the industry average idle time is almost 40 percent. That means if a machine is traded in at 10,000 hours, the owner really only got 6,000 hours of actual production from that unit. If the machine hadn’t idled those other 4,000 hours away, the owner could have continued to use it for another two years or so, or could have gotten a much better trade-in price at 6,000 hours rather than 10,000.

To counteract that waste, Komatsu launched a wide-ranging “No Idle Initiative” in 2012, working with about 1,200 Komatsu users to show them tangible ways to lower idle time.

“Much of the program was geared toward operators, because they are on the front lines when it comes to how much a machine idles,” said Bob Post, Director of Marketing. “We wanted to raise their awareness so they understand excessive idling can be detrimental in several ways. It puts unnecessary hours on a machine, which means faster service intervals, increased wear and tear, and warranty hours that expire faster. Excess idling can ultimately lower resale

value because a machine may have hundreds even thousands of extra hours on it.”

Aiming for 20-percent reduction

The main goal of the No Idle Initiative was a 20-percent reduction compared to participants’ previously measured idle times. Each participant received promotional materials, such as hats and key-chain tags, to raise awareness of the campaign.

Continued . . .

To help equipment users save money and get more from their equipment, Komatsu launched a “No Idle Initiative” that encouraged equipment users to shut their machines off when they’re not producing.



KOMTRAX tracks machine idle time and more

... continued

Using KOMTRAX remote machine-monitoring technology on Tier 3 and Tier 4 Interim machines, Komatsu tracked overall hours and idle time. Monthly reports showed participants' progress during the four-month campaign.

"KOMTRAX provides a host of valuable information, such as fuel consumption, machine location and functions," said Calvert. "Those are all very good tools to help customers track their equipment, but one indicator that's often underutilized is productive versus nonproductive hours. KOMTRAX shows equipment owners their machine hours and the percentage of those hours at idle. Owners can use that information to train operators in practices that will lower unproductive hours."

Komatsu recognized 284 of the 1,200 participants as "Most Improved" for showing a 20-percent or more reduction from their

baseline idling rate for at least two months. Of those, Komatsu named a "Top 20" for showing the highest percentage reduction in idling. In another category, 69 participants achieved "Best of the Best" by reducing their overall idle time to 15 percent or less. Winners in the Top 20 and Best of the Best were invited to a special Demo Days event at Komatsu's Training & Demonstration Center in Cartersville, Ga. They were honored during a special ceremony and invited to be part of a panel discussion about their experiences and success in reducing idle time.

"We consider this 'socially responsible marketing,'" said Post. "What that means is showing customers ways they can save money and put more dollars in their pockets. At the same time, it raises a level of awareness when it comes to the environment. Less idle time means less fuel used, resulting in lower emissions."

Calvert added, "The reaction to and result of the No Idle Initiative exceeded our expectations. We experienced success from an awareness standpoint, but more important, most participants saw tangible results. It was really a story of empowerment and economic benefit for equipment users. They took control of reducing idle time, and greatly helped their bottom lines."

A goal of less than 10 percent

Like the participants in the No Idle Initiative, other Komatsu users with Tier 3 and Tier 4 Interim machines can receive a complimentary, detailed, monthly report with easy-to-read charts and graphs. Included are key items, such as how a machine's idle time compares with the average of all machines Komatsu tracks.

"A simple graph shows owners if their machines are above, below or average, compared to the national average," said Calvert. "Zero idle time is probably unrealistic, because there are situations, such as cold-weather work and machine start-up, that require it. But, even those times can be drastically cut. Ultimately, we want users to have less than 10-percent idle time. A proactive approach and vigilance in tracking machines using technology such as KOMTRAX can easily achieve that goal." ■

No Idle Initiative Award Winners

- Heavy Equipment Rentals *
- Oil Dri Taft Production *
- HVF West, LLC ♦
- Shimmick Construction Co., Inc. *

* Most Improved

♦ Best of Best

According to Komatsu, the industry average machine idle time is almost 40 percent. Cutting idling time can extend the productive life of a machine by eliminating unnecessary hours and reducing wear and tear. Fuel savings and lower emissions are other benefits.



NEWS & NOTES

Studies show dramatic costs of highway underfunding

A Congressional Budget Office report projects the Highway Trust Fund will be bankrupt by Fiscal Year 2015, and will see an annual shortfall of \$92 billion by 2023 without new revenue streams to sustain it. The current highway bill, MAP-21, expires at the end of FY 2014.

According to an Associated Equipment Distributors study, a deficit of more than \$365 billion will accrue during the next 23 years with no new funding, and a Texas Transportation Institute study found that wasted time and fuel due to congestion cost Americans more than \$121 billion in 2011. ■

ICUEE-The Demo Expo slated for October 1-3

The biennial ICUEE-The Demo Expo will be held October 1-3 at the Kentucky Exposition Center in Louisville. It features the latest equipment, technologies and services for utility professionals and contractors in the electric, telecommunications, cable, sewer/water and natural gas sectors. Professional certification courses will also be available.

For the first time, the expo will be co-located with the Asset Management Symposium, which targets industry issues, including equipment finance, telematics, fleet metrics and Tier 4 engine emissions. A Fleet Management Exhibits Pavilion is slated for the exhibit floor, showcasing the latest fleet management software. ■



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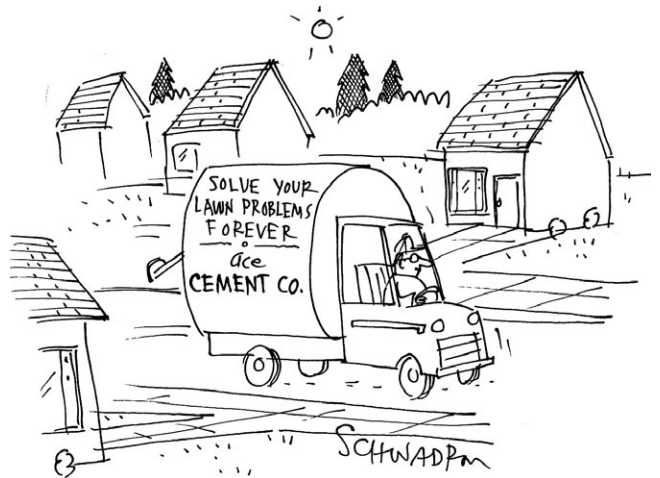


SIDE TRACKS

On the light side



"Sorry, Caldwell. My new cell phone has a 'stun gun' app."



Did you know...

- *Rafflesia Arnoldii* is the largest flower in the world and can grow as big as an umbrella.
- The first Ronald McDonald was Willard Scott in 1963.
- Alaska has more than 5,000 earthquakes a year.
- Oak trees are struck by lightning more than any other tree.
- The speed of a typical raindrop is 17 miles per hour.
- The yo-yo originated as a weapon in the Philippine Islands during the 16th century.
- The most used letter in the English alphabet is 'E', and 'Q' is the least used.
- The onion is named after the Latin word 'unio' meaning large pearl.
- The bark of an older redwood tree is fireproof.
- A single cup of gasoline, when ignited, has the same explosive power as five sticks of dynamite.

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. I B D _ _ _ _
2. T T O R C C A N _ _ _ N _ _ _ _ _
3. T E I T G N L _ _ _ _ _ G
4. M I A T T S E E _ _ _ I _ _ _ _
5. O D N B _ _ _ _ _



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